

Tipografia Valdostana's Journey to Excellence



Legacy of Innovation and Speed

In the scenic city of Aosta, nestled in the Italian Alps, **Tipografia Valdostana S.R.L.** has been a beacon of quality and innovation in the printing industry for over 120 years. Established in 1896, this family-owned business has evolved from traditional printing techniques to mastering the most modern and sophisticated technologies available today. Their secret? A relentless pursuit of excellence, a passion for their craft, and an unwavering commitment to speed.

Tipografia Valdostana S.R.L.



Tipografia Valdostana is a leading printing company in Aosta, Italy, known for blending traditional craftsmanship with modern technology. Their commitment to speed, innovation, and quality ensures exceptional and sustainable printing solutions.

LUXORO



As a partner of the KURZ Group, **LUXORO** exclusively supplies the Italian market with top-quality, sustainable surface decorations. Their dedication to excellence ensures that clients receive first-class embellishments that enhance the visual appeal and can help to improve the sustainability of their products.

The Need for Speed and Quality

For **Tipografia Valdostana**, speed is not just about fast printing. It's about delivering from start to finish with unparalleled efficiency. From responding promptly with quotes to studying the ideal production solutions - even for the most complex jobs - speed translates to a significant competitive advantage. Every second saved in the process is a second gained in customer satisfaction and business growth.

Your Benefits of Digital Metallization:

1. **Customized Metallic Decoration:** Tailored specifically to meet your unique requirements
2. **Personalized Labels and Packaging:** Ideal for creating distinctive, individualized products
3. **Serial Customization and Individualization:** Perfect for batch personalization
4. **Quick Start-Up Times:** Ensures minimal downtime and faster production
5. **Dry Metallization:** Primarily uses a dry process without adhesives, ensuring a cleaner finish
6. **Intelligent Film-Saving System:** Reduces waste through efficient film usage
7. **Low Energy Consumption:** Designed to be energy-efficient, reducing operational costs

Enter the World of Digital Embellishment

Recognizing the need to stay ahead in an ever-evolving market, Tipografia Valdostana embraced digital embellishments to set their printed products apart. They chose the **DM-SMARTLINER**, a compact and efficient machine engineered for optimal efficiency and designed to reduce wear and tear on critical press components. This robustness increases uptime and prolongs the machine's lifespan, ultimately saving costs and energy. By optimizing production processes and reducing resource consumption, Tipografia Valdostana can deliver unique, eye-catching products which can help to improve sustainability.



"At Tipografia Valdostana, we've always been committed to delivering the highest quality in print production, and the introduction of digital technology has taken that commitment to new heights. The flexibility it offers allows us to meet the unique demands of each project, effortlessly producing precise and stunning results. This technology enhances creativity and ensures efficiency and consistency across all our printed products. It's a game changer for us, enabling us to push the boundaries of what's possible in print."

Paolo, Owner of Tipografia Valdostana

The Magic of Digital Embellishment



The **DM-SMARTLINER** introduced Tipografia Valdostana to the transformative world of transfer-on-toner **digital metallization**. With this technology, sharp metallic effects and high-gloss surfaces became the new

norm, turning every product into a striking masterpiece. The process, supported by **KURZ's Digital Embellishment Solutions**, ensured that every step - from perfectly system-matched transfer products to the solutions to machinery, software, and service - was seamlessly integrated.

The Goal

The posters were meticulously crafted to showcase our cutting-edge **digital metallization technology**, explicitly highlighting the capabilities of the **DM-SMARTLINER**. These posters were set to make their debut at **LUXORO's** first post-COVID live exhibitions in 2022: Print 4 All and Packaging Premiere.

We produced 20 unique versions of the posters, each featuring a distinct design that beautifully demonstrated the versatility and precision of the **DM-SMARTLINER**. These designs served as a testament to the machine's ability to create intricate, high-quality embellishments, reinforcing its potential for both small and large-scale projects.

Die Plakate, die unter dem Motto „NOW“ standen, vermittelten die Dringlichkeit, im Hier und Jetzt zu leben und Chancen sofort zu ergreifen, sobald sie sich bieten. Sie spiegelten die wertvollen Lehren wider, die aus der Pandemie gezogen wurden. Das Konzept zielte darauf ab, das Publikum daran zu erinnern, das Leben so zu anzunehmen, wie es kommt, und das Beste aus jedem Moment zu machen. So sollte ein Gefühl der Verbundenheit und Empathie unter den Besuchern entstehen.

Unified by the theme 'NOW,' the posters embodied the urgency of living in the present and seizing opportunities as they come, reflecting the valuable lessons learned from the pandemic. The concept was to remind audiences to embrace

life as it unfolds and to make the most of every moment, fostering a sense of connection and empathy among the visitors.

Our vision was to present these posters not merely as promotional materials but as works of art under the exhibition title **Contemporanea** to highlight our learnings from the pandemic. They were strategically displayed in our booths at both events, offering visitors a gallery-like experience that emphasized the artistic and transformative power of our technology.



“Through this project, we aimed to combine the cutting-edge technology of digital metallization with artistic creativity, offering a product that stands out in quality and meaning. For us, it’s not just about decoration; it’s about creating something timeless, a visual narrative that speaks to the heart while demonstrating the future of print embellishment.”

