



Bradma Macsa id[®]

LASER CODING
AND MARKING
SOLUTIONS

MACSA ID
Innovation in marking
and coding since 1908



BRADMA MACSA ID VISION

Helping the manufacturing industry to secure their products and their customers' peace of mind while ensuring a brighter tomorrow for our future generations.



BRADMA COLLABORATES WITH MACSA id

Forbes & company ltd and Macsa id have made a joint venture to develop, produce, and market laser marking systems to meet permanent marking & traceability requirement for various industry segments in India. The JV combines Bradma's product reliability and longstanding market penetration with the international technological know-how of laser marking solutions of Macsa id.

Bradma is one of the pioneers in India, in the business of manufacturing and selling of Marking and Traceability products since 1960s. It has an extensive distributor network across India. Bradma began its journey with conventional marking machine like hand punches, ISTs, roll marking machines, Label markers etc. With time, the company got into technology driven product like laser and pin marking, SPMs for marking and traceability, industrial automation solutions, vision & monitoring systems..

Macsa id is one of the leading companies in the world in coding and marking lasers. The company was founded in 1989 in Barcelona, Spain. It is the first company in the world to develop on-the-fly laser marking. Macsa id is recognized as a world leader in technological innovation in lasers for marking and coding. It offers the widest range of lasers to code and mark both in FMCG (Food ,Beverages, Pharmaceutical, Healthcare, Cosmetics) and Industrial sector (automotive, aeronautics, defense, construction materials).





COCA-COLA | NIGERIA

"We were looking to reduce inkjet dust and costs, maximizing production in a difficult environment without renouncing high speed coding."

Bradma Macsa was the only supplier to provide us with a very suitable, fast, clean and reliable solution which covered all our needs."



BMCF030-DE

ONE COMPANY FOUR DIVISIONS

GLOBAL LEADER IN LASER TECHNOLOGY
FOR CODING, MARKING AND TRACING



✓ Laser coding systems



✓ Inline laser part marking



✓ Offline laser part marking



✓ Special purpose laser solutions



ROYAL ENFIELD | INDIA

"Ensuring riders safety is vital in our business."

Thanks to the solution offered by the Bradma Macsa teams, we are able to control the traceability of all our vehicles."



BRADMA MACSA'S SOLUTIONS

The Bradma Macsa solutions business model has 4 main cornerstones



Hardware



Software



Services



Special Projects Solutions



NESTLÉ | SWITZERLAND

"Thanks to Bradma Macca and its complete and innovative range of lasers, we have managed to establish our corporate sustainable approach to the environment in part of our manufacturing processes."



BMFD020DE

LASER CODING SYSTEMS

Lasers are used to apply small character codes (lot codes and batch numbers, dates, etc) and other alphanumeric information to packaged goods such as food, beverages, personal, household care and pharmaceutical products.

They are alternative options to ink jet printers.



BMCD010/030



BMCD030WE



BMCD030DE



BMFD020DE





DELPHI | HUNGARY

"The solution provided by Bradma Macsa allowed us to mark directly with the help of a robot managed by the laser system, without any consumable. Thanks to that, we have reduced the impact on the environment and also the production costs."



IN LINE LASER PART MARKING SYSTEMS

Lasers are used to apply large and complex text, data and graphics to products and there by to enhance or complete the product by adding branding and other identifying information.

They are used across a range of industries but especially in the automotive, electronics and medical devices sectors.

They typically compete with printing and other traditional technologies (micro percussion, scribing, tamping etc.).



