

Keywords:

*Flexo printing
Die cutting
Embossing
Foil stamping*

Winson Press Pte. Ltd., Singapore

Label printing with excellent quality

Winson Press is a midsize, family owned printing company that has specialised on the demands of it's customers. Started as Winson Advertising agency in the late sixties it has become a printer in 1990, but in the market niche of label printing. Winning the silver and bronze award at the Asian Print Awards 2003, print experts have stated the flexo printing excellence of Winson Press, which long term customers already knew long before.

Winson Press General Manager, Tan Jit Khoon receives us in his four storey building which has offices, design, label printing, off-set printing and bindery at differ-



Tan Jit Khoon (right) with his printer at the press

ent levels. 43 employees work in two shifts and produce about 65% labels and packaging, and 35% standard commercial products.

Successfull label printing

Winson Press prints label of all kind. Most labels are printed on rolls and delivered to the cus-

tomers which use it in their own production workflow. Some customers are producing health supplements, for those Winson press can print labels for the bottles, boxes for the bottles and inserts for the boxes. In the label department we see a 6-colour narrow web flexo press from Asoma/Gallus, printing with BASF flexo cylinders, and a 4-colour letterpress label press, printing with BASF Nyloprint wash-out plates. The flexo web press prints adhesive labels with a speed of 30-70 meters per minute, and Tan Jit Khoon shows us some printed colour labels which are pretty close to offset image quality. This quality was awarded with a silver and bronze award. The letterpress from Japan prints in flatbed principle, which gives a somewhat lower image quality and is

used for text labels and shorter press runs.

Offset packaging printing

The offset pressroom shows a Mitsubishi offset press in 32 x 22 inch printing size, purchased only four years ago and was selected because of her double size print-



The quality of these flexo printed labels is close to offset quality

ing cylinder. In 1999, when the evaluation was made, no other manufacturer could offer that and Tan Jit Khoon is happy with his decision. Had Heidelberg then offered the Speedmaster CD 74 with double cylinder – he might have decided for that, because he is very satisfied with four smaller Heidelberg presses. We see four presses running next to each other: two 2-colour GTO in A3 size, one 1-colour MOE in A2 size and one GTO A3. This one will be replaced in April by a new 5-colour Mitsubishi press with coating, prepared to print with UV inks, which so far has not been decided on. While label design is offered to customers and produced by Winson Press, reproduction and plates are produced

from a prepress company. Winson's planner is responsible for delivery on time, which never was a problem. For large format printing Winson Press has two inkjet systems: a HP Designjet 5000 and a Roland FJ 52 inch wide. A Fuji Xerox 1250 colour laser printer in A3+ size is used for colour proofs or short run colour printing.

Bindery department for packaging

In the bindery department we see two Polar cutter and 3 Heidelberg T-Platen working next to each other, one is only for die-cutting, the two other can do embossing and foil stamping as well. One Heidelberg Cylinder performs die-cutting at higher speed and one manual die-cutter from Taiwan attracts our attention. A Bobst folder gluer folds the cutted blanks and glues it into boxes.

Looking for growth

The entire workflow is organised well, has been certified to ISO 9001 last year and allows to increase production with the present equipment. In the market niche of labels Winson holds a good position, and looks to expand offset packaging printing for future growth. Tan Jit Khoon's visit at drupa may give more visions, what type of products would be the best for the development of Winson Press.

Kurt K. Wolf



The six colour narrow band web flexo press prints high quality adhesive labels