swissQprint

Press release, March 2026

Lithographix installs 3 swissQprint flatbed printers at once

California-based Lithographix has invested in three swissQprint Kudu flatbed printers in a single move, significantly expanding its capacity for high-impact, tactile and dimensional print – while reinforcing its ability to deliver large-format campaigns with speed and consistency.

Rather than adding equipment incrementally, Lithographix opted for a three-machine rollout – a deliberate step to increase throughput, reduce bottlenecks and create production redundancy. The investment comes at a time when brand clients are requesting shorter runs, faster turnaround times and more distinctive visual impact even as automation continues to streamline print production.

"The market is pushing us toward more complex and expressive work," says Chris White, Grand Format Manager at Lithographix. "At the same time, we still need to deliver volume. Installing three Kudu systems gives us the capacity to respond to both requirements."

One platform for volume and value

Each Kudu comes with ten freely configurable color channels and features a wide color gamut. Lithographix configured its printers with white ink, neon colors, orange and varnish, opening the door to tactile and visual effects such as the swissQprint's droptix technology.

The three-system setup allows high-volume campaigns to run in parallel with high-value applications. "We can move effortlessly from large-run bus shelter campaigns to specialty pieces, adhesive walls or experimental creative work," White explains.

Elevating print beyond the visual

Looking ahead, Lithographix sees the future of print in experiences that engage audiences beyond what digital media can offer. "We want to move print beyond ink on material," says White. He believes that content seen on a screen is quickly forgotten. In contrast, a printed piece that recreates the studs of a Lego block, the grain of hardwood flooring or the brush strokes of a painting creates a physical and emotional connection. "That's what makes print unforgettable," he concludes.

With three Kudu systems in operation, these effects can be integrated into mainstream campaign production rather than treated as niche enhancements.

Built for long-term performance

The decision followed extensive research and direct conversations with swissQprint users. “Everyone we spoke to emphasized the same things: precision, build quality and long-term reliability,” White notes. “Hearing that many swissQprint systems are still producing at a high level after ten years or more made it clear this was a smart, future-proof investment.” In an environment where uptime directly impacts profitability, durability and engineering stability were decisive factors.

From swissQprint’s perspective, the installation reflects a shared understanding of where large-format print is headed. “Lithographix represents a growing group of print providers who are combining creativity with industrial-grade performance,” says Erik Norman, President of swissQprint America. “They now have printers that support high productivity while enabling standout applications that add real value. We’re pleased to support them as they continue to expand their capabilities.”

Further information:

swissQprint America, Inc.
2521 Technology Dr,
Suite 210
Elgin, IL 60124, US
P +1 224 802 2770
info@us.swissqprint.com
www.swissqprint.com

Lithographix Inc.
12250 Crenshaw
Boulevard
Hawthorne, CA 90250
P +1 323 770 1000
JScott@lithographix.com
www.lithographix.com

Press contact
swissQprint AG
Switzerland
Petra Fetting
P +41 71 727 0554
pfe@swissqprint.com

Caption

swissQprint_Kudu_Lithographix_Chris_White.jpeg



Chris White (right) appreciates the reliable support that swissQprint provides: Michael Voight (left), Application, and Chris Standifer, Sales.

© swissQprint