

# CUSTOMER SUCCESS STORIES

ENTERING INTO DIGITAL

ELIMINATE OUTSOURCING

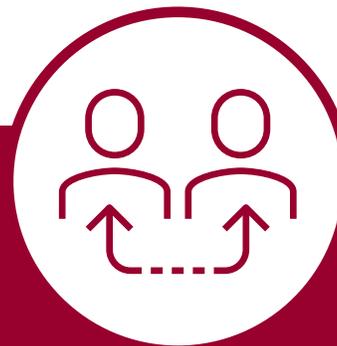
INCREASE CAPABILITY

RELIABLE ASSET

TRUE PARTNERSHIP

# CASE STUDY

IMPRINTING SYSTEMS - STOP OUTSOURCING WORK



## ABOUT THE COMPANY



Imprinting Systems Inc. is a manufacturer of high quality custom labels and tags across all industries including food and beverage, health and beauty, retail, transportation, pharmaceutical, and automotive.



Bringing digital in house has allowed Imprinting Systems to regain control of production, and ensure that our customers receive the highest quality digital labels at a competitive price.

**Brad Kessler**



## CHALLENGE

Imprinting Systems was experiencing a steady increase in work outsourced to digital providers and Brad Kessler, a key member of the leadership team, realized the loss in profitability.

## PROBLEM SOLVING

Kessler knew the company needed to add digital capability to their business, but he had yet to encounter the right solution to meet the company's needs and eliminate uncertainties that accompanied an investment in an entirely new printing process.

The hybrid nature of Digital One, took much of the uncertainty away from the experienced flexo printers and the affordable price structure sold Imprinting on the entry-level digital label press.

## RESULT

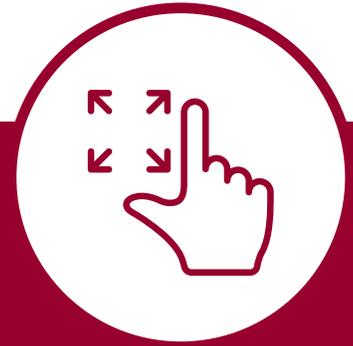
- Since install, the hybrid press runs a full shift printing a diverse assortment of prime labels
- Digital One has allowed Imprinting Systems to regain control of production, and ensure their customers receive the highest quality of digital labels at a competitive price
- Eliminated the need to outsource digital work

## BONUS

The digital hybrid label press has allowed Imprinting Systems to enter new markets and explore more highly decorative label applications.



[digital.markandy.com/digital-one](http://digital.markandy.com/digital-one)



# CASE STUDY

PRIMERA POLSKA - INCREASE CAPACITY

## ABOUT THE COMPANY



Primera Polska is a Polish label operation that has a mission to create unique value by providing products that are the carrier of information, while improving quality of a product and enhancing the brand.



The main benefits of the Digital One are that it can handle a variety of standard substrates without the need for pre-treatment - and without a 'click' charge to pay, the only cost we incur is the inexpensive toner. The Mark Andy also has a very low power requirement, needing only 220V of single phase power during full-production mode. We have noticed little increase in our monthly electricity usage since we installed it.

**Sylwia Dudek**  
Co-Owner



## CHALLENGE

Due to increasing work from their premier clients, Primera knew they needed to increase capacity with a new label press. The company began their search for a label press that could meet their need for smaller format labels with extremely fine type.

## PROBLEM SOLVING

Mirosław Dudek and Sylwia Dukea, co-owners of Primera, visited Mark Andy's European headquarters to view Digital One capabilities. A primary selling point was it being an all-inclusive label production solution, offering inline converting and finishing at an affordable price point.

Additionally, the superior registration made it a great complement to the requirements for smaller format and extremely fine type labels.

## RESULT

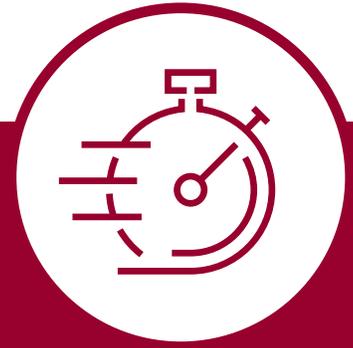
- In the first 6 months, Primera increased capacity by 800%
- Capability to produce 125,000 labels of 200 different designs in under two hours

## BONUS

Since the install, Primera offers 24-hour lead time on most of their customers' work.



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# CASE STUDY

NADCO - NEEDED TO REPLACE AN UNRELIABLE ASSET

## ABOUT THE COMPANY



NADCO is devoted to the printing and die-cutting of adhesive tape and label products for all advertising demands, safety requirements, industrial applications and recreational needs.



Mark Andy didn't just sell us a press, they sold us a future.



**Neil Doniger**  
Owner

## CHALLENGE

Nadco Tape and Labels needed to replace an unreliable digital asset that did not meet the company's needs. When looking for a replacement the company needed to be sure the new press would minimize costly downtime and operator dissatisfaction, while getting rid of click-charges once and for all.

## PROBLEM SOLVING

Not new to digital but leery, Neil Doniger, Owner, Nadco, was determined to find a solution that allowed them to bend industry norms.

Digital One eliminated previous issues, plus added capability and increased application range. The low investment level of the machine was simply an added bonus.

## RESULT

- Reduced stock inventory by 5%
- Minimized downtime
- A competitive advantage through differentiation

## BONUS

A cost saving benefit of the press is there is no need for an expensive topcoat. The flexibility of this, along with their expertise in tape allows Nadco to service any market, worldwide.



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# CASE STUDY

JR LABELS - NEEDED A RELIABLE PARTNER

## ABOUT THE COMPANY



JR Labels is a well-known Irish trade printer specializing in the manufacturing and supply of Plain and Printed self adhesive labels in many formats and can print up to six colors on the widest variety of materials available, both adhesive and non adhesive.



We have relied on Mark Andy flexo presses for years and felt they were the best company to understand the digital needs of a label converter.



**Andrew Carson**  
Owner

## CHALLENGE

With increasing demands for short-run work, JR Labels knew they needed to add digital capability to historical flexo business. Being brand-new to digital label production, they needed to find a reliable partner that understood labels printing.

## PROBLEM SOLVING

Experienced in narrow web flexo printing and successful with Mark Andy label presses, David Duffy, Production Manager, states, "The Digital One is extremely quick and easy to make-ready – it's very much a label printers' machine, so if you're used to narrow web flexo, it's an easy crossover."

## RESULT

- Digital One has filled the gap between flexo capability and the demand for short run work
- Quality matches the flexo work produced at JR Labels
- Now have the ability to choose what technique to print on purely on run length and availability

## BONUS

The additional of the digital hybrid label press has increased JR Label's production capability and is opening new markets the company couldn't serve previously.



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