

## Press Information

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# Fineflexo focuses on productivity with a brand-new Gallus Labelmaster Press

Fineflexo installed a brand-new Gallus Labelmaster flexo press at Baddi, Himachal Pradesh. Fineflexo is a joint venture between Medi Sales Group and Bhavani Group, specializing in the extended supply chain of pharmaceutical business and logistics.

Mr. Ritesh Shetty, Director at Fineflexo, said, “Fineflexo embodies ultimate excellence, adaptability, and service. We are endlessly working to nurture and upgrade the standard of the whole self-adhesive market in the country with premium quality, performance, and JIT deliveries in our product segment. We focus on developing a robust product portfolio for our clients and fostering trust and customer satisfaction.”

In 1989, Mr. Narendra Srisimal formed Medi Sales Group and further strengthened the operation with Bhavani Group, which Mr. Balakrishna Shetty formed in 1979. A joint venture between the two organizations extends its business gamut with Fineflexo.

Mr. Aayush Srisimal, Director at Fineflexo, said, “We are dedicated to distributing sustainable, efficient, competitively priced products that a print buyer needs. We also serve the clients with our knowledge and expertise by analyzing how their product should look so that we can prepare the best suitable labels for it and make a ‘Brand Appeal’ and enhance it.”

In the past, Fineflexo used to outsource the print jobs and later decided to install a Gallus Labelmaster 440 after examining the technical advantages such as diverse substrate handling, 200 m/minute production speed with absolute registration accuracy, user-friendly operation, and features, which can add more value to their labels, tube laminates, and aluminum foil printing.

The Finepets & Caps, a sister concern company, and the largest converter for aluminum and tin stock in India with metal printing, pet bottles, and ROPP caps. Medi Sales Group is one of the fast-growing integrated pharmaceutical supply chains. The company offers a complete pharmaceutical business and logistics system that includes sleek warehousing, C&F, distribution, and wholesale operations.



Mr. Narendra Srisimal  
Founder – Medi Sales Group

## Gallus Labelmaster - A part of the Backward Integration Process

Elaborating on the different business verticals and explaining the need for the press, Mr. Ritesh Shetty says, "Our core business is manufacturing roll on pilfer proof cap, pet bottles, and metal printing. The manufacturing unit for the above products is at Rabale Navi Mumbai and Baddi, Himachal".

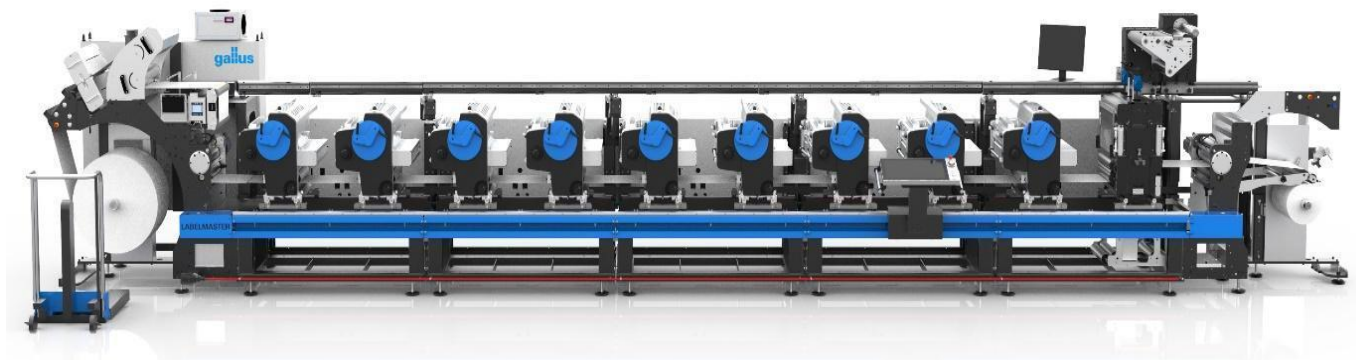


Mr. Balakrishna Shetty  
Founder – Bhavani Group

He added, "We have been into metal printing for the last four decades. However, the metal printing venture was a backward integration for caps printing. In 2009, we started manufacturing pet bottles in Baddi. Currently, we are manufacturing approximately two million bottles daily for the pharmaceutical segment, bottle sizes vary from 10 ml to 1 Litre. In 2017, we ventured into the manufacturing of tube laminates. The reason to acquire Gallus Labelmaster 440 is to print labels for pharma bottles, tube laminates, and aluminum foils."

