

Case study

Camargo Companhia de Embalagens extends versatility and opens new markets with digital capability



Installation of first HP Indigo 20000 Digital Press in South America creates opportunities for growth

Challenge

- Meet demands for shorter flexible packaging runs
- Ensure color quality
- Find a solution that integrates with existing workflow
- Reduce time to market for customers

Solution

- Installation of the first **HP Indigo 20000 Digital Press** in South America
- Educate new and existing customers in understanding how digital print can address their needs
- Work with customers and agencies to create eye-catching campaigns that demonstrate the power of digitally printed packaging

Results

- Camargo Companhia de Embalagens are now able to meet demand for short-run packaging to support existing and new customers
- Able to offer solutions to a wider variety of businesses with varying packaging needs, as print volume is no longer a barrier
- Consolidated flexible packaging organization that can deliver one package or 800 metric tons [881 US tons] of the same quality
- Month on month growth of digital print sales



“With the HP Indigo 20000 Digital Press, we are now able to offer small and medium sized companies affordable, high-quality packaging products as well as shorter runs to our existing large gravure customers. With this press, we can offer something different, and this is expanding our customer base and helping us grow.”

– Felipe Toledo, CFO, Camargo Companhia de Embalagens



Introducing a whole new technology to a continent may sound a daunting prospect, but the installation of the HP Indigo 20000 Digital Press by Camargo Companhia de Embalagens in Brazil not only offered new cost-saving solutions to its customers, but an opportunity for the company to deliver more colorful solutions and grow its market and business.

“Brazil is a whole new market for digital flexible packaging. We’ve been helping customers move from the unit cost idea to seeing savings along the whole supply chain with digital printing. The concept is gradually being accepted, and every month we can measure growth in digital print sales.”

— Felipe Toledo, CFO, Camargo Companhia de Embalagens

Industry:

Flexible packaging

Company name:

Camargo Companhia de Embalagens

Location:

Brazil

HP equipment:

HP Indigo 20000 Digital Press

Website:

camargociaembalagens.com.br



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Challenge

The ability to do more and add value

Camargo Companhia de Embalagens has grown in the last 12 years to become one of the five largest flexible packaging printers in Brazil. The family-owned company has three gravure presses printing 24/7, and a full range of laminating and finishing equipment for the production of flexible packaging products. Camargo’s customers represent the top companies in food, household products, cosmetics, pharmaceuticals and other industries.

“These companies, like those everywhere else, are moving to larger numbers of SKUs and shorter print runs,” explains Felipe Toledo, CFO, Camargo Companhia de Embalagens. “With a one [metric] ton minimum to print gravure, customers have had to print more than they need if they want to work with us. This means they have to carry excess stock, pay for storage and disposal.”

In spite of its 18% annual growth rate, Camargo believed that it had the capacity to grow further by providing packaging for shorter runs, to medium and small companies.

“It made sense for us to look for a solution that could address the shorter runs, reduce waste and print to the quality our customers expect,” says Felipe Toledo.

Solution

Trends, technology and training

In December 2015, Camargo installed the HP Indigo 20000 Digital Press to meet its challenges.

“While color quality was a consideration – we knew the quality was comparable to gravure – it was the other benefits that we could offer our customers that led to the choice of the HP press,” Felipe Toledo says. “These included the ability to use the same substrates (PET, BOPP, Paper and Alu Foil) as on the gravure presses, variable data printing for ease of printing multiple similar SKUs, and reduced time to market. Digital also meant that trial runs were easier, faster and more affordable. More designs can be tested in less time.”

According to Felipe Toledo, the need to offer short-runs cannot be over-stated. “Without a short-run capability, the only real option for customers would be to buy a full year’s supply of packaging at once, which increases the cost and can cause cash-flow problems. And, of course, much would end up as waste.”

Waste management is a major consideration at Camargo. Its plant includes a solvent recovery facility and a unit for preparing substrate waste for recycling.

“Existing customers who were looking for shorter runs had a pretty good understanding of the economics of digital print, but others found it difficult to understand at first. So we looked at different ways of promoting it. We discovered that a marketing-driven approach is more effective than one based on technology and specifications,” explains Felipe Toledo.

Results

Wake up and smell the coffee

“One of the most powerful and visually striking examples of the application approach was one that came to us through an existing customer. We had done presentations to customers about the press, and not long after, Café Pelé and its marketing agency Lew’Lara, came to us with an exciting idea.

“There was a perception that coffee in shops and supermarkets wasn’t as fresh as it was in cafés and coffee houses,” Felipe Toledo explains. “Lew’Lara’s idea was to demonstrate, using digital packaging, that Café Pelé was fresh, and delivered every day, using flexible packaging; an innovative idea based on digital printing. Lew’Lara asked if we could deliver the project, and we said, ‘Yes! Of course!’”

Lew’Lara worked with Camargo, Café Pelé and the traditional newspaper O Estado de S. Paulo to create flexible packaging for coffee that displayed on that day’s newspaper’s front page.

“A special package needed to be designed to match the proportions of the section of the newspaper we wanted to reproduce,” he says. “The agency needed to match the fonts, style and colors and with them, we worked out a production schedule.”

Just three weeks later, at 11:37pm, Lew’Lara had access to the front page of the morning edition and the text and images were put into the packaging template. Digital artwork was sent to Camargo which printed 5,000 packages, laminated and finished them, and sent them for filling.

“The packaging was being printed at the same time as the newspaper,” Felipe Toledo says. “From 5:45am, copies of the newspaper were being delivered, and with them, a package of coffee.”

The coffee was also placed at point-of-sale locations, and the initiative was also promoted through social media. The message: “This coffee was vacuum-packed today. Here’s the proof,” was printed on each package.

“The campaign drove both coffee and newspaper sales, and more than 100,000 people engaged with the brand on social media,” Felipe Toledo explains. “This is a very powerful – and readily understandable – example of the power of digitally printed packaging, and this campaign and others, have helped us attract customers.”

The HP Indigo 20000 Digital Press is currently operating for one shift, but that is about to change.

“We are training a third operator and will then be able to take the press to two shifts,” he says. “This will enable us to grow the market, and even be able to sell outside Brazil. The HP press has enabled us to meet our customers’ needs, expand our business, and do something no one else is currently doing in South America,” Felipe Toledo concludes.

Learn more at
hp.com/go/indigo

