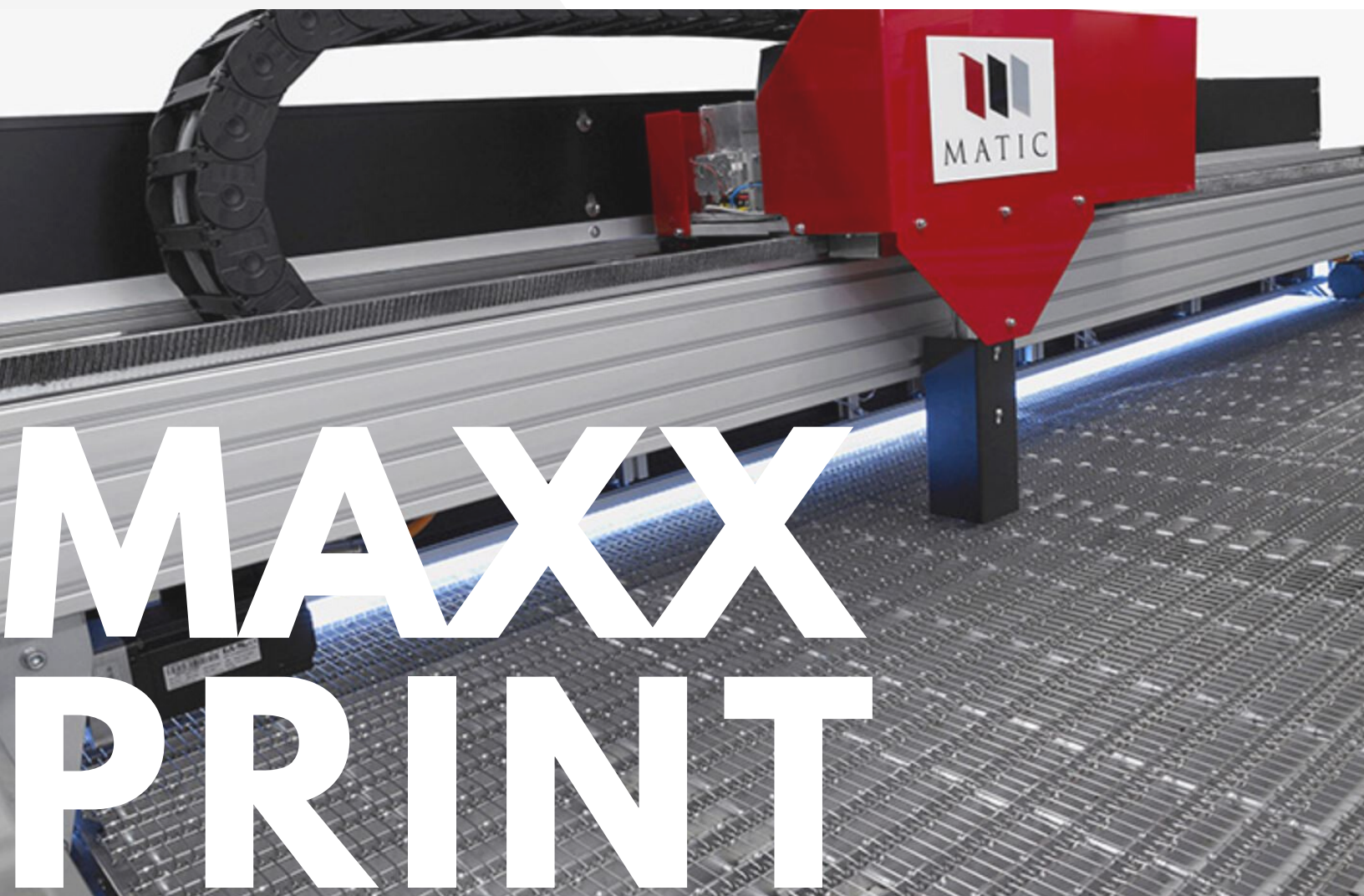


MATIC INTERVIEW



**Christian Raithel, CEO
MaXxPrint, GmbH**

MAY 26TH, 2020



INNOVATION AND PARTNERSHIP

BY CHRISTINA LEFEBVRE

Company Bio

- Name: MaXxPrint GmbH
- Established since: 2004
- Leipzig, Germany
- 60 Employees
- Products Manufactured:
Printed graphics for exhibitions, POS, Retail, banner and fabric printing, building wraps, poster printing, wallpaper, etc.

In this series of articles, Matic wishes to put the spotlight on different partnerships and get insights to what being part of the Matic Family means.



**" TODAY WE'RE
EFFICIENT AND FAST."**

MaXxprint GmbH was founded in 2004 and is situated in the picturesque city of Leipzig in Central Germany. They currently employ 60 people.

MaXxprint operates in the digital large format printing and soft signage industry, providing services primarily in the areas of trade fairs and events, point of sale (POS) and outdoor advertising, as well as interior design.

To fulfill their mission of providing the best possible quality to their customers at competitive prices, a highly automated workflow throughout the company was necessary. MaXxprint now provides top quality products in the shortest possible time and with the greatest reliability all over the German-Speaking regions.

A grayscale background image of a large industrial printing machine, showing various rollers, frames, and structural components.

**"OUR
PRODUCTIVITY
WAS IMPROVED
BY 100%"**

Matic: Which Matic machine did you purchase and what were the decisive factors?

Christian, MaXxPrint: We did purchase the first version of the Helios textile laser cutter a few years ago, and more recently the new Helios Plus Laser with conveyor belt. We needed more automation and needed to increase our quality standards and Matic had the most innovative solution at that point.

Matic: As a long time customer, describe your experience with Matic.

Christian, MaXxPrint: We first learned of Matic through a German dealer and were soon introduced to Manuel Kalt (Matic Sales Manager) who motivated us.

When the machine was being installed we could see that the technicians were competent and always available. The project was not finished after the installation and training, Matic still keeps on developing new features and optimizing the process. We're pleased with the overall quality of the machine since it has very stable hardware and Matic sends us continuous software updates.

Matic: How has your Matic Machine improved your production, or impacted your company?

Christian, MaXxPrint: Our productivity was improved by 100%! We are happy with our new Helios Plus now. Some items needed to be updated or changed in the functional design in the beginning, and some software updates needed to be incorporated to make an automatic workflow – Now that it's done, today we are efficient and fast!

Matic: What would be your message to other companies considering equipment purchases?

Christian, MaXxPrint: Think about your process requirements and create your individual solution together with Matic.

Thank you
Christian for
the interview,
and for your
continued
partnership
in helping
Matic build
better
machines.

