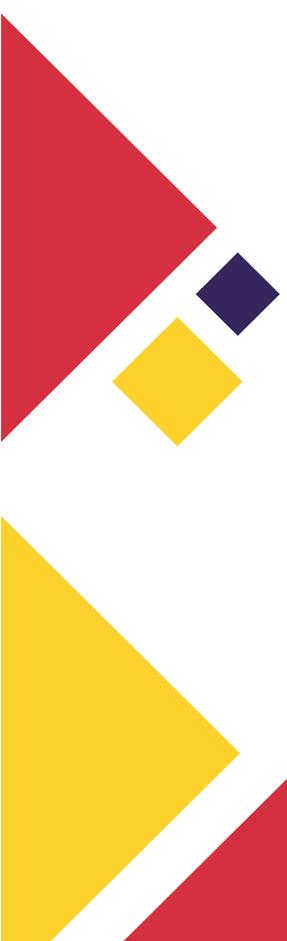
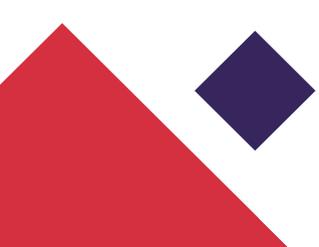
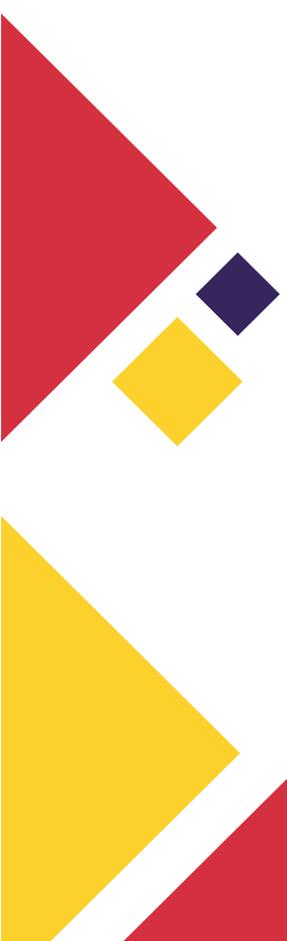
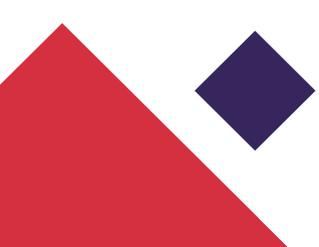
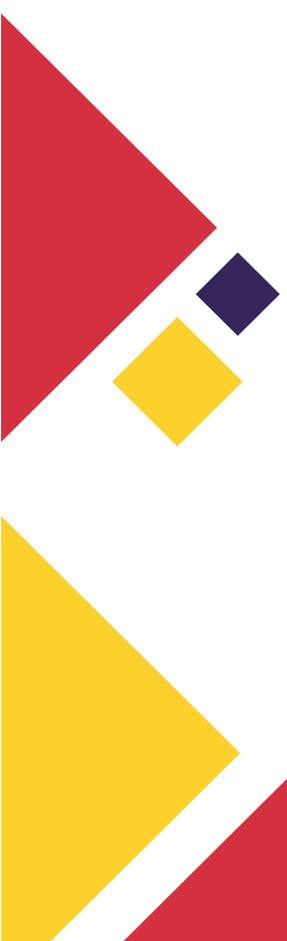
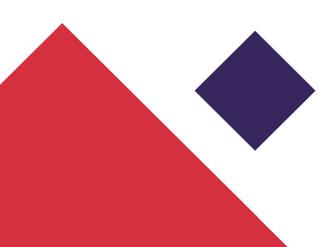
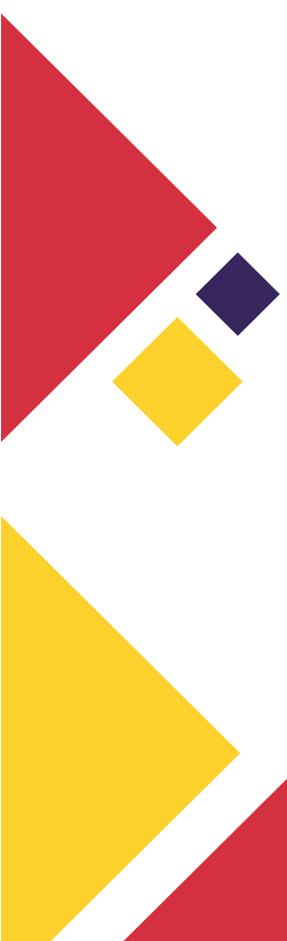
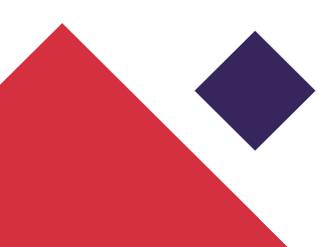
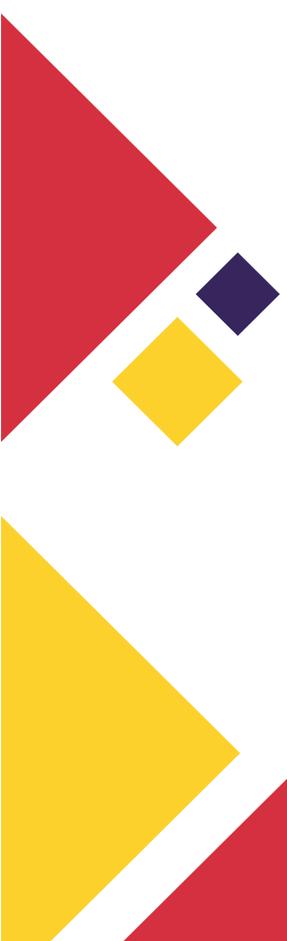
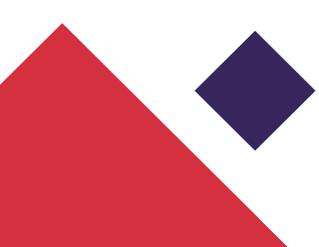
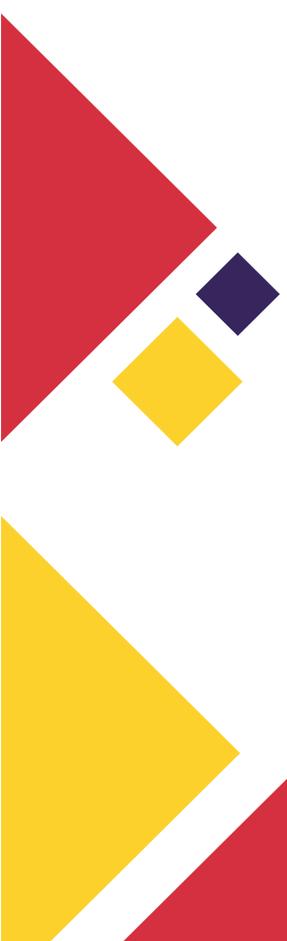
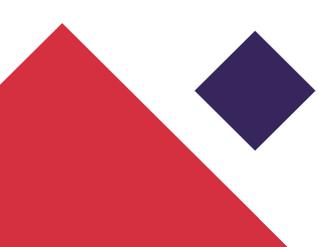
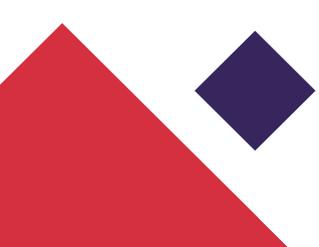
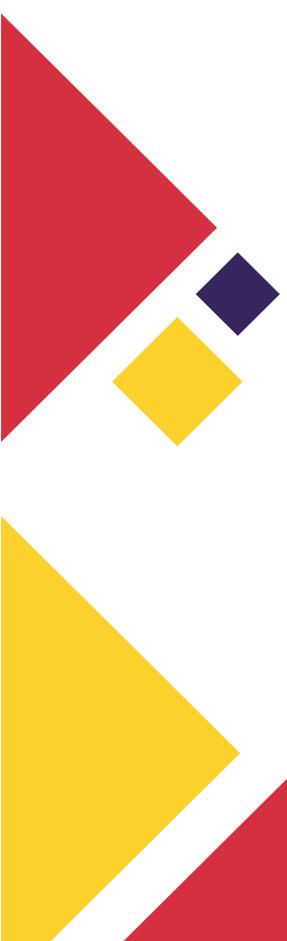
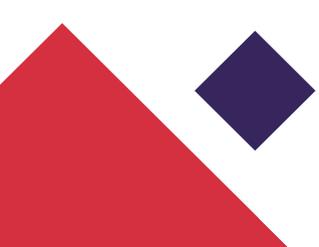
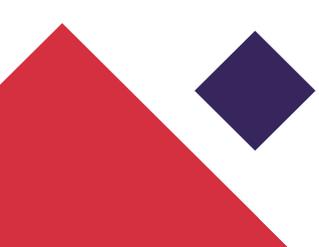
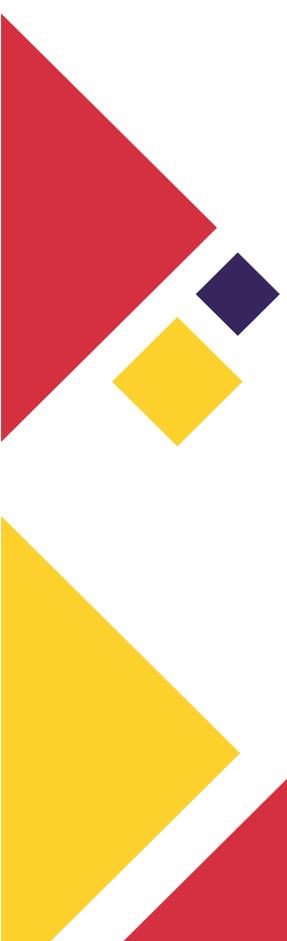
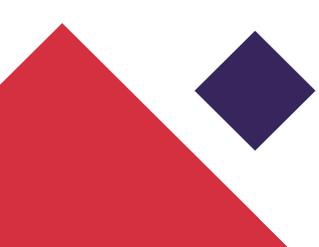
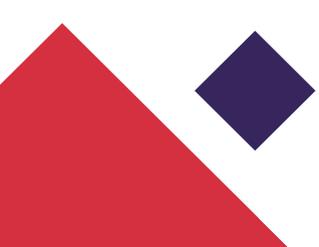
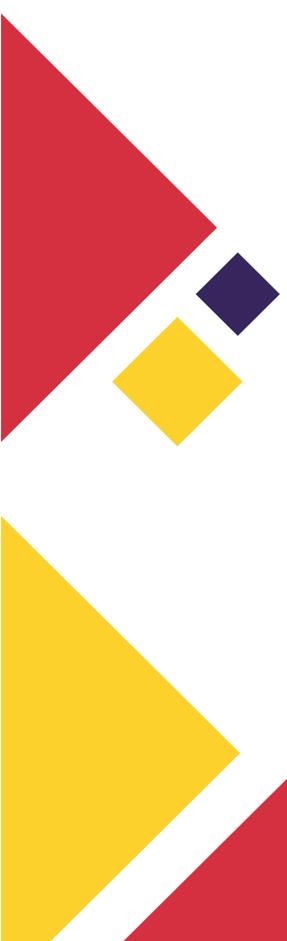
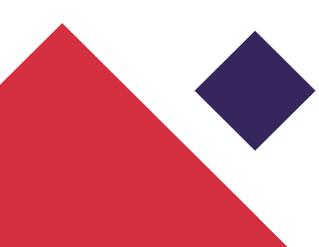
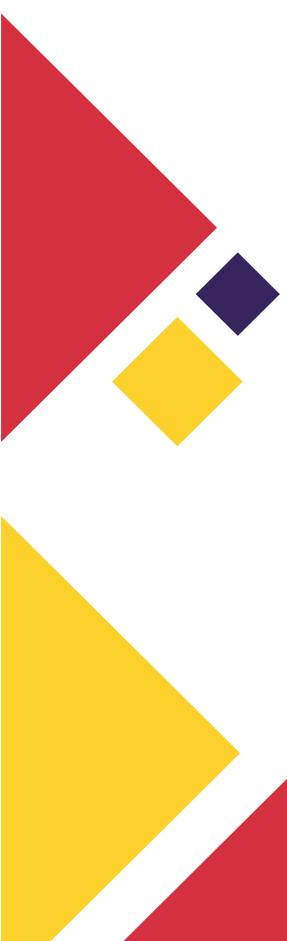
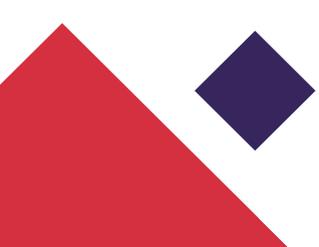
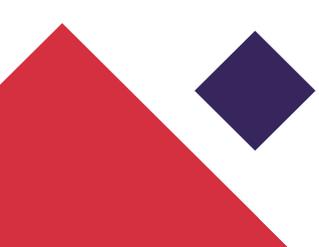
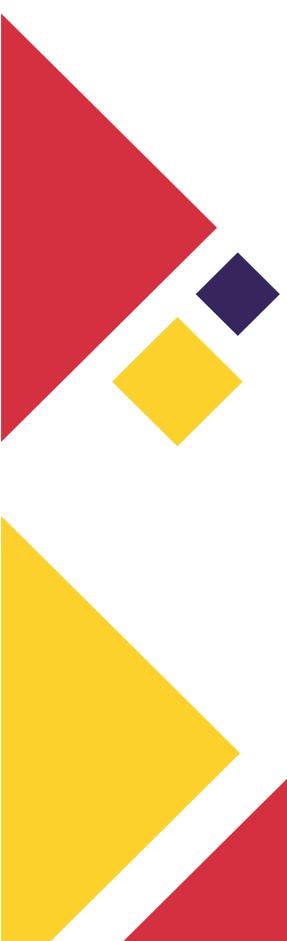
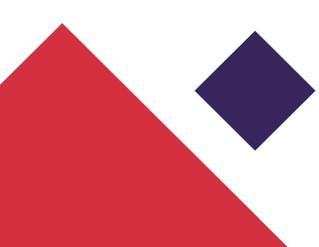
