

ILLVA SARONNO

A customized solution



ILLVA SARONNO

The customer

Tradition, innovation and quality. Thanks to these values, ILLVA Saronno is now a leading company in the spirits market. Born at the beginning of the last century, today the company produces and sells Disaronno, “the world’s favourite Italian liqueur”, and some others brands such as Mandarinetto Isolabella and Tequila Herradura, all over the world.

ILLVA Saronno intends to be the first team to trust for its customers, and thus to become the unrivalled leader in its market. To achieve this powerful position ILLVA Saronno has to show a strong business structure and supply high quality products.

The requirement

«Every day we have to manage a huge volume of forwarding that has to be faultless for all our brands and our customers», explains Giorgio Meschini, Maintenance manager at the Saronno plant. «It means that» he continues « we have to manage an enormous quantity of secondary packaging that we need to print with different data according to the products and the different countries which show different regulations».

In order to improve its logistic management, ILLVA Saronno has recently conduct a meticulous analysis concerning the needs and the problems connected with the management of the specific packaging for every export country.

It comes out the need to equip the company with more flexible and advanced big character printing systems in comparison with the old equipments.

The main object was to improve the stock management and try to reduce and homogenize all kind of packaging that the company needs to customize according to the legislation of each export country. In this way, ILLVA Saronno will be able to optimize the packaging purchase and reduce its costs.

«We were looking for a new solution to meet our new needs - first and foremost, secure and permanent data printed on our packaging. Another important point for us was to control operating and maintenance costs», Giorgio Meschini explains.

Once again, Zanasi was the best solution for ILLVA Saronno’s requirements. Thanks to GraphJET system, Zanasi routed its biggest competitors. GraphJET delivers the best technical features and the highest flexibility in its segment.



Why GraphJET?

GraphJET printer, based on piezoelectric technology, offers the best balance between performance and flexibility for an easy integration in all manufacturing environments. Thanks to this system, ILLVA Saronno is able to print in very high resolution barcodes, graphics, logos and alphanumeric texts in Windows True Type font up to 102 (4") mm tall. GraphJET can manage, at the best quality-price relation, the fixed and variable data of every secondary packaging for any place of destination, language and information that have to be printed. The printer features an extremely simple creation and storage of messages, images and codes, a multiple printhead orientation and a superior print quality on a wide range of substrates. Moreover, Zanasi has customized the software of the system according to specific requirements of ILLVA Saronno. In this way, the company is able to manage n° 6 GraphJET systems and other Zanasi technologies (installed in former times) through a unique Personal Computer.



Why Zanasi?

Zanasi offers the customer a real, steady and advantageous collaboration. The previous positive experiences with Zanasi, both for the technologies and the after sale service, have obviously played an important role in the choice of GraphJET systems by ILLVA Saronno. «We've been working with Zanasi for nearly 5 years now, and we rely on their expertise. Their GraphJET system is excellent quality, perfectly legible, and above all permanent», observes Giorgio Meschini. The strongest and valuable quality of Zanasi products lies in its thirty-year experience (1978-2008) in the inkjet market. The Zanasi know-how comes from long years of partnership with operators of several sectors.

Zanasi has won ILLVA Saronno's trust because it deeply knows its leading systems and it develops a professional relationship marked by honesty, continuity and immediacy.

«The capillar distribution and after sale service network of Zanasi company is made up of a well trained personnel who, in case of need, readily intervenes so that we do not have to stop our production», states Mr. Meschini.

In particular, Zanasi has showed the capability and the initiative of its human resource during the installation stage of GraphJET system which had to be customized according to ILLVA Saronno requirements. The personnel of ILLVA Saronno attended a training concerning the technical features of GraphJET system.

Meschini is pleased with the outcome. «Zanasi has provided us with reliable equipment and has demonstrated an ability to understand our needs», he said.

