

COMPANY NEWS

A new page for Codimag

The French offset press manufacturer Aniflo for wide labels is moving forward again with a new pool of shareholders, still led by Benoit Demol. New commercial strategies are emerging.



The manufacturing and assembly site of Aniflo presses in Bondoufle in Essonne.

Par Olivier Ketels

departure. Benoit Demol, president of Codimag since 2015, wanted to relaunch the dynamics of the company.

New Jean-Jacques Fabre, who acquired a stake in the company in 2016, will play a more important role from now on since he bought back this summer the shares held by all of the historic shareholders, including those of the founders of Codimag, (Alain Demol – father of Benoit – and Eric Tison). This operation aims to refocus the shareholding on associates wishing to take an active part in the life of the company.

Before joining the world of banking, Jean-Jacques Fabre worked for several years in Silicon Valley in California on cutting-edge topics in algorithms and design.

of electronic systems. The two men know each other well since they are both mining engineers. “ This recomposition of capital aims to instill a new dynamic ,” notes Benoit Demol. Over 400 Viva machines have been installed worldwide, most are in operation and some customers are raving about the Aniflo technology. This is the case of the German Krämer which operates no less than 12 Codimag machines.

must not prevent the Bondoufle site in Essonne from pursuing its development while digital continues to gain market share in the adhesive label.

Three new areas of growth

If Jean-Jacques Fabre does not take an executive position in the company, he intends to share his acquired experience with the team. “ It is not a question of transposing management to the American style but of helping to decompartmentalize our organization by relying on a more agile organization centered around our customers ,” he explains. The first area of growth therefore consists of rethinking services, including surrounding ourselves with new talent.

On the commercial level, between the retrofitting of certain components of a machine and the acquisition of a press, there is a happy medium to be found. “ We are going to continue to sell turnkey machines while offering customers who want it a new approach, which consists of offering them the equivalent of refurbishing their machine ,” summarizes Benoit Demol. Interest for them? Find a very competitive, more efficient machine, without having to invest in new blades or the structure and mechanics

Find the Codimag team on Labelexpo

Given the transition phase that is taking place in the company, the presence of a stand at Labelexpo was not relevant – the timing was not good – and the company wishes to invest in new

projects. The management team welcomes customers and prospects on Tuesday September 12 at the start of the evening on the stand of the company GIC Concept (Hall 9, C10), one of its historical partners.



Viva 340 evolution.

electronic cards, servo motorization, IT and connectors can be updated to the best standards of the moment.

“ It is a new form of circulation, more virtuous from an economic and environmental point of view, and in line with our strategy of refusing planned obsolescence. »

Cardboard, a new market

A third area of growth is seriously considered in the solid board market. Codimag has already validated, during numerous tests, printing on cardboard thanks to the versatility of its Anifol technology and offset has always represented the preferred printing process on this material. *“ We are obtaining very good results, including on grammages of*

350 g/m2 and 500 microns ”, confides the manager. On the other hand, this requires real work of reflection and prospecting on this market. Certain manufacturers of adhesive labels, customers of Codi mag, and having a complementary activity in cardboard were also able to demonstrate the interest of this technology. It remains to be seen whether reel printing can gain market share from a clientele more accustomed to sheet printing machines. The new pool of shareholders formed does not refrain from reinvesting to accelerate the development of the company. In logical order, associates must first identify needs before funding them. It's a new page that opens for the company, a period of effervescence. Codimag is reinventing itself. not



Benoît Demol has been president of Codimag since 2015.



With the increase in capital of Jean-Jacques Fabre, the company refocuses the shareholding on partners wishing to take an active part in the life of the company.

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