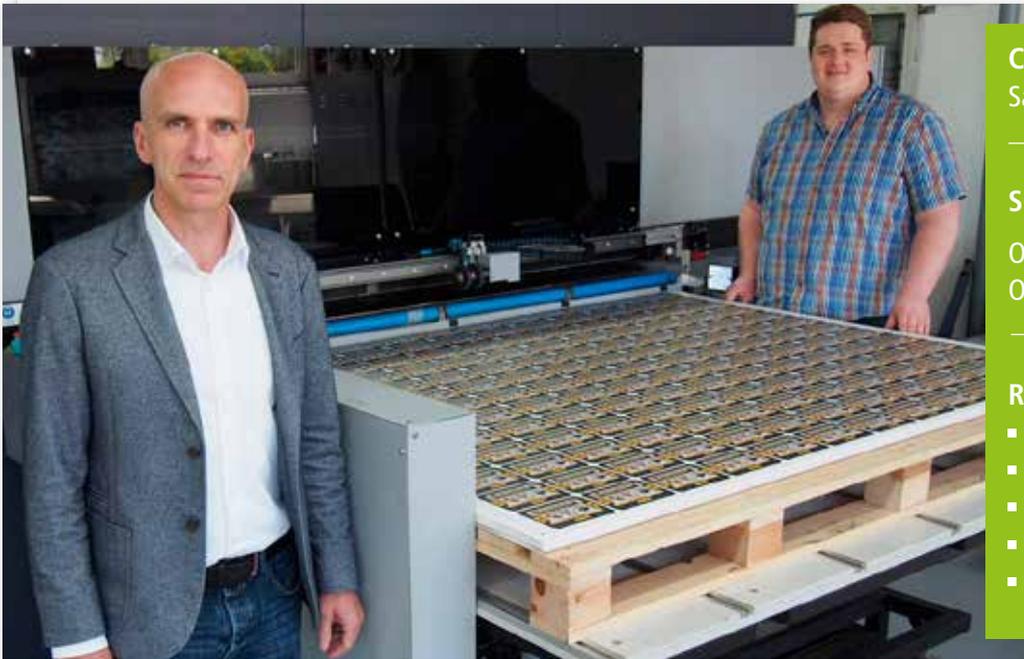


## Case Study: Hanbuch Packaging

# 50 % INK SAVING – 100 % RESULTS

ORIS Ink Saver's advantages go far beyond efficiency



### CHALLENGES

Saving inks & reducing costs

### SOLUTION

ORIS Press Matcher /  
ORIS Ink Saver

### RESULTS & ADVANTAGES

- 50-60 % ink reduction
- Improved quality
- Reduced costs
- More stable colors
- Printing standard matched

The desire of any business owner is to find the key to reducing his operating expenses by half.

14:00 Production meeting at Hanbuch Packaging. Amongst complex advertising displays for pharmacies, life-size advert cubes for car dealerships and 3D-looking posters for cinemas, Andreas' team is discussing upcoming projects. In the background you can hear the hum of the machines from the printing hall.

The business is booming. Incoming orders are diverse. In spite of, or because of that, efficient organization of the production process is more important than ever. The best utilization of the printing presses is top priority. Production for the next few days is carefully planned out on the electronic whiteboard: What will be produced in-house, what needs to be sent out to sub-contractors for offset printing? Everything is covered by this company in Pfungstadt, from original concept to finished packaging or final display in the store.

Clever planning is one thing. The other is continued development. Which is great when you have men like Felix Faller. The former offset printer is only a few months with the company but has already implemented one major change.

"I looked at order processing and workflows and it was immediately clear to me that we could significantly improve production with software from CGS", explains Faller. "I was very familiar with ORIS products at my previous company".

After two production test runs, the CEO was convinced and, since the middle of January, **ORIS Press Matcher** has been in full production. Its ink saver function has been of greatest benefit. "We are saving 50 – 60% ink on each print run" says Faller.

**"Automatic processes are increasingly important. Suitable hardware and the corresponding software must be taken into account. To be successful in the market you have to take every opportunity to digitize."**

**– Andreas Hanbuch,  
CEO Hanbuch Packaging**

There is a large job being printed on the Durst Rho P10 200. It is a series of special stand-up displays for an advertising campaign of a well-known soft drink producer for beverage stores.

"You can see it clearly on this job" says Faller, showing the monitor. "You can check the ink consumption with, and without, **ORIS Ink Saver**" as he switches between both tables showing the calculated ink usage.

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260 sheets on the Durst require just 8 liters of ink compared to 26 liters without ink saving.

It is not at the expense of quality. On the contrary, fine details in the images can be seen more clearly because they are not clogged by too much ink laydown. That is especially noticeable in darker areas and shadows. What is also important for the packs printed on the DURST is that lower ink density increases wear resistance and reduces ink breaks across folds.

Less ink coverage brings with it some unexpected benefits. "While it is not normally possible to speed up the UV printer despite the faster drying time, the intensity of the UV lamps can be reduced leading to longer lamp life and lower energy costs", adds Faller.

With 50 – 60% ink saving per print job, Hanbuch Packaging is well over the average of 20 percent ink reduction of other users. Each job is individually evaluated and maximum ink savings calculated, not just for ink and press but also for the design and end-use of the product.

**"The software helps us to reduce our internal costs and brings additional benefits for our customers"**

Felix Faller, responsible as Production Manager for the pre-press and printing departments, is obviously happy with the performance of the software: "It is not just the cost savings. With **ORIS Press Matcher** we get great color stability across all machines. At the beginning I was really surprised at how

we could achieve the same result on all of them. On top of that, we can reproduce special colors and match standards with ease. In the past that took an enormous amount of time and effort going around and around again. Since we got the software, we no longer have that problem, it fits perfectly."



Andreas Hanbuch is the third generation owner of the family firm and next year the 30 employees will celebrate their 70th anniversary. The company started predominantly as an offset printer, but now digital printing takes center stage.

Their offerings range from innovative point-of-purchase displays, exhibition graphics and cinema posters to diverse packaging such as high-quality gift boxes and mailers. And it's not just about printing. Hanbuch Packaging can create, design and deliver the complete finished product to the final destination.

An essential part of their equipment are full and semi-automatic plotters, die-cutting machines and laminators. More complex and involved jobs are carried out by hand.