

Unleash the digital beast

LABELLING IS CRITICAL TO A WINE BUSINESS' SUCCESS. BUT IT'S NOT JUST THE LABELS THEMSELVES WINERIES AND LABEL DESIGNERS MUST PAY ATTENTION TO; THEY SHOULD ALSO PRIORITISE THE PROCESS USED IN PRODUCING LABELS.

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THE LABEL PRINTING BUSINESS is fuelled by digital tools and technology. International Data Corporation predicts that the market for digital label and packaging pressing will grow by 18% within a decade. This is partly being fuelled by wineries' increasing need for customisation and on-demand solutions.

Carlo Sammarco, business development director for packaging solution at SCREEN Europe, says the international market has embraced the benefits of digital printing technology. "Not that long ago, organisations would have labels printed from flexographic presses, and many still do. But there

are now innovative solutions that make designing and printing high-quality, custom labels far easier and cost-effective."

ROTOCON and SCREEN have been in partnership since 2014. The partnership has strengthened with ROTOCON adding SCREEN's Truepress Jet L350UV+ SAI Series to its offering. "ROTOCON has been a very successful distributing partner for us," says Carlo. "They are probably third on our list of top global distributors."

ENDLESS BENEFITS

Carlo says in wine label production the trend is for on-demand printing jobs. "There's a growing need for personalisation, authenticity, and uniqueness with wine labels. Digital printing lends itself very well to this."

Carlo's been involved with this technology since its inception, and says that in the early days, the market was slightly naïve about wine label production. "There was such a clutter of different substrates, feels, looks and textures. We found wine labels were uncoated and porous, which acted like blotting paper. This would result in undesirable effects like losing colour and definition."

But inkjet technology allows printers to include a sealing layer to stop the ink soaking into the paper. "So, now you get colourful, vibrant detail on your label," says Carlo. "This evolved into other techniques that UV inkjet technology can offer wine labels."

What's wonderful about digital printing, according to Carlo, is that it's instantaneous. "You simply press the button and the ink literally jets directly onto the paper. It'll go onto the roll. No plates, no cleaning, no setting up, no trying to get it back up to colour. It's a simple, easy turnkey solution."

Another benefit of digital printing is consistency. According to Carlo, "There are no consumables. We take the ink from the print head and inject it directly onto the substrate." If a winery wants to reproduce a label with updated information the following year, it's easy for digital printers to replicate an identical label from the seamless, plug-and-play process.



A SOUND INVESTMENT

The Truepress Jet L350UV+ SAI Series—exclusively distributed by ROTOCON in South Africa—offers an array of advantages.

- 1. It saves money:** "The goal for any business is always to reduce costs and increase revenue," says ROTOCON's co-owner, Michael Aengenvoort. "Having custom labels printed by a provider that uses digital presses will give your business better pricing options because the equipment involved in operating and running this machine is far less in comparison with its traditional, outdated counterparts."
- 2. More flexibility:** With variable data printing, customers have far more options. "It doesn't matter how much information needs to be included on the label, because a machine like the Truepress Jet L350UV+ SAI Series, can handle as many different versions and variations as necessary," states Michael.
- 3. It's completely scalable:** "Entry level devices are available for those who do not need the full functionality straight away, with options to upgrade as your business expands. Additional colours can be added when your business is ready for that," says Carlo.

Time is money, and money is time. Digital printing saves both. The absence of plates translates to faster delivery. Digital label printers can handle at least three times the amount of jobs that flexographic printing presses can, in half the time. This means more bang for your buck. If businesses want to maintain a competitive edge, they must constantly implement solutions to reduce costs and increase value. The Truepress Jet L350UV+ SAI Series offers both high-quality labels and best-in-class processes for creating them allows your business to do exactly that.

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