

Grey & maroon is the new green

Melbourne convertor Rapid Labels has recently taken delivery of their new Mark Andy Performance series P7 flexographic press, the third installed in Australia by distributors Aldus Engineering in the last 2 months.

The new Mark Andy P7 series press, available in 10," 13" and 17" web widths, was unveiled at LabelExpo Europe last September, where much interest was shown by label convertors from all over the world. Since LabelExpo, over 30 Performance series presses have been sold around the world

The fully servo-driven press (servo infeed, outfeed, print stations, die cut stations and rewind), has features such as pre register, re register, re insertion and Vari print - an exciting feature that enables the printer to achieve metric repeats using imperial tooling.

What makes this press so green? The answers are simple:

- shortest web path of 1.3 meters between stations - under 11 metres for an 8-colour press, the shortest in the industry
- tool-less change-over in under a minute
- lock and load of plate cylinders
- low power consumption
- low ink level trays that require as little as 200grams of ink, perfect for short runs



John Murray, Aldus' Southern Area Sales Manager and Todd McNamara from Rapid Labels.

Mark Andy Performance series P7



Sean Kennon, Rapid's Director, said: "When investigating what press would suit our business best, I considered various press types/manufacturers, and let's face it, all machines will put ink on paper. As a convertor however, I believe we have a responsibility to be kinder to the environment, so I had a few boxes that needed to be ticked.

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| ✓ Low material waste | ✓ Advanced print quality |
| ✓ Faster change overs | ✓ Simple to Operate |
| ✓ Expanded capability | ✓ Higher Throughput |
| ✓ Open access | ✓ Flexibility |
| ✓ Environmentally friendly | |

"The Mark Andy Performance series ticks all of these boxes. This is vital in an ever-toughening industry, where businesses these days, need to diversify and be more efficient in producing for, and supplying our customers. I found that the Mark Andy P7 press was the right fit for Rapid Labels.

"Not only can we produce printed labels, but with the P7's flexibility, we can cold foil, laminate, screen print, delam/ relam, produce piggy back labels and even run unsupported films due to the chilled impression rolls and film kit. We can even turn this 8-colour press into a 16-colour press thanks to the re insertion feature.

"The operator controls are very simple and easy to use, yet the functions they perform are outstanding. With a push of one button, the print unit is ready for component change - unbelievably fast. Print cylinders simply lift in and out, nothing to it, just lock and load!

"No impression settings required, no matter what size tooling you put in.

"We were amazed with the pre register system. The operator drops in the plate cylinder, and each cylinder locates itself automatically. When the machine starts, the first colour prints, and each colour, in turn, comes onto impression and begins printing in register, less than 11 meters, that's it.

"Aldus has serviced Rapid Labels for many years, the press installation went well and not only was the press training thorough, the guys at Aldus continually visit to support our operators, they do not just deliver the press and run, ongoing support is very important to us."



For more information on the Mark Andy Performance series press, contact Aldus
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