

# PRINTINGUNITED

## DIGITAL EXPERIENCE



THURSDAY, OCT. 29, 2020

GUIDE TO DAY FOUR:

# PACKAGING

## Label & Flexible

### INSIDE:

INKJET TECHNOLOGY IN THE  
PACKAGING INDUSTRY

STATE OF THE INDUSTRY:  
LABEL AND FLEXIBLE PACKAGING

A BREAKTHROUGH IN DIGITAL  
PRINTING ON FLEXIBLE PACKAGING

POWERED BY:



TODAY'S SPONSOR:

durst

# FAST. EASY. BEAUTIFUL.



## The All-New Epson® SurePress® L-6534 Digital UV Inkjet Label Press

The new SurePress L-6534 represents one of the most modern forms of digital UV label printing ever developed. Powered by a unique Epson PrecisionCore® linehead, it can print at speeds up to 164 linear feet per min.\* , while offering an exceptional level of print quality and reliability.

When you're ready to modernize your label printing business, visit [www.Epson.com/SurePress](http://www.Epson.com/SurePress)

\*Prints up to 164 linear feet per min. in Production Mode.

**EPSON®**  
EXCEED YOUR VISION

EPSON, PrecisionCore and SurePress are registered trademarks and EPSON Exceed Your Vision is a registered logomark an of Seiko Epson Corporation. All other product and brand names are trademarks and/or registered trademarks of their respective companies. Epson disclaims any and all rights in these marks. Copyright 2020 Epson America, Inc.

## TABLE OF CONTENTS

### GROUP PRESIDENT

Chris Curran

### EDITORIAL DIRECTOR

Denise M. Gustavson

### EDITORS

Toni McQuilken

Ashley Roberts

### CONTRIBUTING EDITORS

Cory Francer

Nathan Safran

Randy Vandagriff

### ACCOUNT EXECUTIVES

Jude Baker

Roger Baker

Bill Curran

Steve Duccilli

Jack Noonan

### PRODUCTION MANAGER

Mike Packard

### PRODUCTION DIRECTOR

Bob Gibbons

### ART DIRECTORS

Michelle Appalucci

Tim Dupnak

### VIDEO

John Gelety

Ryan Hallas

### VIDEO ASSISTANCE

Andrew Baer

Annie Dimock

### CEO

Ford Bowers

### PRESIDENT

Dave Leskusky

### PRESIDENT,

### EXHIBITIONS AND EVENTS

Mark J. Subers

### EXECUTIVE VICE PRESIDENT

James Martin

### VP, MARKETING

Patty Perkins

### VP, TECHNOLOGY

Thomas Perkins



1500 Spring Garden St., Ste. 1200  
Philadelphia, PA 19130-4094  
Phone: (215) 238-5300;  
Fax: (215) 238-5484

Copyright © 2020 NAPCO Media,  
Publisher of *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, and *Wide-format Impressions*.

**4** Welcome to Day 4 of the  
2020 PRINTING United Digital Experience

**5** Day 4 Agenda and Sponsors

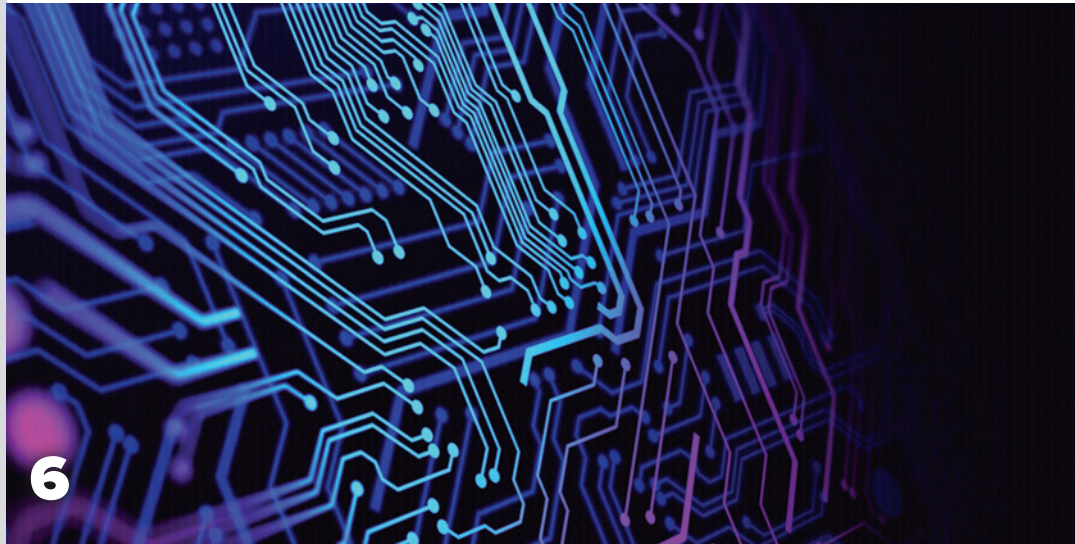
**6** Inkjet Technology in the  
Packaging Industry

