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## Dion Label Printing Registers Vivid Impressions with CC1 DRC-6000L Press Register Control

Massachusetts Label Printing Company teams with MPS and CC1 Inc.  
for perfect press output of multicolor labels

Portsmouth, NH, February 14, 2017 - Dion Label Printing is known for their best-in-class print quality. To take the next step forward in perfecting print quality, the Massachusetts-based label and shrink sleeve printer partnered with MPS and CC1 Inc. Dion Label Printing purchased a second MPS EF flexo press, equipped with a CC1 camera-based DRC-6000L mark-to-mark automatic registration control system.

Dion Label Printing specializes in multicolor pressure sensitive labels, tags, tickets, shrink sleeves, pouches, and specialty application products for various markets. John Dion, Dion Label Printing's Co-President, commented that, "We believe that our mix of product types, printing technologies, high-quality and adherence to color standards is somewhat unusual in our business. Dion Label prints many eight to nine color jobs with a combination of solid and process elements. Many of our print runs often include adhesive print as well, which adds the risk of slightly destabilizing registration."

Dion Label Printing was searching for that “near-perfect registration” on their flexo press print runs, similar to what they obtain with an in-house digital press system. As John Dion explained, “Our go-to flexo presses for tough jobs are the MPS flexo presses. The MPS flexo presses are able to meet the near-perfect registration provided by our digital presses for brand/product compatibility. While making our decision to purchase the EF flexo press, MPS indicated it had worked with CC1 successfully to fully automate register control by eliminating the need to fine tune print register. The newest nine-color MPS press is equipped with both UV and aqueous print stations and we have a two-camera CC1 setup with the DRC-6000L register control for complete automatic adjustments”.

CC1 Inc.’s Vice President and General Manager, John DeCarlo remarked that, “With our register controls, CC1 Inc. has the ability to provide cutting-edge press automated register technologies for a very diverse customer base. Teaming with MPS, we were able to supply our DRC-6000L register control configured specifically to their press to fully automate the tight registration for Dion Label Printing’s specialty label press runs. Our DRC-6000L register provides specialty label printers, like Dion Label, additional savings by fully automating color register during make-ready. Final register can be established automatically even if color marks overlap. This is one of many unique features of our DRC-6000L Register Control.”

The EF is MPS’ automated multi substrate press platform, with a web width ranging from 13 to 20 inch. The EF is a proven flexo press platform in the North American market, focused at offering the lowest costs per 1,000 labels as well as maximum versatility. The EF features solid MPS machine construction with predictable and reliable high print quality. MPS’ vision is that ease of operation

is key in order to reach maximum productivity. That can be seen in the company's slogan:

Operator Focused, Results Driven.

John Dion concluded by saying, "The system has allowed us to tighten color traps even further and especially helps with in and out movement. CC1 Inc. has been an excellent partner and their system has performed well. Any future EF flexo presses from MPS will definitely be equipped with CC1's DRC-6000L Register Control".

### **About Dion Label Printing**

Founded in 1969, Dion Label Printing has grown into a multi-million dollar label and packaging printer. With nearly 50 years of unparalleled printing experience and more than 80 employees, Dion Label Printing works with clients to bring diverse brands to life across a multitude of industries. Dion Label printing has provided label and packing solutions for nutraceutical and over-the-counter pharmaceutical, medical, candle, health & beauty, specialty food, beer, wine and spirits, recreation and industrial clients.

All products are manufactured in their 30,000 square foot facility located in Westfield, Massachusetts. Everything from artwork to plate making, production and finishing are completed in house for guaranteed quality control and efficiency. Dion Label Printing has both digital and flexographic printing capabilities, allowing them to provide printed products ranging from the millions down to the hundreds.

Dion Label Printing, Inc. is proud to be the first GMI Certified Printer in the country for both Digital and Flexographic Printing. Dion Label was recently awarded a certification with a blue dot rating by Graphic Measured International as a high performance printer. Since becoming certified, Dion

Label has worked diligently to maintain their high performance printer rating to ensure consistent and accurate printing for our suppliers.

