



Company name:
Graphic Edge Printing, Inc.

Offering Unique Package Solutions and Speedy Service by a 755G

Located in Milwaukee, Wisconsin in the USA, Graphic Edge Printing, Inc. has enjoyed steady growth in a wide printing business range, from commercial to package printing. To further expand their package printing business, which has experienced rapid growth, in April 2014 the company purchased a 755G (5-color, thick cardboard stock specification model with coating unit).



Address: 1319a Hwy 175 Hubertus, WI 53033, U.S.A. President: Dale Shinkis
<http://geprinting.us/>



Company president Dale Shinkis and his wife Dawn Shinkis

Strengthening their production system by targeting the fast-growing field of small-lot package printing

Graphic Edge Printing is a locally oriented printing company that has built on a business model of commercial printing of letterheads and other materials, especially school-related printed materials. Following their success in commercial printing, the company expanded into the field of package printing. As small-lot package printing orders grew for merchandise such as cosmetics and cameras, in 2000 Graphic Edge constructed a new printshop on a 540 m² site and established an consistent production system from design and printing to post-press processing. Today the company does a wide range of work for more than 500 client companies throughout the U.S.A.

Handling both thin paper and heavy stock

To strengthen their package printing operations, Graphic Edge decided to replace their aging B2-size 6-color press. In selecting a new press, one good candidate was a 755G 0.8 mm heavy cardboard specification model. The press has a movable shell type skeleton transfer drum that can be adjusted to the substrate's thickness, enabling it to handle everything from 0.04 mm thin paper to 0.8 mm heavy stock. It also has a variety of automation devices that shorten make-ready time and reduce paper loss. According to Dale Shinkis, "We'd previously purchased several Ryobi B3-size

color presses and were extremely pleased with the quality. So we were confident that the 755G was the right choice for our business expansion."

Before deciding to purchase the 755G, representatives from Graphic Edge visited the Head Office Factory of Ryobi MHI Graphic Technology to tour the 755G assembly line, and also toured a Japanese printing company that was operating a model similar to the 755G. Regarding his impressions from his visit, Mr. Shinkis says, "755G seemed a perfect match for our business, ranging from commercial printing to package printing. On actually seeing the 755G at the Head Office Factory and confirming its excellent performance for myself, I immediately decided this was the press we would purchase."

Doubling their productivity for package printing

Mr. Shinkis says that installation of the 755G went very smoothly, and they were able to begin full operation after only about one week of test training. According to Mr. Shinkis, "Even when printing packages on 31point (0.78mm) heavy stock, there's no scratching of printed surfaces during transport. And immediately after printing on heavy stock, we're able to switch to printing leaflets on 0.1 mm paper. We're extremely satisfied with the 755G's capability to handle everything from thin paper to heavy stock." He also says, "We were able to start full operation very quickly after installing the 755G, and with the 755G we can print packages in lot sizes from 500 up to 20,000 units all on a single press. The



The 755G and Graphic Edge's original packages

755G has actually doubled our productivity."

Impressing customers by producing packages in as little as 1 week

Production of a new package normally takes about 4 to 6 weeks from prototype production to printing completion, but Graphic Edge offers a quick-print service in as little as 1 week. An extensive database of package designs and an uncompromising commitment to quality even for jobs with short lead times, combined with the 755G which makes that possible and the company has earned many repeat customers. Mr. Shinkis says, "We see a bright future for our package printing operations, and the 755G offset press—with its high quality and capability to handle a wide range of substrate thicknesses—is key to that growth."