

VERPACK GROUP INVESTS IN DIGITAL PRINTING

FOR SEVERAL YEARS, VERPACK GROUP HAS BEEN BOLSTERING ITS GROWTH BY EXTENDING ITS SERVICE OFFER. ITS NEW WORKSHOP IN TOURS IS NOW EQUIPPED WITH A NEW GENERATION DIGITAL PRINTING PRESS. WITH DUAL EXPERTISE IN PRINTING AND DECORATION, THE SITE WILL BECOME THE GROUP'S BASE FOR SMALL AND MEDIUM-SIZED PRODUCTION RUNS.

Since it began investing in new equipment, Verpack Group has based its growth on an expanded service offer. The group has historically been recognized for its excellence when it comes to offset printing for boxes and coffrets. It is now expanding its offer with digital printing capabilities at its new factory near Tours, where an HP Indigo 15 k HD printing press recently started production. This new machine caters to brands' needs for small and medium-sized production runs. It also caters to late-stage personalization, which is a challenge with traditional printing techniques.

A HIGH ADDED VALUE SERVICE

Originally, the PLV 37 workshop in the Tours region offered high-end printing services including screen-printing, coating, hot-stamping, crimping and gluing. Thanks to this investment, the site will now be able to complement the group's box and coffret business, notably for short production runs and lines with multiple references.

A CUTTING-EDGE MACHINE

The HP Indigo 15 k HD printer is HP's most recent technology platform designed for the next five years. The manufacturer has planned for technology upgrades and accompanies each of its customers from startup through to full-scale production, including turnkey adjustments for each specific project.

This new-generation machine has an HD laser printer head. This guarantees the high-end print quality required by luxury brands. It offers an equivalent – in some cases superior – finish to offset printing, notably when it comes to pictures (close to photo quality). It allows for high-resolution rendering of solid shades identical to that of offset printing.

