



**Nuceria**  
group

In just a few years I have seen **companies** rise up like a **dream**. Rivers of **colour** and towers of **paper**, talking **boxes** and invisible **signs**. I have seen **printing** machines that move like tanks and **departments** set up with just a single, small printer. And I know that the **further** we look ahead, the further we will be able to **go**.

**Antonio Iannone**



# timeline

**1986**

founded by  
**Antonio Iannone**

**1989**

the **labels**  
**department** opens

**1992**

the first multinational  
client acquired:  
**Johnson & Johnsons**

**1997**

a sales office in **Turin** opens

**2002**

the plant of **San Giuliano**  
**Milanese** opens

**2010**

a diversification program  
is organised. A **flexible**  
**packaging** and **folding boxes**  
begin to be produced.

**2012**

the **pharma**  
**department** opens

**2013**

the Elite program  
of **Borsa Italiana** begins

**2014**

the 100% of the shares  
capital of **Appia Etichette**  
acquired

**2015**

open a paper industry plant  
in **Salerno**

**Yesterday a label company,  
today a major packaging company.  
And tomorrow....**

We are the market leader in the production of **labels, folding boxes, flexible packaging** and printed materials for consumption. And we have been around since 1986. We are now a major packaging group and can meet the requirements of any sector thanks to following investments, acquisitions, expansion and a great deal of enthusiasm. A manufacturing company with a team of over 250 experienced staff comprising technicians, engineers, graphic designers, product managers, skilled workers and designers, developing solutions using cutting edge technology, with any type of printing and in a wide range of materials.

# Distance is not an issue where there is enthusiasm

The group has a **multi-plant structure**, from which we manage our global business at the heart of Europe. Our four production sites guarantee there is constant backup and ensure maximum flexibility for every contract, with **workflow devised** using **shared technology and procedures**.

## A supply chain that delivers for a streamlined and competitive business model

With our integrated planning and computerised orders management system we can guarantee speed, efficiency and a tailored service to suit all customer needs. We use the same supply chain management for every department, every product and every customer.

