



MGI announces the 1st sale of the AlphaJET in France to the Drôme-based printing company ISRA

ISRA will totally optimize the production flow of its printing activities, by equipping itself with the very first Digital Printing Factory 4.0.



For ISRA, a manufacturer and printer of intelligent commercial media, whose plant is based in Romans and has 90 employees, the year 2022 will certainly be placed under the sign of Industry 4.0.

This industrial cooperative, which is active in the packaging, cards with or without chips dedicated to retail, transport, authentication and access

control markets, has indeed invested in the first AlphaJET 4.0 factory from French manufacturer MGI Digital Technology.



The AlphaJET is a breakthrough innovation in industrial printing, which integrates for the first time, in a single pass, and according to a 100% digital flow, all the steps of four-color printing, UV selective varnish and hot foil stamping, in fixed or variable data, in 2D and 3D, in a B1 format (72x110cm).

ISRA: a DNA marked by Printing and Innovation

By equipping itself with the AlphaJET from MGI, ISRA confirms both its attachment to its first profession: printing, but also its development strategy which has always relied on innovation and differentiation. Two values that have always made the strength of this SME. This investment is part of a 5-year innovation plan that is part of the «France Relance» initiative.

Among ISRA's latest innovations is the creation of the very first «zero plastic» ISBIO card, which has now become a favorite of major luxury brands and contractors, thanks to its eco-responsible aspect due to its fully recyclable material: paper. In this context, the acquisition of an AlphaJET appeared as a logical continuation of the innovation strategy of ISRA, for its general manager, Jean-Pierre Chauvin:



«ISRA is a very specific company, which masters internally all the printing trades, including offset printing, screen printing, digital printing, hot foil stamping, printed electronics and security printing. These different trades allow us to offer products with high added value, by their printing quality, their personalization, their finishing, whether they are classic or embed contactless technologies. Today, the manufacturing of our products generally requires 5 main steps. The AlphaJET will allow us to simplify the production flow and to free us from certain constraints of printing, without break of loads, without waste and without loss of time, with an unequalled productivity, and impossible to obtain with the conventional equipment.»

ISRA: a totally optimized production flow with the AlphaJET

The implementation of the AlphaJET will clearly constitute a technical revolution for ISRA, as Christophe Jouinot, President and Production Manager, explains:

«Until now, the implementation of different equipments to realize our packagings and our cards, had for consequence incompressible production times, minimal volumetries, even the management of semi-finished products. The AlphaJET will enable us to gain in reactivity, but also in quality, because of an exceptional CMYK printing on a great number of supports, in photo quality, and a perfect register of the varnish and the hot gilding. Freed from the various production breaks, we will be able to offer very short production times, on all types of prints, with eco-responsible products with high added value.»



Eco-responsible productions



If ISRA plans to capitalize on the eco-responsible positioning of its productions made on AlphaJET, Gaëtan Courthial, ISRA's commercial director, also sees it as a development tool:

«AlphaJET is going to allow us to improve at the same time the service that we render to our customers and our efforts in favor of more ecological products. First of all, we will gain in reactivity, but we will also be able to significantly improve the carbon footprint of our products thanks to a reduction in waste (production losses) and a lower consumption of solvents and electricity. The de-inkability of MGI inks and varnish are also assets to meet customers' expectations for increasingly eco-responsible products. Finally, we are counting on the multiple possibilities offered by AlphaJET to address the new markets we are targeting such as smart packaging or printed electronics.»

An investment validated by a team of experts

The process of validation of the acquisition of the AlphaJET, specific to the ISRA printing company, confirms, for Edmond Abergel, CEO of MGI Digital Technology, the relevance of the concept of Factory 4.0 of the AlphaJET::

«During our first exchanges with the ISRA teams, we were surprised by the very strong innovation DNA that carried the company's dynamics, and by its implementation by a team of experts in conventional technologies, very different from each other: offset, digital, screen printing, hot foil stamping, printed electronics... At the end of a process of extensive tests and trials, it was these experts who validated the acquisition of the AlphaJET. It is a great pride for us that experts of conventional trades have validated the concept of 100% digital Factory 4.0 that is the AlphaJET.»



ISRA signed the order for its AlphaJET in December 2021, with installation scheduled for April and May 2022..

About the MGI Group

Founded in 1982, MGI Digital Technology designs, manufactures and markets a complete range of digital printing and finishing presses for professionals in commercial printing, publishing, adhesive labels, cardboard and packaging.

Listed on Alternext since 2006, with 4 production sites located in France and Germany, MGI devotes nearly 20% of its annual turnover to Research & Development.

Today, MGI is the world leader in the digital finishing market, with a range of 4 JETvarnish 3D sheet-fed and reel-to-reel presses.

With the AlphaJET launched in 2022, MGI offers the very first 4.0 digital printing factory on the market.



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