

# Solutions in Action

Gottscho Printing Systems



The GottFlex Servo-driven Flexographic Printer from Gottscho Printing Systems



Allen-Bradley® CompactLogix®  
Programmable Automation Controller



Allen-Bradley Kinetix® 300  
Indexing Servo Drive

## PACK EXPO 2010

Booth S-1719

**Gottscho Printing Systems, Inc.**, creator of one of the United States' first in-line printing and coding systems, is no stranger to leading-edge printing solutions. The Warminster, P.A.-based company offers a vast range of unique, flexible printing systems, including flexographic, hot-stamp, thermal ink jet, continuous ink jet, drop-on-demand and thermal transfer printers. The company is responsible for more than 10,000 installations worldwide for customers in the pharmaceutical, medical, nutraceutical, food, beverage, consumer goods and specialty packaging industries.

At PACK EXPO 2010, the company will be introducing the new **GottFlex line of servo-driven flexographic printers**, utilizing a rotary printing technology compatible with both intermittent and continuous motion blister machines. The machine is considered a flexo-digital hybrid, capable of both flexographic printing for copy text and digital printing for variable data. With the new design, customers avoid having to switch out the print mat between each lot, providing quick changeovers and reduced downtime.

The machine is ideally suited for short runs of a wide variety of products and allows manufacturers to order blank material, which reduces costs associated with pre-printed material. The printer is designed to accommodate water-based, solvent-based and UV inks, and features a small physical footprint. It is capable of printing high quality graphics and text on a wide variety of blister foil materials.

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THINK.  
SOLVE.™

While other flexographic printers use proprietary control systems, the GottFlex from Gottscho offers manufacturers a standard control platform from Rockwell Automation. An Allen-Bradley CompactLogix L23 programmable automation controller (PAC) controls the machine's functions using the EtherNet/IP network. Allen-Bradley Kinetix 300 EtherNet/IP indexing servo drives are used to provide precise control for improved imprint quality.

An Allen-Bradley Stratix 6000™ fixed managed switch provides a totally networked solution on EtherNet/IP, allowing Gottscho engineers to quickly start up the GottFlex and integrate it with the customer's manufacturing enterprise. An Allen-Bradley PanelView™ Plus human-machine interface (HMI) provides a user-friendly interface between the machine and operator monitoring the printing process.

Rockwell Automation Global OEM Technical Consultants (GOTCs) offered extensive support for the design of the new GottFlex. The team conducted a peer review of the overall design to help ensure that the machine would provide superior product quality for manufacturers immediately upon installation. The GOTCs also helped streamline the configuration of the control solution, cutting months' worth of engineering effort.

"This hybrid flexo-digital solution represents the future of printing," said Rich Smith, engineering manager, Gottscho. "No matter where our customers are located around the world, they want flexible machines that fit easily into their existing architecture – and are simple to upgrade for future changes in their packaging operations."

"Rockwell Automation provides us with a non-proprietary control platform based on an open architecture that's easy to upgrade and doesn't require an on-site expert to maintain," added Chris Hasson, general manager, Gottscho. "With the flexibility of our printers and Rockwell Automation controls, the GottFlex reduces downtime and boosts profitability for our customers."

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