BMFD020-RM



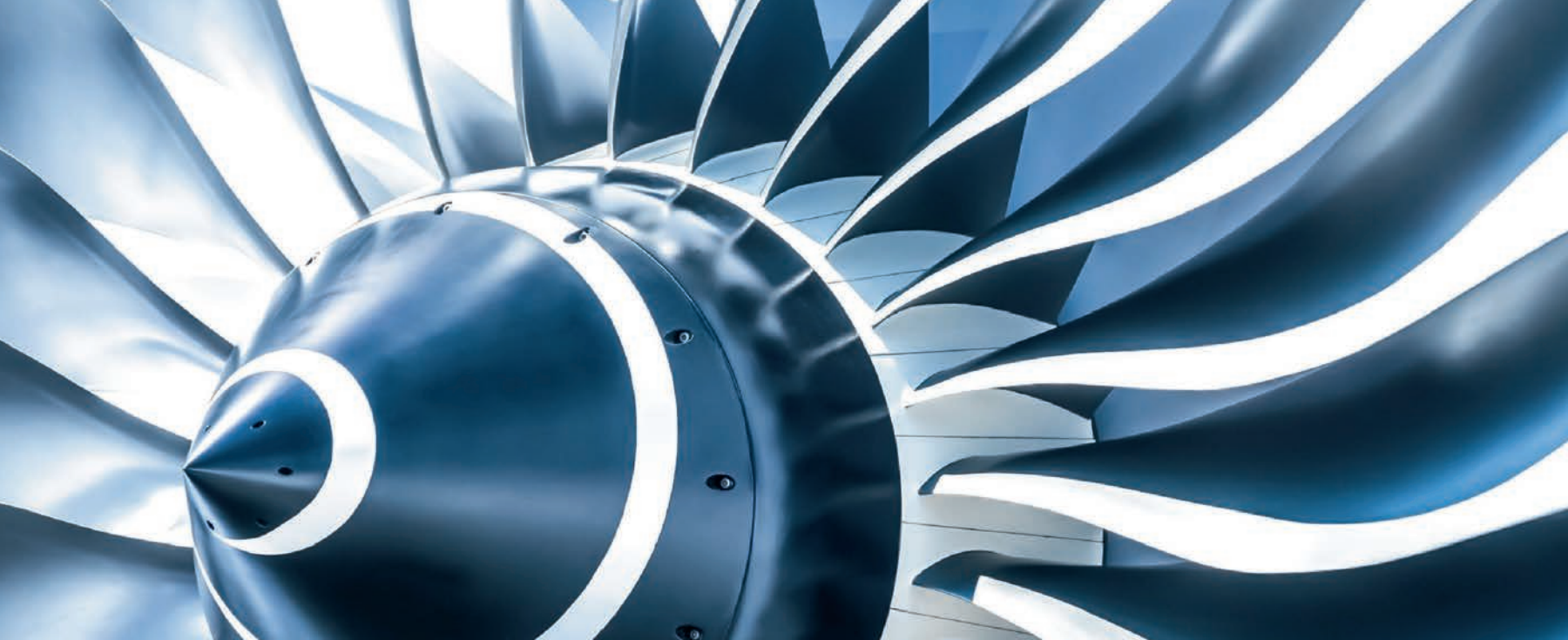
BMFD050-RM



BMGD010-DE/WE



BMUD005-RM



EMBRAER | BRAZIL

"We were looking for a reliable and permanent marking in order to comply with all the aerospace compliance and regulations."

"Thanks to Bradma Macsa we found the whole solution to assure that we could adhere to the existing rules in our industry."

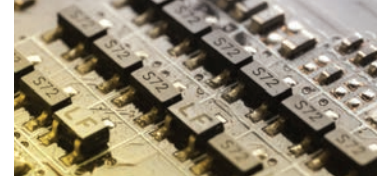


MIDI

OFF-LINE LASER PART MARKING SYSTEMS

A range of standard workstation solutions for safe, class I operation of lasers in production environments. Work handling solutions to maximise productivity and semi-automatic operation.

Bradma Macsa workstations combine precision optics, laser sources, and sophisticated control systems to deliver high-precision laser marking applications. Laser workstations find applications in various fields, including manufacturing and more. They can perform tasks such as laser marking, engraving, cutting, welding, and drilling with exceptional accuracy and speed.



MINI

Compact and economical bench top system



MIDI

Fully featured bench top system



MAXI

Floor standing system configurable with different options



SPS

Customizable CLASS 1 & 4 Laser systems to fit specific needs



L'OREAL | INDIA

"We replaced mechanical dies with Macsa id lasers in order to cut flexible film packaging."

The flexibility offered by these high-power lasers has allowed us to save costs and optimise production, even in short production runs."



