

Case study

Winterborne expands packaging capacity, halving order response time



The HP Indigo 30000 Digital Press provides unique solution for Mexican packaging producer

Challenge

- Meet market demand for environmentally-responsible print production
- Produce packaging prototypes
- Reduce time-to-market
- Offer variable content and ensure consistent color quality

Solution

- Installation of HP Indigo 30000 Digital Press with variable data capabilities and the ability to support a variety of substrates

Results

- Increased packaging production
- Response times cut in half
- Able to meet demand for diverse versioning
- Potential to create new and innovative packaging products



“We received a request from L’Oréal with a much shorter deadline than its previous orders. With the HP Indigo 30000 Digital Press we could meet the order demands which included variable graphics, without ever halting production. We’ve never been able to meet an order of this size and complexity in just a week.”

– Elias Sidaúy, managing director, Winterborne

Winterborne is a decade-old Mexican thermoform and packaging company. It began producing EnviroShell to meet the demand for environmental packaging solutions, and this became key to its early success. To expand its product offering and reduce time-to-market, the company invested in the HP Indigo 30000 Digital Press. This boosted its production speed and capabilities, allowing it to meet critical orders in just one week.

“Working digitally is helping us massively. We have produced several prototypes for potential clients and expect them to secure new business for us.”

—Elias Sidaou, managing director, Winterborne

Industry:

Folding cartons

Company name:

Winterborne

Location:

Mexico

HP equipment:

HP Indigo 30000 Digital Press

Website:

winterborne.com.mx



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Challenge

Market demands more

Winterborne, operating in a 5,000m² (16,400ft²) plant on the outskirts of Mexico City, is focused on the production of sustainable packaging, trays and folding cartons, as well as logistics, and distribution services. The company stands out from the competition thanks to its knowledge of the major retail chains in Mexico.

Having worked with global consumer electronics companies, Winterborne's managing director, Elias Sidaou, realized that clients were demanding more. “As consumer product availability ramps up, so does the need to stand out from competing products. Packaging also has to keep up with rapid manufacturing and this means that Winterborne needs to offer new products in order to remain a one-stop shop.”

The company needed to meet the demand for high-quality packaging with variable content without losing focus on environmentally-conscious printing processes. “We were faced with orders that included variable colors, SKUs, images and text,” explains Sidaou. It also required a manufacturing solution that could offer flexibility to produce prototypes without increasing manufacturing costs. Winterborne began to look for solutions to improve efficiency and reduce waste.

Solution

Agility and flexibility for critical orders

After identifying a gap in the market and receiving requests from clients for faster production of variable packaging, the company installed an HP Indigo 30000 Digital Press.

“We chose the HP Indigo 30000 Digital Press because it could produce variable content and ensure color quality,” comments Sidaou.

Winterborne could now transform its prototype production, which previously involved printing on plotter paper and then applying the print to a mock-up of the packaging. “The HP Indigo can produce prototypes of exactly how a product will look on retail shelves – and do so inexpensively,” says Sidaou. Winterborne began using the HP Indigo press to produce high-resolution graphics on prototypes for potential clients.

Today the company can offer cartons with versioning within the same timeframe as it used to produce standard orders, thanks to the variable data capabilities of the HP Indigo 30000 Digital Press and its substrate versatility, high-quality print and excellent image resolution.

Its larger format makes production more efficient and in no way sacrifices quality when upscaling; print quality is often higher than offset printing. Working digitally became the solution to Winterborne's speed and versioning hurdles.

Results

Added-value packaging revolution

When Winterborne's team received a request from L'Oréal with a much shorter deadline than most orders, it started producing packaging for its night creams with the HP Indigo 30000 Digital Press. The new addition to its manufacturing fleet ensured Winterborne met the order with varying graphics and display boards for blister packs without halting production. The company produced thousands of cartons for the night creams, then a version for the L'Oréal day cream, and a combination of the two with no delay.

“Before, our teams had to replace printing plates repeatedly to reach the same end-product,” comments Sidaou. The company cut its response times from an average of three weeks to just one week with the HP Indigo 30000 Digital Press. Producing larger display cards for EnviroShell packages without splitting 75cm (25.5in) prints into two pieces of 30cm x 45cm (12in x 18in) made production easier. Importantly, the newly acquired speed and flexibility allows Winterborne to charge a premium for rush orders.

“Previously, no other company could offer the same added value as Winterborne, and now we know that we can offer even more with the HP Indigo 30000 Digital Press,” says Sidaou. Though the team has not yet needed all of the HP Indigo's capabilities, it has already tagged potential uses for its new capacity and plans to use HP's technical support to put these systems to good use. Winterborne hopes to begin extending its services using HP SmartStream Mosaic for dynamic image generation. The digital press could help Winterborne supply its customers with solutions they have not yet realized they need.

Easy and fast versioning has been the greatest advantage the company has noticed and even more is expected from the digital press in future projects. Now that Winterborne can print on a greater variety of board thicknesses, with a more extensive color gamut, and produce vibrant packaging mock-ups using Mosaic and the HP Indigo 30000 Digital Press, it expects to secure new clients.

From blister packages to innovative solutions and exceptional customer service, the company wants to form part of the packaging market revolution. HP has given it the tools to lead the pack.

Learn more at
hp.com/go/indigo

