



Third Dimension leverages digital technologies to provide complete corrugated solutions

In the past two decades, the corrugated packaging sector has moved from basic transport packaging to sophisticated, full-color sales and marketing vehicles. One of the companies leading the market is Third Dimension, Inc., of Geneva, Ohio, that has the digital and conventional power to deliver advanced solutions to Fortune 500 companies.



Industry sector: Corrugated packaging

Business name: Third Dimension, Inc.

Headquarters: Geneva, Ohio

Testimonial from: Louie DeJesus, president and CEO

HP solution: HP Scitex 17000 Corrugated Press
HP Scitex 15500 Corrugated Press

Annual turnover: \$20+ million

Website: thirdinc.com
CompanyBox.com



Challenge

“We have a full range of packaging solutions with extensive finishing capabilities. Our HP Scitex 15500 and 17000 Corrugated Presses offer quality and speed and have helped our customers increase sales as well as our own.”

Louie DeJesus, president and CEO, Third Dimension, Inc.



Moving corrugated into a new age

Prior to establishing Third Dimension as a contract packaging fulfillment company in 1984, Louie DeJesus worked for an integrated packaging group and grew his territory from zero to \$50 million in sales. The experience not only gave him an understanding of what customers wanted, but also an appreciation of what corrugated packaging can do.

“We offer basic and custom packaging, from one and two-color protective packaging to complex, full color, retail-ready POP/POS displays,” says Louie DeJesus, president and CEO, Third Dimension, Inc. “We design and manufacture custom packaging as well as producing standard sizes. In addition to corrugated board, we manufacture molded Styrofoam packaging and wooden crates, as well as running a very extensive JIT service backed by 500,000 square feet of warehouses.”

In 1997, Third Dimension became one of the first companies to install a digital flatbed printer for corrugated applications.

“We had two three-meter printers and had the idea to set up a business so that people could order short-runs of corrugated packaging online in the same way they could order business cards and other commercial products,” DeJesus explains.

The early printers could only output 4-6 beds per hour, and even after installing additional, faster printers, it was not enough to enable www.CompanyBox.com to become a reality.

“While they were good machines, they couldn’t support a national footprint,” DeJesus says. “We needed more power, higher quality and better automation to meet the growing demand for shorter runs and more complex designs – for our regular customers as well as to serve an online business.”

Solution

“The HP Scitex 15500 and 17000 Corrugated Presses have the speed and quality necessary to support an online business; they brought the CompanyBox.com concept back to life.”

Louie DeJesus, president and CEO, Third Dimension, Inc.



Transforming businesses with digitally printed corrugated

While Third Dimension was building its digitally printed packaging business, it was also adding and expanding facilities in Middlefield, Ohio, and Charlotte, North Carolina. DeJesus’ strategy of targeting large businesses was paying off, and more capacity and capabilities were being added.

In 2014, the HP Scitex 15000 Corrugated Press was installed at the Geneva headquarters (subsequently upgraded to 15500 specifications). This was followed in 2015 by the installation of the HP Scitex 17000 Corrugated Press in Charlotte.

“Digital printing now accounts for 30 percent of our business,” DeJesus says. “It’s been growing strongly and our customers are very much impressed by the results.”

“Digitally-produced packaging enables our customers to differentiate themselves and engage more effectively,” he says. “Good packaging is a big opportunity for brands, and our fulfillment services are attractive to retailers who don’t have to assemble and load the displays. We pre-load POP/POS displays, dump boxes and quarter or half-pallet boxes. These are evolving all the time with additional signage to make them more interesting and give them more impact.”

“The throughput of the HP Scitex 15500 and 17000 Corrugated Presses – up to 127 and 200 beds per hour respectively – means that the digital model of shorter, more frequent runs, just-in-time delivery, and reduced warehousing is economically viable. We’ll digitally print most orders up to half a truck load; that’s about 80,000ft²,” DeJesus says. “The quality is amazing, too. The combination of a white liner and the new ink in gloss mode almost looks like cut vinyl.”

Result

“The impact of full color printing on packaging can have a tremendous effect. One of our customers is a vegetable grower who, because it was affordable on the HP Scitex Corrugated Press, changed from three to four-color printing on his boxes. The result was that his sales tripled and he is adding more green houses.”

Louie DeJesus, president and CEO, Third Dimension, Inc.



Measuring the impact of digital packaging

“Among the benefits of digital printing is time-to-market and no upfront printing and cutting die cost. With our in-house design and finishing services, combined with the HP Scitex Corrugated Presses, we can have full color packaging ready in four to five days. In fact, we’ve even hit a delivery request of one day!”

Currently, Third Dimension employs about 90 people. The Ohio plants operate two shifts and the Charlotte facility will be moving to two shifts, signaling further expansion of the company.

“Another digital benefit comes from encouraging customers to print shorter runs,” he continues. “If you only print half a truckload, it can be done digitally, and you can fine tune any aspects of the packaging in the next run without having a warehouse full of waste or repurchasing printing and cutting dies.”

The high print quality, made possible with the strong vacuum tables of the presses as well as the variable drop technology that creates smooth transitions, deep saturations and gradations for excellent skin tones, enhances the consumer experience and stimulates sales.

The economics of the HP Scitex Corrugated Presses mean that CompanyBox.com is now a reality.

“After years on the back-burner, it’s exciting to see it live,” concludes DeJesus. “It’s designed for customers who want a small number of products in standard or custom sizes. Mailers, shippers, POP and one-piece folders are among the popular products currently on offer – all with variations and the ability to be customized. Our HP Scitex Corrugated Presses are helping us expand the business, in person and online.”