



SR Embalagens Boosts Productivity with the New Flexographic Comexi F3 Press

Both companies reinforce their strong partnership with this agreement. The machine has been installed at the SR Embalagens factory in Barretos (São Paulo)

Girona, August 20, 2020.- Comexi, the global supplier of solutions for the flexible packaging printing and converting sector, and SR Embalagens, one of the leading Brazilian companies in the flexible packaging industry, have strengthened their relationship after the installation of a Comexi F3 flexographic press at the SR Embalagens factory in Barretos (São Paulo). As a result of this agreement, SR Embalagens has seen an increase in productivity. Reasons for the purchase of the 8 colour Comexi F3 flexographic press by the Brazilian company include reduction in delivery time, remarkable time-to-market, robustness, and reliability. Furthermore, this machine offers additional capabilities and exceptional printing quality, as well as being highly competitive in regard to production costs. The Comexi F3 includes state-of-the-art electronic systems for high quality printing on different substrates, from plastic films to paper or laminated structures.

SR Embalagens was in search of a machine, which ensured that its customers received the top-level quality. "There has been a resumption of the Brazilian economy, making it very important for us to be prepared and offer our customers the best solutions. For this reason we rely on Comexi", affirms SR Embalagens' CEO Sergio Cameiro. Consequently, Comexi has been in permanent contact with SR Embalagens operators, conducting preventive maintenance on its present inventory of machines.

Founded in 1979, SR Embalagens manufactures flexible plastic packaging, serving the most diverse commercial and industrial segments. It was one of the firsts industries to settle in Barretos and is currently of the largest companies in the country. Rooted with a solid organization structure, which is divided into four business unit divisions, the company has its headquarters located in Barretos and is always in search of continuous forward advancement. Presently, SR Embalagens is focusing on the recycling process and extrusion of plain films in relation to new units.

Customer care service and assistance is one of the major contributing factors to Comexi being a leading company in the Brazilian market. Comexi offers immediate technical assistance 24/7,

training workshops, maintenance programs, consultancy, and spare part cleaning, in order to assist clients with the optimization of productivity and quality of their equipment.

“This installation reinforces the strategic and strong partnership that SR Embalagens and Comexi have maintained for many years”, says André Perez, the Comexi sales manager in Brazil. The new Comexi F3 flexographic press has been incorporated into the Barretos production plant, consequently enhancing and broadening SR Embalagens. This is the third Comexi flexo press acquired by the Brazilian company.

Comexi Managing Director, Marc Boadas, highlights that in 2019, the group surpassed its press sales number in Brazil. “It has been an excellent year with a significant increase in business and market share. Our general sales grew by approximately 35%”, he stresses.

Through the support and usage of high standards, as outlined by Comexi headquarters, the group has achieved historical results: it has more than 80% of the Brazilian printing press market share. Figures for 2020 indicate that Comexi Brazil expects to exceed its 2019 grow, aiming for an additional increase of 60%. Moreover, within the next two years, the company intends to launch three new printing presses, as well as create a service and spare parts hub, in order to provide close proximity service to its South American clients.

Comexi, with more than 60 years of experience in the sector, offers a high level of specialized and localized technical service, as well as technological innovation. Flexographic printing is the core business of the company, which has become one of the world’s leading manufacturers of flexographic presses with a central drum for short, medium and long runs. Furthermore, Comexi presses have adapted to the most demanding requirements of the market.

About Comexi – www.comexi.com

Comexi, founded in 1954, has extensive experience in manufacturing equipment for the flexible packaging conversion industry. As a world leader, it operates five product lines, each specialized in a different conversion process: flexography printing, offset printing, laminating, slitting, and digital services. Furthermore, it has a Service and Technical Assistance Business Unit that offers service 24 hours a day, 7 days a week.

The company has two production plants: one in Riudellots de la Selva (Girona, Spain) and another one near the town of Montenegro, in the State of Rio Grande do Sul (Brazil). There are also two offices in Miami (USA) and Moscow (Russia). Moreover, Comexi is represented in more than 100 countries. This commercial network allows us to have proximity to our customers in order to optimally respond to their needs.

Comexi includes the Manel Xifra Boada Technological Centre, Comexi CTec, where the company provides support and shares its knowledge with various groups involved in the flexible printing industry process.

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