

# Labels Unlimited accelerates productivity with the HP Indigo WS6600 and Inline Priming unit



## At a glance

**Industry sector:** Labels & Packaging  
**Business name:** Labels Unlimited  
**Headquarters:** Virginia Beach, VA, USA  
**Website:** [www.luiusa.com](http://www.luiusa.com)



## Challenge

- Labels Unlimited needed to upgrade its printing technology to meet the label quality and fast turnaround times its customers demand.
- The company wanted to eliminate the hassle of outsourcing the treatment of its substrates.

## Solutions

- The versatile HP Indigo WS6600 Digital Press can handle a wide range of substrates efficiently and deliver outstanding print quality.
- The HP Indigo WS6600's ILP unit eliminates the need for pre-planned substrate treatments.

## Results

- Labels Unlimited can produce runs of top-quality labels efficiently on a range of substrates.
- The HP Indigo WS6600 and the ILP unit has improved Labels Unlimited's ability to print a variety of applications and work more efficiently.
- Labels Unlimited increased its production efficiency thanks to the HP Indigo WS6600's EPM.

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—John Wynne  
President and CEO  
Labels Unlimited

In the label printing business, it pays to regularly refocus your approach. “We generally think of ourselves as a 33-year-old start-up company,” says John Wynne, president and CEO of Labels Unlimited. The company has systematically evaluated and updated every in-house process and procedure—including the printing technology—since Wynne bought the business in 2010. This strategy has led to impressive results.

When Wynne purchased the company, Labels Unlimited used two different technologies to print its pressure-sensitive labels—an HP Indigo 4050 Digital Press and a competitive model. To keep up with customer demands, the company needed to produce high-volume jobs with faster turnaround times, but running two different platforms in-house hampered production.

That’s when Labels Unlimited chose to use one press to meet the company’s goals. “The more we thought about it, the more we realized that HP was going to be a better technology provider as well as a solutions resource for us,” Wynne says.

So in 2011, the company upgraded to the Indigo WS6000 Digital Press and then added an Inline Priming (ILP) unit. “We’re in a fast-paced industry and we need quick turnarounds,” says Wynne. “The HP digital press allows us to do that.” Seeing improvements in print quality and productivity right away—along with the efficiencies of priming substrates in-house—Labels Unlimited added an HP WS6600 with another ILP unit 1 year later.

### Application versatility and color quality

Staying competitive in the label-printing industry means differentiating your company through versatile offerings and top-tier print quality. Thankfully, the HP WS6600 Digital Press can produce a variety of applications, allowing Labels Unlimited to crank out labels on virtually any substrate, including its regularly requested jobs on various types of paper, films, and metallics.

No matter the substrate, the HP Indigo WS6600 delivers outstanding color quality label after label—a must-have for the customers Labels Unlimited serves. “The press gives us the repeatability and color consistency we want, and also the clarity of images,” says Wynne.

The HP Indigo WS6600 provides the widest digital color gamut using up to seven ink stations on press. With high-resolution printing and perfect registration, the HP Indigo labels and packaging solution can produce eye-catching packaging by matching up to 97% of the PANTONE® color gamut using on-press simulations or an off-press ink-mixing system.

“With so many variables in play every time you have a run using flexo, the image itself can have a slight tweak or variation based on the color—but with a digital file, that’s never going to occur,” Wynne says.

### More productive and more affordable

Producing quality labels is a top priority for Labels Unlimited—and the company’s customers want them in short order. So when the label printer heard that the HP Indigo WS6600’s Enhanced Productivity Mode (EPM) can



increase printing speed by more than 30% for many CMYK jobs—and decrease the cost of printed linear feet—it was intrigued. “We knew there was real opportunity there, and with HP’s help to get set up, we have seen double-digit increases in our production speeds, as well as in our savings,” says Wynne.

Using a pre-flight color matching system and the PANTONE library it created in house, Labels Unlimited evaluates every new order for EPM compatibility. The company is also examining the potential of using EPM with many of their historical runs to increase their production efficiency.

### In-house priming to streamline production

When it comes to productivity and profitability, the ILP units have made a big impact. Before adding them to the production floor, Labels Unlimited sourced treated media from external vendors or primed the material in house—and lead times often exceeded deadlines. “We were struggling to meet the expectations of our customers,” says Wynne. “So we jumped to buy the ILP units and they were a huge win. They improved our capabilities and reduced our costs at the same time.”

The ILP unit offers the unique capability to use standard, non-treated substrates, eliminating the need for pre-planned treatment and supporting last-minute jobs. It also gives Labels Unlimited the ability to use a wider variety of substrates in house. “We’re not limited by the types of substrates we can run, and we’re really pleased with the consistency of the lay down and adhesion of the inks to the substrates,” Wynne says.

### Looking forward

For Labels Unlimited, continued innovation is a key to success, as it allows the company to meet its customers’ ever-changing needs. To stay competitive, the company plans to continue investing in HP digital press technology.

Wynne concludes: “We will keep responding to the needs of our customer base. As they grow in their techniques and capabilities, we want to be there to support them—and HP will help us do that.”

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4AA4-6969ENW, June 2013

