



## OKAY PAPER—INNOVATION IN “MADE IN VALTELLINA” TISSUES

We are on the edge of the Valtellina valley, in the municipality of Talamona. Located in an area far from the traditional Italian industrial and commercial hubs, is one of the most important Italian manufacturers of tablecloths, placemats, napkins, paper and wadding tissues: OKAY Paper. The company was established in 1969 by the current CEO, Gilberto Corti, now assisted by his sons Stefano (Production Manager), Paolo (Commercial Manager) and Michele (Plant Manager). “Since we started up”, says Gilberto Corti determinedly, “the company has found a niche in the market for our strong spirit of innovation and quality. When we founded the company, it was a futuristic choice to produce disposable table linen, at least for Italy. This country was behind the times compared to others in the use of these materials, both in domestic and collective use. Starting from this choice, year after year, innovation and finding new solutions to distinguish ourselves from the competition have become the style and USP (Unique Selling Proposition) of OKAY Paper”. It is worth noting that the competition is represented by tissue printers and converters, and by paper mills, who are also suppliers.



The company now employs around 80 people, all reside near Talamona and turns over more than EUR 10 million per year. It is one of the 50 biggest companies in the Valtellina according to the Annual Report of Companies in Sondrio province. “Our customer base is 70% domestic”, continues Gilberto, “whereas the remaining 30% are Swiss, German, French, Danish, Austrian, British

and American importers. We also reach niches in the market in South America and South Africa”. The manufacturing plant consists of 24 printing lines (in configurations from two to eight colours) and folding lines, almost all made in Italy, “supplied” by a pre-press department consisting of a DuPont™ Cyrel® FAST flexographic plate-making line, which is an environmentally responsible solution that best complied with OKAY Paper requirements. In fact, Mario Castelli, Sales Manager at DuPont Italy, and Michele Corti, after a number of meetings to assess the best solution to meet requirements in environmental terms, agreed that the “FAST” thermal plate processing system was the ideal choice, as we will see below.

Upstream, we find the graphics department, which develops and prepares the files received from customers, to be used in the manufacturing process. “It is very important to have full-cycle production management”, states Michele Corti. “This enables us to check the quality of the products received and to make them immediately usable in manufacturing, starting in the preparation of forms”.



### QUALITY

In terms of quality, one of the fundamental values of the company, a decisive choice was made for the pre-press plant. OKAY Paper has been a DuPont customer for more than 25 years, and in 2015, they installed a Cyrel® FAST thermal technology system. Michele Corti: “this choice has enabled us to improve printing quality considerably,



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succeeding in improving the ink transfer to the substrate, which also enables the reproduction of very fine screens, and improves the nuances. Printing on tissue is very delicate: the substrate can be altered if the ink transfer is not properly controlled. This is why a quality plate is synonymous with guaranteeing the finished product”.

### SUSTAINABILITY

Quality is important, but so is respect for the environment. This is another important factor for OKAY Paper, which has found further confirmation in their choice of the Cyrel® FAST system. This system is based on thermal technology enabling the avoidance of the use of solvents and chemicals and work to take place in an environment free of odours and emissions endangering operators. “For us, it is very important to respect the environment”, continues Michele Corti, “and we have also reduced consumption through FAST technology”. According to DuPont reports, FAST technology provides a 51% reduction in greenhouse gas emissions and a 60% reduction in non-renewable energy. “The refuse generated by production using thermal plate technology is considered industrial, non-special waste. In addition to reducing the environmental impact, this change, compared to the previous manufacturing process using solvents, has also had a beneficial impact on company finances”.

### “JUST-IN-TIME” PRODUCTION

“Like many others, we have encountered a contraction in the market for a number of years”, Gilberto Corti goes on. “In particular, we have noted a reduction in circulation for each individual order. This means that the printing lines, now working on two shifts, need to manage a higher number of plate changes in each shift. This results in plates needing to be produced in a shorter time than previously”. The choice of DuPont™ Cyrel® FAST has also proven decisive in terms of this need. “We have considerably reduced the time required for the preparation of printing plates”, continues Michele. “When we were using preparation lines with solvents, we needed three to four

hours to produce a complete set of plates ready for machining. This longer period was required for drying. The same set can now be produced in less than half the time”. Therefore, in addition to managing a higher number of orders on each shift, it is also possible to manage single plate changes due to last-minute changes more quickly with Cyrel® FAST.

### THE FUTURE

What can we expect from OKAY Paper in the future? “Definitely a constant search for innovation, in both the product and the service”, Gliberto Corti concludes. “Service also means flexibility in satisfying customer requirements, which have changed in recent years. For example, the reduction in unit volumes and shorter times in which to fulfil orders. Service also means developing solutions in addition to the primary product. For example, the case of two patents registered by our company, for a tissue dispenser and another for placemats, which only enable one product to be released at a time, i.e. avoiding using a large number of sheets, often thrown away without having been used. The objective is to reduce waste: this is good for the environment, reduces costs and is also good for our customers”.

Innovation. Quality. Productivity. Sustainability. Four keywords for DuPont™ Cyrel® FAST. The same keywords distinguish OKAY Paper.



**For more information on DuPont™ Cyrel® or other DuPont Packaging Graphics products, please visit our website: [www.cyrel.eu](http://www.cyrel.eu)**