



THE LEADING PRODUCER  
OF HIGH QUALITY

# ROTOGRAVURE CYLINDERS





# Message from the Managing Director



SS Gravures is a quality driven customer-oriented organization with a strong desire and vision to serve the needs of the printing industry. Our journey started with humble beginnings in 2005 setting up a chemical unit in Hyderabad. Our strong focus on quality coupled with unwavering customer support has enabled us to achieve significant growth over the years.

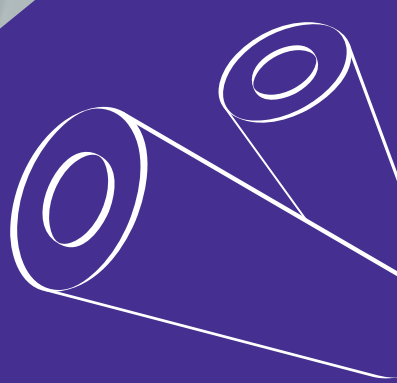
We have realized that investments in technology and infrastructure would allow us to grow and serve customers better. Our impressive growth has been possible, in part, due to strategic investments in electronic engraving technologies, Automated Plating and Polishing equipment and various other machinery needed to run a modern factory. We have also expanded our manufacturing facilities to accommodate current demand and future growth. Employees are our biggest asset, and we ensure that we pick right people to the right job. We are blessed with highly skilled manpower who are willing to take on any challenge given to them.

Over the years, our processes and methods have achieved excellent maturity due to which we are able to serve various customers across different geographies. We treat our customers as partners. Our goal is to create a long-lasting relationship with our clients, which will translate into long-term winning strategies, partnership, and exponential growth for both parties.

We are looking forward to an exciting future and we are confident on our ability to deliver quality products and continue to gain our customers' trust.

**P.V. Subba Raju**  
Managing Director  
SS Gravures Pvt. Ltd.





**SS Gravures** is a pioneer in the field of Rotogravure Cylinders. We have been servicing printing industry for the past 15 years with an impeccable track record. The products we deliver are designed and manufactured in-house and are of the highest quality. We strive to keep customers happy with our cost-effectiveness, timely delivery, and on-demand support.

## Vision

To gain impeccable reputation as an innovative and technology driven organization of choice, delivering cost effective products and services with highest quality as well as timely delivery combined with outstanding customer support.

## Mission

We strive to achieve our objectives by partnering with customers, understanding their needs, and providing tailored solutions to their utmost satisfaction. To pursue operational excellence by Investment into state-of-the-art infrastructure, machinery, and highly skilled manpower. To provide conducive atmosphere to all stakeholders for conducting business efficiently and ethically.

## Values

SS Gravures' Core values are bedrock of our culture and are tightly woven into the fabric of our mission as an organization. Following are our core values in resonance with our Vision and Mission.

- 1** Respect
- 2** Teamwork

- 3** Compassion
- 4** Perseverance

- 5** Commitment
- 6** Empowerment

# Modern Infrastructure

SS Gravures owes its success to modern infrastructure, periodic updating of technology and committed staff. We have invested heavily into modern machinery and advanced software platforms which enables us to produce high quality products quickly and efficiently. The total manufacturing capacity of the plant is 4000 cylinders per month.

We have 32,000 sq. ft. of manufacturing space and the plant is equipped with modern machinery from Hell Gravures and Daetwyler. The fabrication and plating works are done using CNC controlled equipment. All the facets of the manufacturing are done in-house starting from Base Shell Fabrication, Nickel/Copper/Chrome Plating, Polishing, Engraving, Proofing and Quality Control.

Our pre-press department has experienced and skilled professionals producing high quality designs using advanced software and hardware equipment. This allows us to provide end-to-end packaged solutions.



# Products and Services

## Rotogravure Cylinders

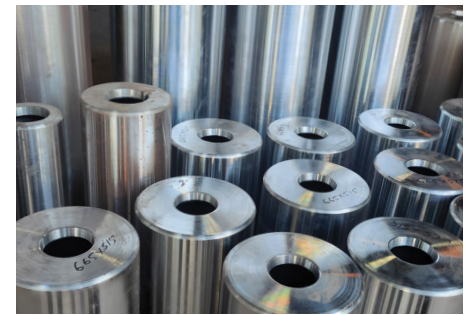
SS Gravures has the capacity to produce a wide range of electronic rotogravure cylinders in accordance with customer requirements. The plant operates round the clock and the cylinders are manufactured using highly sophisticated technology of digital engraving or laser exposing equipment enabling direct engraving to the cylinder without the need to use film material. The cylinder production is done by utilizing supreme quality raw materials and innovative technology.

The guarantee we offer is excellent reproduction fidelity from the original art. Our customers are extremely satisfied with the high performance and robust construction of our cylinders.



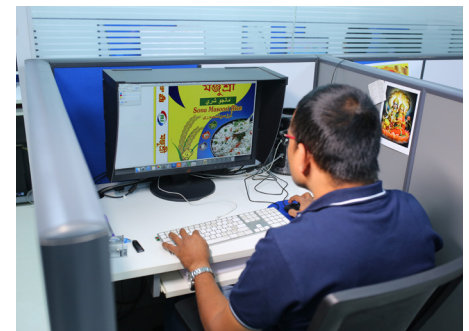
## Base Shells

SS Gravures has in-house base shell manufacturing setup. The cylinders are fabricated by either rolling MS plates into the required diameter or preparing MS pipes as per clients' dimensional requirements. We are equipped with high end CNC controlled plasma cutting machines. Various other modern equipment includes sheet rollers, high-precision lathes, inner bore, cone & flange making machines, high accuracy grinding machines and auto welding machines. We have highly skilled welders and fabricators who are well versed and specialized at producing base cylinders with quality and speed.



