

BEAU LABEL: MAXIMIZING THE POTENTIAL OF A FLEXO PRESS

THE CUSTOMER:

For more than 50 years, Beau Label has been providing custom printed labels to clients across the globe in the food, beverage, health and beauty, and pet supply markets, as well as manufacturers of household and industrial supplies. With a reputation as “The Label Authority”, the third-generation family-owned company currently operates a 30,000 square foot facility in New Jersey with more than 30 full-time employees.

THE CHALLENGE:

President Vincent “VJ” Melapioni, credits Beau Label's longevity and success to their culture of being eager to adapt and change with the times. Over their half century in business, they have always been early adopters of new technologies and processes.

For decades, Beau Label relied on traditional UV curing. While it was the most efficient method available to them, UV came with its own unique set of challenges. Not only did UV require a large amount of power, it created a noisy work environment (due to the system's exhaust blowers), and wouldn't work on all substrates.

THE SOLUTION:

Always open to new and better ways to do business, Beau Label was quick to adopt the Fujifilm Illumina UV-LED curing system when it came on the market. Illumina's unique COLDCURE technology reduces the power to run the press by 90% and produces much less heat than competitive LED technologies. This dramatically lowers energy costs while eliminating the need for cooling air blowers, ozone extractors and heat makeup systems. Even better: Installation took less than a day, minimizing the impact of downtime in the busy print shop.

THE RESULTS:

Beau Label went from running 110-120 amps of 480-volt service on their previous installation to only 10 amps of 480-volt service for the Illumina UV-LED system – an immediate and significant cost savings to the company. Because Illumina cures ink faster, they have also seen a boost in productivity from their presses.

“Since installing the Illumina system, the energy to run the press decreased by 91 percent compared to conventional UV,” said Melapioni. “I know it's capable of even more. And, Illumina will enable us to run shrink films without chill drum rollers which allows us to now pursue this growing market that we could not before.”

Beau Label also converted to using Fujifilm 300 Series inks at the same time they added Illumina. 300 Series inks are optimized to work with Illumina and cure on virtually any substrate, allowing the company to offer more options to customers. With faster presses and a quieter, cooler working environment, Beau Label employees have quickly become big fans of Illumina as well.



“SINCE INSTALLING THE ILLUMINA SYSTEM, THE ENERGY TO RUN THE PRESS DECREASED BY 91 PERCENT COMPARED TO CONVENTIONAL UV.”

VINCENT ‘VJ’ MELAPIONI
PRESIDENT, BEAU LABEL

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