



PRESS KIT

Sublime since 1929

90 YEARS EXPERTISE
IN METAL MARKING TO PUT
THE FINISHING TOUCH
ON LUXURY PRODUCTS



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T. +33 (0)2 41 21 41 41
F. +33 (0)2 41 21 41 05
contact@mill-luxe.fr

mill-luxe.fr

Presentation of Mill, Luxury by Martin Technologies

Luxury packaging: the full elegance of metal marking by Mill

IN JUST A FEW WORDS

Since its creation 90 years ago, the metal plate manufacturing business Martin Technologies has become a key player in the market. Such longevity and constantly renewed know-how led to the creation, in 2013, of the Mill brand, aimed at providing bespoke service for luxury products. Renowned for its propensity to stand out, Mill has been constantly pushing through technical boundaries, coming up with new ways to achieve innovative and astonishing results.

LINE OF BUSINESS

Mill's expertise enables the company to meet the demands of the luxury business. Premium packaging must convey emotion and ooze with character that is apparent at first glance. A perfect knowledge of materials, expertise in techniques and technological developments, meticulous design and execution: these are all essential prerequisites to the manufacturing of outstanding products.

FIELDS OF APPLICATION

While Mill's creations can be applied to a wide range of areas, enhancing products using luxury marking or packaging has always been more common in specific fields.

Wine & spirits: the brand's craftsmen are highly skilled in the art of decorating bottles, jugs and cases with luxurious engraving, plates and labels.

Perfumes & cosmetics: ornaments on bottles, packaging and tops are the most fitting reflection of a brand's image, the best expression of its creativity.

Delicatessen products: when taste and heightened senses are what matters most, when metal markings are a treat for the eye and whet one's appetite, and when the feel of a premium label's embossed design is a delight to the touch.

POS Advertising: an ideal presentation inspires trust, it is a unique opportunity to stand out using a high-quality medium, a luxury POS.



METHODOLOGY & STRATEGY

As a designer and manufacturer, Mill is a true craftsman at the service of brands. Using a proven process, the key design steps for each creation blend smoothly into one another before manufacturing and distribution take over. In their constant search for innovation, our R&D staff work relentlessly to come up with exclusive creations to help our customers in their communication work. Time is spent assessing and approving all technical aspects of an order. The resulting prototype ensures that the manufactured product meets the specified requirements. From that point on, mass production is not a problem and the expected output is delivered within the deadlines set and to the agreed standard. Test and control standards comply with the customers' expectations.

CERTIFICATIONS & COMMITMENTS



There is, among consumers, an overall trend towards safety and environmental accountability. Stakeholders in the luxury sector are no exception and the demands they set regarding their partners' commitment are increasingly stringent.



In 2004, Mill became the first local SME to obtain the triple Quality, Safety & Environment certification (ISO 9001, ISO 14001, OHSAS 18001). Since then, our staff's motivation and involvement on a daily basis has only served to drive our standard of requirement upwards.



KEY FIGURES 2019

Years of expertise: 90

Turnover: €8 million

Number of plates manufactured: 15 million

Staff: 100

90 Years in the Ma(r)king

CREATION

It all started in 1929 in Vanves, near Paris, when Jean Martin, following the development of his chemically induced metal engraving process, founded Martin Technologies, a factory producing metal plates for the car manufacturing industry.

Ten years later, he moved to Lézigné in the French region of Anjou. His equipment was powered by the water wheel on his new premises - an old mill. He later relocated a few kilometres away to the company's current 6,300m² site.

In 2013, Martin Technologies decided to call its new brand aimed at the luxury market after the Lezigné Mill. The name Mill has a double meaning as it also stands for "Martin Innovations Luxe & Labels".



AMBITION

As the true custodian of Martin Technologies' savoir-faire, the Mill brand is striving to meet the company's quality requirements and continues to grow to ensure expectations are always met.

Every year, Mill produces 7 million plates, specifically for the luxury sector, with 21 staff fully dedicated to this task. A team that makes Gwendal Cadiou, CEO, particularly proud. A team boasting complementary skills and driven by a shared sense of responsibility, and determined to provide products and services, which are flawless in terms of ethics and quality.

KEY DATES

1929: Jean Martin sets up the company in Vanves

1938: Move to the Lézigné Water Mill

1975: Move to current 6,300m² location

1993: ISO 9002 certification granted

2004: First SME in Pays de la Loire to obtain a triple certification: ISO 9001 (quality), ISO 14001 (environment), OHSAS 18001 (safety)

2013: Launch of the MILL brand specialising in decoration and metal shaping to embellish luxury products and packaging. Opening of a sales office in Paris (15th arrondissement)



Gwendal Cadiou
CEO

Expertise in Metal Marking

To express luxury through marking the finishing touch needs to be elegant and the materials used should be the highest quality.

THE ART OF REVELATION

Building on the founding group's 90 years of experience in printing, marking and engraving techniques, Mill has developed its expertise by working with the most demanding stakeholders in the luxury market towards providing comprehensive services in metal shaping and decoration. Highly proficient in multiple technologies, Mill is able to offer the most suitable combination of techniques to meet the needs and target environment. Mill's ability to give relevant advice, and the scope of its technical abilities guarantee the creations' impact and high precision. The range of applications is far-reaching, from wines and spirits to perfumes and cosmetics, from delicatessen products to POS advertising.

FUNDAMENTAL TECHNIQUES

With a management team constantly striving for perfection, Mill boasts wide-ranging skill sets, mastering no less than 9 marking techniques and 52 specific trades. Regardless of material types and thicknesses required, in-house processes allow for the execution of the most complex shapes: imagination is the only limit.



