Innovation at the speed of your business

Hakan Çiçek,
General Manager of SPS Etiket

SPS ETIKET: RISING EXCELLENCE IN LABEL FLEXO PRINTING IN A STRONG EMERGING MARKET

Thanks to a yearly growth rate of 10% - 12% (4 times the rate in Western Europe), and to a large number of modern plants equipped with state-of-the-art systems, Turkey is certainly one of the most emerging market in packaging printing. As well as in the rest of the world, even in Turkey, over the past years, the label market has grown faster than any other packaging segment.

However, even with this good prospective, Turkish label manufacturers are facing two major challenges. Firstly, the internal demand is generally low (that is why foreign manufacturers are not attracted to enter the local market). Secondly, Turkish label producers suffer from their country being outside the European Union and consequently they cannot easily benefit from globalization. Within this scenario solely label printing company having a clear vision of their future can fully leverage from this opportunity. SPS Etiket (namely SPS ETİKET BASKI VE AMBALAJ SAN. TİC. LTD. ŞTİ.), one of the 6 sister companies belonging to the Küçükler Holding business, is a good example. The holding company has many diversified activities such as offset printing, digital printing, packaging, catering and sock manufacturing.

References

"After a feasibility survey structured with in-depth investigation and analysis of the most well-known label printing firms in Europe, SPS Label was founded in Istanbul at the beginning of 2005", says Hakan Çiçek, General Manager of SPS Etiket. "Thanks to that study we were able to set up a company with our own funds to finance both equipment and resources to run the activity. We are very proud of our approach".
At the end of 2005, SPS Label run the first commercial production and within few years it gained the trust of a large number of renowned brands, mostly working in Wet Towel Wipes, Medical Products, Cleaning Products, Textile and White labels. Local and global brands like Danone, Linde, Ajax, CanBebè (just to mention some of them) are now consolidated customers of SPS Etiket.

Today, only few years after its "take-off", the company employs 40 experts in a 2.500 m² plant. The company has implemented its own in-house plate making balance, and reliable partners offering customized services. Without neglecting pricing, we decided to pay particular attention towards quality with ISO9001 accreditation in place, personnel health care and respect of the environment. At SPS Etiket we have a strict Quality Protocol: to provide solutions and services with the highest standards to better satisfy our customer needs. These company core values are based on the strategy of providing the best raw material, to print on the best available technology and process, and deliver the final product to the customers within the right time-to-market.

Another important key point of our value is the Colour Management solution we daily use in our quality control department. Thanks to it, we can easily match our customers colour samples with regard to their standard expectations.

What is the position of SPS Etiket in regards of Sustainability?

In Turkey the awareness to environment and to human health has reached a high level. Our last move towards sustainability was made on the choice of the plate making technology about a year ago. When we decided to be independent on this process of the production chain, we looked for a solution that could establish an efficient and sustainable workflow, with the highest quality level of the printed product and, last but not least, with a very low impact on the environment. We adopted a thermal plate-making system, composed of Cyrel® Digital Imager Spark 2530, DuPont™ Cyrel® FAST 1000 TD and Cyrel® FAST 1000 ECLF. It is a totally dry solution, which allows us to manage the plate-making process without requiring any solvent, consequently we do not have any fluid emission, as well as no need for chemical storage, handling, treatment and disposal. All these aspects completely fulfil our goal to have an in-house plate production facility which is really environmental friendly. Another great advantage of the DuPont™ Cyrel® FAST solution is enhanced productivity and printing quality.

Yearly volume of printed labels is roughly 4.000.000 m²

Why did you decide to create an in-house plate-making facility?

Flexographic plate-making plays a major role in the whole production cycle of a printing company like SPS Etiket. We can monitor both the plate quality consistency, and the production planning to be on time for set up on press. As I said, speed is a key factor of our competitive edge.

With Cyrel® FAST thermal solution the entire process (from exposure to drying) takes only between 20 to 25 minutes. Therefore, we can easily meet the tightest deadlines without compromising the quality of the printed product. Thanks to our internal plate-making facility, we can serve our customers 24 hours a day, 7 days a week, better, on time and with the best quality achievable on the market today.

DuPont™ Cyrel® FAST 1000 TD - thermal plate-making process without solvents

Why did you choose DuPont as the supplier of your plate-making solution?

There are two main reasons for our choice. First, the DuPont experts competency in helping us to design out the best solution to satisfy our needs. We found in DuPont an "SPS Etiket mirroring approach". We use to support our customers in finding the best solutions (substrate, printing process, etc.) for their production needs and DuPont used the same approach with us, i.e. they identified our issues and suggested the most suitable solution to our requests. The second reason why we selected DuPont is the expertise of its technical support team. It guarantees best-in-class good technical knowledge and experience to deliver a high level of service; professionalism, reliability and customer care on all the activities we experienced with them: pre-sales, installation, training and maintenance. To us, the service provided by a supplier is evaluated with the same criteria of the products it offers. In DuPont, we have found not only a supplier, but a real partner to ensure us to maintain a competitive advantage within our market segment.

DUPONT®

The miracles of science™

Copyright © 2009 DuPont. All rights reserved. The DuPont Oval Logo, DuPont™, The miracles of science™ and Cyrel® are registered trademarks or trademarks of E.I. du Pont de Nemours and Company or its affiliates.