



Jarrod and Harry Dam and their Primera CX1200 Digital Label Printer.

## Primera's finishing touches make the difference

When the team at Wrapco were looking for a solution that could add value to their business and complement their existing product and service offering, they found it in Primera's CX1200 Digital Label Press and FX1200 Digital Finishing System.

**The Wrapping Paper Co. (Wrapco)** is Australia's leading designer and manufacturer of wrapping paper and wrapping accessories for complimentary gift wrapping. The company was established in 1997, when owners Harry and Carolyn Dam identified a niche market. They noticed that retailers who offered complimentary gift wrapping had an advantage over those who didn't gift wrap.

Complimentary gift wrapping is an easy and inexpensive way for retailers to differentiate themselves and ensure return visits. The only problem was that the range of gift wrap paper available was not particularly stylish, and didn't reflect the latest fashion colours and themes.

With backgrounds in printing and graphic design, the pair made it their mission to create a range of beautiful and stylish papers that retailers would be proud to wrap their products in and customers would enjoy presenting to the gift's recipient.

Fast forward 13 years and today Wrapco is a thriving business that sells gorgeous wrapping paper, gift seals, ribbons and other accessories to retailers throughout Australia and overseas.

They've even invented a unique embellishment of their own design – Belli-Bands™ – narrow ribbons of decorative paper designed to further enhance elegant gift-wrapped parcels.

**“We can have a job on the press and off the finisher ready to go in two hours from start to finish.”**

### New opportunities unwrapped

Wrapco's beautiful papers are printed onsite on a large flexographic printer and their gift seals are produced on a their recently acquired Primera label press and finishing system.

The company invested in a Primera CX1200 Digital Label Press and FX1200 Digital Finishing System to boost productivity and open up other avenues of revenue.

“Before we had the CX1200 and FX1200 we outsourced gift seals to other printers,” Harry explains.

“It wasn't possible to produce a small run for ourselves or for a customer when we had to outsource – it simply wasn't economically viable.”



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Primera FX1200 Digital Finisher.

## Fast and flexible at an affordable price

The addition of the Primera CX1200 and FX1200 has not only made Wrapco's work flow more flexible and cost effective, but it's also opened up new markets.

"We can supply short runs of as few as 200 to 1000 gift seals for small businesses and we can turn the jobs around quickly. You can proof the job, make a change and try again. We can have a job on the press and off the finisher ready to go in two hours from start to finish."

Jarrood Dam, Wrapco's Sales and Custom Printing Manager, agrees.

"Now, if we want to try something new, we can. A client might approach us with an idea and, as there are no set up costs, we're only investing some of our time and materials."

Some of Wrapco's clients are cottage industry producers of products such as wine, jam, soap and chocolate who need labels for their packaging.

"The stickers we create for these customers are the ideal solution," he says. "They need great-looking labels, but they don't need a run of 10,000 – as they might end up with overstocks."

And the CX1200 printer is not just for printing gift seals – it can print on polyesters and ordinary paper as well.

"We also use the printer to create great-value custom Belli-Bands™ for clients," Jarrood explains. "We recently produced a roll of promotional paper for a client to use for table runners at a company function. This sort of one-off project would have been impossible to do without the CX1200; it would have been prohibitively expensive for the client."

The print quality and durability of the finished gift seals doesn't disappoint either.

"The quality of the finished product is fantastic. We've got gift seals outside that have been exposed to the elements for three months. They haven't faded – the reds are as vibrant as they were the day they came off the finisher."

## Eliminates time and costs of plates and dies

The FX1200 Digital Label Finisher features digital cutting technology which eliminates the need to produce a die.

"This allows us to produce gift seals of any shape," Jarrood enthuses. "That's because all the tooling is digital. It uses up to four tiny digitally-controlled blades at a time – even intricate shapes such as stars are no problem."

"Previously we had to order a plate and often a die which could take three to four days to arrive. We would produce a proof for the client to approve, and if something wasn't right, we would have to start all over again. With the CX1200 and FX1200 we're saving our customers time and money – even small plates and dies can cost \$300 each."

## Primera adds value

When it comes to digital label printing, there is more expensive equipment on the market which can sell for more than ten times the price of the Primera printing equipment.

"Not only does that sort of equipment tie up a lot of capital," Harry comments, "but it needs a dedicated staff to run. We needed a printer we could set up and then walk away and do something else while the job was running."

**"We were looking for a solution that could add value to our business, and we found it for under \$55,000 USD with the Primera printer and finisher."**

"The team at Primera were great to work with. They're very knowledgeable about their products and were happy to take the time to work with us until we were comfortable operating both pieces of equipment," he concludes.

"Having said that, the Primera printing equipment is extremely simple to use – very logical once you learn the principles. They've made it really easy for the end user."



Jarrood Dam holding a roll of promotional paper produced on the CX1200.



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