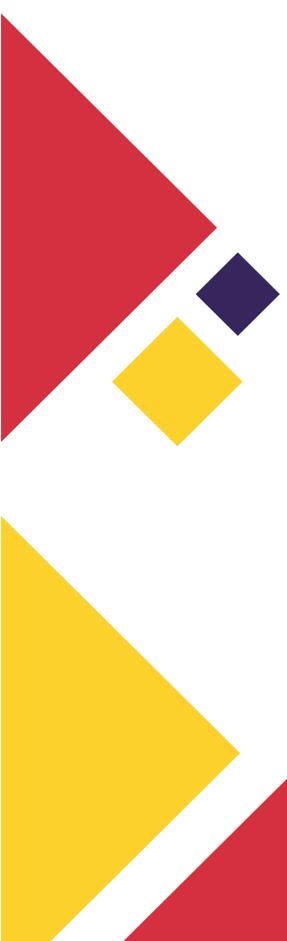
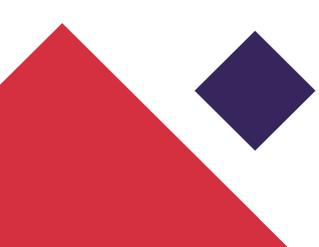
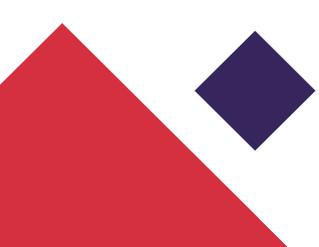
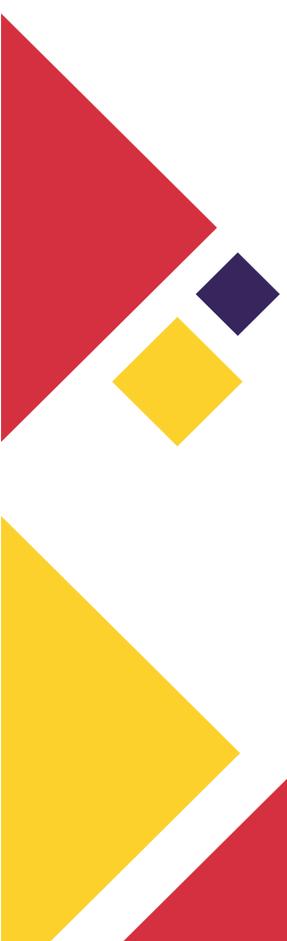
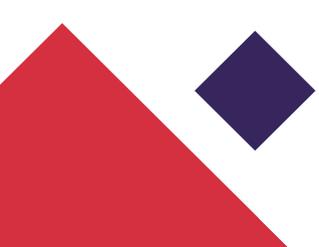
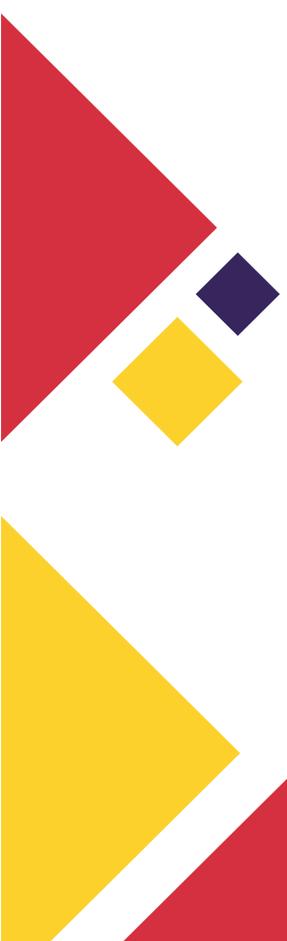
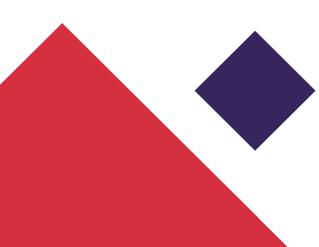
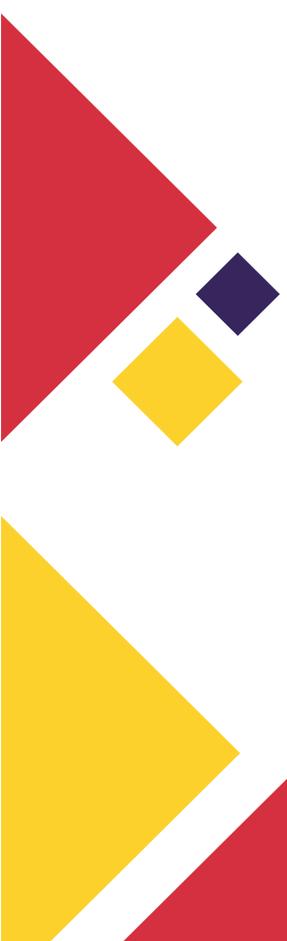
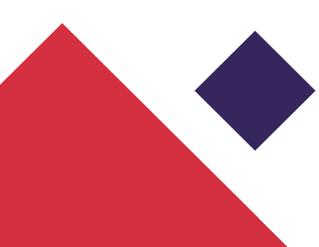
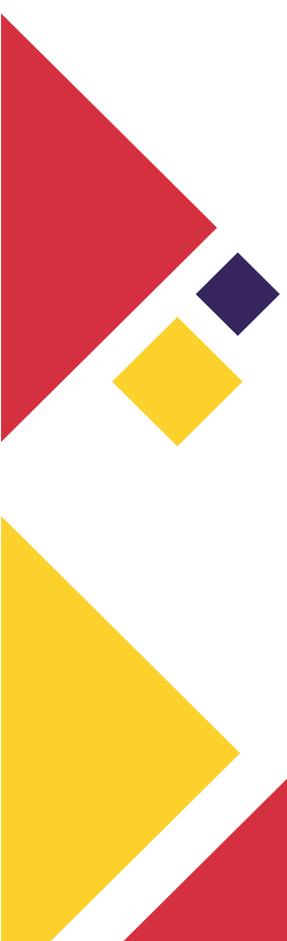
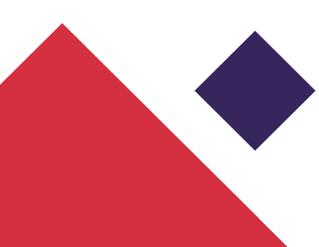
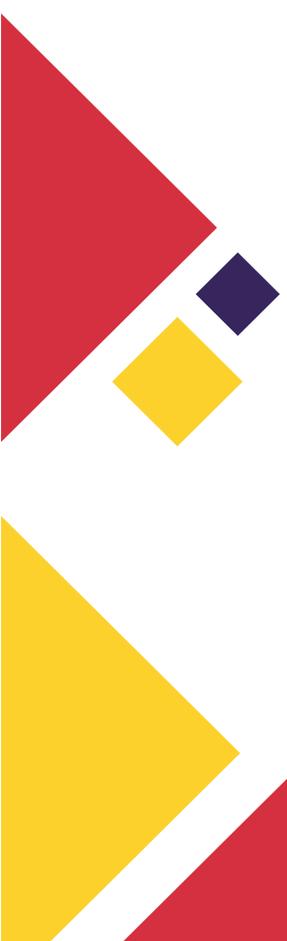
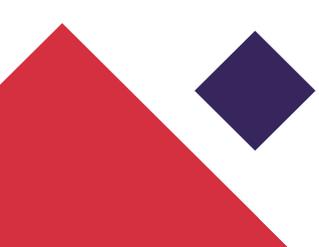
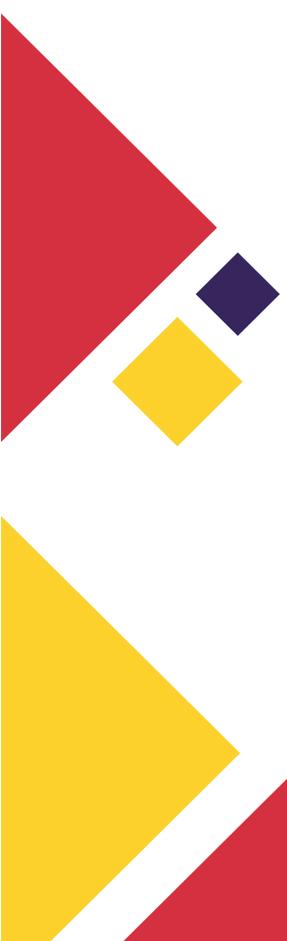
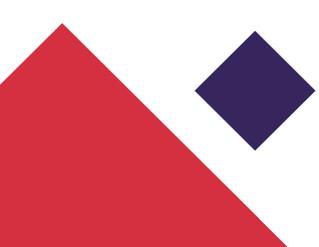
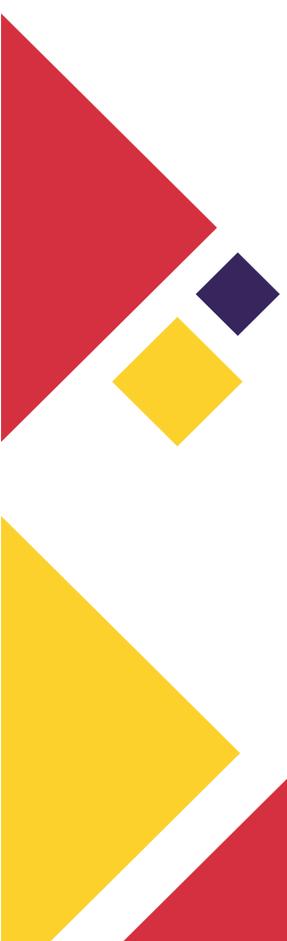
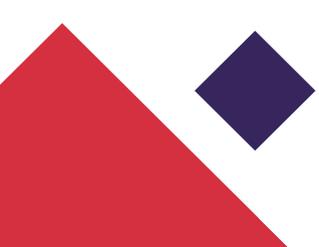
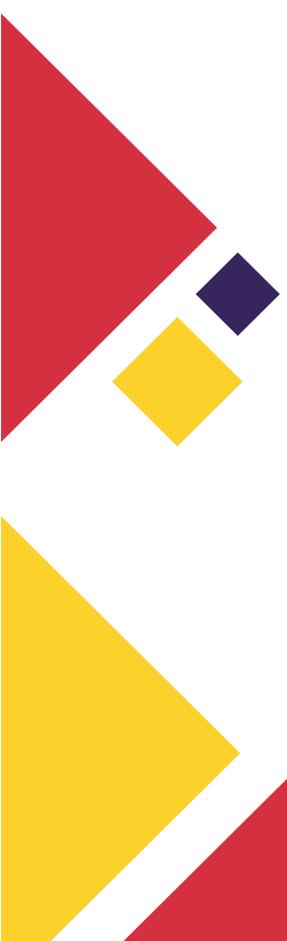
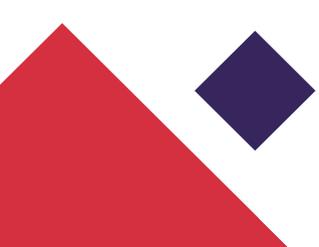
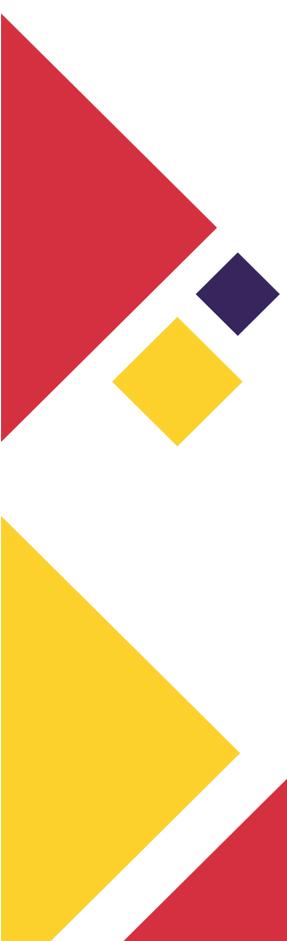
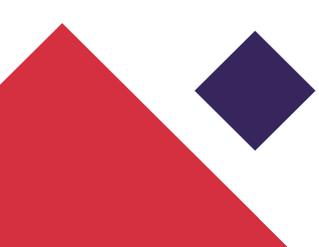
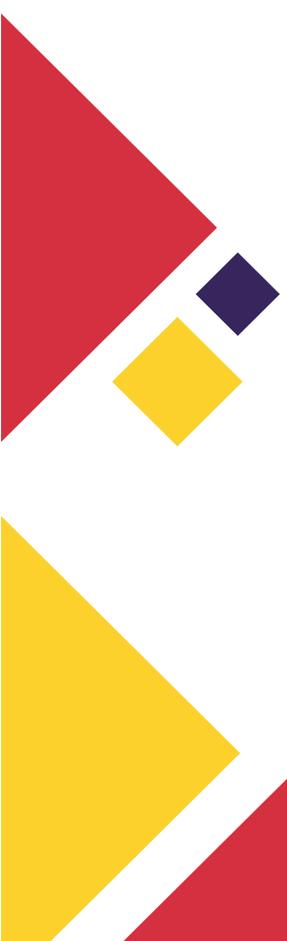
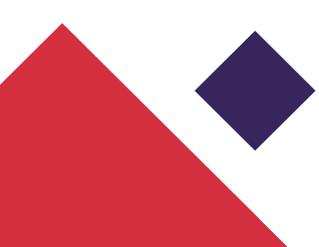
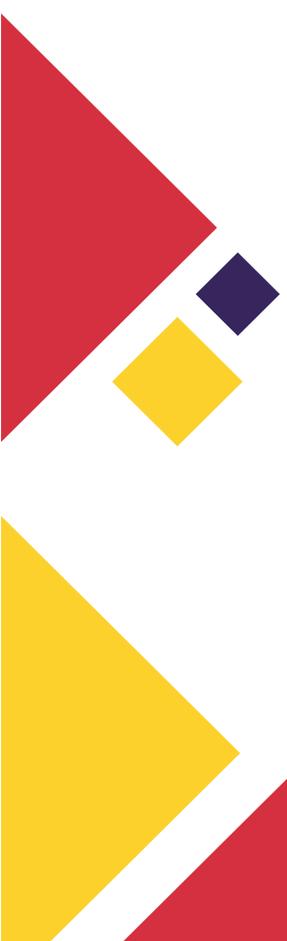
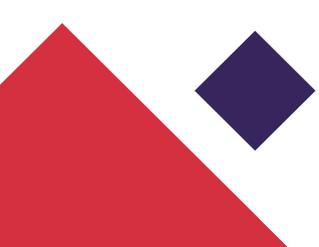
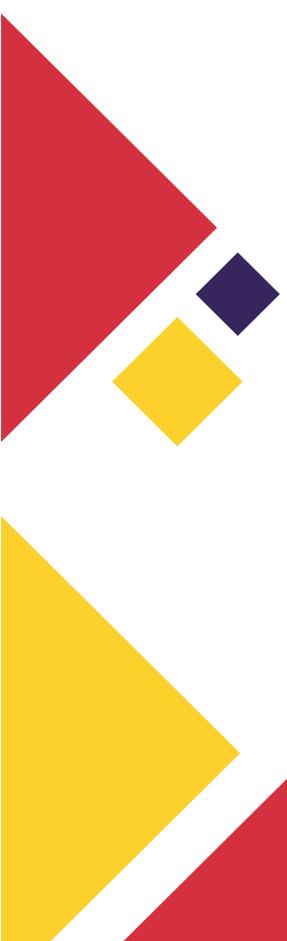
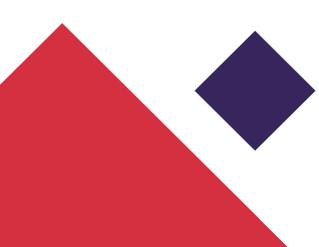
