

Case study

StrongPoint modernizes label production with digital transformation



HP Indigo 8000 Digital Press supports production at unprecedented speed without compromising quality

Challenge

- Speed to market
- Transition from flexographic printing to digital production
- Increase production and capacity
- Introduce new substrates

Solution

- StrongPoint installed a HP Indigo 8000 Digital Press, with speeds of 80 meters per minute
- HP SmartStream Labels and Packaging VDP Tools, Powered by Esko simplifies the print process with minimum manual intervention required

Results

- Faster printing coupled with smoother workflow speeds production and eliminates human error
- Ability to print on a wide variety of substrates opens up new markets
- True color fidelity guarantees customer satisfaction
- Ease of operation and management



“Digital print is more convenient; there’s no ink around; less waste and we can be quicker to market. The colors are always spot on so we feel safe with the HP Indigo.”

– Leif Persson, SVP and MD, StrongPoint Labels



StrongPoint’s labels subsidiary offers self-adhesive labels for any product and any use. The company guides customers through the whole business process, from design to printing. It has the latest in digital and flexographic printing equipment to make sure any customer request can be met. The parent company headquartered in Raelingen, Norway, has 600 employees, 80 of whom work in the labels division.

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– Leif Persson, SVP and MD, StrongPoint Labels

Industry:

Labels & Packaging

Company name:

StrongPoint Labels

Location:

Norway

HP equipment:

HP Indigo 8000 Digital Press

Website:

strongpoint.com



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Challenge

Speeding time-to-market

StrongPoint Labels relied on three traditional flexographic presses to handle some of its more specialist print jobs. When it decided it needed to increase productivity and capacity to speed time-to-market, the company explored whether digital might be the way forward. StrongPoint has been using HP print technology for 14 years, graduating throughout the years to the HP Indigo WS6600 Digital Press.

“We were approached by HP about the new HP Indigo 8000 Digital Press, we started to calculate to see how much we could run on it,” explains Leif Persson, SVP and MD, StrongPoint Labels. “And since we haven’t yet bought the latest flexo presses, we saw that we could switch almost everything to digital. We are quite experienced with digital so it was easy for us.”

StrongPoint realized that moving its flexo production to a new digital platform would help it deliver quality output much more quickly: “The time-to-market is really the challenge for us and we work very hard on that, which is why we have now made the additional investment in digital,” adds Persson.

Solution

Speed, quality, and flexibility

The HP Indigo 8000 Digital Press is the most productive digital narrow-web label press in the industry, designed to handle even the longest and most demanding print runs. At a speed of up to 80 meters a minute, it exceeds mainstream productivity to produce any job StrongPoint requires.

“We have all been waiting for a fast press and when the HP Indigo 8000 Digital Press came along with the potential to run 80 meters a minute, we immediately understood that that’s where we’re going,” continues Persson. “We use the Enhanced Productivity Mode whenever we can because it increases the speed to the maximum.”

Furthermore, advanced color automation and sophisticated color matching tools make the HP Indigo 8000 Digital Press fast and easy to hit brand colors with extreme accuracy, consistency, and repeatability from the first print to the last.

The new digital solution also offers StrongPoint optimal versatility in terms of applications and media. It can now produce a wide range of applications with easy and quick changeovers, including pressure-sensitive labels and shrink sleeves, and print on substrates from 0.5 pt. to 18 pt. including off-the shelf substrates. At the same time, HP Indigo ElectroInk Premium White delivers high opacity white in a one-pass process, opening new digital opportunities.

“On the HP Indigo 8000 Digital Press we use all kinds of media and haven’t yet seen any media that we can’t print on,” says Persson. “For example, we’re running a job for a customer in Stockholm that makes barbecue sauce and the label is printed on a wood-like material. That shows how it can run both on the HP Indigo press and the finishing options.”

Results

High volume, outstanding results

The new HP Indigo 8000 Digital Press is delivering phenomenal throughput for StrongPoint – so much so that the finishing department is finding it difficult to keep up with production demands.

“The output from the press is huge so we’re struggling in the finishing area now. It’s a real beast, which is producing a lot of labels,” comments Persson. “However, we are more efficient since we switched from flexo to digital and have run up to 25,000 linear meters on the new press, it’s working perfectly.”

The new press was also simple to install, thanks to the assistance of HP and StrongPoint’s local channel partner, Visotech. The presence of HP’s digital print specialists from Barcelona and Israel meant the HP Indigo 8000 Digital Press was up and running quickly.

The company also uses HP SmartStream Labels and Packaging VDP Tools, Powered by Esko to make the workflow smoother and quicker. This easy, intuitive print management solution enables StrongPoint to respond faster and better serve its customers.

“With HP SmartStream, we can work much smarter without the need for additional manpower, intervention or babysitting of the production process,” says Persson. “Instead of manually looking at the file, we can set up the whole flow and then ‘pre-flight’ automatically. Moreover, the human eye can miss details so this removes the possibility of human error.”

It also enjoys the fact that it’s a more flexible process with less waste and brilliant color reproduction: “Digital print is more convenient; there’s not a lot of ink around; less waste and quicker to market. The colors are always spot on so we feel safe with the HP Indigo,” remarks Persson. Looking ahead, StrongPoint is confident that HP will continue to play a vital role in its ongoing development as a business.

“We have been working with HP for 14 years now and every time we look at a new investment, we explore what’s on the market. But every time we choose HP because we know them – it’s a true collaboration,” concludes Persson. “Since we started with HP Indigo digital presses, we were the first in the Scandinavian market and we’ve continued to be pioneers, always a few steps ahead of our competitors. With the HP Indigo 8000 Digital Press, we are still ahead of everyone else. It helps us move our business forward.”

Learn more at
hp.com/go/indigo

