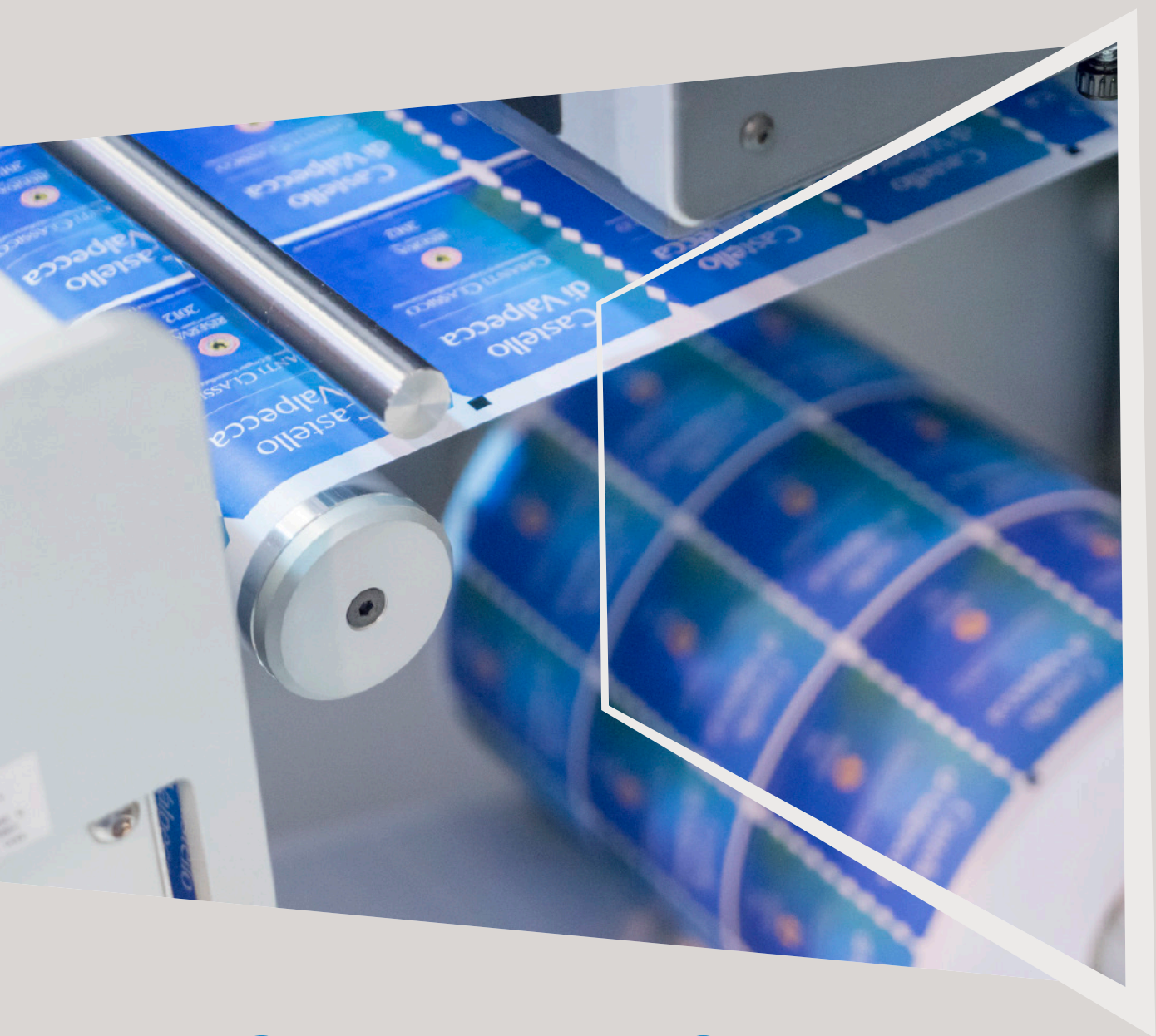




KONICA MINOLTA

AccurioLabel 230



**FAST TURNAROUND
HIGH-QUALITY PRINT
RUNS ON ANY MATERIAL**
PARAMOUNT LABELS

Label Printing,
Commercial Printing



Giving Shape to Ideas

PARAMOUNT LABELS EXTENDS ITS DIGITAL PRINT CAPABILITIES WITH THE KONICA MINOLTA ACCURIOLABEL 230

EXECUTIVE SUMMARY

When Paramount Labels decided to expand its digital print capability it turned to Konica Minolta and the award-winning AccurioLabel 230, to complete its portfolio of flexographic and UV inkjet presses, with the addition of a dry toner press. The new press has enabled the company to speed up turnaround and offer shorter and higher quality runs on a wider range of materials.



“I have been in the print industry for more than 40 years and there is always more to learn,” concludes Phil. “The team at Konica Minolta are extremely knowledgeable, and their honesty and integrity gave us the confidence to invest in a press that complements our existing digital print capabilities and expands the scope of what we can offer our customers. As we plan for the future, we will certainly be looking towards Konica Minolta.”