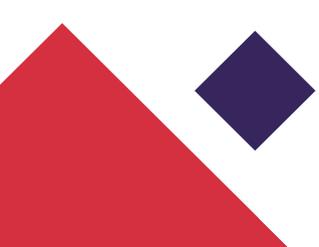
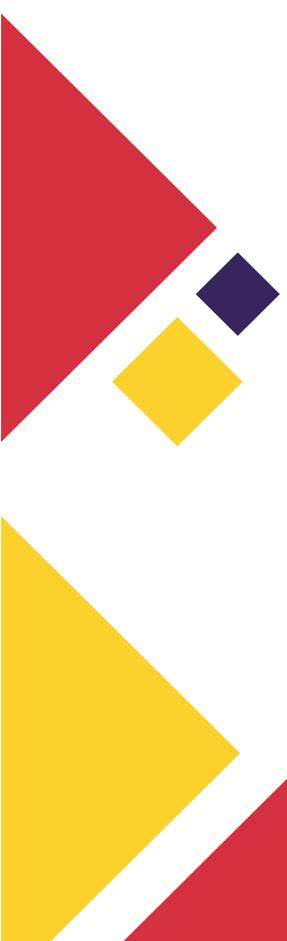
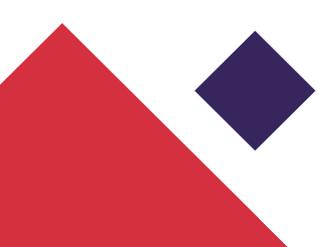
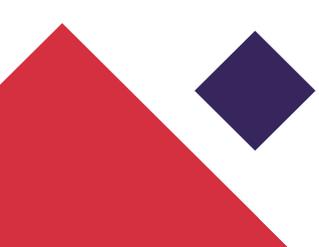
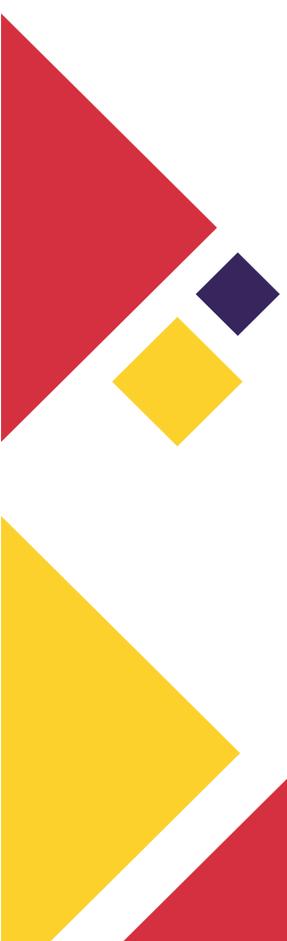
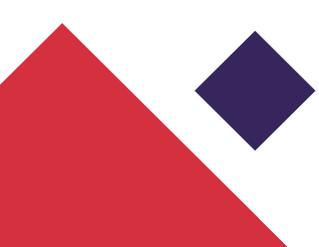
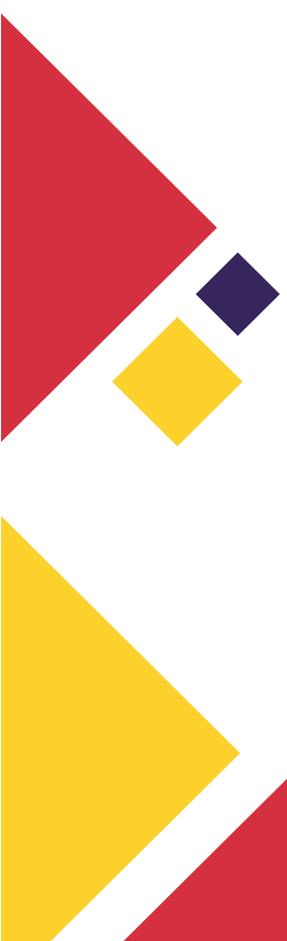
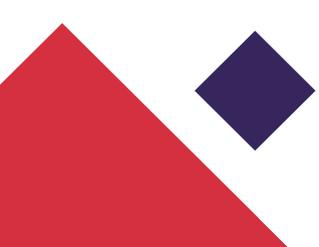
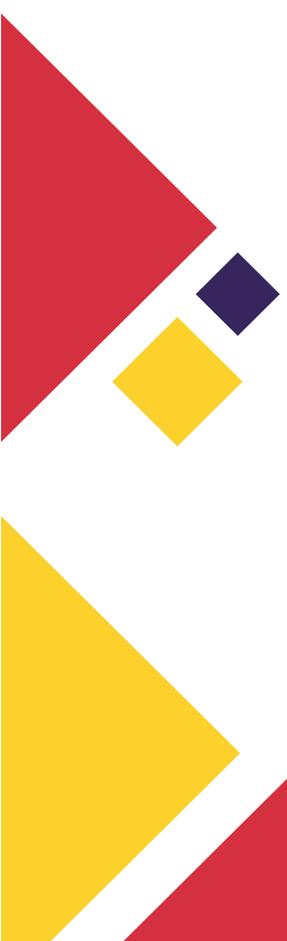
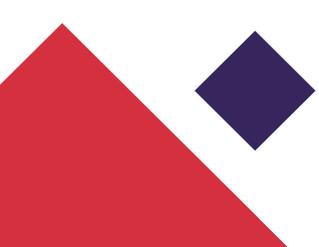
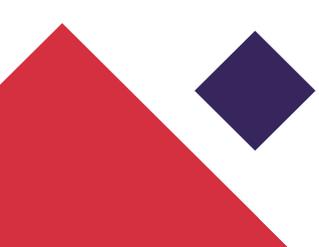
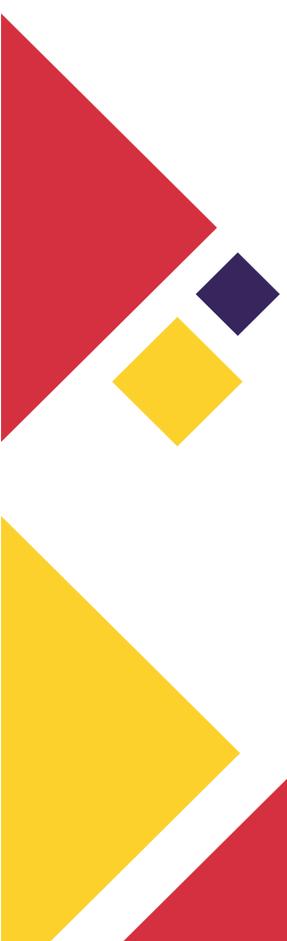
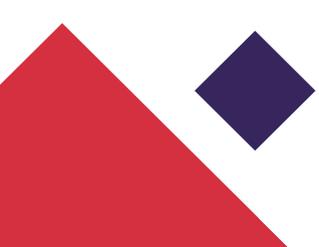
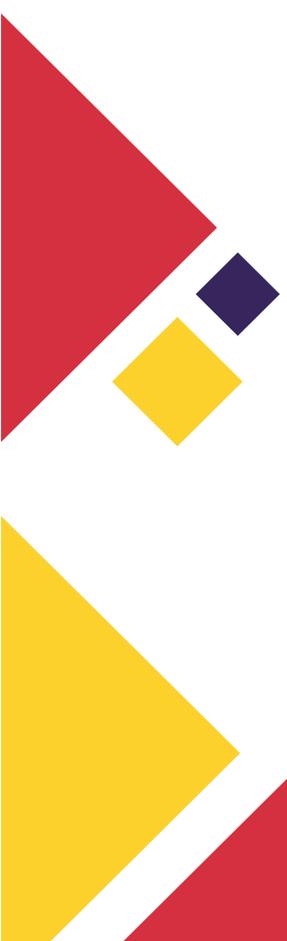
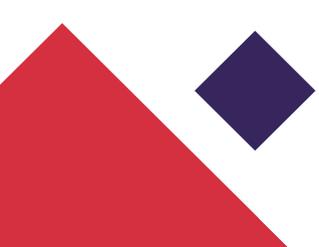
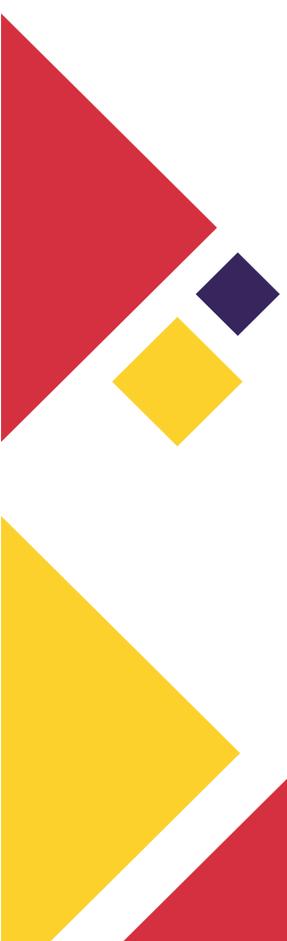
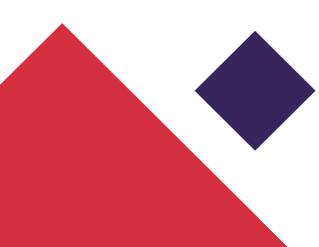
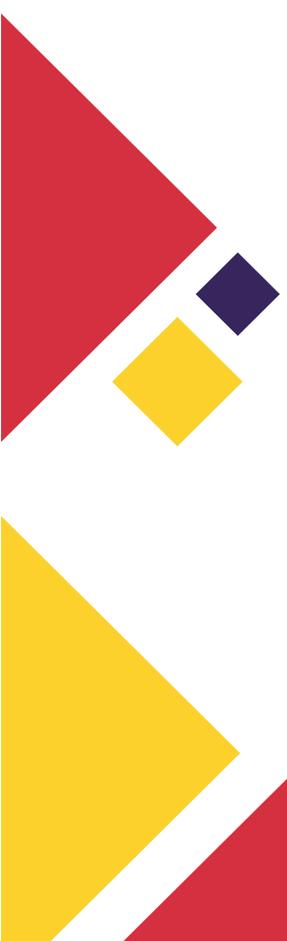
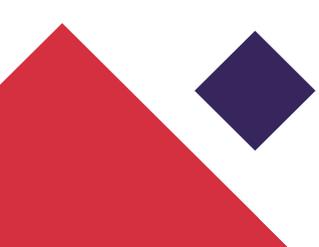
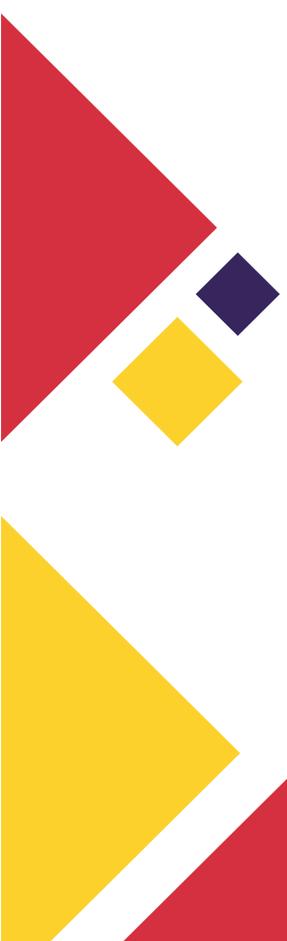
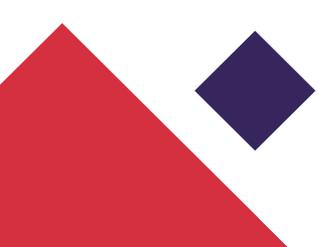
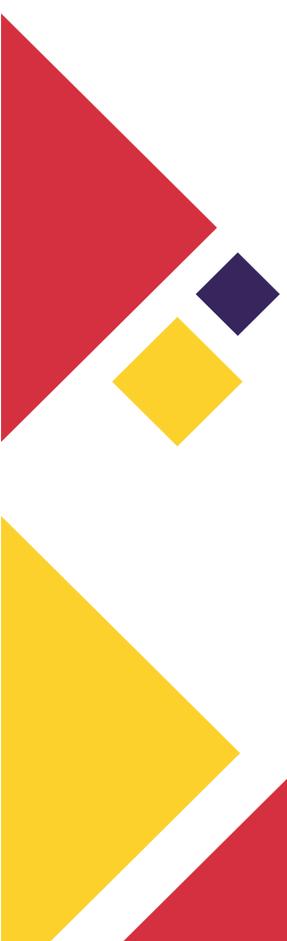
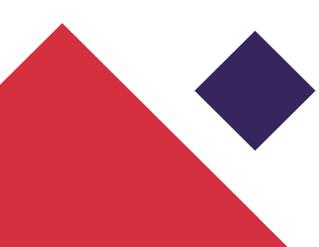
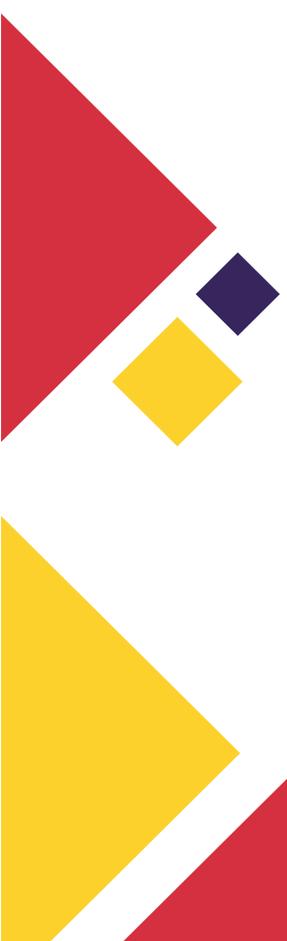
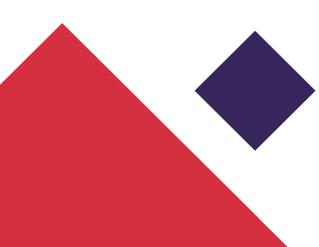
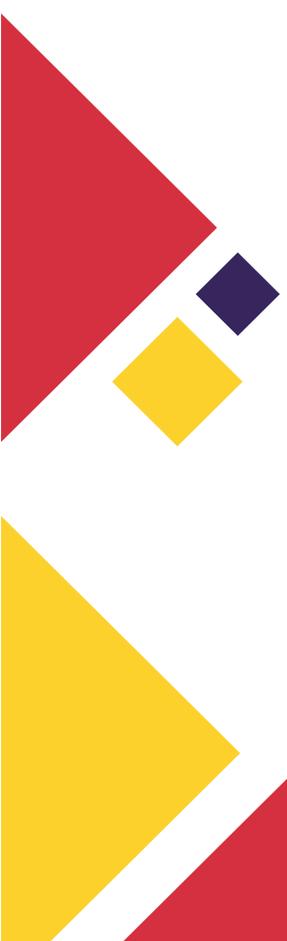
