

Dairy Company Lowers Costs and Gains Flexibility with EcoFlex™ Sleeve Labels



Challenge

To match their needs for high print quality, the company initially chose a gravure label printer for its label supply. However with small runs and multiple SKUs, the cost of cylinders became exorbitant. With plans for several new designs and products on the way, the company decided to reevaluate its supply base and spoke with Walle.

Solution

Walle offered the company its EcoFlex sleeve label solution. Leveraging its high quality flexo printing expertise utilizing computer-to-plate technologies, EcoFlex provided a high quality shrink sleeve label solution without prohibitive cylinder costs. Furthermore, the high efficiency from Walle's 50 inch wide 10 color flexo presses meant EcoFlex was more inexpensive than competing flexo label solutions.

Results

With Walle's EcoFlex label, the customer achieved all of their objectives. They wanted a shrink sleeve label solution that provided high graphics quality like gravure but without expensive prepress costs. With EcoFlex plates costing a fourth of the cost of gravure cylinders and providing equal quality using computer-to-plate technologies, the customer was able to accelerate its product development plans, get to market sooner with new products and save thousands of dollars in the process.

At a Glance

Product Used

EcoFlex™ Shrink Sleeve Labels

Client Profile

A Regional Dairy Producer

Business Need

The customer had chosen to take advantage of the impact from selecting shrink sleeve labels to decorate its new line of pint sized milk products. The company's creative graphic design along with the full body coverage from a shrink sleeve label set the company's products apart on the shelf.

Solution and Benefits

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