

## Truepress Jet **L350UV**



### User's Report

## Label Printer Boosts Throughput and Quality while Cutting Costs

### Triangle Label

#### To New Fields of Digital Label Printing

In the past two years, Triangle Label, longtime Flexographic shop in Ohio, US, recognized the need for a high-speed digital press and began evaluating five manufacturers of digital label presses. After much research and deliberation, the company chose the Truepress Jet L350UV.

#### Grabbing the Future of Label

"We operate four flexo presses but recognize that high-speed digital printing is the future of the label industry," said Allen Backscheider, co-president of BGR Inc., parent company of Triangle Label. "We wanted the ability to print higher quantities of labels, at higher speeds, with less cost per copy. With the Truepress Jet L350UV, we can offer our customers lower production costs, faster setups and additional substrate choices."

"All seven team members unanimously chose the

Screen press," said Tom Hagedorn, plant manager. "The Truepress Jet L350UV provided the proper menu of price, value and quality. Screen has a long history and an excellent reputation in the commercial printing equipment business, including offset digital presses. Now with the Truepress Jet L350UV, Screen has opened up this avenue to the digital roll-to-roll pressuresensitive label market."

"We felt that we could work easily with the Screen organization," echoed Scott Kneer, sales manager. "Screen personnel were straightforward and trustworthy. A true partnership developed with them during this process. They also devised a detailed marketing plan and assigned a specialist to assist us in creating a unique market offering in our area."



Tom Hagedorn, Plant Manager

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## Perfectly Meeting the Various Customers Demands

The Truepress Jet L350UV delivers pin-sharp text and photorealistic images using four process colors plus opaque white. The white ink enables perfect backup white for printing on colored and transparent materials. "The Truepress offers us the ability to print high-quality four-color process labels on a variety of substrates, some of which would have been difficult to run in a traditional flexographic label press." Backscheider said.

Accommodating a maximum printing width of 12.6 inches, the Truepress Jet L350UV prints at a top speed of 164 feet per minute for productivity of 173.2 square feet of labels per minute. "Other digital presses we investigated featured speeds of less than 100 feet a minute (30.48 m a minute)," Kneer said. "The Truepress gives us the efficiency to run more than 100,000 labels, depending on the size of the labels, compared with 15,000 to 25,000 labels for competitive presses. At the same time, it can handle short runs in the range of 1,000 to 5,000 labels."

Custom label designs and content can change frequently. The cost to replace printing plates and

tooling can become very cumbersome, especially as run lengths decline. The Truepress Jet L350UV decreases the cost of short-run labels for multiple SKUs and eliminates the need to remake printing plates when label designs change.

"In flexo printing, you're looking at two and a half hours to set up a four-color job and one and a half to two hours for cleanup," Hagedorn observed. "That translates to \$350 to \$550 just in labor. Along with the cost of plates and tooling, traditional flexo printing can be very costly."

That all goes away with the inkjet press. "Great savings can be achieved because there is very little setup and no plates," Hagedorn continued. "The customer simply submits new artwork. File preparation is the most time-consuming aspect of the makeready. Once the Truepress receives the digital file, the job is set up and we start printing new custom labels within 10 minutes."



### Triangle Label

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Established: 2005  
Number of employees: 11

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