

OKI Success Story: Urlichs & Pape

Industry: Printing Services | Products: Pro Series Label Printer | Location: Germany

URLICHS & PAPE MAKES BUSINESS STICK WITH OKI'S PRO SERIES LABEL PRINTER



The Challenge

The family-run printing business, Urlichs & Pape, specialises in the production and further processing of labels; the process includes numbering, perforation, blind stamping, die cutting, grooving and lamination.

After several decades of success in printing classic labels on sheet material, using offset paper, gummed paper and adhesive paper, Urlichs & Pape's two managing directors, Ulrich Peters and Wolfgang Hohgardt, added label roll production using a thermal transfer printer as a service line. Pre-punched formats were used, which were printed only in black with just a few format variations.

However, using this format, more and more customers gradually withdrew and moved towards their own independent label production. This prompted Urlichs & Pape to search for a solution that would enable the company to print and offer coloured adhesive labels.



About Urlichs & Pape

Founded in 1928, Urlichs & Pape is a family-run printing business. Based in Aachen, Germany, it has years of experience in classic offset printing, book printing and specialises in the production and further processing of labels. To enable it to deliver a wider range of services for customers, Urlichs & Pape regularly invests in new printing and processing technology for its 300m² company premises.

“Offset printing is not able to cope with label production in this form. This is where the strengths of the OKI label printer come into play.”

Ulrich Peters, Managing Director, Urlichs & Pape



Ulrich Peters and Wolfgang Hohgardt, the two managing directors at Urlichs & Pape GmbH, are delighted with the quality, user-friendliness and easy operation of the OKI Pro1050 five-colour LED label printer.

The Solution

A detailed market evaluation showed that the label printing segment had great potential. After reviewing the most appropriate equipment, Urlichs & Pape opted for OKI's Pro1050 five-colour digital LED label printer, with the UniNet iColor LF700+ digital label finishing system. The combination enables the company to print high-quality coloured labels and carry out further processing efficiently.

"OKI's Pro1050 is a very well-designed and highly sophisticated system that, in combination with the UniNet finisher, guarantees seamless, smooth production at maximum quality," said Urlichs & Pape Managing Director, Ulrich Peters. "The rolls with the respective media types can be replaced very quickly and the consumables have a high capacity."



The OKI Pro1050 is easy to set up and use.

The team from Urlichs & Pape were supported in the setup of the new label printer by its solution partner, Faber, which handled the installation, preparation and on-site training. However, according to Peters, a lot of the training was not required: "The OKI solution is easy to use and features a simple format and material change procedure, which means you can get the next job running in just three minutes," he said. "As I was already familiar with Illustrator and InDesign, I was ready to use the new system after just two days of instruction."

Using the smart solution, Urlichs & Pape can now print on a wide range of media, including uncoated, glossy and textured papers, as well as synthetic materials with a variety of substrates including transparent, opaque, white or coloured.

Having the option of white as a fifth colour gives the printing business greater flexibility in the design of the printed labels. White can be used as a background on transparent substrates or to create new extraordinary designs on coloured or metallised materials.



The OKI Pro1050, 5 Colour LED Label Printer

“The enormous advantage of this solution is that from now on we no longer have to buy ready-made materials or punching tools,” said Peters. “For the individual formats of the respective labels, I can now easily create a cutter line for the drag knife of the finisher, the matrix is removed and the product is cut and wound, moving from rows of three to one. The order is ready to ship before you know it and the customer is happy.”

The Benefits

Since moving to OKI’s Pro1050 five-colour label printer and UniNet iColor LF700+ digital label finishing system, switching between different media has proved to be easy and straightforward for the Urlichs & Pape team.

Efficiency has also been a big advantage of the new digital label printing system, making it possible to produce more in a much shorter time. Small labels in small print runs now cost less and are more bespoke, making them more attractive to end customers.

“Today’s customers no longer want sheet material as an end product, where they have to painstakingly tear off each individual label,” explained Peters. “Offset printing is not able to cope with label production in this form. This is where the strengths of the OKI label printer come into play. The labels on the roll are printed in perfect colour and quality. The roll then hangs in the finisher where the matrix is professionally removed and the labels are cut, separated and rewound.”

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Printing with 5 colour toner (CMYK + White) helps labels to stand out, helping to give Urlichs & Pape a competitive edge.



Timo Faber, Managing Director of Faber GmbH



The Future

With the new possibilities offered by the five-colour label printer, Urlichs & Pape is now in a position to access new industries and expand its existing customer base. Especially, as the printing business is targeting industries that need labels in smaller quantities.

“We initially contacted machine manufacturers, pharmacies, jewellers, and florists, and showed them the new possibilities we can offer,” said Peters.

“Bakeries and confectionery companies, which by law have to label each individual bag of food in order to specify which ingredients are contained, represent a particularly interesting customer group for us. The same applies to butchers who offer vacuum-packed meat in addition to canned and jarred produce. These products must be labelled correctly. We want to push into these small niches in a very targeted manner and are convinced that this business area will grow and generate enough volume to warrant the installation of a larger system after the initial start-up phase.”

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Ulrich Peters, Managing Director, Urlichs & Pape

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