

# Profiles In Packaging Success



The Tiflex HRP 1000 ink jet printing system featuring Trident 768Jet™ printheads allowed Celliers des Dauphins to produce secondary packaging that reflects the high quality of their brand.

"The Trident 768Jet printheads provide superior printing quality and enhanced printing flexibility. The bottom line is that the Trident-powered ink jet printing system helped us meet our goal of increasing production without sacrificing premium quality."

**- Andre Ricard,  
Technical Director,  
Cellier des Dauphins.**

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## CELLIER DES DAUPHINS INCREASES INVENTORY TRACKING CAPABILITIES TEN-FOLD WITH HELP OF NEW INK JET PRINTING SYSTEM

**Trident-powered™ system also enhances brand appeal and quality control capabilities**

### CHALLENGE

In 2000, Cellier des Dauphins, a wine cooperative in the prestigious Côtes du Rhône wine-producing region in southern France, launched an aggressive expansion plan with the goal of doubling production over the course of ten years. Cellier des Dauphins needed a new ink jet printing system to facilitate the tracking of this growing inventory.

### SOLUTION

To extend their product tracking capabilities and reflect the high-quality of their brand in their packaging, Cellier des Dauphins purchased an inkjet printing system featuring Trident® 768Jet™ printheads.

As Cellier des Dauphins compared various ink jet printing systems, they took a look under the hood of each system and paid careful attention to the characteristics of the printhead in each.

The Trident 768Jet printhead is capable of printing graphics up to 10cm (4 inches) tall, the tallest in the inkjet direct-to-carton market.

"The additional print height has enabled us to increase the size and type of boxes we use," said Andre Ricard, Technical Director at Cellier des Dauphins. "It has also made it possible for us to include more information on each printed container."

Print quality was another key printhead characteristic for Cellier des Dauphins. "We put great effort into producing distinguished, pre-

mium wines," explained Ricard. "It is essential that our packaging reflect our commitment to quality. The Trident 768Jet printhead provides clean, crisp text and graphics that reflect well on the quality of our brand."

### RESULTS

The new ink jet printer has generated significant savings for Cellier des Dauphins and helped them meet their aggressive production goals.

The system has allowed Cellier des Dauphins to increase their inventory tracking capabilities ten-fold from 800,000 to over 8 million bottles.

Cellier des Dauphins' switch from labels to ink jet printing has simplified product tracking, added greater flexibility to the production line, reduced material handling time and allowed for faster product changeovers.



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