

Tags bags a Speedmaster SM 52

Tag and swing ticket producer Tags Ltd of Liverpool, is extending its litho portfolio with the installation of a Speedmaster SM 52-2-P with numbering and perforating. This will be the first major purchase since the company moved in January 2009 to a newly built 7000 sq ft factory unit at Dunes Way, in the heart of the city.

The company produces synthetic and paper, plain and printed tags in every shape and size. It prints using both litho and flexographic printing presses and has extensive finishing capability including automatic equipment for attaching eyelets, paper washers, string and elastic.

“We handle a large amount of trade work and many customers like us to produce their tags from start to finish. With a two-colour perfector we will increase our existing print, numbering and perforating capacity and have the flexibility to print two sided single colour work in one pass. It will also allow us to print more multi colour tag work.” says Mark Hockedy, managing director. By staying true to its niche Tags has been manufacturing tie on tags for 102 years in total. The company started to buy Heidelberg equipment back in the days of platens. They already run with a TOK, Quickmaster and Speedmaster with a Polar 92 and 66 guillotines to cut the tags to size prior to die cutting. The new SM 52 will operate a single shift with overtime. Although this is additional rather than replacement equipment the company is retaining existing staff levels.

“Heidelberg are not the cheapest in town but they are still the most respected and they're here to stay. The resale value is good. We looked at buying a secondhand machine but that only persuaded us that buying new was good value,” says Mr Hockedy.

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