

GOEBEL IMS' slitting and winding machines perfectly meet the needs of the converting industry

Darmstadt, May 2018 – Converters of paper, board and film face the challenge of implementing their customers' individual requirements on a daily basis as fast and flexible as possible. They need to process a variety of materials rapidly while meeting high quality expectations at the same time. Therefore, standardized slitting and winding solutions are not satisfactory. Rather, machines are needed that enable an efficient and fast processing of orders. Since more than 165 years, GOEBEL IMS is offering customized solutions for the paper and film processing industries to fulfill these requirements.

As a reliable partner, GOEBEL IMS supplies slitting and winding machines that are tailor-made and, therefore perfectly meet the needs of their customers. Thus, the special machine manufacturer enables its customers to reach optimum productivity. With its current communication campaign "Tailor-made Converting", the company is demonstrating this value proposition in a particularly creative way. The heart of the campaign is a film that plays in two worlds: The world of engineering and manufacturing technical solutions and the world of tailoring. Thereby the message of the campaign "a perfect fit is always tailor-made" is taken up vividly.

GOEBEL IMS draws on many years of experience in special machine construction and has a comprehensive technical know-how. This allows the company to offer its customers a variety of slitting and winding solutions for a wide range of materials and applications. A perfect example of the excellent customization is the RAPID D1 slitter rewinder: representing the extensive portfolio of GOEBEL IMS, it plays the leading role in the campaign film. Its success story perfectly reflects GOEBEL IMS' tailor-made concept: the converting machine processes a broad spectrum of materials using state-of-the-art technology and the latest developments. This makes it a long-term success in a variety of markets and industries that process paper and board, flexible packaging or special materials. Especially for applications that require an extra degree of precision, such as special or cigarette papers, tailor-made machines are essential for a long-term economic success. GOEBEL IMS supports its customers worldwide in finding the best solution.

The corresponding campaign video is available on tailor-made.goebel-ims.com.

GOEBEL IMS, a globally valued manufacturer of innovative slitting and winding solutions for both producers and manufacturers of paper and board, film, tobacco paper, alufoil and aseptic packaging and other special materials, continuously strives for maximum efficiency and excellent slitting and winding quality. The range of products includes slitter rewinders and winding machines as well as special machinery for web materials. The company always puts innovative technologies, highest machine availability and quality in the focus of their work.

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