



Mr Norbert Hollerman, Managing Director H&P Etiketten:

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**GSE** *Dispensing*

# Reduced lead times and improved efficiency



Base colours and press return inks

**Label printer H&P Etiketten GmbH of Salzbergen, Germany streamlined production and boosted responsiveness for complex colour work with the installation of a Colorsat Match system from GSE Dispensing. The investment was made in response to growing trends for shorter runs of high-quality, high-impact label production.**

Operating three MPS flexo presses, H&P Etiketten GmbH supplies labels and multilayer, flexible and carton packaging for fast-moving consumer goods markets. According to managing director and company partner Norbert Hollermann, greater competition in all sectors of the retail goods market, has meant brands need high impact to catch the attention of consumers:

“One knock-on effect has been the greater requirement for unique, spot colours, and demand for as many as eleven colours on a single label. We were relying increasingly on an external resource to prepare special colours, which not only extended lead times – sometimes delaying the job for up to two days if there was an error – but also ate into our margins. So, we decided to bring the ink mixing operation in-house.”

The Colorsat Match gravimetric system enables quick, clean preparation of special and patented house colours in batches of 1 to 5 kg. Windows-based for ease of use, the Match can dispense in less than three minutes, to an accuracy of one gramme, solving production ‘bottlenecks’ at H&P Etiketten instantly. Waste has been reduced by almost 90 percent, as ink volumes match the production run requirements. The sophisticated IMS™ software also allows surplus ‘press return’ to be incorporat-

ed into new jobs and the company has been able to reduce ink stocks by a third. As added back-up, an extranet link to the Brummen headquarters of GSE Dispensing provides remote diagnostics to deal with any technical problems.

Mr Hollermann is confident the system will easily cope with the extra workload from a fourth MPS flexo press to be included shortly, “The ability to have a recipe available virtually on demand gives us certainty that all the components will be ready for press on time. The Colorsat Match has enabled us to protect our margins and deliver with greater flexibility and according to the exacting quality demands of our brand owner customers.”



“All the inks will be ready for press on time”



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