

CUSTOMER SUCCESS STORIES

**THE MOST PRODUCTIVE
PRESS IN ITS CLASS**

CASE STUDY

LARITRYCK - ADD CAPACITY



ABOUT THE COMPANY



LariTryck is one of Sweden's largest label printers, serving as an industry leader as a solution for labels, brand equipment and consumables.

“

The Mark Andy P7 presses have allowed us to grow our business so rapidly that we urgently need extra flexo capacity.

Johan Ripa
CEO

”

CHALLENGE

With increasing consumer-driven demands, LariTryck's CEO Johan Ripa realized an immediate need for additional equipment to support their continuous growth.

PROBLEM SOLVING

Productivity and platform enhancements were front of mind during LariTryck's pursuit for additional equipment. Looking for the right machine to support their ever-growing business, CEO Johan Ripa turned to a familiar, but enhanced product: the Mark Andy Performance Series P7E

Proven-excellence and a minimal eight-week lead time from order placement made the Mark Andy P7E a decisive standout for converter. With three P7s on-site, Ripa was excited to put the newest generation of Mark Andy flexo technology to work.

RESULT

- Continuous business growth of 15% year over year with Mark Andy Performance Series assets
- New capabilities opening up new doors with existing customers
- 8-week lead time ensures maximization of pressroom optimization

BONUS

A long-time Mark Andy customer, it's no surprise that when Ripa participated in a live demonstration of Mark Andy's True Hybrid Digital Series they decided to double down on their print technology and invest in both flexo and digital technology.



markandy.com/equipment/flexo-presses/performance-series

CASE STUDY

PROGRESSIVE LABEL - REDUCE ENVIRONMENTAL IMPACT



ABOUT THE COMPANY



Progressive Label is a global manufacturer that specializes in producing customer identity products that meet design, merchandising and compliance needs.

“

Not only will the UV LED technology allow us to print food-safe labels, but we will be able to cut down on waste by over 50%.

Dave Carr
CEO

”

CHALLENGE

Being eco-conscious in manufacturing is often a tough feat, but for Progressive Label CEO Dave Carr minimizing Progressive's carbon footprint while providing customers with quality labels has always been a top priority. Finding a flexographic solution to help achieve those goals was pertinent to achieving those goals.

PROBLEM SOLVING

With their purchase of a Mark Andy Performance Series P5E, Progressive Label can print labels 4x faster, while also having the flexibility to print everything from a sophisticated label to film packaging decoration. The press also eliminates waste by over fifty percent and provides UV LED technology allowing for food-safe labels.

RESULT

- New technology will support current customers while penetrating new markets
- Industry leader in environmentally-friendly label manufacturing
- Enhancing portfolio of applications for customers

BONUS

Because of their ability to expand on safety and compliance advancements, paired with investments in Mark Andy equipment and pharmaceutical technology, Progressive Label has positioned themselves as a clear industry leader in environmentally-friendly label manufacturing.



markandy.com/equipment/flexo-presses/performance-series

CASE STUDY

LTI - REMOVE BARRIERS TO NEW MARKETS



ABOUT THE COMPANY



LABELS, TAGS & INSERTS INC.

Labels, Tags & Inserts, Inc. – more commonly known as LTI – has been providing superior flexographic printing services to clients worldwide since 1994.

“

Our business has always been based on quality – quality product and quality service – so investment in the right technology is vital.

Rhonda Baker
President

”

CHALLENGE

Looking towards the future when making pressroom investments is an integral part of remaining competitive in labels and packaging, but it can be difficult to justify the loss in short-term profit and has been a struggle internally amongst senior leadership at LTI.

PROBLEM SOLVING

Thankfully for LTI, President Rhonda Baker understood the importance in maximizing press capability and investing in the latest press technology, pushing forward with the purchase of a Mark Andy Performance Series.

RESULT

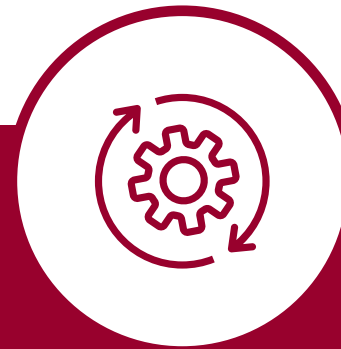
- Increase production time with solventless lamination process
- Open doors to previously unreachable markets with added capabilities
- The Performance Series press allows for waste savings of up to 50% and efficient and fast print times

BONUS

Always aiming to stay ahead of the competition, LTI decided on a Mark Andy Digital One to complement their 20 inch Performance Series purchase. The entry-level digital machine helps to ensure maximized shift run, supporting micro and short runs.



markandy.com/equipment/flexo-presses/performance-series



CASE STUDY

CONTINENTAL DATALABEL - BRING CONSISTENCY TO PRODUCTION FACILITIES

ABOUT THE COMPANY

CONTINENTAL
D A T A L A B E L

With over five decades in business spanning over four locations nationwide, Continental Datalabel is a household name in label and card manufacturing, printing and packaging.

