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RAKO Etiketten installs the first Gallus RCS 330 in China

At the end of March, the German-based RAKO Group opened its new production site in Hangzhou, China. At the heart of the new production facility is a Gallus RCS 330.



With 1,000 square meters of production space at its Hangzhou site, RAKO has realised its ambitions for growth in one of the most up-and-coming regions of the world. RAKO now supplies high-quality adhesive labels from its Hangzhou plant in Zhejiang Province, around 180 kilometres from Shanghai. At the very heart of this impressive site is a fully equipped 12-colour Gallus RCS 330.

Long-term strategy for China

“China is currently one of the fastest-growing markets worldwide. Although we’re still a relative newcomer to the Asian market, we are benefiting from our European customer links. RAKO is planning for the long term in China. As a result, the current economic crisis is not affecting us, we prefer to see it as an opportunity,” emphasises RAKO’s Managing Director, Philip Schmidt-Prange. The parent company, which was established in 1969 and currently has a workforce of 1,000, is applying the same high quality standards that it uses in Europe to its operations in the Far East. Besides the Gallus RCS 330 and strict product checks, these standards also comprise guidelines on cleanliness and hygiene.

Getting a head start thanks to the Gallus RCS 330 and partnership with Gallus

This competitive edge is clearly demonstrated by the Gallus RCS 330, which enables the ultimate in high-quality combination printing using up to twelve colours. “As a result, our Chinese subsidiary satisfies existing market requirements – and will continue to do so into the future. Our decision to opt for the Gallus RCS 330 was based on several years of outstanding experience with the presses and with Gallus itself in Europe,” explains Schmidt-Prange.

Exceptional print quality and application flexibility

The Gallus RCS 330 in use at RAKO in Hangzhou represents yet another successful achievement for the Gallus RCS series in Asia. “The Gallus RCS 330/430 enables 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 delivers an almost unlimited range of applications. Thanks also to the unrivalled level of automation offered by the Gallus RCS 330/430, both large runs of labels with limited refinement (e.g. commodity labels) and short runs of labels with extensive refinement (e.g. labels for health and beauty care products) can be produced cost effectively,” states Felix Egger, VP Sales and Marketing of the Gallus Group, adding: “We are extremely pleased that our successful partnership with the RAKO Group in Europe, which has installed several of our presses, is now being carried over to Asia.”

RAKO is now well equipped for the future, particularly since the flexible platform concept of the press means that offset printing units can also be retrofitted. The experienced teams from RAKO and Gallus took just one working week to install the Gallus RCS 330. As a result, it was smiles all round at the opening ceremony on 28 March, when Philip Schmidt-Prange cut the red ribbon to usher in an era of success for the Gallus RCS 330 in China.



Felix Egger, VP Sales and Marketing at the Gallus Group, hands RAKO Directors a good luck token for a successful future (l. to r.: Felix Egger, Matthias Kurtz, Philip Schmidt-Prange).