



NEWS

Digital color technology improves snack package printing

Early last year, Humpty Dumpty Snack Foods, Inc., Kitchener, Ontario, Canada, deployed new digital color technology from Opaltone (www.opaltone.com) for the printing of its premium snack bag packaging.

The film, obtained from multiple suppliers, is 70-ga polypropylene, extrusion-laminated to 70-ga metallized polypropylene. Flexo-printing/converting procedures are performed by Genpak (www.genpak.com). The bag rollstock then is formed, filled, and lap-sealed on multiple f/f/s systems at three Humpty Dumpty production locations.

The snack processor had used PMS line work printing for these 50-g to 300-g bags. But this printing process had limitations. As Lynda Murray, vp of marketing for Humpty Dumpty, says, "I'm a big believer in the Opaltone® process. It gives us bolder, brighter graphic design capabilities and an endless range of color combination possibilities that make our packaging a more powerful marketing tool. Package appearance has been improved, and the printing is of consistent high quality. Consumers have responded positively to the new bags."

Opaltone digital color technology also is advantageous for the printer/converter. It allows the printing of multiple graphic packaging designs side by side for improved production cost efficiencies and reduced ink and solvent waste. Steve Ahier, Canadian sales manager for Genpak, says, "With the Opaltone process, we don't have to change inks in the press when we change over from one print job to another. So it eliminates costly production downtime. We also avert ink waste. And we don't use as much solvent, so we reduce emissions. Opaltone is a very cost-effective system, and we are eager to bring more print customers on board with this process."

—Judy Rice