



It's all go for Gallus in Italy

The team from Franchini & C. SRL have been providing Italy's label printers with customer support on behalf of Gallus since 1 July 2008. With over 40 years' experience in label printing and its own manufacturing operation, Franchini knows all about the Italian market and its requirements. The initial months of cooperation have proved very successful and it's been all go in Italy. This hard work has paid off, as our report from the first joint open house event demonstrates.

About Franchini

Laura Franchini runs her father's company together with her husband Pietro Alfano and a team of extremely well-trained and highly motivated engineers and consultants who know exactly what is important to Italian customers. Franchini & C. SRL's offices and large production plant are located in San Giuliano Milanese near Milan. There couldn't be a more perfect location for an open house, but let's not get ahead of ourselves.

Open house

The big day finally arrived on 23 October with Franchini opening its doors for the first Gallus open house. The event proved extremely popular. A large number of visitors had registered in advance and many other label printers decided to come along at the last minute. It was very crowded at times but we were always able to ensure that our guests could see the star of the show – a Gallus TCS 250 – which was alternately printing a beautiful Prosecco label and an unusual wine label. The Gallus TCS 250 is a pioneer in individual servo drive technology on the label market and plays to its strengths. As a translatable system, this press is ideal for the cost-effective production of short and medium runs. On the one hand, the fact that no format-dependent printing accessories are required keeps tool costs down and, on the other, short changeover and setup times boost cost-effectiveness.



Curtain up

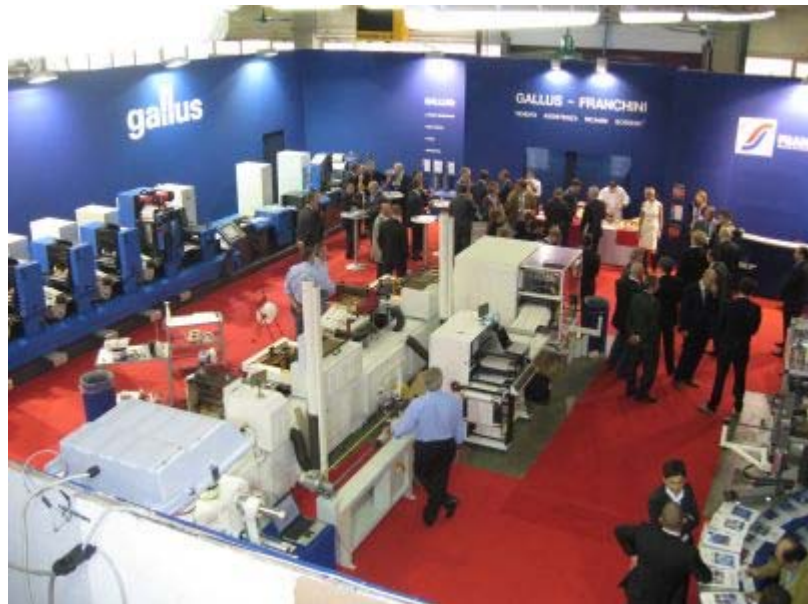
Milan is well known for its fashion and opera premieres, and Gallus was keen to

live up to this tradition. The Gallus TCS 250 showcased several innovations including a fully automated washing unit, a semi-rotary die-cutter, an energy-saving UV system and an embossing cylinder on the hot foil embossing unit that can be heated electrically.

Public acclaim

The interest among our guests was universal, and the innovations on show brought excellent feedback and a very positive response. With the new UV system and the electrical heating device, the Gallus TCS 250 makes a major contribution to energy efficiency and, consequently, to reduced energy costs and thus lower label production costs. What's more, clear-on-clear substrates can now be processed, too, and the semi-rotary die-cutter also makes it easy to print pharmaceutical applications on the Gallus TCS 250. Job changeover times are reduced still further thanks to the new washing unit and fully automated operation.

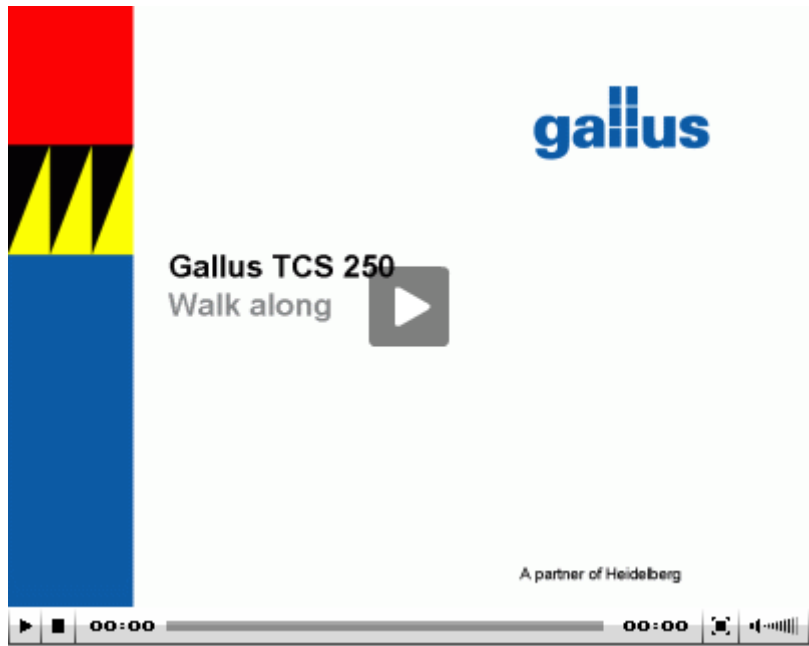
The Gallus TCS 250 is kind to the environment, cuts costs and unlocks new sources of income – little wonder then that it met with an enthusiastic response from visitors to the open house.



Everyone at the event was impressed by the commitment to innovation demonstrated by the Gallus TCS 250 and the spirit of the new team. Over the three days, we welcomed a total of more than 200 guests from Italy and neighbouring countries. In addition to the Gallus TCS 250, they were able to obtain information about the innovations in Gallus screen-printing technology, gain an overview of the entire Gallus portfolio of products and services, talk to our experts and network with industry colleagues. Once the guests were on their way home on the Saturday afternoon, Laura Franchini raised a glass to the Gallus-Franchini team, saying:

"I'm delighted that our open house proved such a success and was so well received by our guests – and I'm proud that the preparations went so smoothly."

We firmly believe that the team's new spirit will reinforce Italian label printers' trust in Gallus. We are also very pleased and grateful that so many of our customers took the time and trouble to come to our open house in Milan and we look forward to being invited back to our customers' companies to discuss their specific requirements. If you were unable to attend the open house but would still like to find out how Gallus and Franchini can help with your future development, we would be delighted to hear from you.



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