

Small label company acquires first-of-its-kind label press in SA

IN a recent open house to customers, suppliers and fellow label converters, Marmel Labels - which comprises a staff of just ten - displayed its newest acquisition. This is the latest custom-made, eight-colour ELS servo label and film press from US-based Aquaflex (supplied by LabelTech) - a first of its kind in SA.

The Johannesburg-based company was acquired by husband-and-wife team, Narendra and Padmini (Purdy) Daya 12 years ago. Since then, they have established themselves as a foremost supplier of prime, self-adhesive labels to various industries, including food, pharmaceutical and cosmetics. In 1999, a Merit for Outstanding Service and Quality was awarded to Marmel Labels by Robertsons Foods, Alrode. The company also joined the Alliance Partner Programme with GSI SA, and received a certificate for accreditation at the beginning of this year.

With the purchase of the new Aquaflex ELS servo multi-substrate press, Marmel Labels is now able to convert a variety of materials - including anything from 20-micron filmic materials to 350-micron tags. Applications include tags, self-adhesive labels, ungunmed paper, BOPP (wraparound labels), PVC and PET (heat-shrink sleeves), and aluminium foil (such as yoghurt lids). Printing from one to eight colours, laminate, UV varnish and cold foiling are all possible.

Since high-end quality is a total process, the company's in-house graphic studio was also recently equipped with the latest CDI Esko Spark 2530 digital, direct-to-plate imaging unit - Esko Artwork Workflow Solution, including Deskpack and a Flexrip. The new Nyloflex Combi F1 Superwash that were chosen as the combination exposure plate maker (the CDI, plate processor and workflow) were supplied by Kemtek Imaging Systems. Esko Artwork in Belgium provides direct support via a remote system.



Narendra and Purdy Daya, directors of Johannesburg-based Marmel Labels



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