

Xaar Versatex delivers digital embellishments for premium wine labels

Overview

Polipress International partnered with Xaar to integrate the Versatex printbar for high-value label production in Italy's wine sector. With more than twenty printbars now installed nationwide, converters are delivering premium tactile varnishes, cold foiling and high-opacity whites while streamlining production across label printing and converting stages.



The project

Premium wine labels must convey authenticity and luxury across short and medium runs. Traditional analogue embellishment can restrict agility and increase makeready overheads, which limits creative iteration and slows time to market. Polipress sought a digital approach that would fit existing lines and deliver consistent, high-quality results with greater flexibility.

The solution

Xaar's Versatex printbar was selected for its ability to apply varnish and cold foil digital embellishments in a single unit, with a single fluid. The Versatex provides flexible, efficient premium finishes, from tactile varnishes to high-opacity whites. Available in left-to-right and right-to-left configurations, it offers smooth integration for customers and is compatible with Nilpeter and HP Indigo label presses, as well as ABG label finishing lines.

The implementation

Polipress has overseen over 20 installations of the Versatex printbar across Italy enabling producers and converters to adopt embellishments without disrupting throughput of labels. Techniques such as tactile varnishes, cold foiling and high opacity whites are allowing producers to integrate creativity and innovation into the packaging, raising the perceived quality and uniqueness of their products.



Technical highlights

Digital application of varnish and cold foil in a single unit with one fluid.

Available in left-to-right and right-to-left configurations for seamless line fit.

Compatible with both label presses, and finishing lines.

Installation base of more than twenty Versatex printbars across Italy.

“Together with Xaar, we have introduced a technology that quickly proved to be a real game changer. From the very first installations, our customers immediately recognised the value: the ability to unlock new levels of creativity while achieving an efficiency and cost performance that traditional analogue solutions simply cannot reach.”

Angelo Tribocco
Sales Manager, Polipress International

