

Golden West Packaging Group Digital

The Future is Now



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Our Leadership & Team

- Brad Jordan President
- Brian Fellows VP of Sales / Director of Digital
- Leadership and technology are always important to the success of any manufacturing organization, but our people are what truly make the difference, and without their years of industry knowledge we could not perform at the world-class level that is the hallmark of our organization.
- Over 60 professional sales people within our organization
- Dedicated production professionals in Multiple facilities
- Supervisors with many years of manufacturing experience
- Dedicated Pre-Press and Structural Designers to assist you with your projects



900+ EMPLOYEES
10 COMPANIES

GOLDENWEST PACKAGING GROUP



FLEETWOOD-FIBRE
PACKAGING & GRAPHICS



Allpak Container



SPECIALTY SOLUTIONS
Fulfillment Services | ICON Design + Display
Packaging Solutions | WineShield™



RENTON
CHENEY | WA

FACILITIES



CITY OF INDUSTRY
LATHROP
LIVERMORE
MADERA
SACRAMENTO
STOCKTON | CA



Digital Solutions - A Packaging Revolution

The newest digital technology is redefining the possibilities for packaging; allowing more creativity and JIT solutions than ever before imagined.

- Intro to HP PageWide C500 Industrial Press
- Speed to Market
- What you want when you want it!
(Saving You Money)
- Obsolescence (pre-print and Litho-Lam)
- Regionalize, Versionalize, Augmented Packaging, Mass Customization, and Seasonal Prints (Case Studies)
- Sustainability
- Superior Print Quality



Complete portfolio for corrugated operations

From high value large format applications to digital mainstream production

Short run displays

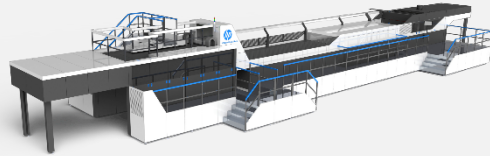


HP Scitex 17000
Corrugated Press



HP Scitex 15500
Corrugated Press

Post-print



HP PageWide C500 Press

Lamination

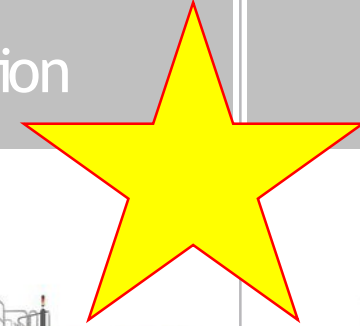


HP PageWide T400S Press

Pre-print



HP PageWide T1100S Press



Single pass

Continuous Inkjet productivity - incorporating
HP PageWide Technology

HP PageWide C500 Industrial Press

Grow your business with HP's digital post-print solution delivering offset quality for mainstream production



Digital flexibility for mainstream production volumes with improved economics



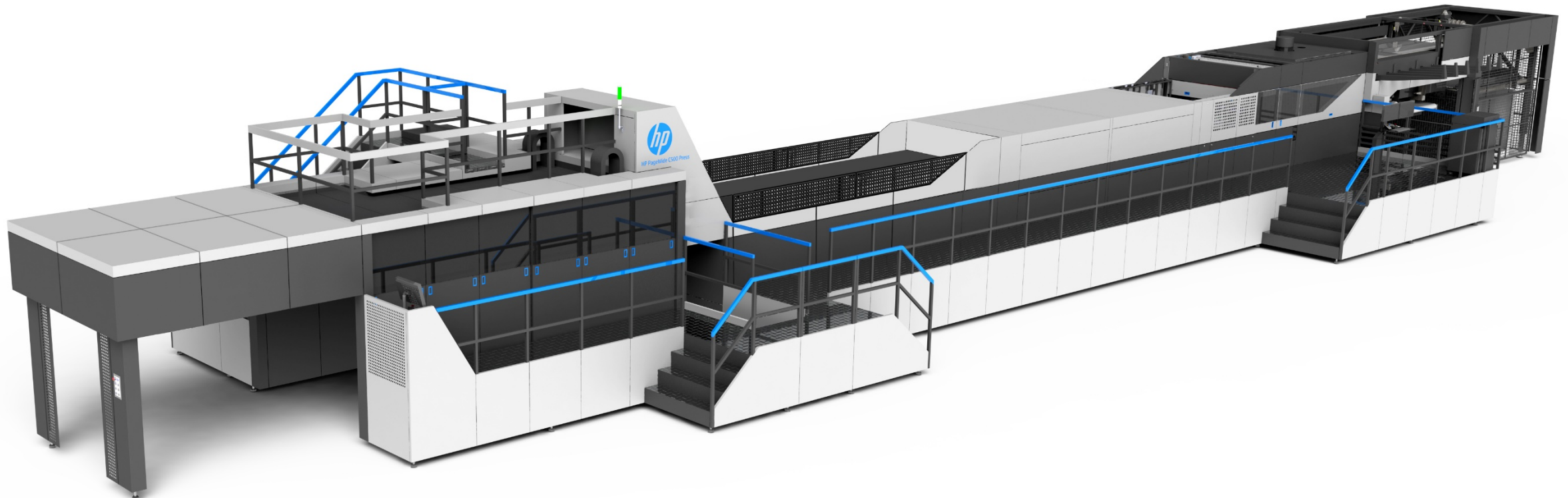
Post-print simplicity with offset print quality



