



HUB LABELS – MOVING FROM GOOD TO GREAT WITH DUPONT™ CYREL® FAST EASY PLATES



Hub Labels facility in Hagerstown, Maryland

BACKGROUND

Founded in 1978 in Hagerstown, Maryland, Hub Labels has always been on the leading edge of technology in the label printing industry. Among the first label companies to introduce four-color processes, computer-to-plate technology, digital printing, and gearless presses, Hub Labels serves every type of custom label printing in the industry. Their products can be categorized into three major areas: traditional pressure sensitive labels; cost efficient liner-less labels; and direct mail products.

From driving best practices among the leadership team to involving all employees in Lean and Visual Management, Hub Labels is tirelessly pursuing excellence and taking great pride in being able to quickly respond to customers' needs. Sustainability is critical to Hub Labels and they have implemented various environmentally-friendly practices, including using the Cyrel® FAST workflow to reduce their environmental footprint.

CHALLENGE

Hub Labels is on the cutting edge of quality, productivity and sustainability. Custom jobs are getting shorter and the need for a plate that comes up to color quickly is important. Many jobs have artwork requiring a combination plate that can provide exceptional highlights, as well as good solid ink density. Though Hub Labels have several gearless presses, their older geared presses needed a plate with good drape characteristics and little press bounce. To meet their sustainability goals, Hub Labels also needed a solution with a proven environmental profile.

SOLUTION

With Cyrel® FAST platemaking, Hub Labels was delivering quality products to their customers on time, but were ready to move to the next level of excellence. They decided to adopt HD resolution flat top dots and chose DuPont™ Cyrel® FAST EASY EFX plates that would easily fit into their present thermal workflow. Featuring new technology that has flat top dots built into the plate, Cyrel® FAST

EASY EFX comes up to color quickly, provides excellent solid ink density with reduced impression, no press bounce and superb fade to zero.

“Brand owners are very particular about color and their overall brand consistency, as they should be. To help maximize color consistency for our customers, we had to run spot colors to get the results they were looking for. We are now seeing these new plates quickly come up to color so bright and vibrant, we hope to eliminate this extra step in the near future,” said Nink Myers, purchasing manager, Hub Labels.



Ann's House Honey Roasted Nut Medley Labels

The immediate benefits to Hub Labels' customers can be seen in the Ann's House Honey Roasted Nut Medley label. The new Cyrel® FAST EASY plating system is able to produce a much more vibrant image, capable of picking up the tiniest details. In the example label, the honey dipper has a much more vivid color to it and the gradients fade off gradually into the surrounding image. With up to 4,000 DPI, the image quality is unmatched.

“I've been with Hub Labels for almost six years, and the amount of technological advances we have adopted within the past few years is enormous. This new plate technology is another one of those advances and it will definitely help our customers make a visual impact in their marketplace,” notes Josiah Storer, graphics supervisor at Hub Labels.

The Cyrel® FAST EASY EFX plate also provides a drape characteristic that works well on all print cylinder sizes, without plate movement or gear press chatter. “Having a 24 hour production cycle, we value a plate that can take a long press run without the need to change out. Cyrel® FAST EASY does the job,” said John Potterfield, production manager, Hub Labels.



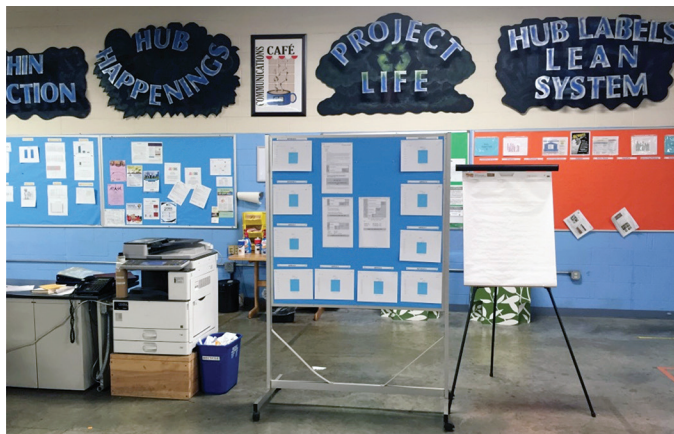
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With the installation of the DuPont™ Cyrel® FAST EASY Plates, Hub Labels kept their company-wide sustainability goals in mind. This new workflow provides a superior environmental profile by eliminating all solvents and aqueous solutions from the plate room.

RESULTS

With Cyrel® FAST EASY plates, Hub Labels now reports excellent results:

- No bounce
- Excellent drapeability
- Comes up to color quickly
- Reduced impression to get the same density
- Excellent vignette and fade to zero
- Improved durability on press
- Reduced changes on press
- Potential of reducing number of stations needed for a job



Innovation / Quality / Experience – Hub Labels operating philosophy

“This expansion is part of an on-going effort by Hub Labels to drive progress and innovation on the manufacturing floor. Hub Labels believes in continuously driving best practices and involves every single employee in Lean Manufacturing and visual management. As a Lean company, Hub Labels is always looking for ways to make improvements to their processes to create more value for their customers. Our most recent example of this is the installation of DuPont™ Cyrel® FAST EASY Plates,” said Thomas Dahbura, president, Hub Labels.



Pitman, now AGFA, has been a U.S. distributor for DuPont™ Cyrel® and Cyrel® FAST products for 40 years. With a focus on enhancing its relationships with its existing customers and providing value added solutions for their business, the AGFA technical and specialist support teams aggressively drive new opportunities for DuPont and its customers.



Nink Myers, John Potterfield, Johnny White – Hub Labels



Cheryl Cole – AGFA; Jason Trenton – Hub Labels



Daniel Claggett – Hub Labels – Cyrel® FAST operator

For more information on DuPont™ Cyrel® or other DuPont Advanced Printing products, please visit our website: www.cyrel.com