“

Our distributor partners now have a single platform to support their jobs across the country. Customers will see the same high-quality results across all 3 locations.

Pat Flynn
President and COO

”

CHALLENGE

While having locations across the continental United States is a key contributor to their success, Continental Datalabel was searching for an equipment solution that would help to provide reliable consistency throughout each of their facilities.

PROBLEM SOLVING

After learning more about the Mark Andy Performance Series, Continental Datalabel settled on three P5Es, to be installed in three facilities. With the equipment acquisition, the converter can ensure consistent results in both their high-volume larger market while still supporting the needs of their smaller customers.

RESULT

- Increase overall capacity to better serve growing customer base
- Decrease downtime and pressroom costs with quick setups, minimal waste and operator-friendly design
- Better quality control with consistency across the board in all facilities

BONUS

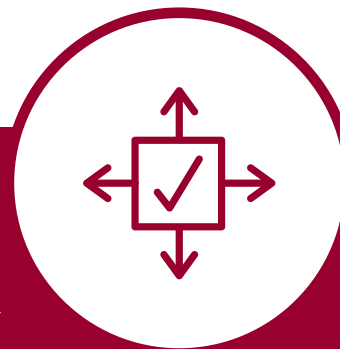
Local training and development at their facilities for the production and sales team has allowed Continental Datalabel to capitalize on their new assets through education and benefit leverage.



markandy.com/equipment/flexo-presses/performance-series

CASE STUDY

DUTCH GRAPHIC GROUP - NEEDED FLEXIBILITY AND RELIABILITY



ABOUT THE COMPANY



**Dutch
graphic
group**

The Netherlands' Dutch Graphic Group is the only vendor needed when it comes to customers looking for graphic products, including a long history in the label industry.

“

We have enjoyed a 30% annual growth rate in each of the past five years based on our philosophy of a good price for high quality and fast response.

Nino Venezia
Owner

”

CHALLENGE

With no two days the same, Dutch Graphic Group was in need of a print platform that allowed for the flexibility needed to meet the fluctuating demands of their customers.

PROBLEM SOLVING

After a brief search, Dutch Graphic Group owner Nino Venezia decided that Mark Andy was the preferred choice and that the Performance Series P5E was the press that would give them the ability to best support their customer's needs.

RESULT

- Provides 50% increase in print format at four times the production speed
- Increased target market from local to international with ability to run extra shifts at maximum productivity
- Ability to print varying run lengths, from 2,000 to three million and more

BONUS

Due to the success of the Mark Andy P5E, Dutch Graphic Group decided to add another print platform to their fleet with the acquisition of a Digital One. Their entry-level digital machine will provide them the bandwidth needed to continue to take on short run work while allowing their Performance Series machine to run at full potential.



markandy.com/equipment/flexo-presses/performance-series



CASE STUDY

MIRMAR SA - WANTED TO DIVERSIFY BOOK OF BUSINESS

ABOUT THE COMPANY

Mirmar, S.A.

Specializing in the manufacturing of labels, Spanish converter Mirmar SA has grown their business over that last 35 years by providing their customers with fast, quality products.

“

Flexo technology is perfect for our product portfolio here, and Mark Andy manufactures the best narrow web press for day to day production, in my opinion. We are very proud to work with them and grateful for their ongoing support.

Jaime Mir Pastor
CEO, Mirmar

”

CHALLENGE

While Mirmar holds an expansive book of business in the food, household and beverage label marketplace, they were seeking a solution to allow them to break into the competitive homecare, cosmetic, wine and other high-quality sectors.

PROBLEM SOLVING

With 17 inch web widths and features standard with Mark Andy Performance Series P7E like corona treaters and QCDC, breaking into previously impenetrable markets is now a possibility for Mirmar.

RESULT

- Minimal downtime for ultimate productivity, supported by equipment management data
- Expansion of substrate base, increasing potential customer acquisition
- With implementation of Mark Andy Performance Series equipment, Mirmar is able to offer same day service for urgent work

