



**Lijnco**

**Speciaaldrukkerij**



## Labelprinter Lijnco: Special process expertise is the key to success

Speciaaldrukkerij Lijnco in Groningen / NL is relying on comprehensive process expertise to achieve long-term success. The basis of this success is the company's willingness to invest in new technologies and develop its own standards.

The question of how a company can achieve success in the long term crops up time and again. One thing is for certain – nothing is more constant than change.

Lijnco has picked up on this idea and made the move from a form printshop to a specialist for logistics documents and intelligent forms. The feature of “security” has become one of the essential keys to success.

Lijnco has acquired the specialist know-how and specific graphic technology through its unfailing commitment and by preparing every job meticulously.



Lijnco – with some 180 employees – is one of the leading providers of these types of products within Benelux today.

After all, Lijnco is also taking on new challenges, as Gert Luurtsema, the company's technical director, explains: “Often, it is the painstaking preparation and attention to detail that is the recipe for success”.

## Winning customers with special applications

Gert Luurtsema has established that Lijnco wins new customers by providing just these types of special applications. Standard orders follow almost automatically if Lijnco is able to convince the customer of its expertise with these products.



Since it was purchased last year, the high process flexibility of the Gallus EM 510 S has provided plenty of impetus for new ideas and products, which have already been implemented and are making a contribution to the process of winning new customers.

As the company had previously focused primarily on offset applications, this change naturally meant that processes had to be developed and the employees had to familiarise themselves with the opportunities provided by the new machine.

### **Growth with flexographic**

The company made a conscious decision to invest in a flexographic press, and the unit is being used to expand the fields of application for Speciaaldruckerij Lijnco. On the whole, offset applications at Lijnco are in decline, while flexographic and digital printing are becoming more popular. Digital printing units can also be enhanced with the Gallus EM 510 S by using flexographic and screen printing technologies.

Gert Luurtsema reports that the press is now fitted with an additional die-cutter, inseting, a screen printing unit and an inkjet printer and is always running to full capacity.

The ability to use inseting to run a web through the press and print it several times is particularly interesting for specialty printers.

80% of the work is finishing tasks, but labels are becoming an increasingly interesting proposition thanks to the good print quality. "We don't have all these options or level of flexibility on any other of our 30 machines," underlines Gert Luurtsema.



In response to a question about Lijnco's typical products, Gert Luurtsema describes a typical journey home after work:

He goes to the bank to transfer some money, parks in the multi-storey car park, goes shopping and gets a receipt, buys a voucher, is issued with a parking ticket as he has exceeded the parking time, buys a ticket for the bus, and looks at the label on the bunch of flowers he's bought for his wife.

"All these products and many more come from Lijnco," emphasises Gert Luurtsema.

Besides acquiring the specialist knowledge for the various products, Lijnco also invests a lot of time and energy in perfecting its processes – from repro to in-house standards for printing processes. Lijnco ensures delivery reliability and

quality in-house, factoring all details into the equation.

This involves organising the entire workflow systematically, right down to the smallest detail.



### **In-house standards for flexographic printing**

“Our operators’ job is to print and check the quality, they should not have to concern themselves with process optimization,” explains Luurtsema. “This is achieved through top-quality standards and the corresponding preparation.”

During the course of the interview, Gert Luurtsema describes one of the company’s in-house standards for flexographic printing.

Lijnco was familiar with the consistent quality and predictability of results from offset printing, and so the flexographic standard was one of the company’s ambitious goals.

Lijnco’s solution for flexographic printing is colour management combined with the option of offline test proofs.

For this purpose, all anilox rollers were proof-printed with test forms using different colours and substrates.

It is easy to imagine how much time this must have cost the company, but the results are impressive.



“We thought it was important to make time for testing...,” explains Gert Luurtsema, “...the expenditure pays off in later jobs as we can now be sure of supplying the operator with the right printing accessories for the press, even for new jobs.”

**The outlook**

Lijnco will continue to pursue this strategy, implementing it in the Roelants Europrint subsidiary (ticketing, security, labelling) too.

Now that Lijnco has made this acquisition, the share of label printing at the company is set to increase in the future.

And other processes, such as siliconising and hotmelt, are waiting to be implemented at Lijnco too. Thermal coatings, UV-active inks and similar products will also place demands on Lijnco's creativity.

The company is already considering installing another press with a similar configuration to the first Gallus EM 510 S to focus on these types of new projects.

Gert Luurtsema and Lijnco are optimistic about the future. They believe the key to success is realising that you learn something new every day and that everyone can make a contribution to the company's success.

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