CASE STUDY: FLEXO-TECHNOLOGIES

While some companies are burdened by increasingly strict environmental regulations, others take these opportunities to make changes that improve the health of their business, their customers and the environment. By switching to Yellow Magic, a west coast supplier of inks and coatings was able to successfully meet strict environmental regulations, reduce their carbon footprint and avoid costly freight expenses – all while maintaining a high level of customer satisfaction.

Flexo-Technologies is a privately-owned, California-based manufacturer of top quality water-based adhesives, inks, coatings and bases for a variety of applications in the paper converting and printing industries. Until recently, they had been sourcing their cleaning solution from a local chemical company. However, with the passing of new California environmental regulations requiring organizations to use cleaning products free of acetones and acetates due to their high volatile organic compounds (VOC) content, Flexo-Technologies needed to find a compliant yet effective cleaning solution.

Flexo-Technologies’ interest in environmentally friendly cleaners wasn’t just due to new California regulations; with the health and safety of their customers in mind, the company had been looking for a new cleaner that would help avoid the many issues associated with VOC’s.

“Yellow Magic is a solution for label converters – especially on the west coast.”

- Doug Nelson, Flexo Technologies
After a member of the Flexo-Technologies team tested out Bradley Systems’ water-based ink cleaner Yellow Magic, they saw a number of benefits.

“For us, the biggest benefits are that it’s low VOC, and it works on both water-based and UV curable flexographic printing inks,” said Doug Nelson, Vice President of the narrow web ink division at Flexo-Technologies.

Because the solution works on water-based and UV inks, they realized their clients would be able to standardize their cleaners while simultaneously meeting the strict California-based OSHA and EPA regulations. Flexo-Technologies’ customers noticed those benefits, too. Since introducing Yellow Magic, Flexo-Technologies’ customers have reported high levels of product satisfaction.

In addition to meeting regulatory standards while maintaining customer satisfaction, Flexo-Technologies was also able to avoid heavy freight costs thanks to Bradley’s “Enviro-Ship Program,” which delivers Yellow Magic in a highly economical fashion. Instead of having a 55-gallon drum of full strength product (468 lbs.) shipped to them, Flexo-Technologies receives refills to a 55-gallon drum (90 lbs.), which makes 55-gallons of full strength, undiluted product. By receiving refills instead of full drums, Flexo-Technologies was able to minimize their freight shipping costs. “Yellow Magic is stocked locally on the west coast, which combined with the refill program, saves the converter time and money. I recommend it to all of my customers,” said Nelson.

Along with freight savings, Flexo-Technologies was able to reduce their carbon footprint due to Yellow Magic’s 100% biodegradable packaging while simultaneously reducing their waste disposal fees and inventory space.