

MARTIN AUTOMATIC INC

1661 Northrock Court
Rockford, IL 61103 USA
Tel: 815-654-4800
Fax: 815-654-4810
Email: info@martinautomatic.com
Web: www.martinautomatic.com

EUROLABEL CHOOSES MARTIN AUTOMATIC FOR SUSTAINED RELIABILITY

Milan-based Eurolabel specializes in self-adhesive, shrink sleeve and RFID production. This company recently installed a second package of Martin Automatic equipment on its latest 380mm Gidue Xpannd press. The new Martin MBS automatic unwind/splicer and LRD rewind are identical to those installed on Eurolabel's 410mm MPS line in 2008. They enable continuous running on both presses that produce high value labels on expensive substrate where wasted material significantly adds to production costs.

Eurolabel was founded in 1964. According to General Manager, Aldo Franco, the company has grown to become one of Italy's top five specialist label converters.

"We have made the decision to invest in flexible capacity to give us more opportunities for growth. We can handle short and long run work, ranging from simple blank labels to complex RFID technology work. This strengthens our position in a very competitive market place," states Mr. Franco.

"With the Martin equipment...we save at least two hours a day in time, and have cut waste by about a roll and a half each day. By running the press continuously, we can maintain print quality."

"With certain substrates we can run only 2000 metre rolls, so we have to change every 30 minutes or so. Done manually, it takes around four minutes and wastes 100 metres of material each change, besides the time taken to stop the machine and ramp it back up to commercial production. With the Martin equipment there are no stoppages and the waste is practically eliminated. We save at least two hours a day in time, and have cut waste by about a roll and a half each day."

Mr. Franco explained why Eurolabel again selected Martin Automatic roll changers for the new press, saying, "Martin doesn't complicate what is essentially a simple job with needless technology. That's the beauty of Martin equipment and that's what makes it more reliable."

For more information about Martin Automatic please visit www.martinautomatic.com



General Manager Aldo Franco (right) of Eurolabel, with Martin Automatic's Ed Pittman



Martin Automatic MBS fitted to Eurolabel's MPS press