



Why/how/what



Patented  
technology



Complete  
solution



Service



Partnership

# ALUSSA

A synergy between leather and ink

Looking for the best possible way to decorate genuine leather,  
with high-quality and lasting results?

Our Alussa inkjet printing process is the way to go.

THINK **AGFA** 

# Industrial inkjet technology for genuine leather decoration

## The Alussa story



At the beginning of the 21st century a Cypriot and entrepreneur and inventor set out on a journey to find the perfect inkjet solution to decorate genuine leather. Striving for perfection, he analyzed, tested, and adapted different inkjet technologies to obtain a finished product that met the high standards of the luxury fashion industry. More than a decade later, he concluded that the only way to achieve that perfection, is by synchronizing the art of leather tanning with that of graphical printing, and he filed a first patent to protect his invention. Today, this patent still lies at the basis of the Alussa technology.



Some time after filing the mother patent, he partnered up with Agfa to improve and fine-tune his invention and to bring the technology to market. Together, they optimized every step of the process, and baptized their common project Alussa. The name derives from the Italian word 'lusso', meaning luxury – a perfect fit as Alussa serves industries that need the synergy between leather and ink to offer high-performing, high-quality products to their customers.

## Patented technology



Patents are a tool to protect ideas and inventions. The Alussa project started in 2012 with one patent. Today, Agfa has more than 100 granted patents regarding the use of inkjet technology on genuine leather. The basic patent is quite simple: it describes that the inkjet print is applied on genuine leather that is fully finished or already has one or more coating layers (e.g. an adhesive layer, a pigment layer, a 'stucko' filling layer...) and receives an extra fixation with one or more finishing or topcoat layers after applying the inkjet print.

In sum

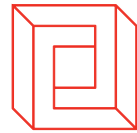
**The only good way to decorate genuine leather with inkjet technology and reach a very good performance is either by using Agfa's Alussa technology or by obtaining a license from Agfa, allowing you to execute the different process steps.**



ALUSSA eTU25



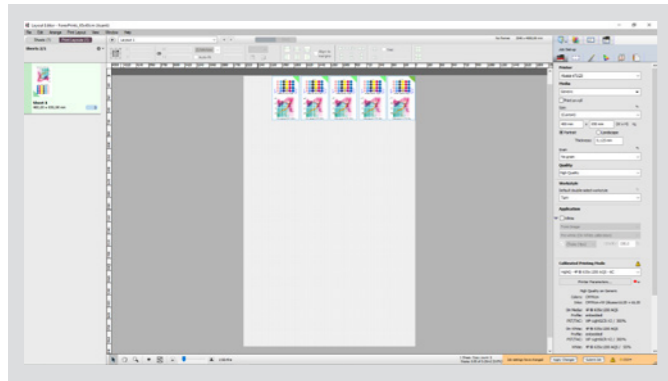
# A unique technology that controls all variables



Alussa is a complete solution with matched components.

## Software

The **workflow software** boosts print quality and productivity. It includes powerful color management tools that guarantee color matching day in/day out and year in/year out. It also comes with smart nesting tools that optimally arrange the artwork on the leather, thus limiting waste.



## Printer

The **high-productivity, industrial printer** features a dedicated transport system for leather. The optional xLF Leather Feeder uses a sticky foil that acts as a carrier to transport the leather through the printing system and broaden the scope of leathers that can be printed on.



## Coating



Finally, the optional **leather coatings** are standard coating formulations, jointly defined by Agfa & TFL. The partnership offers you best-in-class support and advice: Agfa's vast expertise in the field of inkjet technology, workflow & color management, combined with TFL's in-depth knowledge of coating chemistry and application techniques to help you optimize your coating formulations.



## Ink set

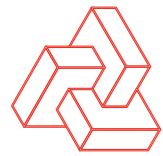


The **leather ink set** was developed with a focus on performance and health & safety. It is the first ink set for leather free of CMR cat 1 products and skin sensitizing products according to the harmonized system of classification and labelling of chemicals (GHS)

## The technology in numbers

- Extremely high flexibility
  - > Up to **100,000 dry flexes**
  - > Up to **10,000 wet flexes**
- Wide color gamut: up to **600,000+ colors**
- Up to more than **100 m<sup>2</sup>/hour printing speed**

# Our outstanding service, your extra profit



Even the most reliable printing systems need timely service and outstanding support to keep you up and running at all times. We have an expert service team of highly skilled engineers across the globe, who are trained multiple times a year to stay up-to-date on the latest technological adaptations. The fact that they are based locally, means limited travel time, and maximal production uptime for you. In addition, we use online monitoring and diagnostic tools, allowing for remote problem solving and interventions.



