

IT'S ABOUT BEING A PARTNER, NOT A VENDOR

Vineland's manufacturing facility
in Vineland, New Jersey

VINELAND PACKAGING, A THIRD GENERATION INDEPENDENT, VALUES ITS RELATIONSHIPS WITH CUSTOMERS AND EQUIPMENT SUPPLIERS ALIKE.

Vineland Packaging Corp. has served customers throughout the Mid-Atlantic region and nationally for over 55 years. An independent corrugated converter, Vineland operates a 100,000 sq ft sheet plant located in south central New Jersey, about 30 minutes due west of Atlantic City. The company, founded in 1969 by Joseph D'Alessandro Sr, celebrates its third generation of family ownership and operation with the founder's grandchildren Joseph III, Michael, Anthony, and Christina D'Alessandro now in control.

"We don't want our customers to view us as just a vendor," says Michael D'Alessandro, Sales Manager. "We're their partner; we want them to know they can rely on us to be there day in and day out as their business and packaging demands evolve. Sometimes it happens very quickly and being a family-owned business allows us to react quickly to those changes."



ColorDry XL3000 zone drying

Serving primarily industrial, pharma and food service markets, Vineland offers complete converting services and more to their customers. From package design and prototyping, to printing up to four colors on their flexo folder gluers and rotary die cutter lines, to manufacturing corrugated assembled partitions, and providing warehouse services from their 28,000 sq ft warehousing facility, Vineland offers full one-stop packaging solutions and complete packaging strategies.

Understanding their customers' needs and strategically applying the technology to meet those needs with innovative cost-effective packaging solutions and equipment are key to Vineland's success. One of their most recent investments in technology was the 2022 installation of an Apstar HG2 1632 4-color rotary die cutter with JB Machinery ColorDry XL3000® IR drying units.

"When we purchased the Apstar we decided to add two JB Machinery ColorDry [XL 3000] dryer units," says D'Alessandro. "One on the second down and one on the fourth. We wanted to



enhance our printing capabilities as well as maximize throughput on the machine. ColorDry provided exactly what we were looking for. It allowed us to expand our printing capabilities and offer a higher quality product while significantly increasing our run speeds. It also provided the extra capability to print on Kemi which was one of our goals as well. That allowed us to bring in some projects that we were just out of our reach before."

ColorDry XL3000 is the latest version of JB Machinery's popular line of IR dryers. Considered the safest, highest performing IR dryers available today. XL3000 includes the Sentinel® automatic

sheet detection system, an LED based light curtain that provides proactive response to sheets or debris that remain in the dryer area.

The time saving and efficiency enhancing VisionMaster in press dryer inspection and monitoring systems is also an integral part of the XL3000 system. VisionMaster provides high-definition, real-time video monitoring of sheet travel and dryers, operators can see what is happening inside the machine as it is happening. Trending problems can often be detected and acted upon before they become jams or other major issues.

The higher content of recycled fibers in today's paper presents another challenge to converters making it difficult to keep printing plates clean and produce products free of print defects. A year after the initial installation of the Apstar, Vineland added two KleanPlate 3.0® units to the press.

"We were constantly stopping to clean the [print] plates," says Anthony D'Alessandro, Operations Manager. "You lose significant production if you're frequently stopping to remove even the smallest piece of dust. We decided to install the systems on the units where we experienced the most print problems, the first and



ColorDry XL3000 in operating position on Dong Fang 1632 4-color RDC

the third. KleenPlate eliminated frequent down time resulting from dust/debris build up on the print plates. Depending on the situation we can have it continuously wipe the plate, or we can have it spot clean a particular area.”

D’Alessandro says that the combination of ColorDry and KleenPlate helped Vineland greatly enhance their workflow and their overall printing capabilities. “The operators are making far fewer press stops during the production run to clean plates and remove print defects. We are getting a more consistent application or transfer of ink to the plates. The impact from reduced costs and added capabilities has enabled us to acquire new business opportunities that were not previously attainable.

“We can now confidently offer more complex printing than ever before. For example, now we can print on Kemi coated liner. ColorDry XL3000 even improved the throughput of our most basic jobs. It now allows us to run even the simplest one-color printing at much higher speeds. ColorDry eliminates the issues of ink smears and rub-off that we would experience previously when trying to run higher run speeds before we had the systems.”

Vineland’s customer-partners look to them for outstanding quality, quick turn-around, reliability, and innovation. They know someone will always answer the phone. Vineland goes out of their way to provide unmatched customer service with ‘same day price quotes’ and, when necessary, next day service on urgent orders.

“Our customers rely on us to be there and be responsive when they



ColorDry XL3000 full power

need us. We expect our vendor-partners to do the same,” says D’Alessandro. “Our experience with JB has been second to none. Whether it was with the initial installation, or field installation of our KleenPlate units. All deadlines were met, and the customer service and training remain top notch. Help is never more than phone call away... and there is always someone there to answer the phone.”

The future of the Vineland-JB partnership looks very bright

according to D’Alessandro. “The Apstar was our first involvement with JB. So, we’re only about two years in, but their products and their people have proven themselves. We will continue to explore the benefits of upgrading existing equipment with JB products and innovations. They will also remain an integral component in any future equipment purchases to enhance the machine’s total output whether from a quality or efficiency standpoint.” ■



KleenPlate 3.0 on Vineland’s first down