

Pitkit opens up high quality folding carton production with HP Indigo digital printing technology



At a glance

Industry: Labels & Packaging, Folding carton

Business name: Pitkit Printing Enterprises, Ltd.

Headquarters: Caesarea, Israel

Website: pitkit.co.il



Challenge

- Expand offering to provide small companies with high-quality, flexible and economically viable folding carton packaging in small and medium runs.
- Provide InCollina and other small customers a single, in-house answer for small and medium quantities of both labels and folding carton, from design through to finishing.

Solution

- HP Indigo WS6000 Digital Press for versatile and cost-effective production of high-quality labels as well as folding carton, in short and medium runs.

Results

- Pitkit has expanded orders from existing customers and gained new customers by adding digitally printed folding carton to its offering.
- Pitkit confidently anticipates continued growth as demand for short and medium runs of packaging increases quarter by quarter.
- Cosmetics company InCollina gets small quantities of a wide variety of labels and paperboard packages printed in high quality with complete colour matching, in the timing and costs that fit its small-scale production schedules.

“With the HP Indigo digital press we can produce both the box and the label with a complete match between the box colours and the label colours. We can offer small quantities with high quality and reasonable cost. People really like that.”

— Mishaël Nuriely, marketing manager, Pitkit



Pitkit is a veteran Israeli label producer, operating since 1967. For most of those years, the company stuck to its core business, providing local companies – primarily food, beverages, cosmetics and pharmaceuticals manufacturers – with a wide variety of labels and shrink sleeves printed on flexo, rotary letterpress, silk screen and digital presses. Recently, Pitkit has expanded into paperboard folding carton – a change driven by growing customer demand for high-quality packaging and enabled by HP Indigo digital printing technology. Pitkit's new offering is good news for small brands as it fulfils their previously unmet need for high-quality, cost-effective packaging.

“Introducing the HP Indigo digital press is one of the most significant developments at Pitkit in the last few years,” says Mishaël Nuriely, marketing manager at Pitkit. “Using the HP Indigo press, we have developed a new market that we did not have in the past: printing in small and medium runs while maintaining a very high standard of quality. With the HP Indigo press, we can provide an excellent solution for customers who do not want very large quantities, but for whom quality is important and who want good results at a reasonable price.”

HP Indigo press opens up folding carton market

As Pitkit's experience with the HP Indigo WS6000 Digital Press grew, it developed another important new market – folding carton. It was using the press primarily for labels, but “we saw quite a lot of demand from customers who wanted paperboard boxes in small and medium quantities; a few thousand of each kind of box,” recalls Nuriely. “In the Israeli folding carton market, which is mostly offset printing, there was no good solution for that. But, with digital, we could provide a good answer.”

Pitkit now uses its HP Indigo WS6000 Digital Press to produce labels and folding carton for customers, giving them the advantage of colour-matched products and the convenience of a single supplier from design through to printing and finishing, all under one roof.

Growing demand for labels and cartons

“We are seeing a growing demand among customers who want to do high-quality printing on carton to get a proper box in small quantities. We can also give them additional solutions, such as variable data printing,” says Nuriely.

The HP Indigo press integrates well with Pitkit's other equipment, enabling it to provide customers a wide range of finishing options for labels and cartons. “We can offer various additional embellishment solutions by printing in digital and then finishing with silkscreen printing or heat stamping, for both boxes and stickers. This is very attractive and very helpful for customers.”

Small company sees big benefits from digitally printed labels and packages

InCollina, a family-owned natural personal care products manufacturer, is one of the growing number of small companies that benefit from Pitkit's HP Indigo-enabled production capabilities.

When InCollina wanted to start packaging its products in carton boxes, it naturally turned to folding carton producers that only have analogue equipment. However, the large minimum order requirements and the need to order the same quantity of boxes for all products due to plate making complexities proved to be a showstopper. InCollina knew that as a small company it would have been saddled with large inventories and most likely a high rate of obsolescence as any changes to the products, such as ingredient changes, would make any existing packaging stocks unusable.

Luckily for InCollina, Pitkit was already developing its folding carton offering using its HP Indigo digital press. Pitkit showed InCollina how it could print the outer product packaging on the same press that was already used for InCollina's labels – a perfect-match solution for InCollina's brand, production quantities and budget.

Pitkit offered a creative solution for InCollina's specific packaging needs: printing with the HP Indigo WS6000 Digital Press on the rough side of the carton stock and then applying a matte lamination. The high-quality packaging and the ability to get both labels and cartons from the same supplier is proving to be a winning combination for InCollina.

Ionatan Alor, InCollina's owner, says: “It was very important for us to maintain a connection to the natural source we came from, but on the other hand to have a sufficiently luxury-oriented visibility – and to do all this without having to invest too heavily in packaging. The ability to produce a relatively small quantity without being forced to print on a large scale is tremendously important to us.

“It's also convenient for me to have one source for our packaging, labels and carton, with no need to run between different suppliers,” notes Alor. He also values the ability to get an additional quantity of packages almost immediately as well as the ability to produce labels and packaging in small quantities for pilot products.

Bigger orders and new customers point to a bright digital future

Producing both labels and folding carton on its HP Indigo digital press is a winning business proposition for Pitkit. Nuriely reports that existing label customers have added packaging to their orders and new customers are attracted to the comprehensive and convenient offer.

Nuriely says: “I don't think it would be possible to imagine Pitkit in the year 2013 without the HP Indigo digital press. The WS6000 is already operating at full capacity, so we are looking into acquiring another HP Indigo machine. The market is trending toward shorter runs, and with the help of HP Indigo, we can give our customers what they ask for.”



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4AA4-5918EEW, September 2013

