

SCREEN PRINTING

screen printing

Singular artistry sparks P&P PROMOTION's decorating revolution

Still making waves for its unique expertise in glass bottle decoration, P&P PROMOTION continues to shine, thanks also to its CMCV patents and winning innovation partnerships. Set to unveil its range of solutions at Packaging Première, the company offers various printing options while remaining ever focused upon sustainability as it continues to evolve.

Part of the company's new Cmcv2 plant



The Lorusso family: Paolo Lorusso, Company Founder and CEO, his wife Paola, Administrative Manager, and Luca and Francesca (Quality & Production Manager - Sales & Marketing Manager)



An Italian leader in the decoration of glass bottles, P&P Promotion has shown itself to be a rising star in the industry thanks to its CMCV patents (Molecular Change of Glass Colour and Molecular Change with Vitriifiable Colours). That extends to its robust collaboration with important brands that rely on the company. All this is accounted for by P&P's technical competence, coupled with a core business attributable to its solid research and innovation - where the unspoken word 'impossible' has never been uttered.

PROUDLY STRADDLING TWO MILLENNIA

Born in 1990 out of the passion of its founder for mechanics and printing, Arte&Stampa made its debut in advertising thanks to the previous commercial and lithographic experience of Paolo Lorusso himself. After he and his wife Paola tied the knot, the brand became known as P&P Promotion - dedicating itself to the world of promotional screen printing. Here to create a new business Paolo was inspired by continuous research together with friendships cultivated within the wine sector, dedicating himself to

direct glass bottle customization - which resulted in the purchase of the first hollow glass screen printing machine in 1997. Since 2016, the company headquarters have moved to Costigliole d'Asti where its current plant spans more than 6,000 square metres over an area covered with photovoltaic panels - conspicuous testimony to the eco-sustainability that drives the company's core values. Today P&P Promotion's turnover rests upon its use of coloured glass powder. It replaces the most-used glazes, acids, inks and paints - thereby guaranteeing optimised resistance, indelibility and an important attention to sustainability thanks to high temperature furnaces.

THE SCREEN PRINTING AND CMCV PROCESS

Besides screen printing in standard colours which approach the Pantone or RAL ranges, P&P Promotion can print such precious metals as gold, silver, platinum and copper, as well as gold and powder effects yielding a metallic result thanks to the presence of glass powder of greater grain size. This is followed by special processes which include glitter printing, transparent printing, screen printing on flacons and glasses as well as screen printing in relief, alternations of tone-on-tone textures and contrasts between glossy and opaque finishing. To these we add filigree and glass on glass effects together with the newest gold or platinum relief,



SCREEN PRINTING

and much more.

P&P Promotion has also built 'P&P Art' - an internal laboratory of artists who both apply and create such materials as zamak, resins, metal plates, tin, pewter and Swarovsky. They also use indirect screenprinting and the semi-automatic application of decals thanks to an unprecedented machine designed.

COURSING THE PATH AHEAD, TRIUMPH AFTER TRIUMPH

Advertising and digital printing constitutes only a modest part of P&P's turnover these days. Nonetheless, the company has no intention of abandoning this part of the sector, which continues to inspire new trends. That choice recently saw the company conclude its acquisition of a non-UV digital direct printing machine - all based on a nano-technology that ensures swiftness in covering glossy and transparent colours with the possibility of using CMYK while managing both small and large print runs. Today P&P Promotion has almost 50 specialized employees and is preparing its generational change thanks to the contagious passion of Paolo and Paola, who's children Luca and Francesca are now Production & Quality Management Officer and Marketing & Commercial Manager respectively. The company's current turnover of over



The countless Cmcv-created coloured effects

EUR 4.5M is constantly growing, as is its daily productivity which, in just a short time, has soared from about 55K units to one that oscillates between 70 and 100K.

PORTFOLIO

Equipped with most excellent machines, P&P Promotion allows for a varied range of possibilities. Starting from its series of semi-automatic machines, mainly dedicated to product testing, short runs or samples on different media, it has automatic screen printing technologies as well:

- an automatic two-colour machine, electronic control for cylindrical, truncated, ovoid and rectangular shapes;
- a six-colour, mechanically controlled machine for cylindrical and conical shapes;

- one machine with eight ceramic colours, and four UV colours, electronically-controlled for cylindrical, conical, rectangular, ovoid shapes with automatic centering.

The three ovens for fixing glass dust boast a capacity extending over three metres wide and approximately 50 long. These feature 15 controlled, slow annealing areas where times vary from three to four hours, ensuring not only perfect colour adhesion but also the absence of tension, breaks and thermal shocks. Here, as for glass coloration, the process relies on coloured glass powder, which ensures scratch and stain resistance, high chemical and mechanical durability and sustainability. Glass powders can be recovered and repurposed

Special effects, the company's core business



for other sectors. Since 2006 the CMCV patent (Molecular Glass Colour Change) has featured a colouring booth with fast-dispensing guns. This enables satin, satin-coloured and translucent colours, covering tones as well as such special effects as pearlescent and metallic. Then in 2023 the new CMCV2 patent (Molecular Change with Vitrifiable Colours) added such natural effects as granite, ceramics, volcano and sand. All this is achieved through three staining booths with longer dispensing speeds - increasing general quantitative refunds by 30 percent. Dispensers are electronically-managed by way of a 4.0 feed - enabling precise control over processing stages, gas and energy consumption per bottle, as well as reduced emissions.

SPREADING THE LOVE

P&P Promotion thrives on both constant collaboration and enduring curiosity across sectors. Affiliated with Fespa (an international association which represents the specialist press market in its various fields of application), of which Paolo is both Vice President and a founding member, it visits in over 15 trade shows per year - always studying new segments for inspiration as it forges ahead with creating new finishes and trends. Here dedicated research teams implement

new technologies and practices - with over 1500 hours annually devoted to R&D.

The company aims to transform standard or complex bottles into works of art while emphasizing tactile and visual emotions that can add value to the product. Here fundamental pillars include authentic sustainability, meticulous quality control and innovation. While ongoing expansion plans eye both Europe and beyond, the Italian market remains P&P Promotion's primary target.

The company collaborates with brands both great and small,

graphic agencies and start-ups. Moreover, its expertise and glass protection measures make it a preferred choice for domestic and international glass companies alike.

Finally, P&P Promotion showcases its commercial strength at such leading trade shows as Prowein, Vinitaly, Packaging Première, Luxepack as well as biannually at Simeit. Upcoming at Packaging Première, exclusive company news is to be presented at its booth, where visitors will be invited to explore its rich product portfolio. ■




P&P PROMOTION
 Strada Canelli, 111 Bis
 14055 - Costigliole d'Asti - AT - ITALY
 Tel: +39-0141-843504
 E-mail: info@pppromotion.it
www.pppromotion.it