

**D**uran Machinery, the manufacturer of Omega brand folder gluers was overwhelmed with the number of visitors to its stand at Drupa, according to Sales & Marketing Director Pinar Kucukaras. "We secured more than 30 orders at the show, more than half of which have signed contracts. The number of visitors to our stand and the diversity of the projects we discussed far exceeded expectations and reflected our extensive range of equipment as well as the market appreciation for our high quality engineering and unequalled service."

Co-exhibiting with American manufacturer of fully automatic packing solutions Graphic West (Duran's project partner for the Omega Pack full automatic packer), German supplier of robotic packing technology Gämmerler, and Spanish die cutter company Iberica, Duran showed that it has now become more of a solution provider than a machinery supplier. Along with its international organisation team, which has grown to 27 representatives, it used Drupa as an opportunity to highlight

the latest technology available and bring together carton and corrugated converters from around the world.

Attracting the most attention at the show were the live demonstrations of the latest Omega folder gluer lines. The Omega Hi-Line 110 ran straightline cartons at 600m/min into an Omega Pack delivery, while the Omega Allpro 110 integrated with LOCPACK from Graphic West ran a crashlock job, also at high speeds up to 70,000 cartons per hour. The third line, Omega Intro 110 ran 4 corner cartons integrated with a robotic packer from Gämmerler. "There was so much interest that the crowd spilled out into the aisles every time we ran a demo, and the positive impressions and feedback from visitors made it obvious that we are moving the company and our products in the direction that exactly meets the market's changing needs," she added.

With more than 200 project meetings held with customers during the show, Duran was delighted to see many visitors, both existing and potential customers, from the mature markets of Europe and the USA,



Duran Team Drupa 2016.jpg – The Duran global team now includes 27 representatives and covers 65 countries.



# DRUPA REFLECTIONS

## BUSY TIME FOR DURAN MACHINERY

### New Representation

Duran Machinery confirms that Friedheim International, based in Hemel Hempstead, will become responsible for sales and service in the UK and Ireland. A long time supplier to the converting and print finishing markets, they will support existing Duran users in these sales territories and build a large and strong customer base for the future.

and also from major growth areas like South America, India, and the Middle East. Praising the efforts of Duran's international representatives, Kucukaras commented, "We work as a big family team and used Drupa as a reunion for colleagues and customers alike. One of the key events was the Duran Dinner, which we held at the start of the exhibition. It sets the scene and gets everyone working together — and I'm sure plays a significant part in our ongoing success," she said.

Perhaps the most pleasing aspect from Duran's point of view was the obvious synergy between the manufacturers on the stand who complemented the success of the Omega gluers. By engaging in cooperative partnerships with other technology leaders, Duran believes it can offer so much more than machinery to its

growing list of customers. "From 35 - 230 cm width, and from carton to corrugated, we offer the widest standard equipment range in the field that is designed and manufactured to the highest quality for versatility. The fact that we also offer custom-made solutions, from carton design to tailor-made machinery, and the success of our customer oriented service philosophy, has made us the preferred folder gluer supplier of many multi-national groups and independent companies worldwide in more than 65 countries," she said.

The company believes it has now demonstrated, with its project partners, that there is more to Duran than initial impressions. Its range of versatile standard machines as well as its tailor-made design and manufacturing service means that it can meet the criteria of almost any converter. ■