A wide range of packaging applications with food-safe true water-based inks



Digital made easy with a complete solution by a trusted partner

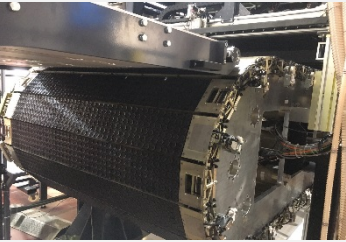


Technology makes a difference

Virtual Belt



Accurate media motion for high quality digital print



Corrugated Grip



Robust hold of industry grade boards for smooth production flow



Thermal Inkjet



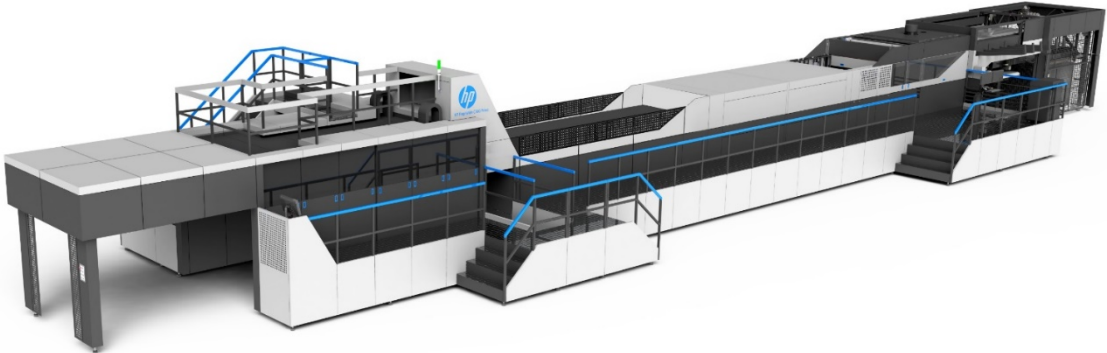
~1M nozzles with x6 redundancy for high and consistent print quality



Water Based Inks



Food packaging compliant*



* designed for printing on the non-food contact surface of paperboard packaging and intended to comply with relevant global food safety regulations and industry guidelines



Post-print simplicity with offset print quality

Dot placement accuracy

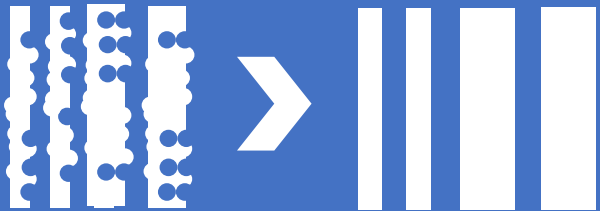
The challenge with digital

- In analog the accuracy is built into the plate
- In digital the accuracy depends on the dots placement
- Vacuum induced friction results in inaccuracies in dot placement

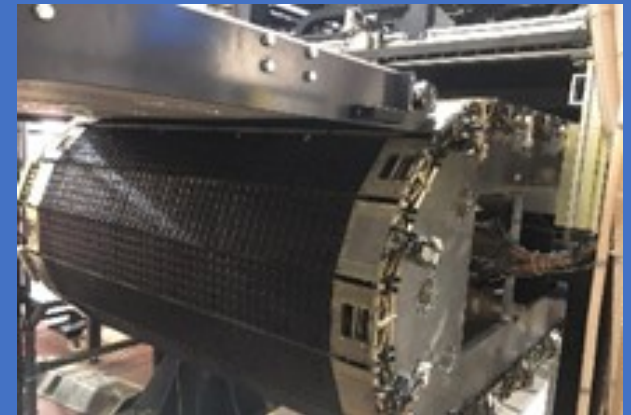
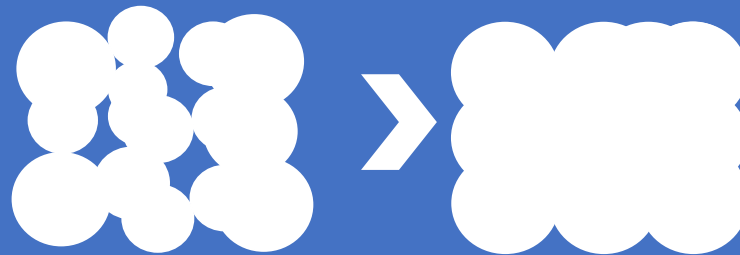
HP solution