INLINE CUTTING



Let's give nature a lift.

VALEO | MEXICO

"We had a very complex issue in coding, since labelling onto the product didn't allow us to recycle it."

Thanks to the advanced Bradma Macsa laser technology, we avoided using labels while marking directly, so it provided us with a clean solution."



BMGD010-DE/WE



WILLIAMS | UK

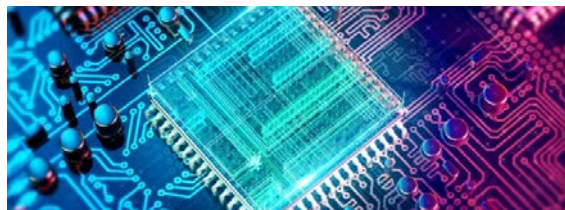
"Bradma Macsa lasers allow us to mark the multitude of parts that go to make up Formula 1 cars. With fiber lasers we achieve high-resolution, permanent markings that are resistant to all the manufacturing processes to which the parts are subjected. In addition to this, the iLaserBox ensures the protection and safety of our workers when operating the equipment."



SAMSUNG | KOREA

"Connected homes, smart factories and vehicle communication are not only words and plans of the future now. 5G enables not only the connection of users, but connection of different locations and industries. Bradma Macsa helps Samsung to bring forth new services and change the lifestyle of users and businesses."

"Traceability in electronic components allows intelligent connectivity around the world and during the whole production process."





RED BULL | CHINA

"We needed to create a community to allow our customers to share experiences and ideas.

We achieved this by printing one QR code on our cans at super high speeds (70.000 uds/h) with Bradma Macsa lasers and our project came true."

ZENITH
SWISS WATCH MANUFACTURE
SINCE 1865

BRADMA MACSA SOFTWARE

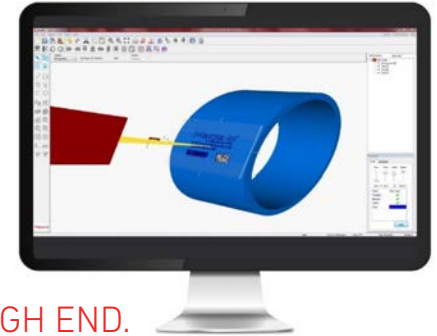


TOUCH SCREEN

The graphical user interface (GUI) software has been entirely designed to meet the Customer's requirements about ease of use and capabilities with a new colour touch screen.

The new MarcaTouch™ OS 2.0:

- Has a more intuitive menu-driven software.
- Is more visual, with larger icons to control/program the laser more easily and larger graphics for more precise message creation.
- The new touch screen is more reliable to ensure a long-lasting performance in the harshest environments.



EASY. COMPLETE. HIGH END.

To create text, barcodes and graphical files for downloading to the laser

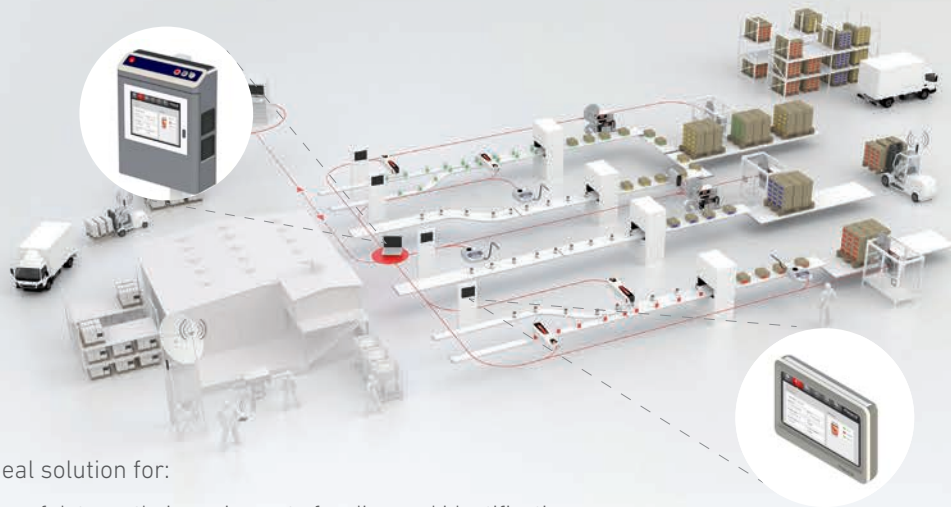
Bradma Macsa lasers are very easy to use. Our powerful proprietary marking software makes it simple to code and mark precisely and consistently. Our advanced line control software makes it easy to control, manage and optimize the production line.

