



A graphic communication SME with own capabilities in the field of design, customization and large format printing.

SEISTAG\*

A company focused on product development and product internationalisation with experience and knowledge related to wood industry.

LOGISIETE\*

A furniture manufacturer and a final-customer market place, with more than 100 shops in five different countries (cocinas.com).



An International Group that produces agglomerated boards, melamine and veneered boards, and components for furniture industry.



PRINTODECO

PRINTODECO project is part of COSME programme, the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises running from 2014 to 2020.



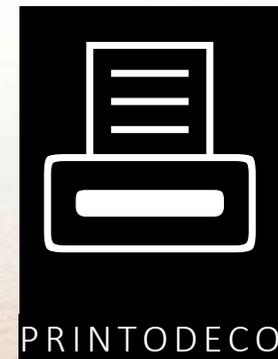
COSME & EASME

The COSME programme is managed by EASME, the Executive Agency for Small and Medium-sized Enterprises.



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## project

### the next big thing in the melamine industry

The shared objective is to assess the market-uptake of digital printing solutions to make a customised melamine paper for decorative boards.

The melamine decorative boards represent a huge market, being Europe a major actor with nearly 12 billion sqm. per year.

Digital printing will provide more industrial flexibility, as it will make possible to produce under demand and to reduce stocks.

PRINTODECO will also allow great personalisation possibilities to the decorative boards market. It will give more leadership to final customers.

## trends

### from building material to fashion market

The competitiveness of decorative boards industry is currently based on the rotogravure technique, which needs large run lengths.

Meanwhile, the market of melamine boards is changing to be more similar to fashion market than to traditional building products.

The use of digital printing for melamine paper represents a change of paradigm in the business of decorative boards.

PRINTODECO will not only affect to the manufacturing of the paper, but it will also change the whole value chain.

## business

### leadership to the customer and the SMEs

The project will increase the business opportunities for SMEs, as it will reduce the cost of new products development.

It will make possible to enter into the market of melamine decorative boards to those companies with design and printing capabilities.

The project will also reduce time to market and development costs. This will help small companies to differentiate.

By means of digital printing tools, PRINTODECO will make possible a new relation with the customer and unexpected products.

MORE INFO AT: <http://printodeco.seistaglabs.com/>