### Milano

› labels, flexibles, r&d lab

### Torino

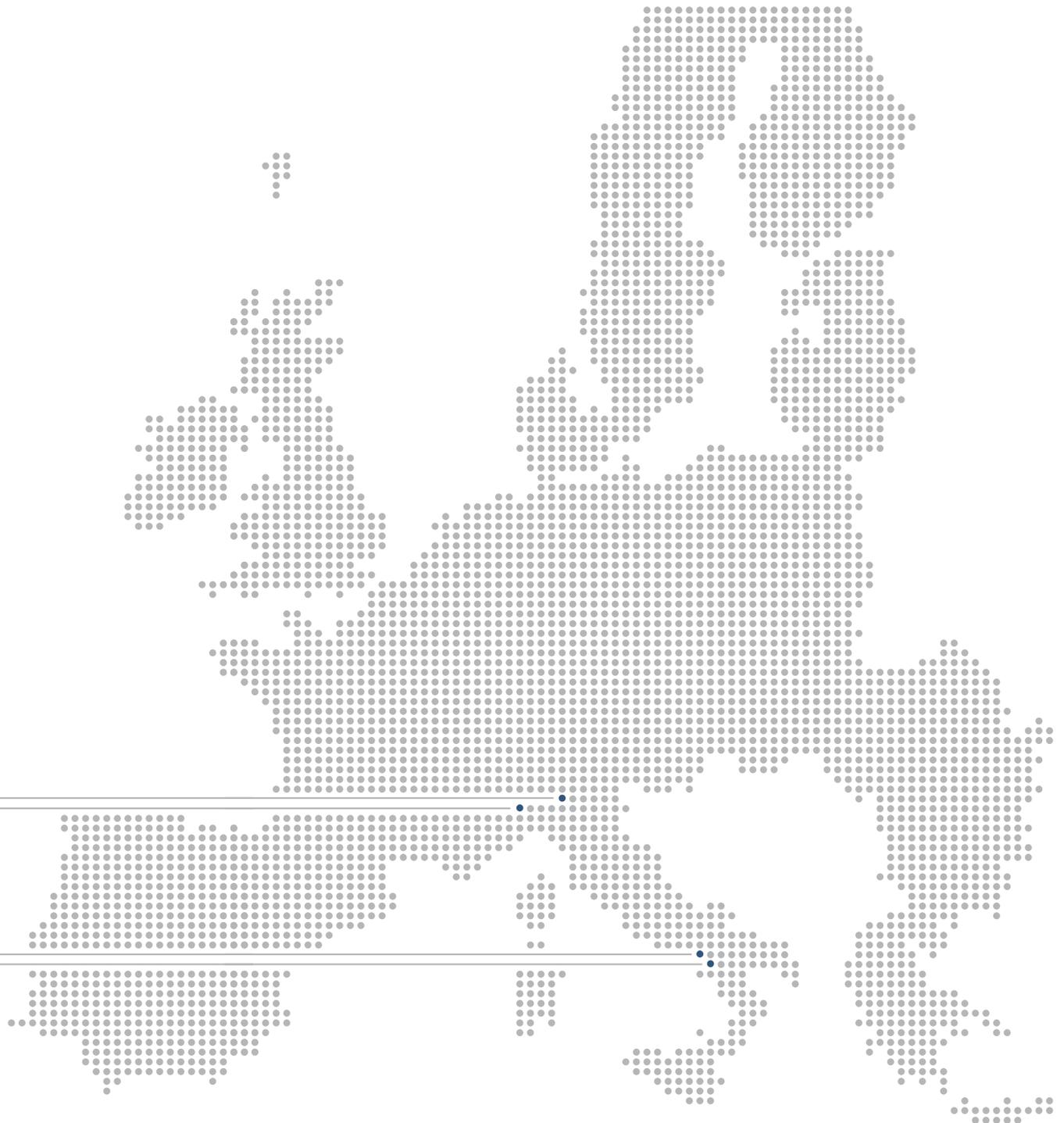
› labels, flexibles

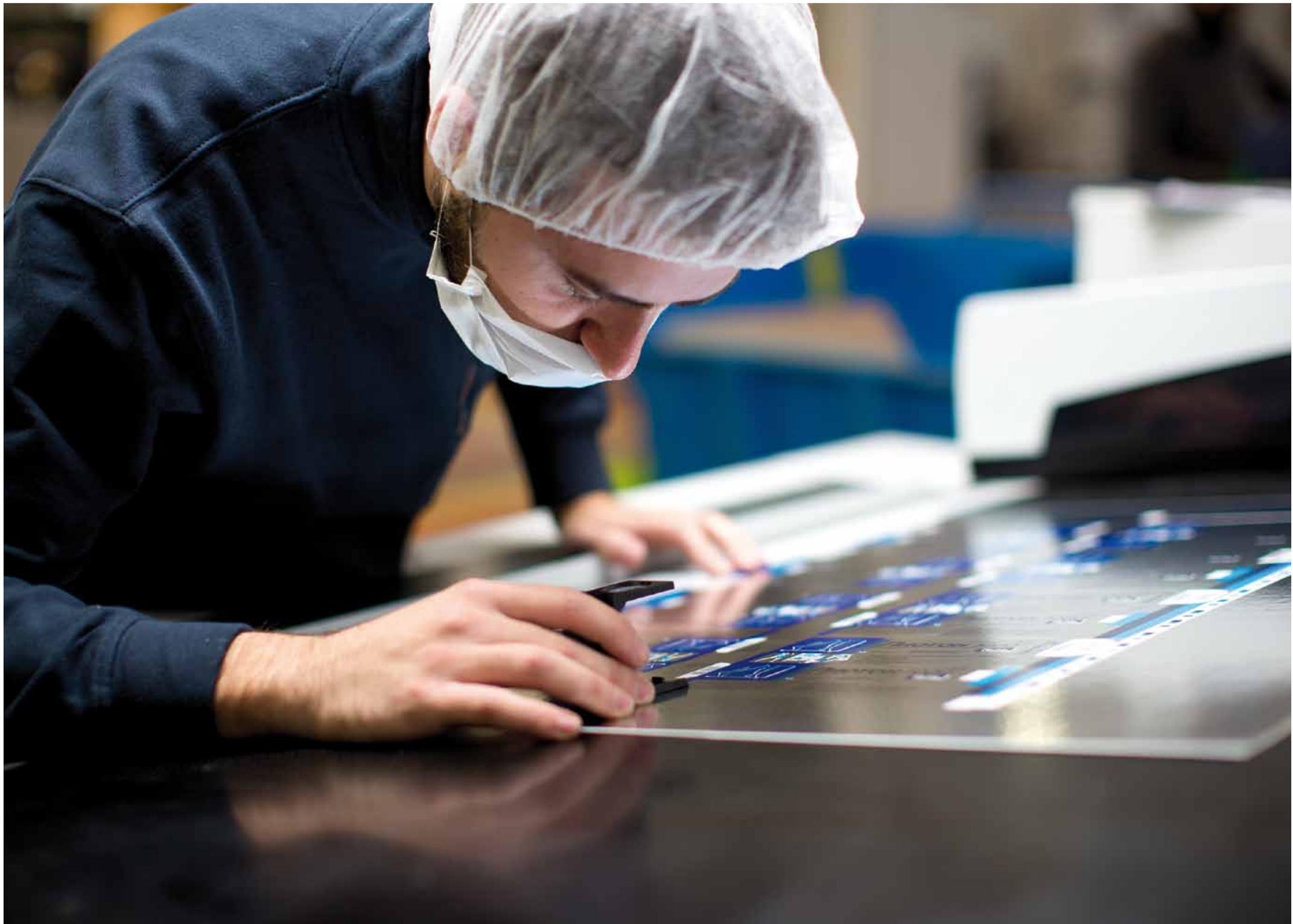
### Nocera

› labels, flexibles, pharma

### Salerno

› folding, boxes, IML, wet glue labels





# We like numbers because we have numbers:

**250**

employees including professionals and technicians operating across all our plants

