



Precise and fast application of beer labels with the AP362e

The Swiss brewery Mr. Pint Beer wants to improve the appearance of its handcrafted beers. The AP362e Label Applicator is the ideal assistant for the semi-automatic application of beer bottle labels.

Mr. Pint Beer is a newly founded craft beer brewery located in Ticino, Switzerland. The passion for craft beers led Mr. Gianni Lanni and his two colleagues to try their hands at making this ancient drink.

The trio brews excellent beers from clear Ticino water, grain malt and high-quality hops and yeast varieties. They particularly emphasise on traditional production processes, on as much 'hands-on' brewing as possible and on a careful, sometimes hand-picked selection of ingredients – comparable to an artisan baker or butcher. So the saying 'The brewer makes the wort, the yeast makes the beer,' totally applies to them.

Besides taking great care in the production, they also pay special attention to the presentation of their beers. Hence, it is not surprising that Mr. Lanni started looking for a professional application solution only a short time after founding the company. At the beginning, they labelled their beer bottles by hand. However, they found that the accuracy of the application left a lot to be desired.

During his internet research for a suitable solution Mr. Lanni became aware of the AP362e Label Applicator from US manufacturer Primera Technology, Inc. "We were looking for a label applicator that would put our labels at the same position on every beer bottle and which is easy to use," he explains.



He learned that the AP362e applies one or two different labels to a single container straight without wrinkles or folds in exactly the position he desires. This gives his finished products the highly professional look he was looking for. Furthermore, he was impressed by the speed of the semi-automatic applicator. Up to 1,200 containers per hour can be applied and therefore the AP362e significantly increases the number of bottles that can be labelled per hour versus manually applying labels.

In December 2020 Mr. Lanni bought the applicator via the online shop of Galaxus, a local reseller of the authorised Swiss DTM Print partner Eurebis. As an international OEM and solution provider for label printing systems DTM Print not only offers own printing solutions, but also works closely with well-known manufacturers like Primera Technology, Inc. The company then sells these products and services in the entire EMEA region through authorised resellers and distributors, like Eurebis in Switzerland.

Since the purchase the team of Mr. Pint Beer applies approximately 300 labels once a week. They already plan to increase the beer production over the next few months, meaning that the labelling volume will also become significantly higher. With the AP362e they are well prepared.

Both round and rectangular labels are used, with two labels (front and back) applied to the bottles in one production step. They can set the distance between the two labels individually and save it as a pre-setting. Up to nine front-to-back label offsets can be memorised. The setup and handling is very simple. A detailed explanation is provided in the manual which can be obtained from the DTM Print website.

At the moment a local printer produces the actual labels for the brewery. Should they consider an in-house label production in the future, they don't need to worry about finding another applicator, because the AP362e can process roll-fed, pressure-sensitive labels produced by flexographic, offset and digital presses or printers. With DTM Print they would also have an experienced partner who can offer them a suitable label printing solution according to their requirements.

Mr. Lanni is impressed by the improvements that have been made in the production process since the applicator was purchased. "We save a lot of time and gain in accuracy," he summarises the advantages of the new label applicator.

In the meantime, the brewery has already been able to win new customers who are not only enthusiastic about the taste of the craft beers but also about the professional look of the labelled bottles. For Mr. Lanni the investment in the applicator has already paid off, even if the acquisition costs will only be amortised in about two years. "I would definitely recommend the AP362e to anyone who no longer wants to do without precise and fast label application in their production."



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