

Hooven-Dayton Corp., a digital and narrow-web flexo printer based in Dayton, Ohio, has proven once again that the best defense is a sound offense, that the most effective way of securing success is to stay ahead of the trends and above all else be proactive and forward-thinking. In a time of great economic uncertainty, the company realized 20 percent growth last year and expects the same returns this year.

While many companies struggle merely to maintain the status quo, Hooven-Dayton just last week began installation of its ninth flexo press, a 16-inch Nilpeter FB 4200 servo press that provides 10-color all-UV and/or conventional flexographic printing capabilities. The purchase of the new press was finalized as another Nilpeter press (a 10-inch, 10-color UV flexo press with rotary screen and hot stamp capabilities) was being installed last October.

Hooven-Dayton has found success both through reaching out to new customers and by increasing business with current customers. Of course, wooing customers is nothing new to converting companies, particularly in recessionary times. The key to locking in the new business, according to Hooven-Dayton, is having something valuable to offer.

“A large part of our success stems from our ability to provide short to medium runs, which opens up some amazing applications such as personalized packaging,” said Deb Gang, Sales & Marketing Coordinator. “Because we don’t require customers to print in large quantities, they can experiment with little risk. A customer can try a promotion on a trial run and if they do not get the results they had hoped for, they can simply rethink their approach with minimal outlay.”

Hooven-Dayton is currently printing trial runs for personalized flexible packaging for such things as weddings, event planning, sporting events, etc. The company can also personalize water bottles with absolutely no minimum and the company is seeing increased interest from customers for boutique wine and beer bottles.

Hooven-Dayton’s expansion has included its workforce, as well. Four additional press operators have been hired since January, as well as a seventh sales rep and Gang’s position. More operators are currently being recruited to run the new press. “Hooven-Dayton President Christopher Che believes strongly in hiring people with experience,” said Gang. “Everyone in this company has already proven themselves in the field. There is a wealth of knowledge with the workforce, which helps greatly in staying ahead of the competitive curve.”

Hooven-Dayton’s philosophy has always been that when the company nears capacity, it adds equipment. It is this philosophy that led to the brand new press, and it is this philosophy that will most likely require the company to expand its facilities in the near future.

“We are definitely out of space,” said Gang. “Our growth has been so spectacular that expansion or moving into a new building has probably become inevitable.”

Hooven-Dayton’s primary products include pressure sensitive labels, flexible packaging, unsupported film, promotional support (coupons) and lottery and gaming tickets. The company’s major clients include Procter & Gamble and the Ohio Lottery.

Founded in 1935, the company is a wholly owned subsidiary of the Che International Group, LLC, a 100% minority owned holding company specializing in acquiring, supporting and growing subsidiary companies in diverse industries through joint ventures and acquisitions.

“During a difficult economy you hear people say things like ‘companies have to think smarter’ to stay competitive. The thing is: that has always been our philosophy. We have always done things as creatively as possible, have always pushed the boundaries of what we can offer the marketplace,” said Gang. “And now that times have become a little tighter, our customers are definitely reaping the benefits.”