



Barilla Group & Sacchital Group: A successful case history

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WHERE DID WE START FROM?

The Goal:



- Achieve color accuracy
- Excellent brand coordination on shelves



The Problem:

- Different Printers
- Different Inks
- Different Cylinders









R-EVOLUTION IN PACKAGING BUILDING OUR WORKING GROUP





- 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 inke 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 STANDARD INSTRUMENT



- 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.





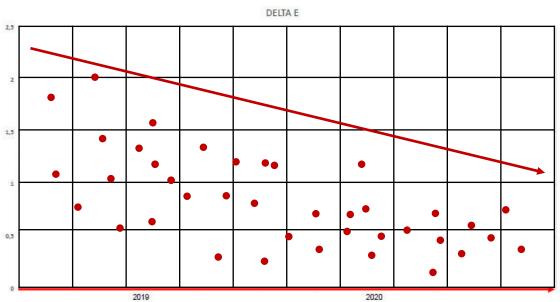






R-EVOLUTION IN PACKAGING

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



















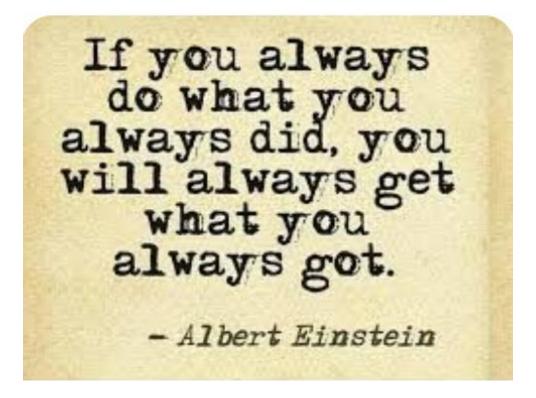




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Thanks For the Attention



