

# Cerlat chooses Xaar 2001+ to increase production output and quality



Cerlat Production Manager, Jorge Albalat, is responsible for the running of Cerlat's three ceramic tile production lines, and constantly looks at ways to maintain and improve production output and quality.

The recent installation of a KERAjet 700 printer with Xaar 2001+ printheads has been a winning combination.



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Jorge Albalat  
Cerlat



# XAAR

## XAAR CASE STUDY

Cerlat, part of Group Mijares since 1994, is a high-end ceramic tile manufacturer located in Onda, near Castellón, Spain. The company's expertise is premium wall and floor tiles with stone, wood, marble and cement designs encompassing some beautiful special effects for added appeal to its worldwide customer base. Therefore achieving a high print quality whilst ensuring cost effective and reliable production is critical to Cerlat's success.

For some years, Cerlat, a loyal KERAjet customer, has been running their printers either with the original Xaar 1001 or the more recent Xaar 1002 printheads. With a structured and proactive maintenance procedure in place, the company has been able to run Xaar's printheads for many years. For example, the original Xaar 1001 printheads which came with the first digital machine are still in use 9 years later and not one printhead has been replaced. Towards the end of 2016 Cerlat decided to install new tile decoration equipment. Given the reliability of the KERAjet printers and Xaar printheads experienced over the years, without hesitation Jorge Albalat selected a KERAjet 700 machine with the new Xaar 2001+ printheads.

Installation was quick – the new printer was up and running within a week. "I am delighted with the new KERAjet machine and the Xaar 2001+ printheads" says Jorge. "Thanks to the productivity and versatility of the Xaar 2001+, we've been able to configure a machine that meets our exact requirements. We have multiple bars for the most critical colours for our tile designs – brown and blue – and single bars for the other colours."

The machine is currently running with the Xaar 2001+ GS12C, with a plan to add the Xaar 2001+ GS40C in an additional bar for printing gloss and other effects. "We've been very happy with the Xaar 1001 and Xaar 1002 printheads for many years, but the new Xaar 2001+ printheads have increased productivity dramatically. The printheads are performing very reliably both in single and dual colour mode, and print quality is excellent," concludes Jorge.



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The Xaar 2001+ family of printheads ensures ultimate design versatility and production flexibility for tile manufacturers. Thanks to its 2000 nozzles, the Xaar 2001+ delivers high productivity and fast line speed – the Xaar 2001+ GS12C can reach speeds up to 50 m/min with a resolution of 360 x 360 dpi making it ideal for floor tile decoration. Other variants – the GS6C for fine details for wall tiles, and the GS40C, delivering up to 80 g/m<sup>2</sup> for intense effects – are also available.

Additionally, just as chosen by Cerlat, the Xaar 2001+ can be configured in single colour mode for primary colours and dual colour mode for secondary colours – this provides a compact, economic option for producing a range of tile designs.

For further information please visit: [ceramics.xaar.com](http://ceramics.xaar.com)

### Ultimate versatility in ceramic tile decoration

The Xaar 2001+ is the most versatile family of printheads available for ceramic tile decoration offering unrivalled production flexibility, marketleading print quality and industrial reliability.

This printhead family, which is available in three drop size ranges, is unique because it jets one colour at 720 dpi or two colours at 360 dpi each. Tile manufacturers benefit from its ultimate design versatility because they can select a printer set-up which meets their productivity, print quality and tile design requirements. In addition, they can adjust the printer set-up quickly and cost effectively to respond to changing design trends.

With the best print quality, fast line speed or high ink laydown, the Xaar 2001+ family ensures production flexibility from one day to the next.

The Xaar 2001+ family incorporates multiple technologies unique to Xaar which deliver unrivalled industrial reliability; Xaar's TF Technology® ink recirculation and XaarGuard™ ensure the longest maintenance-free production runs in the industry – typically once per shift or less.

An important new technology – XaarSMART™ – provides feedback on ink temperature and printhead status giving more control over printer performance which can be adjusted in real time. With this new feature tile manufacturers benefit from consistent print quality throughout the production run even as factory conditions change.



# XAAR

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