

## Press Release

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### **HEIDELBERG and Gallus Announce Commercial Availability of Gallus MatteJet: The New Matte Finishing Technology Unlocking Premium Digital Labels**

- *Gallus MatteJet-powered in-line matte finishing brings digital inkjet labels to profitable premium wine and spirits segments worth over \$3.5 billion*
- *Gallus MatteJet supports Gallus' 'System to Compose' concept, offering customers flexible technology to adapt to market challenges – future-proofing their investment and driving new growth opportunities*
- *New technology introduction further supports industry drive towards a thriving landscape of 'smart, connected, printing'*

**St. Gallen, 25 March, 2025** – [Gallus Group](#), a subsidiary of Heidelberger Druckmaschinen AG (HEIDELBERG), today announces at Gallus Wine Label Days, the global commercial availability of its new matte finishing technology for the Gallus One, Gallus MatteJet. For the first time, this innovative technology allows converters to produce profitable digital labels inline with a high-end matte finish at the touch of a button – set to boost digital adoption in the growing wine label segment.

Initially unveiled as a research breakthrough at Labelexpo Americas 2024, strong market demand led Gallus to fast-track the development of Gallus MatteJet. Achieving a premium look by removing the traditional digitally printed gloss finish, historically one of the foremost barriers to digital label adoption, Gallus MatteJet paves the way for broader use in labels and packaging – particularly in high-end segments like wine and spirits where brands demand a sophisticated, premium matte finish. With the value of the global wine label market estimated at over \$3.5 billion and on a steady growth trajectory, projected to reach \$5.8 billion by 2033, the new technology delivers a significant opportunity for converters to tap into a lucrative new revenue stream.<sup>1</sup>

Dario Urbinati, CEO, Gallus Group comments: “Gallus and HEIDELBERG are delighted to announce the commercial launch of Gallus MatteJet technology and the opportunity it represents. Until now, matte finishing for digital inkjet has only been achievable through the addition of integrated flexo units or post-processing equipment to utilize matte coatings – adding time, complexity and cost. Now, by eliminating the need for these types of varnishes, customers can

unlock various efficiencies whilst retaining the surface texture of their desired substrate. This also in hand eliminates any required tooling and cleaning of coating machinery, adding up to a significant overall benefit.

"Three years ago, with the launch of the Gallus One, we addressed the TCO barrier to profitable digital labels. With MatteJet, we've taken this concept further, bringing all the advantages of digitally printed matte labels to premium brands – including short runs, reduced inventory, enhanced sustainability, personalization, and on-demand printing. These strategic developments demonstrate our commitment to closing the gap between the vast promise of digital technologies and the current reality for businesses across our industry. Making the embrace of digital solutions an accessible and profitable path for more converters and further supporting the drive towards 'smart, connected, printing', this innovation effectively completes the circle for premium digital labels."

Gallus MatteJet is designed to integrate effortlessly with the Gallus One, the company's flagship digital label press. The new innovation can now be incorporated into both the 340mm printing width and the newly-expanded 430mm web width, further enhancing the System to Compose concept and boosting performance and flexibility for businesses. Offering a modular blend of workflow and service options as well as equipment, System to Compose provides compatibility across Gallus' leading product lines and enables converters to cost effectively adapt their technology offering to meet changing market needs for long term success. Furthermore, this new addition to Gallus' ecosystem further strengthens the future of 'smart, connected printing' by embracing the shift towards new digital technological advancements and reinventing processes across multiple areas in the printing industry.

Gallus MatteJet also represents the latest innovation from the Gallus Experience Center, launched two years ago as an industry touchpoint to foster innovation through collaboration. Now a valued hub for education, training, R&D and industry advancement, the Center has served as the incubator for a number of pivotal technology and business partnerships, uniting industry leaders. Among them, one of Gallus' longest-standing partners, GEW, even played a role in the development of Gallus MatteJet – demonstrating the power of collaboration in driving innovation and delivering effective, real-world solutions that drive the industry forward.

Dario Urbinati concludes, “It has been incredible to witness the enthusiastic response to Gallus MatteJet from our customers and to share in their excitement. We believe MatteJet exemplifies the innovation, expertise, and customer focus that Gallus and HEIDELBERG bring to the industry. We look forward to seeing its impact on the market and the opportunities it facilitates for label businesses.”

The launch of the new digital technology reflects HEIDELBERG’s position as a total solution provider for all modern printing processes – offering the entire spectrum from toner to inkjet, offset printing to flexo and all controlled from a common Prinect workflow. As a subsidiary, Gallus remains an important pillar in the company’s growth strategy for the packaging and label market and will continue to play a key role in the HEIDELBERG future.

1. *Verified Market Reports (2025) 'Wine Labels Market Size, Industry Analysis & Forecast', Verified Market Reports, February. Available at: <https://www.verifiedmarketreports.com/product/wine-labels-market/> (Accessed: 13 March 2025).*



**For the first time, Gallus MatteJet allows converters to produce profitable digital labels inline with a high-end matte finish, at the touch of a button.**



**Further enhancing Gallus' System to Compose concept, Gallus MatteJet is designed to integrate effortlessly with the Gallus One, in both the 340mm and the newly-expanded 430mm web widths.**

#### **About Gallus**

Gallus Group, a subsidiary of Heidelberger Druckmaschinen AG (HEIDELBERG) with production facilities in Switzerland and Germany, is a leading company in the development, production of conventional and digital narrow-web, reel-fed presses designed for the label and packaging business. The machine portfolio is augmented by a broad range of screen printing plates (Gallus Screeny), globally decentralised service operations, and a broad offering of printing accessories and replacement parts, as well as consulting services. Products and services of the Gallus brand are distributed through the global HEIDELBERG Sales and Service network. Gallus employs around 300 people, of whom 160 are based in Switzerland, where the company has its headquarters in St. Gallen. For more information, visit [www.gallus-group.com](http://www.gallus-group.com).

With a clear focus on growth, HEIDELBERG as a total solution provider is driving further development in the core areas of packaging and digital printing, software solutions and the lifecycle business with service and consumables so that customers can achieve maximum productivity and efficiency. The company is also focusing on expanding into new business areas such as high-precision plant engineering with integrated control, automation technology and robotics as well as the growing green technologies.

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