



TAMAR BOOSTS PRODUCTIVITY



Tamar Labels is a privately owned manufacturer of printed labels and tags utilising a broad range of print production processes including digital printing, flexography, UV curing and hot foil lamination. Founded in 1997 the business was the first label producer in the UK to have a purpose built 10,000 sq m facility designed to BRC/IOP (British Retail Consortium/Institute of Packaging) protocol.

Since its beginnings the Devon based company has continued to experience steady

growth as a label printer producing labels for food packaging and speciality beverages using its conventional flexo presses. However, as a result of an investment program that has seen the addition of two HP Indigo digital label presses, Tamar has since expanded its product offering to include label products for toiletries, cosmetics, pharmaceuticals, and a range of adhesive label products designed specifically for use within the automotive industries.

These HP Indigo digital label presses provide the company with the ability to produce 'short run' label work with no minimum run and the company's decision to move forward with digital label production was, as managing director Robert Lee explains, due to market forces: "Our customers were looking for ways to reduce their costs through reduced stock holding and they were looking to us for more just in time deliveries. This has actually provided us with many more new business opportunities than we originally thought possible."

Tamar's ability to digitally print high quality process colour labels in short runs has opened the doors to a myriad of smaller customers who are more speciality oriented. These speciality products have fast become the company's biggest growth area.

Today, Tamar Labels stands at forefront of digital label production supplying innovative value added label products to brand owners utilising variable data printing methods. These provide an added boost to on pack promotional marketing campaigns,

or provide eye catching multi laminated label products geared towards adding further added value while providing innovative shelf appeal for retailers. It's a trend that looks set to continue as Mr. Lee points out: "Digital production is clearly the way forwards. While there will always be a cost justification for longer run flexo production, digital technologies will only get faster, better, and ultimately cheaper. We are one of only a handful of label producers that can boast two HP Indigo digital label presses, and we are in the process of boosting our digital printing offering in ways which would eventually see Tamar Labels become the undisputed market leader in short run digital label production," he says.

In the spring of April 2008, Tamar Labels took a further step towards its market leading position by upgrading and modernising its existing Shuttleworth Management Information System (MIS); a powerful suite of business tools that provides valuable real time information to control every facet of financial and production workflow throughout the business from the very first customer quote through to the final





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Mr Lee is a firm advocate of attending Shuttleworth's frequent User Meetings and finds that these meetings add further value to his business.

"The User Meetings are a must if you want to get the very best out of your Shuttleworth system," he says. "You need to understand what it is that you want to get out of it before you can move forward, and the User Meetings go a long way to highlight these things. As such we are now looking at an implementation programme for the customer relationship management module and how best to integrate our MIS with a front end web to print solution; all of which is made possible by attending User Meetings."

The future is looking bright for Tamar Labels as Mr. Lee explains in his conclusion: "We plan to eventually double our turnover through the development of further speciality and niche product developments, and this is where our Shuttleworth MIS is going to play such a pivotal role. We have learned to use the system to such an extent that we can identify all of the actual costs to our business as well as highlight areas where we are not so cost effective. Everybody in the business of printing needs access to this sort of business information. I don't know how anybody could get along without it. Therefore I would have no hesitation in recommending Shuttleworth to anybody," concludes Mr. Lee.

invoice. The first step was to swap out its elderly shop floor data collection system for the very latest web browser based application (DataFlow) that enables free flowing communications to and from the shop floor.

"DataFlow is a very powerful business tool," explains Mr. Lee. "With it we can monitor and gather production data which is used to help spread work throughout the production facility, thereby avoiding bottlenecks in production. A further benefit of having upgraded the MIS to include DataFlow means that that whenever a customer calls to ask about the specifics of any particular job, we are able to immediately respond to their inquiry. We can now track and trace every job on the system which saves both time and credibility with the customers because instead of manually following a paper trail around the factory we can immediately respond to any type query and deal with anything and everything that might arise such as changes to a job specification or new artwork supplied and so forth. The information is all there at our fingertips," he says.

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Robert Lee
Managing Director

CASE STUDY

