

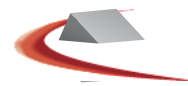
CASE STUDY

Carlisle Container Company Transforms Production with EFI Nozomi 14000 LED Printer

Carlisle Container Company, a long-standing corrugated packaging converter in the heart of Pennsylvania's Cumberland Valley, has been at the forefront of the packaging industry for decades. Established in 1965, the company has evolved over time, expanding its services to meet the needs of its diverse clientele, which now includes food manufacturers, pharmaceuticals, and various retail and industrial customers. In 2023, Carlisle Container embraced a groundbreaking transformation by investing in cutting-edge digital technology that would redefine their production capabilities and revolutionize customer service: the EFI™ Nozomi 14000 LED single-pass inkjet printer for corrugated packaging and displays.

A Legacy of Innovation

For Diane Wolf, CEO of Carlisle Container Company, innovation isn't just a buzzword — it's in the company's DNA. When she and her husband took full ownership of the company in the early 2000s, Carlisle had recently forayed into digital print technology. With the acquisition of its first EFI VUTEk® printer, the company was able to experiment with small orders and samples, but the bulk of its work remained tied to traditional litho-lamination methods. Over time, as customer demands shifted, Wolf recognized the need for a faster, more flexible solution — one that could meet growing expectations for high-quality, high-graphic corrugated solutions with shorter lead times. Enter the EFI Nozomi 14000 LED single-pass inkjet printer for corrugated packaging and displays.



**CARLISLE CONTAINER
COMPANY**

CHALLENGE

“The impetus to buying the Nozomi was that we were really at a crossroads. When I looked at the features and benefits of the Nozomi 14000 press, there were some quite obvious ones.”

– Diane Wolf, CEO



Established in 1965, Carlisle Container Company is a 60,000 square foot manufacturing and warehouse facility located in Carlisle, PA, a transportation hub of the mid-Atlantic region. Each year, the company processes approximately 75 million square feet of corrugated board into packaging and point of purchase displays. Their two-shift operation has over 500 years of industry experience. Carlisle Container is a Certified Woman-Owned business.

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The ability to handle both high-volume production and short, customized runs means Carlisle Container can serve a broader range of customers, with a wider range of needs – this might mean perfectly matching the color palette in a campaign for a national brand, printing a short-run of large-format holiday displays for a regional theme park, or creating versioned boxes for the local apple farm. This level of flexibility was previously impossible using traditional methods, which required long lead times and high minimum order quantities (MOQs).

Empowering Customers with More Options

Before the Nozomi, Carlisle Container was limited by long lead times of four to six weeks. With the Nozomi 14000 LED printer, however, those same jobs can be completed in just days, allowing Carlisle Container’s customers to move faster, respond quicker to market needs, and reduce inventory costs.

For Shane Pawelczyk, Carlisle Container’s Digital Packaging Consultant, the Nozomi printer has fundamentally changed the conversations with clients. “It’s giving the power back to our customers’ advertising and marketing teams,” Pawelczyk says. “They used to be limited by budget constraints, especially when it came to small runs or personalized designs. But with the Nozomi, we can deliver whatever they want, and with fast turnaround!”

SOLUTION

“The quality of the print made the Nozomi stand out. I just knew it was a game-changer in the market.”

– Diane Wolf, CEO

This new level of flexibility means that Carlisle Container can offer options that were previously unattainable. Need a thousand boxes customized with different designs? Done. Want to personalize packaging and displays for regional promotions or seasonal campaigns? Easy. “We’re giving our customers the tools to be more creative, without the long lead times or big budgets that used to come with it,” Pawelczyk adds. “It’s disruptive in the best way possible.”

Sustainability at the Core

As the corrugated industry places increasing importance on sustainability, Nozomi digital print technology helps Carlisle align with these values. EFI’s life cycle assessment (LCA) found that printing corrugated materials on an EFI Nozomi digital press reduces global warming potential (GWP) by approximately 50% when compared to analog printing technologies. Traditional litho printing often requires overproduction to meet minimum order quantities, resulting in excess inventory and waste. Digital printing allows for just-in-time production, meaning Carlisle Container prints exactly what is needed, when it’s needed.

The Nozomi press consumes up to 35% less energy than traditional flexo printing, eliminates the need for plates, generates virtually no VOC emissions, and requires no water for cleaning, significantly minimizing waste. Additionally, its fully recyclable and repulpable inks contribute to the circular economy of corrugated packaging. And by reducing waste and overproduction, Carlisle is helping its clients meet their own sustainability goals.

RESULT

“We’re giving our customers the tools to be more creative, without the long lead times or big budgets that used to come with it. It’s disruptive in the best way possible.”

– Shane Pawelczyk,
Digital Packaging
Consultant



A Partnership That Makes It All Possible

This digital transformation hasn't happened overnight. Carlisle Container's long-standing partnership with EFI has been a crucial part of its journey. "Our history with EFI is long and varied," Wolf says. "They've always been there for us, whether it's service, support, or helping us stay ahead of the curve, getting the most out of our investments in new technology."

With the Nozomi 14000 LED printer, Carlisle Container has taken a bold step forward, positioning itself as a leader in digital corrugated packaging. "We've always seen ourselves as innovators," Wolf says. "With the Nozomi printer, we're not just keeping up with the industry; we're pushing it forward."

"When customers see the quality and speed we can deliver, they're blown away," Pawelczyk says. "It's not just about the print — it's about what it allows us to do for them. This is the future of packaging, and we're ready for it."

Looking Ahead

Carlisle Container's journey with the EFI Nozomi 14000 LED printer is more than just a story of technological advancement; it's a testament to the company's dedication to its customers and its commitment to innovation. By embracing digital technology, Carlisle Container is poised to exceed the expectations of a rapidly changing market, delivering high-quality, sustainable packaging solutions faster than ever before.

"Our goal with the Nozomi 14000 press is simple," Wolf concludes. "We want our customers — and our future customers — to think of us as entrepreneurial, creative, and innovative. We're breaking boundaries in packaging and we want to make them say, 'Wow, look what they can do!'"



Let's be brilliant. Together.

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