

Immer Digital case studies

IMMER DIGITAL

EN RU LV

MENU

First commercial project using DIGITAL MOSAIC technology in Baltic States



// FOOD

100% recyclable materials for 1 of a kind designs

The challenge

New design to highlight an innovative, healthy, and attractive product. Taking “commodity” product and make it unique

The solution / result

Job run length: 1040m
Number of SKUs/designs: 4160pcs and 6 Mosaic base designs
Lead time: 10 days clear production time



Brand:
ARTinSMART



Country:
Latvia



Application:
flow pack



Finishing: solvent
base lamination



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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BOROFFISH

The challenge

High Quality, beautiful & convenient package for several products

The solution / result

Job run length: 8000m

Number of SKUs/designs: 6

Lead time: 8 days clear production time

Special features/applications:
with each next order the design was upgraded and one design with different languages for exporting.



Brand:
BOROFFISH



Country:
Baltic states



Application: 3
side seal pouch



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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Spring limited edition with HP Indigo printing

The challenge

Providing a special spring look
for a few products for spring
edition

The solution / result

Job run length: 40 000m

Number of SKUs: 3

Lead time: 9 days clear production time

Special features: Gold metal pantone



Brand:
Orkla



Country:
Latvia



Application:
flow pack



Press: HP
Indigo 20000



Converter:
Immer Group



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It's Tea time

The challenge

High barrier package, high printing quality, reduce inventory

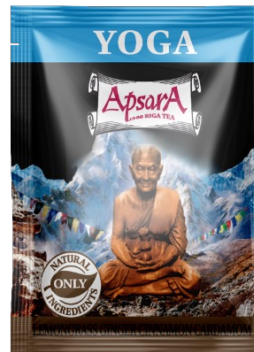
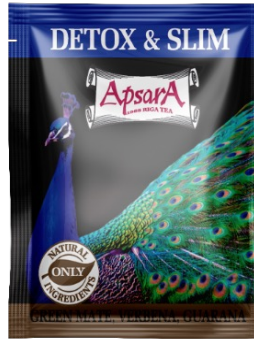
The solution / result

Job run length: 2,550 meter

Number of SKUs/designs: 6

Lead time: 6 days

Why printed on Indigo? Customer change packing materials from standard paper packs to attractive FP 3 side sealed pouches



Brand:
Apsara



Country:
Latvia



Application:
sachet



Press: HP
Indigo 20000



Converter:
Immer



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// FOOD

IMMER Design Studio helps Sīkstulis to stand out

The challenge

An **ultra short run** with premium look & feel for a launch of new flavors

The solution

Job run length: **570m**

Number of SKUs/designs: 3

Lead time: 8 days

Special features/applications:

New designs to test market with different tastes



Brand:
Sīkstulis



Application: flow
pack



Press: HP
Indigo 20000



Converter:
Immer



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HRUMM

The challenge

Producing short run with variable data to address different markets and regions mainly for young people

The solution

Job run length: 3800m
Number of SKUs/designs: 4
Lead time: 6 days
Why printed on Indigo? Print in one time with 4 different tastes * 3 different languages



Brand:
Top food



Country:
Latvia



Application: flow
pack



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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Say Cheeeeeeeese.....

The challenge

Quality, beautiful & convenient package for several products

The solution

Job run length: 8400m

Number of SKUs/designs: 2

Lead time: 6 days clear production time

Special features/applications? For each order change cheese design or put this place transparent



Brand:
Cesvaines Piens



Country:
Latvia



Application:
flow pack



Finishing: solvent
Less lamination



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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Christmas limited edition.... because we can

The challenge

Create an attractive and new design for limited edition after years of inactivity. Christmas edition

The solution / result

Job run length: 4200m

Number of SKUs/designs: 1

Lead time: 6 days Special

features/applications: 1 moth before Christmas

Why printed on Indigo?: upgrade existing design with Christmas decoration



Brand:
Trikātās pienotava



Country:
Baltic states



Application:
flow pack



Finishing: solvent
less lamination



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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PUPAS

The challenge

Producing low volume for
market testing of 6 new flavors

The solution / result

Job run length: 1920m

Number of SKUs/designs: 6

Lead time: 5 days



Brand:
trade group



Application:
flow pack



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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Zeldari vegetable chips

The challenge

Create a quality packaging from idea to store shelves in a very short time

The solution

Job run length: 250m

Number of SKUs/designs:4

Lead time: 8 days clear production time

Special features/applications?

Why printed on Indigo? Print quality and order amount



Brand:
Zeldari



Application:
flat pouch



Finishing: solvent
less lamination



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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Coffee

The challenge

Producing short run of 6 different flavors in a short time for a launch of new coffee series

The solution

Job run length: 5600m total

Number of SKUs/designs: 6

Lead time: less than 2 weeks

“КАВА ЗІ ЛЬВОВА”

УКРАЇНА



УКРАЇНСКАЯ
ЗВЕЗДА
УПАКОВКИ
2018



IMMER GROUP



Brand:
KABA



Application: flat
bottom, double gusset



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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Coffee PIXELS bars

The challenge

New design to highlight an innovative, healthy, and attractive product

The solution

Job run length: 1050m

Number of SKUs/designs: 2

Lead time: 9 days

Each order for different markets
(different languages on back side)



Brand:



Application:
sachet, 3 side seal



Printing:
Reverse



Press: HP
Indigo 20000



Converter:
Immer



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