Chiara Gaudio, Marketing and Communications Manager at **LUXORO**

The journey of creating stunning designs with the DM-SMARTLINER involves three straightforward steps:

1. The design is printed directly onto the substrate using toner or ElectroInk, setting the stage for brilliance.
2. The transfer product is applied to the preprinted material. Once the carrier film is detached, the metallized coating layers adhere perfectly to the toner or ElectroInk.
3. The final touch is a CMYK overprint, resulting in flawless embellishments without substrate deformation in perfect register on every sheet.



Digital Embellishments enhance printed materials by adding decorative elements such as textures, transfer product, and varnishes, resulting in a luxurious and eye-catching finish. This technology allows for the precise application of embellishments, allowing for intricate designs and high-resolution custom effects.

Thanks to digital metallization and the Transfer on Toner technology, perfect registration is achieved seamlessly, ensuring that the metallization precisely matches the printed product with every application.



Digital Metallization transforms ordinary prints into stunning visual masterpieces by applying metallic effects and high-gloss finishes. This cutting-edge technology is perfect for both small-scale custom projects and large-scale productions. It ensures quick start-up times, primarily uses dry metallization without adhesives and incorporates an intelligent film-saving system to minimize waste. Additionally, it reduces energy consumption,

making it an eco-friendly choice for producing brilliant, eye-catching designs on paper and cardboard.

What truly sets this technology apart is its ability to create stunning effects through overprinting. You can achieve any metallized color using a silver transfer product combined with four-color printing, creating vibrant and unique products that captivate the eye.

Peak Performance Printing - The Benefits Unveiled

Fascinating metallic effects and high-gloss surfaces turn every product packaging, poster, cards and vouchers, exclusive tickets, and many more printed products into eye-catchers.



Ease of Use



The **DM-SMARTLINER's user-friendly** touch screen and control system make it incredibly easy to operate. Its **intuitive interface** ensures **simple programming of jobs, settings, and substrates**, enhancing **operator efficiency**. The machine's design reduces the dependency on the operator's skill level, **ensuring consistent quality** every time.

Exceptional Output Quality



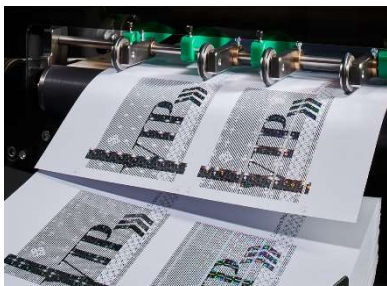
The **IR heating system** exemplifies **cutting-edge technology**, delivering precise **temperature control with a patented cooling section** that ensures even carrier release. This innovation reduces the time needed for surfaces to reach the optimal temperature, enabling the machine to be **ready for operation in just 10 minutes**. The silicone application roller further enhances temperature consistency across the embossing roller, ensuring **uniform foil**

transfer and **exceptional decoration quality**.

The pneumatically controlled dancer system complements this by maintaining reliable foil tension, consistently eliminating issues like wrinkling and product waste. This ensures that **every metallized print is flawless**, contributing to a rapid return on investment.

Moreover, the process achieves perfect registration without needing print marks or complex sensors, as the metallization adheres precisely wherever toner is applied, ensuring **flawless alignment** every time.

Speed and Uniqueness Combined



The **DM-SMARTLINER** offers unparalleled production speed, with an **industry-leading production speed of up to 3,100 sheets per hour (B3)** and **up to 2,400 sheets per hour (B2)**. This makes it the ultimate solution for businesses seeking to achieve **unique, high-quality printed products** swiftly and efficiently.

The Heartbeat of Tipografia Valdostana

Tipografia Valdostana is more than just a printing company. With a rich history and vast experience, they have become pioneers of innovation and quality. Passion for work, attention to detail, and precision in execution are evident in every stage of the production process. By combining mastery of technology with a constant drive for experimentation and innovation, Tipografia Valdostana ensures that every product meets and exceeds customer expectations.



Their ability to respond quickly to customer needs - from quotes to final production - underscores their commitment to speed and efficiency. This, combined with their deep knowledge of printing and packaging technologies, sets them apart in a competitive market.

A New Era of Printing Excellence



Tipografia Valdostana's adoption of the **DM-SMARTLINER** marks a new era of printing excellence in **industrial print production**. By embracing **digital printing** and embellishment, they have managed to deliver stunning, high-quality designs while committing to sustainability and efficiency. Their story is one of innovation, speed, and unwavering dedication to their craft, setting a

benchmark for the industry and inspiring others to follow in their footsteps.

Why KURZ?

When Tipografia Valdostana teamed up with KURZ, they unlocked a new realm of possibilities in **digital sheet-fed printing**. Our **Digital Embellishment Solutions** transform ordinary packaging into extraordinary visual experiences, leaving lasting impressions.

Research shows that tactile and visual enhancements in printed products profoundly impact consumer behavior at the point of sale.¹ Embellished prints don't just catch the eye - they engage the senses, creating a deeper emotional connection and improving recall. Consumers are more likely to remember and select products with distinctive textures or finishes, as these elements provide a more immersive and memorable experience. By harnessing these insights, we elevate ordinary prints into powerful marketing tools that leave a lasting impression.²

The **DM-SMARTLINER** is a versatile marvel, adept at handling both intimate, custom projects and expansive, large-scale endeavors. With its cutting-edge metallization effects, it elevates the aesthetics and can contribute to sustainable production. The result? Brilliantly printed designs on both paper and cardboard, reflecting a perfect blend of innovation and environmental consciousness.

¹ (SenseCatch®, November 2023)

² (SenseCatch®, February 2023)