



## SUCCESS STORY

# Norgraft Packaging bets on packaging customisation with the KODAK PROSPER S20 Imprinting System

Norgraft Packaging specialises in manufacturing compact carton packs at two facilities in Cantabria, Spain, where it produces a vast range of products for the foodstuffs' industry, as well as the pharmaceutical, tobacco and household products sectors. Considered one of the major players in the European packaging sector due to its strategic use of innovative technology, Norgraft is now adding customisation to its range of print services using the KODAK PROSPER S20 Imprinting System.

Juan Resines, General Manager of Norgraft Packaging, explains: "we've noticed a trend towards reduced run lengths in recent years, and customers increasingly have been asking to include customised elements. We process large production volumes and this isn't easy to do. We started looking for a supplier who was best suited to meet our requirements, and we chose Kodak."

Resines continues: "Kodak's unique inkjet imprinting technology won us over. Not only is the quality great, the KODAK PROSPER S20 System adapts to our existing production lines. Integration was critical, and had to be executed in a way that meant no additional costs affected the price of the end product. The fact that we would be able to maintain full production speed after we'd installed the PROSPER S20 printhead was another decisive factor. We started with one printhead, and are planning to install more."

### Seamless installation, quality monitoring

The printhead was installed on a folding machine because, according to Resines, "it's the only place in our production process where the boxes pass one at a time, so was ideal for installing the printhead. The printhead adapted perfectly to our production speeds, which range from 300 m/min—meaning 50,000 boxes per hour—to 600 m/min, producing up to 120,000 boxes per hour."

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Kodak assisted Norgraft with a comprehensive analysis of the installation site. Luis Virgos, Regional Sales Manager Iberia for EISD Kodak explains: "We proposed an integral solution to Norgraft Packaging that included the support and printhead integration, as well as a camera to monitor the print line. This camera is used to check that the printing is legible, in line with the customer's database, and hasn't been printed previously. In any of these three cases, the system generates an alarm signal and rejects the





Juan Resines, General Manager, Norgraft Packaging

product. In terms of infrastructure, the printhead is installed in the finishing line using supports, and can easily be removed to meet production requirements if necessary.”

Since compact carton production generates a considerable amount of dust, the printhead is cleaned daily to maintain optimal print quality. According to Resines, “we are currently using the PROSPER S20 printhead for black-and-white printing, but we have the option of using any Pantone ink to meet customer requirements.” The system is being used primarily for Christmas cards, gift promotions, prize draws, and more.

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*Juan Resines, General Manager*

Resines notes that Norgraft’s new imprinting service already “represents a major percentage of our turnover, amounting to around 20% of our production volume.” He expects this percentage to increase from within his existing customer base, but also with requests from new customers: inkjet imprinting is very competitive on the international market where the company offers its services.

#### **Innovation is driving growth**

The General Manager of Norgraft Packaging has a very positive opinion of the KODAK PROSPER S20 printhead installation. “It didn’t have a major impact on costs, there are no problems with printing any kind of image on the variety of substrates we work with and we’re adding value to the boxes using the same process we’ve always used, without having to reduce production speeds.

Another advantage is that Kodak has a low-migration ink suitable for indirect contact with foodstuffs. What’s more, Kodak’s technical service is always available to solve any problem that might arise. We can always count on them.”

Norgraft Packaging’s growth strategy is to become the leader in its sector, and at the European level. For Resines, the only way to do this is to employ cutting-edge technology for faster production runs at a lower cost. Investments in the KODAK PROSPER S20 System and other printing and finishing equipment are giving the company the tools it needs to execute on this strategy, by offering a premium service at a very competitive price.



The fact that the company has continued to grow at a rate of 10% per year, even in a challenging business environment, shows that it’s on the road to success. For Resines, “We’ve secured an advantageous position in the sector thanks to the technology we use, so we’re competitive in terms of costs and in the services we provide. Our goal is to offer something different than our competitors. We’ll continue down the road we’ve chosen to be flexible, offering our services at a competitive price for the greatest customer satisfaction.”

Norgraft Packaging has two production plants in Cantabria, one in Maliaño and the other in Requejada. The company employs approximately 160 people in an infrastructure of around 15,000 m<sup>2</sup>, and produces packs for the foodstuffs’ industry on site. Approximately 30% of its production is exported to Portugal, France, North Africa and South America.

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