

## Straight talk with Maarten Hummelen of GSE B.V.

**LNI: Describe your job position and what are your main responsibilities?**

**Maarten:** I am Maarten Hummelen, Marketing Director and co-owner of GSE B.V., Brummen, Netherlands.



**LNI: What kind of products that your company offers?**

**Maarten:** GSE's automatic dispensing systems significantly improve the efficiency of printing processes by giving printers a complete ink logistics solution. We are strongly committed to the narrow web industry, and especially for the sector, we have developed a range of dispensing equipment and ink management software (IMS™). Our 'flagship' narrow web system is the Colorsat Match, a fully automatic gravimetric dispenser. It mixes UV-curing or water-based inks from a maximum of 20 components.

Also, the manually operated Formula Checkweigh System (Colorsat FCS) is equipped with IMS and gives printers full control over the management and weighing of ink batches. Colorsat Solo is a manually operated dispensing solution for one component, suitable for water-, solvent-based or UV-curing inks. Our IMS Logistics software package allows printers to order directly from ink manufacturers via the Internet.

**LNI: According to you, what have been the most significant advances in color technology?**

**Maarten:** From our perspective, the ability of printers to have their inks ready at the right time, in the right place, and in precisely the right quantity is a major milestone. It enables improved quality, better productivity, waste reductions, and greater flexibility. The printer has the chance to take complete control of the ink logistics without depending on the ink suppliers for recipes.

**LNI: Now that GSE has established its foothold in the Indian industry, how do you look at the Indian label industry?**

**Maarten:** We have just recently begun to make an entry into the Indian label market, although we have already established our presence in India's textile industry in recent years. The label industry in India is growing fast, at over 20 percent per annum, due to the growth in the branded goods and luxury products markets and the supermarket's rising share of the groceries

market. With GDP rising at over 7.5%, consumers are enjoying greater disposable income, and moreover, their quality and service expectations are rising too. More products are competing for the consumers' attention on the shelf, and thus point of sale presentation is a deciding factor in the success of the brand.

Growing wealth and lower production costs have also attracted the major global brand owners to India. When they set up local manufacturing sites and while they need a local source of labels, they also want their brands have the same high quality look and feel all around the world. As a result, there is a real need for the label industry to professionalize and adopt global standards. Our solutions are perfectly suited to help the market do just that.

**LNI: What is GSE's USP to cater to the Indian label industry? What are the long term goals & what kind of growth are you expecting?**

**Maarten:** GSE Dispensing offers more than simply a state-of-the-art ink dispensing system. We focus on offering a long term support network, to provide the essential training, constant program updates, remote diagnostics and problem solving whenever necessary. This is made possible through our highly trained, experienced staff; both in the Netherlands, and our Indian distribution agency, International Caliber Pvt Ltd. Customers have access to regular system updates, too, through a secure modem connection to our Brummen base. This means the customer can rest assured of smooth running, problem free ink logistics through out the long life of the dispensing system.

**LNI: What kind of business percentage are you looking at in India?**

**Maarten:** We are very confident of building our share in the Indian market. The industry here sees the need to make the necessary capital investments, to raise its level of competitiveness to global standards. In fact, the Indian market is our fastest growing market for narrow-web ink logistic solutions at present. We are delighted about this. At Labeltech, we will introduce Colorsat Match, our new proposition for the narrow web industry. At Drupa in Düsseldorf, we will introduce a new solution for corrugated and flexible packaging printers - Colorsat Mea. Both systems match the demanding requirements of Indian printers in terms of speed, accuracy, user friendliness and

investment level.

**LNI: Vis-à-vis the entire Asian industry, what difference do you find in dealing with the Indian industry?**

**Maarten:** The Indian label industry understands extremely well about the importance of building long term partnerships within the value chain, with both customers as well as suppliers. This is a very strong basis



for success in a global and highly competitive industry.

**LNI: Any advice/suggestions that you would like to impart to our readers and the industry?**

**Maarten:** When choosing to make a strategic investment the most important thing to do is understand that you are purchasing a system, not merely a piece of plant. As a result you must look at the overall running costs, the total cost of ownership. For example, look at the running costs, the reduction in raw material usage, the reduction of waste and make-ready time; analyse the effect it might have on your stock levels.

When you analyse the whole picture, you are best placed to make the investment that is right for your business, and that delivers you the most effective and fastest return on investment.

For special packages to drupa, call Neeraj Singh Dev @ Orbitz on 2410 2801/ 2419 7400



## Meet your Match at Labeltech-2008 Mumbai

The **Colorsat Match** brings perfect harmony to your ink logistics. So much so, in fact, we're pretty sure the charms of our user-friendly, dedicated narrow-web ink dispenser will prove irresistible at Labeltech-2008.

You'll be able to meet brand expectations, with spot-on accuracy, time after time – for even the most complex colour recipes. And furthermore, you'll enjoy significant waste reductions, improved stock control,

and minimal make-ready time. With equipment like this, you can become the perfect match for your customer's needs.

We look forward to welcoming you to our booth, stand C3-C4 [ground floor]!

**GSE** Dispensing

[www.gsedisensing.com](http://www.gsedisensing.com)