The 'Virtual Belt' – Accurate dot placement over time

1 sharp results even for small barcodes



2 Increases Gamut & ink efficiency



Post-print simplicity with offset print quality

Production flow in non-contact printing with industry grade boards

The challenge with digital

- Non-contact printing – boards have to be hold down flat
- Significant challenge to hold down industry grade boards
- Effect on production flow, economics and quality



HP solution

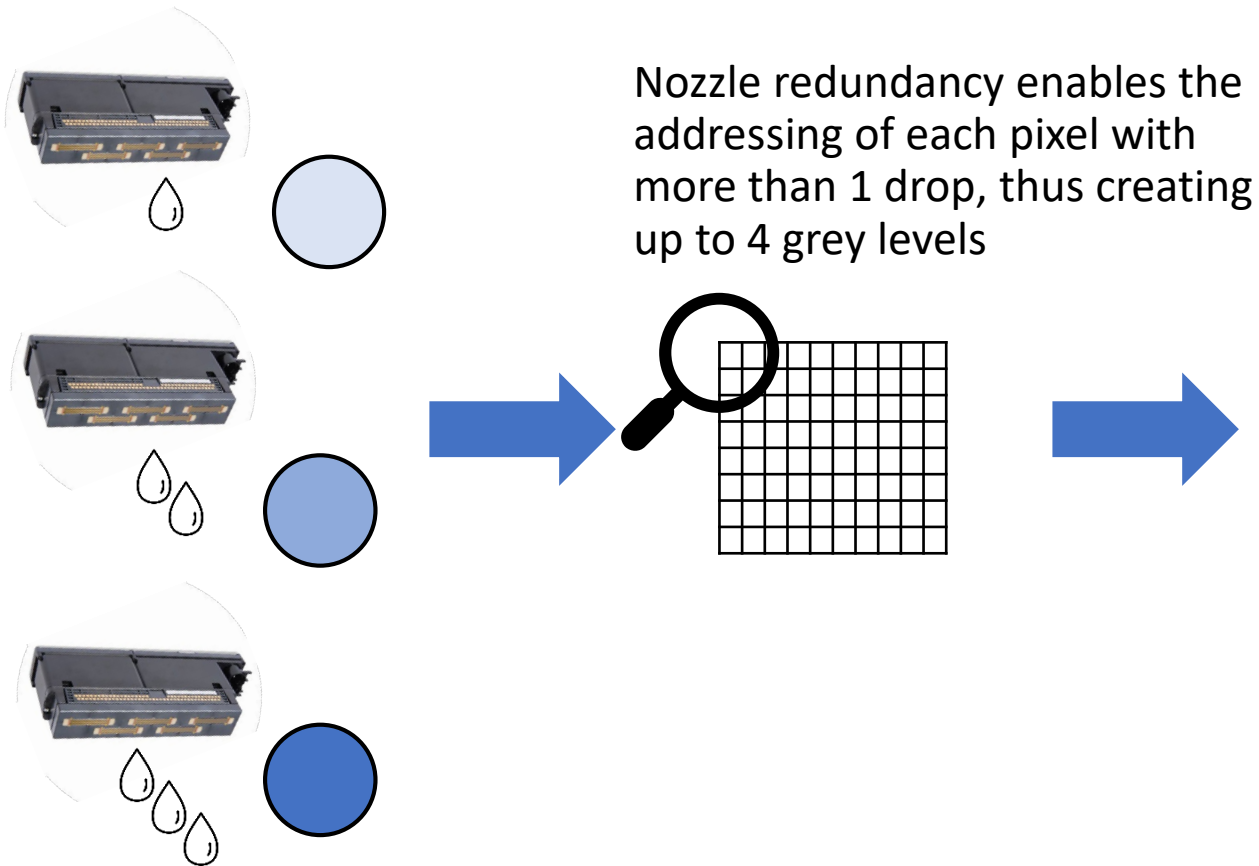
‘Corrugated Grip’ – Strong hold-down of industrial grade boards



