

In-house flexo platemaking

fuels growth at
Labels, Tags and Inserts, Inc.

Success Story
from KODAK



Exceptional quality, consistency drive expansion into new markets

When Leroy Baker opened the doors to his own flexo print shop in 1995, he already had almost 40 years of experience and an established reputation for excellence as a flexographic plate maker. With his family standing beside him, Mr. Baker founded Labels, Tags and Inserts, Inc., and quickly found that his unwavering commitment to quality and customer focus was just as effective in selling high-end label printing as it had been in selling plates.

When LTI decided to bring prepress in-house in early 2009, print quality and production efficiency were key factors in its decision to install the **Kodak Flexcel NX Digital Flexographic System**, which includes the **Kodak Trendsetter NX Imager** and **Kodak Flexcel NX Digital Flexographic Plates**. Mr. Baker notes, "We don't have a sales force in the field,

so our quality and turnaround have to sell the product for us." His daughter, Rhonda Baker-Capps, LTI's Vice President, continues, "The plates we're making in-house with the **Flexcel NX System** are extremely durable and exceptionally high quality. They hold an extremely small dot and give a consistent job throughout the run."

Durability keeps the presses running

After just four months of using the **Flexcel NX System**, LTI is finding that it hasn't needed a single set of backup plates during a run. Rhonda Baker-Capps explains, "With our old plates, if we were running 100,000 feet with UV ink, there was a possibility that the dots would start to swell and we would have to abort the run, call our prepress supplier and order a new set of plates. With **Flexcel**

NX Plates' flat-top dot, you don't have the normal wear of a pointed dot. We haven't needed to have a backup set of plates yet. Even if we did, we'd have them in a matter of hours instead of days. **Flexcel NX Plates** last a lot longer and still look like they were just made, even after a long run."

Prepress Manager Niven Davis concurs, "The longevity of these plates is excellent. With our previous plates, we'd run a job of 150 to 200,000 feet and have to replace the set of process plates. With **Flexcel NX Plates**, we've run the same job three times on a single set of plates, and the plates are still good. And as long as we put the same anilox with that plate every time, we get the same color from run to run. **Kodak Flexcel NX Plates** actually improve other equipment. They make other equipment look good."

Name:
Labels, Tags and Inserts, Inc.

Established:
1995

Number of employees: 20

Location:
Burlington, NC, USA

Services:
Narrow-web flexographic label printing

Industries served:
Promotional, food & beverage, health & beauty, apparel, lottery, consumer products, tracking and security



Michelle Gusler pulls an imaged **Kodak Flexcel NX Thermal Imaging Layer** from LTI's **Kodak Trendsetter NX Imager**, which provides high-resolution and fast imaging. Lamination ensures intimate optical contact between the imaged layer and **Flexcel NX Plates**, enabling 1:1 dot reproduction.

“We feel Kodak will help us to grow to where, within a couple of years, we can pretty much double our business on the basis of quality.”

Leroy Baker, Owner,
Labels, Tags and Inserts, Inc.

Cost reductions, productivity gains

Flexcel NX Plates not only last longer on press, their unique characteristics drive cost savings in ink and paper. Niven Davis comments, “Makereadies are shorter. The color comes up much quicker and our presses are running much faster. The impression comes up level across the web, and they’re up and running. The plates also don’t build up as much during a run. You just get a cleaner job.”

Rhonda Baker-Capps adds, “Our pressmen enjoy working with Flexcel NX Plates. When they clean up their jobs at the end of the day, you can’t even tell there’s been any ink applied to the plate, it cleans that easily and takes such a small amount of ink to transfer the print. It saves us money on the set up of the paper, and it saves us money on ink.”

Quality that sells itself, driving ROI

LTI’s customers have been impressed with the print quality enabled by this groundbreaking digital flexo system. Capable of generating and holding consistent dots as small as 10 microns, the Flexcel NX System delivers exceptionally high resolution. As Niven Davis notes, “The Flexcel NX Plate holds a better dot, especially on process plates. It gives you more vibrant colors, and a deeper image. Our existing customers see a world of difference already.” Rhonda Baker-Capps continues, “Customers have been very excited that their vignettes were smoother, that we were able to show more of the dot. You don’t see any bridging or abrupt stops. They have been very pleased.” Rhonda’s father, Mr. Baker, predicts a quick ROI for their investment. “I feel the Flexcel NX System will pay for itself within a year, year and a half,” he says. “It’s going to be the equivalent of a couple of salesmen out there working for us.”





“The top three benefits of using the **Kodak Flexcel NX System** are dependability, consistency, flexibility—all the things we try to say about our company.”

Rhonda Baker-Capps, Vice President,
Labels, Tags and Inserts, Inc.

A partner for growth

As the company looks ahead, it knows it can count on Kodak for solutions that will help it meet its objectives. “Kodak’s been there for us at every turn and has helped us in every way they promised us,” comments Mr. Baker. Rhonda Baker-Capps agrees. “The top three benefits of using the **Kodak Flexcel** System are dependability, consistency, flexibility—all the things we try to say about our company. And Kodak has been wonderful to work with. They have held our hand through installation, through educating us, through training us. They have been behind their product the whole way.”

LTI’s new prepress capabilities are opening doors with large prospects and fueling an expansion into the shrink sleeve business, which demands precise and crisp printing. The **Flexcel** NX System has been a stepping stone to this new opportunity. As Mr. Baker concludes, “We feel Kodak will help us to grow to where, within a couple of years, we can pretty much double our business on the basis of quality.”



LTI is a family-run business. Pictured from left are Leona Baker, Rhonda Baker-Capps, Jim Baker and Leroy Baker.



To learn more about solutions from Kodak:

Visit graphics.kodak.com
Or in North America, call +1-866-563-2533

Produced using **Kodak** Technology.

Eastman Kodak Company
343 State Street
Rochester, NY 14650

© Kodak, 2009. Kodak, Flexcel, and Trendsetter are trademarks of Kodak.

Subject to technical change without notice.

U.USR.532.1009.en.01 (K-532)

Kodak

It's time for you **AND** Kodak