

MGE forms JV in India

The British manufacturer joins hands with Intelligraph to produce its range of products from Bawana Industrial Area, New Delhi.

MGE is a British manufacturing company based in Colchester in the UK. The company was founded by Mr. Sydney Albert Martin in 1945 in UK. Now, the company is run under the able guidance of his two grandsons, Simon Martin and Graham Martin. Initially MGE used to specialise in electric motors and today it has a whole range of products not only representing the printing field but also the medical and converting fields.

After having a good Print Pack 2009 show at New Delhi, MGE has now announced the Joint Venture with the production to be done from Bawana Industrial area, New Delhi. Simon and Graham (brothers) have joined hands with Mr. Satish Chandra, a print entrepreneur who has worked for TPH and Baldwin and now owns Intelligraph, to form the joint venture company - MGE Graphic Systems India Private Ltd. It was at Print Pack 2009 that we took note of MGE as such where they were showing their chiller. The chiller was also being run on Perfect Rotary's web machine and on Max machinery's sheet fed 4 colour machine.

MGE provides Print equipment on a worldwide basis to press manufacturers, press agents, distributors as well as to end-user printers. The range of products include water dampening, alcohol control, fountain filtration, collection and return tanks, ink roller temperature control, additive dosing units, varnish circulators and reverse osmosis water treatment. They also work closely with their customers to offer tailor-made solutions.

At Drupa 2008, MGE added to the list of OEMs they provide equipment to by announcing the supply of PRESSMATE cooling equipment to Hamada Printing Press Co. Ltd for fitting to their range of specialist envelope printing presses. Other OEM's they currently supply include Ryobi and Komori as well as the UK metal press manufacturer Crabtree. They were also standard fit on Adast presses up until Adast ceased manufacture at the end of last year and have previously been fitted on several other OEM's equipment including manufacturers such as Heidelberg, Shinohara, Sakurai and Manugraph.

The joint venture company has been able to make a couple of installations directly in India recently. Simon notes that the Indian market has a reason-

able market for the mid level priced chillers - the ones which give value for money and best quality comparable to any in the world. "And with plans to manufacture the entire product here with minimal imports - the price factor would play an interesting role in our success," says Simon Martin, the younger of the two brothers and the technical hand at the company. "India is a price sensitive market when it comes to the masses. And this is exactly where the money and therefore the road to success lies," he adds. MGE will procure all designs for the Indian market from their UK office, which will ensure that the products are at par with those available elsewhere in terms of quality. "It is not that all components of our products are cheaper in India. We shall use the pick and choose methodology to get the best of the components for our customer so that we do not compromise on quality at all," elaborates Simon.

Graham and Simon feel that they have, in a way, been able to devote more in establishing the systems in their Indian unit due to the recession in the west. "The systems here shall be implemented in line with those in UK but with minor changes in order to fit it smoothly into the Indian market conditions," says Simon.

With the Indian market not that much affected from the recession, it will be interesting to see the progress that MGE makes in the Indian market place. They already have more than ten recent installations in the Indian subcontinent and hope to make a constant growth chart in the region. Max Machinery have now switched to using MGE chillers on their sheet-fed machines and MGE are in talks with various Web Manufacturers too for their ongoing OEM chiller supply.

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Key Notes :

- > MGE and Intelligraph form MGE Graphic Systems India Pvt. Ltd.
- > To use pick-and-choose methodology to get the best of the components for Indian customers.
- > Already have more than ten installations in the Indian subcontinent.



From L to T: Simon, Chandra, Graham along with one of their engineers.