

Saphira Newsletter



Edition July 2017





Heidelberg Coating Days at customer Mercurio in Italy

We are pleased to give you a brief summary of the second Heidelberg Coating Days that took place at the premises of the customer Grafiche Mercurio Spa in Anгри /Italy on 24th and 25th March.

This event was also organized by Heidelberg Italy and the Consumables Application Team together with this important Heidelberg customer.

After a great success at our customer Moretti/Italy in September last year where we were able to convince 17 customers to buy Saphira products, we decided to arrange a second Heidelberg Coating Days event at our customer Mercurio.

“For three generations, much more than printers” – that is the first sentence on the website of Grafiche Mercurio.

Started in the sixties, the company grows from a small artisanal shop at the beginning to a company that has faced many challenges...

/2



Grafiche Mercurio Spa in Anгри (IT)
Source: <http://www.grafichemercurio.it>



Cristala® Pearl effect print job produced at Mercurio in drip-off printing process with pearlescent effect pigments.



Heidelberg Coating Days at customer Mercurio in Italy

and invested in machinery and technologies as well as service quality to satisfy all the requirements of their customers.

At Mercurio we had the opportunity to show our customers special applications on the Speedmaster XL 105-7-LYYL + Foil Star.

The double coater application as well as the FoilStar application showed a lot of interest.

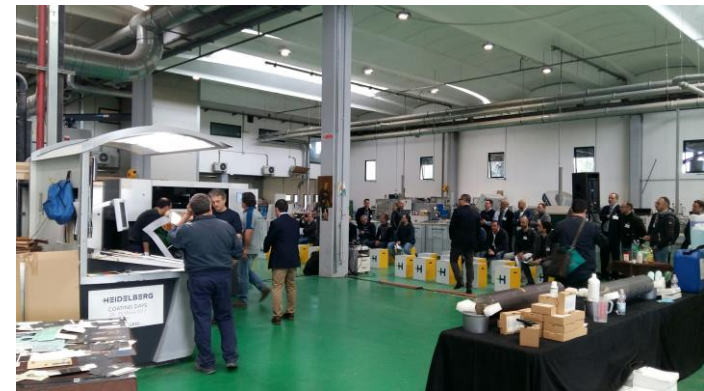
We proudly could welcome 28 customers on the first day and 34 customers on the second day.

The look-and-feel of the event represented the new Heidelberg appearance in a customer's print shop.

Our special thanks go to the family Mercurio for hosting this excellent event as well as to the Heidelberg staff for the great support.



Heidelberg's event design in a customer's print shop.



62 visitors paid close attention to the break out sessions at the Speedmaster XL 105-7 LYYL + FoilStar.

For more information please contact
[Giuseppe Lanza](#)