**8** State of the Industry:  
Label and Flexible Packaging

**10** Mixing Oil and Water: A Breakthrough in  
Digital Printing on Flexible Packaging

**12** Product Demo Videos

**14** Products





# WELCOME

## Welcome to this special publication for attendees of the 2020 PRINTING United Digital Experience.

In June, PRINTING United announced the decision to transition from an in-person event in Atlanta, to a comprehensive digital platform. The PRINTING United Digital Experience, taking place Oct. 26 – Nov. 12, offers attendees three weeks of live, guided programming, educational sessions, and panel discussions with the experts; along with access to a complete online exhibitor showcase featuring information about the newest industry technology, case studies, whitepapers, the chance to speak with exhibitor representatives, and more.

Today is Day Four of this 14-day event. Focused on the package printing market — specifically the label and flexible packaging segments — attendees have a packed schedule of content and product demos (see the detailed agenda on page 5).

Flexible packaging is a growing market, with \$33.6 billion in annual sales for 2019 (according to the Flexible Packaging Association (FPA) State of the Flexible Packaging Industry Report). This market is ascending in prominence, and in some cases, even displacing other packaging formats. One of the reasons flexible packaging is seeing growth, compared to rigid formats, is that it is lightweight, easy to store, and easy to carry and seal. Despite its growth, digital printing is only a tiny sliver compared to analog, but that is slowly changing as viable digital platforms emerge.

Demand from brands for labels and flexible packaging is also increasing, according to the NAPCO Research study “Digital Package Printing: The Time is Now!” Specifically four applications are seeing increased demand: prime labels (75%), flexible packaging, including bags, pouches, and wrappers (68%), shrink sleeves (60%), and non-prime labels (52%).

Various trends are driving the adoption of digital technology in the label and flexible packaging space. Much like the production inkjet segment, which was covered yesterday, customer demands for affordable short runs as well as versioning and personalization are driving factors for the interest in digital technologies. Additionally, digital can assist package printers when working with brands for concept testing and prototyping. Increasing SKUs, supply chain efficiency, and faster time to market are three additional factors influencing the adoption of these new technologies.

Talking about new digital technologies, in 2020, many OEMs planned product launches to coincide with drupa 2020. But with the COVID-19 pandemic impacting us worldwide, print providers have not had the opportunity to see the new digital package presses released earlier this year. As part of the product demos today, you’ll be able to see the HP Indigo 6K and Indigo 25K, Screen Americas’ TruePress Jet 350, the Xeikon SX30000, and the Epson SurePress.

As a companion to the 2020 PRINTING United Digital Experience, these 14 special daily publications will provide attendees with a reference guide to the day of content, as well as much-needed insights into how print service providers can best position themselves now for the recovery — and growth — to come.

We hope this information will help serve as a valuable resource as you plan the next steps for your business, and determine where — and how — to expand and grow. 🌈

### DAY 4: OCTOBER 29, 2020

#### PACKAGING: Label & Flexible

10:00 a.m.

#### RESEARCH: INDUSTRY OUTLOOK FOR LABEL AND PACKAGING

**Presenter:** Lisa Cross, Principal Analyst, NAPCO Research

Labels and flexible packaging are essential in supporting brand owners and product manufacturers in marketing, identifying, promoting, protecting, and selling products. This session features findings from recent NAPCO Research surveys of brand owners and packaging printers/converters participating in these dynamic application areas.

10:15 a.m.

