

CASE STUDY

With innovation as a brand, Trupal is making its mark in Peru's digital printing industry

The country's largest packaging solutions company reaps the rewards of its pioneering spirit with the installation of the first EFI Nozomi digital printer in Latin America.

São Paulo – July 2022 - With more than thirty years in the Peruvian rigid and flexible packaging market, dominating more than half of the sector, Trupal is accelerating its growth by doing what it has always done throughout its history: investing in technology, innovation and pioneering spirit.

Trupal currently has five industrial units: two in the paper industry, two in the cardboard boxes industry and one in the flexible packaging industry, all of them giving jobs to over 1,500 employees. Ever since its early years, the company has invested in innovation to occupy a leading position in the sector, creating and exploring new markets and products that respond to national and international trends.

"At Trupal we were looking for a technology that would allow us to meet the needs of our customers in a faster, more efficient way, with printing products close to photographic quality," explains Paola Medina, Trupal's General Manager. "At the same time, we were seeking to simplify our printing processes, achieve greater flexibility, personalisation, efficiency and even reduce waste in the offset process," she adds.

The choice of the equipment went to the EFI™ Nozomi C18000 Plus, a single-pass digital printer for corrugated packaging.



EXPANDING DIGITAL CAPABILITIES

With a well-established position in flexography and offset, Trupal lived up to its pioneering tradition and made its first forays into digital printing technology as early as 2014. However, it was in 2018, visiting factories in Spain, that the entrepreneurs first came into contact with EFI™ equipment. From this experience, they realised that digital printing is a path of no return.



Trupal is a Peruvian company which has been in the packaging market for over 50 years and is a leader in rigid and flexible solutions. Its production process ranges from paper production to final packaging for the industry. The company employs more than 1,500 people in 5 factories around Peru, 2 dedicated to paper manufacturing in Lima and Trujillo, 2 dedicated to box manufacturing in Lima and Sullana, and 1 factory dedicated to the development and manufacture of flexible packaging. Trupal cares about the environment and collects around 7,500 tonnes of cardboard every month, all of which gets recycled. The company uses bagasse from Peruvian sugar cane as a raw material for paper manufacturing, which eliminates the need to cut down trees. The company continuously works towards satisfying the packaging needs of its customers and contributes to the development of the national industry and of the Peruvian and international agro-industry. (www.trupal.com.pe)



By using LED curing, the equipment boasts lower energy consumption, eliminates the use of water for cleaning and contributes to the real circular economy by reducing overproduction, waste and storage costs.

Paola is fully aware that, out of the various companies in the single-pass, high-performance digital printing segment, EFI is one of the companies with the most equipment installed worldwide. "Based on our discussions with companies that have tested EFI printers and their closest competitors, we have identified a preference for EFI in terms of performance," said Trupal's General Manager.

The implementation of this cutting-edge technology, which is unique in the entire region, has meant a cultural change at all levels of the organisation, because not only has it opened the minds of the sales teams, but it has also generated a whole learning process in the project, planning, design, production, and even general management teams. "This is not just another machine in our layout, it is a very powerful tool that makes us more competitive in the local and international market," says Paola Medina.

The short time between receipt of an order and delivery of the product, as well as the ability to produce smaller runs at competitive costs, are some of the advantages of digital printing with the Nozomi C18000 Plus. For Paola Medina, "offset still offers features that make it effective, especially for large print runs and recurring orders. Nonetheless, the digital version is gaining more and more territory, expanding opportunities, and is already unrivalled for some orders".

Pablo Díez Canseco, Research and Development Manager at Trupal, recalls that a few years ago an offset press printed 10,000 boxes per hour, while its digital counterpart would only print 50. "The digital version still has a lower output, but today, while offset production remains the same, a Nozomi is already producing 5,000 boxes per hour," he exclaims in amazement.

"The success stories in the company accumulate. In Chile, for example, cherry exporters had some orders to meet, but could not get enough packaging for their products," Díez Canseco said. "With Nozomi, we were able to meet this demand immediately and deliver the packaging in record time, so that our customers can fulfil their overseas sales contracts.

