

# Eson Pac switches to HP Thermal Inkjet cartridges for faster, cleaner label production



## At a glance

**Industry:** Specialty Printing Systems

**Business name:** Eson Pac

**Headquarters:** Veddige, Sweden

**Website:** esonpac.com



First class packaging

**Business name:** REA Elektronik

**Headquarters:** Muehltal, Germany

**Website:** rea-jet.com

## REA JET

## Challenge

- Eson Pac was using Continuous Inkjet technology (CIJ) to produce customized labels for the pharmaceutical and chemical industries; however, it found that cleaning and maintenance was time consuming and the process produced unpleasant odors. It wanted to find a new approach to label production.

## Solution

- The company worked with REA Elektronik to develop a new solution based on HP Thermal Inkjet cartridges.

## Results

- REA All Star Black, which is based on HP's new solvent inks, enables the company to achieve high-productivity on non-porous substrates while delivering print quality of up to 600 dpi.
- The simple process of replacing cartridges makes production more user-friendly.
- Unpleasant odors on the production line have been eliminated.
- Costly downtime caused by maintenance and cleaning has been minimized, making production more efficient and faster.

“The new REA JET HR system using the newest solvent-based HP inks helps us to keep total costs low because the cleaning and maintenance is simple and efficient and we can produce more labels in the same amount of time.”

– Markus Güntert, site manager, Eson Pac



Established in 1967, Eson Pac offers a wide range of packaging and print solutions including cartons, leaflets, booklets and labels. Family-owned and headquartered in Veddigge, Sweden, the company strives to develop, produce and deliver complete packaging solutions for customers who value close cooperation. Eson Pac employs more than 500 people across six production facilities and multiple sales offices and has a turnover in excess of €110m per annum.

### Efficiency and customization

When it comes to labels, Eson Pac handles significant volumes of business, particularly from the pharmaceutical and chemical industries. This presents its own unique challenges such as incorporating security measures to prevent counterfeiting.

“The key challenge for these markets is that there’s a high price pressure, which forces us to work extremely hard on our efficiency to avoid any kind of waste. This makes it possible to offer the lowest total cost on the market,” explains Markus Güntert, site manager, Eson Pac. “We also need to incorporate security features making the label production more customized.”

With the existing Continuous Inkjet (CIJ) system requiring an increasing amount of cleaning and maintenance, Güntert sought the advice of long-term partner REA Elektronik, which suggested HP-based HR-Jet, a more environmentally friendly option.

### Switching to thermal inks

REA Elektronik is always keen to embrace new technologies and believed a Thermal Inkjet (TIJ) system from HP might prove more effective, faster and cleaner for Eson Pac.

“We have adopted numerous HP printhead technologies from Piezo to CIJ to laser marking systems so bringing HP cartridge technology on board was a natural evolution,” comments Gerardo González, sales director, Elektronik.

Eson Pac now uses REA All Star Black, which is based on HP’s new solvent inks, to produce a range of labels for the pharmaceutical industry. This enables it to achieve high-productivity performance on non-porous substrates while the new ink delivers print quality of up to 600 dpi in a solution designed to keep Eson Pac printing without interruption.

“We are now in a position to expand into packaging applications, which were not accessible in previous years, so it’s becoming a significant part of our business,” says González. “We calculate that we can substitute a great number of CIJ printers with HP technology in the very near future.”

### An easier and more flexible solution

“Compared to the CIJ systems, the new HP-based system is much easier to handle regarding cleaning and maintenance, helping us to minimize setup times,” continues Güntert.

“We are also seeing more and more demand from customers to print a unique code on each label and this is possible with the REA All Star Black Cartridges.”

The new ink also allows Eson Pac to print on a range of substrates, such as glassine paper and specialist media such as PET liner. The company can now put a pre-printed roll into the finishing machine where a camera system gives it total vision control, enabling it to separate prints into single lanes where the integrated system can add back side numbering.

“Back side numbering is increasingly demanded by the market because it introduces the possibility of balancing used and unused labels,” says Güntert. “The labels that we produce have a high value so our customers want to count how many labels they have used and how many are left over. Back side numbering allows them to balance the stock level of the labels easily.”

### Speed and simplicity

Speed and quality are also important factors in the production of labels. The new ink from HP is helping Eson Pac deliver high volumes on time and at a reasonable cost without compromising on print quality.

“The speed of the system was an important part in our decision and the REA system is faster than the previous solution, enabling us to print more labels,” comments Güntert. “During the qualification procedure when we tested the new equipment, quality was also a critical factor; we need to have perfect readability even in small text sizes. HP Thermal Inkjet technology delivers on this.”

In addition, the new HP-based solution is helping make the production environment more pleasant while making the operators’ job simpler. And because the HP ink is certified according to ISO 14000, it is a greener approach to printing.

“Environmental thinking is important to us. With the old CIJ system we had some nasty odors, which the new system has reduced. This helps in our objective to have an environmentally friendly production line,” remarks Güntert. “Furthermore, replacing the cartridges is easy for the operators because it is the same as replacing a cartridge in their home printers. It’s a very straightforward and efficient procedure.”

### Keeping costs low

Thanks to the minimal set up time, ease of use and speed, Eson Pac is able to make significant cost-savings while still delivering the quality and customization that the market demands. The new REA JET HR system using HP TIJ ink is providing the foundation for the company’s growth.

“At Eson Pac we are working with different production techniques from Flexo printing to digital printing where we have had great experiences with HP’s digital presses,” concludes Güntert. “This has given us the confidence to work with the new REA Jet All Star system using HP inks, which is helping us grow the company and develop new products.”



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4AA4-8370ENW, September 2013

