

DuPont Packaging Graphics

THE SCIENCE OF COLOR AND PRINTING TECHNOLOGIES

Innovation at the speed of your business



Typical System Labelling production



Cyrel® FAST 1000TD

DIGITAL “GREEN” STRATEGY FOR SYSTEMS LABELLING

Systems Labelling Limited was formed in 1989 and originally supplied label printing systems, equipment and labels to a variety of sectors. A successful shift in strategy over the years has developed the business into a strong player in the flexographic label printing industry. Employing 75 staff working 24/5 Systems Labelling is committed to innovation whilst providing environmentally smart products across a broad range of sectors including, dairy, food, chemical, household, logistics, beverage and cosmetics.

Based in Deeside North Wales with easy access to the M56 Systems Labelling is housed in a purpose built facility incorporating repro, plate-making, 6 Mark Andy 8 colour flexographic presses all with dedicated trackers and offline cutting unit. Investment in a unique 100% inspection system and an inhouse coating facility sets Systems Labelling apart from their competition. Trials and New Product Development projects with partners and customers are part and parcel of the continual investment culture. A recent example being the home-compostable label developed for the Sainsbury's SO range currently attracting media attention.

Systems Labelling recently invested in a fully digital workflow including the revolutionary DuPont™ Cyrel® FAST solvent-less plate-making system and DuPont™ Cromalin® blue digital proofing and their track record of outstanding technical capabilities, success, growth and client commitment allowed the company to become a true strategic partner for the UK's leading supermarkets and brands.

Gary Weyman, DuPont Packaging Graphics Territory Manager, introduced us to Systems Labelling's Managing Director Steve Pickford, Sales Director Tony Exford, Reprographics Director Robin Barker and Pre-Press Manager Dave McCullough.

What triggered Systems Labelling's decision to invest in innovative technologies and implement new working methods?

Gary Weyman: “Systems Labelling is not your run-of-the-mill label printer, there is a real sense of pride and a passion in every part of the business. The enthusiasm to push the boundaries and constantly improve is transparent.”

Steve Pickford: “We strive to maintain our high standards day in, day out. Offering our customers the opportunity to visit our site whenever they wish illustrates the importance of this ethos to our business. To deliver on this our policy is to invest in best-of-breed technology and ensure our staff are up-to-date and trained to the highest standard.”

The market pressures to push the boundaries in flexographic printing whilst delivering on green policies do not seem to phase Systems Labelling. Indeed the belief seems to be that the pace of change is part and parcel of the business; it doesn't stand still for a minute.

What motivated you to make the leap to a fully digital workflow? And, what convinced you to adopt the DuPont™ Cyrel® FAST technology?

Robin Barker: “We have witnessed massive benefits in terms of productivity, quality and through advanced screening techniques are able to extract the very best results from our clients' designs. The broad range of sectors we operate in have been able to develop more intricate designs as a result. We employ a psyche of continuous improvement throughout the company so our investment doesn't stop here.”



The miracles of science™

Steve Pickford: "From a competitive point of view, speed and quality are key advantages. However, our new DuPont™ Cyrel® FAST system is thermal and totally dry and eliminates the use of any solvent solutions; solvent emissions are inexistent and we no longer have chemicals or fluids that have to be treated, stored, preserved and recycled. This is a perfect fit to our company policy concerning ecological footprint reduction."

What needs are being expressed by the market today and how is Systems Labelling paying attention to them?

Dave McCullough: "Leading own-brands are gaining market share and supermarkets are demanding higher quality and require plates capable of lasting longer. Since the installation of our new DuPont™ Cyrel® FAST system we have seen huge benefits within the department and throughout the process. Productivity and therefore capacity has quadrupled, the life of the plates has increased and coupled with the investment in our plate-setter the definition and print quality we are achieving is the best I've seen. What's more the working environment has improved as there are no solvents to handle, store or recycle. The chemical odours are gone, employees are happier, and since liquids are now removed from platemaking, all the accounting hassles and storage issues are gone; at the same time my sense of smell has returned!"

Tony Exford: "The increased productivity, durability and image quality achieved from this investment means we can add more value for our customers. Flexibility and consistency are key to this market and we have been able to attract new business as a result. Added to our loyal base this will clearly contribute to our growth strategy."

From a technological point of view, how do you aim to improve your offer to the market, in terms of products and service?

Steve Pickford: "We have a pedigree of developing innovative label techniques which have seen many breakthroughs across numerous sectors. We have a pipeline of research and development projects including:

1. Inmould labels – invested over £1.4m in IML equipment
2. No label look – inhouse coating trials underway
3. 38/40 micron wrap – invested in new press
4. Board printing
5. Compostable products – secured Sainsbury's SO range

Other projects include wash-off labels, peel n reseal development for the wipes sector, security printing and combination print to include screen and tactile finish. All in all we have plenty to keep our technicians occupied and with more techniques waiting in the wings for industrialisation."



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Cyrel® FAST Plate Quality Control



Cyrel® FAST production area

Finally, what more does DuPont offer you over other suppliers?

Steve Pickford: "We were confident of our relationship with DuPont and consider them to be a key partner in the growth and development of our business. Co-operation was in everyone's interest, and DuPont has supported our transformation project with a seamless installation, expert training and technical support."

The benefits to the label printer are clear to see, and reaches far beyond the four walls of the Deeside based company.

DuPont Packaging Graphics
"Advancing Flexography"