



Large Character  
Inkjet

**Henri Bourgeois**  
Case study

# Henri Bourgeois Prints Tradition in Large Characters

**This family business – which has made famous the wines from the sloping hillsides of the village of Chavignol and spread the name of its renowned “Crottin” as far as New Zealand – has chosen the Videojet 2300 series printers for marking its boxes.**

Feeling an attachment to the local land and its traditions does not stop Henri Bourgeois from working with modern tools at the cutting edge of technology. For marking their boxes, these wine growers – a family firm handed down from father to son for more than 10 generations – have chosen to use the 2300 series printers.

“Our tradition, passed on from father to son, is all about respecting the local land, cultivation practices, and wine-making methods, while sometimes improving on these with the help of new vine-growing and wine-producing techniques. The same applies to our packaging operations: we keep an eye out for new technologies and particularly anything to do with marking our bottles or cases,” explains Winery Manager Mr. Jean-Christophe Bourgeois. In fact, Henri Bourgeois opted for Videojet laser technology as early as 2007 and bought a laser marker for engraving batch numbers onto bottles.

**“The automatic micro-purge system is really quite ingenious: no more non-productive downtime for cleaning!”**

Jean-Christophe Bourgeois, Winery Manager  
Henri Bourgeois



**The Group:**

Henri Bourgeois is present in France and New Zealand

**Production facility:**

18300 Chavignol, at the heart of the Sancerre region, France

**Activity:**

Artisan wine grower for more than 10 generations

**Date established:**

1950, family-owned cellar dating back to the seventeenth century

**Number of employees on site:**

80 employees

**Production:**

150,000 cases a year, with 3 packaging lines. Rate: 13.8 boxes /minute.

**Objects for marking:**

Cases containing 3, 6, and 12 bottles

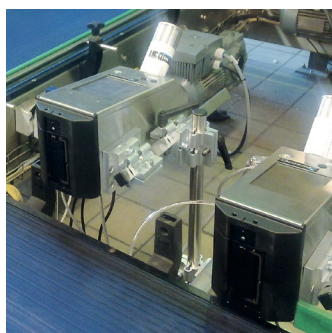
**Message to be marked:**

Bar code plus product name on two adjacent sides of cases

“One of our exceptional cuvées is fermented and matured in barrels made from the oak tree known as the Chêne Saint-Etienne, which is over 430 years old. Having said that, we are not afraid of investing in high-tech equipment where this meets our needs and genuinely adds value,” affirms Commercial Manager Mr. Arnaud Bourgeois.

“We are really happy with the laser encoders from Videojet and the relationship we have with the company. This is why we approached them once more when our requirements changed,” continues Mr. Jean-Christophe Bourgeois.





Today, the wines made by Henri Bourgeois are still witnessing a number of changes. The need to be able to mark even more information on the cases and the desire to harmonize messages in order to present a coherent image have meant that aging equipment has had to be replaced. The main reason for choosing Videojet 2360 printers was the high-quality print resolution they deliver.

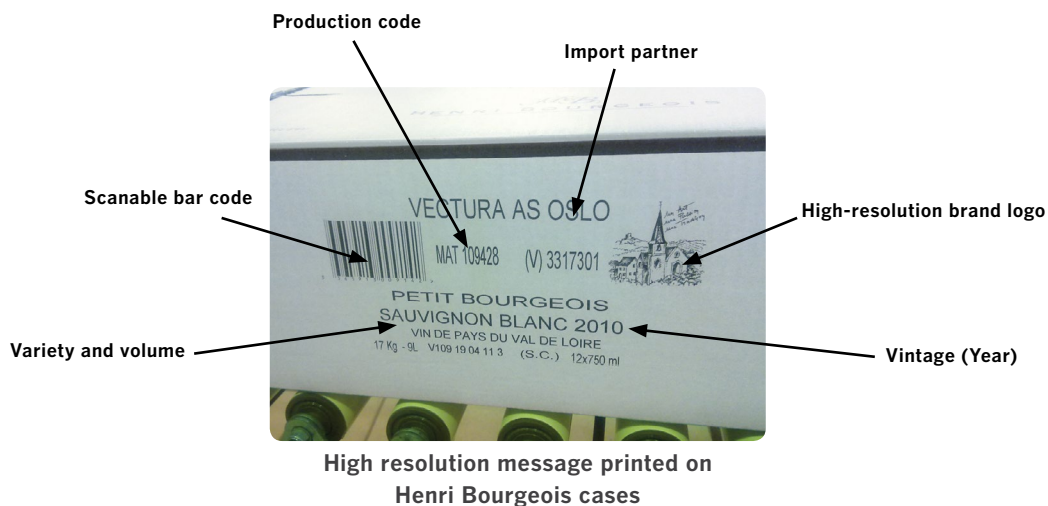
“Videojet really helped us make the right choices from a technical and financial perspective and we appreciated the opportunity to test various solutions on site in advance,” comments Jean-Christophe Bourgeois.

A detailed inventory and a thorough study revealed how complex the project would be. There were numerous interactions to take into account, particularly in terms of integrating the printers used for marking secondary packaging. A number of areas for improvement were identified: there was a need to increase efficiency and reduce the risk of error while retaining a degree of flexibility and the option to develop the equipment, particularly though more complete software solutions.

Says Jean-Christophe, “The option of being able to link two printers on each side of our conveyor belt in order to print a message on different sides of the case – depending on what our customers require – gives us more flexibility.”

“We also appreciate the print quality – a real plus in terms of our brand image – and how efficiently everything works. The automatic micro-purge system is really quite ingenious: no more non-productive downtime for cleaning!” says Jean-Christophe Bourgeois.

The 2300 series printers feature self-cleaning printheads, which clean everything as a matter of course before each message is printed. This means the user does not have to do anything, and there is no impact on production or productivity rates. This exclusive patented system is not the only plus associated with Videojet 2300 printers. Other benefits include print quality comparable with preprinted boxes, simplicity of use, really easy-to-manage consumables, and low running costs.



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