Post-print simplicity with offset print quality

Print quality robustness and consistency

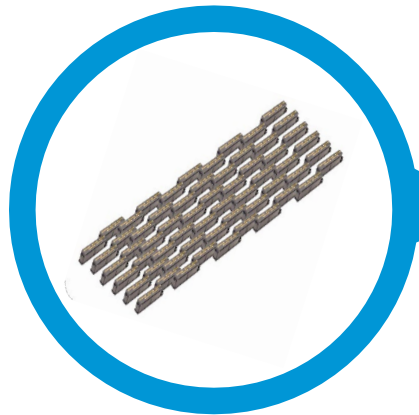
Harnessing 1M nozzles to reach the highest print quality



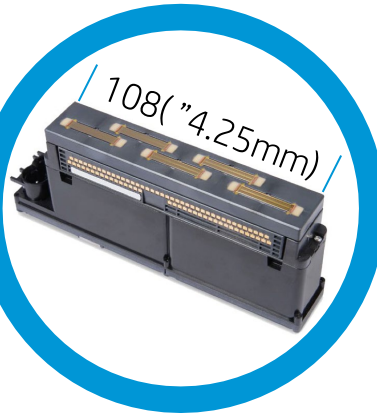
1. Fine transitions
2. High color resolution
3. Uniform solids

Nozzle redundancy

Enabled by HP Thermal InkJet print heads – technology and scale



Scalable technology to fit any print width and any number of colors



10,560 nozzles at 1200 npi native resolution



HP scale of 100's of millions in volumes

- Deployed in proven industrial grade products
- 6 pL drops at 1200 npi native resolution
- High Flux
- Pressure regulated



How does C500 PQ compare to the Nozomi's?



- 👉 Satin gloss across the whole printed area (OPV)
- 👉 Readable positive & negative 4pt text
- 👉 A score barcodes. B score cross print barcodes
- 👉 Sharp composite lines, accurate C2C registration



- 👉 Very high gloss, only on printed areas (UV)
- 👎 Fuzzy positive & broken negative 4pt text
- 👎 D & F score barcodes
- 👎 Fuzzy composite lines, mis color-to-color registration

Enabling vs. limiting PQ

HP HDR Multi-Pass Printer vs. HP PageWide C500 Printer

	HP HDR Multi-Pass Printer	HP PageWide C500 Printer
Speed	80-100 sheets per hour	246 lineal Feet per minute (Average SPH of 2200)
Ink	UV Ink	Water Based Ink / Food Safe
Print Quality	300 DPI	600 DPI
Blank Size	65" x 126"	51.9" x 82.25"
Quantity of Print Heads	165,000	almost 1 million
Coating Section	no, ink drop shape manipulated to alter appearance, I.E. Gloss, Semi-Gloss, Matte, and Spot Gloss	Yes, utilizes only water based coatings and can achieve various levels of gloss
Substrate Types	Corugated, Folding Carton, Single Face, Wood, Styrene, Sintra	Corrugated (Upgrades imminent that would allow the ability to feed folding carton stock
Corrugated Flute Types	all	all



Speed To Market

Regularly turn orders around in 10-14 days from final Art/Structural Approvals.

No Tooling delays

Easily modify Print without additional cost or delays

Ability to switch seamlessly between Print Copies throughout a single production run

Packaging Redefined : You Don't Have To Buy The Way You Always Have.....

- Get quantities of 1 to 1,000,000
- Buy only the quantities you need
- Eliminate the need for warehousing
- Change print easily
- Save your money and buy only the product that you need
- Eliminate the cost of print plates
- Reduced waste for machine setups
- Produce exact quantities (No Over / Under Issues)

Obsolescence

- Obsolescence can occur due to many factors including the utilization of alternative print technologies.
- 1.) Pre-Print (The need to buy multiple rolls and may not utilize)
- 2.) Litho Top Sheets (Must buy more than you need and gets damaged or becomes obsolete)
- 3.) Warehoused Product That Becomes Stale
- 4.) Unforeseen Print Changes. (I.E. food regulation changes etc.)

Case Study - “Share a Coke” Campaign

Mass Customization



Melinda combines social media, web-to-print, and mass-customization in innovative cause marketing campaign



The Challenge

Melinda, a leading Italian fruit consortium, wanted to support Italian Greengrocers and Fruit Wholesalers affected by the 2016 earthquake.

The Strategy

Melinda created a Facebook campaign, inviting followers to submit personal messages of support to the farmers.

For each message submitted, Melinda donated €1 to earthquake relief charity. Ghelfi Ondulati printed the boxes on the HP PageWide Press T1100S using HP food-safe water-based ink and variable data printing offering 4 colour choices and 4 different fonts.

The Results

Extra traffic was driven to stores by customers looking for their own messages, subsequently shared on social media. Customers bought apples to support the effected communities and the campaign had substantial news media coverage.



