

## Alpha Enterprises and Q.I. Press Controls to join forces

**Oosterhout, December 2016** – This year marks the start of a new partnership between Q.I. Press Controls (QIPC) and Alpha Enterprises, its representative in Egypt. QIPC, the Dutch specialist in measurement and control systems for the printing industry, has been focusing more intensely on the Egyptian market recently, and in Alpha Enterprises has found a partner who is as much at home in the Egyptian market as in the Dutch one. The collaboration has already helped pull in several new orders.

### Booming

It was in 2015 when QIPC set its first tentative sights on the Egyptian market and was immediately won over by its potential. “We hadn’t previously been that active in Egypt,” explains QIPC sales executive Mathijs Baron. “The thinking had always been that the African market was a troublesome one, with its different quality standards. However, it would seem that print trade there is booming once again.” Many new and used presses are finding their way to Egypt. “And the demand to fit these presses with our solutions is a growing one.”

### Instant click

QIPC came into contact with Alpha Enterprises as a potential Egyptian agent via GWS, a Dutch-based company trading in used printing presses. “We’d known GWS for a long while,” says Mathijs Baron, “and they tipped us off about Alpha. Things clicked straightaway so we decided to make the collaboration official.”

### Win-win

Alpha Enterprises’ Karim Adam is enthusiastic about the new partnership. “It’s good to be able to work with a partner like QIPC,” he says. “At last, we are able to provide our customers with QIPC’s quality products.” But of course, it works both ways: on the one hand, in Alpha Enterprises, QIPC now has a representative who knows the Egyptian market through and through; conversely, Alpha Enterprises is able to fall back on the support of one of the leading suppliers of automation solutions in the printing industry.



*Mr. Karim Adam of Alpha Enterprises and Mr. Mathijs Baron of Q.I. Press Controls*

### Dutch link

In addition to Alpha Enterprises’ intimate knowledge of the Egyptian market, there’s a Dutch connection too. “We represent a number of companies based in the Netherlands,” reports Karim Adam, who himself has a house in the Netherlands where he stays from time to time. “What’s more, we know all the major print concerns here in Egypt, both the publically and privately owned ones. We have longstanding relationships with all of them and have built up a name as a reliable partner.”

### Results

The collaboration between QIPC and Alpha Enterprises has been up and running for a while now and has already brought in several orders. “We’ve already supplied products to three different customers and fitted four machines with automation systems,” adds Mathijs Baron. The most recent order was one from GPS for Printing, Publishing and Distribution SAE, which is now having the mRC-3D system for colour and cut-off register - a previous order from QIPC - fitted with automatic scanner bars.

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# News Release For immediate release



About Q.I. Press Controls:

Q.I. Press Controls develops and delivers innovative, high quality optical measure and control systems. We are globally active in the newspaper and magazine printing industry. Our total solutions are supported by a worldwide service network. These reliable systems are proven in the market of existing and new printing presses and offer our customers structural better results.

I am here... for you

For more information: [www.qipc.com](http://www.qipc.com)

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