

Multistampa capitalises with Cartes

With four Cartes converting lines, and the Jet D-Screen digital finishing unit, the Veneto-based labeller is streamlining production and winning new premium customers. *Lorenzo Villa of Italia Publisher reports*

For many small and medium-sized European converters, specialisation in labels is not a deliberate choice. Rather, it is the consequence of fortuitous circumstances, business intuitions and shrewd investments over the past two decades. One example is Multistampa, founded in 1978 in Limena and now with its third-generation of family ownership, and which started out as an artisan printer and has only recently focused on label production.

‘The idea of my grandmother Maria Luisa and her brother Paolo was to respond to the communication needs of the village,’ says Daniele Lelli, owner of Multistampa and grandson of the founder. ‘They started by printing brochures, letterheads and business cards for businesses and professionals.’

In the 1990s, at the same time as Annita and Alessandro Guadagnin, the founders’ children, joined the company, Multistampa introduced continuous form offset printing, with which it produced invoices, bills and transport documents. In the following decade, the decline in demand for paper documents led the company to use web-fed machinery to print self-adhesive labels.

Between 2007 and 2008, with the purchase of flexo and screen roll-to-roll units, the printer took another important step towards the label, followed by the introduction of digital roll-to-roll printing in 2019.

The latest step in this journey emerged from the need to replace a screen printing unit used for finishing. In February 2020, Multistampa introduced a Cartes GT360 printing and finishing line, shortly followed by three more Cartes lines. One of these is complete with the Jet D-Screen digital finishing system. The introduction of Cartes technology resulted in exponential growth for Multistampa, which tripled its turnover in about two years.

Diversification

Multistampa produces labels and shrink sleeves for the oenology (wine), cosmetics and food markets, combining countless substrates, printing and finishing techniques, in both small and large quantities. Its customers include local wineries and farms, as well as food industries of national calibre.

‘In a complex market situation, diversifying the offer is crucial to gain new customers and reduce risks,’ says Mr Lelli. ‘Our investments in technology reflect this philosophy.’

In the spring of 2019, the purchase of an HP Indigo WS6900 digital press enabled Multistampa to handle small runs even more efficiently, as well as to realise complex projects with variable data and graphics. The flexibility of digital, however, highlights the need to optimise the converting and finishing processes. In the autumn of the same year, the company’s ownership travelled to Labelexpo Europe, where they experienced Cartes’ technology first-hand.

‘It was love at first sight. Their way of conceiving the machinery fascinated us,’ comments Mr Lelli. ‘We wanted to buy a new screen printing line and at the same time a solution to ennoble printed jobs with HP. Cartes showed us that we could do this with one machine.’

Ramp up

Back from the show, Multistampa signed the order for a GT360 line equipped with a flexo coating unit, four screen printing units, foiling unit and semi-rotary die-cutting. The introduction of the Cartes unit, installed in February 2020, will increase the speed and repeatability of processing and increase the number of orders that can be realised.

‘Managing many orders, some of them relatively short, each extra manual operation results in a loss,’ explains Mr Lelli. ‘Being able to complete the order in one step has made us more competitive and profitable.’

At the end of 2020, the results achieved with the GT360 encouraged Multistampa to undertake new investments aimed at making production more efficient. The printer therefore turned to Cartes to purchase a flexo coating and die-cutting unit, and evaluated the purchase of a control table for inspection and



1) CARTES machine set by semi-rotary flexo, flat bed silk screen & hot stamping, JDS Digital embellishment and semi-rotary die-cutting
2) Mr. Daniele Lelli (Multistampa Co-Owner)
3) Label embellished with CARTES JDS

longitudinal cutting of labels. Once again, the Italian manufacturer exceeded expectations, offering the customer a machine, based on the Gemini platform that integrates flexo coating, semi-rotary die-cutting, slitting and a control table. The unit was installed in December of that year.

