



# Target Labels and Packaging deploys 'complementary technologies' to drive growth

Target Labels and Packaging is a privately held company that has invested in both conventional and digital equipment for labels and packaging production. While the expanding range and complexity of products has bolstered the company's growth, changes in volumes and turnaround times focused Target on providing a flexible response.



**Industry sector:** Labels & Packaging

**Business name:** Target Labels and Packaging

**Headquarters:** North Salt Lake, Utah, USA

**Testimonial from:** Josh Jenks, general manager

**HP solution:** HP Indigo 20000 Digital Press,  
HP Indigo WS4500 Digital Press

**Annual turnover:** \$9+ million

**Website:** targetlabel.com



## Challenge

“We see a great potential for digitally produced labels and flexible packaging. However, we are in a conservative region where the benefits of digitally printed flexible packaging are not widely understood. We are visiting potential customers almost every day to show them the quality and to excite them about the advantages.”

Josh Jenks, general manager, Target Labels and Packaging



## Equipping for a changing market

Upgrading and renewing equipment was the first priority for the new management of Target Labels and Packaging in 2006, and among its early investments were a 16in flexo press for flexible packaging, and in 2008, the HP Indigo WS4500 Digital Press for digital label printing.

“As our sales grew, so did our requirement for capacity,” says Josh Jenks, general manager, Target Packaging and Labels. “To meet the demand, in 2011, we moved to a new building and installed a 57in-wide flexo press. With continued need for better quality and speed we installed a 56in wide gearless flexo press in 2014. This tripled our printing speed; the quality increased, and as a result, our sales increased dramatically.”

Target Labels and Packaging not only serves customers in its region, but also national and international brands in the Australia, China, Korea and the UK.

Along with the new orders that the flexo press brought in, there were also jobs for trial packaging and test runs that were carried out on the HP Indigo WS4500 Digital Press.

“As with brands everywhere, our customers had been increasing the number of SKUs and reducing run lengths,” Jenks explains. “This was work that was not cost-effective to print conventionally, so we began looking for a digital solution.”

“What we needed was a digital press that could provide a parallel service, and deliver quality and speed in the volumes necessary to meet not only our immediate requirements, but those of the future.”

## Solution

“The HP Indigo 20000 Digital Press offers the quality and throughput giving us the ability to respond to large or small businesses that require shorter runs and lead-times, complementing our conventional production, and offering more to our customers.”

Josh Jenks, general manager, Target Labels and Packaging



## Distinctive products whether digital or conventional

“When we learned about the HP Indigo 20000 Digital Press a few years ago, we were very interested and went to Israel to take a close look,” Jenks says. “At the time, we were considering buying another gearless press or a new HP Indigo press. In the end, we managed to get both.”

The Target Labels and Packaging team was impressed with the way the HP flexible packaging proposition had been worked out, offering an end-to-end solution or allowing customers to integrate their own workflow and finishing solutions.

“Other features, like the additional colors, the wide range of substrates, the inline coater option, the 30-inch width and the white ink, indicated that HP had a good understanding of the packaging market,” Jenks says. “The print quality gave us the assurance that its output would meet our objective to produce flexible packaging that was distinctive.”

The press' speed (101ft/min; 30m/min in four colors) and ability to handle short-runs and fast turnarounds that were both affordable and profitable also were further attractions.

“There is no typical short-run length,” Jenks continues. “They're all over the place. We recently did a run of stand-up pouches totaling 25,000 linear feet comprising 15 items of 800 pieces. Using the HP Indigo 20000 Digital Press, we were able to deliver it in six business days.”

## Result

“Digital flexible packaging can create the desired impact on the shelf and make small companies look big and more established than they are. It also enables large brands to create versions of their packaging that makes them look smaller and more local.”

Josh Jenks, general manager, Target Labels and Packaging



## What you need versus what you want

“Companies have different priorities,” Jenks explains. “Speed, quality and price are the main variables but every company mixes them differently.”

Part of selling digitally printed flexible packaging in Target Labels and Packaging's market is to show potential customers how it will benefit them.

“It's not always how they expect,” he says. “For example, we have found what many customers want is better cash flow. One company had an inventory of \$250,000 of product in its warehouse. We showed how cost-effective digitally printed packaging with its easy set-up and fast turnarounds could reduce stock to \$100,000 freeing up a significant amount of cash.”

“Helping customers recognize what they really want is part of the digital proposition,” Jenks says, “The HP Indigo 20000 Digital Press gives us the power to turn around jobs quickly, and even fit in unexpected ones. On Wednesday, we received a request for 75,000 bags required on Monday. It was 8,000 linear feet. We had the job running within 10 minutes and it took 45 minutes to print.”

“We're looking at a lot of new things: more finishing equipment, a web-to-print interface, and more automation,” Jenks concludes. “I especially want to encourage customers to think outside the box and fully utilize the capabilities of our HP Indigo 20000 Digital Press to their advantage.”



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