



Reynders Etiketten nv

■ Reynders Etiketten nv: How Managing Director Marc Reynders Views the Business

Reynders Etiketten, one of the largest suppliers of labels for pharmaceutical, household and office products throughout Europe, has been a Gallus customer for many years. By investing in the latest technology, e.g. two Gallus RCS 330 and two Gallus EM S, Reynders managed to stay at the forefront of the industry. With factories in Belgium, France, Luxembourg, Poland and a joint venture in India Reynders has nearly 50 printing presses running. *Gallus In Touch* talked with Marc Reynders, Managing director, about his views of the business.

Gallus in Touch: Reynders Etiketten is a very successful business that grew from a small business in Northern Belgium to a global operation with several factories. What do you think is the reason for this success?

Marc Reynders: It is a mixture of good customers, good staff and investment into good printing machines. We work with the leaders in the markets, and we try to stay ahead. When something new is coming out, we are the first ones to implement it, and this is the main reason why our company is so successful.

Gallus in Touch: As markets frequently change, what do you believe are the main trends today?

Marc Reynders: Prices continue to go down; delivery times are becoming shorter and shorter. Quality is not an issue anymore, quality is a given. You have to print quality – top quality, or you can't find customers anymore.

The smallest problem with a label leads to complaints from the customer. That is a big problem, and that is why we invest in new machines with better register, better print quality, but also faster printing speed and shorter setup times. New machines - I think that is a big issue now.



Gallus in Touch: What about run lengths?

Marc Reynders: Every actor in the market shifts costs to the previous step in the value chain. The market is changing fast, the customers themselves have issues with competition, so they want to react much faster to the market conditions, and they don't want to have large stocks in house. We have to be very, very flexible. We have to react in a very short time, also regarding delivery times – once it was 4 weeks, then it was 3 weeks, 2 weeks, now it is 5 working days.

Everything is becoming much more reactive, that is the reason why long runs are getting smaller. A lot of companies say that there is one European market, but on the contrary we see that we have much more variations in label design than before.

Gallus in Touch: What about substrates – do you see any changes in this area?

Marc Reynders: As there is much pressure on the price, substrates become thinner, and also the quality of the substrate is going down in some areas. Therefore you need better machines to keep the material in register. But also better printing plates, better heat control in the UV lamps and better inks.

Gallus in Touch: What is your strategy for the future?

Marc Reynders: I think the pressure will further increase. Therefore, we have to become ever more efficient. If we look at the printing machines we used to have and the printing machines we have now, we feel this is the right way to go into the future.

Gallus in Touch: What are the requirements you set for a new printing machine?

Marc Reynders: When we buy a machine, we make an investment for the future. Sometimes it's better to buy a "one shot" cheap machine, but to have consistency in our system; we have to be looking for the absolute minimal downtime. When you have a cheaper machine you can

have a lot of downtime, and this costs you a lot of money. This is one reason why we are looking for machine suppliers with very good quality and high standards.

Gallus *in Touch*: Was this the main reason for your choice of the two Gallus EM S presses as your last investment?

Marc Reynders: We have been looking at a lot of label printing presses in the market, and I went to different places with my technical staff. In the end, they preferred that we order a Gallus EM 410 S and a 510 S. We did see a big difference between this press type and the competitors' presses.

When I talk with our print operators, we feel that the setup time of our Gallus EM S presses are better. We have fewer issues with register, we can print faster, and quality is not an issue anymore.

Before, quality was made by the print operator alone. Now the Gallus EM S itself mostly makes it. It is very difficult to have skilled people, and these machines take over some actions, like automatic register setting or presetting, and are facilitating a lot of setup issues.

The sleeves used on the Gallus EM S are very light and easy to operate which enables quick changeovers. The whole is much more operator-friendly, and thus especially the press operators are satisfied - that is very important. They can print more relaxed and with higher speed. They also appreciate the easy access to the machine.

I think there are a lot of advantages in the Gallus EM S series and I see that direct servo will be the future in the label industry.

Gallus *in Touch*: Thank you for talking with us!