



Let's tango: how the Gallus TCS 250 has become the star of the Argentinean dancefloor

More than 1200 wineries dot the Argentinean landscape; most of them tucked beneath the spine of the Andes Mountains framing the country's western border. As one of the top five wine producing regions in the world along with France, the United States, Australia and Chile, Argentina exports nearly half a billion dollars annually of wine and grape juice concentrates.



The Gallus TCS 250 and the Global Wine Industry

The history of Gallus' T-Series machine systems date back nearly four decades with the company's introduction of the T 180 in the early 1970s; a conventional semi rotary press created primarily around the letterpress printing process. Today, the Gallus TCS 250 offers the global marketplace one of the most efficient press systems for the production of short run highest quality labels, bringing together any combination of the processes of offset, screen, flexo, hot foil, embossing and die cutting; in addition to offering the global wine industry an ideal machine for the sector's heightening production flexibility demands and highest-level graphics requirements.

Flavio Damiani, product manager in Argentina of Gallus' agency, Hagraf, comments on the success of this machine system in his market. "Within half a decade we have installed a high number of Gallus TCS 250 presses in the market. For the most part, the companies who are buying these machines were traditional sheetfed glue-applied label printers. They began with Heidelberg machines and suddenly the market started pushing them to deliver pressure sensitive labels so they started to look into what was available. Offset is a critical print process for these companies since these label designs are of the highest quality graphic standard and run sizes are small – , usually under 100,000 units, so the Gallus TCS 250 is the ideal machine for this market.



A technology for the future

With hundreds of Gallus TCS 250 machines installed worldwide, Gallus understands the shifting demands of the global wine label market. It could be argued that more than in any other labeling end-use sector, the label-purchasing managers for vineyards and their design teams demand highest quality and infallible consistency. Damiani explains. "More and more wine producers are adopting promotional marketing strategies which equates to the need for higher quality labels and shorter run size requirements. Let's say a vineyard wants to promote a certain varietal, or have a sports team or special group referenced on a label – these are going to be very short run sizes and extremely high quality standards and the Gallus TCS 250 is ideal for these applications."



An Argentinean converter thinks outside the box

Over the past half decade as the number of installed Gallus TCS 250 press systems grew in Argentina, one converting company outside the wine industry was paying very close attention. Akian Gráfica Editora is one of the highest quality converting companies in Argentina. Historically a sheetfed offset company, Akian made their foray into the pressure sensitive label-producing sector more than a decade ago with the purchase of a Gallus R 200 letterpress system. At the beginning of this year, the company installed a Gallus TCS 250. Akian Vice President, Claudia Akian, comments on the company's strategy with the acquisition of their new press. "We bought this machine first and foremost because it's offset and offset is still one of the highest quality printing processes. Secondly, we purchased the machine because we have a printing company devoted to quality and this machine is for high quality short runs, which is our specific niche in the market. We watched as Gallus focused on the wine market for this machine and we started thinking to ourselves – this machine isn't just for the wine market. This machine is for any company that wants short run, highest quality printing."

To promote the arrival of their new press Akian held an open house last spring. Packaging designers from South American cosmetics, pharmaceutical, wine and food companies attended the event, co-hosted by Hagraf Argentina and Gallus. Designers and label sourcing personnel were able to view the machine running in addition to witnessing the short setup and make-ready times integral to the Gallus TCS 250's design. "This is a very versatile machine," Akian continues. "It has allowed our designers to let their imagination flow. We're holding open houses so these companies know just what the capabilities of the machine are and when the designers are in front of the machine watching it print, they're delighted."

If you would like to learn more about how the Gallus TCS 250 helps you in reaching the highest quality and efficiency levels for your short run applications, please get in touch with your local Gallus representative.



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