

Durham Box Brings Vision for the Future to Life with the EFI Nozomi C18000

Durham Box, a family-owned corrugated packaging manufacturer based in County Durham, UK, has big ambitions. Growing and expanding steadily since it was founded in 1989, Durham Box has traditionally been a flexo, 'brown box production' packaging business with a strong reputation in the northeast, counting businesses in the fast-moving consumer goods, medical, and automotive sectors among their clients.

However, as the company geared up to celebrate its 30th anniversary, it set its sights on expanding into point-of-sale (POS) and display, as well as targeting the premium packaging market and additional corrugated work. Alongside determination and expertise, there is another major ingredient that makes these challenging goals achievable – the EFI™ Nozomi C18000 LED corrugated digital press.

Joint managing director Daniel Morris suspects other companies 'raised a few eyebrows' when the relatively small packaging company invested in the Nozomi press in order to target a market in which they weren't active; but Durham Box had a strong vision for the future. Durham Box's Nozomi journey is a unique one – rather than an investment to keep up with growing demand, it was an investment in the future, drawing a line to where you want to be and doing whatever it takes to get there. In this case, it takes the Nozomi.

"The future of print will mean digital is going to be significantly involved in corrugated packaging, and we want to be early to that party," says Morris. Before the installation of the Nozomi press, Durham Box was outsourcing print work that was beyond its flexo capabilities and handling the converting in-house. Morris says, "We thought, if other people can do it and make money on it, why not us?"

The centrepiece of a new era

"The Nozomi is the future of Durham Box!" Those are the words of Andy Smith, Business Development Director – POS. A grand



Andy Smith, Business Development Director - POS

Challenge:

To expand a relatively small packaging company into point-of-sale and display, and target the premium packaging market.



Based in Bishop Auckland, Durham Box is right at the heart of the Industrial North East. With progressive investment in plant and machinery, and through the strategic employment of individuals largely from within the packaging industry, Durham Box is able to fulfil any requirement you may have, regardless of size, specification or quantity. Durham Box serves a broad segment of the corrugated packaging market and is able to service larger manufacturers with significant accounts, regularly fulfilling orders of 10-50,000 units. However, as a company that was first established to serve the needs of the smaller user, Durham Box has also maintained both the desire and the capacity to serve the market on which it was founded, and will remain committed to supplying the needs of all corrugated users, regardless of spend.

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The unique 1.8 x 3 metre capacity of the Nozomi C18000 LED corrugated digital press, its single-pass format, its ability to print 75 linear metres per minute, and its white ink capabilities were all major draws for Durham Box.

statement for a business that has also recently acquired an adjacent property to house a dedicated digital corrugated facility, as well as a revamped website, and invested in people with expertise in their new target markets such as Smith – the Nozomi press is the jewel in the crown of Durham Box’s new direction.

The purpose-built building known as the Retail Display Hub, is dedicated to POS display and premium packaging. Smith says, “It allows a client to come in and really focus on their area of interest rather than look at the whole packaging production facility. This makes it feel very much specialised to the client.”

With Durham Box’s existing flexo kit, the opportunities for expansion into these markets are limited – how does the investment in the Nozomi help Durham Box find success in competitive new areas? “Put simply, the Nozomi has taken away any limitations on Durham Box,” says Smith. “It’s given us a huge opportunity to move into the world of POS, so it’s opening up a whole new market sector to us. It also gives us the opportunity to look UK wide, not just within this region, and opens up a wider customer base as well. We’re currently converting roughly 20 million square metres a year, and we’re hoping that’s going to increase significantly.”

Solution:

“The future of print will mean digital is going to be significantly involved in corrugated packaging, and we want to be early to that party.”

DANIEL MORRIS,
JOINT MANAGING DIRECTOR



The unique 1.8 x 3 metre capacity of the Nozomi press, its ability to print 75 linear metres per minute, and its white ink capabilities were all draws for the company, but there was one feature that stood out for Morris: “Nothing caught my interest like single pass, just because of the volumes it converts. A flatbed digital press is good, but it wouldn’t make a meaningful difference to our output. We’re a decent sized business – we converted about 20 million square metres last year, and I wasn’t really interested in investing in something that might add 5% or 10% to that; I wanted something that will be a real game changer and could potentially add 50, 60, 70% to those numbers.”

When it came to sizing up the Nozomi against other equipment, “EFI’s success in the marketplace meant the industry had done our groundwork for us in terms of research,” says Morris. The Nozomi press was at the top of a very short list and seeing the machine in action sealed the deal.

The Nozomi has low-odour UV LED inks that are GREENGUARD certified, contain no hazardous volatile organic compounds and do not require vapor recovery. The machine is part of a complete ecosystem for corrugated manufacturing available from EFI, with leading edge Genuine EFI Inks, EFI Fiery® digital front end technology and a complete EFI Corrugated Packaging Suite business and production management workflow.

The right support for the future

It wasn’t just the superiority of the technology itself, but the outstanding ongoing support from EFI that proved to Durham Box they had made the correct choice. Morris says, “From the outset, EFI went all out to show their interest in us, entertain us and create a great experience. That was really important to us, we wanted to feel that they cared about our business, and they really showed that they did.”

Result:

“[The Nozomi C18000] has given us a huge opportunity to move into the world of POS, so it’s opening up a whole new market sector to us.”

ANDY SMITH,
BUSINESS DEVELOPMENT DIRECTOR

He adds, "There were a lot of unknowns for us at the start, but from the moment of committing to the Nozomi right through the installation process and beyond, the support has been fantastic. Everybody, whether it's an engineer, salesperson, accounts, everyone has been really clued up and really supportive. Especially for us going into the unknown, it has been really comforting and reassuring to have had that support."

Even though the company moved quickly to invest in the Nozomi C18000, it forms part of a carefully curated move towards the future, of which the Nozomi press plays a crucial part. Andy Smith's expertise in branding and retail will help the business realise Morris' desire to be 'early to the party' in terms of digital for corrugated. And if Smith's insights are to be believed, it will certainly be a party worth attending.

"If you go into any supermarket now you will be inundated by those standing units, which are corrugated display," says Smith. "Front of house is absolutely going to be key to supermarkets in the future, and those are the most expensive for brands to take on – they will have to take on high quality POS. The quality of the POS will go up, and that exactly hits the mark on the Nozomi, so you get that high quality, 3D corrugated production. It's the perfect piece of equipment for the future of POS."

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