### The magnificent performance of Gallus Labelmaster 440

Talking about Gallus Labelmaster 440, Mr. Ritesh Shetty, says, "Gallus is a robust machine that gives us speed with stability. We saw the live press demonstration of Labelmaster 440 at 'Avery Dennison Innovation & Knowledge Centre, Pune'. However, we did examine different brands of label presses, but eventually, we finalized Gallus Labelmaster because of Heidelberg's reliable service support. Stable printing on composite substrates like Aluminum based laminates and Plastic based laminates at high speed, faster job changes, and quick setup times gave us confidence. To be consistent on quality, it is better to have in-house production facilities. With Labelmaster, we can achieve the same along with significant waste reduction controls and JIT deliveries with the perfect finish and print quality."



### The latest addition to Fineflexo's arsenal: Gallus Labelmaster 440 Flexo press

"The Labelmaster is designed to print on everything that we require. With this, we print on supported and unsupported labels, aluminum foils, light cardboard, tube laminates, shrink sleeves, IML, etc. Labelmaster can handle a wide range of materials with different micron calipers. It was one of the reasons to have such a versatile press. The press is user-friendly,

the setup time is significantly less, and the registration is at par. Its' a beautiful press, and we got everything we expected from Gallus," added Mr. Shetty.

Mr. Shetty says, "The Labelmaster is indeed a true 'Work Horse,' with technical upgradation and innovations from Gallus, our press is the latest generation 'Gallus Labelmaster' which gives extra savings in material, due to reduction in web length than the earlier version. Thanks to all the Gallus R&D team and their passion for making user-friendly equipment."

On the development plan, Mr. Aayush Srisimal, says, "Fineflexo is working towards being the leading supplier of labels in India. We focus on developing a robust product portfolio for our clients and fostering trust and customer satisfaction."



Mr. Aayush Srisimal  
Director – Fineflexo

"We offer smart label solutions through close collaboration with our customers, from idea to finished product. As a comprehensive printing company, we want to be a part of shaping the present and future of label and packaging solutions. With dedicated employees who have ambition and a great passion for their work, we print labels for everyone, today and in the future."

"We create art with a scientific approach and top-notch technology. We believe that a label makes a product's first impression and is a significant factor in consumer decision-making."

### The Diversification Plan

The packaging for tablets and capsules requires different types of foils and laminates. A new division started by the Fineflexo group called 'Finepharmapack' allows them to add aluminum-based films and foils to its product offering.

This includes a 1300 mm wide coating and laminator from Italy capable of producing 12000 tons per annum. Mr. Ritesh Shetty, says, "We have an ambitious project to manufacture all kinds of foils needed for pharmaceutical packaging, like blister foils, including 90 varieties of cold-form foils, child-resistant, senior-friendly, peel-push, suppository/tropical, and adhesive laminates."

"The project is presumed to be complete by the second quarter of 2023. After the completion of the project, we will be a one-stop solution for all pharmaceutical needs. Excellent sales and service with a dedicated team and technical consultation are the key factors in making our decision for Gallus Labelmaster. We are proud to be associated with Heidelberg India and Gallus."



Mr. Ritesh Shetty  
Director – Fineflexo

Mr. Narendra Kulkarni, Regional Product Manager, Gallus (Asia), says, "The versatile Gallus Labelmaster assists the user in reduction of cost per label. An Extremely shorter web path of just 1.4 m between printing units and a material reduction with the 'Labelmaster r - 2 platform' reduces the production wastage."

Gallus Labelmaster has automation functions such as job pre-set, job data storage, format length corrections, print cylinder with bearer ring technology, and integrated direct servo-driven systems, which helps users to do easy job setup and produce materials from 15 microns to 450 microns, even more. Water-cooled impression rollers and electronic cabinets benefit the user with a maintenance-free operation.

Labelmaster can be configured to suit business needs and scalable at any point in time. Labelmaster presses are available in 340 mm, 440 mm & 570 mm printing widths. Simplicity, operator friendliness, diverse material & application flexibility, and stable performance guarantee investment security over the entire lifetime.

Gallus Labelmaster is a high-precision press with a solid build and industry-leading automation features, customization options, and technical enhancements, offering one of the highest price-to-performance ratios.

“Technology and automation are the keys to success in business, and the versatile Gallus labelmaster helps in our growth. With this thought, we went ahead with the latest generation Gallus Labelmaster which makes us ‘future ready’. This has given us great peace of mind that we can now focus on building the business without worrying about machine issues, we believe in the Gallus quality”, concluded Ritesh Shetty.

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To know more about the Gallus labelmaster press configuration & technical details, please contact:

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