



Flexi Labels  **Wins back Business**
Thanks to HP Indigo 6900 digital press



CUSTOMER NEWS

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Based in Peterborough, Flexi Labels specialize in the production of self-adhesive labels of all shapes and sizes, priding itself on its ability to produce personalised and custom-sized labels with a fast turnaround, delivering throughout the UK and Europe.

Since the business began in 2012, its main goal has been to provide short runs of self-adhesive labels to a broad range of customers, including retail, corporate and individuals. Following huge success in providing labels on sheets, in 2018 Flexi Labels started to engage with larger customers requesting short runs of labels on rolls. However, due to its existing setup, the company regrettably had to turn down these customers, including those who had grown with the business over the years, simply because they were unable to produce labels on rolls.

Flexi Labels, a leading manufacturer of high-quality, self-adhesive labels has expanded its customer base and met new market demands, thanks to the installation of a HP Indigo 6900 digital press.



Flexi Labels visited different machine manufacturers, produced samples and ran cost analyses, resulting in HP's digital printing technology beating the competition in all aspects. This led Flexi Labels to invest in an HP Indigo 6900 digital press.

The business then spent the next year exploring technology that would enable them to meet the growing demand for this way of printing and ensure they no longer had to turn away customers. They visited different machine manufacturers, produced samples and ran cost analyses, resulting in HP's digital printing technology beating the competition in all aspects. This led Flexi Labels to invest in an HP Indigo 6900 digital press.

Since the installation of the new press, Flexi Labels have turned a new corner. Not only is the company now able to respond to the demand for printed labels on rolls, the HP Indigo 6900 can also provide different finishes and assist in the production of custom requests. It also gives the company the ability to add-value by offering their customers variable data printing.



Real Partnership

“The leading technology of HP Indigo allowed us to explore new and almost endless applications, creating more demand from our customers, and allowing us to fulfil the request that come in”. Assad Gilani, Operations Director



Flexi Labels has commended HP Indigo’s digital printing technology for helping it to secure new business. In particular, it has been able to re-partner with previous customers who were forced to take their business to Flexi Label’s competitors but have now returned with the confidence that the business has invested in reliable equipment to meet their demands.

The business has also been using Print OS and praise the system’s powerful features, including a media locator giving the ability to adopt new substrates without wasting hours running trails, and reporting, which is able to highlight key areas within the business.



Real Partnership

“ Tony Lock, Labels and Packaging Sales Manager, UK&I HP Indigo, commented, *“The HP Indigo 6900 digital press is the ‘swiss army knife’ of the label world. It’s great to see Flexi Labels take advantage of the press’ wide spectrum of substrate and application capabilities in order to expand their customer base and target growing market demands such as labels on rolls, so to maintain their position as a leading label manufacturer.”* ”



Future Focused

*Technological innovation, market-proven profitability and upgradable systems are crucial to future-proofing a label factory
HP Indigo has a wide range of presses that are suitable for labels and packaging*

Technological innovation, market-proven profitability and upgradable systems are crucial to future-proofing a label factory. HP Indigo has a wide range of presses that are suitable for labels and packaging. The narrow web HP Indigo 6K is the leading digital press for labels, running at up to 60mtrs/min in one or two colour mode, with a 340mm width. The HP Indigo 6K Digital Press is the new model of the highly successful, high-versatility HP Indigo 6000 series. The press can print nearly any label and packaging application and add high value capabilities including high opacity white, silver ink for metallic effects, fluorescents, brand protection, and more. The HP Indigo 6K Digital Press is completed by the HP Indigo 8K Digital Press, which doubles the speed at up to 80m/min.

HP Indigo also has the HP Indigo 25K as the mid web press for production of labels, shrink sleeves, and flexible packaging, running at a width of up to 750mm and a speed of up to 42m/min. The HP Indigo 35K is the B2 press designed specifically for the short-run folding carton market, while the HP Indigo 15K is a duplex B2 press that enables commercial printers to take their first steps into light carton applications.





Thank You