

## VERPACK GROUP EXTENDS ITS OFFER BY INVESTING IN A HEIDELBERG ANICOLOR PRESS

VERPACK GROUP IS CONTINUOUSLY INVESTING IN ITS PRODUCTION LINES. ITS MOST RECENT ACQUISITION IS AN AVANT-GARDE OFFSET PRINTING PRESS. WITH THIS SIGNIFICANT INVESTMENT, THE GROUP AIMS TO RESPOND TO GROWING DEMAND FROM BRANDS FOR SHORT PRODUCTION RUNS FOR THEIR COFFRETS AND CASES. INITIAL PRODUCTION RUNS PROVE THAT HEIDELBERG'S ANICOLOR PRINTING PRESS OFFERS A FLEXIBLE, PROFITABLE SOLUTION, AND IS ALSO MORE SUSTAINABLE THAN EXISTING SOLUTIONS.

Verpack Group is recognized for its expertise in offset printing, an ongoing area of focus where the company is expanding its service offer. For the past few weeks, it has been testing Heidelberg's Anicolor Speedmaster XL 75, opening up new opportunities for this printing technique.

### A FLEXIBLE, SUSTAINABLE SOLUTION

While traditional offset models are perfectly suited for large-volume production runs, where quantities justify the time needed to calibrate the machine and conform with the color specifications demanded by the luxury goods industry, this has always been a challenge for short production runs. In order to respond to growing market demand for limited editions coupled with rapid time-to-market, Verpack Group has chosen to invest in dedicated equipment.

Offering flexibility and extremely quick to calibrate, this Anicolor machine limits testing and allows fast production startup. Its inking technique facilitates color research and guarantees stable rendering for a range of surfaces, inks and sophisticated décors (like metallic inks, specific colors and UV varnishes, for example).

## “ MULTICHROMIC PRINTING WAS A DARING CHOICE”

“Thanks to the machine’s reliability, we could in the long term consider multichromic printing, which offers the best compromise between the quality and productivity of offset printing and the specificities of digital printing, more often used for mock-ups,” explains Hubert de Maître, Director of Verpack Bordeaux.

“This printing technique, which could be qualified as hybrid, is the perfect solution for our customers when it comes to short and mid-sized production runs. We can offer them a fast, cost-effective solution with quality equivalent to offset printing and a reduced environmental footprint. Our choice is certainly audacious, but we have no doubt that this machine, with the possibilities it opens up, will allow us to grow our revenues on this market,” added Stéphane Viers, President of Verpack Group.

