

Mexico

Litografía D'Ortega SA de CV

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RMGT 790 model B2-size LED-UV offset press spearheads future growth strategy for a pioneer in the package printing market

Litografía D' Ortega has been pioneering the market for high-quality package printing ever since the company was founded. With package printing as its core business, D' Ortega boasts an integrated system from design and printing to post-processing and shipping to meet the needs of clients in a wide range of fields. With the aim of establishing a new production system capable of keeping pace with the recent trends toward greater diversification, shorter print runs and shorter lead times in the package printing market, in 2023 the company purchased a 790ST-7 model B2-size 7-color press equipped with an LED-UV unit.

Success is built on the trust and confidence of customers

With more than 55 years in the market, D'Ortega is a pioneer in its field and a graphic arts leader in the state of Jalisco, Mexico. Brothers Ricardo and Daniel Delgado Ortega

founded the company and have grown it through high-quality, reliable printing services. Today the company is run by third-generation family members together with a General Director from outside the family. The primary business focus is the folding and litho-laminated packaging market, with the company serving mainly the food, beverage,

personal care, pharmaceutical, automotive and industrial sectors. Their package printing production line covers about 15,000 m² within an approx. 25,000 m² compound. The company's production processes are highly integrated so all processes can be carried out in-house. The facilities are modern, with a logical layout for efficient production of a wide variety of products.

Thanks to its strengths in high-value-added printing using gold and silver metallic colors and varnishes, the capability to handle a wide range of package formats and a high-security production system, D' Ortega has built up a customer base that includes numerous major foreign corporate clients in the U.S., Canada, China, and other countries. Products are also



Meeting customer needs with high-value-added package printing



The package production line covers 15,000 m² of floor space

shipped domestically to clients throughout most of Mexico, including points along the northern border, further highlighting the company's logistical strengths.

They have all the certifications required by the most demanding markets and not only because they are required, but to have standardized procedures and a stable structure that gives confidence to its clients. Among these certifications are ISO 9001-2015, FSSC 22000, FSC, SMETA, among others.



ISO 9001-2015



FSSC 22000

The flexibility to handle short-run package printing

Today's printing market is increasingly focused on short print runs with a greater variety of artwork and graphics, leading to inefficient use of the B1 format's printing area. Based on its own research, D'Ortega found that the 790 model format better accommodates the sizes and volumes that meet clients' requirements. The press also allows them to

promote their commitment to sustainability through the UV LED option, while enabling them to continue serving clients requiring traditional UV. Due to the complexities of integrating new equipment and diverse client needs, they chose a 790 model configured with 7 color printing units plus a coating unit able to handle both conventional UV and LED-UV varnishing, with 5 lamps for drying.

They have been able to migrate some of the jobs previously done in B1 format to the newly introduced B2 format press from RMGT. Sun Digital, which represents RMGT in Mexico, provided timely professional support during installation and commissioning of the press, as well as training and supervision of operation and maintenance by D' Ortega's personnel.

The company is very satisfied with the excellent quality of the printed products, which is reflected in the high level of customer satisfaction. And thanks to the press's advanced features, materi-



One-pass 7-color printing + varnish coating

al waste is greatly reduced during setup and makeready for the diverse range of jobs printed. During the 790 model's first year of operation, more than a million sheets were printed per month on average, and they are planning to migrate jobs from the B1 to B2 format to further improve production costs. D' Ortega's crew operates with two people per shift, as opposed to the three previously required for the B1 format.

The strategy for future growth includes introducing a new RMGT 970 model

The company's experience thus far has been so satisfactory that they have decided to acquire another RMGT machine, in the 970 format but with the same configuration of heads, lamps, etc. to replace the older equipment in the plant. They expect that this next step will reaffirm their decision to add the first new press as they continue replacing and expanding the capacity of their facilities. The move toward the 970 model was also based on the company's own statistical data, as they pursue the advantages of making maximum use of printing formats. Moving forward, they will continue to invest in new equipment to increase production process automation, focusing on improving both cost efficiency and consistency of product quality.