Press release

## Castle Colour Packaging enjoys significant growth following installation of a Rapida 106 seven colour.

Press investment central to business development strategy.

Watford, 14.12.20
In April 2019, Norwich based Castle Colour Packaging installed a Rapida 106 7 plus coater as part of a significant companywide investment strategy which has improved efficiency, increased capacity and met the demands of a new market place. The press has been in operation for eighteen months alongside other major investments throughout the business, in both technology and people, and the company is pleased with progress to date.

Speaking about the impact of the investment Mark Ferguson, Managing Director at Castle Colour Packaging states: ‘The press investment was a significant part of a wider business development strategy. We started by identifying new potential markets in which we felt we could offer excellent service, innovation and support to customers whilst achieving sustainable growth. Our business is built on supporting our customers and this is achieved through 3 foundation pillars; our people, our processes and technology. Each area was carefully reviewed, and an investment plan was agreed for all three areas.

‘The investments enabled us to achieve our growth targets in year one and continue that in the current year. In 2018 we entered the luxury packaging market and following significant investment in training and recruitment alongside processes and technology we have been successful in winning new long term business. We are delighted to have been short listed for the Luxury Packaging awards 2020.Our aim is to become our customers best supply partner and we have a relentless drive to make improvements in every area of our business to achieve that aim.

He continues ‘Consistent investment in training and development of our team play a substantial role in helping our business to maintain momentum. We have worked closely with the BPIF and our latest apprentice printer completed his City and Guilds qualification in January 2021. We have a one recent graduate, and three others who are due to graduate this year with level 5 diplomas in Principles of Leadership and Management, again achieved through BPIF training programs. The new press has improved our quality, throughput and capability and challenged us to think differently about how we plan as well as our efficiency expectations.In comparison to the press it replaced the Rapida 106 has increased throughput by 68% and we are particularly pleased with the improvement in make ready times. We have been able to reduce our shifts on other machines through the efficiencies that the Rapida 106 has been able to deliver.’

In addition to the new press Castle Colour has also invested in its MIS, pre-press, CAD, foiling, and additional manufacturing space. 2021 sees further investments in technology and additional warehousing space to keep up with output from the Rapida 106.

Koenig & Bauer UK Sales Director Chris Scully states: ‘The achievements in growth at Castle Colour Packaging are a great example of how a well thought out investment strategy and the focus and commitment from both customer and supplier can bring great rewards. Increases in growth, quality and throughput would be on all company’s wish lists when making an investment in a new machine, so we are delighted that the Rapida 106 has delivered in all three areas and allowed the business to grow, evolve and expand. Castle Colour Packaging join a growing list of companies who have effortlessly made the switch to Rapida 106 technology and further improved their businesses on the back of their investment.

#### Photo/Heading 1:

Castle Colour Packaging additional manufacturing space

#### Photo/Heading 2:

Castle Colour Packaging Managing Director Mark Ferguson with the Koenig & Bauer Rapida 106 7 colour plus coater.

#### Photo/Heading 3:

Koenig & Bauer UK Sales Director Chris Scully

#### Press Contact

Koenig & Bauer UK Ltd.
Craig Bretherton
P +44 7836 329-405
M craig.bretherton@koenig-bauer.com

#### About Koenig & Bauer

Koenig & Bauer is the world’s second-largest printing press manufacturer with the broadest product range in the industry. For more than 200 years, the company has been supporting printers with innovative technology, tailor-made processes and a wide array of services. The portfolio ranges from banknotes, via board, film, metal and glass packaging, through to book, display, coding, magazine, advertising and newspaper printing. Sheetfed and webfed offset and flexo printing, waterless offset, intaglio, simultaneous perfecting and screen printing or digital inkjet – Koenig & Bauer is at home in virtually all printing processes and is the market leader in many of them. In the financial year 2018, the approximately 5,700 highly qualified employees worldwide generated annual sales of more than EUR 1.2 billion.

Further information can be found at [www.koenig-bauer.com](file:///C%3A%5CUsers%5Ccbretherton%5CDownloads%5Cwww.koenig-bauer.com)