



Focus Label Machinery Ltd are pleased to announce a new partnership for Spain (Peninsula, the Balearic and Canary Islands), with SERCOYSE SL as the newest agent in their portfolio.

James Thomas, Business Development & Marketing Manager stated ‘SERCOYSE’ have a long established mechanical and electrical engineering business with a breadth of knowledge in the narrow web, offset, packaging and labels market place with their own installation, service and support of machinery alongside representation and sales of partner products and consumables.

The team comprising of Javier Albiac Owner/Director, and Javier Belmar Sales Director as main contacts to Focus, are highly respected in the market and will bring a new and fresh approach to the region.

Thomas also said that the partnership will prove beneficial to existing clients & those considering investing in the latest equipment from Focus looking for local technical support.

Moving forward we are seeing potential and appetite for the latest technology in the region and Focus are well placed with a number of platforms for specific industrial applications in Print covering flexo, digital & hybrid technologies. Web Site: www.focuslabel.com

It has been an aim of SERCOYSE SL for a while now to partner with a brand that represents their own family run business philosophy but one also with own manufacturing offering new and innovative modular and flexible products that will suit a growing Spanish market.

Javier Belmar stated that ‘Focus’ fit this mandate very well and we look forward to representing them to gain market share. Javier continued; with the Spanish market within Graphic Arts beginning to grow again it is perfect timing to announce this partnership and give our customer base the opportunity to discuss the Focus brand and to visit the Focus team at their facilities near Nottingham in the UK.

Focus Managing Director, David Lee commented ‘I am confident our new representatives, with their wealth of industry knowledge, will be invaluable in advancing our growth within the European territories, and we look forward to welcoming more clients to the ever-increasing Focus family’.

