

# CASE STUDY - Positive ID Labels

## Investing in future-proof printing



### KEY POINTS

#### Support Received

- Funding
- Adviser support

#### Outcome

- Reduced waste
- Reduced carbon footprint
- Increased flexibility leading to better productivity

Positive ID Labels is a label printing company based in Melbourne, South Derbyshire. Employing 26 staff, the company has grown to a £2.2m turnover since starting label production 16 years ago. Initially producing single colour pre-printed price gun labels, the company has broadened its capability to include high volume flexographic printing in water and UV inks. Since 2013, the company has been capable of UV inkjet and dry toner digital production capability. Serving over 4000 customers across the UK, the company can produce labels of nearly any shape or size from small production runs of a few hundred, though to large scale runs of 100s of thousands of linear metres.

Having invested £235k buying a Xeikon 3030 digital print engine and finishing unit in 2019, the company approached the Growth Hub to help finance an upgrade to the machine by decoupling the print engine from the finishing unit. This decoupling meant that overall operational efficiency could be improved dramatically. The cost of the works was just under £25,000 of which D2N2 contributed 30%. As a result of the decoupling, print jobs could be queued and printed back-to-back to optimise machine time and material use. Whereas before, material was wasted between jobs, the machine could now print without stopping. This in turn meant that rather than having to have both machines set up perfectly for the duration of the runs, they could be operated independently.

“

*Working with the D2N2 team was made easy by regular and effective communication and ownership by the facilitating staff at D2N2. This in turn has encouraged the company to work closely with D2N2 on other projects to help support the business and in turn create jobs in the local area.*

**Pete Howells, Technical Director**

[info@d2n2growthhub.co.uk](mailto:info@d2n2growthhub.co.uk)

0333 006 9178

[www.d2n2growthhub.co.uk](http://www.d2n2growthhub.co.uk)