

MODERN AT MADERN

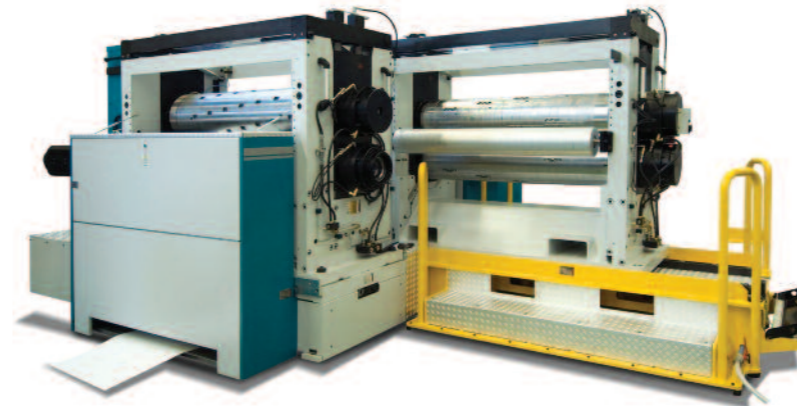


The Madern Group has recently launched its Chinese operation. Abigail Saltmarsh reports on the company's drive for further growth in the world of rotary tools.

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As a world leader in special engravings for a wide variety of industries and the specialist for rotary tool and converting solutions for the cardboard packaging industry, it comes as no surprise that Madern is looking to both innovate and expand. The company, which has already established ultra-modern production facilities, in Vlaardingen, The Netherlands, and Apex, USA, has also just set up a base in China.

Global sales director Jos van Oekel said the company is also driving forward with its new range of cost effective tools. The key, he stressed, is to continue to grow both geographically and in terms of product offering.



Madern M1350 creasing and punching unit for aseptic liquid packaging

"Madern has seen a number of exciting new developments in recent times," he said. "We are expecting to see growth both through new business in Asia and in the US with our new entry level tooling solutions."

A long history

Madern has a long history. Founded in 1954 by Mr J Madern and his wife, it was started as a company for flat and relief engraving techniques. Not long after, the company became well known for its engraved nameplates, layouts of control panels and stamps for the local steel, soap and moulding industry.

Then in 1985, the company was handed over to Jean Madern, the current CEO. Since then it has grown to become one of the leading engraving companies, with a focus on special engraving techniques that other companies in the field of engraving could not tackle. High-

"In today's industry, it is important to keep growing and coming up with new innovations. At Madern we strive to ensure that everything we do supports the efficiency of our customers' production, wherever they are based."

end tools such as die-cast moulds, injection moulds, embossing punches and tyre patterns are just some of the products that are engineered and manufactured by Madern.

But the company has also developed special skills for the engraving of rotary tools for various industries, such as pastry, chocolate and biscuit dies. However, the main focus of the company is the production of rotary tools for the cardboard packaging industry. The Madern cutting, creasing and embossing dies for the production of tobacco packaging are world wide acknowledged as quality and high performance rotary tools. But also in the fast expanding liquid packaging market, the Madern dies are used for both the production of gable top, as well as aseptic liquid packaging. For the general folding carton industry, Madern supplies dies for FMCG packaging as well as the beverage packaging for bottles and cans.>

