



Innovation meets heritage as **FERMAC** redefines packaging appeal

TRADITION & INNOVATION AN UNFORGETTABLE HANDSHAKE

In today's competitive market, the 'shelf appeal' of packaging serves as the first handshake with consumers. Decoration in the cosmetic, beverage, and wellness luxury sectors must consistently meet rising global expectations. At Fermac, more than three decades of technical expertise are embodied in a multigenerational team. This

foundation is reinforced by a meticulous engineering department, a forward-looking R&D team eager to tackle new challenges, and an international sales network focused on pushing the boundaries of decoration. With a strong global printing heritage, the company addresses complex decoration demands through a comprehensive ecosystem of silkscreen and digital printing equipment, complemented by auxiliary systems. These include lehr stackers, customisable pre-

treatment units, antistatic treatments, inflating devices, and registration cameras. All are manufactured in Italy and integrated with a local network of specialised suppliers.

VERSATILE CO-PILOT

A recurring question shapes the company's approach: is packaging working as hard as it could? Over the years, Fermac has positioned itself as a decoration co-pilot, transforming containers into interactive brand assets. Its decoration subsidiaries in Parma and Milan function as continuous testing grounds, handling a wide range of bottles, mugs, tumblers, cosmetic containers, and luxury packaging across glass, plastic, ceramic, and metal. The proximity of these facilities enables real-time problem-solving and refinement, keeping the company closely aligned with machine operators. This dual role -competitive OEM and active supporter of decoration processes- offers a distinctive advantage in maintaining consistent production standards.

THE NEW GOLD (GREEN) DREAM

In an increasingly digital world, products are often experienced virtually before physical



In a rapidly-evolving packaging landscape, sustainability and transformation converge as decoration technologies advance. Through its integrated systems, real-time production insight and energy-efficient solutions, FERMAC supports global manufacturers in elevating packaging performance - ensuring products stand out whilst reducing environmental impact across the glass decoration value chain.

interaction occurs. Packaging must therefore bridge the gap between digital engagement and tangible emotion. Technologies such as printed QR codes can connect consumers to a prod-

uct's history, content, and manufacturing context, extending interaction beyond the physical object. Fermac's technology supports a variety of printing effects, including three-dimensional finishes and transparent

or glossy colour applications, all integrated on a single substrate. To meet evolving production needs, recent developments have focused on redesigning the internal architecture of both silkscreen and digital printing machines. A notable innovation is the integration of a hot stamping module directly on board. Compared to traditional inline systems, this approach offers greater flexibility and impact while remaining available alongside existing solutions. A servo-driven foil management system enables seamless coordination between screen printing and hot stamping, allowing both processes to operate in harmony within a single machine. This integration allows a single operator to manage multiple decoration techniques without interruption. Metallic foils -such as gold or platinum- can be applied across varying surface areas, with adhesion ensured through a primer layer partially polymerised under UV light. Precision and finish quality are achieved through a combination of integrated accessories and advanced automation. Sustainability remains central to this technological evolution. As decoration processes accelerate globally, the need for greener production environments becomes more urgent. By focusing on energy-efficient solutions, particularly through UV and UV LED technologies, Fermac contributes to reducing power consumption and lowering the overall carbon footprint within the decoration chain.

SWORN FRIENDS

Reliable technical support is a cornerstone of the company's operations. The Fermac service team provides flexible and responsive assistance to operators worldwide, ensuring continuity in production - even under



SYNERGIES

challenging conditions. A dedicated service line and a well-stocked warehouse enable the rapid delivery of essential components, reinforcing a proactive approach to maintenance and problem resolution.

DECORATION JOURNEY

Every finished product -whether a commemorative bottle for a family celebration or

a refined perfume container- represents the culmination of a carefully engineered process. Fermac's commitment lies in ensuring that packaging not only stands out visually but also enhances and honours its contents. The goal is to create lasting impressions, allowing the memory of a product -such as a fine whisky- to endure long after the bottle itself is empty. ■



FERMAC

Via La Spezia 162/A
 43126 Parma - ITALY
 Tel.: +39-0521-989056
 office@fermac.it
 www.fermac.it



Glass Industry



Directory 2025

**Special cast irons & alloys
for glass moulds**



NEXT ISSUE JUNE 2026

**Supplier
Profiles**

Yellow Pages

**Glassworks
contacts**

Associations

**OVER
1,600
CONTACTS**

PUBLISHED BY



Fonderie Valdelsane S.p.A.

Strada di Gabbrice, 6 - P.O. BOX 30 - 53035 MONTERIGGIONI (Siena) - ITALY
Tel. +39.0577.304730 - Fax. +39.0577.304755 - com@fonderievaldelsane.com
www.fonderievaldelsane.com

