One Operator, One Set Up, One Press

New Jetrion 4900 is end-to-end label solution from pre-press to finished roll

Helps Consolidated Products, Inc. Make Leanest Label Yet, Offering True Marketing Advantage for its Customers

Challenge

Brian Rhoades, who heads up operations for US-based label converter Consolidated Products, Inc. (CPI), is on a lean mission. The company’s customer base of consumer products companies and big-box retailers are reducing SKUs, because label inventory and scrap costs are too high. In so doing, they are losing a distinct marketing advantage.

Solution

CPI had already added the Jetrion 4830, EFI’s flagship UV inkjet label press, to its production line and saw an immediate return on investment for its short-run jobs. But, the CPI team was looking to squeeze out further costs and “give customers their SKUs back.”

The team purchased EFI’s Jetrion 4900, one of the industry’s only digital presses to handle jobs from printed file to finished roll. With one integrated production process, the Jetrion 4900 creates substantial savings with no additional plates, dies, change overs, make-ready labor and inventory needed.

Result

“With the Jetrion 4900, we can print one million labels, with 25 different SKUs, back to back,” Rhoades says. “How many set-ups will we need to complete the job? One, and my press doesn’t stop. That’s the real savings and peace of mind our customers require.”

CPI purchased its first Jetrion label press from EFI last year. Since then, their business relationship has become a true partnership. “78 percent of people make purchase decisions at the shelf, so label quality is essential,” Rhoades adds. “With Jetrion systems, our customers get a beautiful, durable label that really stands out on store shelves.”