



Tradition in craftsmanship reinterpreted - with fine brandies from the Lower Rhine area

Mühle4 is a manufactory for noble fruit brandies and spirits, finest distillates from regional fruit varieties and international fruit specialties. Peter Day and his two employees produce small individually distilled editions far from the industrial mass production. With the LX500e they have the ideal assistant for their individual label production according to customer requirements.

With a great deal of love for the product and genuine expertise, unique brandies have been created since 2016 in the former flour warehouse of the historic Wackertapp Mill in St. Hubert near Kempen on the Lower Rhine, a region in western Germany - characterised by a pure, sheer fruit based and regionally typical aroma. Like then, the first-class processing of original raw materials is still the focus of the work today. The distillation of the fine brandies and spirits is carried out in the smallest of quantities, taking into account the special requirements of the respective fruit and grain varieties. "It must be the fruit whose aroma and taste dominates the brandy, not the alcohol," for Peter Day this is the most important in his work.

The many awards that the company has received for its distillates in the meantime are proof that mühle4 produces with best quality craftsmanship. More than 30 fruit brandies, liqueurs, gins and whisky have now been created in the distillery and are sold via the manufactory's online shop or directly at tastings and seminars. In addition, Mr Day offers fruit owners from the region the opportunity to process their fruit for them through contract distilling.

Not only when distilling Peter Day pays attention to high quality. He also sets high standards for the label production. It is particularly important to him that the labels feel great to touch and look brilliant within the scope of the corporate design.



At the end of 2017 he was looking for a fast and flexible solution for the in-house production of special and small batches. Up to now, he had been working with labels which had been produced externally in a printing house. Through internet research he became aware of the LX500e Color Label Printer from Primera Technology, Inc. and purchased it from the authorised DTM Print partner Karley Deutschland GmbH.

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. The company then sells these products and services in the entire EMEA region through authorised resellers and distributors, in Germany among others via Karley Deutschland.

Approximately 150 to 200 labels of various sizes are produced on average per month with the compact-sized LX500e. Mr Day appreciates the ability to print labels according to specific customer requirements and to respond quickly and flexibly to short-term requests. This personalised service has already helped the manufacturer to win a large number of new customers. After all, the more individual a product is, and this includes the individually designed label, the more buyers it attracts.

While putting the LX500e into operation, mühle4 had to overcome several challenges. "We have our own fixed label format for our bottles and also have a fixed colour combination of existing labels," explains Mr Day.

"Both the colour and appearance had to be adjusted so that the labels printed with the LX500e would match our other labels in colour and feel." The correct setting was found by testing and adjusting the print settings.

After a few weeks, however, Mr Day noticed that the coloration gave way under UV impact and in direct comparison to products stored in the dark a difference became visible. By switching to pigmented ink, simply by using a different cartridge, this problem was solved and the labels are now resistant to UV light and alcohol, as well as protected against abrasion.

"Colour matching" is indeed a challenge for companies that are switching from external, in offset or flexo printed labels to digitally printed labels or that use different printing processes in parallel. Large companies resort to professional calibration systems for this purpose. However, smaller manufacturers, such as mühle4, also succeed in matching colours correctly through extensive testing and adjustment of the print settings.





According to the CI of mühle4, the labels have full-surface colours. With its interchangeable three-colour (CMY) ink cartridge with integrated printhead, the LX500e is designed for short runs and is ready for immediate use even after a longer downtime of several months (e.g. for seasonal or project use). Therefore the actual printing costs are higher than with traditional printing methods. As a result, Mr Day continues to produce large runs with external service providers and uses the LX500e for special customer orders and shorter runs where it is not profitable to commission a printing house.

As an alternative, he can also take advantage of the manufacturer's upgrade offer to exchange his LX500e for a larger device such as the LX600e or LX910e, which can cut

printing costs by almost half. Nothing beats the benefits of in-house production, where personalised products can be shipped to customers the same day.

To learn more about further improvements in the production process, Mr Day is in contact with Karley Deutschland and he adds, "I also appreciate the direct contact with DTM Print, especially when specific help is needed." Via the DTM Print newsletter he regularly receives tips and tricks and is informed about innovations that are of particular interest to smaller companies like his. These include, for example, the new LX610e Color Label Printer with a built-in contour cutting mechanism, which opens up completely new design possibilities and makes the products look even more unique.

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