

## APPLICATION : PRODUCT LABELS

### Factfile

#### Company:

JH Label Solutions – James Hamilton Group  
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<https://jhlabelsolutions.co.uk/>

#### Screen Product:

Truepress Jet L350UV+

#### Fast Facts:

- Truepress Jet L350UV+ enables JH Label Solutions to perform high-volume and fast-turnaround print runs, due to the technology's robustness and speed
- Other advantages include high quality print, colour matching, print quantity flexibility and cost efficiencies
- Inkjet printing also reduces ink wastage

**“Our Screen technology has undoubtedly enabled us to achieve a bigger client base and greater market share.”**

**David Hedley, general manager of JH Label Solutions**

## The Screen Truepress Jet L350UV+ gave JH Label Solutions the competitive edge it needed to gain market share



Established in 1923, James Hamilton Group is a privately-owned family business, now in its third generation. Originating as a wrapping paper and twine merchant to the linen industry, the group currently has over 100 employees and has enjoyed growth every year. The group's various divisions produce a variety of printed products, from leaflets and brochures, business cards and books, to packaging and labels. Additional products and services offered by the group include office supplies, bearings, and even cake decorating products for wholesale and retail.

### Labels market since 2008

To fit with its existing print and packaging divisions, the group entered the labels market in 2008, originally as a complementary business offering. Diversifying into the labels market seemed like a natural progression for the business. The combined value and synergies of providing print, packaging and labels allows JH Label Solutions to serve specific sectors, especially in the food industry. By growing organically, the group has built a deep knowledge of its market, knowing what does and does not work, and the needs and desires of its customer base.

### The world's first Screen Truepress Jet L350UV+

JH Label Solutions has invested heavily in the latest digital print capabilities. In 2017 and after nine months of research, it was the first customer to purchase our Screen Truepress Jet L350UV+. There are certain sectors that can be better served with inkjet, including beverages and durables such as chemical and oil drum labelling. These are perfect for the Screen press. The 60m/min speed and wide colour spectrum of the Truepress Jet L350UV+, along with the robust nature of inkjet gave JH Label Solutions the competitive edge it needed to gain market share in those sectors, helping it to build its client base.

### Digital offers a wealth of advantages



“Digital printing is incredibly important for our production mix because it offers so much flexibility,” says David Hedley, general manager of JH Label Solutions. “It’s the ideal print choice for small print runs, customisation, and tight timescales. Every customer wants a label that will do their product and brand justice. Digital offers a wealth of advantages, including high quality print, colour matching, flexibility relating to print quantities, fast turnaround and most importantly, cost efficiencies. An added benefit of digital printing is its green credentials, as inkjet reduces ink wastage making the digital print process a more environmentally friendly option.”

David says digital print technology has proven itself over time, becoming more reliable with better colour matching fewer machine breakdowns. Advancements in inkjet processes mean the same consistent colours can be produced time after time, with a wide scope of applications. “With inkjet printing the up-time is phenomenal; 10 minutes set-up in the morning and off you go all day, non-stop. From a scheduling standpoint, this makes life so easy and our customers benefit greatly from this”, he says.

#### Fast, consistent and cost-effective

Digital printing also offers the capability to produce jobs quickly, cost-effectively, consistently and in some cases uniquely, without compromising on quality. “At JH Labels Solutions, integrity is key. We always strive to offer the best possible labelling. Our digital capabilities allow us to produce print perfect, high quality labels that are cost effective, durable, and most importantly, fit for purpose”.

#### Further digital investment

What’s next for JH Label Solutions? “We are planning further digital investment in the finishing side of production as more and more customers look to achieve a high-end finish on their product labels. This is especially important in the alcoholic beverages market”.