

Reducing total ownership cost for the label printer



Paul Mattle, marketing manager at Gallus, analyzes direct and indirect costs associated with investing in a label press.

Total cost of ownership (TCO) is a financial estimate designed to help the assessment of direct and indirect costs related to an investment. It does not only reflect the cost of the actual purchase but all aspects in the further use and maintenance of the equipment and is therefore a form of full cost accounting. For the label printer, this means that not only the investment of the machine has to be verified but also the subsequent costs appearing after the installation.

During the evaluation process

Machine suppliers have changed their focus to integrate this assessment into the buying process. Gallus label printing systems enter the label market with the objective to maximize operational efficiency and with the introduction of the servo drive technology in the early nineties, automation on Gallus presses without doubt, boosted the overall efficiency in the label printing industry.

The main objective of this automation is to reduce the total cost of producing a label. This starts during the evaluation process and is continued long after installation and commissioning. Financial figures have to be calculated jointly between the machine manufacturer and the customer. During the press demonstration the figures have to be proven so that both parties know exactly the needs and requirements of their partner, only then can a solid foundation for the partnership be formed.

Optimized efficiency on the press

In the last few years press optimization has been crucial success factor for Gallus and now press automation has reached a level which almost cannot be surpassed. Whether press pre-settings for all involved print shafts or the dynamic printing pressure adjustment, the repeat length correction for temperature and web tension sensitive substrates or the register presetting feature – all these developments lead to increased operational efficiency.

In addition, the recall of the stored job specific data allows the label printer to reuse all previous settings and reduce the cost of producing a repeat order. In other words, total cost of ownership on press is now optimized. The next phase is naturally the security of the investment once installed and the tools that we need to support the label printer.

After the installation and the commissioning phase

More and more label printers recognize the need for post installation security and we start here with the transfer of all process and press knowledge to the



Gallus RCS 330 in operation

printers through training. For success in this field, highly professional training modules are required. Whether it is training for flexo printing, offset printing or combination printing, all the different process parameters specific to the machine have to be trained in order to really optimize the press performance. Additional services such as workflow optimization will further reduce total cost of ownership not only for the new press but also for the existing machinery.

Furthermore, the expertise and support of the machine supplier becomes decisive as the assurance that the new technology is embraced by the label printer. The press specialist from Gallus ensures that the new routines and press operations are fully understood and accepted so this early phase of the integration does not result in unacceptable down time. Time is money!

During the production phase until the end of the life cycle of the label printing machine

To keep the total cost of ownership constantly low, risk of unexpected downtime must be minimized. Online support and remote access by the unique web-based remote service (in cooperation with Heidelberg) is a highly appreciated service in the market. Today, 24/7 hotline services are offered as standard in many of the sales packages, extended press warranty and preventive maintenance are also available for peace of mind and assist the label printer to make right investment decision.

Gallus has consequently developed a series of service packages to cover the label printer's needs besides just the hardware and software solutions required for the presses. This leads to a partnership with Gallus as a total solution provider and not just a machine supplier. We see the obligation expected from every installation as an opportunity for further growth and development in reducing the total cost of ownership. The result endorses our motto 'Success and security for the label printer'. ■

Company Profile

The Gallus Group is the leading global partner for label printers. Our headquarters in Switzerland is where we develop our press systems, which are then manufactured both in Switzerland and Germany and used with great success throughout the world.

By focusing on the needs of our customers, Gallus has established itself as a leading, international specialist in printing and processing technologies.

Gallus was established in 1923 and the company built its first label press just two years later, in 1925. Since then, the company has continued to grow and today, together with its partner Heidelberger Druckmaschinen AG, Gallus is one of the world's top providers of complete solutions for the labelprinter.

Gallus maintains a clear focus on generating customer benefits and builds on a number of key factors in order to achieve this goal:

- Flexibility in printing and processing
- Modular design
- Open architecture
- State-of-the-art technologies

The results are top-quality, efficient label presses that ensure Gallus delivers on its promise "Success and security for the labelprinter".

Success and security for the labelprinter

Gallus Ferd. Rüesch AG
Harzbüchelstrasse 34
CH-9016 St. Gallen
T: +41 71 242 8686
F: +41 71 242 8989
E: info@gallus.ch
W: www.gallus.ch