

CASE STUDY: ORTENAUER WINERY GMBH, OFFENBURG

The independent winery in Offenburg can now print and customize color labels for their wine bottles and boxes. This was made possible by the Memjet-powered iCube pinter developed by the German company Printing Innovation.



"We can now use the colored labels of the wine bottles also for the packaging. Finally, we have a consistent design. In addition, we no longer have to wait for the supplies of externally printed labels."

*Herbert Agradetti
Ortenauer Winery GmbH*



**ORTENAUER
WEINKELLER**

SEIT 1953 IN BADEN



CASE STUDY:

COMPANY: Ortenauer Winery GmbH **INDUSTRY:** Winemaking **LOCATION:** Offenburg, Baden-Wuerttemberg, Germany

THE SITUATION

The Ortenauer Winery GmbH, a full subsidiary of Edeka Southwest, has 450 hectares of wine-growing region. Previously, the packaging of wine bottles could only be black and white labels attached to the wine boxes. These labels were difficult to read and differed from the colored labels on the wine bottles in quality and design. In addition, there were waiting periods, as these labels had to be delivered from a printing service.

THE MEMJET-POWERED SOLUTION

The winery integrated an iCube printer in their production and started printing labels for the boxes itself – in color and best image quality. During installation, all labels were deposited so that only individual information such as specifications and alcohol values must be entered before printing starts. The staff could manage the system immediately.



RESULTS

- : Consistent product design: Wine bottles and boxes now have the same look, which conveys more value.
- : Able to get labels faster and at less cost than ordering from a label supplier.
- : Information on the labels, such as codes and specifications are now readable.
- : Individualized labels in short runs for weddings, birthdays and other can be printed flexibly and economically.
- : The device is "Made in Germany", so the customer service can be quickly on site.

RETURN ON INVESTMENT

The winery expects that the device will pay for itself in a year, as the costs of short runs are now lower and waiting times for the label delivery are eliminated.

Before Memjet
Poorly readable black and white printing.

After Memjet
Colored print in good quality.

Before Memjet
High costs for individual short runs.

After Memjet
Flexible and cost-effective printing of small special editions.

Before Memjet
Ordering of the labels included longer waits for delivery.

After Memjet
Integrated production: Labels can be printed immediately as required and attached to the cartons.

How will Memjet change the way you work?

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