

Goss Announces New Partner, Industry First Technology and Affirms Partnership Strategy at drupa

- *Embedded Color Bar Control set to revolutionise web offset for packaging*
- *Presstek LLC and Goss collaboration the latest demonstration of Goss' strategic business approach*

Drupa, June 1st 2016 – At drupa 2016, Goss International has today disclosed further details of its strategic approach to partnerships, underpinned by a new collaboration with offset printing experts and equipment manufacturer, Presstek LLC.

Goss also announced the launch of its game-changing Embedded Color Bar Control technology. Another industry first from Goss, this new innovation enables packaging converters to embed the color bar, used for controlling color, registration and ink on the printed substrate, into the image on a label or packaging design.

“Traditionally, color bars require a clear space on the substrate,” explained Peter Walczak, Director Product Management, Goss. “This clear section then either requires an additional step in the production process to remove it or it is left on the finished product and can impact the design. This has been a barrier to many converters who would otherwise choose web offset due to all the quality and productivity benefits it offers. However, with our new Embedded Color Bar Control, this problem has been eliminated.”

To make the Embedded Color Bar possible, Goss has developed the smallest color bar available for both color and register control. Between each section of color bar, an image is printed, filling in the space between each bar and therefore minimizing its impact on the finished product design.

“This technology is a true innovation and will create new opportunities for our existing customers to streamline production and offer even higher value products. It will also open the door to many prospects already convinced by the advantages of web offset for packaging production,” said Walczak.

New Partnerships at the Center of Goss' Business Strategy

Goss International also confirmed its latest collaboration with Presstek LLC today. The companies are teaming up to deliver a powerful combination of Computer-to-Plate (CTP) imaging systems, eco-friendly plates, presses, service and support, specifically targeted for the commercial and newspaper printing markets.

In addition, Presstek is introducing a range of new prepress and plate products at drupa (Hall 15, Stand D59) that align perfectly Goss' commercial and newspaper printing systems.

"Both Presstek and Goss International strive for continuous advancement in our products and in the way we deliver them to our customers," said Sparsh Bhargava, CEO, Presstek. "Goss is a significant leader in the commercial and newspaper business sectors and we are pleased that our new CTP systems and eco-friendly plate offerings fit so well with Goss presses in these markets. These innovative and compatible prepress and press systems supported by world-class service organizations will allow customers to compete at a higher level with faster productivity and increased profitability."

This latest partnership is yet another demonstration that, under new ownership, Goss is undergoing a major transformation to become even more customer-focused as well as a financially strong company, committed to long term partnerships.

"The industry is changing and innovative thinking is needed from both customers and suppliers," explained Mohit Uberoi, CEO, Goss. "To meet the evolving needs of our customers and remain at the forefront of this industry, we need to think outside of the traditional box and ensure our product portfolio and service offering continues to provide dynamic, pioneering solutions. However, we're not looking to reinvent the wheel. We want to utilize the strengths and expertise of those companies that we can see a partnership approach would be mutually beneficial, and most importantly, provide our customers with the best solution. This strategy has driven our long-standing collaboration with Contiweb and its partner companies, that together provide market-leading auxiliary systems, as well as the recent agreements between DG press ServiceS, Dovak Industrial Services and now, Presstek."

Goss also highlighted its continued and renewed focus on its Lifetime Support services at drupa today. As part of its commitment to customers, Goss has always placed significant importance on providing a robust service dedicated to press enhancements, technical assistance, customer support and training. A focus on ensuring adequate parts inventory, on-time shipment of parts and available upgrades for obsolete parts and systems help Goss develop even stronger relationships with its customers.

Uberoi continued, “Goss’ focus on Lifetime Support is testament to how much we value our customers. We are planning major investments in this segment and are committed to ensuring our customers get the one-stop, lifetime support they need and that their systems operate in the most efficient, productive and reliable way, providing constant improvements and upgrades to guarantee they stay competitive.”

To find out more about Goss’ latest innovations, partnerships and Lifetime Support services, please visit Goss at drupa in Hall 15, stand D51.

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