Case Study

ate GROUP

ViewAXIS Mega 2.0

निरमा की पसंद – व्हियू ऍक्सिस मेगा

Nirma's choice – ViewAXIS Mega

INDUSTRY
Print and Packaging

Background

Nirma Limited is a name which is instantly recognised as a leading Indian brand. Nirma took on mighty multinationals in the FMCG space and rewrote marketing rules in winning the hearts of consumers. Today, the group employs 18,000+ people and has revenues in excess of ₹70,000 million. One of the key reasons for its success is Nirma's innovative and value based packaging, developed and manufactured by its own converting division.

Located in Ahmedabad, Nirma's converting division is equipped with state-of-the-art gravure printing, solvent free lamination, slitting, inspection, pouch making and other related machines. These machines operate for 24 hours, over three shifts, printing on plastic films and paper. On three of its rotogravure printing presses, Nirma decided to replace the old web viewing systems. They were on the lookout for the latest viewing systems available. Selecting the best solution from the many options available was a challenge for Nirma. After a detailed review of the relative pros and cons, Nirma zeroed in on the ViewAXIS Mega 2.0.

Why did Nirma choose the ViewAXIS Mega 2.0?

The latest technology at an affordable price!

The ViewAXIS Mega 2.0 combines high resolution cameras with position controls, flashing LED strobe lights, CPU, a viewing monitor and bespoke image processing software. This combination is optimised to create an impeccable print viewing system on fast running printing machines. The continual, real-time stationary image display, along with the innovative magnification feature, enables the operator to manually check the quality of the job run and take necessary on-the-fly corrective action for improved quality and productivity and thereby minimise wastage.

> **The innovative magnification feature enables the operator to check the quality of the job run and take necessary on-the-fly corrective action**

The split screen function enables the operator to compare the print run with an earlier captured/stored "golden" template. The user-friendly Graphic User Interface (GUI) and auto-scan option further enable the operator to identify and continually scan key print locations on the running web.
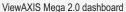

ViewAXIS Mega 2.0 in operation

Result

Precise print monitoring at high speeds, enabling the detection of errors invisible to the naked eye, at an affordable price! After installing ViewAxis Mega 2.0 on three of its systems, Nirma is enjoying these benefits:

- Quick error identification
- Reduced set-up time
- Improved print quality
- Improved productivity
- Reduced rejections, and thus, less material wastage

ViewAXIS Mega 2.0 dashboard

**User-friendly GUI makes the ViewAXIS Mega 2.0
very easy to operate for all!**

A Happy Customer!

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Mr Hemendra V Bhatt, Plant Head

ViewAXIS Mega is a value for money product in the web viewing product category. Post installation, initial niggles were quickly corrected and calibrated by the A.T.E. customer support team. Our operations team took over the running of the system from A.T.E.'s customer support team and are happy with the features and quality. The training and handing over process was well orchestrated and all our queries and requirements were fully met. The three ViewAXIS Megas are running continuously 24x7 over a year - without even a minor hitch.

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