**Growth for Hart Labels leads to digital investment**

On the back of ongoing business success, label manufacturer, Hart Labels, seized on an opportunity to invest in digital capability and, after extensive research, approached Dantex for a solution.

Dantex introduced Hart to their PicoColour® UV inkjet digital press, which ticked all the right boxes - with a printing width of 210mm and a running capacity of 35m per minute, the PicoColour is a versatile printing system, offering advanced productivity at a competitive price.

**Hart Labels: Case Study**

**Company:**

With 40 years combined experience in the manufacture of self-adhesive labels, Burnley based Hart Labels specialise in the production of hot foil, flexo, plain and digital labels.

Alongside consistent year-on-year growth, Hart saw an opportunity to manufacture digital labels themselves rather than outsource and, following a move into larger premises in November 2018, they invested in a new Dantex PicoColour® UV inkjet digital press.

**Requirement:**

With the increasing popularity for short runs, often with multiple variations, Hart Labels were looking to expand their offering to meet this growing demand. Having previously outsourced their digital work, they were after a more profitable workflow, which could include aspects of their flexo work that would be better suited to digital.

**Solution:**

Following extensive research into entry-level digital press options and visits to the Dantex stand at both Packaging Innovations and Labelexpo, the obvious choice was the versatile PicoColour® UV inkjet digital press. The model selected included CMYK + white option.

**Benefits:**

Hart Labels has benefitted from their investment in a number of key areas

* Easy installation
* Superb print quality
* Die-cuts inline
* No pre treatment of substrates required
* Flexible & quick turn around
* Ability to reach out to new markets
* Movement of certain flexo labels better suited to digital
* Cost effective
* Excellent service support & training

**Feedback:**

“This has been an important step-up for us as a business - the PicoColour has made it so easy to be involved in the world of digital. There aren’t many other machines in the market that can do what the PicoColour does. If you are looking for your first piece of digital equipment, there is no better place to start than Dantex.

“This has a been an absolute game-changer and the natural progression could well be a PicoJet in the next step of our digital evolution”

**Tony Hanmer, Managing Director - Hart Labels**