

■ TURKEY

Hightech label equipment added

SENKRON ETIKET ■ Karabaglar-Izmir-based *Senkron Etiket & Amalaj San. Ltd. Sti.* is a label producer serving companies in the food, pharmaceuticals, chemistry, cosmetics and textile sectors in Turkey's domestic and foreign markets.

sions/h. The configuration of the *SPM-4500R* is five offset plus one flexo printing units plus one rotary die-cutting station. Features include a centrally controlled printing stations auto-positioning and registration system; a HMI interface

chine is hot stamping (station 1) and die-cutting (station 2 which can be converted to embossing too). Characteristics include gearless servo drive for each working station; multi-language HMI; second pass scanner system and inserting unit; and many others.

Senkron Etiket also owns European letterpress machines for their



Left: Mustafa Ergin (Director of *Senkron Etiket*); Jim Tien (Sales Manager *Smooth Machinery*); Frank Lo (Director *Smooth Machinery*); Selcuk Urganci (General Manager *Senkron Etiket*); and Murat Sevinc (Director *Integre Co*, *Smooth's* agent in Turkey) (from left).

Right: Contract signing in Taiwan. (From left): Frank Lo (*Smooth Machinery*); Mustafa Ergin and Selcuk Urganci (both *Senkron Etiket*).

Recently the company upgraded its machinery park with two machines from Taiwan-based *Smooth Machinery*. A 450 mm (17.7") web width *SPM-4500R* shaftless intermittent rotary printing press was installed in January 2011, and a *SPM-450FT CNC* high-speed twin-station hot stamping and die-cut machine followed in August 2011.

With a printing area of 430 x 410 mm (16.9" x 16.1") the *SPM-4500R* offers the largest printing area in web-fed intermittent feeding offset. Maximum speed is 12,000 impres-

touch panel in Turkish, German, English (update to other languages possible); memory system for 500 jobs; web tension settings; fully automatic web breakage pre-caution system; second pass scanner system and inserting unit; and many others. A jumbo unwind caters for 1000 mm (40") reel diameters on 76.2 mm (3") cores equaling approximately 4500 meter (14,763 ft) long rolls.

The configuration of the *SPM-450FT CNC* high-speed twin-station hot stamping and die-cut ma-

label production and a Turkish-made rotogravure press for their packaging printing production. They have been looking for higher printing quality than offset printing machine since 2010. After many printing tests (check points mainly on fine dots and visible micro-printing) on various reel-fed offset machines, finally they decided for a *SPM-4500R* offset press from Taiwan-based *Smooth Machinery* to fulfil their needs.

- www.senkronetiket.com
- www.smoothmac.com