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Thema / Subject

Labelexpo 2011: Gallus hits the mark

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Trade press

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Labelexpo 2011: Gallus hits the mark

Sales of new presses at Labelexpo have already reached high double figures. Based on the huge interest generated by the innovations on show and on numerous highly promising initial meetings, the Gallus Group anticipates that business will continue to be strong after the fair. The successful market launch of the Gallus ECS 340 has been taken to a new level with significant optional extensions.

The announcement of a record number of innovations that focus on boosting customers' productivity hit the mark with visitors to Labelexpo Europe 2011. Visitor figures – for both existing and potential customers – were up sharply on the previous event. Despite the current economic uncertainty, press sales at the fair reached high double figures.

This demonstrates customers' great trust in the Gallus brand and the company's promise of success and security for label printers.

Considerable interest was sparked by the Gallus ECS 340 with extended functions for producing commodity labels and the Gallus Cold Die Unit for processing extremely thin substrates, which was developed in cooperation with Avery Dennison. The various innovations in digital printing also proved very popular. These included the Gallus ECS C digital converting system and solutions for inkjet-based digital printing and a fully integrated digital workflow, presented in partnership with Heidelberg CSAT, Linoprint and CERM.

The complete solution for booklet applications, which was exhibited jointly with Longford, was a response to the growing demand for booklet applications arising from legislative changes.

Discussions with customers at the event revealed that, in addition to increasing cost pressure due to rising raw material prices, label printers have recently also been facing greater price pressure from customers. In these circumstances, the need to optimise production costs by integrating state-of-the-art production equipment is playing an increasingly important role. With its numerous innovations to boost productivity, Gallus successfully proved at Labelexpo that the company's machine systems are

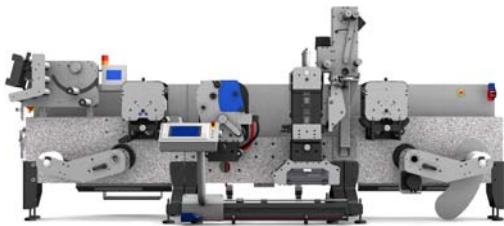
more than a match for future production requirements – a fact that is entirely in keeping with the Gallus motto “Success and security for the labelprinter”.

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Photo captions:



Gallus_review_pic_1: The Gallus ECS 340 with specific additional functions.



Gallus_review_pic_2: The Gallus ECS C for processing digitally printed labels.



Gallus_review_pic_3: Significant increase in visitors to the Gallus stand.

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.

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