




Who is Pozzoli?



European leader in designing and manufacturing special packaging solutions for the entertainment industry.

- **Our mission:** to retain our position as the most innovative company in the industry.
- **Our approach:** to combine in-house expertise, cutting-edge technology and a uniquely **Italian flair** for design in order to develop, manufacture and market state-of-the-art products.





Our History

Most significant steps



- **1968** Pozzoli founded in Inzago, (25km from Milan, Italy)
 - Originally set up as a lithographic printer, Pozzoli has specialized from the outset in the manufacture of printed components for the recording industry.
- **1987** Optical disc replication
 - Installation and start up of the new glass mastering & disc replication department
- **1994** OVERPACK patent
 - possibility to overlap 2 or more CDs in the same packaging
- **1998** Pozzoli LTD
- **1999** Pozzoli Deutschland
- **1999** Ecolbook patent
 - case-bound book for CDs with exactly the same size of a jewel box
- **2002** TwinTray patent
 - same concept as OVERPACK but with DVD size
- **2006** Pozzoli FRANCE
- **2008** New partnership with US-based MPS




WHAT WE DO - our specializations:




Technology, know-how and passion have enabled us to reach and maintain the highest quality and production standards.

Artwork Creation; New Project Design; Pre-press; UV & Conventional Offset Printing (70x100 & 50x70 formats); Hot-Foil Printing; Binding; Perfect-Binding, Case-Binding, Die-cutting & Gluing (paper-converting); Embossing; Tray-gluing; assembly and packing of optical discs.




Important releases 2009



- Boogie Superstar Wii
- U2 - No line on the Horizon
- Ramazzotti - Ali e radici
- Sims 3
- Angels and Demons
- M. Jackson - This is it




Conformity to ISO 12647 why ?




- Specific demand from European customers
- Internal decision to rationalize process (set up time and waste reduction - complaint cutback)








Our peculiarity



- Conventional as well as UV printing
- Paper as well as paperboard





Which methods ?




ISO permits three different approaches (TS 101128)

- TVI (Tone value increase)
- Repurposing
- Grey scale





TVI method – why?





- Closer to our knowledge and habits
- Easier to manage

... however


- Repurposing to process files with attached profile or US jobs with GRACOL profile

...possible future


- Grey scale method for a better integration with US partner



To resume



Conformity to ISO 12647 took a long time and complex process particularly because we are partially out of the standards (UV printing, paperboard), but the difficulties are largely compensated by the results obtained in terms of standardization and improvement of process and customers image enhancement





Thank you for your
time and attention



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