

This Canadian folding carton converter and commercial printer has gained a competitive advantage with the purchase of an Eco-Eagle Cold Foil System.

By Jackie Schultz

The entrance into the folding carton market is driving growth at Glenmore Custom Print + Packaging in British Columbia, Canada. Six years ago, the company was primarily a commercial printer. Today, the product mix is about 50/50 commercial printing/folding cartons.

Glenmore serves clients in the metropolitan Vancouver area and across Canada. Cartons are providing expansion opportunities, according to James Rowley, General Manager. What is driving that expansion are niche printing capabilities. The company ascribes to the corporate motto, "We Help You Shine."

"We're a UV printer and we offer unique types of coatings," Rowley says. "We specialize more in the mid- to higher-end range on the folding carton side. We do some really nice litho laminated products as well, such as display boxes and liquor packaging."

Last year, the company installed an Eagle Systems Eco-Eagle Cold Foil unit. It operates in unison with a Heidelberg XL 106 eight-color plus coater UV offset press. Rowley discovered the cold foil system a few years ago when he wandered onto Eagle Systems' DRUPA exhibit. He says his initial thought was, "This is not for us. This is totally wild, but unique." He took samples back to Glenmore and showed the salespeople. "They looked at them and said, 'Wow that's different.'"

Different indeed. Glenmore decided to purchase the cold foil system, giving the company a competitive advantage. "We looked at cold foil as a niche market," Rowley says.

GLENMORE TARGETS NICHE MARKETS WITH COLD FOIL



Eagle Systems President Mike King (middle) with Glenmore General Manager James Rowley (left) and Operations Manager Stefan Congram.

ECO-EAGLE INSTALLATION

Glenmore also offers hot foiling. "But we don't have a state-of-the-art hot foil system in-house so for us it made sense to go with cold foil when we were looking at an upgrade," he says. "When we looked at the cold foil system, we said, 'We could invest in a better hot foiling system, but everybody is already doing hot foil, or we could invest in cold foil and give our customers something different.'"

The company is using the cold foil system primarily for higher-end folding carton work. "Our folding carton side of the business has grown as a result of having this equipment," Rowley says.

Running cold foil allows Glenmore to compete against larger integrated companies. "We have to stand out in a different way and provide a product that our competitors can't produce," he says. "We've gotten a few nice pharmaceutical jobs because of it. It has definitely fueled growth for us."

Perfecting The Process

Eco-Eagle cold foil systems are self-contained and fully automatic units that can be installed on virtually any sheetfed offset printing press, offering the inline application of foil. There are basically only two steps in the application process: 1. An adhesive is applied to the substrate, in register, using one of the printing units in the press. 2. The foil is released from the carrier onto the substrate wherever the adhesive was printed.

Two printing towers are used in the process. One is used to apply the adhesive, which is printed as a normal offset ink, and the second is used to press the substrate and the foil carrier together. The system is designed so that press operators can easily switch from foiling to normal printing. The process is continuous and runs at the same



Images from Glenmore's cold foil sample book that recently won a Canadian printing award.

speed as the sheets through the press.

Glenmore has invested a great deal of research and development in order to perfect the cold foil process. "There are literally thousands of different combinations that can produce different results on press, and then throw in the different types of stock," Rowley says. "We have spent a lot of money on research and development getting us to a point where we feel we are producing some of the best cold foil samples in North America."

Rowley was prepared for this R&D and approached the use of the Eco-Eagle system more from a printing perspective, perfecting results on press. The company operates 24/7, providing the opportunity to experiment during off-peak hours.

He says he and his team looked at cold foil samples already on the market and said, "We could make cold foil look great." He adds, "We're also a commercial printer so we understand print. We have personnel who understand the different techniques and the ways to get the absolute best results on

press. From an on-press perspective, we looked at it and said we can get better results out of this system.

"The crux of cold foil research is getting to a point where you can get the foil to lay down like a sheet of glass. That's what we're trying to get to and we're really close," he says. On certain stocks, Glenmore has done side-by-side comparisons with hot foil silver and the two processes look extremely similar.

Rowley has nothing but praise for Mike King, President and Founder of Eagle Systems. "From a customer service standpoint, Mike is tremendous. He is amazing. He puts the effort into getting the system up and running."

Glenmore is blazing a new trail with the Eco-Eagle system, which until now had never been installed on an XL press.

What's Next

Since he was a young boy, Rowley has worked on and off at the company his father, Glenn, founded in 1981. Learning how to run a diecutter and other finishing equipment gave him key mechanical knowledge of the print and packaging industry. He has a bachelor's degree in business and a master's in Corporate

Environmental Management. "I had aspirations to join a non-profit and change the world, but I think there are some environmental initiatives that I can achieve through Glenmore," he says.

He joined the company full-time in November 2008. "That was ground zero for the printing industry," he says. He was 25 years old and took on a leadership role very quickly. He oversaw the installation of new equipment and the entrance into new markets and new products. "It has been a roller coaster ride," he says.

The company doubled in size, expanding from 50 employees in 2008 to 100 employees today. "It's a huge feather in my cap that we've won the trust of some really great customers," he says. "That's what gets me up in the morning."

He says business today is "okay." Folding carton offers more stability whereas commercial printing is more up and down. "Having a healthy mix of folding carton



Father and son, Glenn and James Rowley

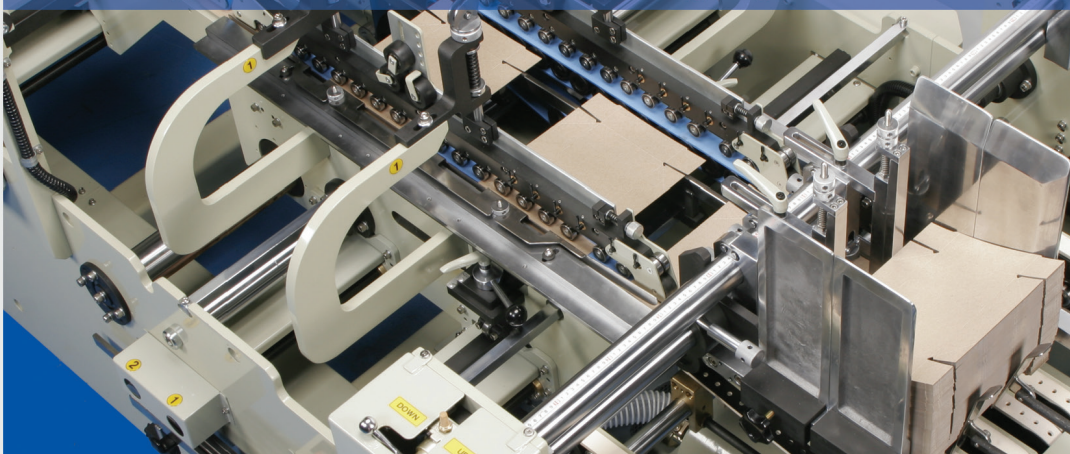
and commercial print has really fueled our innovation, because we apply the best parts of folding carton to commercial print and vice versa."

Rowley is planning to attend DRUPA,

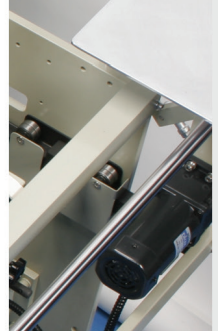
the show where he first discovered the Eco-Eagle cold foil system, to see what else he can invest in to continue to expand the company. "We're looking for what's next," he says. ■



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