

OKI Success Story: DE MULLER Wines

Industry: Wine Production | Applications: Wine Labels | Location: Spain

OKI helps Spanish winery DE MULLER refine its label printing process

The Challenge

DE MULLER's wineries produce more than 50 different wines using various grape varieties, vintages and alcoholic strengths. With such a wide portfolio, managing bottling and print runs in batches can be a complex process. When it comes to labelling each variety of wine, the process is further complicated by the requirement to print in various languages and adhering to labelling regulations for different global markets and importers.

Previously, the company used an inkjet printer to produce its wine labels, however, a number of issues with the printed labels led the winemaker to seek an alternative solution. The original printer did not perform well with special label materials and the labels it produced would degrade when the wine bottles were stored in refrigerators due to the moisture. DE MULLER began receiving customer complaints about the labels on the back of the wine bottles. Ink bleed made the text illegible and barcodes difficult to scan. The original printer also struggled with consistency, sometimes leaving labels blank resulting in many bottles being incorrectly labelled due to missing information.

“In the wine sector, as in many others, labelling is key and the image plays a decisive role in making the product more attractive on the shelf.”

Eli Sainz, Head of Promotions, DE MULLER



About DE MULLER Wines

DE MULLER has been passionately producing wines since 1851. Today, the Spanish winemaker produces a wide range of wines, liquors, sweet wines and vermouths from its Catalan wineries; the 'Mas de Valls' estate, in Reus, and the 'Mas de les Pusses' estate in El Molar. DE MULLER manages the entire end-to-end process, from harvesting its own grapes to bottling, distributing, and exporting its high-quality and prestigious wines around the world.



Example wine labels printed on special media using OKI's Pro1050 Label printer

Without good quality labels, the company's wine bottles could not aesthetically reflect the prestige or quality of its contents. "In the wine sector, as in many others, labelling is key and the image plays a decisive role in making the product more attractive on the shelf" says Eli Sainz, Head of Promotions, DE MULLER.

The Solution

It was critical that the replacement label printer provided unwavering quality on a wide variety of water resistant media to reflect the quality of the winemaker's produce. DE MULLER initially sought the assistance of the supplier that had provided the previous printer with the expectation they could help solve the label printing issues. However, following tests, they were unable to offer a satisfactory solution. DE MULLER then turned to its winery products supplier DECAVI who put the winemaker in touch with labelling solutions provider SANBESAN.



Gemma Martínez, Winemaker, DE MULLER

SANBESAN recommended OKI's Pro1050 label printer as the best solution for DE MULLER's needs. According to SANBESAN, the OKI label printer would provide the print quality the winemaker required as well as the flexibility to handle different label materials as well as customisation requirements. As a bonus, the OKI label printer offers the flexibility to print white on dark media and would also provide faster print speeds than DE MULLER's current inkjet printer, speeding up production time for the winemaker.

“Without OKI's Pro1050, adapting to our customers' needs during challenging times such as Covid-19 would not have been possible.”

Eli Sainz, Head of Promotions, DE MULLER



DE MULLER wine bottles on display in its boutique

The Advantages

“The installation of OKI's Pro1050 was very quick, as was getting it up and running. We had the machine delivered and operational within 15 days of purchase.” Sainz said. Since using OKI's label printer, DE MULLER has experienced significant improvements in label quality and productivity compared to its previous device. The winemaker has also found it spends less on replenishing consumables as OKI's toners have a higher capacity than those of its previous device, are less expensive and much more cost-effective to use.

Not only does the faster print speeds mean targets are met on time, the Pro1050 also provides DE MULLER with more flexibility, allowing the company to change and customise labels, including reprinting the labels themselves and adding specific detail. The information required for each batch can change very quickly and being able to react in a timely manner is key to meeting customer demands.

OKI has also eliminated costly reliance on third party print suppliers. “We mainly print labels for export customers, and our sales contracts with them stipulate order loading dates within 15 working days. When relying on external print suppliers we simply cannot complete the entire process in time, putting future sales at risk. OKI's Pro1050 works very well for us as we have the peace of mind to be able to produce labels within the desired time frame and without complications” says Sains.



OKI's Pro1050 5 Colour Label Printer printing wine labels



OKI's Pro1050 5 Colour Label Printer

Further benefits became apparent during the Covid-19 pandemic when a customer required a large number of back labels to be reprinted in Korean. Thanks to OKI's label printer, the winemaker was able to reprint the labels quickly and send a print proof to the customer for a swift approval meaning the bottling and labelling process was made much quicker. The customer was very pleased as the tight deadline was met. "Without OKI's Pro1050, adapting to our customers' needs during challenging times such as Covid-19 would not have been possible," says Sainz.

The Future:

"Having OKI's Pro1050 makes it easier to be more self-sufficient, so we don't have to rely on a third-party supplier. We have increased the reprint volume and deliver the right quantity and quality to the customer at a more affordable cost" says Sainz. Due to the success of the Pro1050, the company is confident it would trust OKI again on any future projects. "In fact, we have recommended OKI to other winemakers".

"When relying on external print suppliers we simply cannot complete the entire process in time, putting future sales at risk. OKI's Pro1050 works very well for us as we have the peace of mind to be able to produce labels within the desired time frame and without setbacks".

Eli Sainz, Head of Promotions, DE MULLER



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