

# Don Sebastiani & Sons Keep Operations Moving With Diagraph's All-Electric Print and Apply Labeling System

## OVERVIEW

Don Sebastiani & Sons is one of the leading producers of wines and ready to drink wine-based cocktails and is considered a top 25 wine supplier in the United States. Founded in 2001 in Sonoma, California, the company produces 1.3 million cases of its own brands and 400,000 cases of contracted brands on an annual basis.

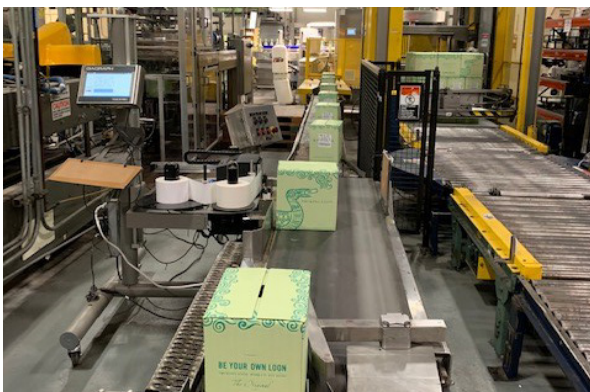
Vice President of Operations, John Nicolette, has been with the company for 16 years and in the industry for nearly 30 years. He was first introduced to Diagraph over 25 years ago and has continued to use Diagraph systems to print and apply labels to wine cases at Don Sebastiani & Sons.

Applying labels using the all-electric PA7100 print & apply labeling system provides critical inventory management through product identification for warehousing and distribution. Traceability is also essential in successfully managing the operations of wineries.



## Project Overview

Industry:	Beverage
Location:	Sonoma, California
Problem:	Manage critical inventory through product identification for warehousing and distribution
Technology Solution:	PA7100 All-Electric Print and Apply Labeling System
Results:	Increased efficiency of operations due to reduced maintenance/downtime and pinpoint accuracy in labeling



“I have always had a very good business relationship with Diagraph. Diagraph’s equipment has always been dependable and their support is very, very good.”

- John Nicolette,  
Vice President of Operations

Don Sebastiani & Sons must be able to determine when a product was produced to re-sort, rework or hold production if needed.

They use the Diagraph PA7100-Tamp Apply module in a side apply orientation tagged with our smart sensors. This market-leading all-electric label printer/applier helps keep their operations running efficiently and completely replaces conventional pneumatic systems with a fully electric option.

It is designed using brushless servo-controlled label dispensing technology and smart sensing auto-adjusting controls to achieve pinpoint accuracy in top, bottom, side, leading panel, trailing panel and corner-wrap applications throughout travel.

The smart, all-electric design allows for automated real-time (on the fly) adjustments, making it easy to apply labels on products with varying heights and distances.



The Diagraph all-electric PA7100 applies labels to cases at Don Sebastiani & Sons

Ultimately, the use of smart sensors will prevent mismatched labeling sequences and ensures product to label matching.

The Diagraph all-electric PA7100 print & apply labeling system can also increase the efficiency of operations since it requires less maintenance/downtime and easily accommodates various label sizes.

[View a short video clip of the all-electric PA7100 print and apply labeling system in action at Don Sebastiani & Sons by clicking here.](#)

“We depend on this equipment and need it to be reliable. The Diagraph print and apply labeling system is a workhorse. It gets the job done every day.”

- John Nicolette,  
Vice President of Operations