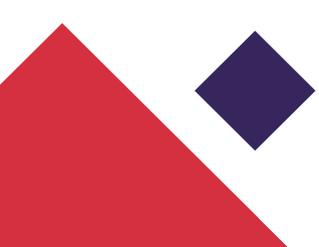
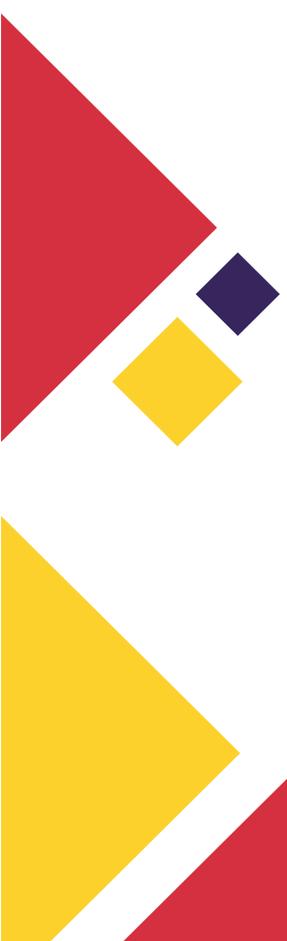
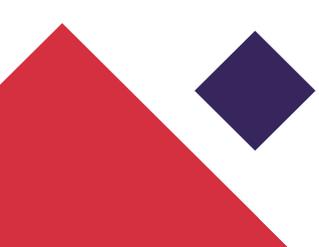
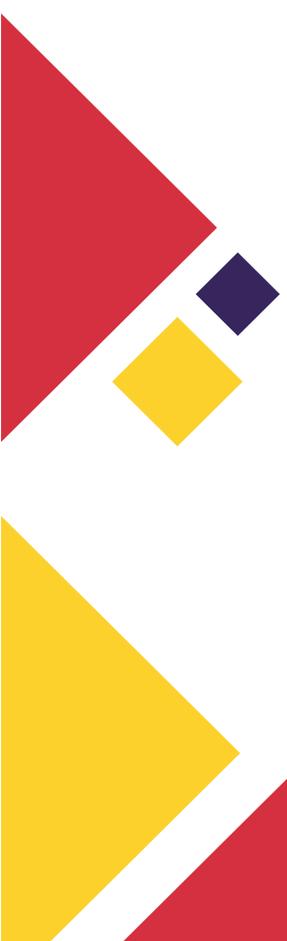
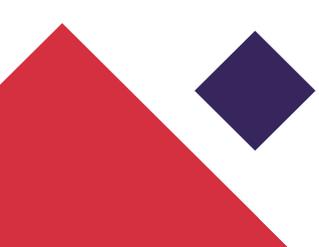
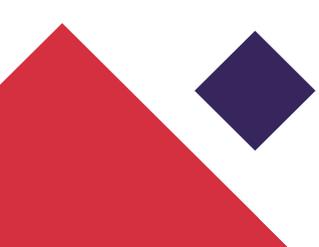
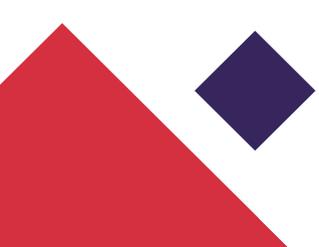
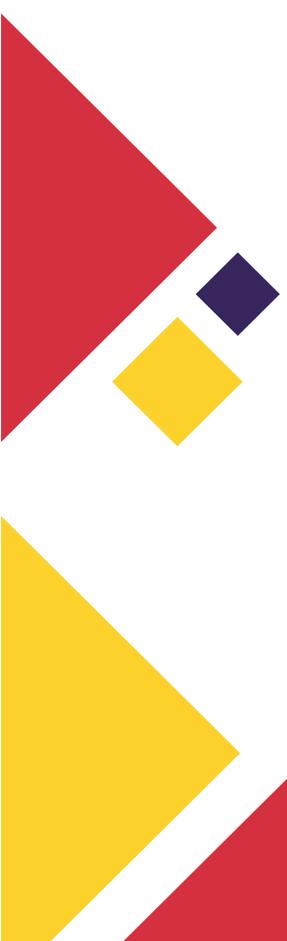
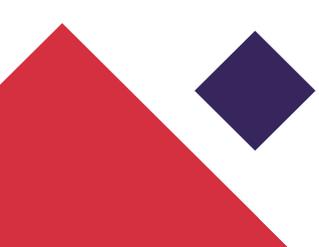
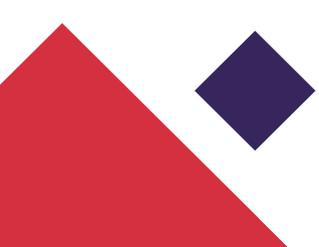
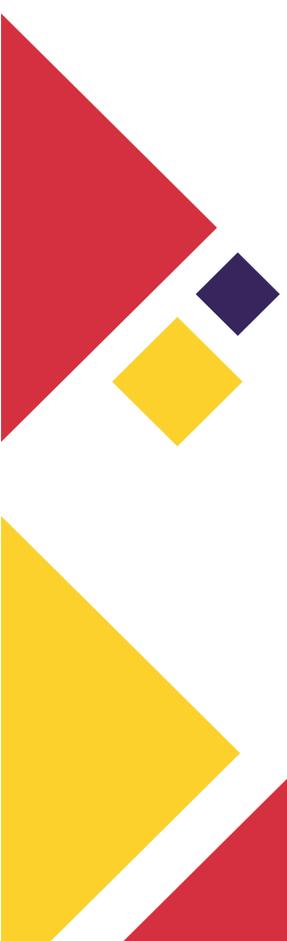
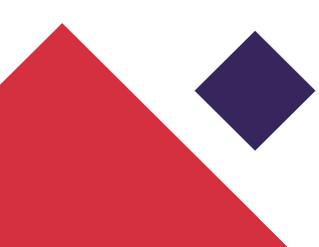
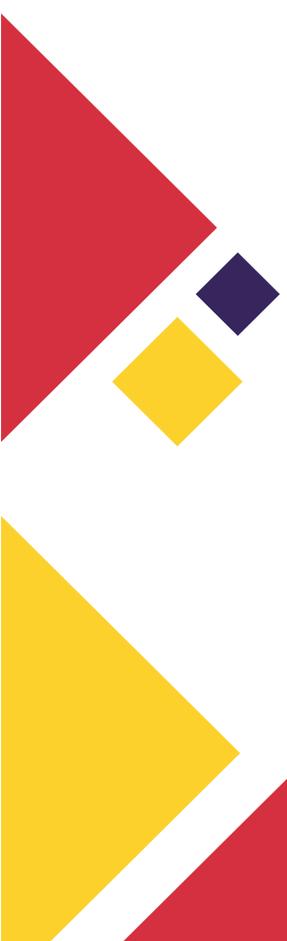
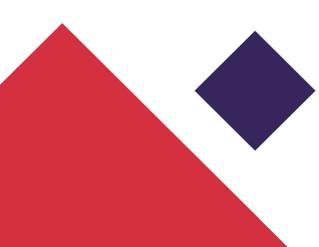
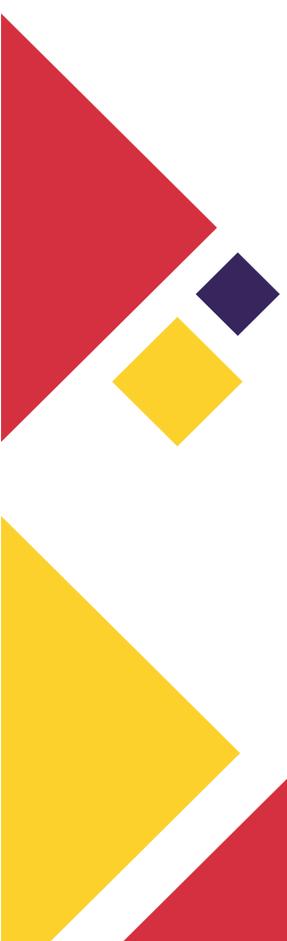
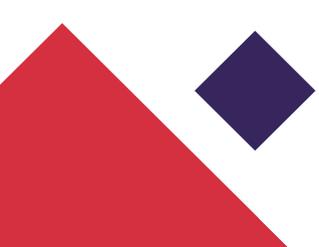
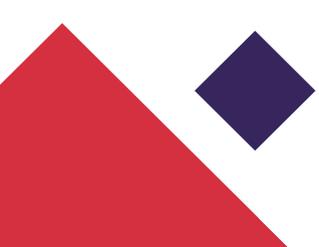
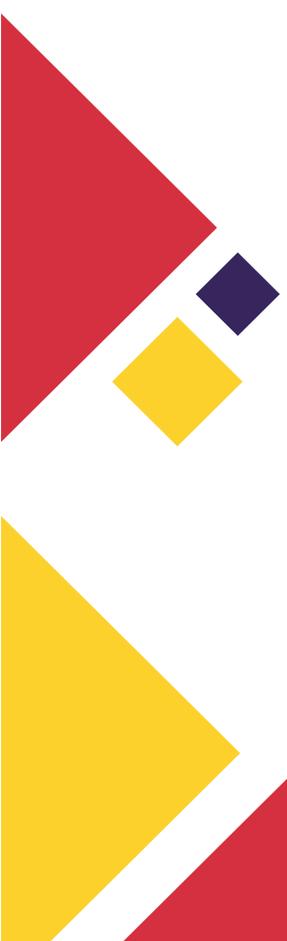
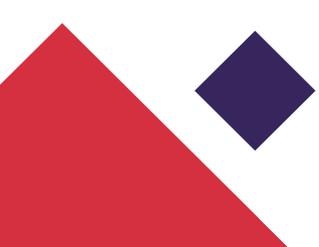
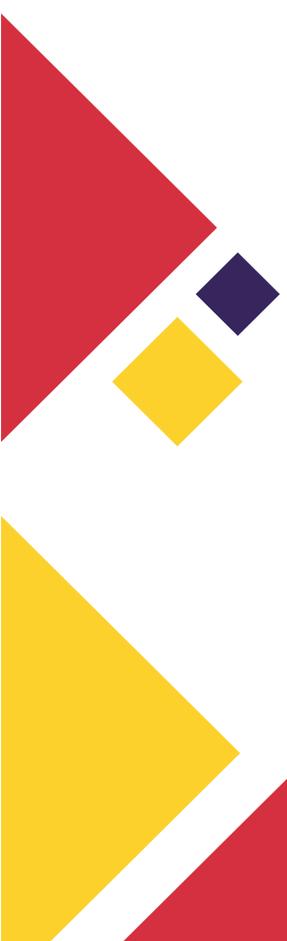
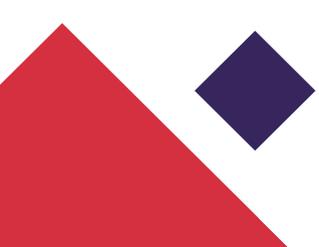
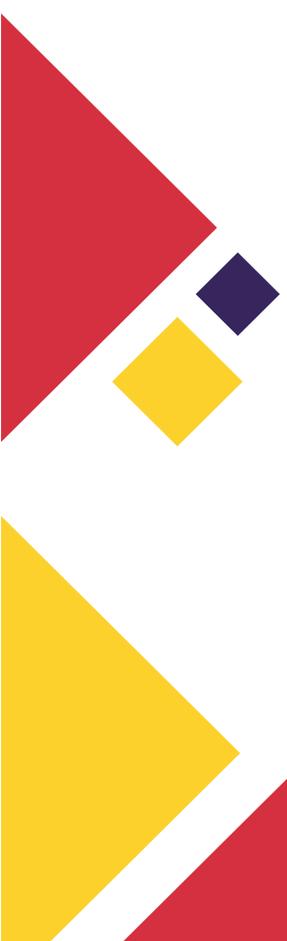
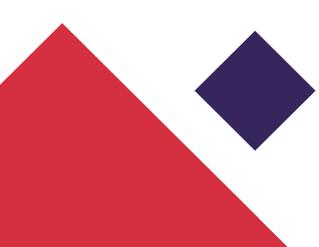
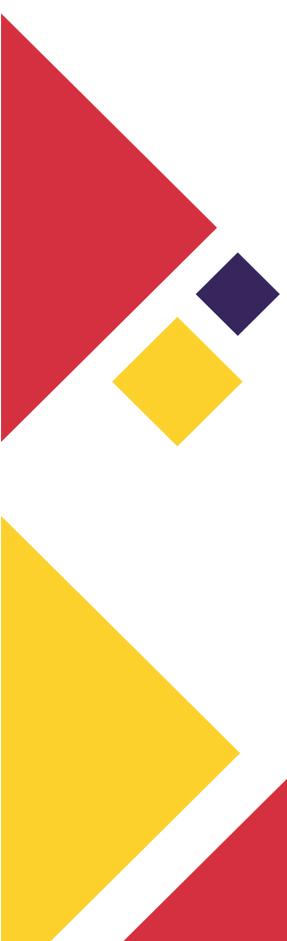
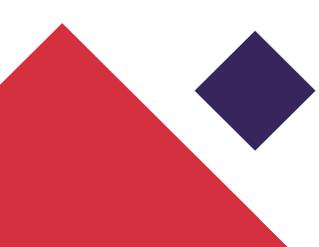
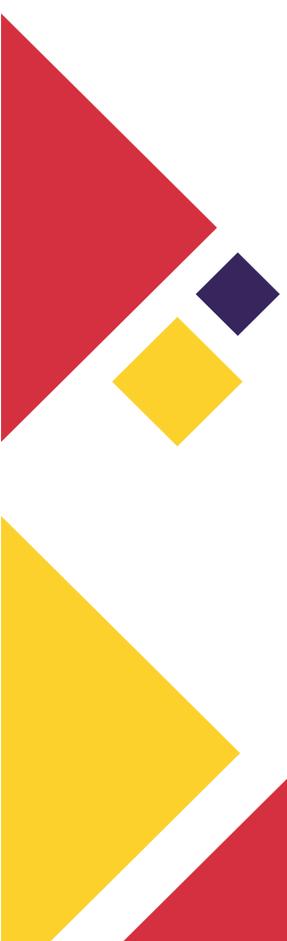
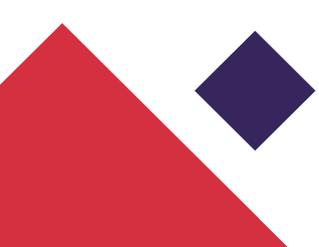
