

# Cartes boosts business and prestige at LP2i Etiquettes

Through its GT360 modular platform and Jet D-Screen digital finishing technology, the Italian manufacturer has made its way into the heart, and turnover, of the French label producer. By *Lorenzo Villa*

LP2i Etiquettes started business in 1989 as a supplier of office consumables and computer equipment. Since 2010, under the leadership of its eclectic founder, Patrice Neri, the French company has converted to the production of self-adhesive labels.

Based in the Alpes-Maritimes department, a few kilometres outside of Nice, LP2i has been growing relentlessly for more than a decade, carving out a unique position for itself. It is a full-service company, incorporating technical office, graphics, pre-press, offset and HD flexo printing, screen printing and digital printing. Each year, the label maker wins numerous awards for its ennobled labels, as well as being awarded the 'Imprim'Vert' for commitment to reducing its environmental impact in its production processes.

'The label sector attracted us and we believed there were many gaps to fill,' explains Mr Neri. 'So we approached it by applying digital paradigms and introducing unprecedented levels of service, efficiency and quality.'

Since 2014, by introducing a Xeikon 3300 to its manufacturing mix, LP2i has been progressively digitising its production processes, with the aim of offering its customers a completely digital workflow, from idea to dispatch. With this in mind, the company installed a Cartes GT360 hybrid line in December 2021, equipped with the Italian company's innovative Jet D-Screen digital finishing unit.

With a turnover of around €5 million in 2021 and 11 employees, LP2i has bet on the partnership with the Italian manufacturer to diversify and complete its offer.

## A multidisciplinary converter

LP2i counts regional and national producers in the food, wine, cosmetics and industrial sectors among its customers. The company produces labels for fine wines and champagnes, craft beers, olive oil, jams, beauty products and food supplements.



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Thanks to its many in-house skills and technologies, LP2i can also deploy solutions for traceability, anticounterfeiting and product variability. Regardless of the sector, all LP2i labels are characterised by an extreme level of quality.

Mr Neri says, 'We invest in constant research and development on functional and aesthetic product design. Our priority is to provide our customers with functional and stunning labels that make them stand out among our competitors.'

To further pursue its goals, LP2i has set up a team of consultants to support the customer from the very first steps, focusing on the compatibility of the label with the final substrate, temperature and humidity of use, durability, repositionability, recyclability and compliance with any regulations. Simultaneously, the technical department focuses on the aesthetic value of the product, defining which techniques to employ to enhance the creative intent of the brand and designer.

## Hybrid revolution

Quality and a spirit of innovation have always guided the technological choices of LP2i, whose fleet includes a Xeikon CX300 toner press and a Xeikon PX3300 inkjet press, as well as various screen printing and foil application systems. What started the relationship with Cartes in 2020 was the need to replace an obsolete screen printing machine.

'It was the team from GIC, a supplier that has been with us for 25 years, who introduced us to the Cartes GT360 and Jet D-Screen platform,' notes Mr Neri. 'It was a thunderbolt for us. We immediately realised that this was our future.'

After a series of extensive tests, LP2i ordered a GT360 line complete with units for semi-rotary flexo printing, screen printing, digital finishing (Jet D-Screen), 3D hot foil and semi-rotary die-cutting. Such a configuration allows LP2i to extend its finishing services.



French label converter LP2i is a full-service company, incorporating graphics, pre-press, printing and finishing

'The GT360 combines in the same line the best of analogue and digital technology, the past and the future. Today we can offer all our customers an infinite number of finishes and ennoblements, without additional technical activities, reducing time and costs. This is something that was previously technically impossible or at least uneconomical.'

The introduction of the Cartes GT360, with its ease of use and reduced start-up time, enables LP2i to create more valuable products for its existing customers and to acquire new ones in a short time.

## The advantages of Jet D-Screen

Jet D-Screen in particular opens up unexpected new application and business perspectives. In both multi-pass (the one adopted by LP2i) and single-pass versions, Jet D-Screen offers converters and their customers countless advantages over a screen printing system. It does not require the production of frames, then it allows lightning-fast start-ups and job changes, making even production runs of a few linear metres profitable. In addition, the unit allows decoration and metallisation with variable data and designs.

'With Jet D-Screen, we can produce prototypes, small series and unique products. In addition, we are able to perform fast reprints of complex designs, and complete many more jobs in the same day.'

An integrated workstation and touch user interface mean Jet D-Screen allows the operator to store and recall files from previous jobs, as well as their settings, which can be easily modified. Thanks to the multi-pass architecture, and the use of high deposit variable drop inkjet heads, the system produces up to seven different thicknesses on the same job, down to 800 microns. The high print resolution also allows even extremely fine details



The high print resolution of Jet D-Screen allows extremely fine details to be applied to labels



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to be applied. In combination with the foiling unit and the special curing system designed by Cartes, Jet D-Screen makes it possible to create thick effects such as 3D cast gold. Both varnishing and digital lamination are compatible with most natural and coated papers, and with all printing techniques, extending the fields of application of Jet D-Screen to the maximum.

'If we combine the analogue and digital capabilities of the GT360, we get an amazing variety of effects,' Mr Neri points out. 'All in one step, and with surprising user-friendliness.'

## Growing together

Beyond the printing and finishing functions, LP2i benefits from the GT360's many exclusive (and some patented) technical solutions. Image Distortion System technology, for example, means the Cartes die-cutting unit is able to compensate for dimensional variations of up to ±20% in the machine direction of the reel. The integrated Label-on-Label device,

on the other hand, allows you to apply one label on top of another from two different reels. Finally, the function to create windows in the label makes the product visible inside the package.

'Cartes designs and builds everything in-house, with the care and quality typical of Italian mechanics,' concludes Mr Neri. 'Having full control over its research and development, it also guarantees us competent after-sales service and constant product evolution.'

For LP2i and its founder, whose grandfather hails from Campogalliano (a few kilometres from Cartes' headquarters), the relationship with the Italian manufacturer has become an indissoluble technological and emotional bond. For the future, the biggest challenge for the label manufacturer, which is about to introduce new Cartes solutions, is to respond better and better to customers' requests, creating ever more attractive, as well as technically complex, labels for them. •