“The team at Melinda are very pleased with what we have achieved by digitally printing our customers quotes on fruit boxes. It's very important that our fruit-boxes are food safe, and knowing that the HP water based ink we use is 100% food compliant, allowed us to concentrate on additional benefits the Ghelfi team could offer using the HP digital Press to ensure a successful marketing campaign.”

Andrea Fedrizzi
Marketing Specialist
Consorzio Melinda Sca



Ceradini Group surprise their clients with specially designed boxes for Valentines Day



The Challenge

Being already known for outstanding quality and attention to detail in packaging, for the Fruit Logistica fair in Berlin Germany, 7-9 February 2017 Ceradini wanted to create a new fruit box to stand out.



The Strategy

- Why should only florists, restaurants, jewelers and confectioners only take advantage of this romantic period? Ceradini wanted to highlight the possibilities for fruit.
- They created a box that definitely stood out at the Fair and in the market place, offering high quality graphics printed with food compliant ink.



The Results

- The 2 very romantically, colorful versions of boxes were displayed during the fair. The boxes gained much attention from within their industry. New opportunities were discussed and increases in sales are predicted following this successful campaign.
- Ceradini will now create more campaigns to maximize sales of their produce.

CASE STUDY: LIVING LABELS

INNOVATIVE MARKETING CAMPAIGN THAT USES AUGMENTED REALITY TO DISRUPT AND EDUCATE.

The Challenge

To engage millennials and other consumers with an interactive experience to bring awareness to their brands.

The Strategy

Treasury Wine Estates created a smartphone enabled Augmented Reality (AR) app that would make the labels “come alive” when the app was on and placed in front of the labels.

The Results

With its pioneering approach, TWE has experienced phenomenal customer acceptance with this program. Best of all, it can all be tracked via its app’s analytics which has been downloaded 1.2 million times since April of 2018. It should be noted that the first brand to start was 19 Crimes but since then has expanded to Chateau St. Jean, Beringer Bros. and The Walking Dead brands. The most popular, The Walking Dead has recorded bottle sales far beyond projections and has had to put sales on a quota system due to demand overreaching inventory.



CASE STUDY: THE BIG PICTURE

HP DIGITAL TECHNOLOGY ALLOWS THE BOX TO BECOME AN IN-STORE BILLBOARD.

The Challenge

To capture interest in a crowded retail environment, especially from a distance.

The Strategy

By choosing a beautiful image and using HP Digital printing technology to bring it to life, create a stunning large scale picture/mural in place of a standard stack of boxes.

The Results

Increased engagement in store due to the scale of the case stacking. Great opportunity for digital marketing when tied in with Augmented Reality program(s).



Sustainability

Q: Why do we believe in Sustainability?

A: Because we don't live in a box.

We were the first packaging company in California to be awarded both the Sustainable Forestry Initiative (SFI) Fiber Sourcing Certification and Forest Stewardship Council (FSC) Chain-of-Custody Certification.

- Water Based Ink
- Solar Power
- SFI & FSC
- Adherence to corrugated recycling program and utilize Scrap Trakker



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HP Water Based Ink technology

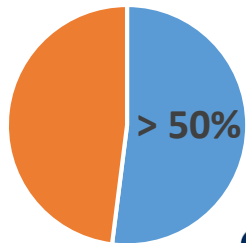
Enables wide range of food safe corrugated applications for confident conversion



Food safety is fundamental

- **>50% corrugated** packaging is food related
- Consumers expect and brands demand food safety
- Awareness for food safety is growing

Global printed corrugated packaging market



■ Food ■ Non-food



HP PageWide true Water-Based Inks are 100% free of UV-reactive chemistries. Thus, these inks enable robust and trusted food-safe printing for both **primary and secondary corrugated packaging, requiring no additional barriers.***

Meet stringent demands as **Nestle guidance, Swiss Ordinance, EuPIA GMP** and other leading industry standards



*Refers to HP A30 Water-Based Inks (and HP P36 Water-Based Priming Agent and HP A50 Water-Based Bonding Agent), and HP CV150 Water-Based Inks (and HP CV150 Water-Based Bonding Agent). HP Statement of Composition, 3rd party (Intertek) World-Wide Statement of Regulatory Listing and 3rd party (Swiss Quality Testing Services) General Statement of Migration and Organoleptic Assessment based on Representative Use Cases which include E-Flute packaging printed on external side. US terminology 'packaging materials in direct contact with food' analogous to 'primary packaging'. Contact HP for additional information.

How does C500 WB ink compare to EFI UV ink?