More than  
**40**

printing machines with the latest technology, including digital

**4**

production plants occupying a total of

**50.000**

sq m

**70**

millions sheets of paper printed

**14**

graphic design workstations using the ESKO management system

**4**

Kodak CTPs for continuous backup of printing plates

**50**

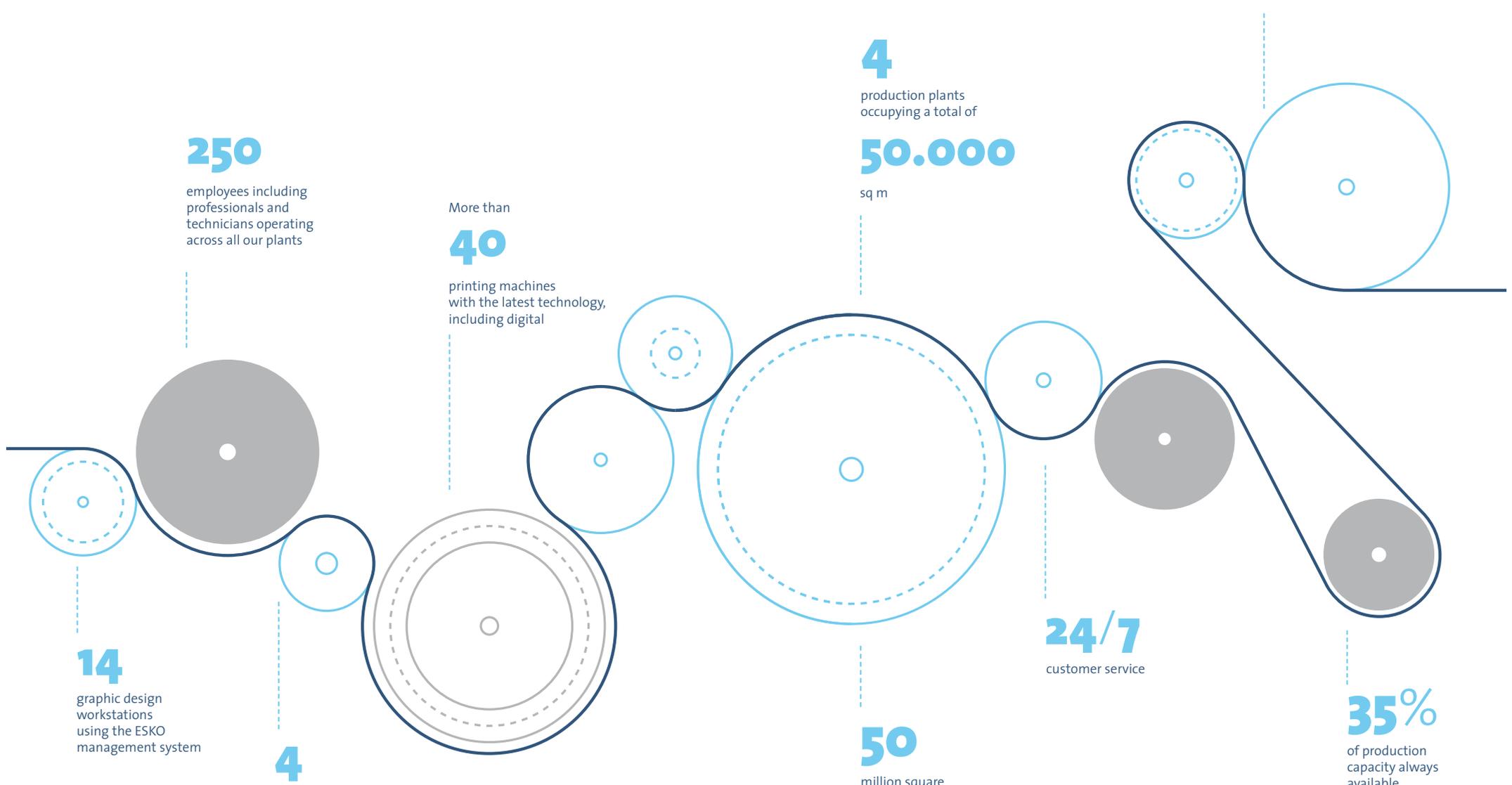
million square metres of raw material printed

**24/7**

customer service

**35%**

of production capacity always available





## Many have a mission. Some have a vision. We have passion.

We started out to be the largest packaging company. Then we realised what our real mission was: to create the best possible partnership with customers, adapting every day to their needs and identifying solutions tailored to their requirements.

We respond promptly and enthusiastically to customer requests, because for us, the future **begins with a yes.**



## product divisions

### labels

**Wet glued or self-adhesive**  
**That is how to be or not to be:**  
**that is the label.**

The label is one of the main tools of communication for a consumer product. It has to be attractive and enticing. That's why we've invested heavily so that we can provide every type of printing technology, from silk-screen to flexographic, offset and even digital, and we offer combined technologies with up to 10 colours.

Whether it's glued or self-adhesive, we can respond to all our customers' application needs with the variety of media we have at our disposal, with the care we devote to our customers, and with special finishes that can produce so many different effects.

### folding boxes

**Packaging doesn't have to hide**  
**the product, it can make it**  
**stand out and protect it.**

We add value and shelf appeal to our customers' products with glued, die-cut and multipack boxes especially for primary point of contact, with special finishes such as UV and conventional printing, embossing and hot foil stamping with dedicated lines.

We ensure our products provide:

- Functionality** by incorporating transparent windows or pouring spouts to prolong the life of the product
- Security** by applying labels that guarantee traceability.
- Appeal** with perforations or tear-strips to facilitate opening.

