

**Sacchital**  GROUP

R-EVOLUTION IN PACKAGING

# Barilla Group & Sacchital Group: A successful case history

Felice Ursino – Innovation Director at Sacchital Group

**ROTO4ALL**

The first Italian event on rotogravure

Think, Create, Print Roto



**ITALIAN ROTOGRAVURE GROUP**

By Acimga

## WHERE DID WE START FROM?

### The Goal:



- Achieve color accuracy
- Excellent brand coordination on shelves



### The Problem:

- Different Printers
- Different Inks
- Different Cylinders



- Different results



- **INKS MANUFACTURER:** defined specific formulation of the Mulino Bianco Yellow with the only use of certain color indexes to avoid phenomena of metamerism;
- **CYLINDER ENGRAVING:** specific engraving parameters have been defined to guarantee the repeatability of the inks application
- **PRINTERS:** implemented all industrial actions which were suitable to obtain the standard color requested during printing;
- **QC BARILLA:** adoption of Exact X-Rite spectrophotometers for color control in acceptance of packaging according to DeltaE 2000 parameters shared with the Printers
- **REGULATIONS:** the measurement parameters refer to the ISO 12647 standard.

## COLOR STANDARDISATION: PRINTERS ACTIONS



- 1) WORK TOGETHER WITH THE INKS MANUFACTURER:** to define the Mulino Bianco Yellow color standard and its specific formulation to exactly achieve the requested color indexes avoiding metamerism;
- 2) OPERATE A TOOLS AND METHODS STANDARDISATION:** to guarantee the repeatability of the inks application in compliance with the ISO 12647 standards
- 2) USE THE SAME INSTRUMENT THROUGH THE WHOLE CHAIN:** The eXact X-Rite
- 3) REDUCE STATISTICAL VARIATION** due to the ink manufacturer production by the use of 1000 lt. tanks instead of 50 lt. barrels, keeping the color paint stirred before and during use for homogenization.
- 4) PERFORM A COLORMETRIC ANALYSIS** and sample check at each supply and printing stage at mixing station according to a well established calibration curve simulating the tone performance at the various machine speed.

- The eXact X-Rite is an highly **advanced spectrophotometer**, specifically used in the packaging industry **with paper, film or other substrates**, since it is one of the most accurate and consistent color measurement instruments on the market.
- This tool enables us to **access the specific color data quickly and easily**.
- It has been used **before, during, and after print production to ensure color stays on target**, to maximize color accuracy within the workflow.



**MULINO BIANCO BISCUITS (Sacchital Production)**  
**June 2019 – October 2020**







## ROTO4ALL

The first Italian event on roto gravure

Think, Create, Print Roto



ITALIAN ROTOGRAVURE GROUP  
By Acimga

If you always  
do what you  
always did, you  
will always get  
what you  
always got.

*- Albert Einstein*

**Thanks For the Attention**