Phil Wright
Managing Director of Paramount Labels,



Customer profile

Paramount Labels began with a flexographic (flexo) label printing press at its factory in Cannock, Staffordshire, with the vision to make high-quality bespoke labelling more cost-effective and accessible. Today, the company offers a complete service, using its three flexo presses (two six colour and one eight colour) and digital (inkjet and dry toner) presses with a huge array of materials, to provide custom label printing for a wide range of customers, across a diverse set of industries.

Challenges

The digital print journey began for Paramount Labels in 2017, when it took a bold first step by investing in a digital UV inkjet press. As the company's reputation continued to build and demand grew, it soon reached a point where further capacity needed to be added at its factory. Initially, the plan was to invest in another digital inkjet machine, however, the company was also keen to explore opportunities to produce higher quality work and bring work that they previously needed to outsource in-house.

An initial meeting with Konica Minolta convinced the Managing Director of Paramount Labels, Phil Wright, that adding dry toner capability to its existing inkjet and flexo options, was the best investment the company could make and the time was right for the business to make the next investment in its long-term future. The recommended solution was Konica Minolta's AccurioLabel 230 (AL230) press.

Jon Ingerfield, Production Print Specialist at Konica Minolta Business Solutions (UK) Ltd comments, "There is no single technology that can meet every label printers' needs. For most the ideal combination is a range of high-quality UV flexo, dry toner and inkjet presses, with which you can pretty much meet any customer requirement."

Solution

Taking advantage of the large installed base that Konica Minolta has helped along their digital journey, Phil was introduced to other print companies using the AL230 and was invited on several site visits, to learn from their experiences. He states, "From day one we were very impressed by what we saw and heard from Konica Minolta and its customers. The press has a very sharp resolution which can be applied across almost any material, making it extremely versatile."

Phil continues, "From an operational perspective, the press is both fast and quiet, and commercially the price was right." The AL230 produces 1200 x 1200 dpi print runs, operates at an impressive speed of 23.4 metres per minute and requires minimal maintenance. With the confidence that the press was the right choice, Konica Minolta completed the installation at the Cannock factory in 2020.

Benefits, results, roi, future

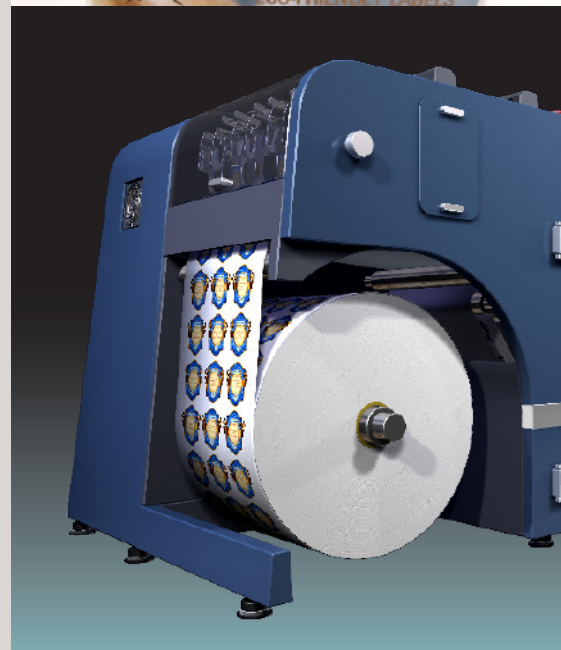
Paramount Labels now has the capability, capacity, and agility to deliver against the evolving labelling needs of its customers, today and tomorrow. Phil explains, "Many of our customers are demanding fast turn-around, shorter more frequent runs, high-quality and low prices." He also points to the need to be able to respond to new style trends. "Right now, there is a preference for having a matte finish on an uncoated textured substrate. The AL230 enables us to achieve this finish without the need for priming or varnishing. As a result we can now serve new markets."

Through the combination of inkjet, flexo and the new AL230, Paramount Labels offers a truly one-stop-shop for any organisation's labelling needs. For customers wanting longer runs, its three flexo machines provide the high throughput. However, for runs where label volumes are in the region of 10,000, the new Konica Minolta press is ideal. "We are often asked to make changes between runs and with a digital press there are no set-up costs and changes can be made in a matter of minutes," adds Phil.

The presses at the Cannock factory are running for 10 hours a day, seven days a week and the AL230 is enabling Paramount Labels to bring production times down to as little as five working days, for runs where time is of the essence. Jon comments, "Productivity is not just about how fast a press runs, it is also about reliability and consistency, and that is what the AccurioLabel 230 delivers."

In the past year the company has enjoyed its most successful growth ever, increasing turnover by 15%, and this looks set to continue, as Phil observes, "The pandemic resulted in us delivering urgent yet simple work, for products in unusually high demand, such as hand sanitisers. Now, we are focusing more on expanding our high-quality output capabilities and using the AL230 to its fullest potential."

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