Marca by Bradma Macsa, is a user-friendly software to create text, 1D and 2D codesm 3D graphics, graphical files, etc... for downloading to the laser. Also offers the Event Handler, an easy configuration of event based scripts to avoid the need for expensive and time consuming custom software.

integra^{4.0}

The modular software to control, manage and optimize the production line


Integra software by Bradma Macsa is everything your business needs to stream its production line, improve your performance and quality control and manage the location of its raw materials and finished products. This tool was developed by Bradma Macsa and is endorsed by hundreds of satisfied customers. It is submitted to continuous updates, allowing a continuous adaptation according to European laws and the new need of the market.




It is the ideal solution for:


- Integration of data on their equipment of coding and identification
- Traceability
- Warehouse management



 **integraconnect**
Connection software for integrating different equipment (coders, scanners, computer vision etc.) made by the leading manufacturers.

 **integraoptima**
Application for the centralized management of the coding, marking, and labeling process.

 **integravision**
Solution coding and production verification and control.

 **integraserialization**
Module for the individual traceability of the supply chain.

 **integraefficiency**
Automatic compilation and production line data analysis.

 **integrawarehouse**
Warehouse management system (WMS).

 **integratrack&trace**
Solution for controlling production, quality and traceability.

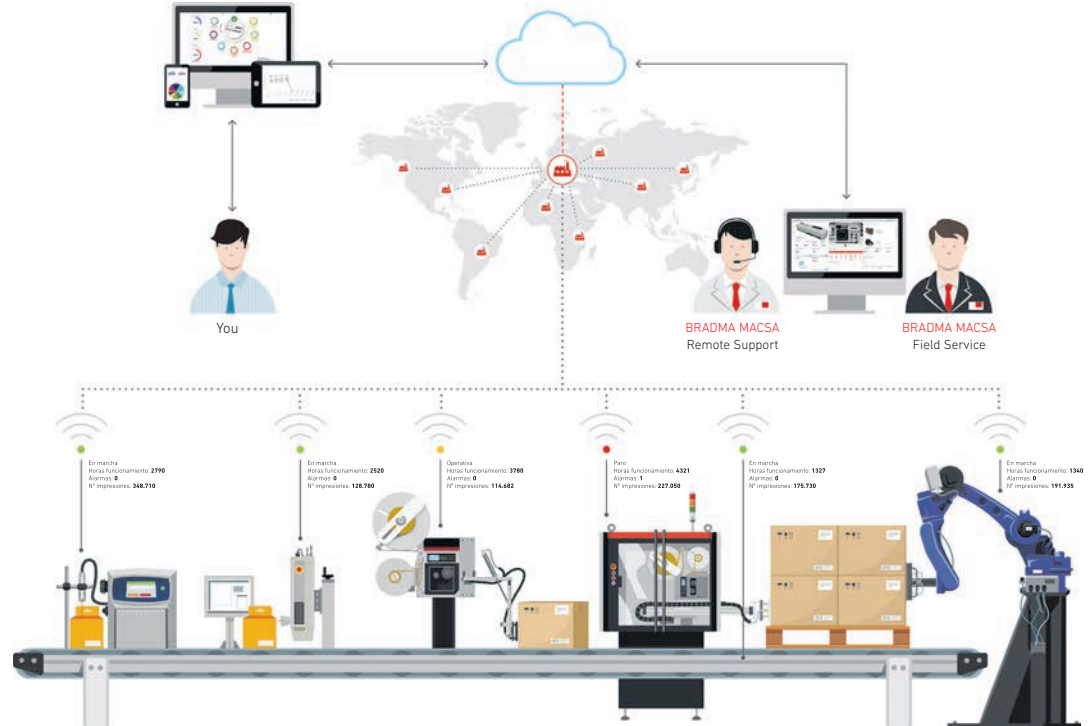
 **integrainet^{4.0}**
Solutions offering predictive maintenance monitoring, remote assistance, and production support services.

integrant 4.0

Bradma Macsa's 4.0 service

4.0 service represents a conceptual change in the provision of services. This change entails a redefinition of commercial business models as well as transactional service processes.