Of course, we want you to be able to get the max out of your printing system. That is why we love sharing our expertise with our customers. First of all, we abide by the god parent principle: as we understand that a good start is everything, we support you onsite during start-up and the first production period. Once you are up and running, we offer both standard and customized, advanced training programs. Last but not least, your feedback is important to us: we want to be true partners and capture your experience to keep optimizing the system.

# Write your own Alussa story



Starting a new activity or buying new equipment is exciting but we understand that you might want to test the waters first. We offer different plans to start using the Alussa technology in a legitimate way and achieve the best possible partnership with Agfa. Depending on your situation and needs, you can choose the plan that fits you best:

CORE	BALANCED	ALL-INCLUSIVE	
<ul style="list-style-type: none"> <li>A fixed core click charge (€/m<sup>2</sup>) per produced volume, covering consumables and the use of the patent rights</li> <li>No minimum volume commitment</li> <li>Start-up investment to acquire the equipment, SLA (1st year), installation and training</li> </ul>	<ul style="list-style-type: none"> <li>A fixed balanced click charge (€/m<sup>2</sup>) per produced volume, covering consumables and the use of the patent rights</li> <li>No minimum volume commitment</li> <li>Monthly fee covering the use of the equipment and SLA* for break &amp; fix support</li> <li>A renewable two-year contract</li> <li>The equipment remains property of Agfa</li> <li>Start-up investment for transport, installation and training</li> </ul>	<ul style="list-style-type: none"> <li>A variable all-inclusive click charge (€/m<sup>2</sup>) per produced volume, covering equipment, installation, training, consumables, the use of the patent rights and SLA* for break &amp; fix support</li> <li>An annual minimum volume is agreed upon and determines the click charge rate</li> <li>A renewable one-year contract</li> <li>The equipment remains property of Agfa</li> <li>Start-up investment for transport, installation and training.</li> </ul>	
<th>LICENSE PLAN</th>			LICENSE PLAN
<p>Use your own inkjet set-up from a non-Agfa supplier, and invest in a license to use Agfa's IP</p>			

\* SLA: Service Level Agreement



# Think Inkjet. Think Agfa.

The Agfa Group is a leading company in imaging technology and IT solutions with over 150 years of experience. The Group holds three divisions: Digital Print & Chemicals, Radiology Solutions, and HealthCare IT. In 2021, turnover amounted to 1,760 million euro.

Agfa's Digital Print & Chemicals division drives the adoption of inkjet printing across various industries. We empower graphic printing and goods-producing industries to become more versatile and efficient through the innovative use of inkjet printing technology. We do so by analyzing their experiences, needs and challenges, and actively partnering with them and industry experts.

Our actual offering consists of in-house developed and designed high-quality inkjet printers, inks, software and services, either as an integrated perfectly matched solution, or as customized components within a larger production process. It is best in class in terms of quality, productivity, sustainability and cost of ownership, with an impeccable service across the globe.

## Grow your business, not your footprint

At Agfa, we firmly believe that it is our duty to do business in a responsible, sustainable and transparent way. This belief has driven Agfa's long tradition of good corporate citizenship: striving for profitable growth, while making sure that our business strategy accounts for our broader impact on the environment and on society at large.

We have prioritized our actions according to the Sustainable Development Goals defined by the United Nations, and have set concrete targets for select targets which we consider of the highest relevance.



**More information on our approach to sustainable management**

When developing Alussa, we took care to create a sustainable inkjet printing solution for the decoration of high-quality genuine leather that complies with all relevant health & safety and environmental standards and regulations:

- Printing system with limited waste
- Leather carrier system with recyclable sticky film
- UV ink set with the best health & safety assessment, compliant to the latest regulations for leather goods
- Chemical solutions with limited impact upon skin contact



**More info on Alussa's sustainability credentials**

[www.agfa.com/alussa](http://www.agfa.com/alussa)

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