



Admark updates label press with Epson

In May, Admark Visual Imaging updated its digital label press, installing the country's first Epson SurePress L-4533AW, a six colour plus white aqueous resin ink press, supplied through Aarque Group.

Somphane Vanxay, factory manager at Admark, says, "One

of Admark's cornerstone philosophies is an ongoing commitment to investment in technology. Our printers are among the best in the country and, in order for them to produce the high quality work we expect and demand on behalf of our clients, we provide them with the best machinery and equipment.

"There are multiple benefits to this: our clients are happy with our end product; we maintain good relationships with our suppliers; our reputation for quality is sustained and continues to build, and our printers can hone and refine their skills with up to date tools of the trade. Upgrading our technology is part of achieving sustainable quality.

"As is common with any installation of new technology, there were some teething problems, however these were quickly overcome, and the machine has well and truly embedded itself firmly into our production process."

"Timing was another important issue at play; the previous machine, the Epson SurePress L-4033A, had been a good investment for us, and it made sense to upgrade it as part of our technology investment programme. Aarque Group came to us with a good offer and circumstances aligned for us to make the purchase decision."



Somphane Vanxay, factory manager at Admark with the Epson SurePress L-4533AW

The latest Epson label press keeps Admark up to date

The Epson SurePress L-4533AW offers a range of improvements on the previous model.

He says, "The speed is greater, of course. Colour management is superior and it allows us to print on a wider range of substrates and mediums. Although the new machine is faster, speed is not the be all and end all for Admark and was certainly not the sole reason for its purchase. The new press does give us an opportunity to be more efficient in our production processes."

Aarque Group also supplied the previous Epson label press. He says, "Admark has enjoyed a long-term partnership with Aarque for more than 15 years, and Aarque Group has made a very positive contribution to our business. Our business model is based on partnerships, and strong supplier partnerships such as this one are vital to our success. Aarque Group provides very effective and responsive sales, installation and training services and support to Admark."

Admark completes a variety of label printing including food and beverage; chemical and industrial; and commercial. He says, "Admark lives and dies on the high quality work we produce; our reputation is dependent on it and it is probably the most important component of everything we do.

"Labels are a vital component in the branding, visual communications, and marketing mix and, as such, are not going away any time soon. Labels will continue to get smarter and become a seamless part of the marketing mix, where brands can tell their story; track the life cycle of the product; link to social media; incorporate 3D and video models, be sustainable etc. There are endless possibilities and we are excited to be a part of it.

"Labels is also a highly competitive industry. Pricing is a huge issue and we see a lot of undercutting going on. We aim to price appropriately, but we differentiate ourselves on quality and on our relationships with our clients and suppliers along with our core value add philosophy."

He concludes, "Our business, and our success, is based on strong, enduring partnerships."

Epson SurePress L-4533AW

Epson's new label presses have more than 30 improvements over their predecessors, which translates into promoting their users' ability to print a wider range of applications; to create more high value jobs; and to operate more cost efficiently.

Improvements and additional features include:

- Automation features that include up to eight hours of unattended printing, e-mail

alerts and minimal manual cleaning; a single operator to run multiple units at one time

- Versatile substrate support to print on off the shelf materials from 8cm up to 33cm wide and as thin as 0.08mm including uncoated, gloss and semi-gloss papers, film and supported or unsupported media.
- Upgraded microprocessors improve processing speeds up to 80 per cent

compared to the outgoing models

- Variable drop size starts at three picolitres and the presses offer a new larger ink drop size, ideal for large solid colour backgrounds found on packaging
- A wide colour gamut to deliver colour matching and gradients required for branded prime labels and packaging
- Versatile data support as a solution for text, barcode, and image serialisation