HP's PageWide water-based inks comply with leading food safety standards



“Nozomi ink contains two photo initiators and isn't for every application” *

EFI's UV ink do not comply with any food safety standards

Certified food safe ink vs. non-food-safe, limiting UV ink

*Quoting EFI representative

13.33 x 7.50 in

HP Confidential . Not for external distribution





GOLDENWEST
PACKAGING GROUP

Capabilities

- As a World Leader in package manufacturing, and a trusted partner, we are excited to introduce and educate our sellers and customers regarding digital technology.
- Technology is changing rapidly and we have always been early adopters of Digital (Since 2007) .
- We are passionate about digital, and this burgeoning technology, but ultimately we are print agnostic and can provide digital, flexo, and litho print solutions for our customers.
- Our capabilities list is included to demonstrate our flexibility and to highlight our equipment redundancy and the finishing capabilities at our disposal.

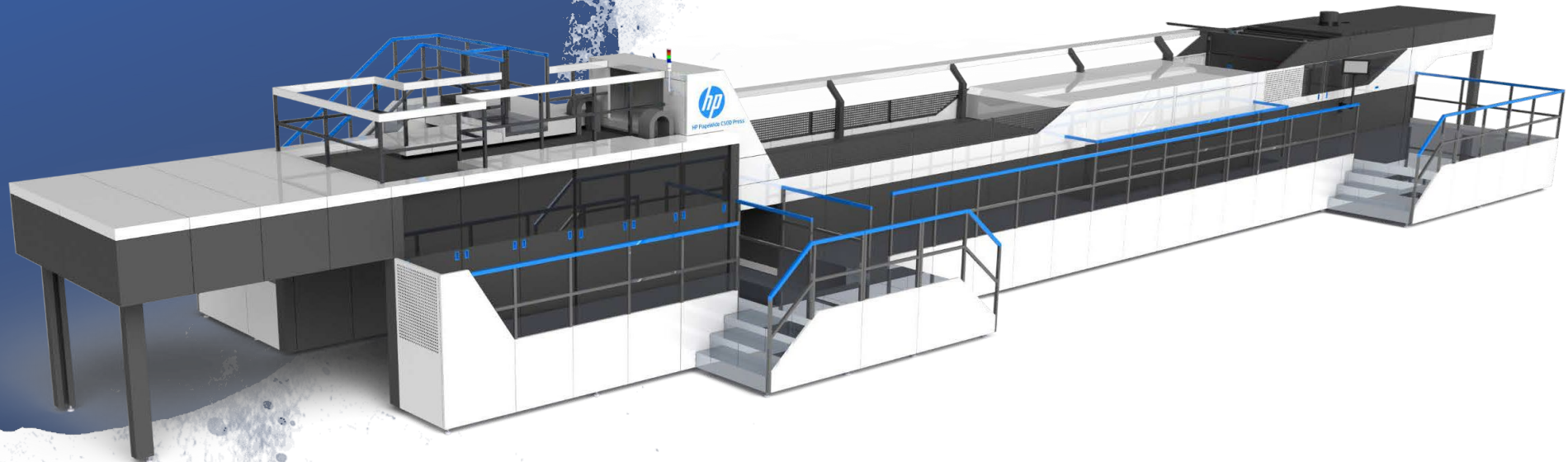


Printing / Converting Capabilities

- (2) 7 color Gopfert RDC 66" with bundle breaker ducker system and UV dryers with turbo boost.
- 7 color Bobst Martin FFG 50" with UV dryers and turbo boost.
- 6 color Apstar RDC 66" with bundle breaker.
- 6 color Martin DRO RDC
- 5 Color MaxPro Ward RDC 66" with scrubber and bundle breaker.
- 5 color Bobst Martin FFG 50" with UV dryers.
- 5 color TCY SPA FFG 42"
- 4 Over 1 Ward FFG 50"
- 4 color Discovery FFG 38"
- 4 color Isowa RDC 66"
- 4 color FFG 37"
- 3 color Ward FFG 66" with bundle breaker.
- 3 color Bobst Martin FFG 39"
- 3 color Ward FFG 37"
- 2 color Bobst Martin DRO 1628 with downstacker and pallet inserter.
- 2 color Isowa FFG 50"
- 2 color RDC 66"
- 2color FFG 85" with die cutting section.

Printing / Converting Capabilities contd.

