



Brewery gets the precision they need

Mr Pint Beer can now achieve precise and fast application of beer labels, thanks to the AP362e from DTM Print.

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

The trio brews excellent beers from clear Ticino water, grain malt and high-quality hops and yeast varieties. They particularly emphasise traditional production processes, using as much 'hands-on' brewing as possible and a careful, sometimes hand-picked selection of ingredients – comparable to artisan craftsmen.

Of course, with so much love and attention going into the beer itself, the brewery insists on the same precision and attention to detail for its bottles and labels. Each and every one has to continue that ethic of quality. Therefore, it was not surprising that the company started looking for a professional application solution to ensure that each bottle was standout.

Consistency

When the business started, it was labelling its beer bottles by hand. However, the company found that the accuracy of the application left a lot to be desired. During his internet research for a suitable solution Gianni Lanni became aware of the AP362e label applicator. "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 explained.

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.

Growth

Since they bought the applicator in December 2020 from DTM Print, an international OEM and solution provider for label printing systems, 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 for this. 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.



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 summarised the advantages of the new label applicator. "I would definitely recommend the AP362e to anyone who no longer wants to do without precise and fast label application in their production."

More information about AP362e label applicator and other label printing solutions are available at <https://dtm-print.eu>

