



## Award winner Wintek of India: a story of success

The Indian label printer Wintek Flexo Print has invested in Gallus label printing equipment with great success and satisfaction. As a supplier to the rapidly growing liquor, pharma, cosmetics and consumer goods industry, Wintek required inline printing presses that offer added value and operational efficiency. And now Wintek has been priced with a remarkable award of best quality printing at the Dupont Cyrel Award in Valencia. Read the full story about Wintek and the challenges in the growing markets of India.

### On Wintek – how the business was founded and how the equipment was chosen

Wintek Flexo Print was founded by Mr Shahul Hameed who looks back on a long standing career within pre-press technology. After having studied Arts, he started his career by working as a freelance artist with various companies including pre-press houses in Sivakasi (South India) where he had his creativity vented out in the art-works he created. In 1975, Shahul moved to the booming city of Bangalore where he established his first own pre-press house – not his only one! In the mid 90's, the pre-press jobs from offset printers kept pouring in and Rainbow – his most recent company founding - kept growing leaps and bounds. This was the time when Shahul was thinking of investing into a new technology like offset printing to secure further growth by exploiting newer opportunities. However, they did not want to opt for offset as a technology as they anticipated loosing out on the jobs from other offset printers for their pre-press house as they would then get into the same league and be looked upon as competition. Hence, they began scouting the industry for alternate technologies. While Shahul was contemplating this with his business partners, Mr. Gururaj joined hands with Shahul and together the four partners decided on flexography as a technology to opt for. Mr. Gururaj was instrumental in bringing this transition or expansion of "Rainbow Colour Scans" to a new company focused on Flexo printing called "Wintek Flexo Print" in 1996 along with the three partners.

One other factor that endorsed their decision to go in for Flexo was their visit to international exhibitions, particularly Drupa where they saw the benefits of label printing and in-line finishing. And during that period there were hardly 6-7 label printers in India one could consider competition.

In 1996, they purchased their first label printing press

During the initial years of Wintek, they faced many challenges like organizing the raw material. There was a lack of both suppliers and right suppliers. Plus, every job had to be "tested" before going in for the actual production. At that time, flexo was not so popular in India and most of the operations done by flexo printers were off-line. It was also a great learning phase for them in terms of handling various applications in various ways. Gradually, they found themselves catering to more and more customers from various industries like Pharma, Cosmetics, Toiletries, Food & Automobile. Two things grew with them: more jobs and demand for more colour jobs. Soon they had many jobs coming to them that demanded four- (and more) colour printing.

In 2002, Wintek purchased an 8 colour Gallus EM 280. A première for Gallus as well, as this was the first 8 colour Gallus ever supplied to India. The configuration also came with an inline Rotary Screen and Rotary Hot foil Stamping as accessories. Wintek came across a lot of clients for whom UV printing would be apt and hence, they later upgraded five units of the Gallus EM 280 with UV

technology.



### **The evaluation of the flexo press**

Wintek chose Gallus among various other Flexo equipment solution providers primarily because of two reasons:

1. Service set up in India via Heidelberg.  
Gallus's partnership with Heidelberg gave Wintek confidence about their after sales service support which other potential equipment suppliers were lacking.
2. Operational efficiency.  
Upon completion of a feasibility study on flexo presses, which was done by Wintek's management while traveling the world and while attending leading industry shows, Gallus stood out from the crowd and impressed with its flexibility. Also, Gallus EM 280 as a model was very economical as far as a new press of such desired capabilities was concerned.

Having inline rotary screen and hot foil stamping gave Wintek an added advantage which other printers did not have and they could cater to variety of Jobs with special value-add printing. They also started offering creative ideas to their clients in terms of possibilities in print to make the product more attractive and increase its shelf life. This had a major influence on their customers.

With the reliability and sustainable high quality of the Gallus EM 280, the customers' confidence grew gradually. Customers got aware of the faster turn-around times, better quality, flexibility and creativity on print.

### **Profitable business growth**

It was hence no surprise that the customers kept offering more and more jobs to Wintek and the need for more capacity kept growing. Within a short span of two years, in 2004, Wintek went in for a second Gallus EM 280 press. The second press had the same configuration as the first one except that all the 8 units came with UV. When asked about the performance of Gallus presses, Gururaj says, "Going for a second press within two years itself tells a lot about our satisfaction over the performance of Gallus Presses. If I have to in particular point out some key benefits then those would be consistency-in-quality, timely deliveries and first-time approvals from the clients!"

Further, having two Gallus EM 280's also helps them demonstrate a strong back-up support system in a rare eventuality of break-down of one of the presses and to react in a positive way when customers increase their order sizes owing to seasonal or promotional reasons.

### **Strong relationships with customers**

Wintek is proud of its long standing and strong relationship with their customers: about a dozen key customers have been loyal customers from the very beginning when the Wintek business started until now. There are many reasons why – most importantly because Wintek has become one of the leading label printers within only a decade's time.



### **And the winner is...**

Wintek is proud of having been awarded a series of prizes that are very renowned within our industry: when participating for the first time ever in the AFTA awards in 2005, Wintek was awarded two gold and two bronze awards.

One year later, in 2006,

Wintek was again among the winners – this time with a silver and a bronze award. Wintek is also very proud of being awarded the Dupont's Cyrel Grand Prix Award 2006 where they competed globally and were announced world's third best label printer! What's more, all these applications that won them awards were printed on Gallus machines.

### **"Gallus is like our extended family"**

When asked about their impressions of Gallus as a company and the people at Gallus, Mr. Gururaj says, "Gallus is like our extended family. People representing Gallus in India have made us feel very comfortable and have provided full support in every respect, right from the time we purchased the press. The people at Gallus have also been very consultative in their sales approach. They are like our partners rather than just vendors. What is also interesting is that Gallus had even offered us training after purchasing the press but we found the equipment so user-friendly, that the need for training was really not felt or required".

### **What has the future got in store?**

The future plans of Wintek include factory expansion from their current set up measuring 4000 sqft to 15,000 sqft. The new premises will be only a few miles away from their current premises With a comprehensive in-house pre-press, a state-of-the-art press set up and undisputable reputation, Wintek is a label printer that is going to make India and Gallus very proud.

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