

Delivering Unparalleled Print Quality and Guaranteed Color Accuracy:

Eliminating the Need for Physical Press Approvals

Korozo's Journey with Co-efficient

In the ever-evolving world of flexible packaging, staying at the forefront of innovation is a necessity, not a luxury. Korozo understands this all too well. The company's partnership with Co-efficient is a testament to their commitment to excellence and continuous improvement in the field of process optimization and color consistency.

Pursuing Excellence in Color Consistency and Sustainability

Korozo, under Filip Lens' leadership, has always prioritized quality and color consistency, exceeding client expectations. In their pursuit of perfection, they embarked on an optimization project, proactively seeking ways to enhance quality and efficiency, reduce costs, and contribute to sustainability.

The primary objectives were clear: 1) Ensure that customer expectations regarding print quality are met, 2) prevent resource wastage and 3) maximize machine capacity. Korozo aimed to ensure that print results matched the client's approved color proofs from the very first print run, eliminating the need for subsequent adjustments and, thus, reducing material and time losses.

By measuring all colors during each production order with a spectrometer, the customer is ensured that their brand color also perfectly meets their expectations, without the need for them to personally approve it at the press.

A Detailed Action Plan for Success

Jan Verdonck and his team from Co-efficient kicked off the project with a comprehensive assessment of Korozo, covering both technical and organizational aspects. Drawing from their extensive experience in similar projects within the packaging industry, they used the gathered data to craft a meticulous action plan. This plan included well-defined milestones, required resources, and expected results, providing a roadmap for success. A specialized project team was assembled to oversee the execution of the plan in close collaboration with the project manager from Co-efficient, involving every department within the company.



Overcoming Challenges in Long-term Projects

Managing a project spanning several years comes with unique challenges, and maintaining the team's motivation and engagement throughout this lengthy journey was a significant challenge. Korozo recognizes that Co-efficient's expertise in project management played a pivotal role in addressing this challenge. Having a clear vision and unwavering energy were essential to keeping everyone on board.

Co-efficient's team provided crucial support, both practical and theoretical, throughout the project. Their accumulated knowledge in color measurement, prepress, and printing techniques enriched Korozo's team, enabling them to continue the project independently and offer clients the finest color advice.

Therefore, they initially launched a pilot project exclusively at Korozo's state-of-the-art production plant in Çorlu. When the results far exceeded expectations within just six months, they decided to expand

Key Achievements for Korozo:
Higher Efficiency, Cost Reduction, Sustainability, and Brand Color Consistency.
The optimization project impacted every link in Korozo's production process.



The result was a significant improvement in colour consistency, overall efficiency, a tangible reduction in costs, and a strong commitment to sustainability. Three key elements stood out as the project's major achievements: the infusion of expert knowledge into their team, enhanced product quality with precise color preparation and continuous quality monitoring, and commercial benefits stemming from reduced machine startup times. These improvements have allowed Korozo to handle a larger workload efficiently, benefiting both the company and its clients in a highly competitive market.

International Exposure and Industry Recognition

The partnership with Co-efficient not only enhanced Korozo's internal processes but also garnered international recognition, especially from brand owners who set the highest standards for color quality, brand consistency, and sustainability. Korozo has a long-standing history of delivering high quality and caring about sustainability, but now they have added an additional level of color monitoring for their very demanding customers. This project has catapulted them into a center of excellence within the industry.

The Importance of a Specialized Consulting Company in the Printing Industry

Filip Lens openly acknowledges that the project's execution would have been more difficult and would definitely have taken more time without external assistance. Co-efficient's expertise and systematic approach provided a streamlined path to achievement, saving both time and financial resources.

The decision to forge a partnership with Co-efficient has proven pivotal in maintaining Korozo's competitive advantage, embracing contemporary innovations, and steadfastly adhering to their quality commitment.

Korozo's Collaboration with Co-efficient

Korozo's collaboration with Co-efficient serves as a shining example of how strategic partnerships, commitment to excellence, sustainability, and brand consistency can drive transformation and prosperity in the printed packaging sector. Under the guidance of Filip Lens, Korozo continues to pioneer and establish fresh industry benchmarks, ensuring they remain a formidable presence for years to come.



Filip Lens and Korozo

In the world of flexible packaging, Filip Lens, a seasoned manager with a rich background in top flexible packaging companies worldwide, has been a driving force for production excellence for a long time.

As CEO of Korozo since end 2019, Lens enthusiastically championed initiatives to enhance print processes in collaboration with Co-efficient.

Celebrating its 50th anniversary, Korozo Group has become the leading industrial player in Turkey, exporting flexible packaging and film products to 75 countries. With nine advanced factories in Turkey and strategic international offices in the UK, Germany, France, and Russia, Korozo is a global brand synonymous with innovation and success. Filip Lens's leadership underscores Korozo's commitment to industry excellence, shaping its trajectory for continued growth and influence on the global stage.



More info:
www.co-efficient.eu