



## Eurostampa's printed shrink sleeves help take Orsadrinks fruit puree products around the world

Eurostampa, of Bene Vagienna in Italy, produces premium-quality labels, helping customers to increase their business by developing new solutions, while offering an outstanding, personalized service. The addition of digital presses to its production facilities in the USA and Europe expands Eurostampa's ability to satisfy customers that demand 100 – 500 thousand-label print runs, with and without variable data printing, to tight deadlines.



**Industry sector:** Labels & Packaging; shrink sleeves

**Business name:** Eurostampa

**Headquarters:** Bene Vagienna, Italy

**Testimonial from:** Francesco Lorusso, digital dept. manager, Eurostampa Spa;  
Oscar Savino, purchasing manager, Eurostampa Spa;  
Mauro Parola, export manager at Orsadrinks

**HP solution:** HP Indigo WS6000 series digital presses

**Websites:** eurostampa.com/it  
odk-vib.com



## Challenge

"The introduction of digital presses at our production facilities not only expanded our capabilities to service shorter run volumes with faster turnarounds, but challenged our ability to create new applications and break into attractive new markets, such as personalized shrink sleeve packaging."

Francesco Lorusso, digital dept. manager, Eurostampa



## Digital presses expand services and applications

"Eurostampa is an international label printing group founded as a family business fifty years ago. We take pride in satisfying our customers' evolving demands while assuring them a highly personalized service. We have added digital printing presses to respond to the growing demand for just-in-time product manufacturing and marketing. We offer customers premium-quality applications with fast turnaround and a high degree of product personalization," Oscar Savino, purchasing manager at Eurostampa explains.

In 2013 the company installed its first two HP Indigo WS6000 series digital presses, one in Italy and one in its Cincinnati facility in the US, followed by a third in California.

Eurostampa, specialize in the labeling of drinks, spirits and chocolate and identified shrink sleeve packaging as an attractive application for its customers. "Printed shrink sleeves allow customers to create package design concepts that can transform in-store visibility of products, compared to standard front and back product labels," says Francesco Lorusso, digital department manager at Eurostampa.

Eurostampa proposed printed shrink sleeves to Orsadrinks, to package its range of bottled fruit purees used by bartenders to create drinks and cocktails. Mauro Parola, export manager at Orsadrinks, Cuneo, Italy, describes their product labels before they rebranded with printed shrink sleeves. "Our bottles had the typical label around the circumference with no images or logo. After text and translations there was no space available. Our products were stored under the counter or in a fridge. Packaging with printed shrink sleeves has become an intrinsic feature of our products."

## Solution

"Repackaging of our products with shrink sleeves has become a product selling point! Printed graphics cover the neck of the bottle so each product type is visible from the top so that bartenders can pick the correct product from their speed rack. We create fewer versions that carry more information on a visually attractive package."

Mauro Parola, export manager at Orsadrinks



## Shrink sleeves optimize resources and maximize productivity

"Thanks to the increased available space using shrink sleeves, the number of versions of packaging per product has actually diminished. That has optimized our packaging costs and greatly simplifies the production lifecycle for our small team," explains Parola. "At Orsadrinks we currently require 54 versions of packaging, approximately half a million labels per year. Eighty percent of our production needs run from March through to September, with 20% spread through the rest of the year. Peaks in demand can require the urgent, multiple deliveries of an extra one hundred thousand labels."

Lorusso highlights how shrink sleeves printed on the HP Indigo presses ensure reliable productivity. "The HP Indigo ElectroInk White for sleeves streamlines our production process in terms of time and labor by eliminating the need to apply a high-slip varnish. That gain, between 25 and 30% in productivity, means our customers receive the printed shrink sleeves that much earlier and also minimizes hold-ups in production at the bottling factory," states Lorusso.

High volume customers are also enjoying the flexibility of splitting runs into six or seven orders instead of two. Lorusso describes the advantages. "The digital presses offer cost-effective, multiple medium-run job runs with a three-day turnaround, with a welcome reduction in label inventory, and the additional feature of variable data printing, if required. With HP Indigo digital presses, offering for example, Pantone® simulation, we can achieve results that overlap their branding on our traditional offset output for long runs."

## Result

"In just three years output on our digital presses represents 5% of our business, and its growing by 60% per year. The addition of the HP Indigo digital presses to our production facilities has enabled us to increase customer loyalty and win new customers, such as Orsadrinks."

Francesco Lorusso, digital dept. manager, Eurostampa



## Nurturing customers to grow profitability

"Orsadrinks products have evolved also thanks to shrink sleeve packaging. We now export half a million bottles per year, growing 30% per year. The shrink sleeve packaging not only created an attractive design for high visibility locations in clubs and bars, but our importers are highlighting how the new design, with its practical bottleneck color codes that are viewable from above, have given us a competitive advantage," concludes Parola, adding, "As we explore entry into new markets, packaging will be a crucial feature of any future product and we know we can rely on Eurostampa to offer a packaging solution to match our needs."

"The addition of digital presses to our group ensures we can satisfy the increasingly articulated branding requirements the market demands," concludes Lorusso. "Customers are enjoying the advantages of choosing from a broader range of packaging solutions and applications that are helping them to enhance their product offering and help them to grow their business."

Summing up, Savino underlines how HP is helping Eurostampa maximize return on investment. "The quality of output on our HP Indigo digital presses cannot be matched by competing digital press manufacturers. HP delivered the professional setup, training and support, to get our production up and running as quickly as possible. And critically, HP offers an ongoing relationship that ensures we stay up to date with tools and technology advances, such as the new HP Indigo ElectroInk White for sleeves, helping us maximize our return on investment," concludes Savino.