



Insight enables Auroflex to leverage and offer the value of AI in the creation of luxury labels.

Story Snapshot

With the support and expertise of Insight, Auroflex has accelerated its digital transformation journey, leading to the opening of new sales channels, the re-evaluation of business processes for order and supply review, and the implementation of Computer Vision and Generative AI algorithms. These technologies optimise the analysis of specific requests, providing more accurate, rapid and reliable outcomes.

Insight's approach and methodology allowed Auroflex to proceed with confidence and awareness, building a roadmap for future phases of the project.



Manufacturing

Background

For over 50 years, Auroflex has been one of the leading names in luxury label printing. Through the application of multiple printing and finishing techniques on luxury labels, created from customised projects and concepts, Auroflex allows its customers to position their products with a unique graphic design through an innovative use of technology and digitalisation.

Challenge

Creating a label intended for a high-end market is a significant task. Whether we are talking about wines, oils, spirits or foods, the label is an important business card for the product and must convey not only the exclusivity and refinement of the product, but also the character and history of the brand.

At the core of a quality label lies a process that seamlessly integrates the manufacturer's ambitions, with the communication skills of the graphic designer and the experience of those involved in creation. They identify the best printing and finishing technologies to create an unforgettable label.

Auroflex, who has always been a leader in technological advancements in the sector, chose to transform its business processes by introducing automation, digitalisation and artificial intelligence.

"I appreciated Insight's high level of professionalism and their ability to provide multiple solutions, which were not limited to the cloud. We found professionalism, a range of available solutions and alternatives, and significant skills and expertise."

Fabio Butera, CEO, Auroflex

“With Insight we started to design and implement the first phases of the project, and when we felt the need to go further, together, we always managed to find the best solution among various alternatives.”

Fabio Butera, CEO, Auroflex



Solution and Outcome

Auroflex chose Insight as a strategic partner for the design and implementation of its digital transformation path, which saw the introduction of innovative technologies. The sales channels have been renewed and revolutionised, transforming the website into an e-commerce platform and creating an area for interaction with external graphic professionals. Additionally, the platform was prepared for the use of Generative AI, effectively positioning the digital channel as the main future sales avenue for the company’s business.

The introduction of Generative AI algorithms allows the consultancy phase to be moved completely to digital channels. Quotation services for customised workmanship and graphic consultancy in the development of personalised creative ideas are now digitalised, improving the user experience with real time results, that are more homogeneous.

The use of Computer Vision algorithms allows the analysis of a graphic project and the definition of the sequence of necessary processes, materials and special inks required. This results in time and cost estimates, as well as additional indications and recommendations for optimising the final appearance of the label, based on appropriate artificial intelligence models.

This technology enables the improvement of efficiency and precision in the label production process. The graphic project can then be rendered in 3D and commented on or completed using bots and text generation algorithms, before being validated by Auroflex professionals. When the order is finalised a Robot Process Automation (RPA) activity automates and streamlines the processes of ordering printing stock from suppliers, resulting in evident reductions in time and optimisation in the management and execution of the order supply.

Why Insight?

With Insight, we started to design and implement the first phases of the project, and when we felt the need to go further, we always managed to find the best solution among various alternatives.

Insight has demonstrated professionalism, availability of solutions and architectural and implementation skills in both the cloud environment and in Artificial Intelligence scenarios.

RESULTS IN NUMBERS

20%

time to market reduction.

80%

errors reduction

80%

reduction in time for quotes

4x

graphic solutions available.