Embossing: this technique can highlight text, decorative or graphic elements using specific on-press tools in a cold forming process. By outlining the precious nature of any luxury packaging, it enhances the brand's prestige.



Chemical cutting: the keywords here are accuracy and finesse. Cut-outs and openings are made using a chemical machining technique resulting in lace-like delicacy.



Chemical etching: this method is used to embellish deluxe packaging, playing on mat/gloss contrasts and embossing/stamping effects. After screen-printing specific areas for protection, the plates are dipped in acid or alkaline baths for a set duration depending on the required engraving depth. During the finishing phase, engraved surfaces can be filled with lacquer and take on extremely subtle shades of tints and hues.



Screen printing: This technique allows the use of a wide range of inks in traditional or specific colours (mirror, textured...) and the creation of intense and long-lasting tinted surfaces with perfect opacity. Based on the stencil principle, actual printing is achieved using a doctor blade to deliver the ink onto the metal. As simple as it may seem, this is actually a real craft that requires cutting-edge know-how.

MATERIALS

The high-quality standards that Mill sets for itself can only be achieved by a careful choice of materials, which fit the intended use perfectly. By thoroughly assessing them, we can then select from raw materials with a variety of features.

Aluminium: known for being both light and incredibly robust, it can be used “as-is” or coloured, polished or brushed: while Mill’s specialists make recommendations as to the most fitting finish for the end product, the final decision rests with the customer. Interestingly, aluminium can be anodised to make it more resistant to wear, corrosion and even solvents, without altering its natural radiance.

Brass: often used for its appearance, this copper/zinc alloy has a very warm yellow colour. Shiny and easy to maintain, it is highly suitable for indoor use.

Stainless steel: the name comes from its chief attribute – its resistance to rust. Protected by the chromium it contains, this metal can withstand any outside attack.

Philosophy of an Anjou-based company

OUR TEAM

When the Mill brand was established, a strategic decision was made to put together a team of dedicated and autonomous staff, so each project would live up to the expectations set out. Combining the experience of our team members with a purpose-built organisation, we can offer our customers the ideal support all the way from the development to the manufacturing of their product. Our project manager, with his ever-attentive ear, and seasoned operators work together towards a single objective: to fully satisfy the demands of those who choose to trust the brand.



MADE IN FRANCE

Mill is proud to serve customers from a location and with expertise that are 100% French. Based in the Maine-et-Loire region of western France, the brand has its own equipment and all the skills in-house, for full and complete autonomy. Beyond the simple desire to manage the entire production process, this decision also reflects the values conveyed by Mill and its managers' ethical positioning.



ENVIRONMENTAL PROTECTION

The company's commitment to the reduction of its environmental footprint dates back to the late 1990's. A policy was then implemented with the aim of preventing risks associated with engraving techniques that require the mixing of large quantities of water with chemical products.

The first measure came in the form a physical/chemical water treatment plant built in the factory basement. Once treated and successfully tested, the clean water is discharged directly into the river near the plant, under supervision from the DRIRE (French regional industry, research and environment directorate).

Moreover, Mill is also the only brand in its branch to recycle chemical effluents in-house. To this end, a chemical technician has been recruited to manage the plant and to maintain a high level of supervision and efficiency.

Waste is sorted at every level: most solid waste is sorted, recycled or re-used in-house. For instance, the shipping department re-uses some of the paper to keep items in place in parcels during transportation.

Scrap metal produced by Mill can be recycled endlessly. Heavier waste is sent to licensed treatment facilities to be destroyed.

In addition to these in-house initiatives, Mill goes as far as cutting waste at the source by having suppliers modify their packaging.



PROTOTYPING

One of the main steps in the design process, of particular significance to Mill, is prototyping. Customers will not be content with contractual guarantees alone, they want to see the result for themselves: compliance with the specified shades, colours and levels of gloss is crucial to ensuring that a component matches with the rest of the end product.

INNOVATIONS

The luxury sector is reinventing itself using new technologies to provide an innovative experience for the customer. The big brands now see their products and ecosystem as a mean to broaden their relationship with the consumer. Scarcity and quality are no longer enough to dictate the way we perceive luxury, the relationship to the object and the emotions it invokes have become essential.

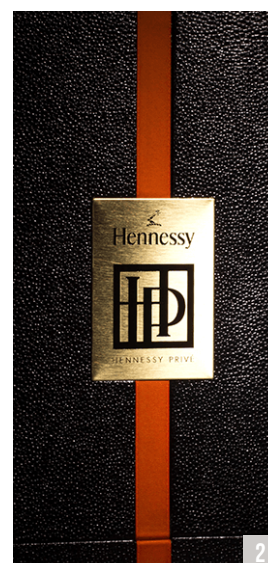
Mill makes a point of growing in harmony with application and technological changes. Thanks to the quality of its staff, the company finds itself on the cutting edge, designing innovations praised and adopted by specialists in the field.

Our latest innovation is a metal label embellished with self-powered LEDs: this lighting system is fully built in the metal plate and allows the product to literally shine, highlighting its elegance and distinction.



A FEW REFERENCES

Louis XIII, Louis Royer, Hennessy, Hine, Roger & Gallet, Alien, Sue Wong,
Dolce & Gabbana, Waterman, Distillerie Guillon, Narciso Rodriguez,
Nasamat, Viktor & Rolf...





Press Contact

Audrey RUEL
Agence B17

T. +33 (0)2 40 89 49 24
audrey.ruel@b17.fr
