

How the T3-OPX Helped European Paper Bag Printer Meet Growing Demands

A traditional offset printer solution company based in Europe found itself facing the opportunity to implement digital printing after identifying a unique and growing demand for printing on paper carrier bags.

Paper bags can vary in size, thickness, and design, so a robust, easy-to-use technology was required in this short-run printing application. Durability, moisture resistance, and wide print areas were additional demands that required consideration.

They sought a solution that would provide superior print resolution, quick turnaround, and rapid changeover. An in-house digital inkjet printing system was the answer, and AstroNova's TrojanLabel T3-OPX was the obvious choice.

The T3-OPX features a wide print width (A3), up to 1600 dpi print resolution, and highly durable, water-fast pigmented inks. The company found that the T3-OPX's electrical actuators allow for rapid changeovers resulting in virtually no downtime. Additionally, the built-in, user-friendly color touch panel enables easy single-person operation.

Upon integrating the T3-OPX, the company developed a unique conveyor and feeding solution to accommodate paper carrier bags, which was successful and cost-effective. Now, with numerous installations across Europe, this OEM's business continues to grow in a competitive market.



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