

# Companies to Watch



For its finishing line, Germark chose a Digital Galaxie from SMAG with flatbed screen printing and

semi-rotary foiling, varnishing and diecutting. Germark now uses the ws4050 plus the Galaxie to offer what it calls Etiqueta Express: This special service offers customers a limited choice of labelstocks, digital printing and standardized dies, and of course super-fast delivery. Says Iban Cid,

“We still offer all our standard program, but the 48-hour service has brought us new business and cemented our relations with our more long-standing customers.”

The company’s original business was not labels but marking equipment (hence the name), and today coding machinery, together with a wide range of label applicators, still account for around one third of its sales. A hangover from the past? No, insists Sr. Cid: “We design and build all the range of applicators ourselves, selling over 100 per year, and it is a highly profitably part of our business, as are the coding machines.”

Profitability is a word that crops up frequently when you talk to Iban Cid. “I’m not embarrassed by profit,” he says. “We provide good service and good products, and it’s profitability that will help us to continue growing, providing jobs, and investing.”

— John Penhallow