

Digital Media Production: Label printing excellence with the Epson Discproducer PP-100

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case study



Overview

For a company that produces millions of CDs, DVDs and Blue-ray discs every year, the Epson Discproducer PP-100 has emerged as a clear winner in disc label printing quality and accuracy.

Challenges

- Provide clients with greater label printing quality
- Reduce workflow interruptions resulting from print misalignments

Solution

Epson Discproducer PP-100

Benefits

- Over AUD\$2,500 savings per year in disc label printing
- Improved workflow by eliminating label print misalignments
- Greater print quality and colour range by virtue of a six-colour ink set

“Previously [with legacy disc label printers] we would sometimes have prints misaligned with the disc surface. With the PP-100, this just doesn’t occur; and that really contributes to an improvement in quality and, of course, productivity.”

Media Department Supervisor

Headquartered in Naniwa, Osaka City, Japan, is a leading company focused on the production of digital media (CDs and DVDs) and new-generation media (Blue-ray discs), label printing, encoding, authoring and jacket printing. The company’s customer-base extends across the entire country, and it has achieved significant recognition in providing customers with a highly diversified and high quality data transfer, duplication and production range of services.

High quality disc label printing

Along with a high-performance production environment geared specifically for large volume orders, the company has also established a dedicated facility for small-volume and quick turnaround production runs. In the latter, as many as 40,000 discs are duplicated and label-printed each month, accounting for approximately ten per cent of company’s total production.

Given the large number of discs requiring label printing, the company installed two Epson Discproducer PP-100s to serve as dedicated disc label printers.

The rationale leading to the implementation of the PP-100s stemmed from a severe failure of one of the facility’s label printing inkjet printers. Given the printer was nearing end of life anyway, the company examined the market for a suitable replacement.

After evaluating a number of options, the PP-100 was chosen due to its high print quality and lower purchase price. On the issue of print quality, the fact that the PP-100 supports a full six-colour ink set was seen by the company as ensuring it could provide its customers with even greater label printing quality in comparison to the limited four-colour ink set of the legacy printer.

Faultless operation

Although the PP-100 is an all-in-one disc duplicator and label printer, the company already had in place a bank of dedicated disc duplicators. But it recognised that the quality of the printed label was a crucial factor in meeting the high demands of its customers.

In commenting on the PP-100’s label printing quality, the facility’s Media Department Supervisor says: “I recognised the advantage the PP-100 offered as soon as I saw the quality of the six-colour printing.” He went on to say that while he initially held concerns about the durability of the unit in such a high-demand environment, both PP-100s have, over a period of six months since their implementation, worked faultlessly.



Quick and easy label design creation and modification

Adding to the value of the PP-100 in the company's media duplication environment is the bundled Epson Total Disc Maker software. Utilising the intuitive disc label design interface, the company's media department personnel are able to prepare custom labels in a matter of minutes.

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"Most of the design data for labels is provided by clients in Adobe Illustrator format," the department's Supervisor explains. "After conversion to bitmap format, the files are read into Total Disc Maker and set as the label's background."

An advantage of the software is that if the client decides at the last minute that additional elements, such as text and graphics are required, there is a wide range of label editing tools enabling quick and easy customisation.

After preparing the label design, the media department creates a print for customer approval prior to commencing the production run. According to the department's Supervisor, the range and depth of colours that can be produced using the unit's six-colour ink set means that the need for colour correction is virtually eliminated, contributing significantly to a considerable increase in work efficiency.

A further benefit of the two PP-100s value in the production environment is their print placement accuracy. "Previously," the supervisor says, "we would sometimes have prints misaligned with the disc surface. With the PP-100, this just doesn't occur; and that really contributes to an improvement in quality and, of course, productivity."

In fact, the supervisor went on to say that with a reduction in errors and the cost-effectiveness of the PP-100 operating costs, he expects a five per cent reduction in running costs compared to the previous printer. "This means we will be saving a couple of hundred thousand yen [over AUD\$2,500] annually," he states.

The two Discproducer PP-100s have been so successful that the supervisor has already decided on the course of action to be taken when production volume increases or a further printer replacement is required. "Quite simply," he says, "we will install yet another PP-100."

For more information on Epson
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