### flexibles

**Always reliable, and flexible too.**

Partners are only reliable if they can adapt to all their customers' products. That's why we created our Flexibles division, with flexographic and/or combined technology with rotogravure to print a variety of flexible packaging, including primary packaging, specifically for any market requirement.

Using a variety of materials, even dual or triple layer films, we print everything from roll-fed to IML labels, shrink-sleeves to wrappers, blister packs, sachets and bags.

# print finishes

over  
**10**  
combined and reverse colours

to achieve  
the following effects:

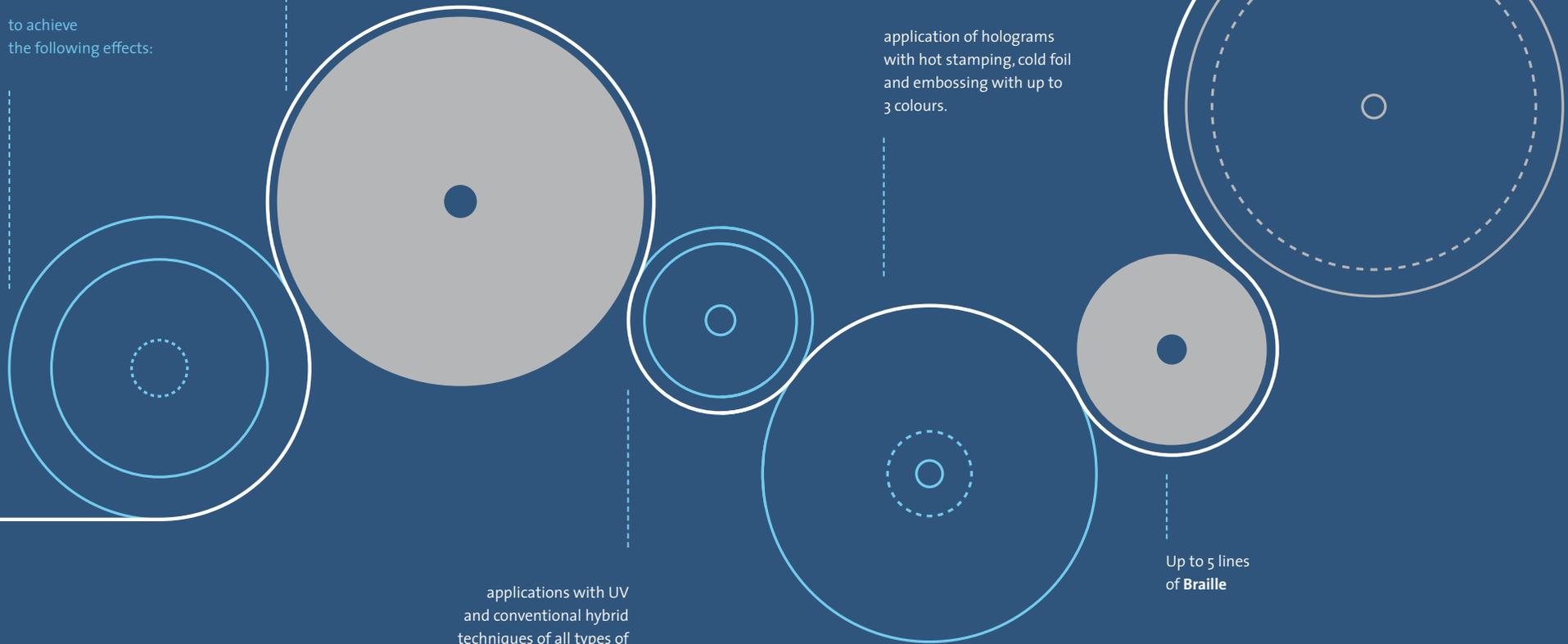
window transparencies  
and screen printing  
for a **no-label effect**

**metallisation**, including  
**micro-lettering** text and **wood inks**  
for special **anti-counterfeiting**  
solutions.

application of holograms  
with hot stamping, cold foil  
and embossing with up to  
3 colours.

