

CASE STUDY: SAVING TIME AND MONEY, ATTRACTING BIG-NAME CLIENTS

LEBONE PAARL LABELS



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TIME-SAVING BENEFITS

Mellow Colour was initially recommended to Lebone Paarl Labels by prospective client Woolworths, who recommend the patented print quality management system being implemented for all their printed work.

Mellow Colour partner DigitalView carried out the installation for the South African printing company in April 2019. We spoke to Lebone Paarl Labels operations manager Arrie Van Wyk to find out how the new system is working for them.

THE SITUATION BEFORE MELLOW COLOUR

Before implementing Mellow Colour's print quality control, the team at Lebone Paarl Labels would match signed colour proofs for process work and used a spectrophotometer to measure and compare spot colours to customer-approved standards.

While many clients were happy with the system in place, Lebone Paarl Labels were aware that a more science-based approach to print quality would be needed to attract bigger brands with more exacting standards.

WHY BRING IN MELLOW COLOUR?

While in talks with prospective client Woolworths, it became clear that the global retailer would be one such brand that insisted on a scientific approach to print quality.

In fact, Woolworths recommend that all their labelling is printed using Mellow Colour's patented quality control technology.

After looking into what the investment could mean for Lebone Paarl Labels, it became clear that for a comparatively minimal outlay, getting Mellow Colour on board had the potential to attract further big-name brands, helping to take the business from strength to strength.

WHAT EFFECT HAS MELLOW COLOUR HAD ON BUSINESS?

In the months since DigitalView carried out the install last year, Lebone Paarl Labels have used their Mellow Colour system to catalogue all new spot colours as a reference to measure against for repeat work.

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This benefits the company going forward, as it limits the reliance on both human judgement and colour folders that may be out of date.

All new work is now recorded in MellowCloud to use as the standard for future printing, ensuring more accurate colour consistency. The team finds the Min Delta tool (part of the InkSpec colour management system) particularly useful for minimising colour matching downtime.

The Lebone Paarl Labels team now has a designated 'Colour Champion', ensuring there is a focus on continuous improvement through the measurement and analysis of colour for consistent, accurate colour appearance, conforming to the international ISO 12647 quality standards.

Printing equipment and consumables combinations are optimised to meet the targets and tolerances of the ISO 12647 specification, plus the demanding grey balance appearance targets of the Mellow Colour quality management system.

Operations manager Arrie Van Wyk says: "The primary advantages of the Mellow Colour system from a business perspective have been the cost-saving and time-saving benefits we've seen.

"The service, support and technical ability of DigitalView, who installed the system for us, have been great and they are very easy to work with.

"I'd have no hesitation in recommending Mellow Colour to our brand owners."



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