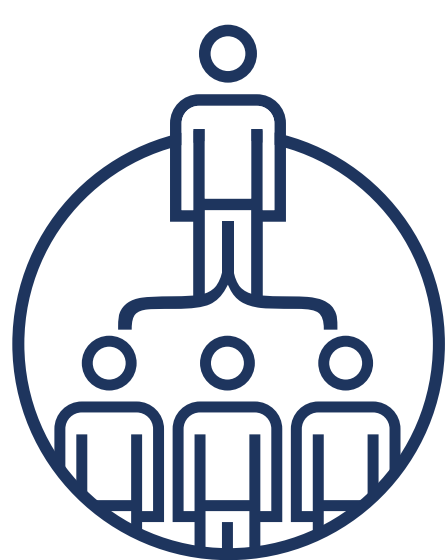


WHY DIGITAL HYBRID? A LABEL CONVERTERS STORY

Faced with the challenge to produce **75 unique jobs per day** with a typical 48-hour notice, started the digital quest for a label and packaging converter. Having the need for VDP at true production speeds, resulted in:

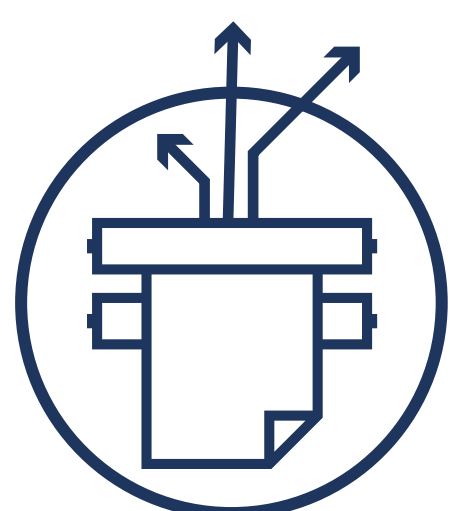


PRODUCTIVITY

“ Three shifts of flexo work now routinely completed in a single shift. ”

PROFITABILITY

“ The press produces more jobs per shift than the previously used flexo/ monochrome inkjet combination and eliminates the need for plates, plate mounting, and spot color ink inventory management. ”

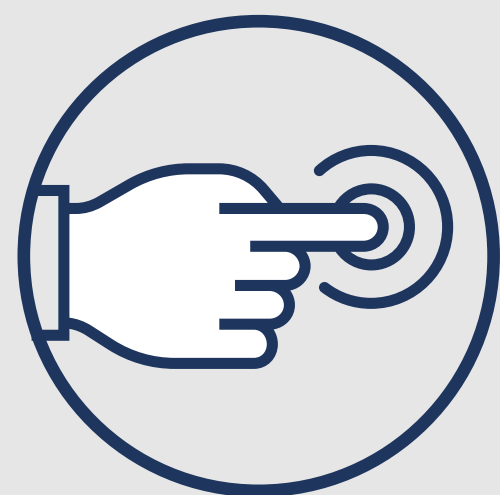


FLEXIBILITY

“ The press is really customizable to the types of materials you are running and the fact that you have the corona treater and the flexo stations if you need to prime. ”

SIMPLICITY

“ We knew that it was a solid piece of flexo equipment that happened to also do digital. It's not a digital press and it's not a flexo press; it can do both and that was really important to us. ”



RELIABILITY

“ Our digital-to-die-cut registration is as stable as anything else we've got; typically between 0.001 and 0.002. One of the nice things about the Mark Andy QCDC system is that it can use existing tooling from a 2200 press or the Performance Series tooling. ”

SUPPORT

“ One of the things that is a huge differentiator is the support and service that Mark Andy has provided us. OEMs are a dime a dozen; it's different when you have an equipment manufacturer and when you have a partner. I have been very impressed throughout the entire process. ”



- **Ryan Reding**

General Manager
WS Packaging's Dallas, Texas facility

Digital Series leverages the **advantages of digital** with the **proven capabilities of flexo printing** to provide the most **profitable total production solution.**