

Press Release



Kyocera's TASKalfa Pro 15000c Helps AlphaGraphics Boston Compete for Larger Print Runs

AlphaGraphics Boston Expands its Production Print Solutions and Gains a Competitive Edge in Book Publishing with the Pro 15000c

Fairfield, New NJ – August 18, 2022

Kyocera, Document Solutions America, Inc. continues to make great strides in the production print space with the TASKalfa Pro 15000c. More small and medium-sized businesses are discovering how the device is revolutionizing the industry including AlphaGraphics Boston, a premier marketing and print provider serving the Boston, Waltham, and Woburn areas of Massachusetts. They offer a variety of services that include full-service digital, offset, and large format printing as well as mailing, fulfillment and distribution services.

Since installing the Pro 15000c, AlphaGraphics is achieving great success following its entry into the production print market. With a reputation for consistent quality and nimble turnaround times, AlphaGraphics' installation of Kyocera's Pro 15000c sheet-fed Inkjet has made the region's leader in printing services even more competitive, enabling them to compete for larger print runs.

AlphaGraphics leaned on NetPrint Solutions, Inc., a local authorized Kyocera dealer, to solve their biggest business challenge when industry-wide supply chain disruptions and subsequent delays posed a risk to productivity. "We knew that other manufacturers use Kyocera printheads, but when we looked at the Pro 15000c, we realized Kyocera had a faster engine and better feeders," explains Carmine and Victoria Camerato, co-owners of AlphaGraphics Boston. "We quickly tested and confirmed the Pro 15000c's exceptional output quality, and in a few weeks, we installed the device and put it to work."

Customer endorsements underline the Pro 15000c's disruption of the production print space. Victoria Camerato explains, "We installed the Pro 15000c at the end of 2021 and have been thrilled with its performance thus far. The quality is fantastic, and downtime is almost non-existent. NetPrint Solutions and Kyocera have both been fantastic partners. As the owners of additional AlphaGraphics locations in Waltham and Woburn, we anticipate purchasing a second unit in the near future."

Chris Miller the founder of NetPrint Solutions Inc., a Kyocera Inkjet Dealer adds, "When you combine the remarkable quality with the low cost of ownership, the Pro 15000c allows shops like the Camerato's to break into the market, become a one-stop-shop and increase their revenue."

Once the device was installed, the Pro 15000c has opened doors of opportunity for AlphaGraphics, particularly in book publishing, because of the use of high-density inks and the ability to offer clients

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different finish sizes. Its sector-leading energy efficiency also contributes to lower operating costs while reducing its carbon footprint. The Pro 15000c requires less energy than other production print machines when plugged into any basic power outlet. Ultimately, the device has allowed AlphaGraphics to run faster and not be beholden to a click, which is critical for low to mid-range sheetfed production print Inkjets.

"We haven't been as competitive as we would have liked because we were all toner," says Carmine Camerato. "Now, we can print faster, get our variable costs down to compete with bigger shops, and outpace competition when it comes to quality and turnaround time."

Since its launch, the Pro 15000c has exceeded sales and customer expectations in the United States. "We strategically targeted the market to fill the void where affordability and high-volume meet," says Michael Poulin, Product Marketing Director at Kyocera. "This device is for shops that eventually want to operate at up to 3 million pieces per month range. It's also a powerful add-on to an existing setup when looking to ramp up productivity." He added, "Inkjet technology has made digital printing more competitive than ever, and The Pro 15000c is meeting this demand for more and more customers in the market. We'll continue this push into new markets to build on this upward trajectory in 2022 and beyond."

About KYOCERA Document Solutions America, Inc.

[Kyocera Document Solutions America, Inc.](#) is a group company of Kyocera Document Solutions Inc., a global leading provider of total document solutions based in Osaka, Japan. The company's portfolio includes reliable and eco-friendly MFPs and printers, as well as business applications and consultative services which enable customers to optimize and manage their document workflow, reaching new heights of efficiency. With professional expertise and a culture of empathetic partnership, the objective of the company is to help organisations put knowledge to work to drive change.

Kyocera Document Solutions Inc. is a group company of Kyocera Corporation (Kyocera), a leading supplier of semiconductor packages, industrial and automotive components, semiconductor packages, electronic devices, smart energy systems, printers, copiers, and mobile phones. During the year ended March 31, 2022, the Kyocera Group's consolidated sales revenue totalled 1.8 trillion yen (approx. US\$15.1 billion). Kyocera is ranked #603 on Forbes magazine's 2021 "Global 2000" list of the world's largest publicly traded companies, and has been named by The Wall Street Journal among "The World's 100 Most Sustainably Managed Companies."

About AlphaGraphics Boston | Waltham | Woburn

Massachusetts based AlphaGraphics franchisees, Carmine & Victoria Camerato entered the downtown Boston market as a single unit start-up in January 2003. In 2016 they acquired AlphaGraphics Waltham, followed by AlphaGraphics Woburn in 2019. The Camerato's have been recognized within the AlphaGraphics network as Rising Stars in 2004, Best Operations in 2015 and most recently they received the coveted Franny Award in 2021.

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