

Packaging Smarts

Advice for better, smarter, more cost-effective packaging decisions

by Tom McClure

Three Ways to Buy Film - Which is Right for You?

When buying your printed packaging film, there are three major sources to consider: 1.) Narrow Web Press; 2.) Wide Web Press; and 3.) Offshore. The choice that's right for you will depend on your circumstances.

Narrow Web Press - Narrow web printing offers you the most flexibility, but the highest cost per impression. Order minimums are the lowest, as are plate costs. Lead times are short. If you're packaging a large number of SKUs with widely varying quantities, Narrow Web printing may be right for you.

Wide Web Press - Wide web printing has a lower per impression cost, but larger minimum quantities, higher plate costs, and longer lead times than narrow web printing. If you package a smaller number of SKUs in large quantities, Wide Web printing may be your choice.

Offshore - Packaging that is printed offshore offers the lowest per package cost, but very large minimum quantities and the longest lead time. If you produce a limited number of SKUs in very large quantities, and package design and copy do not change, Offshore printing may be a good choice.

The following table compares Narrow Web, Wide Web, and Offshore printing.

	Narrow Web	Wide Web	Offshore
Minimum Order Amounts	Smallest - As few as 5,000 impressions	Larger - Minimum 50,000 to 100,000 Impressions per item.	Highest - Minimum 2,000 pounds per SKU
Lead Time (after artwork approval)	Shortest - 7-14 days	Longer 3-6 weeks	Longest - 90-120 days
Plate Cost	Lowest \$175-\$200 per color.	Highest - \$600-\$800 per color.	Rotogravure Quality \$375-\$475 per color
Per Impression Price	\$\$\$	\$\$	\$
Flexibility	High Flexibility - Changes can be made quickly and at lowest cost.	Medium Flexibility - Changes are more costly, due to plate costs, and take longer.	Lowest Flexibility - Changes are difficult because of long lead time and plate costs.

Barrington can help you with a film program that best meets your needs - and your budget. Email us at sales@bpsgusa.com or call us at (888) 814-7999 ext.1.