

CASE STUDY WALDO LTD, LOUTH

## ORIS FLEX PACK //WEB

Added-value assured by halftone proofing on all substrates and mock-ups



### TASK

- Reproduction of spot and metallic colours, contract-quality halftone proofs and tactile mock-ups on any substrate.

### SOLUTION

- ORIS Flex Pack//Web System with Roland VersaCAMM VS-Series printer including ORIS XG Inks and Media.

### ADVANTAGES

- Consistent results between proof and press
- Added value as mock-ups can be created on any substrate



**“Inconsistencies are a thing of the past. We are achieving absolute colour accuracy and are very confident with the results.” – Phil Walmsley, Managing Director**

Founded in April 1984 by Jim Dows and Phil Walmsley, Waldo Ltd. is a reprographics and platemaking specialist that services the flexible packaging industry. The Louth, Lincolnshire (UK), firm has 28 employees and supplies leading UK companies and brands, many of whom require special colours to be reproduced.



Established UK supplier to the packaging industry, Waldo Ltd. is renowned for delivering high quality files and plates. To maintain this hard-won recognition, the company requires the best available state-of-the-art technology in order to ensure high-quality spot and brand colour reproduction as well as accurate halftone proofing. As an additional service, the company also provides realistic mock-ups of final products.

In 2014 the operation chose ORIS Flex Pack//Web to quickly and simply produce proofs and plates that match. This completely eliminates inconsistencies and colour inaccuracies, also mock-up production is no longer time consuming and cumbersome.

Phil Walmsley saw the ORIS Flex Pack//Web System for the first time at the Packaging Innovations Exhibition in March 2014, where it was demonstrated live by CGS' UK partner, ORIS Packaging Innovations (UK) Ltd. Impressed by the stunning results on a wide range of packaging substrates, Phil did immediately see, how this innovative new technology would enhance his business. Says Steve Chappell, Managing Director of ORIS Packaging Innovations (UK) Ltd.: “Phil actually placed an order right on the show and the system was installed in the following week.

## ORIS FLEX PACK //WEB

Proofs on original stock that can be achieved on press - every time



Darren Havercroft, Proofing & Colour Management Specialist, removing a proof printed on ORIS Media Transfer Film.

**“We are achieving perfect delta E-values and hit the right colour all the time. The wider colour gamut achieved via the special XG inks is absolutely breathtaking.”**  
– Darren Havercroft

### Output equipment:

Roland DG VersaCAMM inkjet printer with XG-inks, Epson printer, The latest Canon iPF 8400 Proofer driven directly from ORIS FlexPack//Web, plate making, Esko CDI platesetter, various offset and flexographic printing presses at client sites and printing partners

### Arguments for implementing the CGS solution:

Implementing the system was a relatively smooth process. The colour profiles for each client were easily generated by ORIS and existing MX4 profiles converted. As Waldo Ltd. also operates Esko software, an Esko CDI plate maker and the Esko Colour Engine, Esko's LEN file format had to be supported. The ORIS system is designed to seamlessly integrate with the Esko workflow, enabling the smooth movement of all relevant files and colour definitions to the ORIS system. By redefining the CMYK set and adding Orange and Green, a unique solution for the packaging market has been created.

Another essential part is the iterative ORIS 4-D colour management. Typical dot gain on offset presses can be simulated in halftone and continuous tone proofing with an accuracy that cannot be found anywhere else. Waldo Ltd. typically uses screen rulings of 120–150 lpi, sometimes even up to 200 lpi, these can now be visualised in the proof produced by ORIS. Customers particularly value the consistency between proofs and plates, even when HD plates are used.

Phil Walmsley also likes the ability to create mock-ups that maintain the haptic of the original material while at the same time being colour-accurate, fully reflecting the high value of the final product. Mock-up creation is mainly completed with ORIS Media transfer and clear film. Cumbersome and time-consuming creation is a thing of the past as these media are specifically designed to work with the ORIS Flex Pack//Web System. With a thickness of only 30µ, the film is nearly invisible. It can be laminated, using a normal laminator at temperatures between 80–150°C, onto any substrate including delicate media like thin PE films.

As Waldo Ltd. caters to the top flexible packaging companies, matching spot and brand colours has sometimes been a challenge prior to the implementation of ORIS. Now Phil and his employees are more confident than ever on their output.

“Our proofing stability and consistency has risen to unprecedented heights and all our clients have noticed the difference,” he states. “Another benefit is the speed of the solution. Now we can simply produce a proof whenever the customer requests it and have it immediately delivered to him, as even the media changeover is fast. The comprehensive system covers all our needs, being it proof output on paper or film, corrugated board or mock-up production.