Digital embellishment – Peerprint the Israeli leader for wine labels printing choses MGI.

The Printing House Peerprint of Ness Ziona, the Israeli leader for wine labels, acquires the digital embellishment press MGI JETvarnish 3D Web. A logic choice for the actor who wishes to position itself in the market of UV Varnish and Hot Foil in fix or variable data in short and medium runs, and in long runs for the operations of labels versioning.

If the first wines produced in Israel go back to Biblical time, the development of Israeli viticulture is dated from the end of the 19th century when the Baron Edmond de Rothschild decided to develop the local sector in 1882. Nowadays, the wine sector is particularly dynamic representing 250 domains exporting all over the world, the various wines from 5 viticulture regions with their well distinctive flavor.

Created in 1942, the printing house Peerprint specialized in the market of wine labels with the Carmel Winery (Rothschild) as one of its 1st customers, by developing itself over the years in the growth of the local production.

The family company managed by Adi Levy (3rd generation) and employing almost 50 collaborators, Peerprint puts in place the strategy of "One Stop Shop", consisting to offer to manufacturers all the competences they might be needed to facilitate the task while promoting their wines at the point of sales.

"The manufactures of wine, whether they are part of groups or independent, just like cooperatives, they must constantly juggle between production, marketing and commercialization of their wines, which is not always easy. In fact, their activity depends from the meteorological conditions and they are subject to the much stronger competition since it has become international", explains Adi Levy. "In this context, our strategy is to make easier the promotion campaign for the wines by offering the complete service: Peerprint includes as well the creative agency, the packaging studio, and produces the dry labels as well as adhesive labels, cardboards, shelfs and POS ads, essential to promote the bottles in the store".

To ensure printing, Peerprint has two digital Roll-to-Roll HP 6800 and one Sheet-to-Sheet press Komori H-UV 75 x 105 cm, while its workshop for finishing runs the traditional equipment - embossing hot foiling, screen printing - through 4 finishing lines GM, ABG and Prati... The equipment which has been acquired since the last September is the digital embellishment press Web-to-Web from the French manufacturer MGI Digital Technology, the JETvarnish 3D Web.

For Adi Levy this Investment became essential: "We had been following the development of the JETvarnish 3D Web from its origin and what we saw at LabelExpo 2017 really seduced us. Our target was to keep the leadership in the sector and digital embellishment represented for us a major comparative advantage. In June 2018 we confirmed the purchase order and we received the JETvarnish 3D Web in September same year".

In the common market, Peerprint wanted to differentiate itself by offering some new services to its customers thanks to 100% digital process of UV Varnish and Hot Foil embellishment, in flat or in relief by JETvarnish 3D Web.

"The JETvanish 3D Web permits us to offer the services which were impossible for us to realize up to now" details Adi Levy. "These are the varnish in flat or in relief, the embossed effects or hot foil in short and medium runs. Up to now the medium runs accomplished on the JETvarnish represents up to 15,000 labels, with its minimum of 200 - of labels printed for one event - and its maximum of 50,000. Of course, putting in place the campaigns of versioning would permit us to go beyond these figures in the next few months".

The quality of embellishment offered by the JETvarnish 3D Web from MGI seduced Peerprint in particular by the regularity of deposited varnish in flat or in relief and its extremely great finesse of Foil and of course its durability were the major point for the Israeli Printing House: "During the JETvarnish acquisition process" Adi Levy explains, "one point which impressed us was the durability of MGI's embellishment, as it is true that the bottles could impact one another in the cases during the transport. The conducted tests were completely satisfying and permitted to remove our latest doubt before signature!"

Being in operation since several months the JETvarnish 3D Web of Peerprint has quickly found its place, whose high-tech characteristics are perfectly in accordance with two digital Roll-to-Roll from HP 6800.

This integration was well accomplished and the customer service of MGI was in favor among the teams of Printing House concludes Adi Levy: "JETvarnish 3D Web was perfectly settle and operational and we can confirm the quality of treatment, availability and professionalism of the MGI teams. It is important for us to rely on our suppliers every day as our own customers can rely on us!"

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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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