

Packaging - 1 million of B1 formats embellished in 6 months by Heret's MGI JETvarnish 3D Evo (75 x 120 cm).

*The Israeli specialist of luxury packaging reveals all the potential of
industrial digital embellishment by MGI.*



Created 83 years ago in Yavne, [Heret Printing](#) is one of the specialists of luxury packaging in Israel. The company managed by Avi Noiman specialized in the conception and realization of cardboards and luxury boxes for the cosmetic industry, gourmet food, perfumery and spirits. Among its customers are the brands such as Sabon, Soda Stream Ahava.

Digital embellishment is a key comparative advantage for the packaging

4 years ago, [Heret Printing](#) decided to differentiate itself by offering to its customers the possibility to enhance their packaging by [Spot UV Varnish](#) and [Hot Foil in flat or in relief](#) in fix or variable data by investing into the Digital Embellishment Press from [MGI JETvarnish 3D](#) in B2 format (52x74).

The first equipment in Israel, which completely fitted with the concept of «One Stop Shop», developed by [Heret Printing](#): it means to master internally all the working flow from concept to production of luxury packaging.

The first machine which permitted to [Heret](#) to develop its sales very fast, as mentioned by Avi Noiman : “The [JETvarnish 3D](#) from MGI gave us clearly the major comparative advantage on the market by offering the possibility to provide our customers with the sensory packaging, thanks to its [Spot UV Varnish](#) and a true [Hot Foil](#) in flat or in tactile finishing suitable for short and medium runs as well as for the large campaigns of packaging versioning.”



The B1 format is essential to satisfy the created needs

Following its successful launch, 6 months ago [Heret](#) decided to take the higher level by choosing the [JETvarnish 3D Evo B1](#) (75x120). The investment became essential based on the market needs.

“Our intuition was right while acquiring the [JETvarnish 3D B2](#). The brands were extremely impressed by [tactile and sensory effects](#) given to their packaging by this technology.

“It was obvious to take higher level with the [JETvarnish 3D Evo B1](#), which offers a feeding pallet of 75x 120 formats perfectly suited with our printing park. This acquisition was truly logic based on 4 years’ experience with confirmed reliability of [MGI technology](#), its productiveness and its great quality of varnish homogeneity in comparison with screen printing, for example, – or by [Hot Foil high precision](#) embellishment is really incredible”.

1 million of B1 paper formats embellished in less than 6 months!

Installed 6 months ago, the [JETvarnish 3D Evo](#) was immediately put into the production flow permitting [Heret Printing](#) to satisfy the increasing demand for printing runs.

“Just in several weeks the [3D Evo](#) permitted us to take the next level in packaging embellishment.” noted the manufacturer. “The B1 format permits to gain in realization and the pallet feeder to load more sheets permitting us to reduce the break of loads. With 1 million of embellished sheets in 6 months, we beat all our previous production records and we don’t count to stop on this for the next coming months.” He concluded with a smile on his lips!

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For more info <http://www.mgi-fr.com>

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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