

# DION LABEL PRINTING:

Reaching new markets and developing new applications with HP Indigo



Over the last four decades, Dion Label Printing has grown from its founder's basement to a 30,000-square-foot facility with more than 60 employees. The family-owned business attributes its success to keeping up with customers' demands for new services while keeping costs down.

"We're always trying to expand our product line into other areas and increase the amount and type of work we do," says John Dion, president of the Westfield, Mass., company. That goal inspired Dion Label to purchase the HP Indigo WS6000 Digital Press, a machine Dion believes can help the company expand.

Dion Label specializes in pressure-sensitive labels, tags and tickets for industries ranging from health products to specialty foods to recreation. The company went digital in 2005 with the HP Indigo press ws4050. Dion says the move made the company more efficient and profitable, and in 2006 it purchased a second HP Indigo press ws4050. Today, with its new HP Indigo WS6000 and a continuing partnership with a dedicated HP Indigo support team, Dion Label management expects growth to continue.

### **Faster turnaround, greater profits**

Dion Label needed to meet rising demand for fast turnaround, high quality and multiple-SKU production—and the HP Indigo WS6000 proved to be the perfect solution. With speeds of 98 feet per minute for 4-color jobs, the production team saw results immediately.

"On our very first job, we made a better profit and offered our customer a 12 percent discount," says Dion Label's general manager, Randy Duhaime.

The HP Indigo WS6000 supports a frame size of 12.48 x 38.58 inches, using more of the substrate and reducing

waste. One of Dion Label's recent multiple-SKU jobs involved a 6-inch circle that previously would have been run two labels per frame. On the HP Indigo WS6000, operators ran 12 labels per frame.

"We were able to save our customer 40 percent over conventional printing and still maintain our profit margin," says Duhaime. While Dion Label typically produces run lengths of 3,000 feet on its new press, it has produced run lengths up to 40,000 feet of multiple SKUs.

Perhaps the most exciting prospect for Dion Label is the HP Indigo WS6000's ability to print on both thick and thin substrates, from lightweight media used in flexible packaging to the tag stocks used in folding cartons. Currently, the company is considering entering new markets such as small-carton printing, and also researching new ways to produce shrink film and flexible packaging using the digital press.

### **Priceless networking at Dscope**

Dion Label management had been considering buying the new HP Indigo WS6000, but hadn't made the final decision. At the annual Dscope conference in 2010, a can't-miss opportunity arose.

Dscope, or Digital Solutions Cooperative, is a community of HP Indigo digital press owners and their sales, marketing and production teams. The Dscope conference brings members together to build relationships with others in the industry, learn about new products and connect with HP support staff.

"A lot of times, we're not sure what we're going to learn when we go, but we know we need to be there," says Duhaime. "We usually leave very excited about a new project."

**Industry:**  
Labels and packaging printing

**"With digital printing, we realized cost savings of up to 40% over conventional printing, were able to deliver new applications and product offerings to our customers, and expand our business opportunities."**

*—John Dion, President,  
Dion Label Printing*



## OBJECTIVE

Dion Label Printing needed to meet growing customer demand for fast turnaround, high quality and multiple-SKU production while keeping costs low

## APPROACH

The company purchased an HP Indigo WS6000 Digital Press, which offers fast throughput as well as the ability to print on a wide variety of substrates

## BUSINESS BENEFITS

- The HP Indigo WS6000 has helped Dion Label slash turnaround time and production expenses, a savings that the company has passed on to its customers.
- Dion Label is currently exploring new ways to use the HP Indigo WS6000 to help expand the business.
- HP support continues to help Dion Label find new markets and develop new applications for its HP Indigo digital presses.

At the 2010 conference, Dion Label got the chance to purchase the HP Indigo WS6000, while selling one of its two HP Indigo ws4050 digital presses to another Dscoop member at the same time. HP facilitated the sale and decommissioning of Dion Label's current press, as well as the installation of the new press.

"When the opportunity came up to sell our press, all of the players—the HP sales people, HP management, HP Financial Services, the person who was buying our press—were at one event at one time to make the deal happen," Duhaime says.

### HP support opens doors

Over time, HP's support has played an integral role in Dion Label's operations.

HP monitors Dion Label's use of consumables and gives advice on how to best increase uptime. And if there's a particular application the company wants to explore, such as shrink sleeves, HP experts are available for advice. Duhaime says emails are answered within minutes, whether it's a question related to marketing, support staff or sales.

"Whenever we have any issues, any needs, any desires, there is somebody at HP who is willing to pitch in immediately and give us a hand," Dion says. "If it's a problem that needs solving, if it's something we want to explore, we get answers."

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For example, HP worked closely with Dion Label on market research to determine whether the private-label market would lead to potential customers. Dion says his company ended up with valuable information that helped steer it in the right direction.

"We have no other vendor that has been so committed and so helpful in the way that HP has been," Dion says.

## CUSTOMER SOLUTION AT A GLANCE

### Primary applications

Pressure-sensitive labels, shrink sleeves, tags and tickets

### Primary hardware

HP Indigo press WS6000 Digital Press