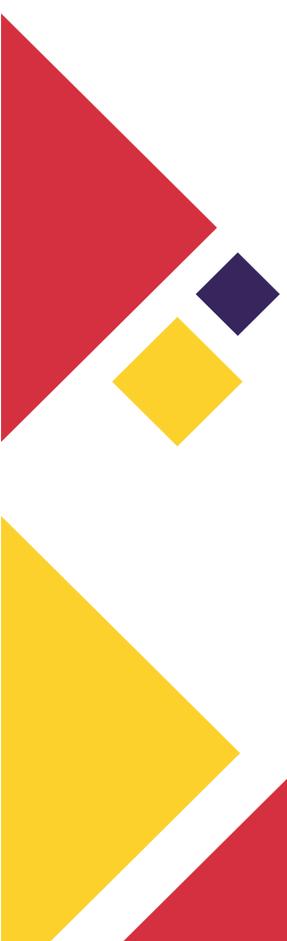
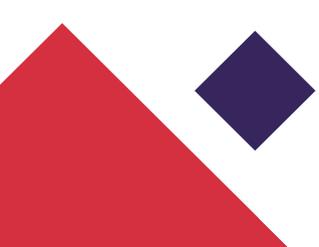
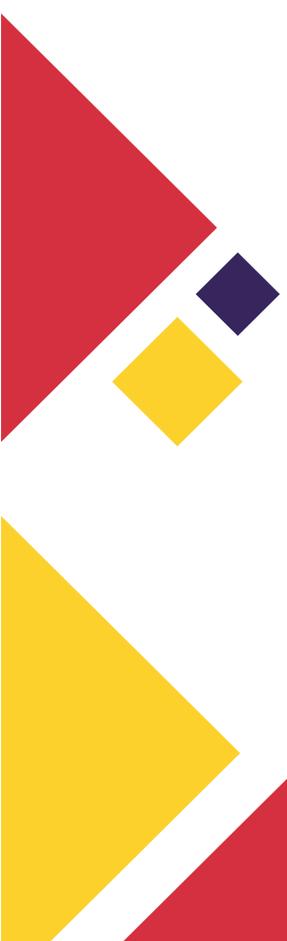
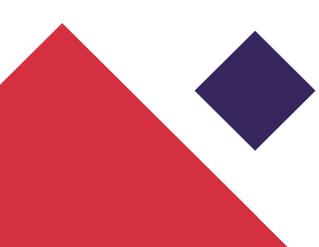
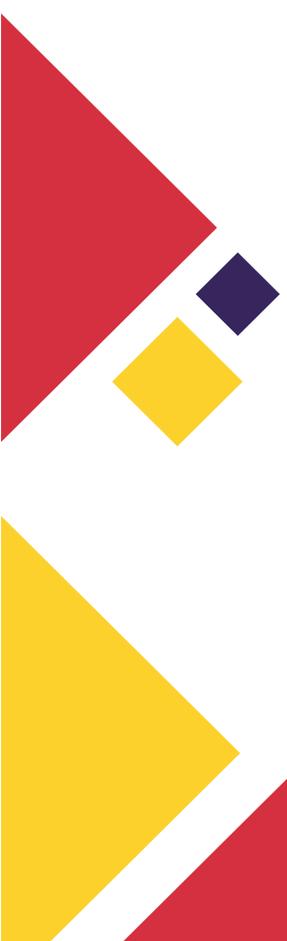
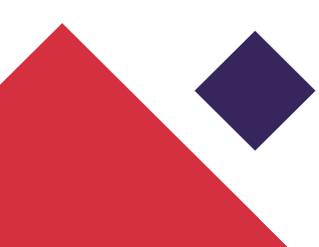
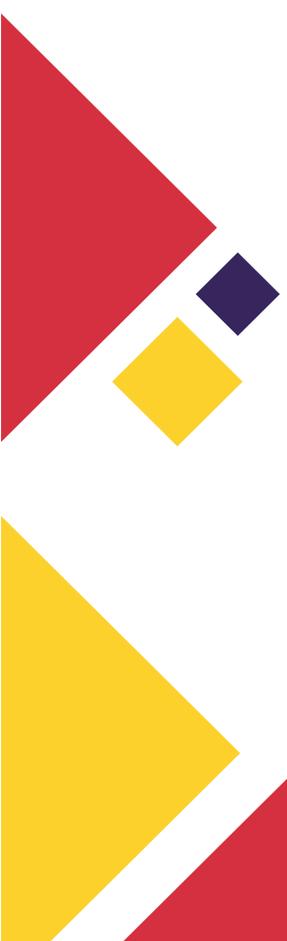
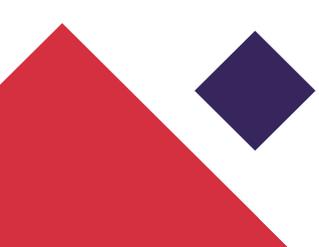
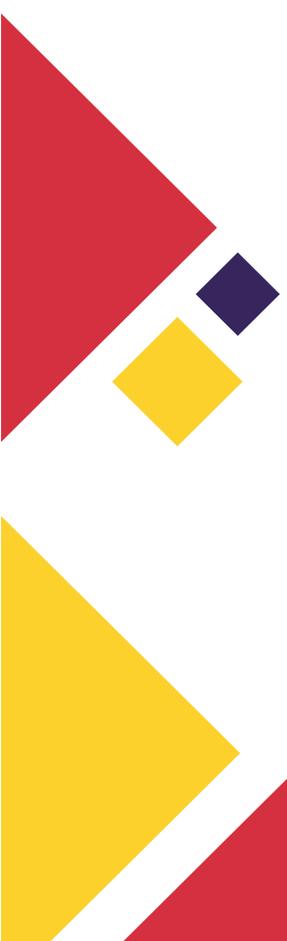
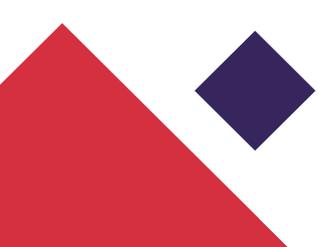
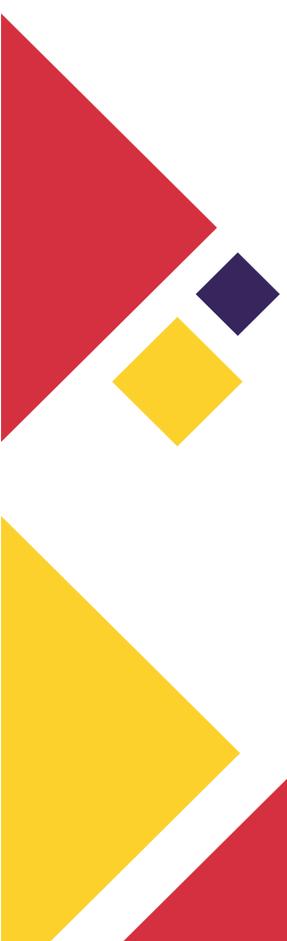
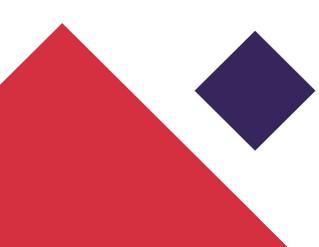
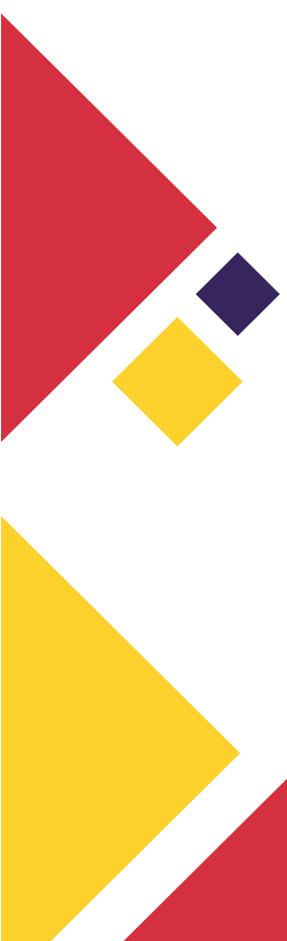
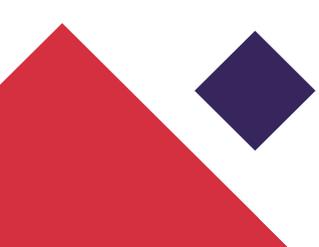
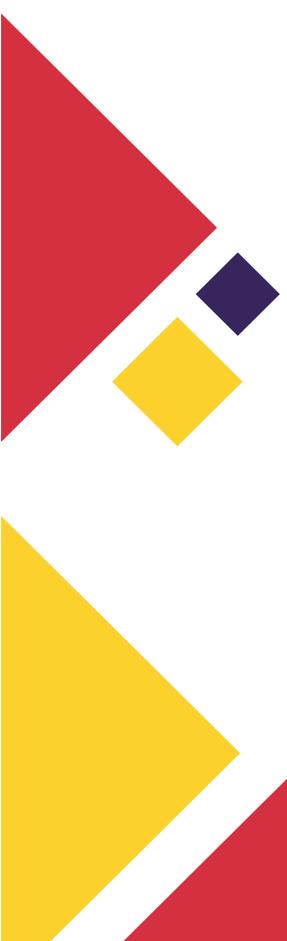
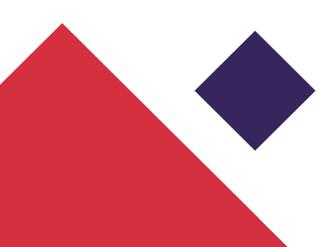
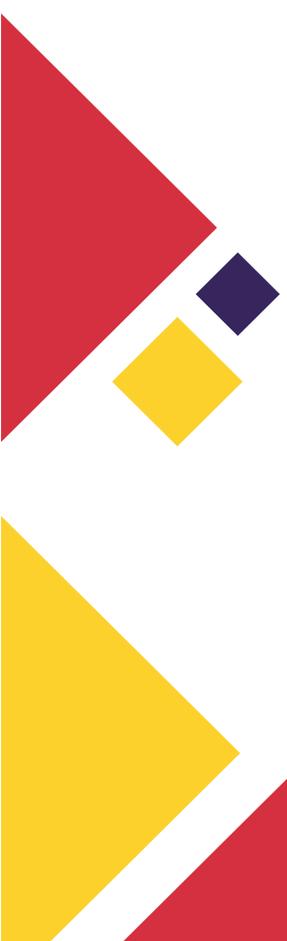
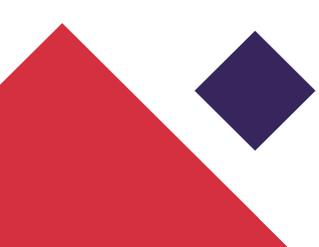
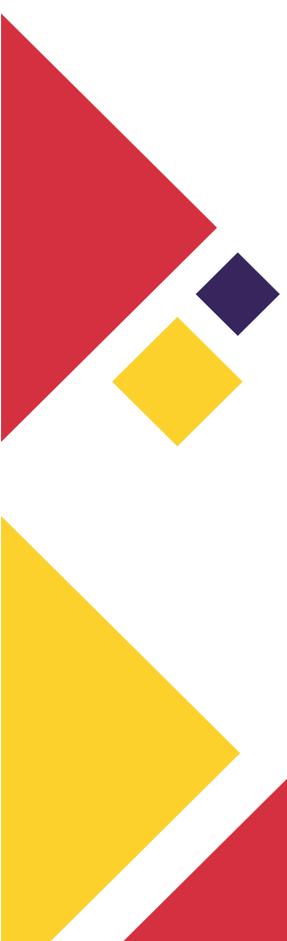
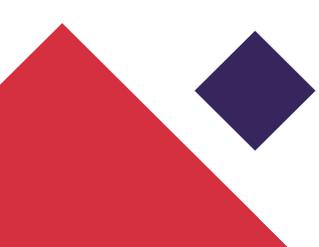
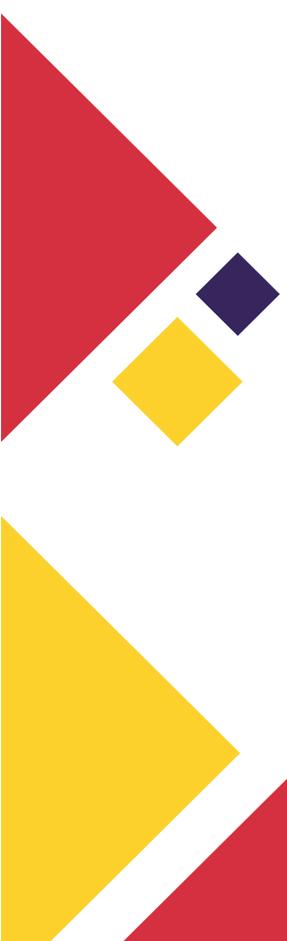
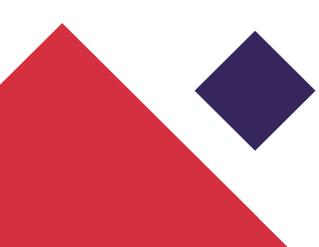
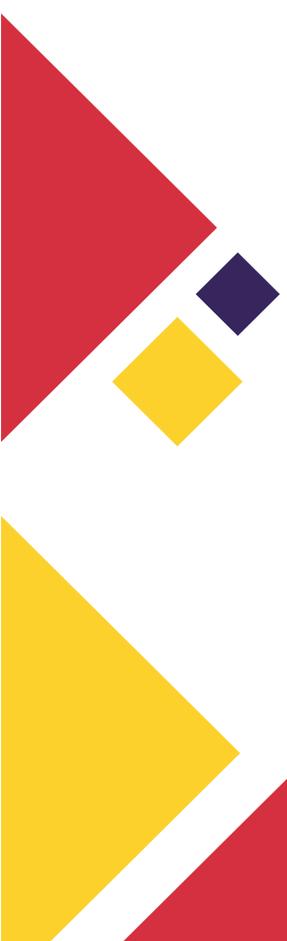
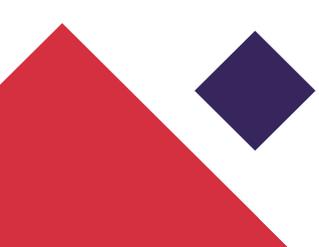
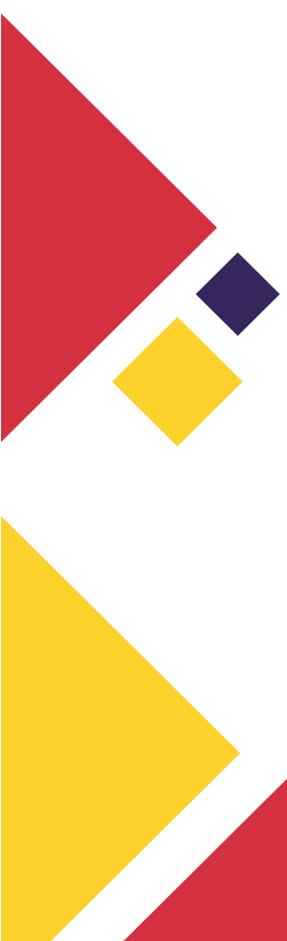
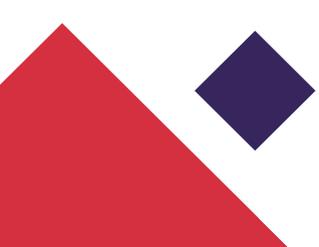
