

SUCCESS STORY

Customer: Banfi
Country: Italy
Industry: Food & Wine

Since 30 years Castello Banfi in Montalcino has been a point of reference for anyone in the world dealing with wine production.



INNOVATION FROM A TRUSTED PARTNER

Banfi has been a customer of Toshiba's e-partner Giraldi Marcello & C. for more than five years: 25 Toshiba Carbon Zero monochrome and colour MFPs have been installed, producing over a million pages per year with zero impact.



From left: Giorgio Mancini - Chief ICT Officer of Banfi, Marcello Giraldi, Remo Grassi and Graziano Ciardi

The current e-STUDIO multifunction systems meet the printing needs of the customer: the colour systems are used predominantly by the Marketing and Communications department for the production of presentations, flyers, catalogues and press releases, while the monochrome systems are used by the Administration and Customer Service departments.

Every six months Banfi and our e-partner, Giraldi Marcello & C, meet to together analyse the document processes. Looking at the data, it emerged that some of the documents printed are of a temporary nature: drafts of letters, e-mails and tables were being printed out as a reminder or for a quick reread.

These sheets were nearly always used as scrap or note paper or thrown in the bin. So the question was: Why not reuse them for the production of new prints?

Revolutionising the way we print

The e-partner, Giraldi Marcello & C., presented the revolutionary ECO-MFP Toshiba e-STUDIO306LP to Banfi, organising a demonstration of the product at their showroom in Florence.

The e-STUDIO306LP/RD30 is an innovative solution that allows you to reuse the printed sheets up to five times.

The ECO-MFP adopts a printing technology with a blue toner that can be deleted by an external cancellation device. This is done through the application of heat on the document that activates the bleaching process of the toner, that from blue becomes transparent. Printed text and images are virtually erased to allow re-use of the paper. The erasing device e-STUDIO RD30 also integrates a function of network scanning that converts documents into electronic files, before deleting. It is therefore possible to electronically store the data of printed documents, before re-using the paper, or save data mistakenly deleted.

The product presentation aroused immediate interest. "The Toshiba ECO-MFP is brilliant, made from cutting edge technology." Confirmed Dr. Giorgio Mancini - Chief ICT Officer of Banfi "We were impressed by how the toner is deleted, so that the paper can be reused for printing new documents."

The Eco-MFP was thus installed at the headquarters of Banfi in Montalcino, placing itself perfectly within the document production concept of the customer.



From left: Marcello Giraldi and Graziano Ciardi of Giraldi Marcello & C., Remo Grassi - Vice President of Banfi

THE ADVANTAGES FOR BANFI

With e-STUDIO306LP/RD30 Banfi extends its green philosophy to the production of internal documents, introducing the concept of "printing and recycling" and immediately putting into effect:

- > Considerable savings in procurement costs for paper
- > Reduction of CO₂ emissions during printing
- > Speed and efficiency in the production of large print jobs
- > Ease of use and quick access to all functions.

"One of the main objectives of Banfi is environmental sustainability." Explains Dr. Remo Grassi - Vice President of Banfi "With this revolutionary way of printing, we are able not only to respect the eco-system because we use less paper and produce less carbon dioxide, but we can also reduce operating costs. "

This view is also shared by Dr. Claudia Callegari – Marketing Manager of Banfi, who adds "With my kind of work, I often make ink annotations on drafts of presentations or analysis. Therefore these documents would be destined for the bin; but since when I started using Pilot FriXion pens to write my notes, I can retrieve the sheets and reuse them for new prints! In addition, the cancellation device separates the sheets for reuse from those to be discarded into dedicated trays. "

"The Toshiba ECO-MFP is brilliant, made from cutting edge technology."

– Dr. Giorgio Mancini, Chief ICT Officer



e-STUDIO306LP

e-STUDIO RD30

ABOUT BANFI

Since 30 years Castello Banfi in Montalcino has been a point of reference for anyone in the world dealing with wine production. The company was founded in 1978 through the will of the brothers John and Harry Mariani - who already owns Banfi Vintners, one of the largest companies for the import of American wines.

The estate is situated on the south-western side of the town of Montalcino, which has always been considered an ideal habitat for the cultivation of the main local wines, Sangiovese and Moscadello, and occupies a total area of 2,830 hectares, of which 850 are planted with specialised vineyards, witness of a heritage and unique experience of its kind.

Respect for the land is at the base of the Banfi philosophy. Certified by "Vineyard to Bottle" (ISO 9001-14001, SA8000), the estate of Montalcino maintains biodiversity by reducing the greenhouse effect and is committed to saving water, as well as in limiting erosion. Banfi also uses a system of water purification for the water used to wash agricultural machinery, Bio-Bed, and greatly reduces the weight of its bottles with significant environmental benefits: energy savings and reduction of CO₂ in the atmosphere.



About Toshiba Tec

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