



India is the fourth largest edible oil consuming economy however the production of oil seeds and edible oil is far below the requirement, 30-40% of the demand has to be met by imports. Sunny as a brand is quite familiar in the domestic market which is a part of Allana Group, the largest agri business group in India & Middle East. For the quick market research purpose the company was wanting 500 in mould labels but the challenge was the time within 3 days .. and most of the time when it comes to tight deadlines is when Trigon is remembered.

It was printed on roll form using Epson SurePress Digitally on a 62 microns White Poly . Trigon was able to turn around the 500 in mould labels within 3 days. Trigon was able to accomplish this due to this technology in place which otherwise would have taken at least 3-4 weeks and cut a huge bill if done using Roto Gravure process.