



Improving Print Quality, Saving Costs, & Streamlining Inventory Practices

APR Delivers a Winning Formula to Craftsman Label



"SupplySentry works beautifully for us. I look at it every day and have direct access to my precise inventory levels for some of our most important consumables. We have 23 items that we track through the system currently and this guarantees we will never run out of a product or have to ship anything express air."

– Darren McClintock,
Pressroom Manager,
Craftsman Label

Overview

Portland, Oregon-based Craftsman Label is a full-service narrow web company serving brands and packaging buyers across the U.S. and abroad. With its fleet of state-of-the-art flexo, thermal and digital press systems, the company's high-definition label and flexible packaging applications serve a wide range of end-use sectors including food, beverage, pharmaceutical, personal care and industrials.

With over 4,000 standard die shapes and the ability to print up to 10 colors, Craftsman Label's reputation as a custom printing company with an unfailing adherence to customer care is built upon the company's decades-long track record as one of the premiere narrow web converters in the Pacific Northwest.

The company has also long prioritized sustainability best practices, using water-based inks that eliminate potential contamination of harsh chemicals into waterways in addition to lowering overall carbon output. The company has additionally implemented a comprehensive recycling program that involves all employees from the front offices to the production floor in a continuous effort to reinforce its commitment to environmental stewardship.

The Challenge

Darren McClintock began his career at Craftsman Label nearly two decades ago, initially hired as a Journeyman Pressman and working his way up to his current role as Pressroom Manager. Frustrated with repeated ink transfer issues and the lack of service coming from their plate supplier, Darren started to consider other options. He comments, "We weren't getting the support we needed to fix our ink transfer issues and after a few years of this happening I felt we needed to seriously start looking at other potential plate suppliers."

In addition to considering alternative plate vendors, Darren was looking at a way to potentially streamline his company's consumables inventory practices. He states,

"Our approach to tracking inventory was the same as just about every other label printer out there. It involved me relying on other people in the company to let me know what we were low on a specific product. Periodically we would run out of an item and then have to do next day or second day air delivery and pay the extra fees."



The Solution

At the most recent Labelexpo Americas, Darren scheduled a meeting with APR to talk about the firm's MacDermid ITP™ plate technology and associated service offerings. "We have been an APR customer for about a year and a half and when their local Technical Sales Representative started talking about how they could help us with our plate issues, I was interested in hearing what she had to say," Darren states. "After a few months of trials and testing, we realized that the MacDermid plates could deliver in every single way our existing plate supplier was delivering in addition to saving us a substantial amount of money."

Craftsman claims the switch to MacDermid plates two months ago was seamless and he projects his company will save more than \$80,000 over the course of a year as a result. Darren adds, "I wanted the switch to be seamless and so far it has been, and I can tell you that I am in love with these new plates."

In addition to switching to the MacDermid ITP plates, Craftsman Label also brought in APR's SupplySentry RFID Inventory Management system. APR's roots in RFID-managed inventory dates back to 2004 and the company remains at the forefront of RFID software development expertise and marketplace testing. APR's SupplySentry RFID-enabled Flexo Supply continuously monitors the consumables items Craftsman Label uses on a daily basis including doctor blades, wipes, tapes and the MacDermid plate material.



SupplySentry shelf and pallet of MacDermid plates



Darren McClintock, Pressroom Manager

Darren comments, "The SupplySentry works beautifully for us. I look at it every day and have direct access to my precise inventory levels for some of our most important consumables. We have 23 items that we track through the system currently and this guarantees we will never run out of a product or have to ship anything express air."

The Results

As the market for labels and other narrow web applications becomes more competitive than ever before, printers are constantly seeking ways to remove costs from the supply chain without having to compromise print quality or service. Craftsman Label takes their position as one of their region's premiere print houses very seriously, and their partnership with APR will help ensure they stay there.



Supplies on a SupplySentry Shelf



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