

# BULLETIN

## A significant impact on the economics' of the booklet manufacturing sector



*The DLT 35µm printed sheets and booklets*

As the demand for personalisation of products, growing content and the macro trend toward ever smaller production batches grows, a flexible booklet manufacturing solution that serves the needs of the short run is increasingly essential for converters and accessible as an in-house process for many.

Creating optimised, targeted product instructional information is key to motivating use and generating understanding from users across agrochemical, pharma and other technical product markets. Within the pharmaceutical industry 'adherence to prescribed

treatments' is a key area of opportunity. One that works to provide a new focus on delivering better patient outcomes - achieved, by delivering best practice presentation of therapeutic content.

Furthermore, the presentation of patient information presentation in the pharmaceutical industry (approved in the UK by the Medicines and Healthcare Regulatory Agency) is driven to ensure that the patient has access to high-quality information - essential if medications are to be used as intended without supervision.

Using a familiar format and logical flow of information

within full-colour designs, readable font sizes and appropriate graphics works to ensure the best outcomes are consistently delivered for patients in Pharma and farmers in AgChem.

Digi Leaflet (DLTL) was born out of the need to meet this challenge; the demand for short runs, customised content with rapid turn-arounds. Existing production methods, whilst effective, struggle to meet the demands of the agile supply chain model; quantity and flexibility. To remain competitive and meet growing yet diverse market needs, businesses recognise the

need to minimise stock write-offs derived from suppliers inflexible MOQ (Minimum Order Quantity) conditions.

The need for highly skilled staff within a capital equipment heavy manufacturing process to produce booklets can now be achieved in a single streamlined process. One that also works to open additional opportunities. Printers and Convertors have the opportunity to handle small volume demand, cost effectively all whilst integrating the equipment into existing processes. The Digi Leaflet process further opens the door for brand-owners who seek greater autonomy

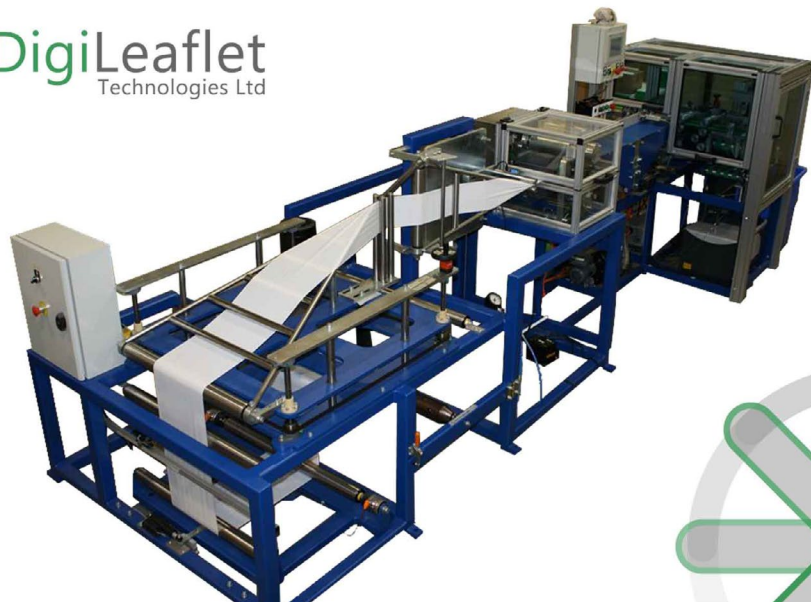
and the opportunity to bring booklet making in-house. Innovative thin-film handling and folding techniques are used within the Digi Leaflet 'Origami' machines to produce robust, lightweight, colour communication formats that effectively deliver instructional requirements across a broad range of markets.

Unlike conventional processes, a single operator is able to run a single machine that can convert a reel of thin film, typically 30/35 micron material, directly into a booklet format. By adding digital print in-line, utilising Industrial Inkjet Konica Minolta DOD technology, full-colour booklets can be created in a single pass. The final conversion stage maximises print area availability using ultrasonic weld technologies to create a flexible, thin spine weld of exceptionally narrow width. The digital DOD technology allowing artwork and formats to be rapidly changed and if required pre-printed stock utilised.

The thin film utilised provides further performance and delivery benefits; the matt surface enhances legibility and readability accepted for use by the MHRA\*. The 30/35µm material is used to create multi-page booklets which, due to their robustness can be applied directly to packaging, included as an insert or incorporated into booklet labels adding further flexibility and reducing manufacturing costs.

Unlike conventional

**DigiLeaflet**  
Technologies Ltd



booklet production processes which generate waste, require skilled operators and additional resources for set-up and trim etc. Digi Leaflet has evolved to deliver upwards of 60 booklets per minute from unprinted reels or pre-printed stock into finished items - within a simple, single machine and process.

With their flexibility, rapid format changes and digital capability it is clear that the Digi Leaflet 'Origami' machines are set to have a significant impact on the economics' of the booklet

manufacturing sector.  
\*Medicines and Healthcare  
products Regulatory  
Agency

**iDi**  
pac

**"Solving your product and supply chain challenges through effective design and pragmatically engineered packaging solutions."**

We are able to achieve this through a great team, with high levels of technical expertise and broad industrial experience. This wider experience allowing us to look at issues innovatively and from more diverse perspectives.

Our belief is that by innovating around your brief we are able to deliver excellence in thinking; our contributions to a number of patents bear testimony to that ability. As Packaging and Supply Chain experts we understand the diverse needs, and as a consequence see opportunity when others may not; driving efficiency, reducing costs and creating business benefit for you.

Our client base demonstrates that the combination of in-house expertise, our wider industry knowledge and the service we deliver is valued and that our clients can rely upon us to look after their reputations through great solutions that we can all take pride in.

t +44 1420 538055

[www.idipac.com](http://www.idipac.com)

[office@idipac.com](mailto:office@idipac.com)

**Ideas | Development | Implementation**