



AFINIA LABEL®

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memjet®

A Complete Line of In-House, On-Demand Color Label Printers & Finishers

Case Study: Brite Solutions

Industry: Chemical **Location:** Cheshire, UK

"This digital in-house solution was the only way to cost-effectively stay ahead of possible future changes."

- Joel Walker, Director — Brite Solutions



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AfiniaLabel.com



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The Situation

Brite Solutions needed to find a cost-effective solution to bring their chemical labels into compliance with Classification, Labeling, and Packaging - European Chemicals Agency (CLP-ECHA) requirements, which is part of the world-wide Global Harmonization System (GHS) effort.

They manufacture and package more than 80 chemical products for the Household, Garden, Car Care, and Professional Cleaning markets. The sheer volume of label changes required a different solution.

Solution Requirements

- ◆ Cost-effective label compliance solution
- ◆ The ability to rapidly change label designs
- ◆ Reduce label cost

Return on Investment

To print a new label design on an offset press, it was necessary to create hundreds of dollars-worth of plates. Going through the design-change and proofing process could cost thousands. The DLP-2000 Digital Label Press virtually eliminated that expense. The equipment will pay for itself in less than one year.

Before Memjet

A number of costly offset plates would be created for each label version.

After Memjet

No plates are needed with the DLP-2000, thus saving that expense.

Before Memjet

Offset-printed labels would have to be laminated on another piece of equipment.

After Memjet

Labels are laminated in-line with the printing process.

Before Memjet

Governmental labeling changes would cause a substantial relabeling expenses.

After Memjet

That expense is eliminated due to the digital printing capability of the DLP-2000.

