



Gietz AG  
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Gossau, October 2012/DS-EvB

## **Gietz Distributor Newsletter – October 2012**

Dear friends

It is some time ago that we have all returned back home from Drupa 2012 working eagerly on our reports and information collected during the show. When looking back and reviewing the entire show, we have to state that Drupa 2012 was one of the most informative ones and absolutely challenging in technical and personal aspects. So I would not miss the opportunity to provide a big "Thank you" to all of you and the Gietz Team, having supported us so intensively to make a success out of this Drupa 2012. "On the booth of Gietz AG you are able to see on one spot the most advanced developments for the Foil Stamping Industry, escorted by the HTF technology", was a comment of one of our customers.

But now everybody is back on his track, taking care for his own business and territory and dealing with the well-known daily business issues. To bring you up-to date about Gietz Gossau please find following information below.

### **New Area Sales Manager at Gietz Sales Department in Gossau**

We are glad to announce that as from 1<sup>st</sup> October 2012, Mr Michael Grau is joining our sales department at Gietz AG in Gossau to improve the sales power in future. Michael Grau is a certified printing technician, having worked in Germany and France as a technical production director in several companies, and gained a long-time experience in printing, especially in Foil Stamping. We have known him as a "customer" for a certain period of time, having evaluated and bought a Gietz FSA 870 ESS machine for label production.

He is native-speaking German, followed by English and excellent French.

Michael Grau:

Direct phone number as from 1<sup>st</sup> October 2012:

+ 41 71 388 2234 Email: [michael.grau@gietz.ch](mailto:michael.grau@gietz.ch)

### **New contact persons and responsibilities of the Gietz Sales Department**

Having now a sales force of all in total 3 persons taking care of all Gietz products internally and externally, supported internally by Ms Evelien van Bentum, we will be in the position to intensify in future our presence on the market, with more personal contacts to our customers and partners.



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Please find below your new contact person for your market.

#### **Dieter Seitz, Sales Director**

I am taking care of all kind of questions regarding our sales partners and agencies and all contacts with the security industry worldwide for the next 2 – 3 years.

Additional territories:

- Switzerland
- Germany
- Austria
- Russia and CIS
- Asia Pacific

#### **Nicola Micalizzi, Area Sales Manager**

- Italy
- Spain
- Portugal
- Hungary
- Bulgaria
- Croatia
- Serbia
- Slovenia
- Bosnia-Herzegovina
- Macedonia
- Montenegro
- Kosovo
- Greece
- Central and South America

#### **Michael Grau, Area Sales Manager**

- France
- Benelux
- Scandinavia
- Baltic
- Great Britain & Ireland
- Poland
- Czech Republic
- Slovakia
- Romania
- Turkey
- Middle East
- USA & Canada
- Africa

If any questions arise please let us know.



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## **Intergraf Bordeaux France 17-19<sup>th</sup> October 2012**

### **25<sup>th</sup> International Security Printing Conference**

For the very first time Gietz AG is taking part in that very exclusive security printing conference with an own small booth, showing the latest developments in our OVD application for patches, stripes, non-registered and registered. Our presence will generate a new mile stone in Gietz history, returning back into the security industry in which we lost a little bit track due to missing full sized printing format such as our new FSA 1060 Foil Commander NOTA. Please note that this event is very restrictive in visitor registration and it is not a "public" event. We will keep you informed about further contacts and developments coming out of your territory.

### **Gietz ROFO 910 R-R - Success in Canada**

We have been fortunate to sell the very first ROFO 910 machine to Color Pack Winnipeg Canada - thanks to our distributor Matik, especially Frank La Croix who was working on that project for several years. It shows that consistency turns out to be fruitful on the long end. The machine is supposed to produce "Lindt" chocolate bags with the well-known combination foil stamping of the Lindt Logo on a flexible praline food packaging. The machine will be handed over in October 2012.

### **Gietz HTF Tray forming machines – new improvements for next series**

The HTF drew a lot of interest at Drupa 2012, followed by many visits and trials in Gossau, and we have been successful in selling this machine model for the first time out of Gietz AG Gossau.

The HTF 940 demo machine was sold to a well-known German packaging company which will support and assist us in further developments and improvements e.g. a modified chain drive system, new feeder system.

The Gietz Design Team works on several major improvements which will become available with the production of the next series of 4 machines. The first machine out of that series will become available as from February 2013.

If you need any further details please let us know.





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## Organisation-Internally:

During the next weeks Ms Evelien van Bentum is starting the annual Christmas Action and we are asking for close assistance and support to match the dedicated schedule. Thank you very much for your consideration and understanding.

## Tougher competition – more success with FSA 1060 Foil Commander

Competition is all around and especially Bobst is doing their utmost trying very hard to gain one or the other project versus Gietz. But there are significant differences which makes it obvious to some of our potential customers that Gietz still do have the better technology. A perfect example is the sale of the 5<sup>th</sup> FSA 1060 Foil Commander SMART Register machine to the Amcor Group within a period of 4 years, right now installed in Novgorod St. Petersburg. We received from their top Management the highest "award" for the performance and reliability of our FSA Foil Commander machines: "We are able to produce 2.5 million sheets regularly per month and we can state it is the best Foil Stamping Machine in the world".

Another example for our more advanced technology versus the Bobst Masterfoil 106 PR is the much higher tonnage we can achieve. For the newly designed "Davidoff Tobacco" hinge lid containing micro embossing with flip-flop effect, the pressure of the Masterfoil was not sufficient and the stamping result not accepted by the customer. With our FSA 1060 we have been able to make it. It is even more remarkable, because this customer has 3 Bobst-Steuer Foiljets 104 in daily use. And important to know was that the price was NOT an issue, it was a technically driven project!

Furthermore we have sold a FSA Foil Commander 1060 machine to Italy to a cosmetic carton manufacturer. And in that case, the same test jobs have been carried out on the Bobst Masterfoil and Expertfoil and have not been successful. We have won the comparison due to our newly promoted adjustable dwell time No. 1.

The only advantage our main competitor can offer is to make an extremely attractive package deal together with a die cutter or a folder gluer. Please take care when negotiating, that we avoid this kind of situation and not get caught in such a "trap".

Here is a saying out of China:

"When you know your own weakness and the weakness of your enemy then you are unbeaten in thousand battles!"

In this respect, good luck and our best regards and thank you very much for your continuous support.

Gietz AG  
  
Dieter Seitz  
Sales Director