

Labeldoo.com democratizes ennobled labels with CARTES Jet D-Screen and Laser Converting units

The Online label maker, with group leader company GRAFICA ISERNINA, introduces its third Laser Die-Cutting equipment complete by a single-pass Digital Finishing and Embellishing unit, made by CARTES. By Lorenzo Villa

Founded in 1971 at Isernia (Italy) by Oliviero Mazzocco, who four years later was joined by his son Luigi, GRAFICA ISERNINA is now led with unchanged passion by; Emiliano, Alessandro and Emanuele Mazzocco, grandsons of the founder.

Started as a commercial printing house, serving regional government agencies, the company expanded its production area, and in the early 2000s, initiated a substantial change of technological pace by introducing B1 offset printing presses and a prepress department with CTP, a move to expand the range of products to paper and self-adhesive sheet-fed labels.

In the following years, precisely that of the label proved to be a profitable and promising business, so much so that it inspired the transformation of the print shop into a label factory.

Over the past decade, the company invested increasingly in offset, screen printing, flexo and hot foil web printing technology, and in lines of increasingly sophisticated converting.

As part of an ambitious digital transformation plan, made more urgent by the swirling growth of their online sales portal Labeldoo.com, the company has increased its investment in digital printing and finishing technology, which since 2014, has seen the introduction of XEIKON, HP INDIGO and CARTES Laser converting technology. A culminated path, in the summer of 2022, in the installation of a CARTES GEMINI machine with laser die-cutting and Jet D-Screen for digital embellishment. This new equipment - third CARTES in the company - in the coming months will enable GRAFICA ISERNINA and Labeldoo.com, to increase their competitiveness, both with traditional customers as well as for online sales area.

E-commerce drags smaller rounds, faster deliveries and pushed customizations

GRAFICA ISERNINA and Labeldoo.com address their offerings primarily to the wine, oil, cosmetics and food markets, among the most sensitive to high quality printing and embellishment and the most attentive to the possibilities of versioning, serialization and customization.

These are in fact trends driving the company's investments. "Average orders are decreasing and customers are daily asking for more variants. In addition, are the critical issues of increasingly poor scheduling along the supply chain, increasingly urgent orders and cancellation risks in case of late delivery", explains Emiliano Mazzocco, COO of GRAFICA ISERNINA.



A trend, already clear in itself, further sharpened by the hysteria that is inherent in e-commerce, which corporate ownership considers as both an opportunity and a complex challenge to address and overcome.

The mission statement of Labeldoo.com, in fact was and remains that of bringing to the web the experience and skills of a traditional label maker, differentiating itself from web-to-print generalists. A crucial challenge also on the front of techniques of production.

"The birth of Labeldoo.com and online sales have changed radically our way of work. Top quality and an impeccable after-sales services with on-time deliveries are factors now essential for building a good online reputation" confirms Mazzocco.



During periods of highest demand for labels, such as for example, in the months leading up to VINITALY or any holiday season, Labeldoo.com also serves as a lifeline for hundreds of occasional customers struggling to find suppliers willing to carry out their projects. Not to disappoint them, the converter has gradually adapted its offerings and rethought its technological infrastructure.

Labeldoo.com and CARTES: a common path of growth and trust

GRAFICA ISERNINA acquires its first CARTES line (the GT360) in 2014, starting with the manufacturer a collaboration that has not never stopped. "Even before the quality of its machinery, we chose CARTES because their team and also for the vision we share about digital transformation of a label shop.

Today as then, we believe CARTES Laser technology is the best on the market. That is why, over the years, we have installed as many as three, one on each of our finishing lines", stresses Mazzocco.

In specific, the converter has configured its GT360 with; flexo, hot foil, silk-screen, embossing, semi-rotary die-cutting and laser converting units. "The choice to have both die-cutting technologies stems from the need to better manage each type of order, avoiding tooling and time waste, the laser is perfect for smaller and faster rounds, where is necessary to minimize fixed costs", explains Mazzocco.

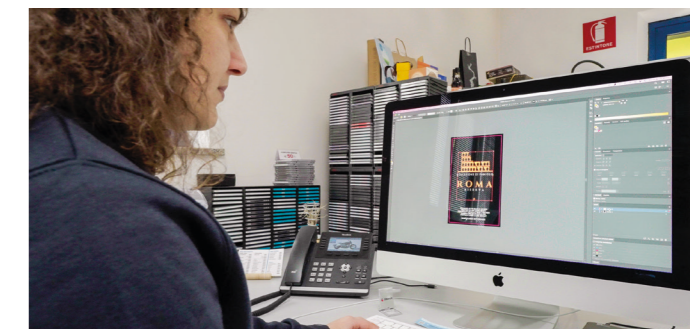
On other hand, the traditional die cutting is the optimal choice for higher rounds, which can result from both on-line and off-line." In subsequent years, the company then installs two GEMINI lines, the last of which went into production in September 2022 and equipped with flexo, Jet D-Screen and Laser converting.

With these three machines, GRAFICA ISERNINA and Labeldoo.com optimize their converting stages, down downstream of printing, performing them in most cases in a single step.

"The GEMINI is the best solution to fulfill quickly many orders, eliminating all the tools. Also, GT360, enables multiple complex elaborations, reducing startups and downtime", explains Mazzocco.

Digital printing, Jet D-Screen and laser converting, all combined to create added value

With the installation of the Jet D-Screen, GRAFICA ISERNINA has created a completely digital workflow, from printing plus finishing to die-cutting. By having completed the integration at the hardware level, now the company is



working with CARTES to take full advantage of Jet D-Screen software properties, aiming the goal to introduce soon the variable embellishment processing.

"Producing labels, all different from each other, both in terms of graphics and embellishment, is our next goal to create an added value for our customers. Jet D-Screen represents a breakthrough in converting technologies, as was digital for offset and laser for traditional die-cutting", states Mazzocco.

Thanks to, the ability to create up to seven different thicknesses in one single pass and edit printing details directly by touch screen panel, Jet D-Screen enables to offer products and services unthinkable just a few years ago, while reducing production costs. Finally, the combination of varnishing and digital cutting allows Labeldoo.com to bundle multiple jobs on the same roll, and to thus produce many more completely different jobs in the same shift, reducing the average time of order fulfillment. All this while increasing the quality of ennoblements, both in finer details and in solid backgrounds, and almost completely zeroing out production and tools storage costs.

Towards to 100% digital labels production

The widely stated goal of the Italian converter is to become a 100 percent digital label shop by eliminating any physical tools from production requirements. With this in mind, GRAFICA ISERNINA and Labeldoo.com are developing an education program for agents, designers and clients, so then they can better understand the potential future of digital concept.

"We believe that every company, large or small, deserves labels that add value to its product. That's why we daily work with CARTES, to make embellishment accessible to a wider audience", concludes Mazzocco.

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