

So many new options (Simon Miller)

The Trojan2 provided Secura Labels with more options than they could have asked for.

It is almost like a fairy tale. 26 years ago, a recently made redundant coalminer, knocked on the door at Secura Labels to prove his worth. They gave him a chance on the floor for a week, and today he is the managing director of that very same company. And now, Simon Miller is bringing the 34-year-old company into the digital age of label printing.

Despite the name, Secura Labels does not specialise in security labelling, but refers more to securing the customers' integrity. They are able to provide label printing solutions for many applications, doing a lot of jobs as subcontractors.

"We tend to look at each job and find a solution which suites both the customer and us, and usually we find a way," says Simon Miller, which in many ways explains the company's success.

The competitor convinced them

However, they found it still more difficult to accommodate the increasing demand for shorter print runs. So they knew they had to dig into the world of digital label printing. After six years' of investigations, they have covered almost everything in the digital label printing business. They found that it was either too expensive or not suited for professional production. But at Labelexpo 2015, they ran into Trojanlabel.

They were looking for something in between the costly high-end machines and the table top models and finally discovered the Trojan2.

"We very impressed. We attended the exhibition every day, and there were a lot of people at the stand all the time. We thought that this was too good to be true. There had to be some kind of disadvantage. But back in England, a colleague and competitor was kind enough to show us his Trojan2, and that sealed the deal for us. The Trojan2 was exactly what we were looking for," Simon Miller explains.

Impossible made possible

They got their Trojan2 in June 2016, and one of the first jobs they did was to solve an emergency problem for a huge triathlon event which was let down by the supplier of race numbers. Secura Labels was asked to produce well over a thousand race numbers in a colourful reversed down print in no time. Before the Trojan2, that would simply not have been possible for Secura Labels, but now they could and did – to the complete satisfaction of the customer.

The Trojan2 has given Secura Labels a number of new options. They can accommodate the demand for shorter runs, which was the primary purpose, but they have also found that it provides new arguments for closing a deal.

"When we receive an enquiry, it is a very strong tool to present: a sample printed on the final material in the exact size and with the actual artwork," Simon Miller states. They can even do tests for customers who want to try different labels in

different marketplaces. Like in the case of the triathlon race, they also keep finding completely new markets as they can respond quickly to almost everything.

A foundation more than a stepping stone

As a curiosity, Simon Miller explains that some customers sometimes ask for digital print without knowing why. They just know that this is the new modern option, but sometimes the jobs are better suited for flexo. But being a digital print provider, he can now hold on to the customer and find a solution that fits.

"We initially bought the Trojan2 for two reasons," Simon Miller says and continues, "The increased number of short runs was a challenge, and we had to find a stepping stone which could lead our way into the digital world. But today, we can say that the Trojan2 has covered our needs to perfection, and instead of investing in high-end, high-priced machinery in the future, we would probably rather buy a couple of additional Trojans."



Simon Miller has worked his way from the bottom up to managing director and is now moving Secura labels into the age of digital labelling.



The ability to make short runs, respond quickly and to do samples on final material has changed the business for Secura Labels.

About Secura Labels:

- Founded in 1980
- Located in mid-England
- Employees: 15
- 4 flexo presses
- 1 hot foil applicator
- 1 Trojan2 digital label press
- Turnover: approx. £2,000,000

Benefits so far:

- Have moved several small run jobs from flexo to digital
- Have found new markets for really short run applications
- Have better means for converting enquiries into deals