



# Shrinkflex helps Singapore celebrate its 50th birthday with unique label promotion

Shrinkflex (Thailand) Co. Ltd is a leading provider of shrinkable packaging to national, regional, and international brands serving customers throughout Southeast Asia. Since 2007, the company has offered high-quality gravure printing supported by full design services. Changing demands in run lengths put pressure on the company and led it to seek a solution acceptable to its quality-sensitive customers.



**Industry sector:** Flexible Packaging

**Business name:** Shrinkflex (Thailand) Co. Ltd

**Headquarters:** Chachoengsao, Thailand

**Testimonial from:** Michael Tsoi, managing director

**HP solution:** HP Indigo WS6600 Digital Press

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



## Challenge

“Our customers now want design changes for their products much more often than they used to and they also want lower minimum order quantities (MOQs). As a gravure printer, this was a great challenge for us.”

Michael Tsoi, managing director, Shrinkflex (Thailand) Co. Ltd



### Matching the demand for quality with the demand for quantity

With unparalleled depth of colour and the ability to deliver top results on a very wide range of substrates, gravure has historically been the process of choice, especially in the Far East where colourful images are highly valued. It was not surprising that when Shrinkflex was established less than a decade ago that gravure would be the preferred process.

However, when modern international brand marketing practices collide with traditional printing methods, something has to give. For all of gravure's benefits, preparing cylinders is a lengthy and expensive process. The return on investment is earned on the long runs that require little operator intervention to keep the presses running smoothly.

“When customers introduce many new SKUs and require short, trial runs and strategic test runs in regions, then this becomes very expensive and time-consuming for us,” says Michael Tsoi, managing director, Shrinkflex (Thailand) Co. Ltd. “With an increasing number of these requests, we needed a separate solution to provide these services to our customers.”

The company did not want to compromise print quality, but needed a solution that would deliver comparable results on PVC and PET shrink films.

“In 2013, we met with HP at an exhibition and invested in the HP Indigo WS6600 Digital Press,” Tsoi explains. “We thought it was the best press to meet our requirements and those of our customers.”

## Solution

“We felt the HP Indigo WS6600 Digital Press was the best. The ability to include security features and micro-text was particularly attractive and it can handle large volumes of variable text and image data. These features, as well as cost-effective, short, strategic runs, have won us new business.”

Michael Tsoi, managing director, Shrinkflex (Thailand) Co. Ltd



### Business growth and new markets

The HP Indigo WS6600 Digital Press has enabled Shrinkflex to meet the lower MOQ demands to add value through the use of variable data, as well as carrying out trial runs.

“Our design department has also benefited,” says Tsoi. “Customers who want new SKUs also want new designs that we can help them with. When you are dealing with shrinkable packaging, you have to pay close attention to the final images and text once it has been shrunk to the shape of the container. The prepress software for the HP Indigo WS6600 Digital Press handles that very well.”

Capable of printing 97 per cent of the PANTONE® Colour range and matching international brand colours, the press runs at 30 linear metres per minute in four colour, and 40 linear metres per minute in Enhanced Productivity Mode. The HP Indigo WS6600 Digital Press can print on substrates ranging in thickness from 12-450 micron, maximising its potential for supplementing conventional output.

“The press is highly productive, and we are very pleased with the excellent registration made possible by the HP Indigo One-Shot Color Technology,” Tsoi says. “It puts all the colours on the substrate at once in perfect register. Our customers are very pleased with the quality, and we also have recently won new business for a high-profile variable data print run.”

## Result

“The project we did to help Singapore celebrate its 50th birthday was a perfect way to demonstrate what is possible with digital printing. We expect the results to cause a lot of buzz in the market and add to the fun and excitement of the SG50 celebrations.”

Michael Tsoi, managing director, Shrinkflex (Thailand) Co. Ltd



### Branding, variable data and social media

During the spring of 2015, Shrinkflex was asked to take part in a branding and celebration initiative for Singapore's 50th birthday (SG50). A novel idea brought together Singapore's South West Community Development Council (CDC), the bottled water supplier DR. WHO WATERWORKS PTE LTD, Shrinkflex and HP.

The idea was to print shrink sleeve labels for almost 110,000 bottles of DR. WHO oxygenated water carrying permutations of the logos of Singapore's five districts; one of each of the 15 letters that spells out “Happy Birthday Singapore,” and 14 different design variations. Bottles would be given out at different public events during the May and June celebration period. People can collect the letters, make their own messages, take photos and post them on [facebook.com/southwestcdc](https://www.facebook.com/southwestcdc).

“There are nearly 6,000 versions of the PVC labels and we printed enough for 110,000 bottles of water,” says Tsoi. “The variable data capabilities of the HP Indigo WS6600 Digital Press handled the data easily and we printed the whole job in one day, and finished it in two. When you compare that to the 20-25 days needed for a gravure-printed product, it shows the power of digital printing. This job could not have been done any other way.”

“Another benefit of our HP Indigo digital press is that we can now help customers with shrinkable packaging at all stages of the product life cycle,” Tsoi concludes. “And, minimum order quantities simply aren't a problem anymore!”