



Emotions in printing

Decor In Printing (commonly known as Decor In) is located in Northern Italy and has a history of over 70 years in the production of printed and impregnated decorative papers. Long-time appreciated supplier of the best-known finishers of wood panels for the recreational vehicle sector, Decor In is choosing to appear more directly by organising the first edition of Atelier Italian Revolution together with the Sandei Group

Decor In makes printed and impregnated paper with an array of finishes for two main markets, especially paper impregnated with urea and melamine resins for finishing chipboard or MDF or HDF panels with hot press cycles that melts the resin and makes the paper stick permanently to the panel. More specifically, finish foils are used in the caravanning sector. "This type of paper has developed significantly over recent years. These high-performance products are technically

and aesthetically very satisfactory with 3D effects and appealing gloss and matte alternations," said Matteo Confalonieri, CEO of Decor In Printing. "We have invested in the paper sheet world because we firmly believe in this very versatile product suitable for both flat lamination (with PU/EVA/Vinyl glue calenders) and curved lamination, using profile wrapping machines. These results are all achieved using one product. This means that the same reel of foil can be used to coat any surface. It is

perfect for flat and curved surfaces alike."

Decor In operates in the decorative papers market in two main directions, selecting original materials, scanning and processing files to develop trendy new proposals and develop projects based on specific customer needs and ideas. In the creative workshop (DIP Academy), original materials such as textiles, veneers, stones, marble and ceramics, are selected as inspiration for new decorative ideas. The specialised personnel





Company Profile

Decor In is the result of 3 generations in Decor Printing and Impregnation business. First step in Decorative Papers was moved by Giuseppe Confalonieri in 1947, starting from ink business, then to printing in the 70's and finally to impregnation in the 80's, going through graphics (for the creation of designs) and cylinders' engraving and recently digital printing. Decor In Printing realizes the ideas of its customers in order to meet the needs of interior designers and architects to "dress up" new and innovative designs. Advanced technology facilities can capture images directly from original materials, change subjects, separate layers, color and variations to reach the final stage of printing cylinders. Rotogravure printing meets the highest qualitative and quantitative parameters combined with the utmost flexibility. Digital printing offers an unlimited color variety and possibility of reproduction of small lots in the beginning phase of the new decor or for cases in which the small lot is needed because of special projects. The impregnation phase with thermo-curing resins selected and guaranteed by important international chemical companies enables a product of quality and reliability.

Matteo
Confalonieri



work with advanced technological equipment to acquire images directly from the original materials, modifying the subjects, separating the planes, colouring them and finally engraving the printing cylinders. Rotogravure printing pairs the most stringent quality and quantity parameters with maximum flexibility. Digital printing offers unlimited colour variety through the use of a four-colour process. It allows the reproduction of unlimited patterns that can be customised quickly but is still not cost-effective for large production volumes.

"In the past, the decoration manufacturer offered a collection and the market was forced to adapt accordingly. That is no longer the case today. Decor In has made customisation one of its strengths," continued Matteo Confalonieri. *"Today, we are increasingly asked to develop specific ideas for the caravan, naval contracting and contracting worlds in general, and also for furniture. Hence the need to be very fast and versatile. We must create the idea, turn it into a sample or a mock-up, receive orders and process them very quickly and effectively. This used to take months. Today it takes days, weeks at the most. We do the creative part, prototyping, cylinder engraving, printing and final impregnation, i.e. saturation with thermoplastic resins and coating with protective varnishes on our surfaces, all in-house and this makes our production cycle very efficient. From idea to product is not just a motto for us. It is a fact."*

Decor In is committed to eco-sustainability, seeking to minimise the impact that the chemicals used have on the environment.



No solvents are used and water-based inks are used for printing the paper. The foils are also impregnated and coated with water-based products, mainly made by German and Austrian suppliers, such as the giant BASF, which has always been committed to researching and developing products with a low environmental impact. Even the papers are sourced from suppliers that have an ecological focus in addition to guaranteeing quality and high performance.

"We strive to meet the growing demand for green products. Sustainability, but also a focus on quality. We have implemented an automated management system a while ago that ensures numerically controlled dosing of the chemical components to guarantee products of consistent quality. The quality aspect is crucial for us because our foils are used on top-range panels and the risk of quality problems after applications is unacceptable".

Decor In addresses the caravanning sector directly by participating in the successful event Atelier Italian Revolution. The company is a reliable business partner capable of playing a key role in the finishing and marketing of Decor In decorated paper products. This means that the entire supply chain – from plywood and paper production to panel finishing – counts a group of companies working in close connection.

"We joined this project with enthusiasm because it allowed us to introduce the short supply chain concept, one that is efficient, versatile and made of companies that have chosen excellence as their prime objective", continued Matteo Confalonieri. *"I think it is very important to know the seriousness and reliability of your suppliers especially in these hectic times. Decor In is a subsidiary of international companies. Our main partner is the largest panel finishing company in Israel that has about 13 melamine panel finishing presses. We are an export-oriented company. We capitalise on our Italian DNA to draw on the ability and creativity to offer tailor-made solutions that meet all our customers' needs. Today, we want to make the name of Decor In known in the caravanning sector because we are a reliable alternative to companies that have been operating in this sector for longer. We bring flexibility, reliability and skills to the table. Our history is a 70-year success story"*.