

Digital finishing

An MGI's JETvarnish 3D & iFOIL for Heret Printing

The Israeli packaging specialist has invested in the latest technology from MGI in order to boost its digital packaging production

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About author



staff

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Israeli packaging specialist, Heret Printing has installed the latest version of the MGI JETvarnish 3D Digital Spot UV and inline iFOIL system – a digital solution designed to produce personalised 3D spot coating and embossed hot foil stamping applications.

For over 75 years, Yavne-based Heret Printing has delivered packaging solutions to a wide variety of industries. The company provides customised print distribution and enterprise-level, supply-chain services to international brands such as Soda Stream, Ahava, Sabonand and many more. In addition to the high-volume production infrastructure, Heret also specialises in providing detailed, luxurious, high-end packaging options to elite clientele in the beauty, cosmetics and skin care industries.

In order to provide a complete portfolio of commercial printing service options, Heret has invested in multiple presses (offset and digital) and a wide range of in-house finishing equipment, including an HP Indigo 30000.

Commenting on the investment in the MGI's JETvarnish 3D & iFOIL, Yarden Ben-Dor, Heret's printing executive vice president says: "Last year, we were chosen by HP to be the first company in the world to install the HP Indigo 30000 Digital Press, a solution for digital printing of folding cartons in the packaging industry. Now it is time to turn to focus on finishing our printed output with the very innovative 3D Spot Coating and Hot Foil Stamping equipment from MGI in France."

"In addition to offering amazing quality and spectacular results, we have all the advantages of going digital for Spot UV Coating and Foiling – quick turnaround, no plates and tooling, no media changes and much more. The HP Indigo 30000 and MGI JETvarnish 3D/iFOIL are the perfect fit for all my B2 (50x70) packaging for folding cartons up to 550 µm".

The JETvarnish 3D and iFOIL utilise MGI's patented inkjet & hot foil stamping technology to provide digital Spot UV coating in plain 2D and 3D (up to 200µm thickness) & Embossed Foil textured effects in one pass. The digital hot foil and embossing functions are inline with the varnish application process on substrates and sheets up to 52 x 1050 mm in size (from 135 to 600gsm). This digital Spot UV coating process is 100% variable data capable with barcode reader options that enable custom spot varnished prints with unique graphics, text and numeric data.

Yarden Ben-Dor adds: "Good printing quality is not enough. Even with our latest digital press, all the end-user's perceived value is coming from the finishing techniques. Now, thanks to the 100% digital JETvarnish 3D Spot Coating integration with the personalization of the iFOIL Hot Foiling module, Heret can help our print customers create a deep personal and emotional connection for their brands with our personalized product packaging options."

"All this MGI digital equipment is really giving us an edge in the marketplace. We can move forward with new projects more quickly and operate faster than the competition. We can produce and customise finishing projects on-demand now".

Victor Abergel, MGI executive vice president, concludes: "We are very proud to have been selected by Heret Printing as the best solution available on the market for Spot Coating and Hot Foil Stamping. The MGI equipment is the perfect hybrid solution for both offset and digital presses. The MGI JETvarnish 3D & iFOIL are delivering astonishing tactile finishing results for small, medium and large runs. All Heret Printing customers are really impressed by the output. It is going much further in terms of creativity and quality than traditional and existing digital equipment."

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