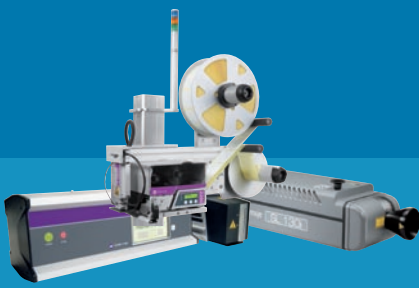


Gerardo Cesari S.p.a. “Traditional and modern”



Solutions for the whole production line
Wine traceability ■ ■ ■



Highly differentiated products ■ ■ ■

For the past 75 years, Gerardo Cesari S.p.a., a vintage wine producer from the Verona region of Italy, has been combining the values of a family-run business with extensive knowledge of the market. The result is high-quality production, controlled throughout the entire process, and a flexible, customized service. This approach allows Cesari to meet the multiple requirements of the 40 plus countries to which it exports. In fact, the main production restriction for Cesari stems precisely from the sheer range of specifications to be met. “We have two production and packaging lines which bottle and package over 9 million bottles per year,” explains Cristoforo Materossi, Cesari’s Marketing Manager. “Each customer has its own specific requirements. The 42 countries to which we export all have their own regulations governing the information to be included on labels. In practice, we are forced to work on a just-in-time basis, with no back-up stocks.”

“Thanks to Markem-Imaje equipment, we’ve improved the performance of our whole coding process.”

Cristoforo Materossi,
Marketing Manager

Name: Gerardo Cesari S.p.a.

Location: Cavaion Veronese (Italy)

Founding date: 1936

Business: vintage wines (Verona region)

Export: 42 countries worldwide

Production: 9 million bottles per year

When it came to choosing a marking solution able to cope with these constraints, Cesari was very clear about its requirements: high speed marking, rapid changing of consumables and, above all, the possibility of extensive customization of both bottles and boxes.

“We were already using a 10 watt laser to mark the bottle caps and label print and apply systems for the boxes,” continues Mr. Materossi. “The labels were applied to the corner of boxes. This was a slow operation, requiring us to slow down our production throughput. What’s more, the small label size limited the amount of information that could be included.”



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the team to trust ■ ■ ■

Solutions right down the line ■ ■ ■

To meet these various requirements, Markem-Imaje proposed three technologies: a 30 watt SmartLase 130 laser coder, a 2000 Series label print and apply system and a 5800 high-resolution inkjet coder.

“We have improved the performance of our coding process, with benefits in terms of reliability and ease of use. For bottles, the selection of a more powerful laser allows us to mark directly onto the glass, with

Cesari S.p.a., an Italian vintage wine maker and exporter, has chosen Markem-Imaje to ensure traceability of its products, from bottling to boxing.

an advantage for consumers: the marking remains visible whatever the conditions,” explains Mr. Materossi.

The coders used for the boxes meet Cesari’s requirements perfectly: very significant time savings and high print quality. Last-minute customization means that the same model

of box can be used, thereby reducing storage costs.

“Depending on the type of information, we switch from one coder to the other on the same line. We mark directly onto the box using the 5800 coder or onto the label using the 2000 Series system,” continues Mr. Materossi. “We now apply two labels onto two adjacent sides at a greater speed and we are able to mark more information, for better product traceability.”

The decision to opt for the 5800 coder with its thermofusible ink has also proved to be a very positive one: the ink dries instantly, does not run and leaves the production environment very clean.



Depending on the type of production, 2000 Series systems allow two labels to be applied onto two adjacent sides of a box.

Delighted with the solutions offered, Cesari now plans to automate its palletting operations and to network its printer fleet using Markem-Imaje’s CoLOS® software. “This will allow us to centralize the data to be printed and reduce the risk of errors,” concludes Mr. Materossi.

For more case studies, visit www.markem-imaje.com

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