

Improved colour preparation

Indian Label converter *Webtech* reports improved colour preparation with *GSE Dispensing's Colorsat Match*

One of India's leading suppliers of self-adhesive labels to the fast-moving consumer goods and pharmaceutical markets, Mumbai-based *Webtech Industries Pvt Ltd*, has greatly improved colour quality and preparation times since it installed a *Colorsat Match* gravimetric ink dispensing system from *GSE Dispensing* of the Netherlands.

AMAR B. CHHAJED, Managing Director of *Webtech*, comments, »Thanks to the system, our colour mixing and proofing operations are fully automated. The time it takes to prepare recipes have been reduced from nearly half an hour to under five minutes. This means we have a much smoother workflow: all our ink arrives at the press, in good time before production is scheduled to start. Down-time associated with mixing delays has been eliminated.«

Until the installation, a team of six was responsible for preparing recipes manually, relying solely on the human eye to gauge accuracy. Rather than using formulae, the team would depend on trial and error to achieve the desired colour, »topping up« the recipe with extra base colours if first attempts failed. This was both slow and resulted in excessive use of ink, which would almost always go to waste after the print run was complete.

Webtech has also invested in a *GretagMacbeth (X-Rite)* spectro-

photometer, which is linked to the *Colorsat Match* ensuring colour accuracy is seen to be achieved on the first attempt.

Despite the global downturn, *Webtech's* business has maintained steady growth. The company now has 11 *Mark Andy* presses, mainly featuring the *LP3000* and *2200* models, two of which were installed in the last year. Currently, the company focuses solely on flexo printing, although the management team is considering the possibility of adding other high-value processes, such as screen, to its portfolio of capabilities.

Seventy-five percent of *Webtech's* labels are for products that are destined for export markets, to sell on the retail shelves of Europe and the Middle East. The company mainly supplies the large global brand-owner customers, who are based in India, yet source their raw materials on an international basis. »Being able to deliver consistent standards of high quality is crucial for gaining business, as these customers seek identical packaging for their brands, across many markets. That's why we regard the installation of the *GSE Match* dispenser as an important strategic move«, commented AMAR CHHAJED.

Run lengths at the company vary a great deal. The high-speed »workhorse« presses focus on production runs in excess of 20,000

metres, for market-leading FMCG labels. Others concentrate on runs of between 100 m and 5000 m, mostly for the luxury »niche« markets, such as toiletries. Pharmaceutical products frequently fall into the short-batch category. Their labels often have to be different in each country, due to the high level of legislation relating to the display of ingredients, side effects and safety warnings. Many such labels require unique colours in each territory.

With a high proportion of short runs, the pressure at the colour mixing stage is intense. On average, the team prepares at least 15 recipes each day.

The *Colorsat Match* also calculates surplus inks from previous production runs into new recipes – a near impossible task if calculated manually. With this function, *Webtech* expects to drive down waste significantly, and save valuable warehouse space, in the coming months. Other benefits of IMS include a database facility logging all recipe-components against each job, real-time ink stock availability, and barcoding of surplus inks after a production run, for efficient stockholding.

AMAR CHHAJED comments, »Thanks to the *Colorsat Match* we can easily meet the global colour consistency standards demanded by major brand-owners, and we are enjoying demonstrable productivity improvements. This is an important investment that strengthens our position as a trusted global label industry partner.«

→ www.webtechlabels.com

→ www.gsedispensing.com

Left:
Amar B. Chhajed (centre) with Frank Timmen (GSE, right) and Rajesh Gawde (GSE's distributor in India).

Right:
Webtech's staff reduced ink preparation times drastically with the new *Colorsat Match* unit.

