



**Alessandro Ghirardini**  
Sales Manager  
FERMAC

# FERMAC

## flexibility and customization - anticipating market demand

### **C**OMPANY AND MARKET DEVELOPMENT

Fermac was founded in 1993 and this year celebrates its 25<sup>th</sup> anniversary. Based in Parma, Northern Italy, the company is market leader in the design and production of decoration systems

for hollow glass items. With a family business structure, Fermac today has 32 employees, most of them dedicated to mechanical and electronic engineering.

The market for glass decoration has substantially changed in these past 25 years, with designs and artworks becoming more

and more sophisticated, along with the shapes of the containers. From typical cylindrical round shape bottles, today we have difficult shapes to decorate; they can be oval, square, conical or even a combination of all of these. This has involved a natural evolution in equipment technology.

Since its founding 25 years ago, Fermac has grown in dimensions and technology, but without losing its family business structure. Being an important year for the company, this year at glasstec Fermac will have on show its most recent developments with regards to CYMK printing and a digital primer for Hot Stamping application.

JetArt



#### EVERYTHING STARTS FROM R&D

At Fermac everything starts from our R&D department. Once a new project has been presented and approved, then everything is designed in-house and patented. A network of sub-contracting

companies who work almost in exclusivity for Fermac build the different parts which are then assembled in our workshops. Fermac takes care of quality control, sales and after sale service.



## Cosmetics and perfumery; high-end spirits

At present, most of the machines required by customers are electronic, two- or up to five axes, to be able to decorate odd shapes, even all around the circumference of the containers. As said, this is a trend that customers have been requesting over the last years, but has always been a necessity if we consider the cosmetic and perfumery segment.

Therefore, Fermac's main targets are also the high end spirits market, such as vodka, tequila, gin etc., as well as the cosmetic segment, where it is highly competitive.

The commercial department at Fermac is made up of Senior Managers who are based in the headquarters in Italy, plus a network of more than 20 agencies worldwide to ensure a correct customer base with tendencies and feedback.

Company turnover comes mainly from export as Fermac has sold its machines in more than 50 countries worldwide.

## ANTICIPATING MARKET NEEDS

Fermac's philosophy has always been to anticipate the market demands, more than just follow the stream. With this aim, we presented the first machine based on ink jet/digital technology for the first time four years ago at glasstec. This trend continued at glasstec 2016, with the first high speed rotary digital machine.

At glasstec 2018 Fermac will present a further innovation with a modular unit able to print CYMK and, alternatively, a digital primer for Hot Stamping application to simulate precious metals effects. This line has been conceived together with our partner, CER.

The main target for this inkjet technology on our JET ART Serie is to reach those customers who need small/medium volumes of custom-made packaging with artworks which are not possible with any other conventional decorating process.

The type of ink used is an environment friendly UV dedi-

cated ink, with proven resistance for up to 700 washing cycles. This UV ink has been developed exclusively with another Fermac partner, the Mankiewicz company.

The system has LED curing lamps, therefore with very limited power consumption.

For all these reasons, Fermac believe that this is the way to follow for the future in decoration. Flexibility, customization, limited space of the lines and low ecologic impact, and this is the challenge that we have for the years to come. ■

**FERMAC Srl**

Via La Spezia 162/A  
43126 Parma (PR) - Italy  
Tel.: +39 - 0521 - 989056  
Fax: +39 - 0521 - 989118  
E-mail: sales@fermac.it  
www.fermac.it