



Rotolito can handle pretty much anything

Rotolito has 44 years of history and experience, a milestone for an Italian industrial company that is still in constant development. The small company began with eight employees and a single machine, printing copies of the legendary Italian comic Diabolik. Today, Rotolito is a publishing powerhouse offering end-to-end solutions throughout Europe. It boasts a multilingual team and employs the best technologies for printing and packaging solutions.



Rotolito
Emanuele Bandecchi, Sales & Marketing Director
Country: Italy
Segments: Publishing & General Commercial Printing.

HP: Emanuele, let's start by talking about your dad, Paolo. He's the heart and soul of the company, isn't he?

EB: Yes, this is his passion. He's quite the entrepreneur. He started out in 1976 with a single press and one comic book. Over time, my brothers and I went into the business with Papa.

HP: And what is the company's situation today?

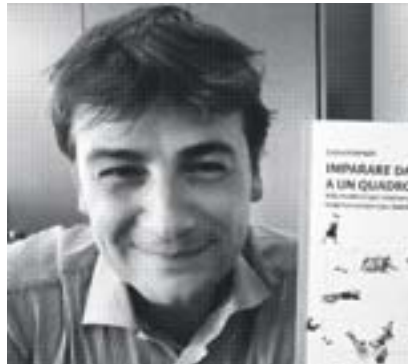
EB: We have ten production sites employing 900 people. We print about 320,000 tons of paper a year.

HP: Oh wow. How did you manage that kind of growth in 44 years?

EB: Planning, I guess. We have to keep watching the market, listening to our customers, and looking for new technologies that let us do more. With time, all kinds of different sectors approached us – banks, communication agencies, fashion companies, furniture makers. As we grew, clients came to us with lots of short-run work. They asked if we could do things like catalogs, schoolbooks, and illustrated books. We said yes to everything. That's how we grew in a nutshell.

HP: Yes, you shared one of those illustrated books with us. You had some complexities to work through in printing the book, which is fantastic. Talk about that a little bit.

EB: This is a book dedicated to kids from a non-profit organization. It's talking about art and how to explain art to our kids, which is interesting because the book goes through art history and talks about art in a funny way. It explains how to interact with art and what things to notice in the picture. This came about because we're living through a pandemic right now. The non-profit thought



“Our vision didn't change, it's the fact that we've expanded our markets in terms of products we can deliver with inkjet technology.”

it would be good to let children know that, though the world may be frightening, it can be beautiful too. But it's not easy to accurately reproduce a Miro on an inkjet press using a creamy offset paper. That's why this job was a perfect candidate for HP HDNA. The book is beautiful, as you can see.

HP: It is. But how were you able to keep the presses rolling in the pandemic? Wasn't Italy hit hard by the coronavirus?

EB: In the beginning, yes. But the government believes it's important to have printed books and magazines. They consider printers to be essential workers. So our employees did their part and it was wonderful. They came to work, and they took pride in what they were doing. I was so moved by their dedication and their professionalism.

HP: Your website does a beautiful job of explaining how you grew up. I loved the story of starting from a comic book and growing from there. But after you installed the HP PageWide Web Presses and your business expanded, did the vision change, or are you continuing the path that was established?

EB: When we started to consider inkjet in our production workflow, we did it in order to handle all the short runs I mentioned. The vision didn't change, it's the fact that we've expanded our markets in terms of products we can deliver with inkjet technology. At first, there was a high demand for educational materials. But now we're printing many, many other products. There are two reasons for this. First, other markets have decreased the number of copies per job. Second, the overall print quality and productivity of our inkjet machines have grown.

We shifted some of the products that we weren't able to do on inkjet before, especially the short-run work. With inkjet and offset together, Rotolito can handle pretty much anything the customer needs: pre-press, bookbinding, tech manuals, price lists, guides, flyers, diaries. That portfolio expansion is the biggest change we've made thanks to the new technology. And the results speak for themselves.

To learn more about HP PageWide Web Presses and introducing the new HP PageWide Web Press T250 HD with HP Brilliant Ink, please visit hp.com/pagewidewebpressT250.

