



## Case Study ELETTRIO BRESCIA SPA

High-quality, abrasion-resistant coding and exceptionally responsive service



“We needed newer, cutting-edge cable printing technologies to address our issues with consistency and reliability, while reducing downtime and costs. With our new advanced LEIBINGER printers, our production performance has significantly improved.”

Emiliano Marchina,  
General Director, Elettro Brescia



## Company

Founded in 1983, Elettro Brescia specializes in the production of rubber, silicone and PVC electrical and photovoltaic cables. Over the past forty years, the family-owned company has established itself as a respected leader in the national and international electric cable market.

Elettro Brescia produces more than 600 million meters of cable per year – with six lines for rubber vulcanization, three for thermoplastics, two for silicone, and two for solar cable production

Elettro Brescia employs a staff of 90 divided between its two plants in Passirano and in Corte Franca, Italy, with an average yearly turnover of 90 million euros. The company is dedicated to the high technological level of its production plants, to processes that excel with extreme speed and flexibility, and to the quality and reliability of its products.

When it comes to high-quality marking, Elettro Brescia relies on LEIBINGER and its Italian partner SIS.MA.

CHANGING THE GAME  
CHANGING THE GAME  
CHANGING THE GAME  
CHANGING THE GAME  
CHANGING THE GAME

## Assignment

Elettro Brescia needed a robust and stable solution that was resistant to the harsh environmental conditions, especially in solar cable production lines where temperature changes are constant.



## Challenge

In the past, Elettro Brescia had worked with two different systems, one for black ink and one for white. They had never been entirely satisfied with the tightness of the print they achieved with the printers from their previous provider. This issue and others led to costly downtime, less than perfect performance and general dissatisfaction in terms of quality and reliability.

The cable manufacturing environment is very demanding. Elettro Brescia needed a robust and stable solution that was resistant

to the harsh environmental conditions, especially in solar cable production lines where temperature changes are constant. They also knew they needed absolute reliability and responsive customer service.



## Solution

Elettro Brescia's relationship with LEIBINGERS's partner in Italy – SIS.MA – began in 2018. The cable manufacturer currently works with seven JET3up printers and is now in the process of installing its eighth machine, a state-of-the-art IQJET model. These advanced printers have enabled Elettro Brescia to mark with consistently high quality and to reduce downtime thanks to LEIBINGER's unique automatic nozzle sealing technology.

Along with flawless quality, high abrasion resistance is decisive in extrusion cable manufacturing. The cable sector is subject to very strict quality control: cable producers

must guarantee that their products comply with national and international regulations. And coding made by LEIBINGER printers is never an issue.

“After-sales service is incredibly important in our industry. If we consider that there isn't a big price differential between LEIBINGER printers and competitive machines, we prefer to invest a little more to enjoy the peace of mind knowing that we have great technology in house and an exceptionally reliable partner at our side. SIS.MA, LEIBINGER's partner in Italy, has the extensive expertise required to support us as a partner and is very fast when it comes to technical response.”

Emiliano Marchina,  
General Director,  
Elettro Brescia



**LEIBINGER**

Contact LEIBINGER

— [info@leibinger-group.com](mailto:info@leibinger-group.com)  
— [www.leibinger-group.com](http://www.leibinger-group.com)

**SIS.MA**  
MARCATURA - CODIFICA - ETICHETTATURA

Contact SISMA

— [sisma@sisma1990.com](mailto:sisma@sisma1990.com)  
— [www.sisma1990.com](http://www.sisma1990.com)