

Create brand recognition through a unique label



Whichever technology printing companies are nowadays equipped with, customization has undoubtedly helped drive digital print up to being the main concern. Not only are converters racing to keep up with the changing technologies, but also to create change in their organizations that will allow them to have a competitive advantage and increase profitability. They have to align production processes in a smart, active and intelligent way to be able to respond to the brand owners who want to offer uniqueness to their packaging and create brand recognition.

Trying to stay at the leading edge, SMAG Graphique (SRAMAG SAS) recently focused on optimizing the development of its new generation finishing equipment to match the high speed requirements, increase the workflow connection and extend its collaboration with the main press manufacturers to propose finishing customization capabilities as standalone or integrated inline hybrid solutions.

Converting equipment for digitally printed labels represents 50% of SMAG Graphique's turn over, and the most recent highlights of the product range are the Digital Galaxie and E-Cut Generation III press.

The Digital Galaxie Generation III, 330mm web width, is a modular platform completely servo-motorized featuring several options such as flexo, high speed flatbed screen, high speed flatbed foil and embossing, laser cutting and semi-rotary die cutting. The Digital Galaxie Generation III offers printers the possibility to add uniqueness and high-end added value to their labels.

The E-Cut Generation III, unveiled at Label Expo Europe 2017, is available in 330 and 530mm web width to meet digital printing equipment standards and allows to double the die cutting speed of the previous generation E-Cut S330, reaching up to 60m/min. It is also built on a modular platform and fully

servo-motorized. The E-Cut Generation III is pre-equipped to receive additional features such as web treatment (cleaning and corona), inkjet printing, inspection, laser cutting, sheeting etc.

"To offer to our customers the best flexible and productive finishing equipment suitable for short-run to middle-run production of high-quality labels remains our main objective" says Mr. Stéphane Rateau, Managing Director of SMAG Graphique.

Last but not least, the "RFID inserter" and the "Label Coding Machine" meet with a great success to provide new security, authentication and anti-counterfeit solutions, one of SMAG latest developments. Actually, establishing certainty about the product's origin and identity also plays an important role in choosing the appropriate marketing strategy for decision makers who want to reinforce their brand integrity.

About SMAG Graphique:

Based in the south of Paris, SMAG Graphique, a division of SRAMAG, specialises in the manufacturing of roll-to-printing and converting equipment for conventional and digital label and flexible packaging applications. During its more than 37 years of operation, SMAG has built a global network of agents and distributors, has installed equipment all over the world and formed strategic partnerships with the leading label and flexible packaging suppliers.