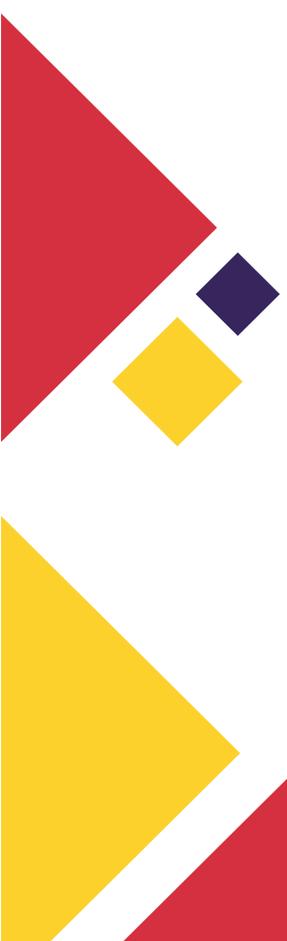
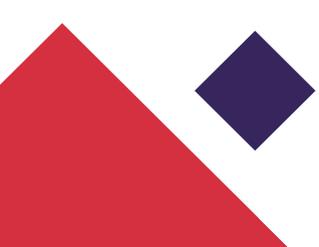
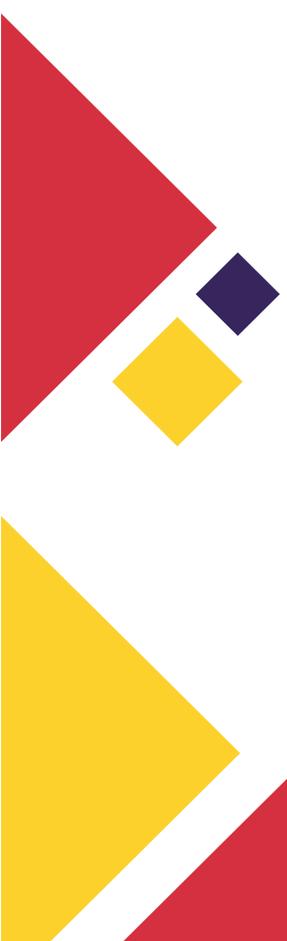
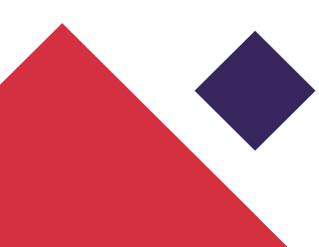
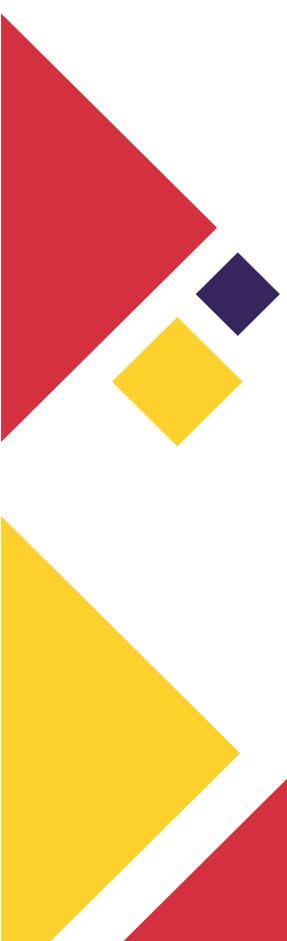
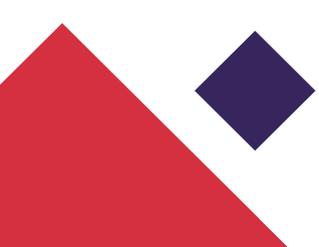
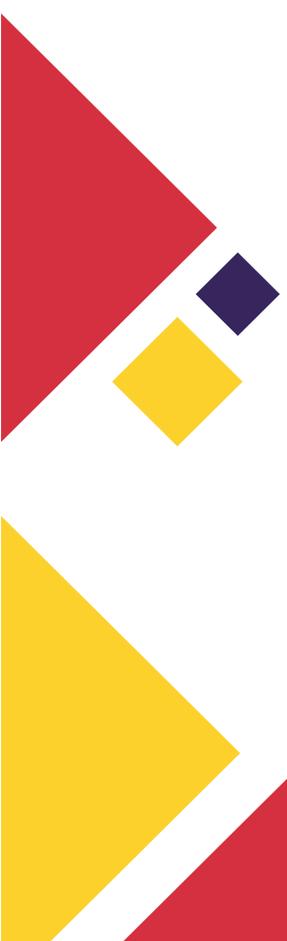
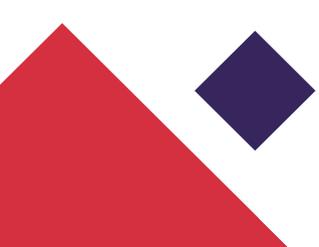
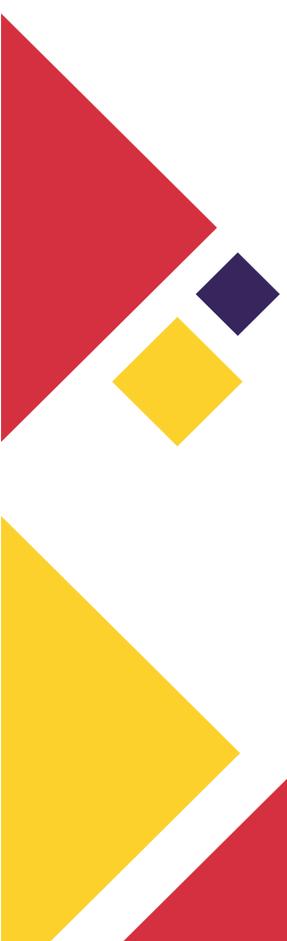
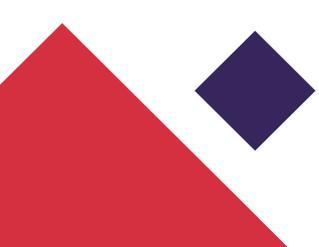
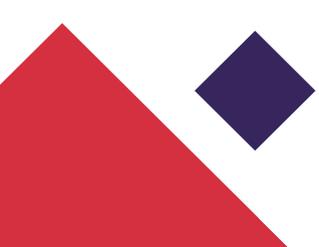
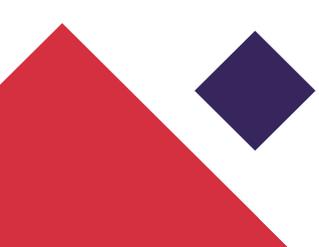
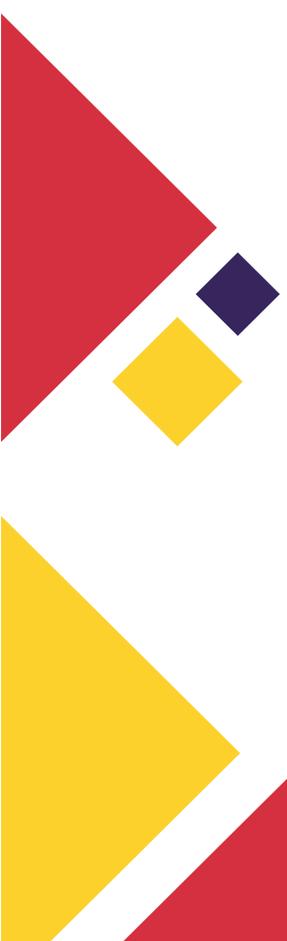
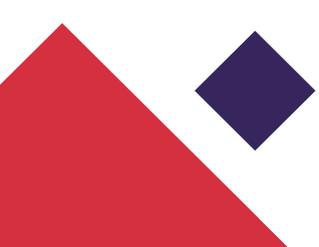
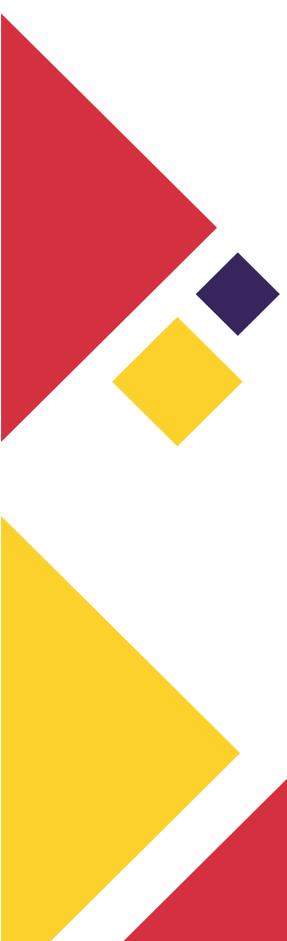
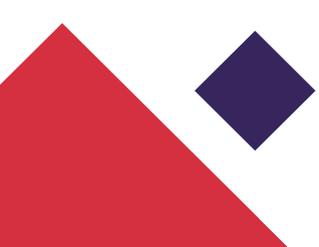
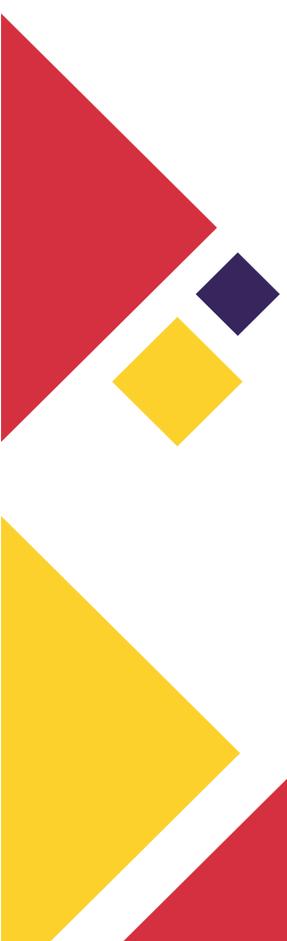
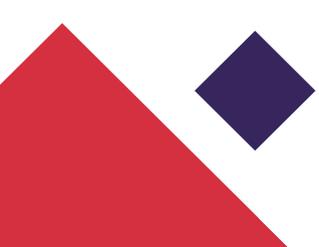
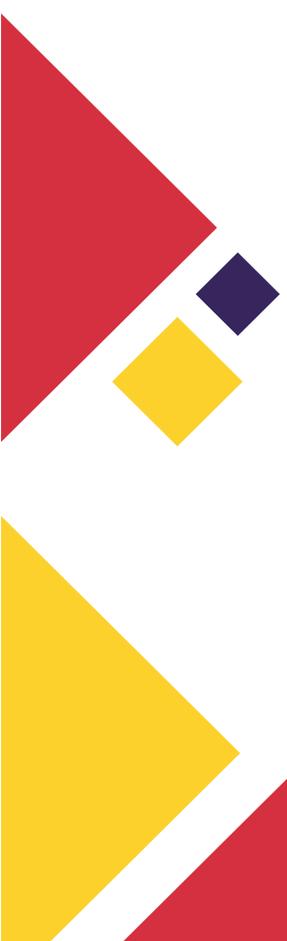
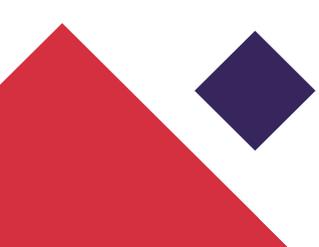
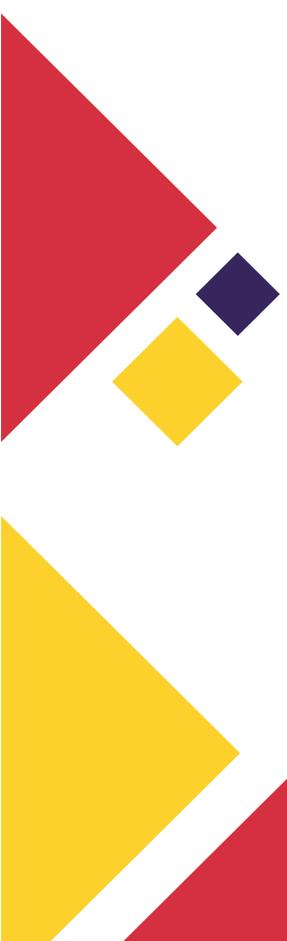
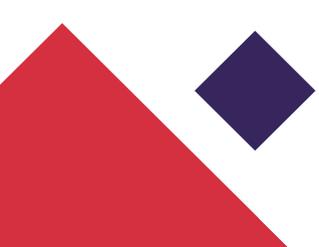
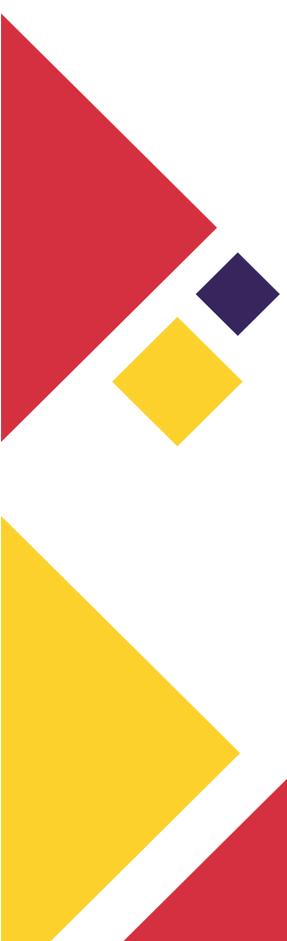
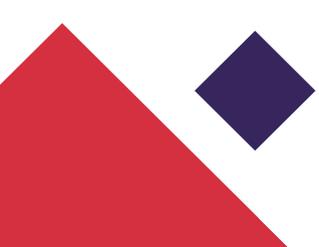
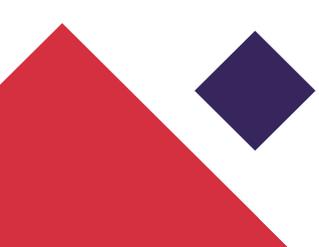
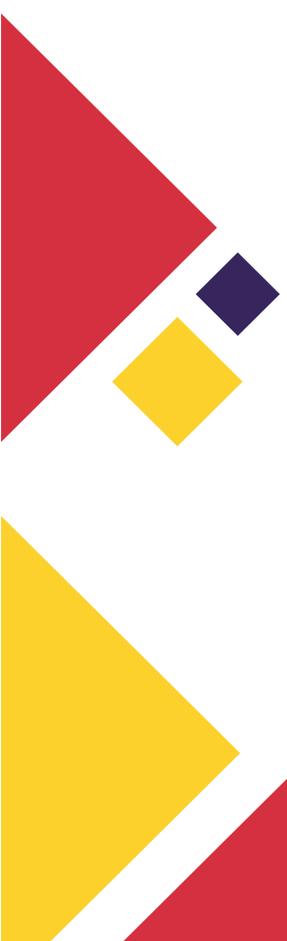
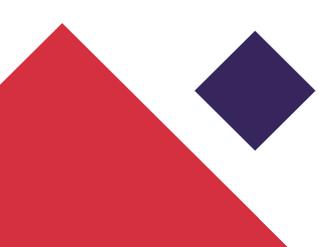