Up to 5 lines  
of **Braille**

applications with UV  
and conventional hybrid  
techniques of all types of  
paint: **iridescent coatings**,  
**deep off** with **glitter** and  
for **scratch off** effect.



## markets

### We pack your moments

We are present in your world every day, from the packaging of the ingredients you use for your amazing spaghetti al pomodoro to the label on your bottle of shower gel.

From the metallic effect on your aperitif and vodka bottle for those longer nights, there's always a label in place. Even on the cough mixture when you have a cold, and the tablets for your headache.

There's a little bit of what we do around you at any time of the day. And that's what stimulates us to do better and better.

42%



### hbc

#### We take care of those who take care of us

Health & beauty is a fast-moving market where the appeal of a product is the key driver for sales; we understand what's needed and how things move in this sector. Sleeves, labels and packaging must stand out on the shelf and yet withstand external factors like humidity and chemical products. For this reason we take a professional view on updating our technology so that we can respond competitively and anticipate market trends.

20%



### food

#### Preserving good things

Food packaging, especially if it has a primary contact, must be resistant to heat, cold and moisture and must comply with safety and migration regulations. We develop specific applications for all the major sectors, for both packaging and self-adhesive labels, including shrink sleeve and in-mould labels. We offer our customers a range of ground-breaking solutions that always guarantee maximum shelf appeal.

17%



### beverage

#### Enticing appearance

Whether it's for a fine wine, a spring water or a vintage Armagnac label, the packaging for a beverage has to be enticing. We must strive for elegance in the finishing and ensure that the style expresses the distinctiveness of the brand and the excellence of the product. For each application and every type of use, we print labels, folding boxes, sleeves or roll-fed labels, always aiming for the maximum graphic impact, staying power and durability.

21%



### pharma

#### No side effects

With our strict protocols and automated control systems, we can always guarantee the complete integrity of the product. We guarantee secure printing and traceability, eliminating any risk of mix-up. But our real strength lies in being a one-stop-shop for any specific customer requirement, from design to printing the final packaging. Always efficient, always competitive. Even for small and medium batches.

# partner

P&G



Sainsbury's



FATER S.p.A.

Johnson & Johnson

MARKS & SPENCER

ASDA

DEMAK UP  
COTTON SCIENCE



Colgate

AMARO  
LUCANO

McBride

TESCO

BOLTON  
GROUP



Bausch & Lomb

M  
MORRISONS



Pagliari

SACLA  
ITALIA

Spuma di  
Sciampagna



Janssen



Unilever

## Quality is seeing what others don't see.

You only become good when you can see the whole process that has to be followed and not just a small section of it. This is why we are constantly investing in the latest technology so that we can maintain control of the printing and consistently guarantee the effectiveness of our product lines. But none of this would be possible without the human element at Nuceria, and thanks to this, and our "Lean" approach to dialogue - an ongoing and informative feature - which leads to the reduction of waste and streamlining of internal flows. Certification is simply a recognition for a professional approach.

We hold the certificates:

ISO 9001: 2008, ISO 22716: 2007, BRC/IoP verification 4,  
BRC/IoP verification 4, ISO 14000: 2004, OHSAS 18001: 2007, FSC and PEFC.



