Wongeak Industry boosts productivity with HP Indigo digital printing





BANGKOK, July 2020 — HP Indigo Digital Printing is empowering labelling product supplier Wongeak Industry Co., Ltd to boost productivity by agile printing and converting short and medium runs of labels and hang tags for its leading brands and clients.

Wongeak Industry's recent acquisition of a HP Indigo 6900 Digital Press is helping it meet growing customer demand for high value and top quality short-run orders of stock keeping unit (SKU) labelling, including variable data printing of labels, stickers and hang tags. Since installing the HP Indigo 6900 solution in December 2019, the company has achieved greater productivity with such orders, along with faster customer turnaround times.

Wongeak Industry is Thailand's leading supplier of brand and product identification solutions and value-added accessories. Products include printed fabric labels, woven labels, hang tags, heat transfer labels, stickers, custom packaging, and security products.

"Recently, we've seen an increasing trend for short-run orders, so it's a very important market for us," said Mr.Tanate Wongjiratitikarn, Director – Wongeak Industry Co., Ltd "But prior to installing the HP Indigo 6900 Digital Press, it took us a long time to get these orders set up and printed. That added to overall costs and the time it took for our customers to get to market. With the HP Indigo, all that's changed dramatically. Now, we can leverage the press's wider versatility to open new markets and new applications to serve our clients"

The HP Indigo 6900 Digital Press is a narrow-web printing solution for labels and packaging production. Features such as variable data printing also mean that Wongeak Industry has been able to automate many of its processes, simplifying production and speeding up operations.

"The Indigo 6900's versatility has really helped us to improve productivity, differentiate ourselves from our competitors, and provide better service to our customers," said Mr. Wongjiratitikarn.