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Grafische Groep Matthys invests in the revolutionary Vinfoil Optima

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Grafische Groep Matthys has announced the purchase of the very first Vinfoil Optima. This will be installed on a brand new KBA large format press. This is a new step forward for the family business for the special products it makes since 2008 at its location in Turnhout using the innovative in-line cold foil printing process. This investment represents an amount of approximately 2.2 million euros.

Vinfoil Optima

This special cold foil unit is developed by the engineer team headed by Vincent van der Heijden, owner of the Dutch company Vinfoil in 's Hertogenbosch. This unit, to be installed on a sheet-fed offset press with the dimension 70*100, allows providing the press sheets with luxury details in one single printing run. This is realised in a truly innovative foil saving manner and in an unrivalled change-over time.

Special graphics products and luxury folding carton packaging

The family business Grafische Groep Matthys is managed by the brothers Pascal, Erik, Filip and Davy Matthys, all third-generation family members. The company currently has twenty-six employees. Since 2008, this printing company has been specialised in special luxury graphics products using the cold foil printing process. From covers for books and magazines, greeting cards and luxury packaging to high-quality business cards and exceptional company brochures: each request represents a new challenge. With hundreds of clients in Belgium, the Netherlands and France, and with a small number of clients in other countries, Grafische Groep Matthys has become a source to reckon with in the field of high-quality printed matter and packaging.

Focus on the future

The new Vinfoil Optima truly revolutionises this segment. After all, the innovative possibilities of the unit are now available for very large productions of top luxury brands in Belgium and abroad. As such, Grafische Groep Matthys confirms its exceptional position in the graphics field and continues to be the market innovator and absolute expert in special cold foil print productions.

The printing company is mainly focussed on graphic designers and advertisement agencies, publishers of books, magazines and greeting cards, as well as on luxury brands in the cosmetics and automotive industry. Last but not least, the company also works for many colleague printing companies who outsource part of their production related to this special technique.