



## **Comexi Will Expand Its Presence in the Middle East with a Showroom at Madayn Plastic Company**

**The company located in Sohar (Oman) has purchased an F2 ML flexographic press and an ML2 Evolution laminator through a joint project with Reifenhäuser**

**Girona, March 1, 2022.-** Comexi, a specialist in solutions for the flexible packaging printing and converting industry, will set up a showroom in the Middle East as a result of an agreement reached with Madayn Plastic Company. The Omani company has decided to venture into the flexible packaging sector with Reifenhäuser and Comexi, with the intention of investing a large percentage of the Sultanate's market share. For this reason, Madayn Plastic has acquired a Comexi F2 ML flexographic press, a Comexi ML2 Evolution laminator, as well as a Reifenhäuser Blown Film. The three machines will be installed in the facility that the company is building in Sohar. Companies in the Middle East that are interested in Comexi's technology will be able to view the flexographic press and the laminator.

"This is a very important operation for us", explain Oriol Rabert, a Comexi Area Manager in this region, and Bharath Yalla, Managing Director of Reifenhäuser Middle East & Africa, who highlight that "the geographical location of Madayn Plastic Company allows us to reach potential clients from all over the Middle East and India. Having a showroom in Oman will help us to demonstrate the full potential of our flexographic printers and laminators". This project, led by RMEA, reinforces the successful relationship between Reifenhäuser and Comexi, which has been a great success in India, for many years, and now extends to the Middle East.

Madayn Plastic Company began operating in the flexible packaging industry with very clear ideas. Unlike most companies in the sultanate, which work with low-cost machines, Madayn has made a clear commitment to quality through the acquisition of state-of-the-art technology such as the Comexi F2 ML and ML2 Evolution machines. "The investments of Madayn Plastic Company in Comexi and Reifenhäuser machinery will allow the Omani company to produce a substantial amount of flexible packaging within in the country," says Oriol Rabert.

The Comexi F2 ML printing machine is the ideal response to market demands, in reference to large format jobs, such as those of the polyethylene market for wrap around, hygiene, as well as the majority of pet food sizes. The F2 ML is a mature machine, designed with every ergonomic and robust solution of the F2 family. It incorporates every **Genius**<sup>Tech</sup> solution that assists printers

to conquer the main challenges they currently face, which include a lack of skilled operators, a job length reduction, and an increased number of job changes, among others. As a result of solutions, such as the fast, accurate, and automatic job setup with **Genius<sub>Print</sub>**, the high print quality provided by **Genius<sub>Drive</sub>**, the absence of bouncing with **Genius<sub>Run</sub>**, and the increased drying performance of **Genius<sub>Dry</sub>**, this machine is able to deliver the top-level performances that these markets require.

“This is the first Comexi F2 ML we have sold in the Middle East and India; it will undoubtedly be the most complete flexographic printer ever installed in Oman,” says Rabert, adding that with this machine, Madayn Plastic Company will be able to print more meters, as this machine is the first 1.5 meter F2 ML built by Comexi.

The Comexi ML2 Evolution laminator is a highly and extremely versatile machine. It can be configured not only to laminate two or more materials with water-based, solvent-based or solventless adhesives, but as a coating machine, as a gravure or flexo printing unit -at register or full covering-, so a real all-in-one machine. The ergonomic design of the Comexi ML2 Evolution laminator allows for the simplistic and intuitive performance of daily operations at top speeds, thus subsequently maximizing production and minimizing downtime.

In order to meet the highest standards, the Comexi ML2 Evolution has incorporated new state-of-the-art options that will facilitate the conversion of flexible packaging. These include the Comexi Closed Loop, which automatically adjusts and maintains the adhesive grammage without solvents throughout production. Additionally, the automatic mark-to-mark registration adjustment system for cold seal will become a milestone in the industry, as avoids any operator intervention during the settings and considerably reduces material waste and the loss of adjustment time. In brief, the objective of the two systems is to facilitate the job set-up task and make machines more automatic, leading the industry towards the full autonomous machinery. All of the aforementioned options, particularly in combination with an absolutely innovative new design, renders a spectacular appearance that has never been seen on the market before, and which will become the new standard for Comexi.

About Comexi – [www.comexi.com](http://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 in 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.

**For further information:**

Jesús Navarro – (+34) 677 489 237 – [jesus.navarro.ext@comexi.com](mailto:jesus.navarro.ext@comexi.com)

Jorge Serra – (+34) 972 477 744 – [jorge.serra@comexi.com](mailto:jorge.serra@comexi.com)