Díez Canseco provided some information about Trupal's products that have been improved by Nozomi technology:

Transport boxes and gondola displays

These display boxes must be heavy-duty, as they are transported in palletised containers with a high weight (10 kg per box), in addition to a large format with high quality printing requirements. Due to their format, they could not easily be printed in offset, which lengthened delivery times. With Nozomi printing, production times were drastically reduced, with similar print quality.



TV Rack Boxes

This packaging requires high quality graphics and is usually printed in offset. The formats are highly varied and the quantities ordered are relatively small. There were several drawbacks due to the formats and the size of the boxes; some had to be made in two pieces and then joined together. A lot of waste was generated by this process. With digital printing on the Nozomi C18000 Plus, and the possibility to combine corrugated sheets, the delivery time was reduced and the quality satisfied the customer. It is no longer necessary to cut the boxes into parts and they can now be combined on the corrugator.



Pesquera Diamante

The box was developed for frozen fish. The fish, essentially horse mackerel and mackerel, is packed fresh and undergoes a two-day freezing process. This process would use pre-printed solid fibre boxes imported from Europe. The first step was to develop the box structure to be made from corrugated, F-flute board instead of solid fibre, while maintaining the flexographic pre-print process. Corrugation would take place after printing on a white virgin fibre cover. We are now corrugating the F-flute sheet with the same white cover and printing it in Nozomi. Our lead times have been reduced and we have better control over the number of boxes to be produced. The shorter delivery time has enabled our customer to reduce packaging stock. In addition, the image quality has improved and the presentation is more attractive. As fishing is done on a period basis and with non-exact quantities, we can supply the required volumes, without leaving pre-printed reels or boxes in stock, between production seasons. This is a great benefit for our customer.



Avocado export box

This box has been produced in offset printing for a number of years, even with the complications of the format and process. This is a box that requires a large plate, which is not easy to produce in offset mode. With Nozomi we were able to obtain similar images, thereby significantly reducing the turnaround time. The photos of a salad, toast and guacamole and the avocado were very well reproduced. Finally, due to Nozomi's large format, this box is printed and cut in two cavities, which reduces die-cutting time. The box is coated in white, which, along with the characteristic of the ink, makes it glossy without the need for varnish.





A single step for the future.

Trupal is living a promising moment, now that it has completed 30 years in the packaging market, which has always been closely linked to Peru's economic history. The first cardboard box produced by the company, in 1992, for example, was for Leche Gloria, one of the country's largest companies. That year, the box referred to the 50th anniversary of the dairy company. Now, after all this time, one of the first services of the Nozomi digital printer was also for the Gloria company, which printed its 80th anniversary celebration.

The company's philosophy is based on customer care, good service, innovation and continuous development. "We seek to serve customers in everything they need, but above all by anticipating future needs," says Pablo Díez Canseco. "Some innovations implemented by us only served the market after two or three years, but paying attention to trends always pays off".

"We bought and installed the Nozomi in the middle of the pandemic. It was a difficult time, but once the machine started working, its performance has proved impressive. We are sure that one day the competition will end up following in our footsteps, by which time we will have gained a great advantage, as we will have gone through the whole process of learning the new system", asserted Paola Medina. "When our competitors think about entering the digital printing market, we will already be installing our second Nozomi," concluded Trupal's general manager.

Let's be brilliant. Together.

We understand you want breakthrough technologies to lead you through your digital journey. That's why we're passionate about driving your business growth with a scalable portfolio of products, solutions, services, support, and world-class partnerships for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials, commercial print, and personalized documents with a wide range of printers, inks, digital front ends, and workflow software. Our unwavering commitment is to increase your profits, cut costs, improve productivity, and optimize efficiency — job after job, year after year. We're obsessed with your success. And we definitely believe we have the right people, technology and experience to help your business achieve its goals. Visit www.efi.com for more information.



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