

# Allflex builds print agility to react more effectively to customer demand

With HP Indigo 20000 Digital Press, Allflex strikes the balance between efficiency and flexibility



In Aachen, in a complex of halls encompassing approx. 20,000 m<sup>2</sup>, Allflex Folienveredlung GmbH & Co. KG has been manufacturing flexible packaging for the food industry since 1986. At first, the machinery consisted of just one rotary gravure press, which was supplemented back in 2008 by a digital printing solution by HP. In making this choice, Allflex became one of the first German companies to realize the potential for expanding the efficiency of traditional production by adding the flexibility of a digital solution.



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– Frank Heling, technical managing director, Allflex Folienveredlung GmbH & Co. KG

## Challenge

### Maintain efficiency while increasing variety

Early on, the company recognized that if product life cycles continue to shorten while type variety continues to increase, particularly in the confectionery industry, the result is smaller and smaller lot sizes - which can only be implemented cost-effectively and efficiently with digital printing. For this reason, in 2015, Allflex invested in an HP Indigo 20000 Digital Press, especially designed for printing packaging.

## Solution

### Building on the flexibility of digital

With speeds of up to 42 meters per minute, the machine prints flexible packaging, labels, and shrink sleeves on film or paper. With up to seven inks (including white) and the capability to print even on films that are just 10 microns thick, gravure-quality results are possible. “For Allflex, investing in this class of machine was the next logical step,” remembers Frank Heling, technical managing director at Allflex. “The HP Indigo 20000 complements our existing machinery perfectly, and our customers are already benefiting not only from the advantages of digital printing, but also from the production of hybrid products from gravure and digital printing.”

## Results

### Expertise is the critical factor

A significant advantage of digital printing today is the speed with which companies can react to customer demands. The expensive and time-consuming printing plate production required for gravure or flexo printing is no longer necessary. The option to print “live” saves time in proof runs, and print approval can be granted much more quickly. Because the pre-print process is completely digital, corrections can be made quickly and easily.

The company has consistently expanded its pioneering role in the area of digital packaging printing. “In cooperating with HP, our team developed a ‘digital way of thinking’, which we continue to pass on to our customers. Before, we nearly always talked just to the brand owner’s purchasing and product development teams; today, representatives from the marketing department are increasingly present at the conference table. Together, we can now execute projects that were impossible just a few years ago, such as personalized, customized, and serialized packaging,” says Heling.

Conventional printing processes will still have a “reason to exist” because above a certain volume, they are still unequalled. “The ongoing demand among consumers is for new products that appear on the market in shorter and shorter intervals. Smaller lot sizes require that printing service providers offer a sophisticated variety of technical solutions. By investing in the HP Indigo 20000, we can offer our clients this variety.”

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**allflex**  
flexible packaging

Industry sector:  
Flexible Packaging

Business name:  
Allflex Folienveredlung  
GmbH & Co. KG

Headquarters:  
Germany

HP presses:  
HP Indigo 20000 Digital Press

Website: [allflex.de](http://allflex.de)

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