**SEPTEMBER 2014**

**UNDER THE SIGN OF LOYALTY AND TRUST**

**AGM and OMET, founded the same year, 1963, joined paths in 2005 and the feeling is that the cooperation will not stop soon**

With half a century history, Artes Gráficas Modernas, a family-owned company located in Buenos Aires, Argentina, employs over 280 people and serves the national and international market counting with exports to more than 20 countries in America.

AGM S.A. started in 1963 as a sheet-fed offset and typographic printing company. In 1985 the company introduced a big change in business with the conversion from sheet-fed offset printing to rotary printing, incorporating the first flexo presses to produce self-adhesive labels delivered in rolls.

The company development has been since then unstoppable. In 1990, in fact, AGM clearly redefines its core business in favor of the printing of high quality self-adhesive labels with combination of different technologies (flexography, letterpress, offset, gravure, screen, digital, hot and cold foil) and, contemporarily, begins integrating the printing business to the manufacturing of its own self-adhesive materials. Being a pioneer of combination printing, AGM is the first company in the region to acquire in 1999 the first printing press capable of simultaneously print 9 colours, and combining offset, flexo, silkscreen and hot stamping.

Today the company has several machine lines dedicated to the production of self-adhesive material, both paper and synthetic.

AGM. S.A. is nowadays the first and only integrated company in Latin America that prints special and innovative products including self-adhesive and promotional labels, security and anti-counterfeit labelling systems, developed internally thanks to the possibility to produce their own self-adhesive materials, with first level technology equipment for siliconizing, adhesive coating and printing of plastic films, without depending on international or national suppliers.

The need for high-speed technology, excellent quality, and at the same time good performance, pushed the company to venture into new business with the acquisition in 2005 of the first Varyflex V2 press by OMET. Thanks to the excellent results achieved, AGM currently owns 4 machines of the Italian manufacturer of packaging printing machines.

The encounter with OMET dates way back in the past. At an exhibition in 1994, AGM saw the design of a printing group by OMET and began to study the behavior of the same with the expectation that could print materials with low micron UV curing. Following the evolution of this model, it was in 2005 when AGM decided to purchase the first Varyflex V2 in 520mm/21’’ to print low thickness plastic substrates, which are temperature sensitive and highly demanding in terms of printing tension.

“There are many technical features that we appreciate in OMET’s equipment”, states Mr. Fernando Leiro, President of AGM, “The simplicity in the management of the press, the versatility of configuration that enables us to combine in-line different technologies, the machine stability during long runs, the extraordinary Vision automatic register control, and the little waste during the set-up. Another point worth mentioning is after sales tele-assistance characterised by excellent management and response. These are the reasons why AGM has decided to rely on Varyflex and XFlex equipment, now and in the future.”

These machines perfectly suit AGM’s printing needs. Ideal for specialized packaging and high quality self-adhesive labels, and for the combination printing of large volumes of labels on thin plastic materials.

The excellent communication flow between OMET and AGM, at both executive and technical levels has surpassed the professional stage, generating trust and brand loyalty. The fluid and cordial dialogue between the owners of both companies, as well as between the staff thereof, has become true friendship beyond the every day’s business, achieving an excellent disposition to reach the best performance in the resolution of any issue.

AGM has found in OMET a strong partner that supported the company in its path of growth and will continue to be a reliable friend for the development of the future business, with the certainty that all consultation and development will lead to a result in effective and affective way.

“We are astonished by the quality of OMET’s printing presses and we are more than satisfied with the direct business relationship with the Italian company. If the market responds and continues in this line of growth, we are confident that our next investments will be again with OMET”, concludes Mr. Leiro.

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