

Technological Breakthrough at KAMLA

Kamla Develops Electro-Deposited Index Stickers

Kamla Dials announced the successful development of the 'Sticker' Indexes. After importing the required stickers from Japan for over a year, Kamla has now mastered the art of its production in-house. In April 2005, it established a new subdivision at Derabassi where it successfully manufactures the stickers.

This is yet another technological achievement by Kamla Dials & Devices Ltd., who has always been at the forefront of innovation and advancement in the field of watch-dials and watch components manufacturing. Its exceptional expertise and knowledge has made the company a leading and highly valued global player that supplies its invented creations to many well-known watch-brands all over the world. Over the last 22 years, the company has perfected many notable processes, including volume printing, spin brushing, de-plating and applied indexes as well as dials with an astonishing variety of exotic colours through plating procedure in various finishes.

The sticker technology, nicknamed 'Eddi' at Kamla, opens up a vast range of design possibilities, as it allows some of the most imaginative shapes and forms of indexes to be easily produced. Otherwise, as stamped or applied indexes, they would have been impossible or at least very expensive to manufacture. The possibilities are boundless and high priced dials in Europe and Japan have used sticker indexes extensively. And now with Kamla's in-house production, the use of stickers is bound to spread to more competitive products across India as well.

The Great Advantages of 'Eddi' Sticker Dials

Not only do 'Eddi' stickers offer unlimited design options, but also there are also many other advantages of using this technology. So what is so revolutionizing about the 'Eddi' sticker technique?

Traditional index manufacturing tends to be a rather expensive to produce, due to the required development of the necessary tooling. Generally, the tools also restrict the size of the final index to a minimum of 0.4 millimetres and only allow production of standardized shapes. With the help of 'Eddi' stickers, no expensive tooling is required and the final index dimension may be as small as 0.2 millimetres. 'Eddi' stickers are especially cost effective for small volume orders.

One of the biggest advantages of 'Eddi' stickers is the possibility of creating highly complex designs and patterns, which are simply unachievable or exceedingly expensive using the traditional way of manufacturing indexes. Now, thanks to the 'Eddi' sticker technique, hollow indexes, with irregular non-geometric shapes and even the customer's complex logos can be realized without much difficulty. The application of the sticker on the dial is straightforward and allows the indexes to be very compact and narrowly positioned without the slightest discrepancies that may occur with traditional indexes.

Another benefit of 'Eddi' stickers is the time factor, which has been drastically reduced. The production of 'Eddi' stickers takes about half the time than the production of conventional indexes. The stickers furthermore allow the customers to amend their designs during the process, whereas once the tooling for the traditional indexes has been completed an entirely new set of tools has to be produced. The 'Eddi' sticker method is a great technology that allows for the introduction of many new ideas without the costly investment into an extensive machine park. Other than a good photographic camera to take a sharp image of the final design, and a high-quality plating system, no other high-priced machinery is necessary.

International Application

Sticker Indexes were developed in Japan and over the last few years have started to be used extensively by international brands. Nowadays, they are seen on some of the best-known Swiss brands, including watches from the Swatch Group, the Richemont Group, and brands from the LVMH Group. They are also used by top Japanese brands such as Seiko and Citizen as well as international fashion brands such as Boss and Givenchy who use the stickers across their watch range.

Perfect balance between Printing and Indexes

Before this technology was available, the only alternative to indexes was printed marks and figures. But printing on dials by tampon or screen, could never yield a true metallic finish. 'Eddi' stickers now bridge the gap between expensive appliqués and the limitations of printing, by combining the versatility of printing with the look of metallic indexes.

Developing the Technology at Kamla

Some two years ago, Kamla had the choice of importing the technological know-how at a huge cost from the three known sticker producers. But instead, Kamla's R&D department, led by the Executive Director Mr. Dinesh Agrawal, decided to develop the know-how locally, and after only 14 months, the first prototypes were ready. The rigid and thorough trials at KDDL Derabassi lasted for several months before quality control approved the stickers for production. Soon afterwards, long lasting projects were approved thanks to the deployment of 'Eddi' stickers. Its remarkable success has already allowed KDDL Derabassi to act as a supplier of 'Eddi' stickers to other renowned dial manufacturers. Naturally, Kamla is keeping details of the manufacturing process completely confidential.

Lower Cost through Indigenisation

With prices generally around 15% lower than using traditional techniques that involve the production of expensive tools, the 'Eddi' stickers are bound to be a great success. Furthermore, Kamla's 'Eddi' stickers cost as much as 30-40% below the international prices due to the indigenous development and manufacture of the technique. Mr. Sandeep Sabharwal, the Unit's Production Head adds: "Especially Indian customers, who are more cost conscious in comparison to the international market, will be able to fulfil the most complex designs at a very reasonable rate. For now, only high-end watch manufacturers use the stickers on the Indian market. However, we might consider lowering the prices for 'Eddi' stickers in the future even further." Mr. Sabharwal is very optimistic that due to all these encouraging factors, demand will be stimulated at more competitive price levels too.

New Colours of Stickers

The determined R&D department of KDDL Derabassi is working intensely to develop new colours and shades for the 'Eddi' sticker range. For the moment, only nickel-plated and gold-plated stickers are available, but testing is underway for black-plated and copper-plated versions as well as a wide selection of various colours and shades.

Boundless Possibilities

The use of 'Eddi' stickers is not only restricted to the dial and watch industry, but also finds acceptance throughout various appliances, including television, mobile phones, refrigerators. It can even be used for computers, medical equipments, kitchen appliances and automotive parts. The scope of this technology is truly inexhaustible.