InForm Etiketten successfully relies on the Label Automation Suite from OneVision

Highly efficient production

InForm Etiketten, a printing company based in Saxony near Ansbach, specializes in the production of self-adhesive labels, roll-fed adhesive labels, industrial labels, thermal transfer labels and sandwich labels. Their workload consists of a large number of orders with low volumes and a high proportion of finishing requirements. In order to make this process more efficient, the specialist printer invested in the Label Automation Suite from OneVision. The software, which is specially designed for label printing, automates the previously time-consuming manual tasks and significantly accelerates the production processes.

Many different factors play a critical role in the creation and production of good labels. In addition to a variety of different work steps, it is also important to comply with strict regulations and tailor labels perfectly to their area of application. InForm Etiketten has a history of almost 30 years and has established itself as an experienced specialist printer in the label segment that combines all the necessary services under one roof: from design and prepress to consulting and actual printing, a total of 35 employees do their utmost to achieve the optimum result for each individual job. With the Label Automation Suite from OneVision, they have a tool that supports them in making label production as efficient as possible.

"Overall, we serve three major industries: For customers from the chemical and industrial sectors, it is extremely important that we are in close and continued contact with the individual suppliers, since factors such as the adhesive properties, the resistance or the compressive strength of the materials are the important requirements here. Our task is to optimally advise our customers with our profound know-how around these incredibly complex factors. The second important segment is the food industry. Low migration and food safety or the topic of sustainability play a important role as well. The prerequisite for successful cooperation is a very close partnership with the customer in order to guarantee food safety. The third major segment is labels for wine and spirits. This segment is primarily concerned with high-quality finishes and the creation of unique selling points in order to positively and expressively differentiate its product from the other products on the shelf", summarizes Dr. Benjamin Rüdt von Collenberg, InForm Etiketten.

Of course, not every printing technique is suitable for every label. For this reason, the company maintains a wide range of machinery covering offset, book and digital printing. InForm Etiketten thus has the right printing machine for every purpose. The determining factor in choosing the right technology is not only the run, but also the specific requirements placed on each label.

THE BASIS MUST BE RIGHT

However, the necessary prerequisite for a good result begins with the design and pre-press stage. Here too, special know-how is required - especially with the wide range of finishing options. The InForm Etiketten team regularly receives finished PDFs from customers or their agencies, but it also happens that customers are advised on the basis of a vague concept and must be supported in the graphic implementation of their wishes. Therefore, the company employs in-house experienced designers who can develop a design that meets the company's technical specifications and design requirements.

"In pre-press, we make sure that the design runs into the press in perfect data form. Here, graphic data usually has to be prepared or converted so that it can be perfectly processed during the printing process. When it comes to complex finishing such as embossing, varnishing, die-cutting or laminating, in particular, all print data must be prepared in an optimized manner so that printing plates, clichés or die-cutting dies fit exactly and inks are printed as desired. In the past, depending on the job and the degree of

finishing, this meant a good two hours of work, since each individual step was carried out manually. With the growth in digital printing and the diversity of customers, who order relatively small quantities with a large number of different label types, this of course represents an immense amount of work," explained Dr. Benjamin Rüdt of Collenberg.

SIGNIFICANT INCREASE IN PRODUCTIVITY AND ERROR MINIMIZATION

In order to be able to handle this process much more efficiently and with minimal errors, InForm Etiketten decided to automate this process as far as possible and put the Label Automation Suite from OneVison into operation about two years ago. The comprehensive solution for label production covers both production planning and optimization of print data. Since then, the InForm Etiketten team has been able to automate time-consuming manual tasks and thus accelerate their production processes. The Label Automation Suite simplifies complex input files to ensure an error-free and fast printing process. In addition, the print shop benefits from cross-customer collective production, which significantly increases throughput. The Label Automation Suite also offers maximum transparency and reliability for each individual production step from order entry to printing. "With a simple average label on a common material and millions of copies, the workflow is lean and clear, and the prepress effort can be easily managed manually. But in view of the growing number of digital printing jobs with shorter runs, such a workflow is simply not efficient enough. With a customer structure that increasingly relies on small volumes with many types, automated structures and a closed workflow are needed to handle these jobs profitably and efficiently," explains Dr. Benjamin Rüdt von Collenberg. "With a highly finished label, manual application of all the different finishing options is laborious and, above all, often flawed. This is much faster and more reliable with the workflow solution from OneVision. We no longer have to manually check the individual steps to make the PDF printable or create a proof. With Label Automation Suite, a time-consuming label that previously took two hours can be processed in around 15 minutes using the automated processes that are either actively performed by the graphic designer in prepress or run automatically in the background."

The automated optimization of imported production data ensures error-free printing. Previously, manual steps such as normalization, preflighting, cutting to die, creating white masks and varnish masks, create missing bleed are now automated with the Label Automation Suite. When an order is received, MIS production data can be imported either directly or via an interface to third-party systems. The label is then automatically optimized for error-free printing. The Label Automation Suite automatically creates cutting dies or laser cutting schemes, white masks, varnish masks and bleed. The combination of open orders into a collective production for cutting dies or laser cutting schemes is also automated, as is the setting of cutting marks. Jobs can be automatically assigned to the presses. Labels with the same substrate are combined and the print jobs are automatically transferred to the press.

KNOW WHAT MATTERS

"The key factor in label production is not the technology, but the knowledge of the possibilities to adequately stage a product or to know the interaction of the individual factors of paper, glue and liner down to the smallest detail. This is the service that our customers appreciate from us and what sets us apart from standardized online label printers and their flat-rate mass products," says Dr. Benjamin Rüdt von Collenberg. "The important purchase decision argument is primarily emotion. It is therefore crucial to be very close to the product, the market and the customer. The labels are designed with great attention to detail and extensive know-how. The Label Automation Suite gives us the certainty that we can handle every single job reliably, highly transparently and safely - to the benefit of both ourselves and our customers".

The Remedy label with a total of seven layers (CMYK, gold foil, relief varnish and blind embossing) illustrates how efficient print preparation can be with the Label Automation Suite: With the help of the software, the processing time could be reduced from approximately two hours to around 15 minutes.

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