



Huish Detergents, headquartered in Salt Lake City, Utah, is an efficient, low-cost, high-quality distributor of liquid and powder laundry detergents and household cleaners. As a vertically integrated manufacturing company, Huish is dedicated to providing major retail customers with a comprehensive program that provides value beyond the detergent products they manufacture. This focus on vertical integration led Huish to establish and operate their own in-plant printing operation, where detergent and cleaner product packaging prototypes are designed for the marketing department to use in presentations to international retailers purchasing Huish detergents for private label distribution. The purpose of the package prototyping is to confirm to clients how effectively the retailer's private-label brand image will be presented on the packaging designed, printed and constructed by Huish.

By utilizing Magic® PTransfer printable laminate from InteliCoat Technologies in its prototype development, Huish has more than doubled the efficiency of their production process. By substituting traditional photobase media with PTransfer, Huish has cut down on materials and time and increased their productivity.

Huish's new method for creating prototypes didn't require them to change their existing set-up: a Hewlett-Packard DesignJet 5000 and HP dye ink set. What's changed is they now print (mirror-image) onto Magic PTransfer. This product is neither a paper nor a film. It consists of three coating layers (ink jet receiver, heat-activated adhesive and laminate) on a release liner. After imaging, the package graphics are then transferred to the box blank using a traditional film laminator (PTRANSFER does not require high heat). Next, the excess PTransfer is trimmed away and the release liner is peeled off. The imaged box blank is folded and the ends of the package are sealed.

"PTansfer is an outstanding product. It has provided us with an efficient and cost-effective way to provide our customers with more realistic product prototype faster, with fewer materials and less waste," said Todd Cripps, senior designer at Huish Detergents. "The quality of PTransfer is so good, many clients think they are seeing the final packaging, not a prototype. PTransfer sets a high standard that we must maintain when making final package proofs which represent the brands of our very discerning customers."

Prior to using PTransfer, package prototypes were created by printing graphics onto an ordinary photobase paper, silhouette cutting the design and using an adhesive- typically rubber cement or an aerosol adhesive - to apply the graphic to the blanks. Problems with this method included the photobase cracking on the folds and adhesive failure causing the photobase to bubble-up or peel-away. Additionally, because adhesives were applied manually, the inks would smudge and the package prototypes showed the fingerprints from all the assembly handling. These problems resulted in delivery delays and less than satisfactory package prototypes.

The benefits Huish has enjoyed from using the Magic PTransfer substrate are tremendous. The Fluorex® brand protection layer included in PTransfer is a highly effective ultra-thin laminate and eliminates ink smudging and fingerprints. In addition, PTransfer features an adhesive, which saves a process step while at the same time eliminates the bubbling that occurs with the photobase; even over the scored fold lines. The construction of the PTransfer coating prevents the graphics from cracking when folded on 90-degree corners at the packaging corners.

Since their initial experience with Magic PTransfer, Huish has turned to the Magic brand to address the short-run, wide format needs of their customers. When the company needed to create in-store ceiling-danglers for a major international retailer to test market the private-label detergent brand, they used InteliCoat Magic DMVB15 scrim vinyl banner media. They are also evaluating Magic PSA products for use in developing prototype labels for plastic liquid cleaner containers and for potential use for floor graphics for customers.

When asked if they will consider Magic products for future applications, Cripps remarked "Without a doubt. We have received outstanding quality and technical support from InteliCoat, and we will certainly continue to use their media."