- (2) 7 color Manroland 56"
- (2) 7 color Manroland 40"
- 12 specialty Folder gluers
- (2) sheeters
- Automaton Laminator 48 x 81 max blank size and minimum of 20 x 20
- (2) Singleface Laminators max blank 65 x 65 and minimum of 17 x 17
- (10) Flatbed die cutters
- 4 HP Digital Presses (3 HP HDR's and 1 HP C500)
- 2 Kongsberg XPA Digital Diecutters





Flexible Manufacturing Platforms



Flexography

1 to 7 colors up to 198 Line Screen
Fast Turnaround Times

Multiple presses to suit each project
type from one-color on Kraft
to 7 color hi definition graphic images
on white board



Direct Print Digital

The most advanced digital printing facility
in North America

Plateless print production with no
minimum order quantity restrictions with
millions of colors available

Incredibly fast production times



Lithography

Up to 7 Color UV Printing
Single face lamination printing

The markets leading folding
carton experts

Highest quality standards in
the industry



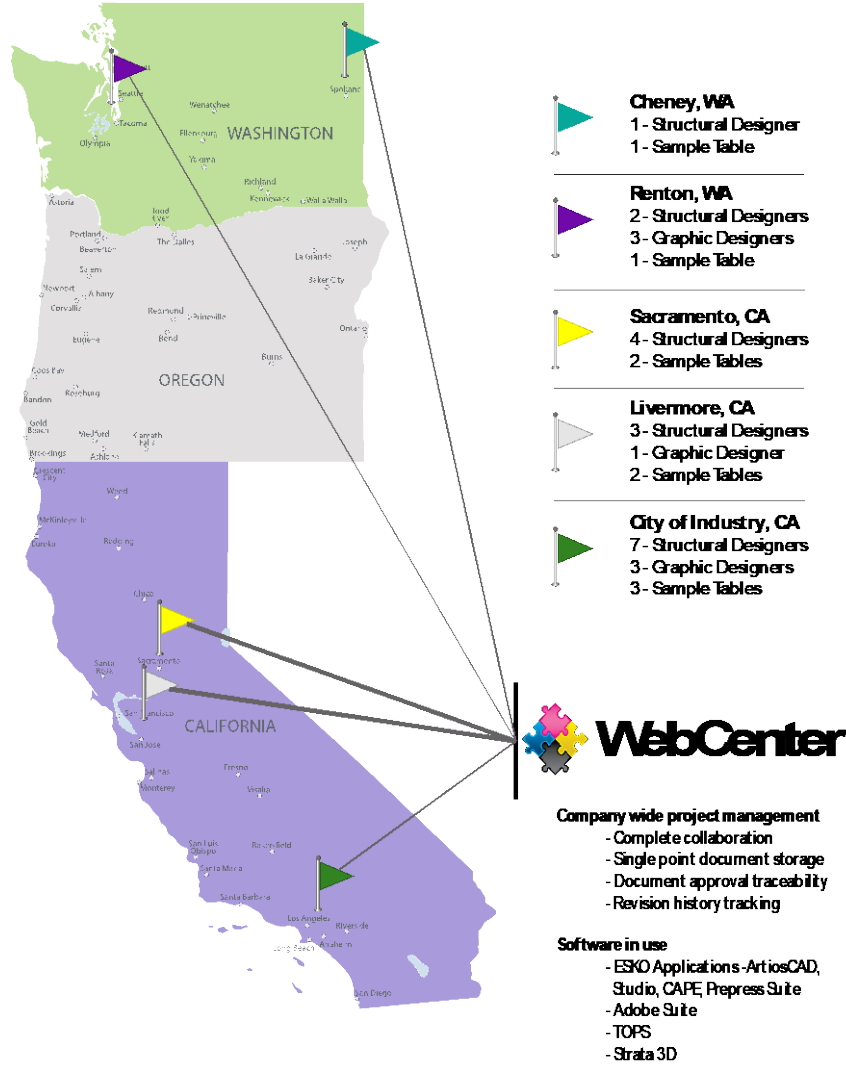
Folding Cartons

Multiple press sizes to offer
maximum yields

Die-cutting
Top of the line folder/glue

In-Line and Stand alone die-cutting

WEBCENTER LOCATIONS



Webcenter provides the ability for GWPG and the customer to communicate seamlessly.

Easy to establish dedicated portals where GWPG and the customer, or their designers and agencies, can deposit artwork and structural assets.

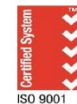


GOLDENWEST
PACKAGING GROUP

- **ISO 9001:2015 Compliant**
- **FSC & SFI Certified**
- **G7 Idealliance Master Printer:** Color consistency, sustainability, faster set up, color curves based on ISO standards, etc.
- **GMI Approved:** 3rd party auditing company (High level – High intensity) allows for compliance with major companies such as Costco, Target, Walgreens, Lowes, etc.
- **GMP Compliant:** Comply with “Good Manufacturing Practices” requirements set forth by the FDA
- **GMO – Genetically Modified Organisms:** Genetically modified organisms are not knowingly used in our process
- **ISTA 1A Certified**
- **FDA Registered:** Registration covers handling of packaging/secondary and tertiary packaging
- **Toxics in Packaging:** In compliance with state and federal regulation
- **Environmental and Food Standardizations:** FDA CFR-TITLE21 Registered, Ro14272797958HS,
 - REACH, RoHS, Prop.65, Pest control
- **QMS Training Program**

Quality. Value. Reliability. Safety.

