

The background is black with several yellow diagonal lines. One thin line starts from the top left and goes towards the center. A thick line starts from the middle left and goes towards the bottom right. Another thin line starts from the bottom left and goes towards the center.

Success Story

PACKAGING

Kodak

YELLOW CHANGES EVERYTHING

TPN FlexPak
Commercial Packaging
Thailand
www.flexpak.co.th

TPN FlexPak combines flawless printed flexible packaging with greater productivity



Business Demand

TPN FlexPak of Thailand is the regional leader in producing a wide range of printed flexible packaging for food and mass-produced consumer goods. To provide its customers with new technologies that could raise the bar for quality, while reducing costs, the company sought out a solution that would enhance its overall leadership position in the marketplace.

Solution

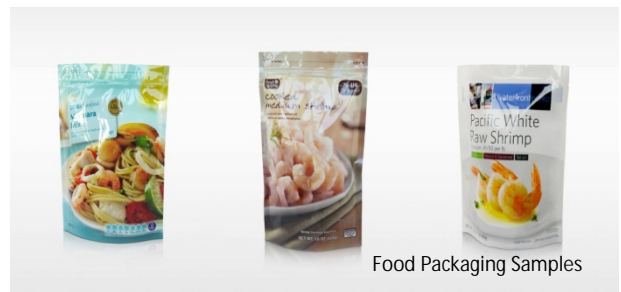
TPN FlexPak integrated Kodak's Flexcel NX system into its Wide Web Flexible production process.

Benefits

- § Increase productivity and efficiency by reducing number of colors per job without sacrificing print quality
- § Increase quality through higher line screens, high-density white in a single pass, smoother, higher-density solids without laying down more ink
- § Reduce press downtime and run presses faster

Vidhu Gautam, RBM Packaging and Marketing Lead Packaging, APR added, "We have been truly delighted to have partners like Mr. Ananchat and TPN FlexPak, who embrace new technologies to be the regional leaders. Flexcel NX have been helping TPN to address their challenges on repeatability and in turn grow the business. "

A consumer's decision to purchase often happens right when they are in the aisle of the store, whether it's buying groceries or choosing a cosmetic product. According to some industry estimates, up to 70 percent of all decisions take place when the customer is examining the product right there in the store and their decisions don't take long. Those few seconds are what brand owners want to own, which is why they devote a large part of their product marketing budgets on visual attraction: the right images, the right colors, size and placement of type, the package shape. A key component of this equation is flawless printing, which reproduces all of these elements perfectly, every time.





TPN FlexPak of Thailand's has been a leader in delivering flawless printed flexible packaging for its customers since 1999. At the heart of this promise, is the company's commitment to stay a step ahead of its customers in understanding the latest innovations and best practices in the packaging sector. From its very first job, TPN FlexPak understood that utilizing sophisticated technology is an important element in delivering new innovations to the art and business of product packaging.

The company became the first in Thailand to install an 8C Wide Web (1.3m) Printing machine in 2001 and then added the first 10C Wide Web (1.3m) printing machine in Thailand in 2003. It would not be an overstatement to call TPN FlexPak a pioneer in digital flexo technology in Thailand. Continuing on this tradition and commitment, TPN FlexPak became the First Flexible Packaging convertor to adopt Kodak's state of the art digital flexo technology, Kodak Flexcel NX System.

Mr. Anachat, "We have always been on the lookout for new technologies that can help our customers become more efficient, raise the bar for quality and reduce costs. When we first saw Flexcel NX System at Drupa, we felt this technology would be ideal for our top customers to handle their highest precision and quality jobs. However, since we installed the system in our facility, we've recognized that Flexcel NX plates are suitable for all of our jobs and has improved our productivity and efficiency in both pre-press and press.

One crucial aspect of the KODAK FLEXCEL NX System takes place during the lamination process. Direct contact between layer and plate eliminates oxygen during UV exposure, ensuring a perfect 1:1 reproduction from digital file to finished plate. The result is a stable dot with a flat top, which appears much clearer and cleaner on the plate. It also allows longer print runs, and a wider color gamut.

Mr. Anachat added: "When we first installed Kodak Flexcel NX System, we thought the plate price was a bit high compared to other plates we have been using, but the savings that the Flexcel NX plate offers on the press outweighed the SQM price of the plate. The system has improved our operational efficiency and productivity, contributed in substantial ink savings (approx. 15%+) and saving in the make-ready operation on the press has contributed to substrate savings of up to 15 – 20%. We are truly excited about the consistency that the technology has offered, within the run and from run to run. This has contributed to improved predictability and most importantly greater improvements in press scheduling."

Updates

Most importantly, the company's investment is translating into outstanding results for its customers. Recently, TPN FlexPak bagged almost every single award at AFTA 2012 in the Wide Web Flexible Packaging Category.

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For more success story details, please contact Vidhu Gautam
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