Finally, in the summer of 2021, the relentless growth of digital processing and the desire to create fully customised products, prompted Multistampa to take an interest in digital finishing and laser die-cutting. As a pioneer of laser technology and having recently introduced its Jet D-Screen inkjet platform, Cartes was again a key player. This is how the two companies spontaneously initiated a joint R&D process, which resulted in a completely new solution. After analysing Multistampa’s requirements, Cartes developed a system combining the analogue modules of the GT360 and Gemini series with the Jet D-Screen digital finishing engine, resulting in a line with flexo printing, screen printing, hot foil, digital finishing and semi-rotary die-cutting. The machine, named GTE, entered the company in May 2022.

Mr Lelli comments, ‘More and more customers were asking us for special ennoblements. Not only thicker screen prints and hot foils, but designs with ennobled numbers, variable graphics, and coatings with different thicknesses/ The combination of digital and analogue, also in finishing, is the answer to new market trends, which we cannot ignore.’

Multistampa does not see Jet D-Screen as a mere solution for finishing small jobs, nor does it consider it a priority to identify breakeven points with analogue screen printing. Rather, the converter likes to see it as a new weapon in its production efficiency strategy for both short and long runs.

‘Being able to handle up to seven paint thicknesses in the same pass, Jet D-Screen makes us extremely fast in creating unique

ennoblements and complex cast gold effects. For the same result, if we used an analogue method we would have to make several screen frames and so we would not be able to reproduce variable data.’

Also in May 2022, to cope with new and unexpected volume growth, Multistampa installed its fourth Cartes line, a GT360 equipped with a semi-rotary flexo unit, two screen printing units, hot foil and semi-rotary die-cutting.

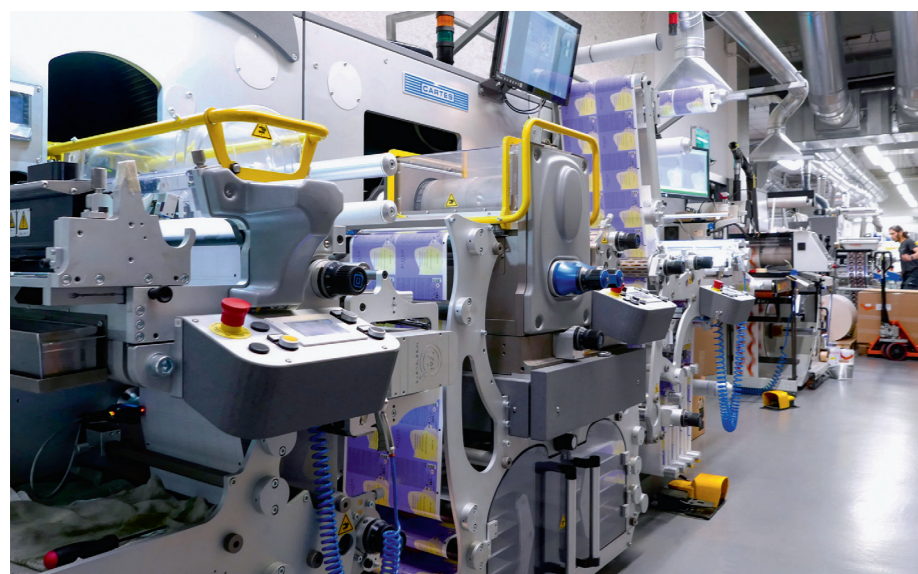
Partnership

Calling a supplier, or a customer, a ‘partner’ always requires a certain amount of courage. The relationship between Multistampa and Cartes, however, has undoubtedly gone beyond classic technical and commercial paradigms. On the strength of its organisational model, the converter entered into a dialogue with Cartes’ R&D team to achieve unprecedented levels of flexibility and automation.

‘What we appreciate most about Cartes is the empathy that has been created with their technical team and the willingness they have shown in evaluating any of our requests as well as offering us advice and after-sales services of incredible quality,’ Mr Lelli continues.

Thanks in part to their robustness, precision and reliability, Cartes systems are having a significant impact on Multistampa’s productivity and turnover; the company has increased its production capacity between 2020 and 2021 without having to acquire new space and personnel.

‘Cartes has enabled us to secure jobs that we would never have been able to handle before for reasons of quality, complexity, volume and delivery time. ‘In two years, we have tripled our turnover, and we have acquired new customers in the premium segment,’ concludes Mr Lelli.



CARTES machine set by semi-rotary flexo, semi-rotary die-cutting and label inspection control system