

# QRT Graphique moves its adhesive labels printing business forward with the Domino **N610i** digital press



## Overview

Since it was founded in 1977, new technology and searching for the optimum way to deliver print have been at the heart of QRT Graphique's development strategy. The company has become one of the major players in the self-adhesive labels market helped by increasing investment and ongoing development of know-how that is well recognised throughout the French market.

*“Investing in the Domino **N610i** has led to gains in productivity and print quality, allowing the company to conquer new markets across France and to stand its ground against the competition.”*

Christophe Quirantes, Commercial Director, QRT Graphique.

## Fast facts

- A 10,000 m<sup>2</sup> site located in Saint-Martin-de-Valgalgues, in the Gard region of France
- Tens of millions of labels printed every year on 12 QRT lines
- Various traditional printing methods: flexo, typo, offset and screen
- Site equipped with two Domino **N610i** digital colour presses



**Domino. Do more.**

***“With Domino’s digital press, the labels are already printed by the time we would have finished plating up on the typography press.”*** Christophe Quirantes, Commercial Director, QRT Graphique.

Every year, QRT Graphique prints tens of millions of labels at its 10,000 m<sup>2</sup> site located in Saint-Martin-de-Valgalgues, in the suburbs of Alès.

The company’s growth has been in double figures for the past five years as a result of the quality of its products and its ability to find innovative ways to meet its clients’ needs.

With its portfolio of clients in the agri-food, chemical and cosmetics industries, it is likely that we have all unknowingly come into contact with a label from this French printshop. This could be a label on a bottle of wine, shampoo, chemical product or foodstuff; the areas of application are plentiful and wide ranging. In all these sectors, quality is a determining factor in choosing a printshop.

In terms of production, the fleet of machines, made up of a dozen lines, uses various traditional printing methods including flexo, typo, offset and screen. However, the print managers had been closely monitoring digital printing as a potential growth driver, mainly for short runs.

The first N610i digital press with four colours + white, introduced in late 2013, was the first of its kind to be installed in France, followed by a second Domino press in 2014.

“The choice to include white was motivated by the need to print on transparent synthetic media and metallic substrates,” explains the entrepreneur. “This allows us to obtain good opacity and it brings out the colours giving the label a vibrant appearance.”

Where short runs of 50 to 10,000 labels were previously associated with digital production, this has now extended to runs of thousands of copies. “With the piezo ink jet technology, we are now looking to replace our rotary typos because our Domino press is just as efficient on medium run lengths. We have already printed a run of



400,000 labels in production,” he continues. He believes that Domino’s piezo ink jet technology is the future for his sector. Furthermore, the QRT printshop can rely on the service and expert advice from Domino to ensure that its digital press is always running smoothly and providing valuable input into the development of new products for its customers.

Christophe Quirantes summarises: “With Domino’s digital press, the labels are already printed by the time we would have finished plating up on the typography press.” The result is that, combined with the productivity of the N610i, which runs at 50 m/min in high definition, digital printing is proving unbeatable when it comes to execution speed. And that doesn’t include the savings made on waste that is produced during plating up in flexo. “Since we’re running at a constant speed, it’s easier to organise our production planning and plan ahead,” emphasises the director, whose printshop produces around 20 million m<sup>2</sup> self-adhesive labels a year.

Its first investment in digital allows QRT Graphique to position itself in new markets, with medium size runs of multi-reference labels, for example.

Christophe Quirantes unveils another unexpected strength of the N610i press: “We have attracted a new customer, as UV inks produce a screen-printed likeness. They give the impression of being thicker to the touch, and provide increased abrasion resistance compared to traditional printing.

There are a number of sectors in which these qualities are extremely important, for example with the transportation of products in boxes and ensuring that the labels are not damaged on arrival!”

QRT Graphique’s introduction of digital has even led to a modification of the company’s sales policy. From now on, when sales personnel visit a prospective customer, rather than spending a lot of time talking about the quality of the press, they ask for a test file and return a printed copy of the label within 48 hours!

“Investing in the Domino N610i has led to gains in productivity and print quality, allowing the company to conquer new markets across France and to stand its ground against the competition.”