



Premium-quality wine - from the grape to the bottle... via the label

The Challenge

The Tabarrini cellar contains bottles from the early 1940s, bearing witness to the company's many years of experience in wine production. In the 1990s, thanks to Giampaolo Tabarrini's intuition and enthusiasm, a new cellar was created and eleven hectares of the estate were converted to vineyards with the aim of selling solely bottled wine and further improving its already excellent quality. The company limits production volumes to 60,000-70,000 bottles a year, 65% of which are exported to 30 countries around the world.

Considering the high demand to production ratio, it is often necessary to ship a few dozen bottles of each type of wine to buyers at short notice. Each shipment needs to be customised using a specific label on the back of the bottle. This label is particularly important and needs to include the following information: name of the importer and distributor, origin of the product, local regulations, advice for storage and tasting etc., all of which must be written in the customer's language and printed in high quality.

TABARRINI
M O N T E F A L C O

About Azienda Agricola Giampaolo Tabarrini

For four generations, the Tabarrini family has lovingly maintained its own vineyards in Montefalco in the province of Perugia, producing high-quality wine. Thanks to a great deal of passion and an ongoing attention to detail, the family business is now globally renowned despite comprising of only ten staff plus an external team. All this has been achieved with eight top-quality bottled wines, including the excellent Sagrantino.

“OKI's Pro1040 Label Printer has allowed us to print on a much more luxurious and natural label media that also has a unique feel.”

Alessandro Meniconi, Oenologist, Azienda Agricola Giampaolo Tabarrini



Alessandro Meniconi - Oenologist, operating OKI's Pro1040 Label Printer

Unfortunately, the company's monochrome thermal-transfer printer could not be used for these labels as it did not print in a high enough resolution. Furthermore, poor print quality, lack of colour and inability to use the appropriate special media, meant that the rear bottle labels did not match the standard of the front labels. As a result the bottle's overall aesthetic appearance did not reflect the quality of its contents.



Examples of Tabarrini's rear wine bottle labels printed with OKI's Pro1040 Label Printer

The Solution

The Tabarrini family's philosophy is to pay attention to every detail from the grape to the bottle — including the label. It soon became clear that external printing services was not an option due to the significantly higher costs for small print runs and excessively long lead times. The company decided to purchase a label printer to print rear bottle labels in-house. The solution needed to produce attractive, professional quality labels in full colour, on special media with short lead times and at a reasonable cost.

The Tabarrini family set about diligently searching for the right solution. After sending digital samples to several potential suppliers, they requested the corresponding toner and inkjet printed label samples for assessment. As the company has been using OKI's MC800 Series A3 colour MFP for some time, OKI was naturally also considered.

After a thorough assessment, it became clear that OKI's solution was the best option. "OKI's Pro1040 Label Printer won us over with its superior print quality, higher definition, and above all superb media handling flexibility. This allows us to produce colour labels on special media that's at the same quality as the front label. The consistency in the quality of both labels is now representative of our premium wine. Aesthetics are fundamental in this field", says Alessandro Meniconi, the company's Oenologist. "Our domestic customers, including those who visit our cellar, immediately gave us great feedback on the appearance of the new bottles and labels we've been using since the last vintage."

The Benefits

"Once the order had been placed, Finlogic (the authorised OKI partner) installed the machine and it was up and running in just a few days. We had to learn how to use the device, but the support we received was excellent... just like the printer", Alessandro Meniconi continues. "The OKI Pro1040 is certainly very compact, practical and intuitive; simply insert the pre-cut label-media roll and print. The colour rear labels we now produce finally look 'finished' and are on a par with the front labels printed by a print supplier in a single print run each year. Importantly, the Pro1040 has allowed us to print on a much more luxurious and natural label media that also has a unique feel."



Example wine bottle labels printed using OKI's Pro1040 Label Printer



OKI's compact desktop Pro1040 Label Printer

Tabarrini has moved away from the standard smooth glossy paper the reverse labels used to be printed on. Avery Fasson Rustique Creme is now the media of choice as it is a better match for the front label. "Now we are finally able to bring out the full quality of our wines as well as providing valuable information to the tables of consumers thousands of miles away, which we couldn't have done before."

"Once our international customers have approved the draft label in digital format, we are ready to ship within 48 hours at the latest", says Alessandro Meniconi. "We haven't been using OKI's Pro1040 Label Printer for long, but so far it's proved reliable and we're very happy with it. It's hard to estimate the operating costs at this stage. The results obtained are definitely worth it. Due to our attention to detail, including our bottle labels, our company has become a benchmark in the field. In addition to winning prestigious awards (Gambero Rosso, Bibenda, Slow Wine etc.), we are among the best Italian wines ranking in the top 100 of the Wine Spectator guide — and three years ago, we were even in the global top 100!"

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Alessandro Meniconi, Oenologist
Azienda Agricola Giampaolo Tabarrini



Tabarrini's stunning wine cellar

The Future:

"We are always working harder and harder to improve our production" Alessandro Meniconi concludes. "For this reason, we're currently considering using OKI's Pro1040 Label Printer more extensively. For example, to also print the front label for some wines and to include automated bottle numbering for other wines; another way of highlighting the superiority of the bottle."

"Tabarrini is also considering using the flexibility OKI's Pro1040 offers, to print labels for other produce, initially olive oil and in the future also jams and other foods. "We're even considering customising labels for private customers and for our in-house shop."

"We are happy with OKI and will certainly consider this brand for any future requirements we have."

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