



LB Label & Packaging Co. Ltd. was founded in Bangkok 10 years ago as a traditional offset and label printing commercial printer. The company produces short-run labels and packaging print primarily for cosmetics products, serving companies in the Donmuang area of the city, a wholesale area for cosmetics trading. LB Label & Packaging has 10 employees.

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Short Runs Just Got Shorter with EFI and Fuji Xerox Solutions at LB Labels

Challenge:

“We are constantly seeking ways to deliver unique products instead of selling print as a commodity to avoid price competition. We determined that the ability to profitably produce ultra-short runs of high-quality cosmetics labels and packaging would be a significant differentiator for us and an extreme value to our customers.”

– Walit Bruragetgul, Owner
LB Label & Packaging Co.

LB Label & Packaging has developed a good business in Bangkok over the last decade serving the label and packaging needs of cosmetics companies, many of whom are located in the Donmuang area of the city, a wholesale area for cosmetics trading. Using conventional production techniques, the company typically produces average runs of 300 pieces per job, but found that customers wanted run lengths even smaller so they could test-market products as well as produce different versions of labels and other packaging. Owner Walit Bruragetgul wanted to add high-quality digital printing to the mix to address these needs and further differentiate his company.



Solution:

"We could not afford to risk our reputation on less-than-optimal quality in the highly demanding cosmetics market. That's why we turned to EFI and Fuji Xerox, a powerful combination that helps us stay ahead of the game."

– Walit Bruragetgul,
Owner,
LB Label & Packaging Co.



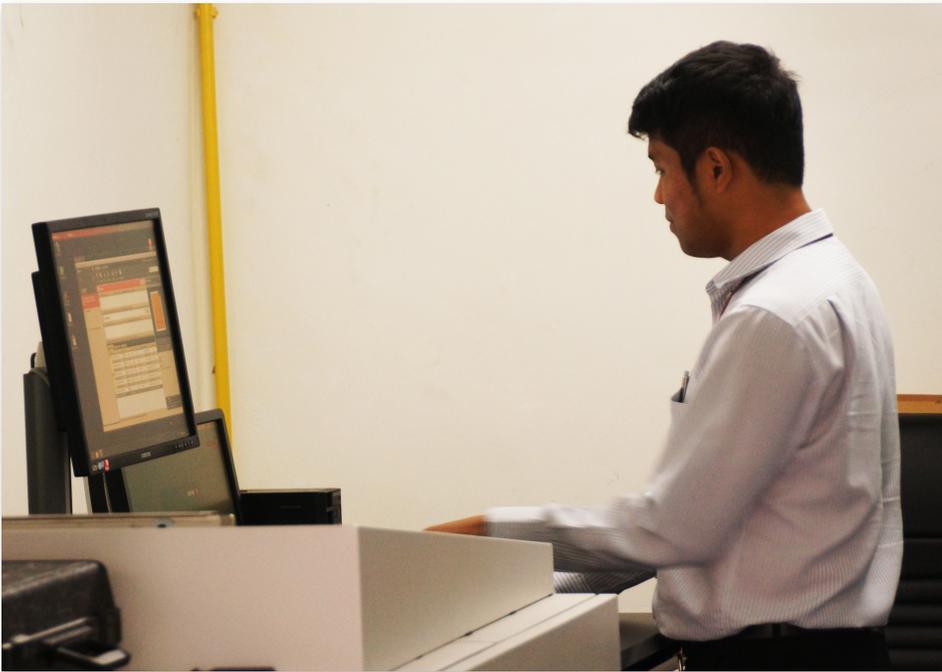
Solution:

Bruragetgul selected a Fuji Xerox iGen 150 with a Xerox EX Print Server that runs EFI™ Fiery® technology. "We were particularly attracted by the larger sheet size of the iGen 150," Bruragetgul says, "which allows us to put more pieces on a sheet as well as produce larger pieces, saving time and cost and reducing waste."

"EFI Fiery has been in the market for a long time and has always been a preferred premium solution in terms of print quality and technology leadership," he explains. "When we learned that the iGen 150 was available with a Fiery front end, we knew it would be the best solution to meet our needs."

The combination of the Xerox EX 150 Print Server, Powered by Fiery®, and the Fuji Xerox iGen 150 delivers unparalleled image and color quality, maximum productivity and seamless integration with existing workflows, producing exceptional results every time.

With a combination of advanced hardware and core technologies, the EX Print Server produces outstanding RIP speeds that allow operators to do more work and process jobs faster. In addition to delivering blazing-fast job processing speeds, job management is even faster and more efficient using Fiery Command WorkStation® and Fiery Impose and Compose, centralizing job management through an intuitive user interface. The server's Fiery paper catalog integrates with the iGen 150 press's media library, which eliminates label stock mismatches and speeds up the stock selection process.



Results:

"It is easy to get caught in the trap of providing commodity solutions, which results in lower margins and affects our bottom line. With our new Fiery Driven™ digital printing capabilities, we have a clear differentiation in the market as one of the few companies that can deliver cost-effective ultra-short runs of labels and packaging for cosmetics traders."

**– Walit Bruragetgul,
Owner,
LB Label & Packaging Co.**

Results:

Not only can LB Label & Packaging now profitably produce runs as small as 3 to 5 pieces for each design, the company can also handle ultra-short runs of larger pieces than would be allowed with most other cut-sheet digital printing systems. The company also benefits from advanced features such as Dynamic HD Text and Graphics for superior edge and text quality regardless of color and saturation levels; optimized image management using Fiery Image Enhance Visual Editor; and server integration with the iGen 150's Inline Spectrophotometer and Color Management Tool for simplified job setup and highly accurate imaging.

According to Bruragetgul, "This solution has enabled us to better manage and control the quality of our prints as well as facilitated post-press processes, making the production of these ultra-short runs even more efficient."

Bruragetgul also points out that the Thai government has imposed a regulation that requires all cosmetics traders to include full details about product ingredients, even with very small packages, adding, "Fiery server has helped us gain more business and meet these regulations with its HD Text capability. This allows us to print very legible small fine print onto the packaging, something others have a difficult time doing with digital print techniques."



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