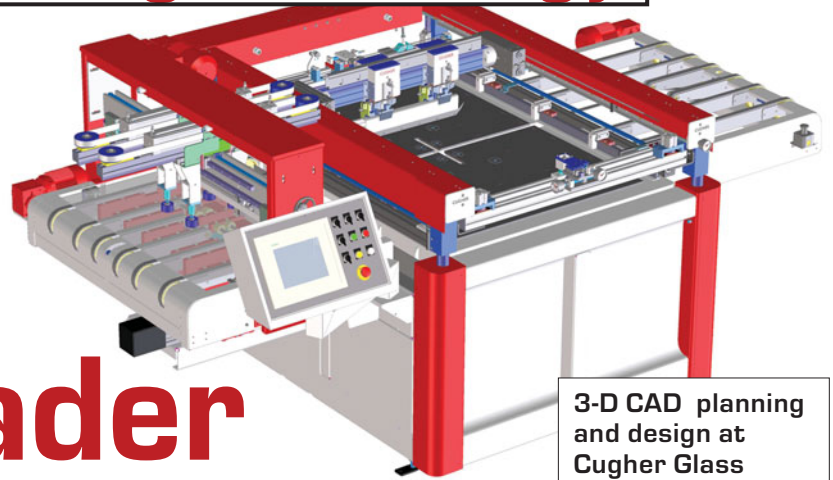


Screen printing technology

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Cugher Glass: leader in a competitive market for 40 years



3-D CAD planning and design at Cugher Glass

Experience is an essential part of any company, even more so when speaking about machinery manufacturers. In this article we take a look at the history and the developments over the years of one of Italy's screen printing machinery manufacturers – Cugher Glass – and how the company has faced up to the many different situations that this fast moving market can have.

PART OF SCREEN PRINTING HISTORY

In the 1960s, Italy was one of the most active countries in the industrial sector, with the continuous setting up of companies which, thanks to their pioneeristic technical contribution, were able to lay down the foundations for the development of extraordinary innovations.

Cugher Glass represents fully the spriti of those years, quickly becoming a protagonist of the automation of screen printing. Those were years in which screen printing was used mainly for the reproduction of artistic works and for large-sized prints, typically on paper. In this innovative environment, Cugher Glass soon developed semi-automatic machines for screen printing when most of the machines on the market at that time were manual, becoming an appreciated protagonist of the sector. Screen printing quickly became one of the fundamental processes of the

glass industry. The market of automatic screen printing for the electronic and automotive industries began to demand high precision, and Cugher Glass responded to this request with its applications, becoming a leader of the sector, with hundreds of installations worldwide. High speed and micro-metrical precision printing systems were created, necessary for the surface printing of circuits for the large production numbers of the automotive glass industry. Cugher Glass screen printing machines were therefore able to satisfy over 50 per cent of the automotive glass sector, thus consacrandò the brand name as an absolute reference for that market.

HANDING OVER THE HELM

At the end of the 80s, with the change in the dynamics of the market, the management of Cugher Glass was obliged to face up to a very fast moving market for which it was not pre-

Cugher Glass G Line, on show at Vitrum 2007



pared and ready. At the end of the 90s, the owners of Cugher Glass decided to sell the company, which was bought by a technical partner, a manufacturer of furnaces with considerable experience and plenty of enthusiasm. Cugher Glass became property of the Mazza family, who took the opportunity to unite the competences of the two companies to manufacturing avant garde solutions.

In 2005, the company saw the entry of the second generation of the Mazza family, with the nomination of Barbara Mazza as Managing Director. The need to start up with a clear vision of the market convinced the company to turn to an expert in marketing and commercial development, with which to identify the areas to act and the needs of the market, on which to build a new industrial plan. At the same time, the new commercial organization was also started up, with the creation of direct commercial references, the development of strategic alliances with reliable partners in the glass sector and the redefinition of the worldwide agency agreements.

CLIENT SATISFACTION

Market analysis of Cugher Glass always was and is based on the needs of its clients with regards to screen printing equipment and heat treatment, which did not have, at that time, industrial solutions. In this way, Cugher Glass was able to have a new approach to the market, based on the manufacture and supply of innovative solutions which are designed, engineered and manufactured as per the indications of those who, every day, use these systems for their own production.

RECOVERY OF PRODUCTIVITY AND EFFICIENCY

Competing today means maximizing the yield of structure and resources, results that can be obtained only with the reorganization of industrial processes. In this way, Cugher Glass has incited in an internal cultural change, adopting ERP solutions, 3-D CAD and optimized management of production and supplies, thus ensuring considerable production recovery. Market analysis carried out has enabled Cugher Glass to identify specific needs, which the technical office is able to develop into avant garde and modular engineering solutions, thus able to be applied to different types of machinery, obtaining higher con-

struction quality and also optimizing costs.

From the market research carried out by Cugher Glass in 2006, new trends could be seen, among which the need for highly versatile machines, able to process glass with complex shapes and to carry out a complete change of format and model in very short times, with little use of specialized operators, also for the production of small batches. This and other indications have enabled Cugher Glass to define its new strategic plan, based on three innovative generations of screen printing machines, able to satisfy the production needs of all sectors, responding to the demands highlighted in the survey carried out on the automotive, architectural and home appliance sectors. The offer of the new G, J and M series from Cugher Glass responds to diverse productive needs, both in terms of speed and versatility. At the base of this series there is a construction founded on components and materials of the highest quality, able to guarantee exceptional working life, following Cugher Glass' traditions, which boast 30 years of machines up and running and still working perfectly. The new screen printing machines of Cugher Glass enable to realize printing up to 2,500 x 6,000 millimetres with change in format, from the last to the first good glass, in less than eight minutes.

Cugher Glass is already working to introduce further important innovations and make available to its clients plants that are ever more efficient, an important need of company owners who must respond to more and more competitive markets. This year's edition of glasstec will be a new important occasion for Cugher Glass to present these innovations. ■

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