

VERPACK DELIVERS ON ITS DIGITAL OFFER WITH A DEDICATED WEBSITE

GROUPE VERPACK IS STRUCTURING ITS DIGITAL OFFER WITH THE CREATION OF A WEBSITE INCLUDING A SIMPLE, INTUITIVE QUOTE REQUEST FUNCTION FOR SMALL, HIGH ADDED VALUE PRODUCTION RUNS. THE COMPANY'S DIGITAL WORKSHOP IN TOURS, RECENTLY RENAMED VP 37, WILL BE ITS HUB AND AN ACCESS POINT FOR ALL THE GROUP'S ACTIVITIES.

The PPW trade show was the occasion for Groupe Verpack to announce the launch of a dedicated website dubbed VP 37 after the new name of its digital workshop in Tours, previously known as PLV 37.

A PREMIUM MADE-TO-MEASURE SERVICE

The website is structured around a digital offer that opens access to all of the group's know-how. A simple, intuitive quote request function targets a selection of simple shapes that can be produced fast and at accessible price points. With this service offer, Groupe Verpack is able to cater for small production runs with multiple references, in line with demand for "just in time" delivery and late-stage personalization. With its digital offer, VP 37 rises to the future challenges of luxury packaging, accompanying the strategic positioning of new brands and aligning its offer with fluctuating market demand.

QUALITY IN REAL TIME

Historically, the Tours site has always been structured to prioritize competitive, high-quality service. Equipped with a versatile, powerful and adaptive HP Indigo 15KHD press, VP 37 offers its customers a service with high added value, from pre-printing to finishing.

With this interactive offer, VP 37 is committed to simplifying brand requests thanks to a personalized response in real time.

Website : VP37.verpack.fr