



Rako Etiketten invests in the future with two Gallus RCS 330 presses

The RAKO Group has grown strongly over recent years thanks to its wide product portfolio. Self-adhesive labels, flexible packagings, holograms, RFID systems and security technologies are the core areas of the RAKO Group, which is headquartered in Witzhave in North Germany. To maintain this profitable level of growth, last year the company bought two Gallus RCS 330 label printing presses.

The RAKO Group was founded by Ralph Koopmann 37 years ago. It now has over 60 printing presses and around 700 employees and last year achieved sales of Euro 120 million. RAKO is expanding its international business with sites in France, Ukraine and Croatia, and collaborations in the United Kingdom and Poland. As part of its expansive business strategy, RAKO was committed to finding a technology guaranteeing the **very highest cost-effectiveness for small and medium-sized runs** in absolute top quality. It decided on the Gallus RCS 330. Both machines have 12 printing units.



The Gallus RCS 330 is setting new benchmarks in **cost-optimised label printing** that other machines can only aspire to. The Gallus RCS 330 is an **investment in the future** that gives label printers valuable competitive advantages. The consistent platform concept, modular design and high degree of automation ensure cost-effective, eco-efficient, high-quality production. But the RCS 300 is **not confined to self-adhesive labels alone**. Today, successful label printers need to be able to handle a variety of substrates and printing processes. The Gallus RCS 330 gives them this choice – plus a range of features that only a real Gallus can offer. These include the completely modular design, open architecture and cutting-edge technology that embraces a whole range of details.

UV flexographic printing, rotary screen printing, hot foil embossing and cold foil embossing are supported both separately and in combination. The finishing options include coating and lamination. **Flying Imprint** is another factor contributing to the success of the Gallus RCS 330. The consistent **direct drive technology** enables text and motifs to be changed at production speed without expensive downtimes. The Gallus RCS 330 delivers massive increases in productivity and is **an investment with a secure future** – a fact that Ralph Koopmann, CEO of RAKO Etiketten, believes wholeheartedly:

"The key reasons for our decision were the **short setup times** and the **high production speed** – arguments that have ultimately also won over many of our competitors at home and abroad. We are looking forward to the Gallus RCS 330 and to being able to offer our customers even more added value, since it will also enable us to print short runs quickly and in top quality."

The first **Gallus RCS 330** has been in operation since the end of last year **at the headquarters** of the Rako Group in Witzhave. In parallel, **the second Gallus EM 340** has been commissioned **at Security Label** in Sarstedt. Installation of this new press began on March 7 and by March 10 it was already printing its first job for Singapore Airlines. The Gallus EM 340 prints baggage tags in three shifts for

a variety of leading airlines. Capacities have been extended due to the launch of production of baggage tags with an RFID inlay and other global sales activities. Guidelines from IATA (the International Air Transport Association) mean that, from 2007, luggage will be managed using RFID. Security Label has been part of the RAKO Group since 1990 and supplies over 500 airlines and numerous airports.

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