



Part of a series of end-user case studies on Intec products

MAJOR UK CHEMICAL MANUFACTURER OPTS FOR LP215+

Internationally acclaimed, Mirius, (formerly Coventry Chemicals), has upgraded its short-run production labeling kit to the Intec LP215+ system.



After extensive research and testing, Mirius has chosen to partner with Intec Printing Solutions, to replace its Memjet inkjet system.

With their sizeable UK workforce producing a typical weekly output of 500,000 bottled products, a portfolio of global clients and five decades in business - it's safe to say that Mirius know a thing or two about product labeling!

"Having initially caught the eye at the 2014 Packaging Show - NEC Birmingham, Intec's LP215 saw-off stiff opposition to win the day," said Peter Swann, Intec UK sales manager. "Their previous inkjet printer did not offer the superior vivid quality, sharpness and 100% colour-fastness required, to keep Mirius at the industry's forefront."

Mirius use the LP215 for short-run labels produced for bespoke products as a niche part of the business in addition to this, they use the LP215 to supplement shortfalls in label forecasts. Demands from their customer base can fluctuate, so the instant production capability of the



Typical product ranges complete with labels produced on the Intec LP215 label printer

LP215 is used to expedite orders which would otherwise take in excess of two weeks to fulfil from their normal litho or digital sources.

Continued overleaf...

"The quality of the Intec LP215 output, over our previous inkjet model, was a key consideration for our purchasing decision – along with label durability to light exposure and liquids."

ANDY ROBILLIARD
Mirius
Supply Chain Manager

James Williamson (left) and Peter Swann, installing the LP215 at the Coventry plant



Detergent container labels - just one of many product labels printed on the Intec LP215



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The LP215 also helps reduce stock holdings and minimises wastage that can easily happen when production forecasts change.

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Given Intec's depth of experience and relationships with key players such as UPM Raflatac, we've also been able to advise upon and source ideal media types for their given product applications, the strict chemical labeling guide lines and environments.

Capable of printing up to 2,000 labels per hour, onto a vast array of die-cut, matrix removed and retained media, as well as continuous roll substrates the LP215 has the versatility to take even the most demanding label jobs in its stride. Despite the wide range of options when it comes to media, Mirius, use 'PRE-CUT' labels, for chemicals, and cleaning products, detergents or even trigger sprays. The labels are pre-cut to their desired shape by PPR Label media, and the matrix is 'retained', enabling Mirius to bleed/print their label designs over the very edges of the label.

Following the installation of the LP215 at Mirius, Peter Swann and James Williamson (Technical Manager),

visited to provide a session of on-site training on the subjects of system calibration and also to catch up with the team and address any questions they had.



LP215 +

LP215 SUITS ALL INDUSTRIES!

From hazardous chemicals to confectionery and pharmaceuticals to beverage market places, the Intec LP215 is the perfect choice for all short to medium run labels.

Plus, the LP215 label printer is now available with UV White toner! Perfect for short run digital labels for high-end applications such as cosmetics and beverage markets - as well as commercial print shops looking to run decals and stickers on clear films.

- Print high definition full colour labels with the addition of white
- Excellent opacity white for clear or coloured substrates
- Under-print white and add spot colour white - all in a single pass



- Suitable for coloured and transparent polyester, PETs and coloured papers
- Interchangeable with low-cost black option for cost-effective, standard four colour process labels



TOTAL FLEXIBILITY - TOTAL CONTROL!



UV WHITE TONER
PRINTING



CLASS-LEADING
GHS CERTIFICATION



INTEGRATED
JOB COSTING



VARIABLE
DATA



DIE CUT & CONTINUOUS
ROLL MEDIA