



Bell Grows Judiciously

Apr 19, 2008
Official Board Markets

Over the past couple of years Sioux Falls, S.D.-based Bell Inc. has experienced significant growth, adding new accounts such as Barilla Pasta and Wells' Dairy.

"We actually turned down business this past fall," says Ben Graham, vice president of finance, sales and supply chain. The independent folding carton converter decided it was more important to meet the needs of the aforementioned new customers and maintain company standards than run the risk of diminished service.

Recently the company added a refurbished 32-in. Stevens flexo press to its lineup. The machine is scheduled to be in full production by the end of the month.

The new press joins two other Stevens flexo presses at the folding carton plant, but it is different in two ways, according to Marianne Von Seggern, Bell's vice president of strategic development.

First, the new press has a flatbed, or "platen" die cutter — far less costly than rotary dies, but just as functional for many types of jobs. Rotary die cutters are needed for more critical, high-volume cutting, but can cost anywhere from 10 to 100 times more, and take months rather than weeks from order to delivery.

"That's overkill for some packaging requirements," states Von Seggern. "The new press rounds out Bell's ability to put the right job on the right machine, at the lowest cost."

Second, the reconditioned Stevens press boasts a newly developed "full scope" registration system. This means two types of registration, commonly performed by separate systems, are handled in one: registration of the various ink colors with one another, and registration of all of the finished printing with the way the final package is cut. This yields even more cost and time efficiency, says Von Seggern.

The new press is being assembled and will reside at Bell Inc.'s Algonquin Street plant. Built in 2005 to handle Bell's rapidly growing food packaging business, it is the company's second facility in Sioux Falls. Also at Bell's Algonquin Street facility is a variable sleeve offset press (VSOP), the first of its kind in North America, for handling high-volume jobs with great speed and efficiency. Most of Bell's customers are large multi-national accounts with high-volume needs, says Graham. He says the new press complements the VSOP's capabilities: "We'll be able to serve an even greater range of customer demands quickly and efficiently, from short trial runs requiring speed and economy, to more options for private-label jobs requiring many different versions."

For more information, visit www.bell-inc.com.