

CASE STUDY: REAPING THE REWARDS OF AN INVESTMENT IN QUALITY.



LABEL PRO INDUSTRIES, ZA



**PRINT QUALITY IS
ALREADY STARTING TO
SHOW IMPROVEMENT...**

**IT HAS REALLY HELPED
TO FOCUS OUR COMPANY**

As one of the newest recruits to the Mellow Colour family, Label Pro Industries could never have expected to see some of the benefits of their investment so quickly.

Mellow Colour partner DigitalView installed their print quality management system in January 2020, and by February the South African printing company was already starting to reap the rewards of an upskilled print team, upgraded quality management system and a management team empowered by a professional and effective training programme.

THE SITUATION BEFORE MELLOW COLOUR

Before being introduced to Mellow Colour, the Label Pro Industries team were basing a quality control system around their enterprise resource software. For colour compliance, visual checks were carried out by the operator and then signed off for final approval by the production lead or manager who happened to be on duty at the time. The visual check was carried out against the digital proof, which invariably did not match the substrate being utilised for the job.

In production each press operator had his own formula of anilox and ink as well as a 'recipe book' for reference. Plates were supplied without bearer bars and were profiled to what their plate supplier believed Label Pro's machines were fingerprinted to.

Whilst there were few rejections due to poor colour reproduction, they felt that they were using 'in the ballpark methodology' for matching colours and wanted to systemise their approach

WHY BRING IN MELLOW COLOUR?

After successfully implementing HACCP & GMP accreditation over recent months, the Label Pro team was encouraged to focus on attaining further accreditation and deploying a more structured approach in their printing operation.

Label Pro Industries took the Mellow Colour route to take the "art out of the print



In a short space of time, we have identified brand owners we would like to partner with in printing to standards; the benefits for both them and us are undeniable.



room” and bring in science in the form of spectral measurements and printing to standards.

The aim was to utilise Mellow Colour’s quality management system to improve quality and increase efficiencies in production.

Mellow Colour’s ‘continuous improvement’ approach to the business was also attractive to Label Pro, as was being able to use Mellow Colour accreditation as a value-added sales tool.

WHAT EFFECT HAS MELLOW COLOUR HAD ON BUSINESS?

The Label Pro installation was completed in January 2020 and in the short space of time since then, operators, managers and clients have already started to see benefits.

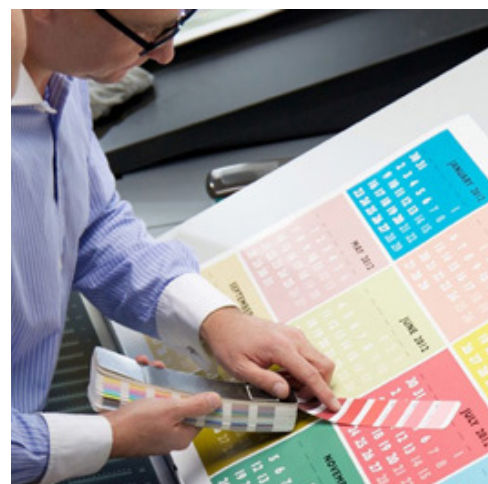
DigitalView has overhauled their quality system by employing the Mellow Colour methodology and adding more technical knowledge to their production skills matrix.

Part of the learning curve has been team building, understanding the science of printing and the individual importance and consequence of each component of the printing process (anilox, pressure of plates, type of plate, ink formulas, substrates, etc). Documentation and applying standard operating procedures are now regarded as critical to the Label Pro operation.

Label Pro general manager Helen Clarke commented: “In a short space of time, we have identified brand owners we would like to partner with in printing to standards; the benefits for both them and us are undeniable.”

Owner Andries Pretorius agreed, saying: “We have had some very favourable feedback from some key customers who look forward to seeing us become fully accredited.

“Print quality is already starting to show improvement, not to mention the understanding of all our key stakeholders – operators, plate mounters, designers, production managers and even salespeople – it has really helped to focus our company.”



“ We have had some very favourable feedback from some key customers who look forward to seeing us become fully accredited.

