

Short-run, high-volume digital packaging solution allows print runs as small as 50 boxes.

De Budelse b.v.



Custom Pharmaceutical Packaging
 Best-of-the-Best Program Winner—Digital Packaging
 Xerox Premier Partners Global Network



Custom packaging solution generates 675 orders per month in only 12 months.

De Budelse had many different strategies to grow their business, but in 2008 they put their focus on digital packaging, developing templates for customizable boxes and an easy web submission process to produce short runs on their Xerox® iGen4® Press.

Challenge

De Budelse's focus over the last few years has been on three different areas: producing packaging, running high volumes in small quantities and developing IT web solutions to automate processes and better connect with customers.

As Harry Mennen, account manager for De Budelse stated, "We believe in production of quantities as small as 50 pieces, but we combine jobs from a lot of different customers for high-volume runs." They were able to accomplish this by developing a digital packaging print solution for Europe's large pharmaceutical market.

Solution

Just as De Budelse had started to market their new product, a customer in search of this capability found them, thanks to a De Budelse-produced application winning Best of Show at the Xerox PIXI Awards. In 2010, De Budelse launched their first web-to-print site where companies could build their own packaging by choosing from around 30 different-sized templates and 15 different designs.

The process is simple for customers to use and automated for De Budelse to accept and produce. Customers go to the website, choose from the various templates, add their own logos, text, images and QR codes, then review a PDF of exactly how their packaging will look. At checkout they indicate preferred quantities (as low as 50 pieces) and enter their delivery address. The information is then stored in De Budelse's proprietary software system "BUDI" (Budelse Digital).

The BUDI system also allows De Budelse to track analytics on their web storefront, such as who has viewed their site, placed orders and started orders but did not place them.

Once an order is placed it is sent directly to De Budelse's Xerox® iGen4® Press. "We combine the volumes of all orders received in one time period," explained Mennen. "When we determine it is time to produce the orders, our order manager only needs to push a button." The orders all go to an area designated for automated imposition, and then are run on the iGen4, with XMPie® software used to create all the customization and personalization on each piece. Finally, the boxes are die-cut and glued in the same area where their traditionally offset produced packaging is finished.

Orders are shipped once a month on the 15th for next-day delivery so customers know exactly when to expect their completed orders. As De Budelse's business grows, they are forecasting volumes to increase enough to complete two print runs per month.

Results

De Budelse's custom packaging solution has proved a huge success, reaching seven countries in Europe and increasing print runs by 50 percent since 2012. In Belgium, in a 12-month period they had 3,500 unique visitors, 1,250 registered users and averaged 675 unique orders per month from these customers. In Belgium alone there are 5,000 unique pharmaceutical organizations allowed to produce their own medicine, and that is a great opportunity in itself.

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De Budelse, based in the Netherlands, is a printing and marketing services provider specializing in all types of printed materials, including boxes, magazines and catalogs. Over the past 10 years they have transitioned to a hybrid print organization, using both offset and digital presses.

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De Budelse's short-run digital packaging solution is not only cost-effective for customers, but good for the environment as well. Because quantities produced are exactly as requested, there is no need for warehousing and its associated costs—and no waste due to obsolescence.

"All of our competitors are talking about buying bigger offset presses that run at higher speeds. But no one is talking about working in the area that we are working in. That is a very nice market."

—Harry Mennen, Account Manager