

FOR IMMEDIATE PUBLICATION

Jaakkoo-Taara steps up digital workflow automation with Xeikon

Customized workflow optimization with integrated Xeikon and Esko solutions widens Jaakkoo-Taara's offering of digitally printed labels and folding cartons

Eede, the Netherlands, November 14, 2017 – The Finnish high-quality packaging printer Jaakkoo-Taara has again advanced its digital print capabilities by optimizing and automating its workflow processes for the production of digitally printed labels and folding cartons. The recently implemented customized workflow integrates Xeikon and Esko solutions, and provides Jaakkoo-Taara advantages in time savings, variable data capability, increased accuracy, color optimization, and smaller print runs.

Since decades, Jaakkoo-Taara is a packaging printing specialist serving customers in the pharmaceutical, healthcare and food industries. The company added earlier this year digital to their offset and flexo production with the investment in Xeikon's Folding Carton Suite featuring a Xeikon 3500 digital press. "Advanced colour conversion and consistency with a 5th colour in combination with CMYK was an important driver to decide to work with Xeikon, just as the ability to be compliant with FDA food regulations. We see growing customer demand for packaging applications in the area which we can now easily answer," comments Thomas Brusila, Managing Director of Jaakkoo-Taara.

Being keen to take workflow automation a step further, Jaakkoo-Taara recently engaged with the Xeikon Solutions & Premium Services team for the development of a customized solution that integrates the Xeikon X-800 digital front-end and Esko's Automation Engine with their Xeikon press. "Our primary goals were to increase automation and accuracy in the workflow through the reduction of manual input, and to speed up the process from prepress to final print for a shorter lead-time," explains Brusila.

Consistent print quality and exceptionally easy printing of variable data jobs are two important advantages of the customized workflow solution enabled by Xeikon and Esko. Print job parameters such as number of units, substrate, production details, and color management link the initial design to final print production in a highly automated way. Cost control and productivity optimization with the capability to pre-set repetitive tasks and make automated decisions within the workflow are also gainful features for Jaakkoo-Taara. Another advantage is production optimization such as combining print jobs with a similar substrates. Also the ability to reproduce a specific color with high quality throughput is of significant value to Jaakkoo-Taara.

"We are certain our customers, especially those with in an interest in market testing, will benefit from our highly automated workflow. It allows to efficiently and easily print smaller runs and include variable data. And customers with straightforward print jobs can take advantage of the increased order automation and faster turnaround, which also opens new business opportunities for Jaakkoo-Taara," Brusila concludes.

ABOUT XEIKON

Xeikon, a division of Flint Group, is a long-standing leader and innovator in digital printing technology. Grounded in the principles of quality, flexibility and sustainability, Xeikon designs, develops and delivers web-fed digital color presses for label and packaging applications, document printing, and commercial printing. These presses utilise LED-array-based electrophotography, open workflow software and application-specific toners.

As an OEM supplier, Xeikon also designs and produces plate makers for newspaper printing applications. In addition, Xeikon manufactures basysPrint computer-to-conventional plate (CtCP) solutions for the commercial offset printing market. For the flexographic market, Xeikon offers digital platemaking systems under the ThermoFlexX brand name. ThermoFlexX systems provide high-resolution plate exposure combined with unique plate handling, flexibility and unmatched productivity

In 2015, Xeikon joined Flint Group to create a new “Digital Printing Solutions” division for the leading global print consumables and solution provider to the packaging and print media industries. Flint Group develops and manufactures an extensive portfolio of printing consumables. These include a vast range of conventional and energy-curable inks and coatings, pressroom chemicals, printing plates and equipment, printing blankets and sleeves, and pigments and additives for use in inks and other colorant applications. Headquartered in Luxembourg, Flint Group employs some 7900 people. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves.

For more information about Xeikon, visit www.xeikon.com and for Flint Group, visit www.flintgrp.com or contact:

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