Due to the high degree of interconnection and intelligence of the machines, with this paradigm change we are able to provide levels of efficiency in the implementation of the services far superior than the current services.



SERVICES 4.0

Bradma Macsa integraNET is a new approach that supports the structure of new technologies and tools 4.0. IntegraNET is a platform that incorporates solutions for monitoring, predictive maintenance, remote technical assistance and production support.



Monitoring and predictive maintenance

From any place and at any time, provides data in real time to increase productivity, improve efficiency and reduce downtime.

Based on a web-based solution, it allows to monitor the status of the equipment from any remote device (PC, phone or Tablet), which can allow the reception of alerts by email and text.

IntegraNET allows our service engineers to receive Diagnostics in real time from your computer, helping to detect problems before they occur and cause stops and inactivity costs, which will allow your equipment to work with the maximum efficiency.

Remote assistance

IntegraNET allows to interconnect and exchange information through video call between field technicians and our engineers of Bradma Macsa.

Through a secure encrypted remote connection it enables to accurately solve problems, upload or download programs and send software updates, Increasing productivity and service efficiency.

Increased efficiency

The collected data is integrated with different softwares of Bradma Macsa module for production management, traceability and efficiency by providing an overview of the production lines.

CUSTOMER SERVICES **Integranet 4.0**

Conceptual change in the provision of services through a cloud-based internet of things (iot) solution.

Bradma Macsa's main purpose is to provide their customers with specific and customized solutions in order to help them to achieve their ultimate goals.



CONSULTANCY

We help customers to attain their business objectives by achieving significant improvements in quality, safety and performance.



CUSTOMIZATION

Bradma Macsa's added value is to provide customized solutions which align products and services to address customer needs.



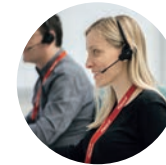
R&D&I

Bradma Macsa invests a significant portion of its resources in an ongoing programme of research, development and innovation in order to stay ahead of the industry's changing requirements.



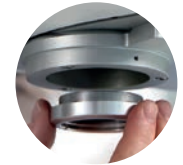
TRAINING

Bradma Macsa offers a wide range of training programmes for laser design software, equipment usage and technical maintenance.



TECHNICAL ASSISTANCE

A team of Bradma Macsa trained technicians is ready to meet any need that may arise in installation and commissioning activities and on-site support services.



ORIGINAL SPARE PARTS

Bradma Macsa always supplies original spare parts of the highest quality to guarantee effective repairs and to give equipment the maximum lifetime possible.

PRODUCTS	SERVICES	DATA
Production line management and control	Remote support	Performance monitoring

TRACK & TRACE

Real-time monitoring of production with 12 warning alerts if predefined quality standards are not met.

EFFICIENCY AND OPTIMIZATION

Depending on the usage data, processes can be highlighted for more appropriate operating conditions in terms of speed, scale and costs.

MAINTENANCE SERVICES

Through continuous monitoring the need for maintenance can be predicted, avoiding unwanted production interruptions and minimizing services costs.

IMPROVE PROCESSES

With the usage data generated by connected equipment, it is possible to identify the need to develop or redesign new components and processes to avoid specific failures and eliminate unused features.



MARUTI SUZUKI | INDIA

"In the automotive industry it is key to offer the highest precision and reliability in all our components. Bradma Macsa adapts to our specifications to guarantee the best results."



SPECIAL PROJECTS SOLUTIONS

Bradma Macsa has extensive experience and expertise in the field of special projects solutions. With a proven track record in designing and manufacturing these highly specialized equipment, Bradma Macsa has established itself as a leading provider in the industry.



