

Flexographic revolution

A large potential for growth and the availability of modern technologies ensure an excellent demand for flexographic machines on the Brazilian market. With a structure of technological partnerships, Etirama takes on current market demands and challenges, and provides internationally competitive solutions with groundbreaking automation technology.

As the Latin American market leader for flexographic machines, Etirama Indústria de Máquinas Ltda, headquartered in Sorocaba, produces machines for the food and beverage industries, the cosmetics industry and the cleaning industry. Already 80% of the approximately 1,200 Brazilian label manufacturers depend on the efficiency and reliability Etirama machines. The primary goal for the future is to significantly increase sales in Europe and Russia.

Gearless flatbed printing

In order to manufacture high quality machines on an international scale, Etirama signed a cooperation agreement with the Dutch company MPS at the LabelExpo in Chicago (USA). The goal of this technological partnership is to equip the printing machines in the new Etiprint line with the patented „crisp dot“ technology. The Etiprint machines are produced in Sorocaba, a city in the eastern region of the Brazilian state São Paulo. „We offer manufacturers of self-adhesive labels the first flexographic flatbed printing machine with gearless control. Thanks to the use of innovative MPS technology, we can completely eliminate the gear marks common in label manufacturing“, says business manager of Etirama, Ronnie Schröter. The first prototypes from the new Etiprint line will be introduced in Brazil and Europe in March 2009. These new developments will also be on display at the LabelExpo in Brussels.

Synchronisation across all axes

B&R automation components are present alongside the new Etiprint line developments. „The use of B&R products guarantees synchronization of





At their company headquarters in Sorocaba, Etirama produces powerful flexo printing machines for approx. 1,200 Brazilian customers. Future target markets will also include Europe and Russia.

especially in countries where a large number of HP printers are used.

Forming the future with a strong partner

„Our increased business expansion is based primarily on sound collaboration with strong technology partners all over the world. In addition to access to the worldwide flexo printing machine market, the use of highly competitive technologies is a prerequisite for successful business development. With B&R, we have an expert at our side that fulfills our demands for optimized machine performance and reliability,“ says Ronnie Schröter in closing. ■

a large number of axes and offers the highest level of flexibility for process configuration. In addition, better distribution of input and output blocks can be achieved, and the time required to cable and assemble the printing machine can be significantly reduced,“ according to Ronnie Schröter. The configuration of all servo drives and motors is controlled by a PLC. Thanks to

Servo motor replaces pneumatic parts

In fall 2008, the Brazilian machine manufacturer introduced the FlexoWine SV line to the market. Ronnie Schröter adds that this includes the first flexographic flatbed printing machine of its type equipped with a servo motor. Another significant innovation lies in the implementation of a central drum that can control all seven colors of the printer. „Through the use of B&R components, we could eliminate all pneumatic and mechanical parts and greatly simplify construction.“

Process control takes place using a Power Panel, which considerably reduces the start-up time. With a printing rate of 70 meters per minute, a maximum width of 350 millimeters and a printing length of 420 millimeters, the machine meets all the demands of the South American label market.

The StampFoil post-processing machines for cutting hot stamps in flexo or digital printers are also new to the product range. „We fill an important gap in the market with our StampFoil machines. Because of their high level of flexibility, these machines are primarily suited for smaller quantities up to 500,000 labels,“ points out Ronnie Schröter. The StampFoil machines distinguish themselves above all through their excellent price/performance ratio. The business manager of Etirama sees large market potential for StampFoil products,



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Ronnie Schröter
Business manager
Etirama

the integration of B&R technology, the machines can reach a printing rate of 150 meters per minute. „We are confident that our new Etiprint series will fare successfully on both the Brazilian and European market due to increased production capacity,“ states the business manager.

Etirama:



Founded: 1998

Employees: 140

Turnover: 7 m EUR

Locations: Sorocaba (BR)

Products & Services: Development and manufacture of flexographic flatbed printing machines and corresponding service tasks

www.etirama.com.br