

KURZ



XEIKON

Digital printing's alternative to hotfoil

Xeikon TX500 with KURZ DIGITAL METAL

Printers are constantly searching for better ways to add value to the labels they produce for their customers. Meanwhile, brand owners are looking to maximize shelf standout with brilliant designs that shine and sparkle. This new digital metallization process offers unique, groundbreaking possibilities for inline production of high quality, highly embellished wine & spirits labels.

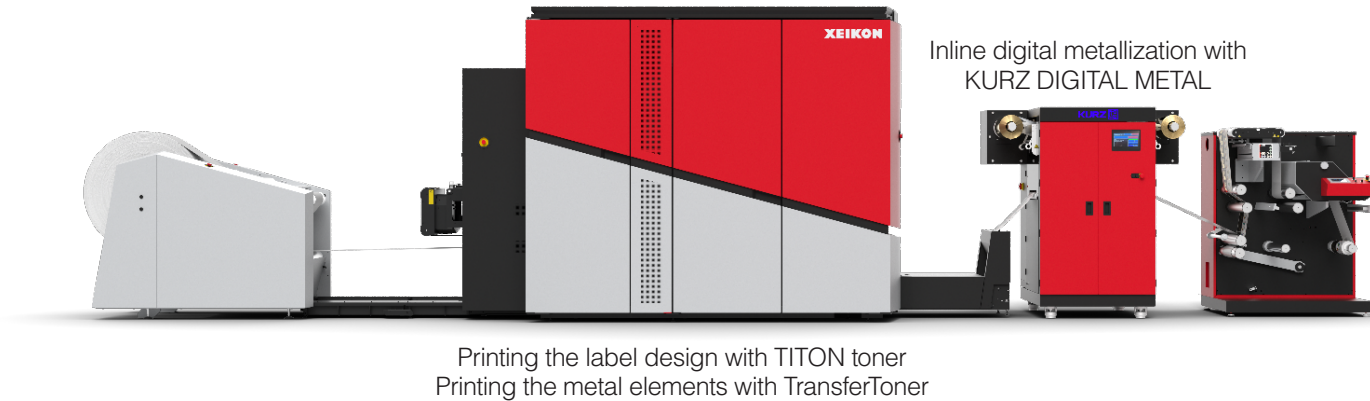
Metal effects are created in one process without needing special adaptations to the print file and without the need for additional steps in the converting phase. Resulting in minimal job preparation time and reduction of setup waste, while enabling new functionalities like variable metal elements.

This inline digital metallization solution is made possible by Xeikon's highly durable TITON toners. After printing the full colour image, the fifth color station in the Xeikon press deposits a TransferToner to the areas where the metallization will be applied. As the printed web enters the KURZ module, this special TransferToner is reactivated to receive the thin metallization layer. The method is very precise and easy to implement as it simply uses the print file for metallization, which is added in 1200 dpi resolution.



A division of **FlintGroup**

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FLEXIBILITY

- ◆ Metallization available from the first label
- ◆ Minimum Job size of one
- ◆ Combination of variable printing with variable metallization
- ◆ Support for uncoated papers (not available in coldfoil)

SUSTAINABILITY

- ◆ More sustainable solution compared to printing on metalized substrates
- ◆ First food safe digital metallization on the market
- ◆ One step process – no intermediate waste

COST EFFICIENCY

- ◆ No stamping tools needed
- ◆ Minimized setup time
- ◆ Less waste - no additional setup labels to be printed

SPEED TO MARKET

- ◆ No lead time for tools
- ◆ Start printing and converting immediately

DESIGN FREEDOM

- ◆ Small details in positive and negative print possible
- ◆ Combining small text elements with larger surfaces in metal
- ◆ Semi-transparent metallization available

EASY TO USE

- ◆ Adding metallization is as easy as adding an additional color
- ◆ Easy file handling – print and embellishment driven by one DFE
- ◆ Easy register process between printing and metallization – both printed on the same press
- ◆ Enabling variable elements in sync with variable content of the label



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