



Based in Cincinnati, Ohio, The Printing Plant is a narrow web flexographic printer offering a range of quality print products from labels and coupons, to flexible packaging, for a variety of consumer markets.

Label Printing Company **Improves Efficiencies** with **Tailored Solutions** from Add-Jet Technologies.

The Challenge

The Printing Plant specializes in pressure sensitive labels for durable, food and automotive applications where print quality, label durability, production flexibility and speed to market are critical. “These labels are printed in all sorts of shapes and sizes, on a variety of substrates, with multiple finishing options and often require barcoding, numbering or serialization,” explains John Hayden, Production Manager. “We’re responsible for ensuring each label is printed to the highest quality standard and maintains its integrity in suitable environments,” he adds.

The Printing Plant recognized an increasing demand for UL labels; labels that meet certain requirements outlined by Underwriters Laboratories. “Meeting these requirements just wasn’t possible with our existing equipment,” says Tod Leonard, President.

“We knew we needed to upgrade our equipment to remain competitive in today’s market, where the demand for versatility and high-quality graphics is constantly growing,” said Leonard.

Company:	The Printing Plant, label print company www.printingplant.com
Equipment:	MCS Eagle UV Inkjet LVS Print Quality Inspection System Aztech Slitter Rewinder Aztech DieMaster RR
Integration:	Yes
Provider:	Add-Jet Technologies
Results:	<i>“Upgrading our existing label print technology with the equipment solution provided by Add-Jet Technologies has improved our operational efficiency and allowed us to be successful in new markets.”</i> John Hayden, Production Manager

CASE STUDY The Printing Plant



The Solution

Tod Leonard and John Hayden contacted Add-Jet Technologies Vice President, Stephen Leciejewski, for his expertise. “We were able to provide The Printing Plant with a comprehensive equipment solution designed to meet their current operational requirements, and position them for future growth,” said Leciejewski.

“We first recommended the MCS Eagle UV Inkjet Printer as a replacement for their existing label print technology. This machine is capable of high-speed, high-resolution printing and features three 4.25” wide print heads capable of printing in any orientation. Another advantage of the MCS Eagle UV is that it uses ultra-violet inks capable of curing on a variety of substrates, making it an ideal solution for printing UL labels.”

The Printing Plant then integrated an LVS In-Line Print Quality Inspection System for variable data and barcode reading, defect detection and ISO grading capabilities. “It’s important to inspect all labels to ensure they’re correct and not repeating,” explains Hayden.

An AzTech ISR Series Slitter Rewinder Inspector was installed for high-speed slitting, unwinding and rewinding of label rolls, and an AzTech DieMaster RR was implemented for label finishing.

“The DieMaster RR really helped increase our

efficiencies,” explains Leonard, “we previously finished our digitally printed labels on a flexo press, but found this to be cumbersome and inefficient,” he adds, “the DieMaster RR freed up our press time which relieved a major bottleneck for us.”

The Results

“Upgrading our existing label print technology with the equipment solution provided by Add-Jet Technologies has improved our operational efficiency and allowed us to be successful in new markets,” says Hayden.

“Working with Add-Jet Technologies has been invaluable to our business. They’ve provided us with a complete solution for our needs and outstanding service responsiveness to ensure our equipment operates at maximum efficiency,” says Leonard.



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