Printing House Pyramidor (France) – JETvarnish 3D Web from MGI opens for us New markets!

6 Months ago, the French printing house Pyramidor installed a digital embellishment press: the JETvarnish 3D Web from French manufacturer MGI. This roll-to-roll press offers 100% digital process of 2D/3D Spot Varnish and Hot Foil in fix or in variable data. Benoît Boret, managing director of Pyramidor, presents the first results of this investment…

Located next to Angers the printing house Pyramidor employs 30 employees. Created in 1965 the company managed by Benoît Boret is specialized in digital printing of adhesive labels, packaging and carton wraps.

Fitted with traditional (offset Heidelberg, flexo Smag) and digital (HP Indigo W6800) sheet-to-sheet and roll-to-roll machines, Pyramidor addresses a large number of professional customers, such as catering professionals, chocolate manufacturers, craft beer and pastries.

Embellishment, to move upmarket

Almost a year ago, Benoît Boret conducted a market review which goal was to imagine best ways to increase turn over. The conclusion of this review was clear : an increase of customers' revenue and a gain of new customers had to be based on a new added value offer's strategy.

To be efficient, this strategy had to be in conveyed through strong added value, immediately perceived by end-consumers: Benoît Boret explains*: "To differentiate ourselves on the market it was necessary to offer higher added value to our customers. This added value needed to be immediately seen on their products in the shop. In this context, our strategy was quickly oriented towards the development of our embellishment offer".*

This strategic choice was all the more important as customers expected such a solution: *"Our clients were in high demand for Spot Varnish and Hot Foil which corresponds to the market codes of chocolate, gourmet and pastries".*

Digital embellishment better than traditional solutions

If Pyramidor had always embellished labels and packaging with traditional technologies, this way was non sense for mainstream orders, mostly composed of short and medium runs.

Considering this fact, the interest of Benoît Boret turned very fast towards the roll to roll digital embellishment technology JETvarnish 3D Web by MGI.

"The traditional embellishment technologies were no longer convenient for our market, which required high reactivity for short and medium runs. Objectively, I really didn't want to orient myself towards the screen printing!! I prefer to keep our particular agility making the success of Pyramidor and offering digital solution in particular through our HP Indigo WS6800" he details. *"Being interested in MGI, I was rapidly seduced by the roll-to-roll concept of the JETvarnish 3D Web. This technology is perfectly adapted to our adhesive labels activity. The quality of Spot Varnish could never be compared to screen printing. The Hot Foil in flat or in relief gives amazing effects and the setting time is extremely reduced, thanks to the automated parameters management by artificial intelligence. All these advantages make real difference for us".*

Tangible results in less than 6 months!

Less than 6 monthes after its inauguration, the MGI JETvarnish 3D Web has a very positive balance sheet according to Benoît Boret.

"After 6 months of exploitation, this investment gives us the total satisfaction. The potential of possible realizations by JETvarnish 3D Web is huge. Clearly this know-how is now in our hands to offer the products even more personalized to our customers!! From commercial point of view this investment fits with our requirements. First, our target was to develop the sales of high added value products among our loyal customers. Second, our intention was to seduce new customers on the markets such as cosmetics and wine. And the JETvarnish 3D Web has clearly opened for us the new perspectives in this direction".

The quality of traditional technics together with digital agility in addition!

If the digital embellishment became a key solution for Pyramidor, as a true driver for business development, this is only thanks to its concept, concluded Benoît Boret: *"The digital embellishment is the quality of traditional technics with the digital agility both in high speed of settings and the capability to embellish with spot UV varnish and hot foil in flat or in relief, in fix or in variable data!! The JETvarnish 3D Web is the true equipment we needed for our differentiation!"*

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

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