



Secura Labels – Case Study Focus Label Machinery Proflex 330E

Secura Labels Ltd, based in Derbyshire UK, are a specialist label printer producing logistics, food, pharmaceutical, hospital trusts, security, packaging and automotive self-adhesive labels.

In October 2017 they took delivery of the very latest 6 colour, full UV Proflex 330E flexo press, manufactured and supplied by UK manufacturer, Focus Label Machinery Ltd.

The Proflex E is a precision lineshaft driven, modular press available with print widths of 250mm and 330mm and a variety of optional drying systems, including full UV, LED, Infra-Red – or combination of, with optional chill rolls for heat sensitive substrates. This investment for Secura built in 330mm configuration and full UV drying, was equipped as standard with touch screen HMI operator interface panels for all press control functions, plus storage of job information for future reference. The new features have reduced set up time and material wastage, resulting in less downtime and higher productivity. The operators can control all aspects of press operation, from any of the HMI touch screen control panels and can store job information for future retrieval on repeat orders. The modular design of the system means that future addition of extra print heads, and other optional equipment, is readily facilitated.

To assist with accurate flexo plate mounting, Secura also purchased the newly designed Focus Platamate 2 video plate mounting system with twin digital cameras & high resolution colour LED monitor.

This investment being the largest in Secura Labels 35 year's history has firmly cemented their position in the markets they serve and also driven new business to the company.

The new press was initially brought in to enhance production of their high quality self-adhesive labels, leading to an increase in efficiency and productivity on the shop-floor. This would allow Secura to target new markets and customers whilst consolidating their existing, but this has already exceeded expectations.

Simon Miller, Managing Director of Secura commented "This is our third purchase of a Focus press and has represented a big leap forward for us in terms of productivity and flexibility. Our business has grown rapidly in recent years and we needed to increase our efficiency and capacity. The press has opened up new extra work from existing customers, the quality seeing us supplying POS and Product labelling the staff enjoy spotting while out shopping!

From a production point of view the Proflex allows us to improve throughput. I.e. move current jobs running 3 – 4 across on our existing 6 colour press to run 6 – 8 across on the Proflex, so improving "margin" while allowing us to maintain prices to our customers and also compete for new business. We are already looking at the addition of Delam/Relam and Cold Foil on the back of work won thanks to the quality we have been able to produce on the Proflex.

The press has allowed us to extend our range to our large number of Trade customers, many now passing all of their work through us"

Simon also says "Focus has always provided a reliable back-up service, complemented by quick response times, which were important factors for us all, apart from the quality of the press, when considering the investment. This trust in Focus and our partnership together have been proven once again"



Simon Miller MD of Secura Labels

Secura Labels Case Study final Dec 18 – Press Release:



Simon with James Thomas Business Development & Marketing Manager at Focus Label

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