



grafica valdarno

*the excellence
in printing*

The history of the printing company "GRAFICA VALDARNO s.n.c of Amedeo Nicola & C." allows us not only to run through - directly or indirectly - the last century of art and printing in Varesotto, but above all to analyze the relationship between "paper" and "printing" in a dimension which goes beyond mere technical capability.

«In Nicola Amedeo, his Bosses, employees and craftsmen of the book...», one can read from a 1927 plaque dedicated to celebrate the 25th year of typography from which this story starts. The art of printing, indeed, is a tradition in the Nicola family since the start of last century, when Amedeo Nicola - Grandfather of the current printer with the same name - established the printing office subsequently known as the "Industrie Grafiche Amedeo Nicola & C. Varese-Milano". For many decades, this company distinguished itself by size and prestige in the province and nationally: Its workers produced scholastic texts and dictionaries, art and industrial prints and for the most important national names. Undoubted craftsmanship of these printers and binders, in a period still characterized by the predominance of man over machine. But equally undoubted was their merit in the diffusion of the culture and confirmation of communication by printed paper.

From that important graphic-editorial reality, with the leaving of the most qualified members of the workforce, started many of the printing companies which today operate in the province, amongst which its most direct heir, "Grafica Valdarno", founded at Cavaria in 1956 by Achille Nicola, son of Amedeo.

After a decade of business, a still very young grandson Amedeo Nicola came into the business in 1968 who, until then, had started in another career. The necessities of life, nevertheless, pushed him into walking in the footsteps of the Grandfather whose name he bore and so, Amedeo Jr. started to learn the art of printing from the letterpress lead type and books. Very soon, the first employees started to arrive, all young and almost without experience but all with a great desire to roll their sleeves up.

At the cost of great sacrifice, the company took on a Heidelberg "Star", a letterpress printing machine which was distinguished by its versatility. The start of the 70's saw the introduction of the "Aurelia 52" and of a photolithography unit which signalled the passage from typography to lithograph printing for Grafica Valdarno, to which in recent years have been added digital and multicolour offset printing with in-line UV inks. At the same time, around the printing, all the other departments which make of a design company one of the most complete and qualified, and not just in local panorama, have today been developed: the prepress department, an entire section dedicated to the special finishing of the print (glossy, opaque, iriodin effect, thick coating, from coater varnish, both in the traditional manner or UV; thermo graphic printing; hot stamping; embossing), the binding department and paper converting.





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In each processing phase, the choice of Grafica Valdarno is to use machinery and equipment in the vanguard of technology, not only as a response to the daily requirements of the world of communication, but above all as a "means" to express one's own creativity at the highest level, and the drive to experiment with products and printing materials. A research not only given credence by the quality of one's work, but also confirmed by prestigious recognition: In 1995, the Special Prize "Technology-Quality-Management" of the Varese Chamber of Commerce, Crafts and Agriculture, in 2002 the classification of first place in the "National Prize for Craft Products" inspired on the occasion of the 29th Erba Craft Market Show.

Appreciated at national and international level for the communications power of its production, a third of which is destined for export, Grafica Valdarno today has specialized in premium prints and high level packaging for the most noted cosmetics, fashion, jewellery, timepieces, motor, media brands and all that goes around the world of luxury, as reported in the most prestigious magazines in the sector such as "Il Poligrafico", "Inks&Supplies", "Rassegna Grafica", "Italia Imballaggio", "DM&C", "Comunicando" and "Print Buyer", which periodically edit press appreciations on the proposals and products of Grafica Valdarno. Yet, notwithstanding this indispensable "presence" of technology and data processing, Grafica Valdarno does not forget the lessons of its own history: printing is an art (there is a reason why the term "graphic arts" is so popular) and as such, it is "felt" before it is "practiced". By man who once again prevails over the machine.

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