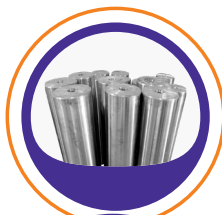
## Pre-Press Designs

SS Gravures has a well-established pre-press division equipped with advanced software like ArtPro, Corel-draw, Illustrator and Photoshop installed on high performance Windows servers and MAC workstations. We have high-end Epson Stylus Pro Printers and colour management tools by which we can provide actual size prints on ink jet printers and match them with gravure proofs. Our skilled and qualified team with the help of the latest hardware as well as software tools ensure that error free, accurate designs are generated for reliable and efficient gravure printing.



## After-Sales Service

At SS Gravures, we take customer satisfaction very seriously. We ensure that customers' problems are resolved at the earliest and with minimal impact to their operations. We provide various services which include:



**De-Chrome and Re-Chrome of worn-out cylinders**



**Modification or rectification in pre-press designs**

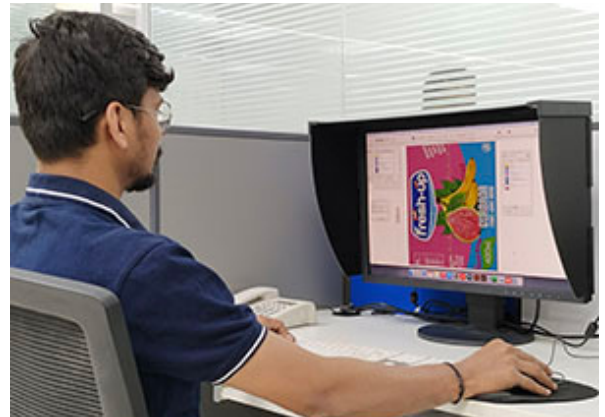


**Buy back of unused cylinders from customers**

# Cylinder Manufacturing Process

## Pre-press

Printing involves a lot of variables, and we take all the necessary steps to reproduce the images that exactly match the order parameters provided by the clients. The customers' specifications are taken and corrected using advanced graphics software. The images are digitally printed, checked, and then signed off by competent personnel. The approved images are then sent to the engraving department where they undergo further checks before being engraved on to the cylinders.



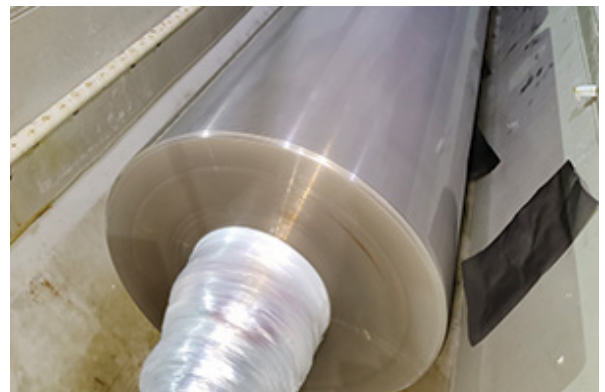
## MS Base Shell

The base shells required for making the cylinders are either made of MS pipes or rolling MS Sheets in the specified length and diameter. Because of the stable steel bases, the cylinders can assume higher length and diameter. The dynamic balancing of these cylinder enables us to print at high speeds with minimal vibration.



## Nickel Plating

After the Base Shells attain desired finish, they are immersed in Nickel Bath to attain a thin layer of Nickel coating. Nickel plating of the cylinder is done just before the copper plating. This is because nickel quickly adheres to the steel cylinder and copper has more affinity to fresh nickel plating.



## Copper Plating and Polishing

Copper has unique properties like softness, ductility, and malleability with very high thermal and electric conductivity. This makes it ideal for engraving. The cylinders are placed in PLC controlled copper bath using high purity copper nuggets to ensure uniform layer of copper and achieve the desired hardness & grain structure. The plated cylinders are then loaded on to polishing machines. Polishing and finishing exercise enables the copper plated cylinders to attain geometric precision.



## Engraving

Engraving is carried out at SSG using high-end state-of-the-art electronic engraving machines from Hell Gravure Systems. The finalized designs are engraved onto the spinning cylinders with remarkable accuracy by using specialized diamond tips that rapidly vibrate to engrave the image. The engraving machines are controlled through proprietary software, as well as graphical user interface for automatic cell display, calibration, and mechanical operation.



## Chrome Plating

The unprotected copper layer is soft and prone to damage. So, the cylinders are chrome plated for their longevity. Chrome plating attains the corrosion deterrence on copper and protects the engraved surface from wear and tear caused by extensive usage the cylinders go through, during the long printing press runs.



## Proofing

The proofing process enables us to simulate the printing process in real life scenario. The engraved cylinders are loaded onto the proofing machines and the images are printed. This validation enables us to check the print proof and accuracy of the colors & design before we ship the cylinders to the customers.



## Quality Assurance

Quality is the bedrock of our operations. We have stage-wise quality inspection at every cycle of our production process to ensure strict quality adherence. The stringent quality checks ensure we provide the best-in-class products to our customers. Apart from this, there are quality checks in the packaging of the cylinders to avoid physical damage during dispatch.



# Our Esteemed Success Partners



Get in Touch to  
Print Your Success  
Stories with us



SS Gravures Pvt. Ltd., Plot No.30, Phase I  
Cherlapalli, Hyderabad, Telangana - 500 051  
+91 8121 192 233 | +91 9246 543 207  
sales@ssgravures.com