

Sign and Seal:

BESPOKE, QUALITY LABEL PRINTING

IN A MARKET WHERE WINE PRODUCERS REQUIRE MORE CUSTOMISATION AND SPECIALISATION WHEN IT COMES TO LABEL DESIGN AND PRINTING, SIGN AND SEAL LABELS HAVE ALL THE TOOLS REQUIRED TO MEET – AND EXCEED – THEIR CLIENT’S NEEDS.

BY ANTON PRETORIUS

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HENK CROUS, owner of Sign and Seal Labels, made the leap to digital printing by investing in a perfect digital partnership with Rotocon, embedding his business deep in the growing market for bespoke label designs and shorter runs.

“We found our customers requested more specialised label finishes, such as foiling and embossing with shorter runs and increased customisation,” he says.

As a result, Henk installed the Screen Truepress Jet L350UV+ digital press from Rotocon, offering a quality, cost-effective digital printing solution with a fast turnaround time. Henk also acquired the Rotocon RDF330 Ecoline digital finisher, which considerably enhances finishing operations.

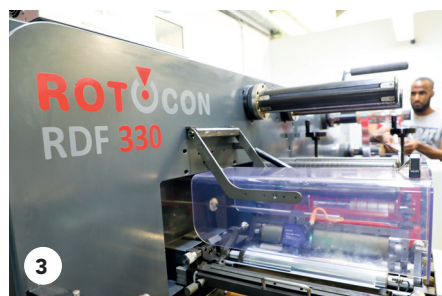
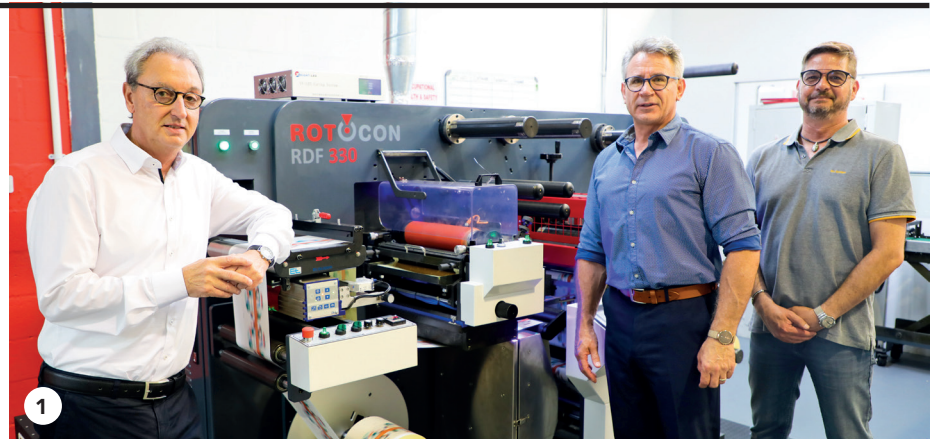
A WORTHY INVESTMENT

The capital layout has already borne fruit, bringing renewed impetus to the business. The Rotocon equipment, which has taken pride of place on the premises, puts Sign and Seal among the frontrunners and lends a competitive edge to the business.

“[The new equipment] allows us to broaden our product offering and accommodate a new range of clients, including the Western Cape’s variety of boutique wine estates, smaller independents as well as volume-driven wine businesses.”

THE SILENT SALESPERSON

Henk believes there’s a need for more collaboration between clients, design houses and printing companies to come up with labels that not only meet the client’s expectations, but also help drive more wine sales.



1 Rotocon owner Michael Aengenvoort, Sign and Seal Labels’ owner Henk Crous and Banie Stafford from Banie Stafford Graphic Design. 2 The Truepress Jet L350UV+. 3 Sign and Seal Labels’ Rotocon RDF 330.

TESTIMONIAL OF TRUST

Having maintained a strong relationship with the Rotocon team, especially for the supply of Sign and Seal tooling requirements, Henk had no hesitation in turning to Rotocon owners Michael and his two sons Pascal and Patrick Aengenvoort for reliable and quality printing equipment.

“It’s an absolute pleasure working with Rotocon, especially owners Michael and Pascal,” says Henk. “Besides offering impeccable service and a sound business philosophy, I appreciate the owner’s honesty and openness during our dealings.”

He says Rotocon is responsive and flexible to his company’s needs. “There’s a high standard. Not only do they offer the best in terms of technology, they also offer fantastic technical and aftersales services.” Even with complicated parts like the high quality, flexile dies from WINK, Rotocon ensures that parts are delivered within 2-3 working days from Germany. “You don’t get that kind of service locally.”

“We scout and research the best technology in the market, and make it part of our offering. We back this up with quality service and training for our customers,” says Michael. ♦

Sign and Seal is now able to provide customers the complete package. “With our in-house design and repro teams, we’re able to engage with clients on best practice guidelines to produce quality and optimal labels. We have the necessary know-how and expertise to advise clients and produce a high-quality product.”

Label design is one of the most important aspects of a wine business. “Your label is a silent salesperson. There can’t be a disconnect between the label and what’s in the bottle. In essence, we’re responsible for maintaining the quality of the client’s product going out in the market.”