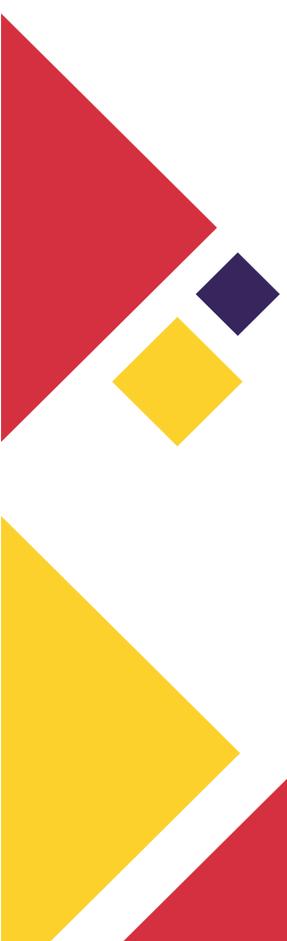
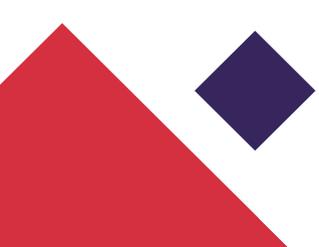
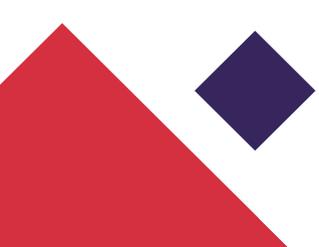
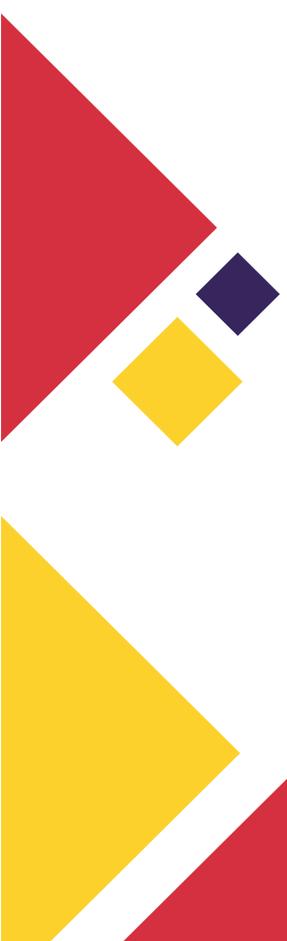
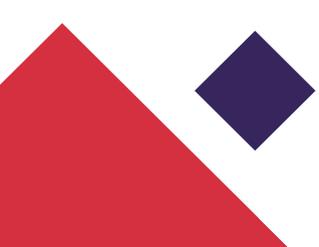
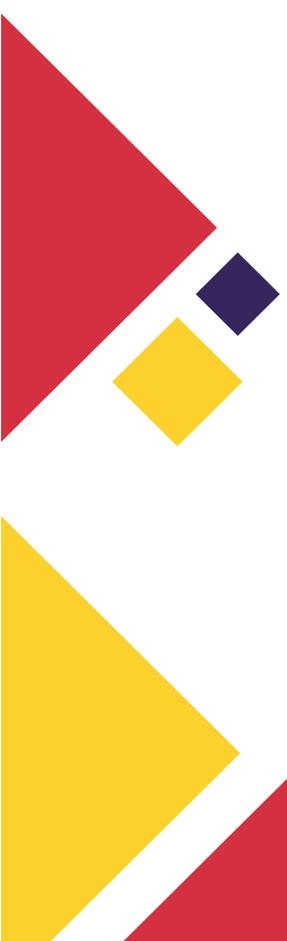
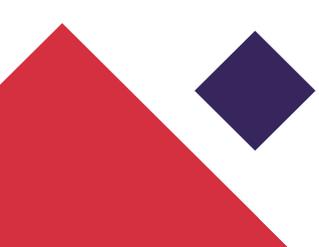
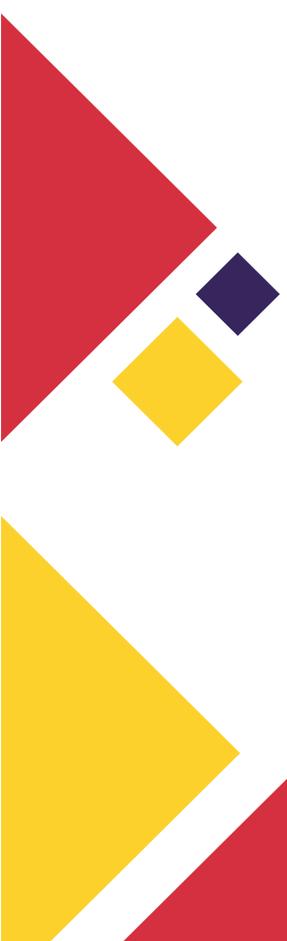
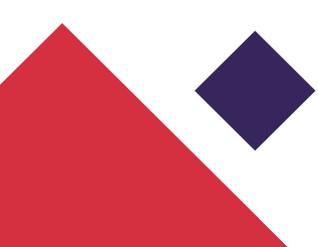
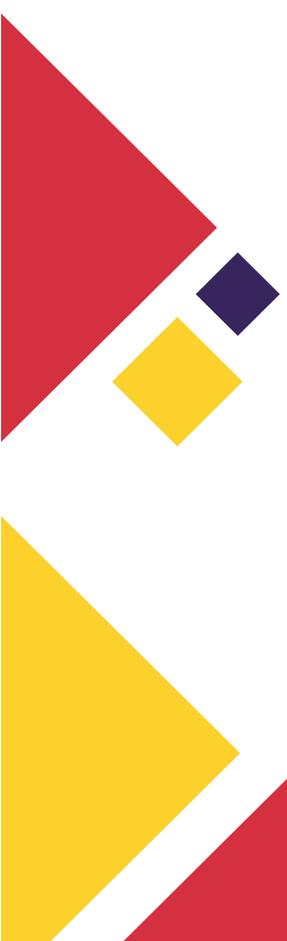
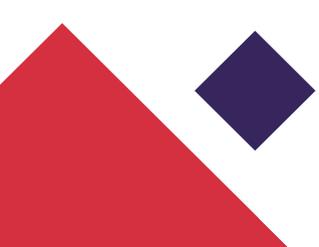
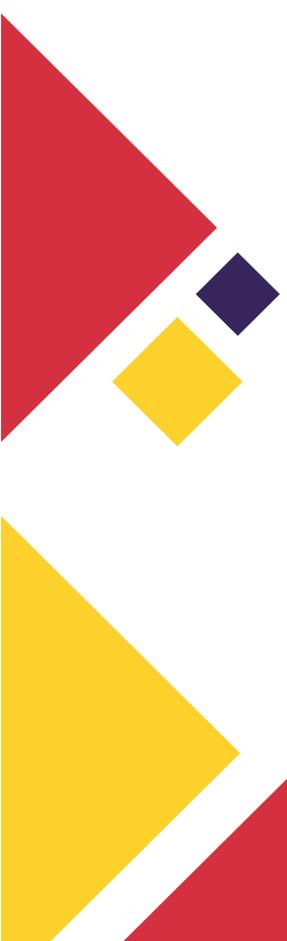
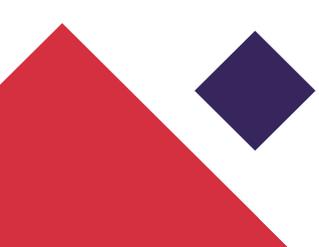
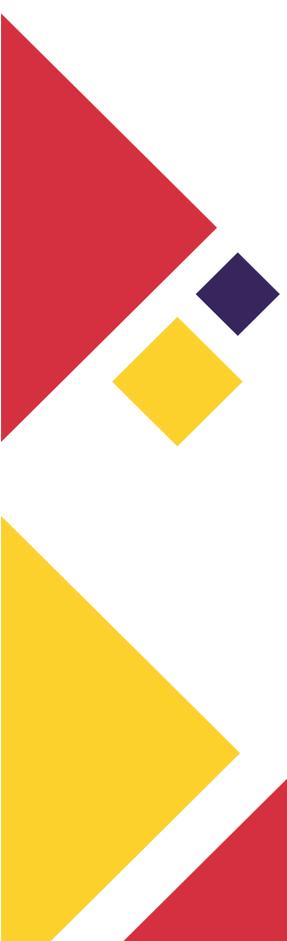
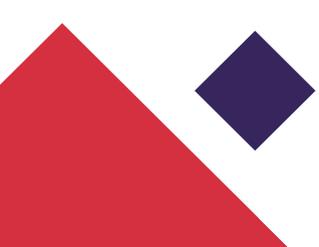
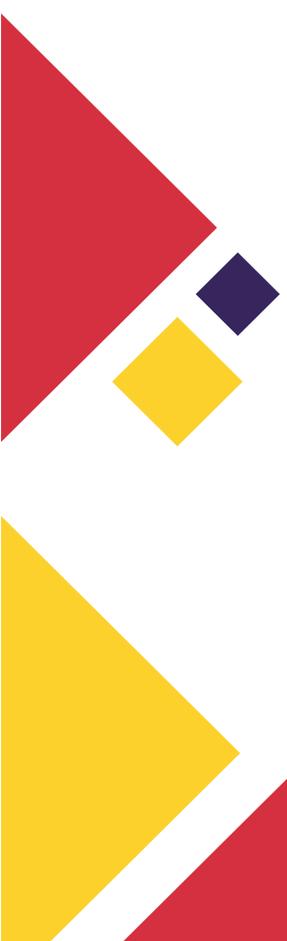
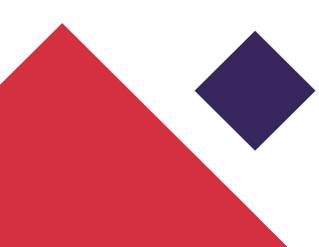
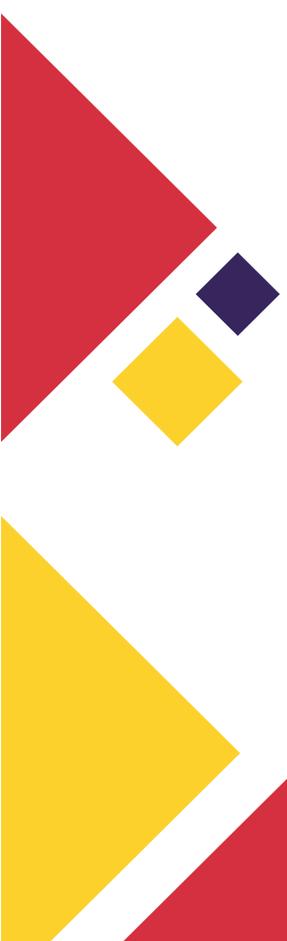
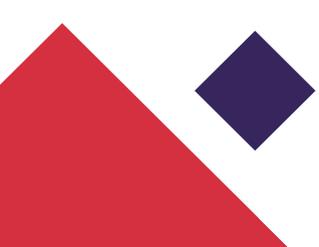
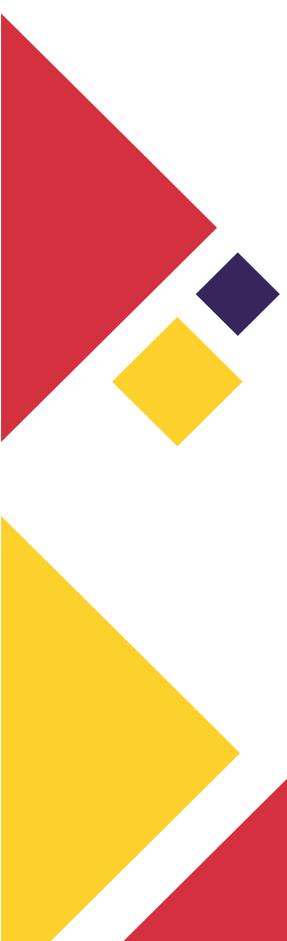
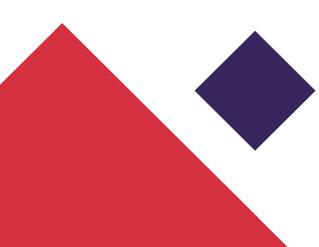
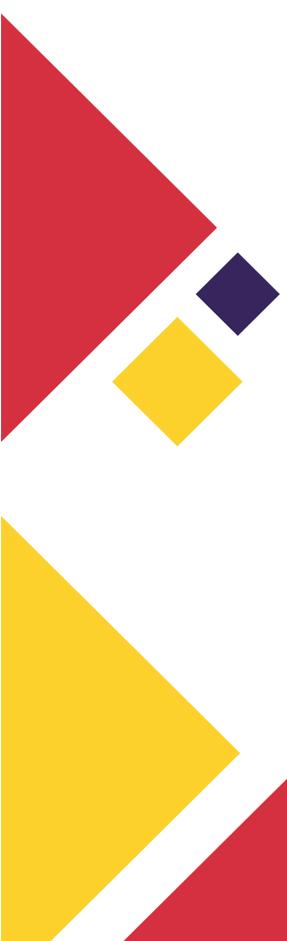
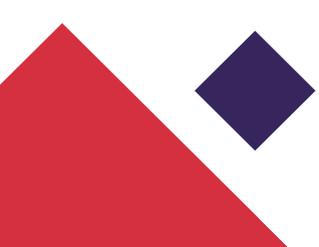
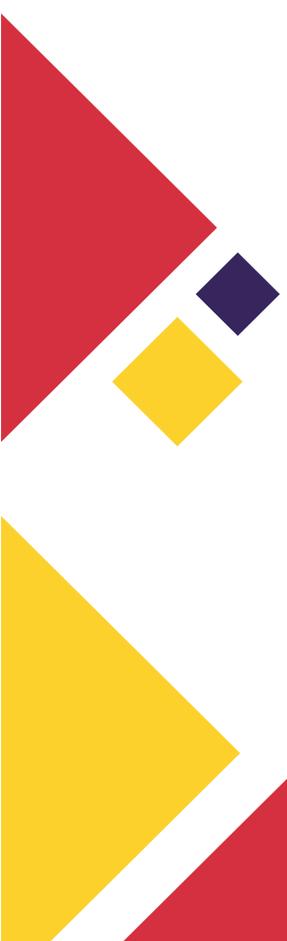
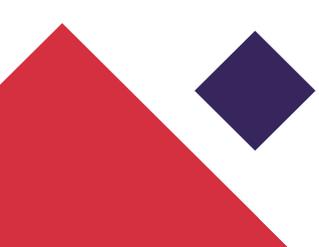
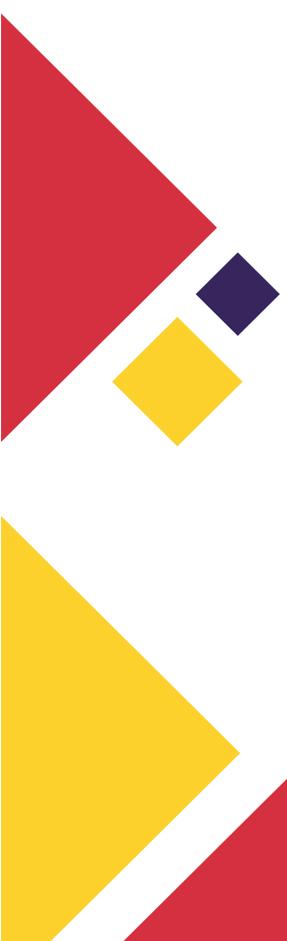




