

# NEWW PACKAGING AND DISPLAY

CELEBRATES 185 YEARS OF BUSINESS, BY INVESTING IN AN 'ENGINEERING MARVEL'

**H**olding true to their company's philosophy to exceed customers' expectations through dedicated customer service, creativity, and consistent capital investment, NEWW Packaging and Display (NEWW) is celebrating their 185th year of business with a significant investment in a new 66' x 115" Kolbus RD115S five-colour flexo rotary die-cutter.

Based in Gardner, MA, NEWW is an independent, family-owned business, which began as a manufacturer of wooden products and containers in New England, later transitioning to corrugated packaging in the early 1940s. Today, the company is a leading supplier of premier packaging and

retail displays for customers throughout the northeast.

NEWW is the first company on the East coast with this Kolbus die-cutter, offering customers exceptional print quality with efficient, dependable production. The German built, fully servo-driven Kolbus RD115S replaced a 2008 115" six colour Hycorr Hygraphics.

"After looking into several machines, we are pleased with our purchase of the Kolbus RD 115S," said Steve MacDonald, Production Manager, NEWW. "We felt that Kolbus was the best option, not only for our current customer base, but for our future growth as a company. The RD 115S allows us to offer a higher level of print quality and improve our capabilities."

MacDonald continues, "We have been thoroughly impressed with the machine quality. Simply put – the machine is an engineering marvel. From the 4" thick cast iron side frames, print quality, on-time installation with exceptional training, and after installation support, we couldn't be more pleased with our investment in the Kolbus RD115S. It's allowed us to print jobs immediately, that took us years to perfect."

## Important Relationship

Along with offering their customers impeccable print quality, NEWW has benefitted from partnering with Kolbus in other ways. "Not only was our delivery and installation completed on time, their service team has responded quickly to





address our initial questions and concerns with prompt support for this important machine installation,” said MacDonald.

“Our growth as a company can be attributed to the talented people and capable machines that we have at NEWW,” says Ben Urquhart, Sales Manager, NEWW. “Our original Hycorr RDC enabled us to become one of the premier flexographic corrugated printers in the region, but the new Kolbus is an improvement in almost every respect. The performance of the machine has already delivered significant benefits to our operation. Print jobs that were once painfully challenging due to print registration, sheet size, ink coverage or other issues are now running smoothly at good speed.”

Urquhart continues, “This impressive rotary die-cutter was delivered and installed in a time frame that was simply unthinkable for some machine vendors suffering under the significant and real supply chain challenges of the pandemic. Kolbus has delivered an impressive machine at an opportune time. Our ability to accept and deliver on new business opportunities has increased significantly. I am excited to present our new capabilities and capacity to customers.”

“New England Wooden Ware has proven to be the perfect partner for Kolbus with the introduction of the German engineered and manufactured RD115S, into the North American market,” said Jeff Dietz, President, Kolbus America.

“The trust they have placed in our organisation to deliver and support such a sophisticated piece of machinery, and their advanced understanding of flexo printing has been a great benefit. Almost immediately, the team at NEWW was able to highlight the benefits of such a stable printing platform, reproducing high quality print from the onset. The Kolbus team is excited to share the capabilities of the RD115S with the market and demonstrating our further commitment to the industry by introducing new corrugated product developments in the months ahead.” ■

