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# Press Release

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## INNI Group recognizes the value of long-lasting rotec® Offset Sleeve technology

**After more than 15 years of excellent and consistent performance, the original rotec® Offset Sleeves supplied with the press have exceeded expectations for INNI Group – not just with remarkable longevity, but also easier handling, improved productivity and better print quality.**

**Willstaett, Germany 24<sup>th</sup> September 2024** – As a dedicated eco-conscious company, INNI Group prides itself on using sustainable production methods that also improve the working conditions of its press operators while maximizing productivity and print quality. Among the preferred technologies are [rotec® Offset Sleeves](#) from XSYS, which have kept its Drent Goebel VSOP (Variable Sleeve Offset Printing) 520 press running smoothly since May 2009. After years of efficient production, INNI Group is now confidently selecting rotec® again to replace the original set, along with additional repeats.

### A printing powerhouse with many skills

With over 130 years of experience and a rich history, INNI Group is located in Kortrijk in West Flanders (Belgium) since the 2013 merger of Drukkerij Strobbe and Continuga. In 2023, high-end printer Drukta joined the Belgian company, further expanding the product range and strengthening the presence in the region.

INNI Group defines itself as more than just a multi-specialist printing company. In a world dominated by fast-paced digital interactions, print can create moments of real connection. INNI Group believes that print can bring stories to life, bring people closer together, and support sustainable choices. Every day, they create these moments for their customers. Together with their suppliers and the INNI team, they strive for innovative, qualitative, and sustainable solutions. That way they raise the standard and make print a powerful medium that dares to defy.

INNI Group produces a diverse range of books, brochures, leaflets, administrative and security printed matters, calendars, **tickets**, and more. Customers from a broad spectrum of industries trust the company with their marketing, publishing, accounts, and security printing. Famous projects include Belgium's beloved tear-off calendar, the Druivelaar, which was launched in 1915.

Notably, INNI Group ranks among the European market leaders in the ticketing industry, producing over 300 million tickets every year. From admissions, subscriptions, and annual passes to loyalty cards, cheques and vouchers, the company supplies the largest visitor attractions in France and Europe.

### Superior print quality and easy handling

The rotec® Offset Sleeves were developed in the early 2000s in partnership with offset press manufacturers, who were looking to take advantage of sleeve technology for more efficient job changes, also for the offset press. The offset press application is very different from flexo, and the sleeve construction must have the necessary properties to handle the higher pressures, temperature and torque conditions characteristic of the VSOP-type presses.

These sleeves were engineered to have a solid, robust construction with tight tolerances for maximum product quality. This provides the durability needed for offset press conditions and of course, contributes to the extended sleeve lifetime. In addition, this sturdy construction creates superior dimensional stability to





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maintain the necessary registration, key to achieve optimized print quality and less waste during job set-up. Despite the solid construction, the rotec® Offset Sleeves are also lightweight, creating a better environment for the operators with easier mounting and safer handling.

In comparison, alternative offset sleeves in the market use a hollow aluminum sleeve structure. INNI Group has tried sleeve sets from two other suppliers, in the past. At INNI Group, Jurgen Vierstraete, responsible printing department, commented, “One alternative set was discarded after only months. The other alternative sleeves are still in use, but they are more than 25% heavier and we do not get the same consistent pressure through the nip. As we do not compromise on easy handling and achieving the highest print quality, the clear choice for our next order is again rotec® Offset Sleeves.

### **Solid construction and sustainability support**

Finally, by guaranteeing the quality and ensuring fast consistent production with less waste, the rotec® Offset Sleeves have also played an important part in supporting INNI Group’s dedication to protecting the environment. The printing company is FSC®-certified and supplies its own plant with green electricity via solar panels on the roofs. It is also strongly committed to recycling throughout the whole business. This focus is reflected by the recent introduction of a ‘green’ version of the iconic Druivelaar calendar, which offers a practical guide to a more sustainable lifestyle.

When it comes down to how a product performs, it is often best to ask the operators that are directly using the products day-in and day-out. At INNI Group, Geert Lamon, Operator says it best: “rotec® Offset Sleeves have a perfect register, are a much lighter product with better printing quality, higher definition and much more precise dots. When using **rotec® Offset Sleeves** I do not have to worry about handling, mounting or printing quality. **It simply works!**”

### **About XSYS**

*Headquartered in Willstaett, Germany, XSYS operates globally and remains one of the largest suppliers offering both flexographic and letterpress prepress solutions, including plates, sleeves, processors, workflow solutions, and expert professional services, designed to help these industries move forward with increasing innovation, improved productivity and profitability, and a reduced environmental footprint.*

*In recognizing our endeavor to bring more brilliance into the packaging industry – into the lives of our customers and colleagues – XSYS has achieved a Gold Medal rating from EcoVadis for its sustainability. This distinction goes beyond our commitment to protecting the environment by also evaluating our dedication to social responsibility, diversity, and human rights.*

*The broad XSYS portfolio comprises some of the industry’s best-known brands of consumables (nyloflex® and nyloprint® plates), plate processing equipment (Xpress, ThermoFlexX, and Catena), surface screening software (Woodpecker), plate mounting (rotec®), and washout solvents (nylosolv®).*

*Brilliant products and services for brilliant print results and business success.*