

Xaar 2001+ ensures a competitive edge for Inol Ceramics



As an international quality ceramic tile manufacturer in Foshan, China, Inol Ceramics Ltd always puts product research and development at the top of its agenda. The company works closely with Italian design companies to create Inol's unique products.

As the ceramic tile industry transforms into a greener, digital, and connected industry, Inol continues to upgrade its equipment and technology capabilities in order to encourage and promote innovation within the industry.



The Xaar 2001+ has indeed improved our design capabilities as well as the quality of our production. This allows us to print more complex tile designs that stand out in the market.

Wo Wai Hao
Deputy General Manager, Inol



XAAR

Differentiation even in a crowded marketplace with the Xaar 2001+

Inol has been using tile printers installed with Xaar printheads since 2013 – it now owns more than 10 machines with Xaar printheads. The major challenge to Inol, as well as the ceramic tile industry as a whole, is that there is little differentiation between the tiles and designs produced by different factories. As a leading player in product design, Inol decided to upgrade to the Xaar 2001+ since it allows the company to print more complex tile designs that stand out in the market.

Xaar 2001+ meets the needs of Inol's detailed tile designs

The Xaar 2001+ has brought a new experience to Inol. It provides excellent printing quality and high productivity – a combination which enables flexibility in design and production. The Xaar 2001+ GS12C, with its 720 dpi resolution and maximum ink laydown of 40 g/m² at 25 m/min line speed, produces tiles that have higher definition, resulting in delicate textures, as well as realistic and natural colours. Another significant benefit to Inol is that, with the Xaar 2001+, black designs, which have very high ink laydown requirements, can be easily produced.

Before the upgrade, problems like ink starvation and lining on sand and gravel designs had been an issue for several months – yet the market demand for these products is high. Since the upgrade, when printing tile designs with dark colours or flat tones, there are no problems with lining or ink starvation.

“After upgrading to the Xaar 2001+, the overall yield has increased by about 30%. Production costs have also decreased due to less downtime for maintenance than with other printheads.”

Wo Wai Hao
Deputy General Manager, Inol

Xaar 2001+ has allowed Inol to expand its product line and market

Inol has not only seen a significant improvement in cost efficiency since the upgrade to the Xaar 2001+, but has also seen creativity being encouraged in the company. That enables Inol to serve the market with higher quality products, as well as to enhance its brand image in China as a leading tile manufacturer. “Direct feedback from our end customers is that the product has a clearer colour and richer layering, and the designs seem to have improved considerably. We are able to realise our innovative designs and produce tiles with strong colours with Xaar 2001+. Inol has achieved product differentiation with the unique designs,” commented Wo Wai Hao, the Deputy General Manager of Inol.

The most versatile printhead for ceramic decoration today

With three variants, 720 dpi resolution and unique High Laydown Technology, the Xaar 2001+ is the only printhead family that can meet all your requirements for ceramic tile decoration and effects.

