XAAR CASE STUDY

Reflex advances premium label embellishment in Australia with Xaar Versatex

Reflex Labelplus Australia, Adelaide, with Jet Technologies



Overview

Reflex Labels & Packaging wanted to establish high-end digital label embellishment capabilities for wine and premium drinks from its new Reflex Labelplus site in Adelaide. Working with Xaar's strategic partner Jet Technologies, Reflex installed a Versatex Printbar on the Jet IQ M370. Now in production, the solution enables high-build varnishes, textured effects and vibrant finishes in a single digital pass, giving Reflex greater creative flexibility while supporting the precision and speed required for high-impact premium labels.

The client profile

Reflex Labels & Packaging is a global label and packaging group focused on delivering the best print capabilities to meet its customers' demands. Its site in Adelaide specialises in high-end embellishment for wine and premium drinks labels. Jet Technologies, as Xaar's strategic partner in Australia and New Zealand, provided support to Reflex using its advanced digital print solutions and regional technical expertise.

The project

Wine and premium drinks labels increasingly need to convey quality and distinction in a highly competitive retail environment. This has driven demand for sophisticated embellishments, including tactile textures, high-build varnishes and visually striking finishes that help products stand out on crowded shelves.

Reflex established its new greenfield Adelaide site to focus on high-end label embellishment for these markets, with the potential to expand into cosmetics and nutraceuticals. The business needed a digital production solution that could combine creative flexibility with the precision and speed required for premium label applications, while supporting its wider ambitions for quality, innovation and growth.

The solution

Jet Technologies supplied a Xaar Versatex Printbar mounted on the Jet IQ M370. The integrated system enables Reflex to produce high-build varnishes, textured effects and vibrant finishes in a single digital pass, supporting the combination of precision, visual impact and production speed required for premium label and packaging work.

The Versatex can jet high-viscosity fluids and work across a broad range of substrates. Its capabilities include textured and high-build effects, cold foil, spot varnish and high-opacity white. This gives Reflex a flexible digital platform for creating distinctive wine and premium drinks labels, while also providing a route into additional high-value packaging applications.

The implementation

Jet Technologies has worked with Reflex Labels & Packaging for more than three years, helping advance its digital print capabilities. The Versatex installation at the Adelaide site marks a further expansion of the partnership.

The technology is already in production at Reflex Labelplus Australia, supporting the site's focus on premium embellishment for wine and drinks labels.



The impact

Outcome 1: Produces high-build varnishes, textured effects and vibrant finishes in a single digital pass

Outcome 2: Supports premium wine and drinks labels with standout embellishment and high visual impact including cold foil, spot varnish and high-opacity white

Outcome 3: Strengthens Reflex's digital print capabilities with the precision and speed required for high-impact label production

"Our partnership with Jet Technologies continues to play a vital role in advancing Reflex's digital print capabilities. The addition of the Jet IQ and Versatex Printbar represents a significant investment in quality and innovation, enabling us to deliver premium, high-impact label solutions with exceptional precision and speed."

Jim Chatzopoulos
Managing Director Asia Pacific, Reflex Labels & Packaging

Technical highlights

Key capabilities

- Single-pass digital embellishment using the Xaar Versatex Printbar
- High-viscosity fluid jetting
- High-build effects, textured finishes, spot varnish, cold foil and high-opacity white

Compatibility points

- Wine and premium drinks labels
- High-value label and packaging applications requiring tactile and visual impact
- Potential expansion into cosmetics and nutraceuticals

Deployment notes

- Installed and in production at Reflex Labelplus Australia's greenfield site in Adelaide on the Jet IQ M370.

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