

## **Kyocera SA partners with Thunderbolt to take TASKalfa Pro 15000c to commercial print market**

Kyocera Document Solutions South Africa has partnered with commercial print and packaging supply company Thunderbolt Solutions to make the benefits of inkjet quality and flexibility available to a broader market.

Thunderbolt Solutions, which represents some of the world's leading brands in the country, will distribute Kyocera Document Solutions' first production press, the TASKalfa Pro 15000c.

The high-speed production printer is an SRA3-format sheetfed four-colour inkjet with a top speed of 150 A4 impressions per minute. It's priced to compete with mid-range dry toner presses and aimed at transactional variable data work, direct mail, educational and scholastic work and litho overprinting markets. It handles full colour and is also suited to overprinting variable data black or spots onto pre-printed offset shells.

"Thunderbolt Solutions is a household name in the print industry in South Africa and has long been associated with leading world-class brands," says Heidie-Mari Middel, Production Specialist at Kyocera Document Solutions South Africa. "Technology trends have started to swing in favour of inkjet and the TASKalfa Pro 15000c device has a strong value proposition, making it a valuable addition to the Thunderbolt stable. It is an easy to operate, high-speed inkjet press with low maintenance costs, low power consumption making it an attractive choice."

"There are many inkjet print vendors in the market, but very few have a strong offering in the A3 colour production speed cutsheet segment," says Gavin van Rensburg, Digital Press Sales Manager at Thunderbolt Solutions. "The TASKalfa Pro 15000c successfully addresses this gap. Kyocera is a well-known brand, having been an OEM supplier of inkjet head technology for many years. Commercial printers and print service providers are looking for high-speed, low-cost-per-copy printing solutions. With the introduction of the TASKalfa Pro 15000c, we see an opportunity to offer this innovative product to our customers."

Van Rensburg says that the significant benefits of high-speed inkjet in A3 format is yet to be fully realised by prospective clients, but that they are quickly discovering the value of the TASKalfa Pro 15000c in most printshops.

"Runs have become shorter, requiring very short setup and job changeovers and deadlines are more time-sensitive," Van Rensburg says. "At the same time, print quality is extremely important. The TASKalfa Pro 15000c offers high-quality printing, long-life components, and productivity that customers can rely on."

The press is known for high efficiency and low energy consumption, making it an economical way to print in large quantities, and for maintaining consistent high-quality digital print in the A3/A4 format which, up to now, has been a challenge. Inkjet precision printing enables printing of consistently high quality, ensuring superior results at high printing speeds.

Middel says Kyocera will benefit from Thunderbolt Solution's strong reputation as a leading supplier to the printing industry. "In addition, future products developed by Kyocera in this segment will automatically have a well-defined route to market through the Thunderbolt sales network."

“Kyocera brand awareness in the commercial print market will be heightened due to our focused sales approach and increased sales activity,” says Van Rensburg. “Thunderbolt is building a strong funnel of sales prospects”.

To take a deeper look into this inkjet world, Thunderbolt will be hosting a roadshow in Johannesburg, Durban and Cape Town this May. International inkjet presenters from their various principals will discuss current and future trends and this will also be a learning opportunity for curious minds. Topics including low-cost production to product automation will be covered and industry experts will be available to answer questions. Register by clicking here .

**The dates are as follows:**

**Johannesburg** – 9 & 10 May, Wanderers Club

**Durban** – 11 May, Mount Edgecombe Country Club

**Cape Town** – 12 & 13 May, King David Mowbray Golf Club

**Speakers include:**

**Bui Burke** – Senior VP Sales, Screen Europe

**Deon Wepener** – Expert Production Print Solutions, Kyocera Europe

**Edi Venturin** – Regional Business Manager, Agfa

**Gareth Wheeldon** – Sales Executive, Komori UK

Foreword by **Jean Lloyd** of Jean Lloyd Consulting

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**About Kyocera Document Solutions South Africa**

Kyocera Document Solutions South Africa 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.

For further information visit [www.kyoceradocumentsolutions.co.za](http://www.kyoceradocumentsolutions.co.za)

**About KYOCERA Document Solutions Inc**

Kyocera Document Solutions Inc. is a core company of Kyocera Corporation, a leading supplier of semiconductor packages, industrial and automotive components, electronic devices, solar power generating systems and mobile phones. During the year ended March 31, 2020, Kyocera Corporation’s consolidated sales revenue totalled 1.6 trillion yen (approx. US\$14.7 billion). Kyocera appears on the “Derwent Top 100 Global Innovators 2018-19” list by Clarivate Analytics and is ranked #549 on Forbes magazine’s 2020 “Global 2000” list of the world’s largest publicly traded companies.

## About Thunderbolt Solutions

Thunderbolt Solutions was founded in 1999 to service the printing industry in Southern Africa. Through organic growth, acquisitions, and the addition of a number of world-leading agencies in specialist print-related fields, Thunderbolt is now a leader in the Southern African market with offices in Johannesburg, Cape Town and Durban. Thunderbolt's philosophy is to supply the printing industry with top-quality products and to support the industry with highly trained, customer-driven, technical service and support personnel.

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