

Print labels in the most efficient way

Finnish label printer, Pirkanmaan Laatuetiketti Oy has invested in a Primera CX/FX combo system in order to offer its customers high quality, reasonably priced, short run colour labels. The CX/FX1200e system is a great addition to its existing label solution.

Pirkanmaan Laatuetiketti Oy, based near Tampere in the southern part of Finland, was founded in 2007 by three entrepreneurs.

One of the three is Timo Rouvi who is responsible for sales and marketing. In the very beginning, the company had just one client and one flexo press but also a strong belief that they could create a successful company. And they did. Today six staff work hard to offer clients many different kinds of labels with a short delivery time.

'As a label making company we are rather young – the youngest in Finland at the moment. We six, who are working here, have a combined experience of over 120 years in label making, so we already know what we are doing here,' said Mr Rouvi proudly. 'The key factors to our success are of course the professional skills as well as good machines, but the main factors are the good quality of labels and very flexible delivery times.'

Smaller runs

Mr Rouvi and his colleagues deliver labels to a wide variety of sectors and are familiar with almost every branch of business, from food and non-food industries to logistics and retail, but their main focus is on B2B clients with some 99% of labels delivered to this sector.

The main products are traditional labels but they also produce banderols printed on gummed paper. The printing company also has a few thermal transfer printers, which are mainly used for simple one colour EAN code and information labels. As clients have also asked for machines to help with the application, Pirkanmaan Laatuetiketti now owns different kind of light label dispensers and applicators, like the AP360e Label Applicator for round containers and the AP550e Flat-Surface Label Applicator by Primera Technology Inc.

'The flexo press we have is in many cases ideal for our purposes, but we were also receiving requests of smaller amounts of multi-coloured labels and weren't able to offer such labels at a reasonable price. Generally speaking the flexo press isn't an ideal solution for smaller runs so something else had to be found to meet the various demands of the clients,' explained Mr Rouvi giving the reason why the company was searching for a new printing solution in the first place.

Filling the gap

Back in 2008, when Mr Rouvi looked for a system that could fill the production gap, he learned about Primera's inkjet label printing systems. However, the printing quality of those small desktop inkjet printers which were available back then, was not good enough for requirements.

Even though the inkjet label printers were not right at the time, Mr Rouvi kept in touch with Seppo Kuisma from Abraxco Oy, Primera's local distributor. 'One day Mr Kuisma called to tell me about a new system, which was on its way. The printing quality was a totally new level compared to inkjet systems,' said Mr Rouvi. One thing lead to another and in the end a CX1200e Color Label Press in combination with a FX1200e Digital Finishing System was installed in December 2011.

Of course there were a few other solutions Pirkanmaan Laatuetiketti knew about, but the combination of printing quality and total investment for the combo solution was the main reason for settling on a CX1200e and FX1200e System.



Primera's CX1200e and FX1200e System

Wider range

Before the company installed the CX/FX combo system, quotations for small runs of labels were not really successful as it was not able to offer its clients a good and reasonable priced label solution. Therefore the biggest requirement was, without a doubt, to have good printing quality



The lamination station on the FX1200e is in much use at the Finnish label printing company

at a reasonable price. The usability of the new equipment was another thing to consider.

'Now with the CX/FX system, we are able to offer a wider range of labels to our existing clients. This means they don't have to look for another printing house for small run jobs anymore,' explained Mr Rouvi when asked about the impact the new solution has had on the business. New clients have also acquired new clients; mostly small companies, which only need small numbers of labels.

The labels produced with the CX/FX system are mainly multi-coloured labels, but also blank labels for different purposes. The smallest numbers of those labels are generally between 10 to 20 and the biggest between 10,000 and 15,000, depending on the size and the colour coverage.

When producing labels and choosing the right equipment to do so, the number of usable substrates is important as well. For Pirkanmaan Laatuetiketti that was not an issue as it already had a good

source supplying materials, mainly UPM Raflatac.

'After gaining experience with the CX1200e, we have discovered that some of the normal flexo materials we have in stock are also suitable for this system. Mainly we use Raflatac's LaserGloss and JetLaser label material. We also use common coated paper from Raflatac with different kinds of adhesives (freeze, removable, etc),' explained

Mr Rouvi. In order not to use plastic substrates and to lower the costs, the print house has replaced the use of polyester with paper and lamination, which works perfectly for most of its clients.

Finishing

After the labels are printed on the CX1200e Color Label Press, they are finished on the FX1200e Digital Finisher. Pirkanmaan Laatuetiketti uses all the functions the FX1200e offers including cutting and slitting as well as rewinding the labels. Most of the rolls are produced ready for delivery, only in some cases do they have to be rewound on a smaller core. The lamination option is most often in use as the combination of a paper label material and a laminate is in most cases enough and a plastic label is not needed. The company offers different kinds of transparent lamination foils, so a client can choose a suitable coating from a variety.

To guarantee a smooth production, good service and support for label production equipment is essential. 'Our local partner, Abraxco, has been very helpful every time I contacted them,' said Mr Rouvi. In the beginning, it experienced a few bumps in the road, mainly due to miscommunication and cultural differences between countries and continents. 'We got used to the flexo press procedure for years, so we had to change our way of thinking a few times.' After solving these minor differences Pirkanmaan Laatuetiketti is happy with the choice it made.

Low cost

The investment was much less than it would have been for other systems with similar features, and after approximately two years, the investment was amortised. Mr Rouvi added, 'For us the price-quality ratio is good. We are a small company and this investment was of course a big one, but suitable. We have learned to compare the prices between the Primera system and our flexo press and can now offer the best solution depending on what the customer needs. We are definitely satisfied with the CX/FX combo.'

Would he recommend the CX/FX printing and finishing system? 'As a single machine this system isn't perhaps the best way to start a business, but when you already have a certain infrastructure (eg materials, clients and industry knowledge) this machine combo is a very good alternative to increase existing business and create new interest.'

The biggest improvement is that the company can now offer smaller amounts of labels at a reasonable price and in a very short delivery time.

To summarise it all, Mr Rouvi concluded, 'Now we have a total combo of two printing systems that we can use to print labels in the most efficient way.' •



A sample of labels from Pirkanmaan

