

Barbier and Printing: How to promote performance and Quality?

Barbier's know-how in flexo printing goes back to the origin of the group 60 years ago, and is spread over 2 processes: in line printing and out of line printing.

In line printing consists in achieving a marking (with maximum 3 colours) directly after extrusion.

Out of line printing is achieved on specific press machines with central printing cylinder with a capability up to 10 colours.

In order to support our customers in their expansion, and to anticipate their needs, the Barbier Group yearly invests in the printing activity, on both human, through a specific organization dedicated to the graphic line and flexography, and materials resources.

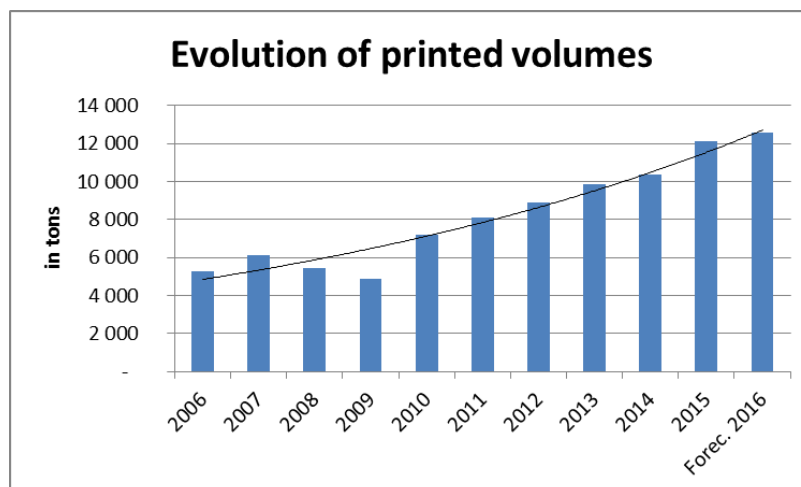
These investments are the keys to continuously striving toward excellence in terms of quality and customer support.

As an example, we were among the very first in France to buy an automatic machine to fit the plates, and a full 100 % in line quality control unit.

Such a proactive policy makes the Barbier Group a leader on the French market for printed PE films and among the very first in Europe.

Out of line printed film market for Barbier Group:

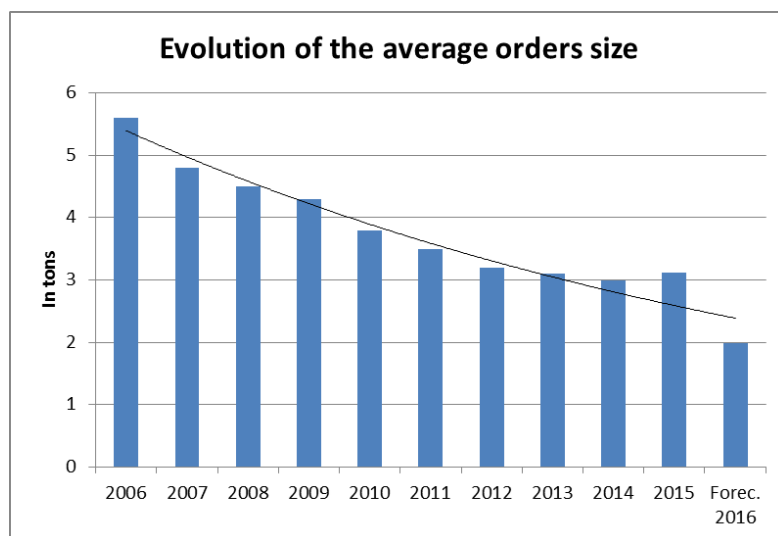
The printed film volumes which are constantly increasing of more than 10 % every year, are today exceeding 12 000 tons (equal to 250 million m²).



Volumes of printed film were increased 2.5 times in 10 years

Our mastery of new technologies (Flexo, Full HD, flat point, control of ink deposit...) makes it possible to propose our customers high quality printing, with optimized impact and sustainability for their designs and brand marks.

In the same time, we notice an evolution in the needs of our customers, and especially a sharp decrease in the size of orders.



Order size was divided by 3 in 10 years

This evolution is a combination of several factors:

- The industrial target of our customers (BFR, stock reduction....)
- Designs customization (per market, per country, promo...)

Changes in consumption (nomadism, customization...) and emergence of new technologies such as digital printing will strengthen this trend and will force the Flexography to adjust.

In this context, the Barbier Group took the decision to act and to invest in a new generation of equipment which will bring flexo on the way to Flexo 4.0

A new printing machine:

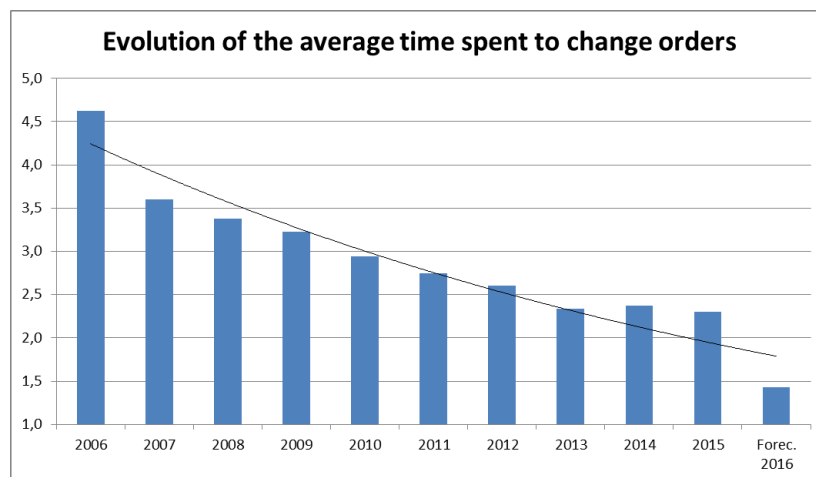
Ultra-high definition machine (in the world of screen, we would speak about 4K) specifically adapted to small runs.

Ultra-high definition :

- printing of design with a screen ruling up to 175 lpi
- full HD machine
- a full 100 % in line quality control
- automatic print fitting (registered print, pressure)

..... to fit small runs :

- In line cleaning of printing units
- A fully automated changing of size
- Rolls automatic unloading



Time spent to change orders was cut by half in 8 years, then by 1.5 in one year

A proven and rewarded expertise

Since several years, Barbier Group has been rewarded many times at the Flexostars competition, organized by the Association Technique Française de Flexographie, and, this year, Barbier Group was proud to receive the European Prize awarded by FTA Europe for the print "Budweiser".

