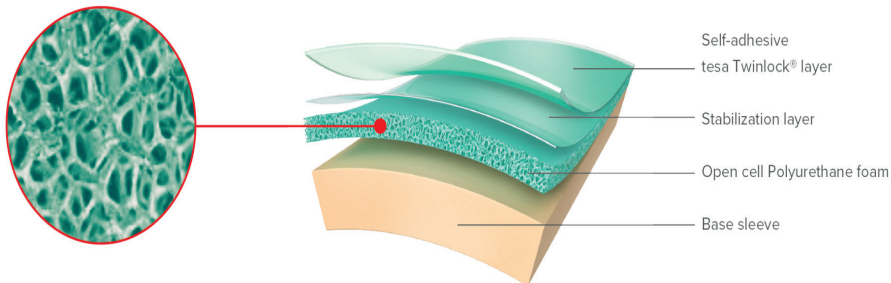




tesa® TWINLOCK SUCCESS STORY

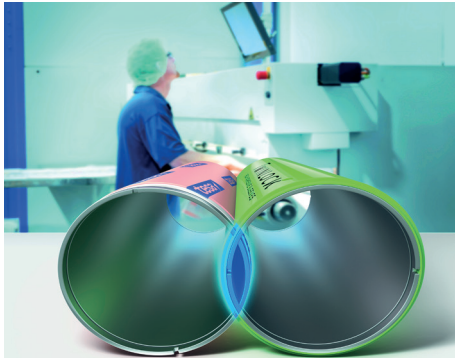
Twinlock Enables Growing Global Packaging Printer to Take on New Business, Sustainably.

One of the top reasons our customers choose tesa® Twinlock is because of its sustainability –the self-adhesive sleeves can be used over and over again before being replaced, saving cost and reducing the amount of material that winds up in a landfill. But this is not always the first reason for every printer. It’s also often when flexographic printers are looking to solve quality problems that they turn to tesa® Twinlock.



tesa Twinlock®

- Tolerance of a tesa Twinlock® sleeve is +/- 2/100mm.
- By producing a tesa Twinlock® layer on every 1/100mm we can “tailor-made” each sleeve.



CHALLENGE

When a major global packaging printer was looking at adding a new press to accommodate their growing business, one of the first considerations was whether tesa® Twinlock would be compatible with the new equipment. A major player in the film printing market, the company was already familiar with Twinlock, and had been using the self-adhesive plate mounting sleeve on its other presses for some time with excellent results. Not surprisingly, they wanted to ensure that they were not only expanding their capacity for increased volume, but that they could do so with the very same speed and quality that had enabled them to grow their business in the first place.

Another important priority for this high-volume printer is sustainability, and with the addition of a new press comes environmental considerations. The new tooling requirements and cylinder sizes would need to be evaluated and fitted with accessories that met with the printer's strict quality and eco standards.

With these criteria in mind, the company called on tesa for an expert consultation.

SOLUTION

Because of the printer's history with Twinlock and their desire to continue using sustainable products, the tesa rep was happy to confirm that the Twinlock sleeve was available in the sizes needed to run on the new press. This was great news, as the customer required very specific sizes to support the new business they'd taken on.

The next test for tesa would be turning around a sizable order in a short amount of time; to be exact, the customer asked for 117 Twinlock sleeves to be delivered as soon as possible. To put that in perspective, consider that making a Twinlock sleeve is a manual craft that requires precision and skill. An order this size is a considerable challenge in itself, without the short lead time. But the crew at tesa buckled down and fulfilled the order in record time – ahead of time, in fact.

The order was shipped and delivered before the customer's deadline, enabling them to get a timely start on their new business. To underscore their satisfaction with tesa's service, the customer immediately placed a second large Twinlock order as soon as the first was delivered.

RESULTS

With the new press up and running with Twinlock's sustainable features – like its self-adhesive outer layer which saves time, money and materials – this printer is able to produce a greater amount of high-quality film packaging in a much cleaner and greener way.

Because of its role helping the customer achieve sustainability goals and business success, tesa has earned not only their trust, but an unwavering commitment to Twinlock. The multi-use, permanently tacky sleeve is now used on approximately 90 to 95% of their press runs, turning out thousands of different types of printed packaging for customers across the globe.

United States and Canada
tesa tape, inc.
5825 Carnegie Boulevard • Charlotte, NC 28209
Phone: +1-800-426-2181
Email: customercare@tesatape.com

www.tesatape.com

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