

“NEVER CHANGE A WINNING SYSTEM”: ANOTHER DUPONT™ CYREL® FAST GETS INSTALLED AT RENOWNED LABEL SPECIALIST SCHREINER GROUP

BACKGROUND

Schreiner Group specializes in the development and manufacturing of functional labels and labelling solutions for a wide range of industries. The company has international production sites in Germany, the US, and China, all of which exhibit equally high quality and technological standards as well as relevant certifications.

Production at the company's headquarters in Oberschleissheim near Munich is also certified to meet the highest safety requirements. The company's international sales network comprises over 1,200 employees across 26 countries.



Schreiner Group headquarters in Oberschleissheim, Germany

COMPANY HISTORY AND MISSION

The Schreiner Group was founded on October 1st, 1951 by Margarete and Theodor Schreiner in a garage in the district of Laim in Munich under the name of “M. Schreiner – special factory for embossed seals and labels”. Their son Helmut took over management of the company in 1974 and started setting the future course of the company as a major player in the high-tech industry. “A great deal of hard work and a little bit

of luck, but foremost an immense willingness to invest and an absolute resoluteness towards helping customers, went into making Schreiner the internationally successful company it is today”, says presently acting CEO Roland Schreiner. “It didn't take too long before the company's motto ‘if Schreiner can't do it, no one can' became a standard phrase among our customers.” 1993 marked a turning point in the company's transformation – realizing that the sites could ultimately no longer accommodate the growing demands of production, the company decided to move its operations to the current headquarters in Oberschleissheim.

In 2008, the company expanded and opened its US production site in Blauvelt, New York. Finally, in 2012, Roland Schreiner became the third generation to take over the reins of the family company. In 2015, the company built a production site in Fengpu near Shanghai, China, and in 2019, the Schreiner Group opened a second site in Dorfen in the metropolitan area of Munich.

The company as we know it today is active within the divisions of the healthcare/pharmaceutical industry, mobility/automotive industry, general industry as well as the public sector.



*DuPont™ Cyrel® solvent-free thermal plate-manufacturing system
FAST 2000 TD*

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“The Schreiner Group is a value-driven family company. We think and act with sustainability in mind and achieve shared success as a strategic partner to our customers. Our high-quality products stand out from the rest thanks to special technological innovations and exceptional quality,” says Roland Schreiner, managing partner at the Schreiner Group.

THE CHALLENGE

The Schreiner Group originally purchased all its flexographic printing plates from other companies. A project with the objective of manufacturing printing plates at our own facility began with the investment in a compact manufacturing line for solvent-washable flexographic printing plates. Once the process was integrated into the quality management system (QM), we proceeded to work continuously on the improvement process.

The necessary cycle time for rolling out a flexographic printing plate quickly identified as a crucial point – and DuPont, with its innovative, solvent-free Cyrel® FAST system, had a compelling value proposition. Initial attempts with analog printing plates unfortunately fell short of meeting conformity standards, which made the huge potential of the digital version all the more attractive. And so the existing Computer To Plate (CTP) - Production at Schreiner Group was combined with the digital DuPont™ Cyrel® FAST technology. This started a long and successful cooperation that now lasts over decades.

“There were challenges in using conventional solvent-based plate manufacturing to prepare the printed plates for the printing machines in a reliable and timely manner. This was

also aggravated by shortening deadlines. The previous standard production method used during that time made achieving this objective virtually impossible. Working together with DuPont allowed us to increase production capacity while staying on schedule to levels that were previously unimaginable. The intense and professional work done on the project totally paid off. Project Manager Markus Petratschek posed the question: Why should a printing deadline be postponed just because one single factor, namely printing plate production, requires a system-immanent longer cycle time?”

THE SOLUTION

In 2017, the predecessor Cyrel® FAST 1001 TD model was replaced by the latest generation Cyrel® FAST 2000 TD thermal processor. “The higher dimensional stability of the processed printing plate, especially a no longer relevant variance between values measured along and across the processing direction, is a decision criteria for FAST 2000 TD. In combination with optimization in the production process, the flexo-typical tonal jump and high dot gain in highlights is no longer an issue.

Halftone vignettes over the entire tonal range that meet the precise specifications of the customer in the digital file can now be realized in the print result. Small fonts and microtext can be achieved as defined in the customer file without modification at Schreiner Group. This is a quantum leap,” confirms Markus Petratschek.

THE RESULTS

Schreiner Group’s customers receive a high-end flexographic printing results to the extent that the specifications in the customer files can be achieved without any modification. The direct use of customer files without a need for adaptation which customers are used to from offset printing was previously not possible in flexographic printing.

Such flexotypical adaptations were a delicate and sensitive topic for the customers. Thanks to the DuPont™ Cyrel® FAST technology, the Schreiner Group is able to ensure that flexographic printing plates which customers are accustomed to are manufactured in the specified quality and volume at every production site. “As we are currently very satisfied and believe that you should “never change a winning system,” we decided to purchase a second Cyrel® FAST 2000 TD. The low effort that goes into maintenance, calibration and repair reaches values one could previously only have dreamed of. However, we will still continue to



Schreiner Group manufacturing plant

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strive forward, counting on the next stages of our evolution and count on Dupont’s technological expertise,” says Markus Petratschek.

“With their high-tech product portfolio, Schreiner Group is one of the label printers with the highest demands when it comes to quality and reliability. What makes us even happier is the trust that this customer has placed in our sustainable Cyrel® FAST system throughout several generations of the equipment. Close cooperation and exchange with the specialists at Schreiner also propels our development processes and drives the continuous improvement of our products. We’re looking ahead with confidence and are committed to a close and reliable cooperation with important industry players such as the Schreiner Group,” says Sven Hampl of DuPont™ Cyrel® Solutions.



Schreiner Group Team with Cyrel® FAST 2000 TD
Source photos: Schreiner Group

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