

Anilox roller manufacturer steadily strengthens partnership with OEMs

Zecher strengthens cooperation with machine manufacturers

For many years, Zecher has worked intensively together with all well-known machine manufacturers from the areas of flexible packaging, label printing, offset, coating and corrugated cardboard. Three years ago, Zecher established a Key Account Management especially for this customer segment in order to offer in-depth support which is adapted to the special requirements of the OEM business. This step has already been proven to be successful for Zecher through significant sales increases in this area.

In addition to the consistently positive feedback received from their existing customers, Zecher has been able to experience a continuous increase in the number of machine manufacturers as new or reactivated customers, according to André Huber, Key Account Manager at Zecher: "We have been able to convince more and more machine manufacturers with our products, coupled with our optimum support. Particularly when it comes to large projects, as is often the case in the OEM sector, this service is highly appreciated. Our long-standing, satisfied customer base speaks for itself." Their long-term partnerships with OEMs include Windmöller & Hölscher, Heidelberg, Gallus, Tresu, Allstein and Bobst. Zecher has also been able to strengthen business relationships with other machine manufacturers such as Soma, KBA-Flexotecnica, Nilpeter and Mark Andy in recent years.

Moreover, both parties also benefit beyond the purchase of rollers from the wide range of joint projects in the printing sector. As such, Zecher regularly provides anilox rollers for demonstration machines for trade fairs worldwide, as well as technology centres of the machine manufacturers. In addition to this, the team at Zecher informs and advises end customers about the latest anilox roller technologies at different open-house events held by the OEMs. With an international network of distribution partners in over 65 countries, Zecher makes it possible for global machine manufacturers and their end customers to have the best possible on-site support. Zecher plans to continue to increasingly expand this close cooperation and thus further strengthen its leading position in the market.

Zecher GmbH is an international manufacturer of chrome and ceramic anilox rollers. With continuous further developments and various innovations in the field of printing technology to its name, Zecher currently counts on over 65 years' experience in the manufacture of anilox rollers. Zecher produces more than 12,000 engraved anilox rollers annually at its main plant in the German town of Paderborn.

For more information visit www.zecher.com/en/.