



# Yunido Pack invests in digital for on-demand flexible packaging production

For more than 24 years, Yunido Pack, Kagawa Prefecture, Japan, has created flexible packaging for a wide range of industries: food, stationary, paper-based products, direct marketing and agricultural produce. It relied on gravure printing to serve customers throughout the region, but when it identified the market need for on-demand production it turned to digital print.

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ユニードパック株式会社

**Industry sector:** Flexible Packaging

**Business name:** Yunido Pack

**Headquarters:** Japan

**Testimonial from:** Kouichi Nagamori, president, Yunido Pack,  
Akihito Takano, technical manager, Yunido Pack

**HP solution:** HP Indigo 20000 Digital Presses

**Website:** [yunido.com](http://yunido.com)



## Challenge

“When we were only using gravure printing we operated passively, producing only what we were asked to. Now that we have introduced the HP Indigo press, we can offer more solutions and today we are able to operate a proposal-driven business.”

Kouichi Nagamori, president, Yunido Pack



## Integrating digital with gravure printing

The print industry has changed extensively in Japan over the past decade with growing demand for fast turnaround times and short-runs at low costs. For Yunido Pack, its traditional gravure cylinder-making approach only handled high volume production so it wanted to find a more flexible, faster way to print short-runs on-demand.

“We aim to offer our customers a full range of flexible packaging across the whole market, including food, general supplies, stationary, paper-based products, direct marketing and agricultural produce,” explains Kouichi Nagamori, president, Yunido Pack. “There’s a lot happening in the printing business right now – demand for fast turnaround times, short-runs, high mix of product and low prices. We wanted to deal with these demands within our own production setup.”

In 2008 Yunido Pack invested in the HP Indigo WS4500 Digital Press to introduce digital print into its operations. In 2014 it invested in the HP Indigo 20000 Digital Press to add further functionality as well as the ability to print in a wider format on a variety of flexible packaging materials.

“We wanted to be able to produce all sizes of flexible packaging in any volume and took the decision to introduce the HP Indigo 20000 Digital Press to allow us to move the full range of flexible packaging to digital print.”

## Solution

“From the small-lot, high product mix perspective, we’ve managed to do about twice the volumes that we could with the old gravure printing. Because you can put several things on one roll, this allows you to do exactly the same in post-processing and increase the number of products, which is obviously an advantage.”

Akihito Takano, technical manager, Yunido Pack



## Flexible and user-friendly

With the HP Indigo 20000 Digital Press in place, Yunido Pack is well-placed to transform its production capacity.

Akihito Takano, technical manager, Yunido Pack explains how despite the size of the HP Indigo 20000 Digital Press, it is proving easy to manage and operate. “The HP Indigo 20000 Digital Press is massive but it’s surprisingly easy to maintain. It’s a press that’s easy to handle from the point of view of someone who’s been working with gravure printing for a long time. If you follow all the menus, there are some great things in there and the paper feed is easier than I expected. The HP Indigo 20000 Digital Press is actually easier than the HP Indigo WS4500.”

The new digital press has slotted neatly into the existing print process: “We haven’t actually changed anything at all operationally. We treat things exactly the same as with gravure. It just so happens that we were only one step short with gravure cylinder-making, we have slotted in that final piece with the HP Indigo 20000 Digital Press and we now have the complete solution,” explains Takano.

Yunido Pack can produce flexible packaging across a whole range of materials for numerous markets. The speed and flexibility provided by the HP Indigo digital print platform is enabling it to proactively push its capabilities to potential customers.

## Result

“In terms of quality, we get virtually the same colors as the Japanese offset standards, it’s actually easy for us to produce the colors our customers have in mind.”

Akihito Takano, technical manager, Yunido Pack



## High quality flexible packaging on-demand

Yunido Pack has been impressed by the speed, quality and flexibility of the HP Indigo 20000 Digital Press, as well as its ease of use and the ability to print in low volumes with variable data.

“Using variable data, we can put several products on one roll and process them continuously,” continues Takano. “Color is also surprisingly consistent, you simply have to set up the parameters and you get ample quality.”

The company is also now offering an online service. It has traditionally operated business-to-business, but with the ability to produce on-demand short-runs of unique packaging, it can service individual consumers and enter new markets.

With the HP Indigo digital platform surpassing expectations, Yunido Pack is making its presence felt at trade fairs where it can showcase the final product to brand owners. Its aim is to establish its on-demand print service and make digital the natural choice for on-demand flexible packaging.

“What we want to do now is to grow our on-demand printing business, to try and somehow carve out a position whereby digital printing is the natural choice for on-demand within the gravure-printing dominated world of flexible packaging,” concludes Nagamori.



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