# ¿Cómo hace una empresa de etiquetas autoadhesivas para lograr un producto ideal?

La importancia de un proceso claro y una buena comunicación



Todo buen producto nace de una gran idea, pero también necesita de un equipo activo, dinámico y que entienda el objetivo para poder concretarlo. No sólo se necesitan conocimientos técnicos: el diseño puede ser perfecto, los materiales pueden ser los mejores y el acabado muy innovador. Pero en lo que respecta a etiquetas autoadhesivas – y en casi todas las industrias en general– si no existe una buena comunicación entre cliente y proveedor, todo eso puede fallar.

Este es el proceso que hacemos en Gráfica Impress en conjunto con las empresas para pasar del concepto al producto y así lograr la etiqueta buscada.



1

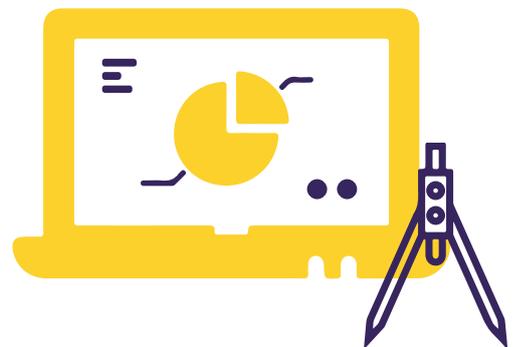
# Consulta

Todo empieza con una inquietud que se transforma en mensaje, mail o llamada: cuando una empresa nos contacta a para consultarnos acerca de la realización de etiquetas, existe todo un proceso detallado de pasos a seguir. ¿Qué sucede a partir de allí? Nuestra respuesta tiene dos partes y la escucha es un punto clave:

## Devolución técnica:

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Nuestra primera devolución es para la optimización de insumos (materiales, adhesivos, formatos, etc.), qué ventajas y desventajas tiene el diseño que eligieron y qué conviene según lo que buscan transmitir. Acá comienza una interacción más profunda. Desde Gráfica Impress interpretamos qué es lo que la compañía quiere, a qué audiencia busca llegar y cuál es el concepto de la marca. Esta es la clave del éxito: la decodificación de la solicitud junto con la información de dónde va a aplicarse esa etiqueta.





## Devolución comercial:

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Presupuesto, medios de pago, condiciones comerciales y tiempos de entrega. Aquí se nota la importancia de saber el forecast: cuando los clientes tienen previsibilidad de la cantidad de etiquetas que van a necesitar y lo comparten con nosotros, se pueden realizar propuestas a largo plazo, entregas ordenadas, un buen control de costos y más eficientes para todos. Conocer esto permite ahorrar y eficientizar todo el proceso.

### iDato para tener en cuenta!

A mayor cantidad de etiquetas solicitadas, se reduce el costo unitario de las mismas.

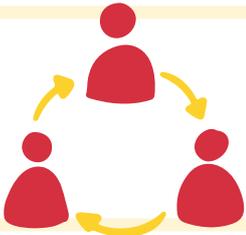
2

## Aprobada la propuesta:

Una vez que está aprobada la propuesta:



Se realiza la pre prensa y se hace un control de calidad con el cliente. Una vez aprobada, se mandan a confeccionar las herramientas que corresponden a esta producción.



¡Se suman nuevos equipos! Entran el equipo de operaciones, abastecimiento y otros departamentos para planificar el procedimiento.



Se define la modulación del rollo (cantidad de etiquetas en el rollo). Con respecto al diseño, lo ideal es contar con muestras o referencias de colores. Ver algo en la pantalla de la PC no es lo mismo que verlo impreso. Y aún más teniendo en cuenta la cantidad de sustratos que hay. Esto es casi lo más importante para que el resultado sea exitoso.



3

## Producción

Se imprimen las etiquetas. ¡Manos a la obra!

En lanzamientos o primeras producciones, es frecuente que se realicen pie de máquina para ajustar los últimos detalles.



4

## Entregas según como fueron pautadas:

El proceso no termina cuando finaliza la impresión de las etiquetas sino cuando el cliente las recibió en el lugar solicitado (puede ser en cualquier punto de la Argentina), en el tiempo correspondiente, las utiliza y cumplen con las expectativas.

Cuando una empresa decide iniciar el proceso para materializar su etiqueta ideal y vestir a su producto para que comunique, exprese y brille en el mercado, pasa por cada uno de estos estadios. **En cada paso, el contacto, la cercanía, la confianza y la experiencia de un aliado en la materia son imprescindibles para lograr un resultado excepcional.**

Grafica   
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Etiquetas Autoadhesivas

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