



COLORDYNE MEDIA CONTACT

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FOR IMMEDIATE RELEASE

G2 I.D. SOURCE MULTIPLIES LABEL THROUGHPUT USING COLORDYNE RETROFIT FOR HYBRID PRINTING

The company reduced labor, setup and changeover times to increase daily productivity and its ROI.

BROOKFIELD, Wis. (April 21, 2020) – G2 I.D. Source, a high-tech packaging solutions provider based in Jacksonville, Florida, uses hybrid label printing to increase daily throughput and profitability. The hybrid workflow consists of a Colordyne digital print engine mounted onto a flexo press, allowing G2 I.D. Source to satisfy customer needs including affordable versioning, high-quality prototyping and shorter lead times.

G2 I.D. Source offers a range of services including wide format, car wrap and full-color label production. Its label production primarily focuses on the pharmaceutical, industrial and food service industries, including a strong presence in the seafood market. This fresh food application demands rapid turnaround times for its labels and packaging, which the company's digital and hybrid print capabilities help deliver.

“Hybrid printing changed our business tremendously. It allows us to do so much more in less time,” said Terry Cochran, Vice President of G2 I.D. Source. “We are able to choose the combination between flexo and digital print that provides the highest quality at the best price point for each specific job.”

G2 I.D. Source operates a Colordyne 3600 Series AQ – Retrofit, powered by Memjet’s VersaPass printhead technology, for digital and hybrid printing. The retrofit was mounted onto an existing flexo press within the company's facility to offer faster turnaround times, affordable short runs and greater production flexibility.

“With hybrid, we can turn a seven-color flexo job into a three-color hybrid job, which allows us to maximize the press' production time during the day,” said David Frederick, President of G2 I.D. Source. “We’re also reducing a tremendous amount of labor and our throughput can double or triple. If I can triple my throughput on a press a day, the ROI is really going to pop out.”

Hybrid production combines digital printing with traditional flexography. G2 I.D. Source uses low-cost flexo to produce static portions of a label while printing variable text and high-resolution images using the digital inkjet retrofit. This creative combination allows the company to deliver the best possible label, at the lowest cost and in less time.

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“G2 I.D. Source knows that digital and hybrid printing are the future of label production,” said Taylor Buckthorpe, Director of Sales at Colordyne Technologies. “Now is the time to add digital capabilities, and companies can see a faster ROI with hybrid production that increases daily productivity and throughput.”

Label converters and print providers can retrofit a digital print engine onto existing flexo equipment without major disruptions to current operations. Colordyne Technologies offers retrofit options using aqueous dye, aqueous pigment and UV LED inkjet technology. Companies interested in learning more about Colordyne’s retrofit products can email marketing@colordynetech.com.

About Colordyne Technologies

Headquartered in Brookfield, WI, Colordyne Technologies is a leading manufacturer of efficient, high resolution digital print solutions. Colordyne is committed to providing on-demand label and tag color inkjet printers for a wide range of applications and industries at breakthrough speeds and cost-effectiveness. Colordyne’s wide range of digital color platforms – from benchtop industrial color printers to complete, in-line finishing production presses – demonstrates Colordyne’s specialization in scalability of the industry’s most versatile products. Visit www.colordynetech.com for additional information.

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