Press Release

GSE relaunches website to reflect strengthened focus on comprehensive, lean ink logistics programmes for packaging, label and textile printers

Brummen, Netherlands, 20 September, 2017: GSE, the global provider of ink logistics solutions to the packaging, label and textile industries, has relaunched its website, reflecting the company's focus on turn-key solutions for assuring quality and eliminating ink-related waste in the workflow and supply chain.

Since its establishment over 40 years ago, GSE has built up an installed base of over 1700 ink dispensing and proofing systems with integration software, among users of flexo, gravure and screen processes. However, as GSE's marketing director Maarten Hummelen explains, the company's offering has expanded to meet the demands of an increasingly service-oriented value chain

"Shorter production runs, tighter quality controls and more stringent safety and environmental legislation have made minimising setup times, standardisation of processes and traceability a priority.

"In response, GSE's remit has extended to advice, implementation and support programmes for every stage of the customer relationship, as well as solutions for tackling waste in its widest sense. Besides efficient ink consumption, this includes reducing costs related to time, materials, tools, techniques, people and space."

Website visitors can learn about a wide range of GSE services such as installation plans, training and support provided both from the Brummen, Netherlands, headquarters, as well as from a global network of service partners.

The new website also places special focus on how GSE technologies contribute to a 'Lean' manufacturing environment and tackle eight types of waste, comprising overproduction, transport, defects, inventory, motion, over-processing, waiting and talent.

"More than high-performance equipment alone is needed to stay competitive - managing and improving ink logistics is not a one-off project, but a continuous process," Hummelen says. "Our customers are reaping the benefits of long-term approach which, in many cases, has resulted in cost reductions of up to 30 per cent."

The launch of the new website coincides with the global debut at Labelexpo Europe 2017 of GSE Ink manager - a new management software for eliminating ink-related waste and assuring colour quality within the label and package printing workflow. The new software offers more sophisticated ways to reuse press return inks, the ability to trace inks through the supply chain, real-time stock information, reporting capabilities and remote Wi-Fi connection via mobile phone. There will be live demonstrations throughout the show at GSE stand 7D59.

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Illustration Captions:

Filename: "GSE-smartphone-Ink manager.jpg" - GSE Ink manager features a mobile app that offers remote data-entry and access to real-time information

GSE delivers robust, fast and smart dispensing equipment, software and services to minimise ink-related waste in the printing workflow. With more than 40 years' experience in the industry, the company has an installed base of 1700 systems worldwide. The company is based in the Netherlands, with its subsidiary GSE Dispensing Inc. in Charlotte (NC), U.S.A.

PRESS RELATIONS CONTACTS:
GSE: Maarten Hummelen, tel: +31 (0)575 568080; fax: +31 (0)575 – 568090; Email: info@gsedispensing.com Web: www.gsedispensing.com

Adrian Tippetts, Tippetts & Partners Limited: tel: +44 20 7704 8284; Mobile: +44 7799 141842 or email: adrian@adriantippetts.com