We have the most comprehensive quality and sustainability programs available in the industry.



Digital Pack Network



Jim Beard



Luca Simoncini



Richard Brown



Piero Bertoldo



Brad Jordan



Giorgia Lancia



John Kelley



Bob Seay



Justin Mathes



Brian Fellows

Alberto Arcangeli
Alessandro Pelone



Bruce Fredericks



Chris Knecht



Pat Peterson



Callie Kaszycki



■ ■ ■ ■ ■ ■ In partnership with



Digital Pack : Partnerships that perform.....

- Ability to leverage all HP printers both Nationally and Internationally.
- HP HDR's Multi-Pass, C500 PageWide Printers, and HP PageWide T Presses.
- Guaranteed print quality and conformance for CPG (Consumer Packaged Goods) and nationally distributed products.
- It's as easy as transferring a file from one location to another
- Eliminates print inconsistency when running in multiple locations
- All locations G7 certified



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Packaging / Product Offerings

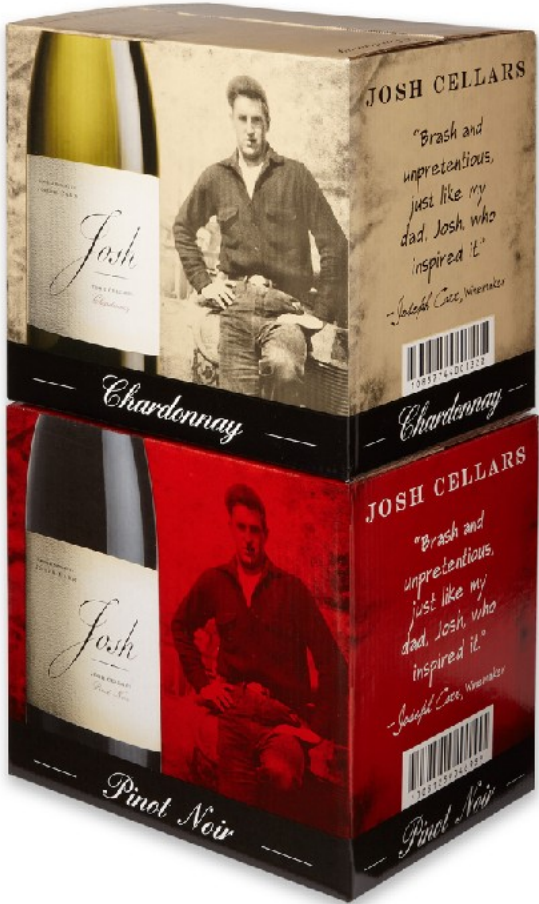
Market Segments That Purchase Digital Product Offerings

Beverage, Specialty Foods, Agriculture, Industrial, Pharmaceutical, Nutraceutical, Personal Care, Electronics, Meat.

Types Of Items Printed Digitally

Case Sleeves, Signage, Headers, Case Riders, Pallet Wraps, POP Displays, Retail Ready Packaging, Influencer Kits, Subscription Boxes, Club Store Trays, Agriculture Boxes, Meat Boxes, Beverage Items RSC's and AFM's, Bulk Bin Items, RELF's, Mailers, Printed Pads.

Beverage Items



Agriculture Items



Temporary Displays

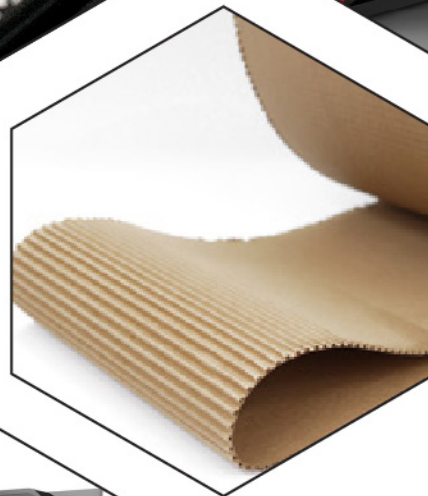




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SYNERGIES COMING TOGETHER



- + MULTIPLE MANUFACTURING FACILITIES
- + CORRUGATED MANUFACTURING
- + FOLDING CARTON MANUFACTURING
- + SINGLE-FACE
- + DIGITAL PRINTING
- + IMPACT
- + WAREHOUSING & LOGISTICS
- + FULFILLMENT



Thank You!