



# Pemara adds a powerful new dimension to folding carton digital production

Pioneering print solutions is embedded in Pemara's DNA. Over a 49 year history it has scored many firsts in Australia. It introduced high quality rotary self-adhesive label printing; the first self-adhesive vehicle registration labels; the first 'peel 'n stick' postage stamps. Now Pemara has installed the first HP Indigo 30000 Digital Press in the Asia Pacific region, pioneering further packaging innovation.



**Industry sector:** Labels & Packaging; folding cartons

**Business name:** Pemara

**Headquarters:** Victoria, Australia

**Testimonial from:** Damien Prunty, general manager, Pemara

**HP solution:** HP Indigo 30000 Digital Press

**Website:** pemara.com.au



## Challenge

“Our customers are in the pharmaceutical, animal health, personal care, food and beverage sectors. These are highly regulated industries which face frequent changes to the information their labelling and packaging must carry. We help our customers avoid the expensive, wasteful and inaccurate downsides that this phenomenon can cause.”

Damien Prunty, general manager, Pemara Labels Australia



## The ‘rocky road’ of market development

Family-owned Australian print company, Pemara, adopted HP Indigo digital printing technology for the first time in 2001. Damien Prunty, Pemara’s general manager, recalls that in the early days of offering a digital print label solution to customers it was a “pretty rocky road” as Pemara had to act as both a developer and builder of the market.

Pemara now has plants in Australia, Indonesia, Vietnam and Malaysia, supplying a range of print labels to multi-national companies in the pharmaceutical, animal health, personal care, food and beverage sectors. These markets are highly regulated and the information carried on the labelling has to be frequently altered in line with new legislation, market regulations or to reflect brand imaging changes.

“The HP Indigo ElectroInk technology delivers print quality indistinguishable from offset. The high quality we produce on the HP Indigo WS6000 and WS6600 Digital Presses is just a given with our customers. They are striving to achieve leaner operations. They look to us to meet the ever complex challenges of changes and shrinking turnaround times. They want a better speed to market, greater productivity, reduced waste and more efficient use of raw materials.”

Prunty refers to one of Pemara’s multinational pharmaceutical customers, manufacturing locally in Australia and exporting into many countries that require different languages on their packaging. “We produce small batches, eliminating wasteful redundancy and unnecessary capital investment. If changes are needed we can send an inexpensive proof for approval.”

## Solution

“The disconnect between the look of the label and its carton is a legitimate concern for regulatory, branding and market applications. HP have the perfect match between the two packaging formats and we can guarantee the product label and its carton look identical.”

Damien Prunty, general manager, Pemara Labels Australia



## The perfect match for labelling and packaging

Digital print label and carton technology has unquestionably helped grow Pemara’s market reach. In 2014, the company decided to expand its folding carton business by investing in the latest digital technology, the HP Indigo 30000 Digital Press. It also set up a new division within the company called Pemarapack, comprised of a team of experts dedicated to managing business for its latest investment.

Prunty says: “We saw customers’ frustration when there was a disconnect between the look and feel of the product labelling and the carton in which it was housed. The concern was compounded by the diversity in SKUs. It was often the variations caused by different packaging suppliers. The complaint was simply: ‘It doesn’t look the same’. That is a legitimate concern for regulatory, branding and market applications.”

He recalls: “HP had the perfect match between the technologies for the two print packaging formats. We can guarantee the product label and its packaging look and feel the same. “The HP Indigo 30000 Digital Press is such a compelling concept. As folding carton converters struggle with the economic and productivity issues of shorter and more frequent print runs, this machine delivers minimal setup, reduced waste and easy versioning capabilities.

“The evidence is powerfully clear for our customers when they see for themselves the flawless colour consistency between the label and its carton.”

## Result

“In the HP Indigo 30000 Digital Press, HP has produced an advanced and finely tuned machine. It enables us to provide new marketing opportunities to our customers. For instance, the ability to prototype new products before full scale market production is of growing importance in the sectors we serve. It is inexpensive and viable with this HP solution.”

Damien Prunty, general manager, Pemara Labels Australia



## An advanced and highly tuned machine

The HP Indigo 30000 Digital Press offers a significant benefit to the packaging supply chain, it’s a key selling point. “We can show our end customers, high colour quality, savings in paperboard waste, reduction in overstocking and elimination of obsolete stock.”

Pemara prints on carton board up to 600 microns. “The ability to use a bigger sheet, 75 cm (29-inch) format, delivers us greater productivity and means we can say ‘yes’ to requests for bigger cartons and longer runs.”

The company is also able to offer new marketing opportunities to its end customers. Prunty notes that the technology opens the door to a myriad of personalisation options that simply weren’t possible for folding cartons before. “Customers can now create many individual designs for their cartons. It’s an excellent way for them to give their products a more personal touch, as well as help them to stand out on the market shelves. It also provides for unique security benefits and opportunities with serialisation to protect against counterfeiting.”

Looking ahead to further printing and packaging applications, Prunty identifies the possibility of a future move into the flexible packaging market space. He says: “The support and training we receive from HP is excellent. As HP continues to develop this class of print and packaging technology we believe there will be more applications for us to offer our marketplace. Flexible packaging is just one of them.”



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