SIMPLE THINGS, WHY BRADMA MACSA?

SIMPLE PLANNING

End to end solutions for your marking processes via a full range of service packages. Experience our Laser Application Centres with industry-specific applications or our on-site services.

SIMPLE INTEGRATION

Whatever your requirements - precisely defined user interfaces, embedding lasers in production processes, linking databases or any other technical needs we provide complete support and simple integration solutions for putting your new laser marker into production processes. Easy workflows and minimal interruptions.

SIMPLE PROGRAMMING

No more complicated software and rigorous training. Bradma Macsa software solutions are easy to install, use as per individual requirements.

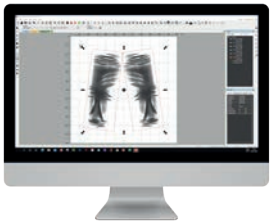
SIMPLE OPERATION

Introducing an intuitive operating concept which makes all our lasers simple, safe, precise, and easy to operate.

IT'S AS SIMPLE AS THAT

Bradma Macsa makes laser marking easier than ever before. With a flexible variety of applications, superior quality and reliable service support from Bradma Macsa id, you are ideally equipped for all your future needs.





LEVIS | BANGLADESH

"Thanks to Bradma Macsa we have found a reliable solution for our high-res, complex and customized designs, increasing the precision, reproducibility and speed of the finishing processes.

All of this without reducing productivity and while guaranteeing the safety of our workers."



CUSTOMER: Automotive part manufacturer
COMPONENT: Automobile Pillar Shaft
APPLICATION: Customized logo & identification number
AUTOMATION: Auto Z axis with auto sliding door, Marking on multiple components ranging from 10 nos to 48 nos in single cycle
ACCESSORIES: Fume extraction with panel cooling by air conditioner, light curtains, intelligent machine guarding
SAFETY: Class IV Safety Enclosure
LASER: 20 W Fiber, 300x300 mm Lens



CUSTOMER: Electric motors manufacturer
COMPONENT: Electric motor name plate
APPLICATION: Motor spec marking on nameplates
AUTOMATION: Auto feeder with servo slide, software integration for data fetching from SAP
ACCESSORIES: Fume extraction with panel cooling by air conditioner, light curtains, intelligent machine guarding
SAFETY: Class IV Safety Enclosure
LASER: 20 W Fiber, 150x150 mm Lens



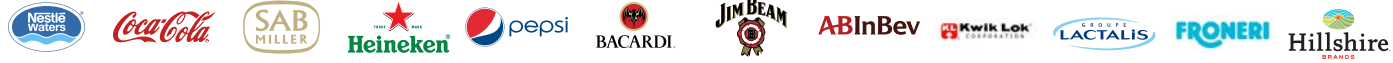
CUSTOMER: Billet manufacturer
COMPONENT: Aluminium Billets
APPLICATION: Identification number on Aluminium Billets
AUTOMATION: Servo slide, distance sensor, integration with oracle server, Retrofitting with customer conveyor integration. Distance sensor for billet identification with servo slide
SAFETY: Pneumatic safety guards
LASER: 50 W Fiber, 150x150 mm Lens



OUR CUSTOMERS

We serve several Major multinational companies and single site operations:

BEVERAGE



HOUSEHOLD CARE / PERSONAL CARE



AUTOMOTIVE



FOOD



PHARMACEUTICAL



OTHERS



HISTORY

Forbes launches the Handheld Punches.
1968



Forbes launches the Roll Marker.
1970



Forbes creates his Plate marker.
1972



Dot peen marker.
1998



VIN SPM Launch.
2006



Forbes present the Laser marker.
2015



AUTOMATION LINE for lasers launch.
2018



1989
We patented the first dynamic laser system worldwide.



2009
We launch the iCON laser, a specialist small character coding laser. We introduce a new laser technology: fiber lasers.



2015
We launch the new range of Lasertex: lasers in the textile industry, the most sustainable solution.



2018
Macsa ID acquires shareholding in HALO Lasers UK, a manufacturer of industrial marking lasers. We open an office in Malaysia.



