

Info Label raises the bar in premium labels with Cartes' digital embellishment

By introducing Jet D-Screen, the American company has made the production of shelf-appealing labels more efficient and cost-effective.

By Lorenzo Villa

Founded in 1994 in Clifton Park, NY, USA, Info Label is a family-owned business that remains young and dynamic — truly a digitally native company. The company was established by its founder and president, Mark Dufort, who, after a decade of experience in sales and operations management in the label industry, decided to start his own business and put his skills and energy at the service of brands across the country.

Dufort conceived of Info Label as a leading converting company capable not only

of creating excellent products but, above all, working closely with customers to position their brands through a unique mix of expertise, cutting-edge technology, and highly motivated employees. To make this possible, in the early 2000s, Info Label introduced numerous embellishment options and emerged as a pioneer of UV flexo in North America. Info Label was among the first converters to invest in digital printing through its partnership with HP Indigo, and in 2016 became the first label converter in the United States to adopt the Gallus Labelfire 340 hybrid flexo-inkjet platform.

To strengthen its leadership in premium labels, as well as add new creative options and streamline embellishment and converting, last year Info label introduced a Cartes Gemini finishing line with a Jet D-Screen finishing module.

EXTRAORDINARY LABELS FOR SMALL AND LARGE PREMIUM BRANDS

From its initial focus on the cosmetics and personal care sector, Info Label has expanded its offering to all markets that require the highest quality printing, combined with high levels of consulting and service. Its customers include major national brands in personal care, cosmetics, food, beverage, wine and spirits, nutraceuticals, home care, and cleaning. The company ships its products throughout the United States, Canada, and South America.

“There was a gap in the supplier’s ability to understand customer needs and support them in their labeling challenges, and it is on those needs that we built Info Label,” says Dufort.



The winning label in the 2025 Gold Leaf Awards.

“Our real strength lies in our expertise and a highly trained workforce capable of interpreting and anticipating requests and always exceeding customer expectations.”

In the printing department, the company boasts three high-end UV flexo combination print lines, three high speed hybrid printing lines, and three standalone digital print lines. In the finishing and converting area, Info Label uses screen printing for spot varnishing, as well as tactile and glitter varnishing, hot and cold foiling, embossing, debossing, holographic and textured films, and countless diecutting and shaping options. Thanks to its digital prowess, Info Label can handle complex projects with variable data and variable coding, multiple artworks, and products with a very fast time-to-market.

EMBELLISHMENT AS A TECHNICAL CHALLENGE AND TRIGGER

To make its products more attractive on store



Info Label produces a stunning wine label with Cartes' technology.

and supermarket shelves, position its brands, and stand out in a competitive, crowded retail environment, brand owners of all sizes require increasingly sophisticated packaging solutions. For this reason, Info Label has developed and made available a multitude of embellishment options and was among the first American companies to embark on digital finishing.

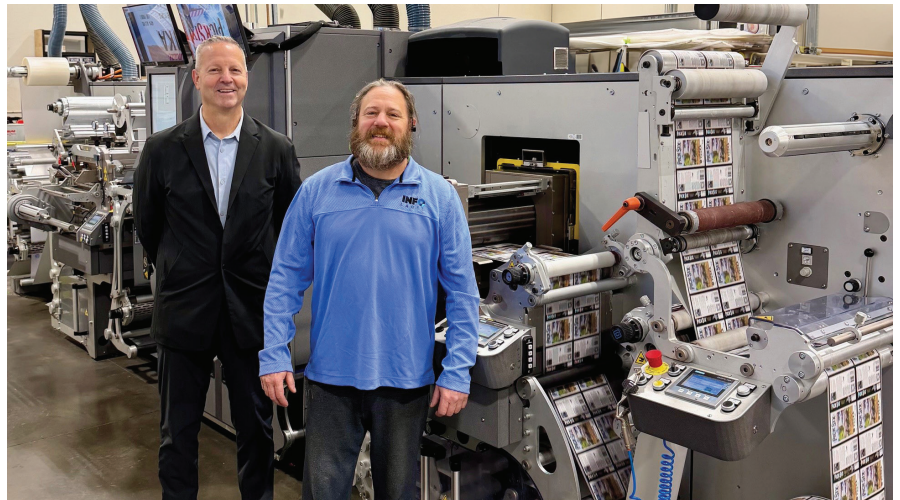
After years of utilizing analog production lines, Info Label purchased its first hybrid converting unit incorporating inkjet technologies, allowing the company to bring digital embellishments to the marketplace.

“We needed increased flexibility, productivity, and reliability to achieve higher levels of quality for the brands we support” explains Dufort. “We wanted to give our customers unprecedented technical possibilities to make their product stand out but at the same time be sure to offer a repeatable service at the right cost.”

In 2024, Dufort and his team began exploring the most advanced finishing solutions available on the market, focusing on Cartes’ Gemini platform. After several intensive tests, the Italian manufacturer’s technology, supported by the expertise of the Cartes USA team, convinced Info Label that it had found the partner with which to grow and raise the bar.

EXCELLENCE AND JET D-SCREEN

Info Label configured its Gemini line with flexo varnishing, Jet D-Screen digital finishing module, hot stamping and embossing, and semi-rotary diecutting. Initially, Cartes was



Mark Dufort (L) and Kenneth Bombard rely on Cartes to deliver eye-popping labels for Info Label.

chosen for the unique specifications of Jet D-Screen, which not only allows for spot varnishing and digital foil application but also reproduces multiple thicknesses on the same label, creating Braille and metal doming effects.

“We saw the samples, looked at the awards Cartes had won for its labels, tested our most complex projects, and realized that Jet D-Screen is truly the only digital technology that can replace screen printing,” says Dufort. “What’s more, we found a partner that is similar to us, with consulting, customer relations, research and development, and technical support in its DNA.”

Info Label uses the Cartes Gemini platform in two shifts for the finishing and converting

of flexo and digitally printed labels, leveraging its reliability and performance to streamline the production of premium labels that were previously impossible to produce in a single pass. This allows Info Label to offer its customers finished labels in small, medium, and large quantities, along with varying varnishing and foiling layouts. This enables the company to produce high-end comps to help support its customers’ promotional and selling efforts.

“Combining the best of analog techniques with the flexibility of digital was our goal, and together with Cartes we have made it a reality,” concludes Dufort. “What’s more, we know we have invested in a solid, reliable, and future-proof technology.”

Designed with modularity in mind, Cartes lines can be upgraded with Jet D-Screen modules, laser diecutting with patented ILC (Invisible Laser Cutting) technology, turret rewinders, and other options that will support Info Label in its future growth.

Just over a year after installation, this leading American label company sees Cartes as a strategic partner and is already considering adding a second line to increase production capacity and creative possibilities. **LNW**



Info Label boasts enhanced capabilities to deliver labels for a wide range of markets.

cartes-usa.com



infolabel.com

