Established in 1974, Repacorp has grown from a firm representing printing corporations to a full service print provider with more than 100 employees and four manufacturing plants located in Ohio, Wisconsin and Arizona. Recently they formed a new company called Presto Label, aimed at exploiting the fast-growing digital label market.

**CHALLENGE:**

In a challenging economy, it is not unusual for orders to be slashed by half or more from previous levels, and that's where short-run digital makes economical sense for many customers.

Repacorp does flexographic printing and has a number of 10-inch and 20-inch presses at its various plants, but it is short-run digital capability that has given the company a sort of corporate renewal.

In 2008, after viewing an improved version of a digital inkjet press at Label Expo in Chicago that they had first seen two years earlier, Repacorp management purchased the machine and suddenly found themselves in a whole new ballgame – and one that they began winning right off the bat.

Many companies print stock labels but Repacorp’s stock in trade is being able to handle the most unusual or specific label requests, and to do it quickly and cost-effectively with a quality that represents the best the industry has to offer. That will keep them in the game for many years to come.
“All the business that we have now is new business, even though the customers aren’t necessarily new customers,” remarks Tony Heinl, vice president at Repacorp. The inkjet press purchased by Heinl, who is the owner and president of Repacorp, was the Jetrion 4000 from EFI. They have since purchased a second Jetrion.

“The Jetrion cost less than competitive digital systems, the material we run through it doesn’t need special topcoatings, and the monthly costs associated with its consumables are substantially less than the consumable costs associated with other suppliers,” Heinl says. “I know of two other label companies that were doing millions of dollars worth of short-run process printing, and we weren’t doing any. But now, we’re more competitive than ever. It was a great move. We’re all glad we got into it.”

Even before their digital inkjet rebirth, Repacorp enjoyed an exceedingly loyal customer base because of what always made them stand apart from the competition, such as customer services reps exclusively dedicated to just a few customers each, the consistent promise to turn orders around in five business days or less, and four strategically-located facilities (two in Ohio, one in Wisconsin and one in Arizona) which provide many logistical benefits for the manufacture and delivery of its many label products.

Now, with the Jetrion 4000, customer loyalty has increased even more.

**REPACORP COST ANALYSIS:**

<table>
<thead>
<tr>
<th></th>
<th>FLEXO PRINTING</th>
<th>DIGITAL PRINTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plates</td>
<td>$ 400</td>
<td>$ 0</td>
</tr>
<tr>
<td>Die</td>
<td>$ 700</td>
<td>$ 0</td>
</tr>
<tr>
<td>Set-up, run, waste &amp; die cut</td>
<td>$ 800</td>
<td>$ 300</td>
</tr>
<tr>
<td>Total:</td>
<td>$ 1,900</td>
<td>$ 300</td>
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</tbody>
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*Digital Cost Benefits (Retail)*
Based on: 1,000 rectangular labels with rounded corners, 2.75” x 4.25”, 4-color process, one version.
“We have 350 stock items in our catalog, and we have a lot of oddball sizes that many other companies don’t stock,” Heinl explains. “Now that we’re a major player in the short-run process label business, we’re seeing our work being ordered for a whole gamut of products we weren’t used to before. Basically, any kind of food or beverage that can be sold in a jar or a can is a product that can use a Repacorp label. And that’s precisely what we’ve been seeing out there.”

**NEW Jetrion 4830**
Due to the overwhelming success of our 4000 and the numerous customer requests for wider labels, we just purchased the new Jetrion 4830. This enables us to run more sizes and maximize our expanded web width up to 9 inches. We can now print wider labels in smaller quantities and expand our market reach. Jetrion’s opaque white capability allows us to print on clear polyester with a white lay-down further expanding our market reach to more food label markets.

**Hot New Products**
As examples of those products, both Tony Heinl and his brother Rick often like to mention salsa, pasta sauce, beer and wine – although the actual roll call extends well beyond that, to machinery components, automobile parts, pharmaceuticals, decorative stickers and hundreds of items in between.

A former top Avery sales executive started the company in 1974, and Rick Heinl came aboard as a salesman in 1975 with 50 percent ownership and soon became a partner. In 1990 he became the sole owner.

“We weren’t manufacturing anything when Rick took over the company,” Tony Heinl says. “We were just a distributor, a rep firm. We bought our first press in 1994 and have been keeping track of developments in the industry ever since.”

Keeping track eventually brought the Heinl brothers to EFI, and the Jetrion 4000 brought Repacorp to the immediate advantages of short-run digital printing. In a challenging economy, it is not unusual for orders to be slashed by half or more from previous levels, and that’s where short-run digital makes economical sense for many customers. Other benefits of the Jetrion include the elimination of plates, reduced labor and waste, reduced inventory, optimized workflow, advanced dropon-demand printhead technology, and exclusive UV inkjet inks.

*Continued over page…*

**RESULTS:**
“We’re extremely happy with the quality we get off of the 4000 and so are our customers.”
In addition, the unit has variable-data capability, allowing Repacorp to run multiple series of barcodes and images. It can also print directly on standard label stock that converters typically use, with UV ink that is very durable, even when exposed to harsh environments.

Furthermore, on-demand printing with the Jetrion 4000 leaves as little as six feet of waste, and the printing information is digitally stored, eliminating the need to re-match colors when jobs are reordered. And its near-photographic quality is second to none in its category.

Teamwork

“With the two Jetrion units on line, our biggest challenge became getting the right people on staff and having them truly understand the software, most importantly learning how to properly send artwork to the press. No matter how sophisticated the equipment, the old rule applies: garbage in, garbage out,” Tony Heinl says, quickly adding that all operators are entirely up to speed and helping short-run digital printing at Repacorp reach its promise.

“We’re extremely happy with the quality we get on any particular job with our digital printing platform, and so are our customers.”

Print to win with EFI

EFI (www.efi.com) is a world leader in digital print servers and controllers, superwide format printers and inks, wide-format printers, industrial inkjet printing systems and Web-to-Print, Print MIS and Proofing solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 23 offices worldwide.