

## Press Release, July 2011

---

Thema / Subject

**Crossing print boundaries at New Era Labels**

Gallus Ferd. Ruesch AG  
Harzbüchelstrasse 34  
9016 St. Gallen  
Switzerland  
www.gallus-group.com

---

Verteiler / Copy To

Trade press

niklaus.amacker@gallus-  
group.com  
T +41 71 242 86 86  
F +41 71 242 89 89

Ref.: MK / Amacker N.  
11 July 2011

### **Crossing print boundaries at New Era Labels**

*Quality printing takes on a new dimension at New Era Labels with the introduction of the versatile Gallus RCS 330, the first of its kind in South Africa. Karen Stretch finds out more.*

As a leading independent local packaging and printing specialist, Golden Era invests much into sustaining a world-class manufacturing operation. From corrugated to carton packaging, self-adhesive labels to plastic blow moulding, and much more, the company's approach to innovation has led to several breakthroughs in the printing and packaging arena.

As a manufacturer of self-adhesive labels, Golden Era's label division, New Era Labels, specialises in the art of letter press and silk screening, producing global standard labels for leading international and local blue chip companies.

It has a long history and relationship with Gallus, producing most of its top class printing on seven Gallus letter presses at its factory in Mogwase, North West of Johannesburg. Not surprising then, when New Era Labels chose to boost and upgrade its already impressive printing capabilities, it turned to Gallus and its impressive Gallus RCS 330 offset press to fulfill its objectives.

The addition of the Gallus RCS 330 has significantly enhanced the company's label printing operation and the combination offset, flexographic and silkscreen capabilities of the press now allows New Era Labels the flexibility to target wider market trends.

Represented in South Africa by Heidelberg, Gallus employed a team of Swiss technicians to install and commission the Gallus RCS 330, together with New Era's technical staff. A separate climate-controlled building was erected specifically to house the press and a dedicated team of operators was trained on all operational aspects by Gallus.

'Raj Chhita and his team have invested in the very highest level of quality and automation available in the label printing industry,' states Klaus Bachstein, CEO of the Gallus Group. 'The preparation that they have put in to the press room and staff training will stand them in good stead going forward. There is no challenge too great that their customers can put to them that they cannot achieve.'

---

Gallus installation engineers and printing instructors were made to feel a part of the team with the common goal of preparing the staff to achieve the quality and productivity to fulfill the needs of New Era's customers.

'It goes without saying that I've been very impressed by New Era's installation, especially the production environment that it has created for the Gallus RCS 330. This is easily comparable with any professional standard in highly industrialised countries. Furthermore, it was encouraging to experience the dedication and commitment with which the management involved the production people, to make them and the company successful: professional training, enough time to train and excellent surroundings and facilities create the necessary basis for success. In addition, we were treated like VIPs: the way the Raj family supported us and our people during our visits was outstanding.'

### **Exceptional print quality and application flexibility**

According to Klaus, the Gallus RCS 330 provides maximum application flexibility. The ability to use just one machine to combine any desired finishing processes such as screen printing, hot foil, cold foil and embossing with flexographic and offset printing processes deliver an almost unlimited range of applications. Texts and motifs can also be changed in flexographic printing applications without interrupting production. The level of automation offered by the Gallus RCS 330 means it can cost-effectively print both large volumes of labels with limited modification (e.g. commodity labels) and short runs of labels with extensive refinement.

Gallus maintains that the competitive edge of the Gallus RCS 330 provides the ultimate in high-quality combination printing using up to 12 colours. As a modular inline press, with direct drive technology, it can be configured and retrofitted at will. The printing processes can be interchanged without separating the web and swift job changeover times are coupled with minimal waste, thanks to its high levels of automation in all modules.

The Gallus RCS 330 also includes dynamic feed, web tension presetting, length and cross register presetting, and automatic washing units. The main memory provides access to saved machine setting data for repeat jobs and there's remote diagnosis via Internet. It's designed to make economical use of all resources for maximum eco-efficiency and finishing options include varnishing or lamination.

'The Gallus RCS 330 is an extremely flexible, multi-purpose machine system for producing top-quality labels with high added value,' continues Klaus. 'It has the maximum flexibility, in terms of processes and substrates, e.g. self-adhesive materials and top quality mono foil materials and servo direct drives for all key settings. Its mobile control panel, with masks in a familiar 'Windows' view, make for easy operation.'

---

Raj Chhita, operations director at Golden Era, has overseen the latest developments in its label printing division and is very satisfied with the Gallus RCS 330 and its exemplary printing capabilities. 'We purchased the Gallus RCS 330 to upgrade our current printing operation and the quality of work that has been produced the latest press has so far been impressive. Our customers are happy and we are happy!' he concludes.

*Reference: Karen Stretch, Packaging & Print Media, South Africa*

*/ends*

*Photo captions:*

*Gallus\_RCS330\_full.jpg* – The Gallus RCS 330.

*Gallus\_RCS330\_detail.jpg* – The Gallus RCS 330 has significantly enhanced New Era Label's printing capabilities to target wider market trends.

## **The Gallus Group**

The Gallus Group is a world market leader in the development, production and marketing of narrow-web reel-fed presses for label printers. The Group's folding carton business develops and markets narrow and wide-web reel-fed presses and die-cutters for the cost-effective inline production of folding cartons and cardboard products. Besides its portfolio of presses, the Group also provides consumables and a global, decentralised service and spare parts network. Gallus and Heidelberger Druckmaschinen AG, the global market leader in solutions for the print and media industry, have been working in partnership since 1999. The Gallus Group has a workforce of 565. This includes 260 employees in Switzerland, where the Group has its headquarters in St. Gallen.

For further information, please contact:

Gallus Ferd. Rüesch AG, Corporate Communications

T +41 71 242 86 86

[www.gallus-group.com](http://www.gallus-group.com)

[niklaus.amacker@gallus-group.com](mailto:niklaus.amacker@gallus-group.com)