



# fischerwerke

## Label printing at the heart of the production plant

ITS6 digital printing system



The ITS6 digital printing system from Markem-Imaje CSAT has helped German industrialist fischerwerke achieve perfect control of the labeling chain for its flagship range: sealant cartridges.

### A family success story

Created by Artur Fischer in 1948, the fischerwerke family firm made its fortune by inventing nylon rawplugs for the building trade. Famous throughout Germany, the company today shows sales of 661 million euros, across four business sectors, the largest of which proposes fixation solutions for the construction industry. On its Denzlingen site, near Freiburg im Breisgau, under the famous fische brand, it produces bi-component mortars, resins and glues filled into cartridges and identified with eight million self-adhesive labels each year. "We have about 250 to 300 different types of labels in

**"Installed in the heart of our plant, the ITS6 digital printing system has helped us cut labeling costs by 25 to 30%."**

**Axel Braun,  
Production process  
planning manager**

### fischerwerke GmbH

- Denzlingen site (Baden-Württemberg, Germany)
- Site activity: manufacture of chemical fixation products
- A fischer group plant
- Founded: 1948
- 2014 sales: 661 million euros

some fifteen formats. Printing those labels with an outside service provider and managing their delivery and stock had become too heavy for our company. Consequently, in 2010, we decided to invest in new equipment and integrate label printing right into our production process," explains Axel Braun, production process planning manager at fischerwerke.

"Our specifications were clear: we needed a space-efficient digital printing system that was easy-to-use and highly flexible. Very soon, the ITS6 appeared to be the best solution."

Redefine the possible<sup>sm</sup>

 **markem·imaje**  
a  company

## Responsiveness and flexibility

Axel Braun approached Markem-Imaje and met CSAT Global Sales Manager Georg Eder on several occasions. Won over by the print rapidity and quality of the ITS6 printing system, he acquired it in 2013.

“I had strong demands when it came to resistance to mechanical friction and UV light, because our labels have to withstand storage in DIY stores. I was quickly re-assured. The ITS6 is the only machine on the market to present so many benefits: 600 dpi

**The ITS6 is the only digital printing system on the market to present so many benefits: 600 dpi high resolution, print speed of up to 48 m/min and UV inks associated with a UV LED drying system.**

high resolution, print speed of up to 48 m/min and UV inks associated with a UV LED drying system. In addition, its space-efficient size made it easy to integrate into our existing

production facilities. Today, we are much more responsive to our customer requirements. For example, we can modify a label and print numerous copies in just a few hours!” says Axel Braun. Despite over 40,000 labels printed daily, the production plant only uses up to 50% of ITS6 capacity. “Our margin for development is consequently high, and we have already cut our lead times and label



**The ITS6 digital printing system enables fischerwerke to print on site the 40,000 labels it needs daily to identify its products.**

costs by 25 to 30%,” he is pleased to announce. Throughout the installation of the ITS6, fischerwerke was able to rely on Markem-Imaje CSAT teams. “From the outset, our partnership was based on trust and dialogue, and this can only enhance our collaboration,” concludes Axel.

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