

# FlexPackPRO<sup>®</sup> IN ACTION

## CASE STUDY #6

### NEW CODING EQUIPMENT FOR A GLOBAL BRAND

#### 30 LINES UPGRADED TO FLEXPACKPRO'S SWEET NEW XT SERIES TTO

One of the world's best-known candy brands recently found themselves facing forced end-of-life for their existing TTO printers. Our competitor was shutting down parts and service for one of their most popular printer models...and this customer had more than 30 of them! Instead of being pressured into buying from the same higher-priced manufacturer, they turned to a FlexPackPRO Premier Partner for an alternative solution.

The requirements were clear – superior equipment at a lower cost, immediate access to technical resources at both the distributor and manufacturer levels, top-quality consumables at a discount to our competitor's prices and a significant long-term ROI. Through a deeply cooperative process with the customer, we were able to match their coding requirements with our rugged, cost-effective 130XT TTO model, and secure trial installations on two lines.

Based on the dramatic cost savings, excellent feedback from their machine operators and our distributor's outstanding responsiveness, we were awarded the full plant upgrade. Our own flexibility in developing software, machinery, mounting brackets and consumables options to meet the customer's developing needs also played a part. And now we're being invited into many of the other plants in this large company's network – a sweet deal for everybody!

