


Our guiding principles

A woman with her hair in a bun, wearing safety glasses and a dark blue work jacket, is focused on working on a small electronic device. She is wearing white gloves and holding a component. The background shows a factory or workshop environment with shelves and equipment. The text 'WE DO EVEN WITH' is overlaid in large white letters on the right side of the image.

WE DO EVEN WITH

In September 2020, when we announced our new brand identity and launched the ImagineX printhead platform, we also launched a new set of values to reflect the true essence of Xaar. We use these values to guide the way we behave towards our customers, our partners and each other.

- + We do everything with passion
- + We are creative
- + We are innovative
- + We have integrity
- + We are collaborative

EVERYTHING WITH PASSION

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When I joined Xaar, I was particularly struck by the passion for Xaar's technology that I came across when I met everyone for the first time. It was quite inspirational to see the abundance of enthusiasm for and pride in the fantastic technology created by a relatively small team of people. There is a real buzz, everyone is incredibly busy and working hard, with a positivity and joint sense of purpose.

John Mills
Xaar CEO

One creative idea inspires the next



In my experience innovative solutions rarely come as a brilliant idea of an individual, but are typically the result of teamwork whereby one creative idea inspires the next.

Renzo Trip

Principal Engineer, Advanced Application Group
Xaar

INN

CREATIVI

Creativity

"When I started at Xaar I was unfamiliar with inkjet and the printing industry in general. I did not think in terms of print resolution, line speed and greyscale, but rather in terms of pressure, velocity and volume.

The customers that the Advanced Applications group typically supports also look at a printhead from a different perspective. For example, they can see it as a device to create very thin layers on wafers, to produce flawless microscopic lenses or to deposit an accurate amount of drugs. To find ways to achieve these targets with a technology probably never used in a similar application before requires experience, expertise, and ... creativity."

Renzo Trip

Principal Engineer,
Advanced Application Group
Xaar

Nick Jackson

Principal Engineer,
Advanced Application group,
Inventor of Xaar's High Laydown Technology
Xaar

INNOVATION ACTIVITY

Innovation

"Three years ago, NKT collaborated with Xaar and took the lead in promoting Xaar 2001 printhead in the Chinese ceramic industry. In the past three years, NKT has sold more than 200 digital inkjet machines with Xaar 2001 printheads in China, Vietnam, India, Pakistan, Bangladesh, Iran, Africa and other countries.

The technical advantages of the 720 dpi and the innovative High Laydown Technology have greatly improved the exquisiteness and colour adaptability of ceramic digital printing, which has brought huge benefits to our customers.

We believe the introduction of the new Xaar 2002 printhead will further boost the performance of our machines. In future, NKT will collaborate more closely with Xaar and especially in the ImagineX platform to innovate and bring more value to our customers in the ceramics industry."

Mr Jack Peng

General Manager
New King Time Machinery

Long-term thinking and flexibility



**IN
COLLABO**

Integrity

"I encourage my team to be open and honest with our OEM customers. This builds up trust and a strong bond.

China and Asia have a huge market potential and there is a lot of work to be done. Integrity is highly important as it shows the right values and our Chinese OEMs will treat us not as a printhead supplier but as a strong business partner for today and in the future."

Samuel Tam

Xaar General Manager, Asia

INTEGRITY COLLABORATIVE

Collaborative

"Meta Additive's binder innovation would not be possible without the right printhead. We have been collaborating with Xaar for about a year, and we chose them because first and foremost they have a reliable printhead technology.

This is crucial for mass manufacturing. Collaboration and making headway in technology needs clear and open communication, and that's what we get from Xaar. They also give us long-term thinking and flexibility, meeting us in the middle, and their aim is to support and grow with us over the long-term. We have a strong partner in Xaar."

Kate Black

Founder and CTO
Meta Additive