2019
SPA launch. CO2, fiber & DPSS laser range.



2020
BiDiLase: launch of the first and only ultra-high-speed encoding laser on the market.



2022
SPA2 & SPARK launch. Smart Packaging Applications full laser range.

2023



JV
Bradma Macsa

BRADMA MACSA IN INDIA

Forbes Macsa Private Limited HQ

Forbes Building, Charanjit Rai Marg, Fort, Mumbai 400 001
Telephone: +91 (0) 22 69402500
Email: sales@forbesmacsa.com

DIVISIONAL SALES OFFICES ADDRESS / PH. NO.

AHMEDABAD

1st Floor, Pranvijay Building,
Opp. Bata Showroom, Near Times Of India,
Ashram Road, Ahmedabad - 380009
Telephone: +91 (0) 79 26587769, 079-26580741
Fax: 079-26584618

BENGALURU

Classic Building, 3rd Floor, 24 Richmond Road
Bengaluru - 560025
Telephone: +91 (0) 80 43230129
Fax: +91 (0) 80 43230110

CHENNAI

Catholic Centre, 1st Floor,
108, Armenian Street,
Chennai - 600001
Telephone: +91 (0) 44 25389890/95,
Fax: +91 (0) 44 25360872

NEW DELHI

8F, 8th Floor, Vandana Building,
Tolstoy Marg, New Delhi - 110001
Telephone: +91 (0) 11 43000120/107

KOLKATA

222, Circular Mansion, 1st Floor,
A.J.C. Bose Road,
Kolkata-700 017
Mobile: +91 (0) 70 91193999

MUMBAI

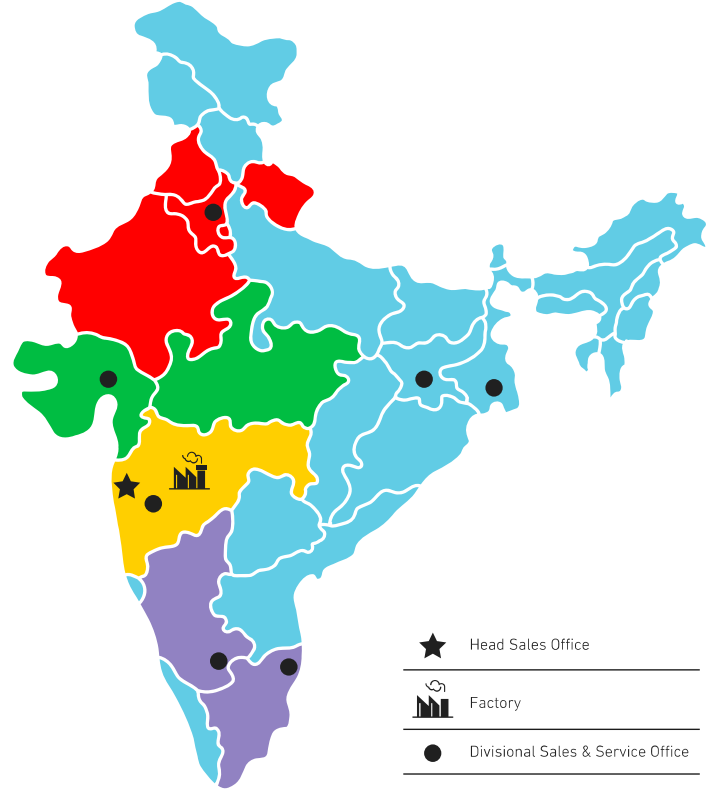
Forbes Building, Charanjit Rai Marg,
Fort, Mumbai 400 001
Telephone: +91 (0) 22 69402500

PUNE

H.No.1195/5, Bhosale Heights, 4th Floor,
Opp. Deendayal Hospital, Fergusson
College Road,
Pune 411005
Telephone: +91 (0) 20 48509111

CHHATRAPATI SAMBHAJINAGAR

B 13, Waluj MIDC,
Chhatrapati Sambhajinagar - 431133
Telephone: +91 (0) 240 2553422





A code you can trust