**Mix-up prevention  
programme**

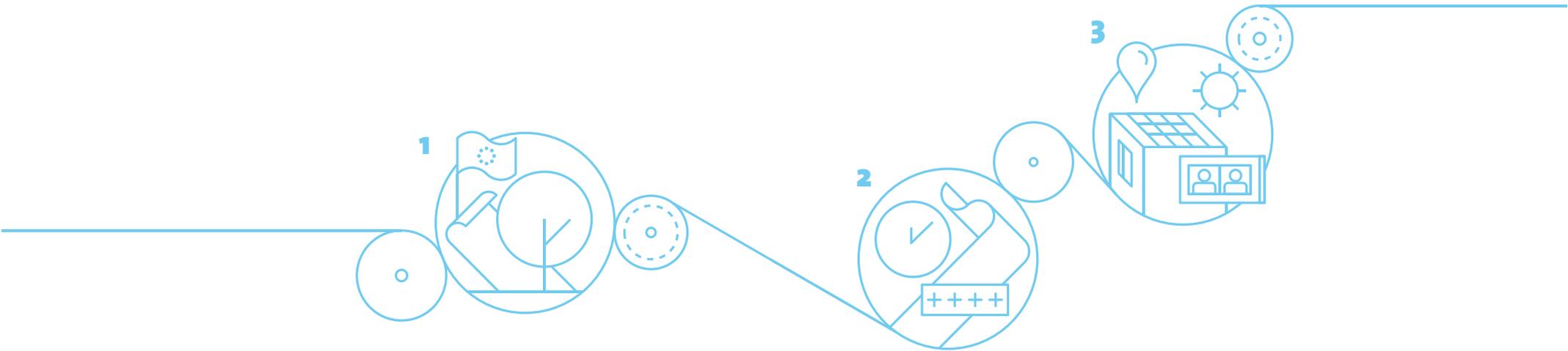
pre stampa digitalizzata  
**con Software Esko  
e ctp Kodak**

printing  
**Electronic colour control  
with Color Assistant Pro  
spectrophotometer online**

die-cutting  
**electronic controls with  
Bobst Power Register**

precoating  
**grip testing with  
the C.U.B.E. system**

inspections  
**BST Shark Lex 4000  
Scandiff  
Axicon & Integra Lws**



# Investing today in a sustainable development model means building a better world for future generations

We constantly strive for improvement with strategic and executive decisions without negative effects on health and the environment, based around three simple principles:

## 1 green materials

1. We research, develop and design eco-friendly materials
2. We observe EU directive Reach EC 1907/2006
3. We use solvent-free printing solutions for Green chemistry
4. We promote the use of FSC-certified materials and PEFC, lightweight and recyclable

## 2 green policy

1. FSC/ISO 14001: 2004/GMP certification
2. Rated excellent by the Carbon Disclosure Project and Ecovadis
3. Lean management applied to all premises. Decreased volumes of 20% and 5% fuel reduction
4. Recycling of PET liners and silicon paper, with a guarantee and certificate for eco-friendly recycling
5. In-line suction systems for waste reduction

## 3 green energy

1. Integrated photovoltaic system at our Green Plants in Nocera. Saving 280 tonnes of greenhouse gas emissions.
2. Reductions in land and air travel, use of teleconferencing
3. CPT technology that has eliminated chemical emissions and allowed total water recycling. An internal system of water cycle closure resulting in a decrease of 8%
4. fleet of more environmentally friendly vehicles for greater fuel savings