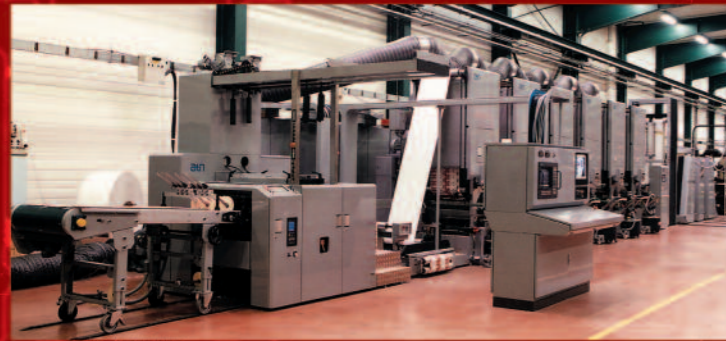


Creasing and punching dies for aseptic liquid packaging

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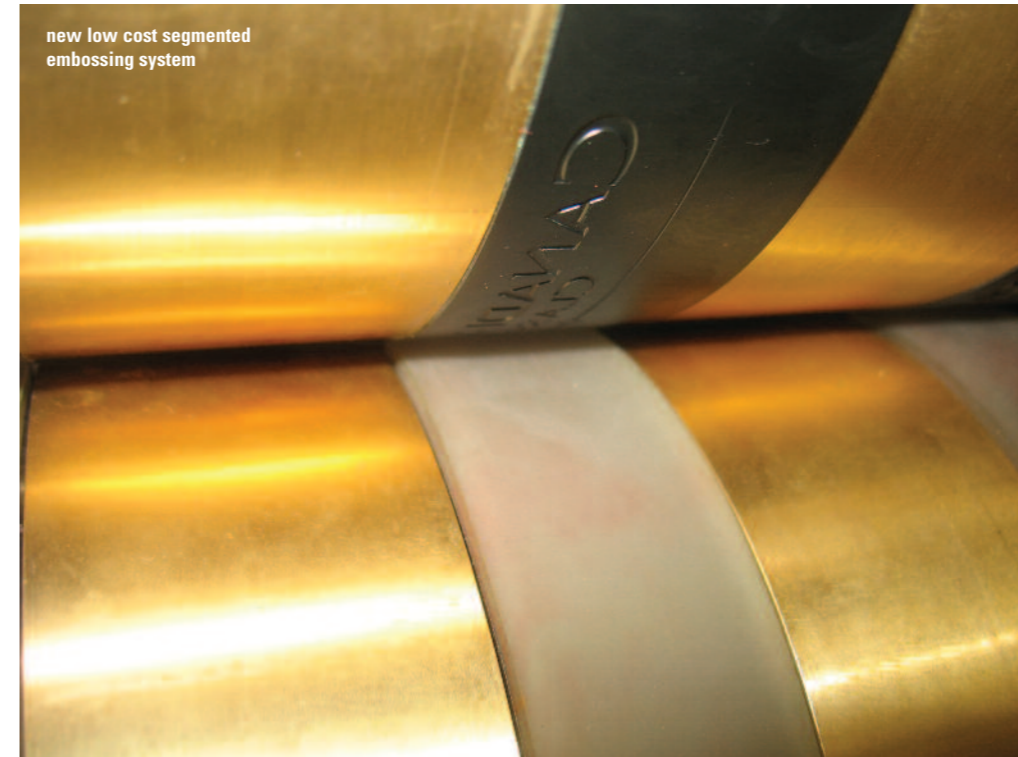
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Global expansion

In 1995 a new state-of-the-art production facility was launched in Vlaardingen, where the company's head office is currently established. With this ultra-modern engraving and machining facility and its extension in 2001, solid foundations were laid for the further growth of the company.

In 1999, Madern USA Inc. was established to serve the local North American market. With the opening of a brand new production facility in October 2006 in Apex NC, the company confirmed its commitment to the American continent to manufacture and serve all rotary tool requirements for the local cardboard packaging industry.

At the end of 2005, Madern acquired Arthur J Evers Corporation and was re-named as Evers International LLC. Evers has been serving the liquid packaging industry for more than four decades and with this consolidation of know-how and experience the presence of Madern in the liquid packaging industry was completed.

A new venture

"Our most recent development is that Madern has now founded a joint venture in Hong Kong and that we are in the process of setting up a manufacturing facility in China," said Mr van Oekel. "We hope this will be up and running by the end of the year.

"The aim with the new production site is to focus on manufacturing new tools for the local market, but also to be able to re-sharpen all our tools that are in use in the Asian market. We want to show our commitment to China and to Asia as a whole, and to gain a strong foothold in the region."

Initially, he stressed, the aim would be to manufacture cost-effective tools and to develop a local customer services. "We do anticipate strong growth," he added.

Entry-level products

Economic tool solutions are indeed a focus beyond the Asian market, Mr van Oekel continued. New entry-level products were currently being launched in the US and elsewhere.

"Many of our customers are feeling the pressure at the moment to reduce costs," he said. "They are then putting pressure on their suppliers to do the same – so as a supplier we have to come up with the right products. This value series is reliable yet significantly less expensive."

The company is also working on a low-cost yet highly efficient embossing system. This has the flexibility of being able to be changed easily and is very cost effective for new embossing designs. Mr van Oekel concluded: "In today's industry, it is important to keep growing and coming up with new innovations and yet keeping the high quality standard that the market expects from a leader in the industry. At Madern we strive to ensure that everything we do supports the efficiency of our customers' production, wherever they are based."

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solid VS tool (Value Series)