



CUSTOMER STORY

Vila Etiketten B.V. The Netherlands

With 22 Newfoil machines Vila Etiketten is probably one of the largest hot stamp producers.

In 1996 Vila purchased their first Newfoil Machine, they soon discovered there was a need for small quantity labels with only a few days delivery time. They had been producing barcode labels since 1992, delivering in 24 hours, therefore it was not an effort to organize something similar for this new department. In a few years time Vila invested in several Newfoil machines because of an enormous growth among more than 2000 customers in the Netherlands, Belgium and Germany.

"We wouldn't be at this level in our business if we hadn't switched over to Newfoil Machines. We've grown and expanded to purchase different types of machines like the HP.Indigo digital offset press, which is an absolute perfect combination with a NewFoil Hot Stamping machine."

Today, Vila Etiketten B.V. has been in business for nearly 20 years, printing labels for the wine and liquor industry, healthcare, cosmetics and food Industry. In the distant past it was too expensive to produce small runs, but because of their possibilities, Vila Etiketten is capable of producing at a very attractive price level.

"You can get your machine, parts and service from as single source. Whether you need printing plates or cutting tools, Newfoil is a one stop shop for all your label printing needs."

The stability that Newfoil has provided goes beyond quality of machines. The decision to go with Newfoil for Vila's new business was based on the extensive, service, parts/inventory and overall quality of product. The trademark reliability and versatility of Newfoil machines and dependability of service has allowed Vila to bring their business to the next level. Today, they have expanded to offer all types of label making services when they started out printing only barcodes.

Company History

Ton Reichardt and Robbert Vugts began their careers more than 25 years ago at a small company using Markem machines, Reichardt discovered a few years later the stability of the Newfoil machines and he switched over. When he became a co-owner in 1996 of Vila Etiketten it was a logical step to start with Newfoil again. In May 2011 Vila Etiketten managed to purchase the companies where Reichardt and Vugts started their careers.

Quick Facts

Customer: Vila Etiketten B.V.

Products: Newfoil Machines Limited
Hot Stamping Equipment: Two 1000s, Six 2000s, Ten 2500s, Three 3500s and One 4000.

The need: Very reliable hot stamping machines for high quality short runs.

Key Benefit: Being able to produce on almost any self-adhesive surface for any kind of industry or retail.

Quick Fact: Vila Etiketten B.V. All the machines, even from the very beginning are still operating on a daily basis.

Customer Acclaim: Newfoil are a very reliable company producing very high quality machines

Bottom Line : Reliable machines exceptional after sales service.

Contact: www.vila.nl

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