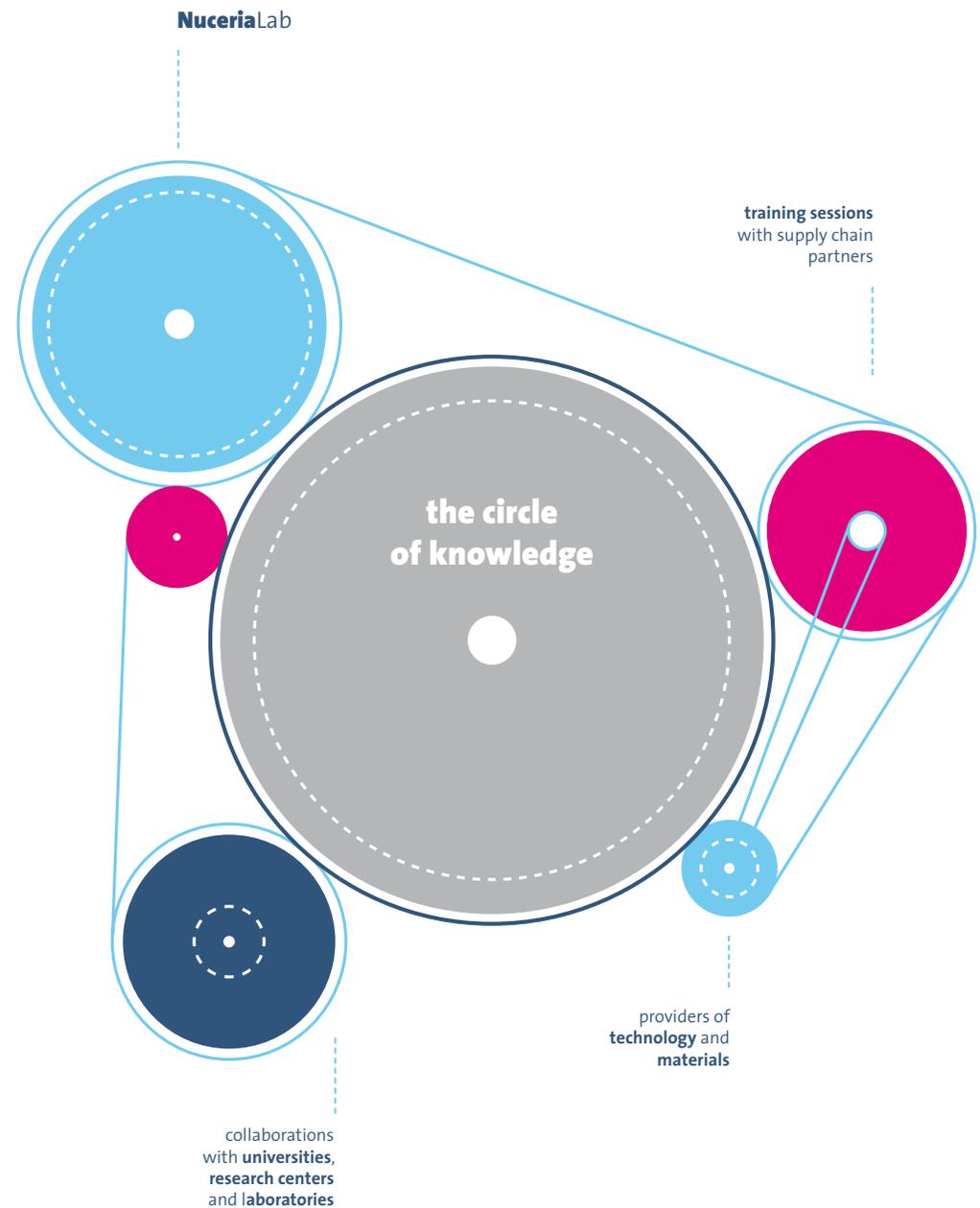


## Innovation

### There are those who predict the future. We create it.

We build it with the advances we make in our Research and Development department and with the technology that we constantly update and finance with 3% of our annual turnover. Through this department we have launched dynamic collaborations with universities and research centres and remain at the forefront in developing new packaging solutions.

We also have the Nuceria Lab - the creative force within the group - a team of engineers who are experts in materials, products and technologies and who can see things that others don't see and try things that others don't. And with all this we can do what others cannot do. Thus we were able to establish "Nuceria & The Creatives", a project involving graphic and advertising agencies to share creative innovation around new trends in printing and to develop new and exciting designs, especially in the field of beverages.





looking ahead is not enough,

we want to be

where the future begins.

Nuceria was built up day by day, customer by customer, with one eye on the future and the other on development.

We started out with small customers, family businesses, and ended up with large multinationals like **Johnson & Johnson, Procter & Gamble, Colgate Palmolive, Bolton-Manitoba** and **Bausch & Lomb**.

But for us every customer is equally important; we take care of each of them as if they were the only one.

a successful company





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