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REUSE, REDUCE, RECYCLE.

An overprinted kilo is a saved kilo



OUR WORKS

BEFORE AND AFTER

Overprinting is convenient both economically and ecologically!



OUR WORKS

BEFORE AND AFTER

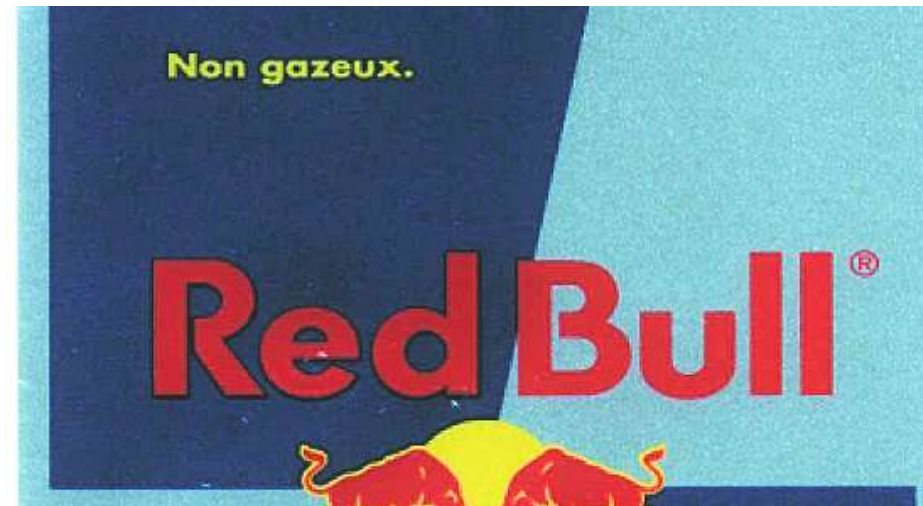
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WHY CHOOSE ROTOPRINT

Thanks to our patented overprinting technique, we solve your packaging issues by repurposing and reducing excess stock.

In nearly fifty years, we have overprinted more than 1,000,000 km of packaging, helping to cut CO₂ emissions by avoiding waste and reducing the energy needed to produce new packaging.



WHY IS IT CONVINIENT?

Over 1,000,000 km of overprinted packaging since 1978

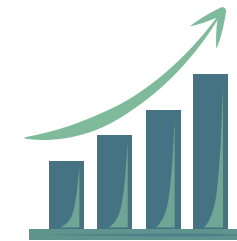
Environmental benefits

- No new material (no CO₂, no new resources)
- The overprint base is around 2-3% of the total area (< CO₂ and < resources)
- No disposal (no CO₂)
- 100% separate waste collection



Economic benefits

- No new production
- No waste
- Overprinting is cheaper than printing twice
- Time-saver



OVERPRINTING BENEFITS

The competitive advantages for your brand:

- **Adjustment:** we can customise weights, ingredients, prices, expiry dates, company name, barcodes and contents names.
- **Promotional messages:** we can add discounts, slogans, labels, icons (e.g. CE mark, logos) and interactive contests to engage the consumer.
- **Personalised Packaging:** we can create unique packaging in small quantities, embellished with special varnishes and embossed prints (also in Braille).

This approach allows you to differentiate yourself on the market, offering a tailor-made product that enhances every detail

CONTACTS



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