



Immensely proud of this trail-blazing equipment are Linton Hendricks (Presstec), Warren Wilsnach (in charge of the prepress department at Coastal Labels), Marius Sullwald (Coastal Labels' owner) and Luca Goldoni (Cartes).

Cartes line gives Coastal Labels the edge

GILL LOUBSER witnesses the meticulous functioning of a newly-commissioned Cartes finishing line at Cape Town's Coastal Labels.

AS MENTIONED briefly in PPM's March edition, Cape Town's Coastal Labels is increasing capacity and capability – especially for wine industry customers – by investing in the latest label finishing technology. This statement is underlined by the recent commissioning of a Cartes line that went into faultless operation within three days of installation and staff training.

Watching its impressive functioning, it's immediately clear that this line – a Cartes GT 363 HSL complete with hot stamping (suitable for embossing/debossing/die cutting), silk screen, and laser die-cutting units – has taken production of top-quality labels to the next level at Coastal Labels.

'With the Cartes system we have invested in a further step in our quest to provide the premium-quality finishes demanded by wine producers and manufacturers of luxury goods,' confirms Coastal Labels' owner, Marius Sullwald. 'It's giving a tremendous boost to our competitive edge in the self-adhesive label market,' he adds proudly.

Representing the Italian company's sales department, Luca Goldoni was on hand to help the Presstec team (Presstec is the new name for the Hendricks family business) during the commissioning and staff training phase.

'We're delighted that the Presstec team are representing us in South Africa,' Luca remarks. 'Our two companies are particularly complementary and a "good fit". And as we meet on many occasions, we enjoy personal relationships, not just email relationships,' he adds. 'This is my first visit to South Africa, but it will certainly not be the last, as we have great expectations for further Cartes lines in this country.'

Watching the machine in operation, particularly

impressive is the laser die-cutting unit, something not previously seen in South Africa. It incorporates an unlimited lifetime CO₂ semi-sealed laser source, radio frequency power controlled, to ensure consistent cutting power, top quality and minimal maintenance costs. Most impressive is that die-cutting and engraving, holes and micro-perforations can all be managed in one step; and all jobs are digitally programmable.

Among the many features that Luca points out – such as 30-40% energy saving, and modular units that allow retrofittable options – is the machine's multi-head positioning system that allows simultaneous correction on each unit of any gap irregularities detected on preprinted labels. Each unit is automatically centred for precise positioning of the label, reducing material waste and optimising efficiency.

Also delighted with this latest piece of kit is Warren Wilsnach who heads up the prepress team at Coastal Label, providing the essential links between the design, origination, platemaking and printing processes.

'We've gone through an enormous learning curve with this Cartes line,' he comments. 'We've greatly appreciated the help we've had from the Cartes and Presstec teams as we've learnt to tackle processes we've never done before; and we're amazed at the stunning finishes we can achieve, using any combination of the machine's silk screen, hot stamping, embossing/debossing and laser die-cutting units.'

From Phalaborwa to the Cape

Aside from viewing this impressive Cartes installation, a visit to Coastal Labels in Brackenfell is an eye-opener. Although Marius and his team have previously kept their collective heads below the parapet, here is a success story waiting to be told!

Converting
matters



◀ Visiting from Cartes in Italy to help with commissioning and staff training was Luca Goldoni (centre), seen here with Coastal Labels' operatives Devandre Conradie and John Mateus.

▼ The life-time laser housed in this glass chamber provides 100% accurate die-cutting – a phenomenon not previously seen in South Africa – meeting the needs of discerning label users such as wineries.



▲ Synchron has played a vital role by supplying quality foils to provide stunning effects on the new Cartes line. Seen here are Synchron's Kerry Fearnhead (left) and Lynne Robertson (right) with Coastal Labels' Salome Sullwald and PPM's Glywnnis Wells.



The business has seen steady growth since it was purchased by Marius in 2000 when he migrated to the Western Cape having sold his three businesses in Phalaborwa in Limpopo.

'I was young and ambitious,' he relates, 'but I felt I was losing out on family life and needed a complete change, so I sold my businesses and relocated to the Cape where I was fortunate to find Coastal Labels up for sale.'

Coastal Labels was established by its previous owner in 1986, and when Marius bought the company 13 years ago it consisted of a single four-colour flexo press. Since then, growth has been explosive and today's printing equipment line-up includes an eight-colour Mark Andy Scout 1000-10B (purchased in 2005) and a six-colour Mark Andy Scout 2200-10H installed in 2007.

On the finishing front, two Omega machines handle slitting, inspection and rewinding, and an EDM200 inspection rewinder provides an overprinting function allowing economical production and fast turnaround times for short runs of pressure-sensitive labels. This gives customers a cost-effective option to overprint without sacrificing quality – something that's especially relevant for the wine industry with its need to change vintage, alcohol percentage and other information on an annual basis.

Marius spent many hours researching the next step

for Coastal Labels – and the purchase of the Cartes line is the result.

'We're committed to the manufacture of great labels,' he insists, 'and we know that good communication and flexibility are paramount in getting jobs completed and delivered on time. With our sophisticated flexographic presses, our top-of-the-range inspection and rewinding equipment, and this new Cartes line to produce remarkable special effects, we're confident of meeting any customer's precise needs. Additionally, we're ISO 9001/2008 accredited, providing total quality assurance.'

Marius is backed by a strong and growing sales team, all of whom share his passion for the industry. 'Setting us apart from other label printers,' Marius maintains, 'is our humble approach to an ever-changing industry. Our customers are of paramount importance and we give them the best possible service and quality so that their products stand out on-shelf.'

Both Marius and his wife Salome are involved in the business and clearly (and understandably) they're proud of what they've achieved since migrating to the Cape. But this won't be the end of this story. With this latest investment in world-class finishing equipment under their belts, they're happy to reveal an area behind their current premises that's ripe for development, and to hint at a possible future extension to the factory.