

Self-Adhesive Labels – 2 Finat Awards 2018 for Azimutprint with the MGI JETvarnish 3D Web.

The Russian Printer azimutprint won two Awards on the international competition organized every year by FINAT (European Association for Self-Adhesive Labels) for 2 labels embellished on digital press: the MGI [JETvarnish 3D Web](#).

- *Finat 2018 Award - Dark Chocolate*
- *Finat 2018 Award - Spaquatoria Milk Dew*



Winning mix between azimutprint's creativity and quality AND the MGI JETvarnish 3D Web Technology.

With 130 employees, [azimutprint](#) is a leading printer in Russia in the self-adhesive labels market.

Founded in 1996 in Yaroslavl, the company headed by Petr Lavrov implements a particularly complete machine park, both traditional (flexo and offset) and digital (EFI Jetrion and HP Indigo) for luxury markets, wines and spirits, cosmetics, gourmet food and agribusiness.

As one of the first Russian customers of the JETvarnish 3D Web technology, azimutprint demonstrates the potential of digital finishing, which makes it possible to produce unique self-adhesive labels, combining online, inkjet spot UV flat or embossed (tactile effect) varnish, hot foil stamping, embossing and digital hologram printing.

JETvarnish opens up new perspectives for finishing

So long azimutprint has opted for traditional finishing technologies, the situation has changed dramatically when the printer bought a digital finishing press at Drupa 2016.

Because the digital embellishment allows to get rid of expensive dies, screens and also shortens the production process azimutprint now is proudly presenting new 3D finishing for a wide range of clients.

- The UV Spot Varnish by JETvarnish 3D Web allows to obtain an embossing result, which is impossible to achieve on labels printed on composite substrates as (PE, PP, PET ...).
- Digital hot foiling - whether flat or embossed – enables a to realize fine lines, small lettering and detailed texture effects, unique on the market.
- The relief varnish up to 200 microns displays a perfect surface regularity, which is difficult to obtain by screen-printing.
- It is also possible to realize variable data printing in varnish and hot foil, which is impossible to be obtained otherwise.
- The printing of holograms in variable data is the alternative less expensive and very efficient in terms of security in comparison with traditional holograms manufacturing.



Two Amazing labels rewarded in Dublin

The FINAT Awards are the reference in the domain of adhesive labels for which the Printing Houses from all over the World compete! This year, the ceremony has been held in Dublin, which has brought together not less than 300 professionals.

Among 270 models of labels submitted this year to the members of the international jury, the seven labels proposed by azimutprint were selected and two rewarded:

- **DARK CHOCOLATE**

The FINAT jury was seduced by the very high quality of these labels including the glossiness and the unique 3D effect of the varnish and the foil. Printed in 5 colors by HP WS 6600 digital press on a PP Top Silver (Fasson) matte film, these 3 different labels (900m prints) corresponding to 3 products intended to be applied on luxury boxes. These 3 labels were embellished with digital embossed 3D Varnish and 3D hot foil.

- **SPAQUATORIA MILK DEW**

The Finat Jury has been seduced by the high level of quality of these labels and especially by high level of small details and fine lines of 3D varnish. Printed on HP WS 6600 digital press on a Matte Silver-coated PP Top Silver (Fasson) this set of four different labels (850m prints) designed to be applied onto cosmetic spray has been digitally enhanced with 3D UV varnish.

These two prestigious awards are not the only international Awards received this year by the Russian Printer; this company has been awarded by the **Etiq & Pack 2018 Trophy** at the beginning of the year in Paris for one cosmetic label **Omega Derm** which stood out with its UV varnish in relief.



Petr Lavrov, azimutprint CEO, declares at this occasion: "We are very proud to obtain 3 awards in less than 3 months. These awards granted by recognized professionals highlighting the excellence of our technologies and our team, and the fact that digital finishing is the key element in added value of adhesive labels."

Victor Abergel, MGI General Manager is delighted to have this recognition: "These two Finat Awards 2018 for azimutprint go straight to our heart, azimutprint have been one of our first customers in the adhesive labels market to buy our JETvarnish 3D Web. These two award-winning realizations are beautiful and really enhance the packaging on which they are applied. At a time when the added value of printing has become commonplace, digital finishing is now proving to be the new growth vector for both value-added and differentiation in the label and flexible packaging".

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Pour plus d'informations <http://www.mgi-fr.com/fr/>

About MGI Group

Founded in 1982, the MGI Group is a public company with offices around the world and is registered on the Euronext/Alternext stock exchange (ALMDG). The MGI Group is a global digital printing technology leader composed of MGI Digital Technology, headquartered in Paris (Fresnes), France and KÖRA-PACKMAT, located in Villingendorf, Germany and CERADROP, located in Limoges, France.

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