Press Release

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Gallus's commitment to digital printing showing strong results

The Swiss supplier of comprehensive label printing solutions announces two more sales of the new Gallus Labelfire digital label printing system

St Gallen, April 2016 –Gallus and its parent company Heidelberger Druckmaschinen AG recently announced that the new product family of all Heidelberg and Gallus digital printing systems would be marketed in future under the "Fire" name. Building on the momentum that started at Label Expo 2015 Swiss-based Gallus reports two more completed sales of the newly launched Gallus Labelfire 340 (previously the Gallus DCS 340). Two Gallus customers – a label print shop from Switzerland and a customer from the European Economic Area – have each opted for this digital label printing system and signed the purchase contracts for immediate installation.

The signing of these purchase contracts, further proves that the initial pre-reservations commitments made for the Gallus Labelfire 340 digital converting system have turned into actual orders for Gallus. "We are confident we've written the first chapter in a long success story for the new Gallus Labelfire. Our customers' trust in Heidelberg digital technology and Gallus label print know-how shows that our label printing system gives them a contemporary, professional tool that meets changing market needs, and offers them a solution to earn money in this sector," explains Michael Ring, who is responsible at Gallus for international sales and marketing in the digital print business.

"Our customers were able to see for themselves how the Gallus Labelfire can print their jobs digitally in a quality that is every match for conventional means," says Ring. The centrepiece of the Gallus Labelfire 340 is the digital printing unit, a UV inkjet module with printing heads from Fujifilm that prints up to eight colours in a native resolution of 1200 x 1200 dpi at a speed of up to 50 m/min, regardless of how many colours are used. This digital print quality, which is comparable to conventional offset, is particularly impressive when it comes to small

characters, fine lines and gradients down to zero percent. The unique shape of the inkjet print head also makes it possible to achieve seamless inkjet head stitching, resulting in a smooth print across the entire web.

In addition to this superior inkjet technology, the Gallus Labelfire 340 also has conventional production units taken from the Gallus ECS 340, which has been tried and tested a hundred times over. The Gallus Labelfire's user-friendly HMI, which controls both conventional and digital modules, ensures that label printers manage and monitor their entire machine system with the same operating philosophy. The combination of conventional and digital printing units also enables printers to varnish, embellish and die-cut labels inline in a single production run without compromising on print speed or quality. The conventional subassemblies of the Gallus Labelfire can be used on a Gallus ECS 340, too, as can the corresponding accessories, which leads to lower investment volumes overall once customers implement a platform philosophy and use both digital and conventional presses from Gallus.

"At Gallus, we firmly believe this industrial strength digital converting solution will become the standard in the market, and our commitment goes well beyond the sales of these machines. Together with our parent company Heidelberg, we're able to provide a global, customer-focused service. One thing is important to us, and that's what we want to measure ourselves against – the success of our customers," explains Ring. And visitors to drupa 2016 can see this for themselves, as the Gallus Labelfire and the entire digital print range from Heidelberger Druckmaschinen AG will be on show for the first time under the joint family name, the "Fire" product line, at the leading international trade show for print and crossmedia solutions in Dusseldorf.

(GallusLabelfire340.jpg)

Captions:

Figure 1: The new Gallus Labelfire 340 offers flexibility and efficiency of digital printing combined with the benefits of inline finishing, embellishing and converting modules

The Gallus Group

The Gallus Group with its production sites in Switzerland and Germany is the world market leader in the development, production and sale of narrow-web, reel-fed presses designed for label manufacturers. The machine portfolio is augmented by a broad range of screen printing plates (Gallus Screeny), globally decentralised service operations, and a broad offering of printing accessories and replacement parts. The comprehensive portfolio also includes consulting services provided by label experts in all relevant printing and process engineering tasks. The Gallus Group is a member of the Heidelberg Group and employs around 430 people, of whom 253 are based in Switzerland. The group headquarters is in St.Gallen, Switzerland. www.gallus-group.com

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