Dion Label Printing is also compliant with both FDA 21 CFR Part 11 and EU Annex 11.

## **About MPS**

MPS Systems North America, located in Green Bay, Wis., manufactures, sells and services high-end printing and converting machines for the pressure-sensitive and packaging printing markets. A subsidiary of MPS Systems BV, which is headquartered in the Netherlands, the company is responsible for many revolutionary innovations like Crisp.Dot® and Automated Print Control (APC) including Job Memory. A team of field service technicians is available in North America that is fully trained for the installation and after-sale service of MPS presses. – [www.mps4u.com](http://www.mps4u.com)

## **About CC1, Inc.**

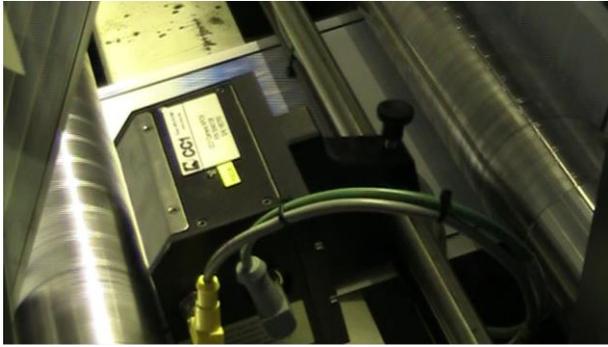
CC1 is today's leading innovator in the use of camera technology for process measurement and control in the web printing market. Long known for their application expertise and product quality, web printers in the packaging, newsprint, commercial offset, and direct mail segments continue to rely on CC1 for solutions to their challenges in color and process registration.

Founded in 1979, CC1, Inc. developed the first camera-based web inspection system which became the standard across all web printing applications. As time and technology advanced, the company migrated their product line to the first commercially available camera-based automatic register controls in 1990.

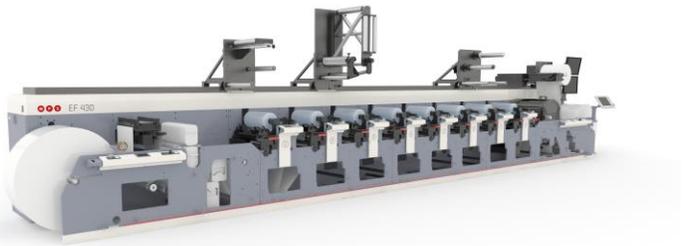
Every printing process offers specific challenges. The limitless capabilities of the camera, when combined with CC1's application development expertise, continue to provide the platform upon which the company bases its industry-leading, comprehensive Camera-Based Automatic Register Control product line-up. Backed up by a long-standing reputation for product quality and blue ribbon customer support, CC1 successfully pursues its mission of providing customers a complete solution to achieving significant ROI and product quality improvement.

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- For more information on the DRC-6000L Automatic Register Control, contact CC1 at 1+ 603 319-2000 or [sales@cc1inc.com](mailto:sales@cc1inc.com)
- For information on Dion Label Printing, contact Randy Duhaime, General Manager at +1 800 583-6366 or [dioninfo@dionlabel.com](mailto:dioninfo@dionlabel.com)
- For more information on MPS and the EF flexo press, contact MPS Systems North America Inc. at 920-465-3045, [info-na@mps4u.com](mailto:info-na@mps4u.com), or visit [www.mps4u.com](http://www.mps4u.com).
- For press information, contact Penny Lewis Shawah, Product Applications, CC1 Inc., at 1+ 203 520-5077 or [shawahpenny@cc1inc.com](mailto:shawahpenny@cc1inc.com)



*CCI's DRC-6000L Automatic Register Control features smart camera technology and unique mark recognition algorithms for full automation of color register during make-ready. Final register can be established automatically even if color marks overlap.*



*The EF is MPS' automated multi substrate press platform, with a web width ranging from 13 to 20 inch. The EF is a proven flexo press platform in the North American market, focused at offering the lowest costs per 1,000 labels as well as maximum versatility. The EF features solid MPS machine construction with predictable and reliable high print quality.*