



## India: Land of prosperity

Lovers of Bollywood movies already know that Switzerland is the preferred location for classical Indian movies. A perfect holiday destination for the many Indian tourists, Switzerland is strongly linked to its national brand values that are precision, reliability and premium quality. Therefore, it is no surprise that the Indian label printing community has chosen Gallus as their preferred partner and machine supplier.

### Gallus in India

Since its first machine delivery to the country many years ago, Gallus has been supplying printing presses to India in ever increasing numbers and with ever increasing technology demands. Such a demand has seen the first installation of the Gallus EM S family into the region. It is not only through the efficiency and flexibility of the product portfolio that has resulted in an unprecedented relevant market share of over 30% but the professional support of our cooperation with Heidelberg. Since this alliance in 1999 Gallus, together with Heidelberg has constantly met this regional demand for immediate service, operational efficiency, effective workflow and the development of new applications.



### The Industry

Today Indian label industry has overcome the challenges of availability of good equipment, consumables, process knowhow and work flow systems. Indian label printers are now winning international label awards organized by either governing bodies like Finat and AFTA in the highest ranks. Clearly, the Indian label industry has geared up to take the global challenges head on.

The Indian label industry has seen a transition from stickers to labels. Branding and packaging have evolved in cohesion, Moreover Print Buyers have changed over to label applicators from traditional hand applied process in production. This has not only improved productivities but also helped improve the package décor. Modernization in the retail industry have rapidly changed the philosophy of Point of Sales in India. As more and more shelf space is created, competition among Print buyers have increased. The Brand owner today wants their products to stand out among other similar products on the shelf.

Gone are the days when a four colour fit to all label used to represent the brands

in shops. Today 'Differentiation' is the key word. Differentiation in terms of value adds like Combination Printing Process where Flexo, Screen, Gravure and Offset print capabilities are utilized to the fullest with Hot/ Cold Foil stamping and processing.

Demand for high performance presses which deliver low wastages and job set up times would be more in demand.



#### **Gallus at India Labelshow**

As Gallus In Touch "goes to press", our exhibition team is disassembling the Gallus EM 280 exhibited at India Labelshow in New Delhi. The event closed its doors on Saturday, December 6 after four great show days and many encounters with new contacts and existing friends of the Indian label printing industry. The Gallus EM 280 was one of the headliners at the show, as it attracted many visitors to look at the live demonstration, of course with a job change and attractive labels that disappeared like hotcakes. Next to the press we displayed an array of technological innovations and services to help the Indian label printer grow his business. A popular spot was the Swiss Hospitality Lounge where our guests could unwind and enjoy the beauty and warm atmosphere of our alpine country.

"It was a great show, and I am relieved that our customers did not want to miss the show because of the global economic crisis that we are currently in. Personally, I believe that we had so many visitors because of these unstable conditions. Now it is even more important to make sure that investment decisions are taken with consideration for the long-term and a solid partnership with people that you can trust. We at Gallus and Heidelberg India earn that trust every day" concludes Samir Patkar on the last day of the show. Read more about Samir and how he sees the Indian label market develop in our interview.



### **The most popular press in India**

The Gallus EM 280 has now 35 installations within India based around Mumbai, New Delhi and Bangalore in the South. The constant demand for something new manifests itself within the more complex configurations that we now see going into this prosperous land. Many of the recent Gallus EM 280 presses are equipped with servo drives, register control, screen printing and more. The reason the Gallus EM 280 has proven such a popular choice within India is that machine offers the versatility of a basic configuration for commodity flexo printing at high speeds and can also be upgraded for more complex inline multi-process applications.

Prosperity lies ahead on India's way to the future; we at Gallus look forward to make a contribution to the success of each individual label printer. If you would like to learn more about how Gallus can support you in achieving your ambitious goals, please contact Samir Patkar at Heidelberg's Mumbai Office.

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