

## DIGITAL PACKAGING PRINTING FROM HP

# For Better Brand Positioning



CEO Martin Kleiner banks on digital flexible packaging printing.  
Photo: HP

On drupa 2012 and last year's interpack HP announced a range of new solutions for the packaging industry. Among them were digital print presses Indigo 20000 and 30000 as well as digital rotary press based on HP T400 for the corrugated board market. First systems have already been mounted. We have examined two, installed in Switzerland and Czech Republic.

TEXT **Michael Seidl**

HP enjoys a dominant position in the label sector owing to its Indigo product family. This is illustrated by over 1.450 installed WS4000/6000 systems. HP now turns its attention to corrugated board, folding box and flexible packaging sectors, where digital technologies have played a less prominent role than elsewhere. There is no doubt that these segments see a growing demand for digital solutions: more and more clients require smaller and more differentiated packaging volumes and expect an appropriate level of flexibility from their providers. A strong transformation from analogue to digital print production technologies, allowing to eliminate a lot of intermediate steps, which has been underway in the label sector, now enters the corrugated board, folding box and flexible packaging segments. And the market reacts: HP has sold over 20 Indigo 20000 and over 10 Indigo 30000 presses. The performance of the Scitex series (for corrugated board and POS) is also noteworthy: more than 100 machines have already been sold.

## Packaging markets get into higher gear

Today around 7 more than of packaging is produced using digital print technologies. The trend is rising. Shorter product life cycles necessitate faster market availability and smaller volumes can be produced efficiently only with digital technologies. Furthermore, brand owners search for ways to produce small

runs and different packaging versions in an environmentally friendly way. They also want more flexibility in relation to design changes and more often than ever use packaging for communication purposes. All these challenges can be met only with the help of digital technologies.

## Kleiner: first user of HP Indigo 20000

Digital print presses Indigo 20000 and 30000 with the 30-inch width were first presented at drupa 2012. Thanks to large production

width they offer completely new perspectives for producers of labels, folding boxes and flexible packaging (including shrink sleeves). The Swiss company O. Kleiner KG from Wohlen near Zurich decided to purchase Indigo 20000 practically on site during interpack and was the first worldwide to install the new press. Specialising in production of flexible packaging, the printing house uses flexo, rotogravure and digital print. The firm celebrated its 60th anniversary this year and Indigo 20000 was certainly a nice birthday present, along with the brand-new W & H 8+1 flexo print machine



HP Indigo 20000 at O. Kleiner KG in Wohlen.



A presentation of some digitally-prepared products.

with an integrated rotogravure unit. Digital print is not new for O. Kleiner KG: 14 years ago they installed their first Indigo Webstream.

»Digital print is becoming increasingly important for flexible packaging printing,« said CEO Martin Kleiner during the presentation of the new digital print centre. »As for flexible packaging, the technology made a quantum leap with HP Indigo 20000, whose printing width of 736 millimetres opens new opportunities.« This new wider format has been awaited by producers for a long time. At O. Kleiner KG, the new system supplements high-volume orders with smaller runs and offers new attractive options for clients from the lower-volume segment. A good example is seals for small jam containers. While some flavours, such as strawberry, are produced in high volumes, other, such as raspberry, require smaller batches. Containers from the second category can be produced much more efficiently using digital printing. Other possible applications are test and personalised packaging. This interesting market is now wide open for O. Kleiner KG. The company is a supplier of some renowned Swiss and international



Small runs of jam seals are now produced digitally.

brands and its partners are likely to be pleased with the new production opportunities that can be easily adjusted to their needs.

### Digital web press for corrugated board market

Also on the corrugated board market everything points towards digital. Here too more and more clients are interested in smaller volumes or more diverse packaging designs. TVs, vacuum cleaners and beer are only few examples. One of those who have recognised the trend is Martin Rehorik, owner of Obaly Morava a.s. Founded in 1993, the firm was the first worldwide to install an HP High-speed Inkjet Corrugated Packaging Solution based on HP T400 Simplex Color Inkjet Web Press. On the Czech market there are seven corrugated board packaging producers. Martin Rehorik is evidently proud to be the only truly national player among them, and not part of a global firm such as Smurfit or Model. This gives him freedom to make his own decisions, and he took advantage by purchasing HP's new product. The company, based in Otrokovice near Zlín, runs a three-shift operation, employs 200 staff and produces 8.5 million square metres of corrugated board packaging. At present it is in the process of massive expansion in response to increased demand for high- and low-volume packaging solutions.

Martin Rehorik came up with the idea to approach HP as a result of the changing market requirements. His company produces TV packaging for several large retail stores. While the shipping date of a particular container to Europe is known, it is unclear which packaging will be sent where until about a week before shipment. This requires production of smaller runs with different designs. The challenging task can now be performed by printing liner paper on HP's T400 and later processing it into corrugated board on the corrugator. This saves not only time, but also storage costs.

### Clients can better distinguish themselves

Martin Rehorik loves efficient processes and lean production, and therefore digital



Obaly Morava a.s. installed the world's first HP High-speed Inkjet Corrugated Packaging Solution.



An example of coated and non-coated boxes.

solutions fit well into his idea of a robust company. »The market requirements and technologies undergo dramatic changes. We're using this opportunity to offer our clients solutions which allow to be even more efficient,« says Martin Rehorik. »I had a vision of how a digital pre-print of corrugated board liner could look like, and HP helped to make my vision a reality.« The new facility also helps him to transfer high-end orders from flexo to digital print, a move which is due to the higher achievable print quality. In addition, one can save on expensive pre-press and be more eco-friendly, which is very important for Martin Rehorik.

In general, Corrugated Web Press can be used for processing coated and non-coated corrugated board substrates, offset paper and recycle liner material, all at production speed of 183 metres per minute. An important production supplement is near-line coater from Harris & Bruno, which performs two important tasks: priming and varnishing of ready prints.

Francois Martin, responsible for Marketing Graphic Business Solutions at HP, made a point during his presentation introducing the machine. »In the corrugated board segment, transformation from analogue to digital is poised to take place. It may even happen faster than in other segments, for example on the label market.« Because digital solutions can provide valuable contributions to brand positioning – and this is exactly what companies such as Obaly Morava looking for. ☺