JFLEX Increases Profits and Attracts New Customers

"The JFlex offers so many production efficiencies," says Shawn. We love being able to print 20 different SKU's back to back without plate changes."

CUSTOMER: ModTek

ModTek was founded in 2006 by mother/son team Vicki Wilkinson and Shawn Borman. Both had worked previously in the label printing environment. Vicki started in 1977 as a rewinder and later moved into customer service and sales. Shawn's extensive experience began in 1987, first in pre-press and then he worked his way to press operator and management before taking on ownership of what today is a major supplier in the primary label market.

BUSINESS NEED:

The ModTek team went to Label Expo in Chicago in 2015 looking for digital equipment to add to the company's capabilities. Every type of system was considered- from toner technology to UV inkjet to aqueous inkjet printing.

"The most important thing for us was to find an inkjet system that would work into our existing workflow," says Shawn. "I never understood the attraction of printing digitally in a two-step process (printing and re-register to die-cut). UV inkjet, as an option, did not have the look of flexo printing which would make cross platform sales challenging."

THE SOLUTION: JFLEX870

With that in mind, it didn't take long for the team to make a decision, adding a JFLEX 870 to one of the company's existing flexographic printing machines.

"This hybrid solution made the most sense for us," says Shawn. "With the JFlex installed on our Webtron, we can use existing die-cutting tools, varnish, lamination or combination print flexo/digital, all in the existing infrastructure."

THE RESULTS:

- In a few short months, ModTek realized a positive return on their investment.

- The JFlex provided ModTek the opportunity to expand into additional markets.

- The JFlex system helped ModTek earn back a long-time customer recently lost to a nearby offset printing company, and the complexities of their gradient job. ModTek was able to successfully demonstrate a print quality which surpassed that of offset printing.

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