#### KEYNOTE: TRENDS AND OPPORTUNITIES IN LABELS AND FLEXIBLE PACKAGING

**Presenters:** Linnea Keen, President, TLMI and Alison Keane, President and CEO, Flexible Packaging Association (FPA)

In this overview of the label and flexible packaging segments, representatives from the leading associations in labels and flexible packaging will provide a snapshot of these respective industries, the latest technologies driving innovation, and how printing companies of all kinds can access the expanding opportunities in these two dynamic packaging segments.

10:45 a.m.

#### PRODUCT DEMO: HP INDIGO 6K AND HP INDIGO 25K

HP Indigo has fueled digital printing growth over the past 25 years, partnering for the success with those who dare to go beyond. HP Indigo's imaging technology is suited for labels and packaging. Here to tell you more are Brent Holloway and Brian Cleary.

11:00 a.m.

#### PRODUCT DEMO: SCREEN AMERICAS TRUEPRESS JET 350 UV SAI SERIES

The Truepress Jet L350UV SAI series has been developed in response to the industry's need for mixed, short-run printing for the high price and luxury segments. This system enables richer color expression and superior scalability, enabling it to meet a wide variety of needs. "SAI" refers to its extremely Stable operation, highly Accurate color reproduction, and time-tested Integrated technologies.

11:15 a.m.

#### PANEL DISCUSSION: THE POWER OF FLEXIBILITY: HOW TO MAXIMIZE GROWTH IN BOTH SEGMENTS

Moderator, Cory Francer, Editor-in-Chief, *Packaging Impressions*

#### Panelists:

Jackie Kuehlmann, Director of Marketing, Inland Packaging

Kimberly Flynn, Marketing Manager, Hammer Packaging

Labels and flexible packaging are offering strong opportunities for printers across the board to diversify and differentiate. Cory Francer discusses the current state of the segment, how customer and public perceptions toward packaging are changing, and how they plan to incorporate new technologies.

Noon:

#### PRODUCT DEMO: XEIKON SX30000

The Xeikon SX30000 is a new, groundbreak-

ing press, built on Xeikon's SIRIUS technology. It is the fastest B2 press in the market, producing more than 2,500 B2 sheets 4/4 or 5/5 per hour.

12:15 p.m.

#### PRODUCT DEMO: EPSON SUREPRESS L-6534VW DIGITAL LABEL PRESS

Michael Nyman, senior product specialist, Epson America, highlights the SurePress L-6534VW digital label press. Designed for label converters investing in a digital label press for the first time or looking to expand, the press delivers three print speed modes to meet a range of converter needs.

12:30 p.m.

#### PANEL DISCUSSION: THE DIGITAL FUTURE FOR LABELS AND FLEXIBLE PACKAGING

Moderator, Cory Francer, Editor-in-Chief, *Packaging Impressions*

#### Panelists:

Louis Dolgin, Corporate Business Development Marketing Manager, American Packaging Corp.

Carl Joachim, Co-Founder and CMO, ePac

Craig Moreland, President and CEO, Coast Label

While these two segments are at different adoption stages of digital printing, they each present opportunities for those already in the segment, and those looking to expand. In this session, label and flexible packaging printers will share their experiences with digital printing, and how it led them to new customers and new opportunities with existing customers.

## Today's Sponsor:











# Digital Technology in the Packaging Industry

By Nathan Safran, VP, Research, NAPCO Media

**Digital in the packaging industry has been around** for enough time that adoption has trended beyond the early stages. Like any technology, digital follows an adoption curve, and now, several years into its launch, is a good time to check in to see the progress in the packaging market.

## Digital Hits the Mainstream

A recent NAPCO Research study of package printers (sponsored by Memjet) shows 83% of survey respondents print labels and/or packaging on digital presses.

Figure 1 shows the types of packaging applications printed by respondents, segmented by those that print labels and/or packaging on digital presses, and those that do not. Those that print packaging on digital presses reported a higher incidence of printing labels, reflecting the fact that label printing was an early packaging application to migrate to digital.

Labels was an early sector to use digital printing because most self-adhesive labels are printed narrow-web, on lightweight substrates well suited for printing on the toner-based printing devices available at the time. Labels are driving digital adoption in other segments as well. Respondents indicated their operations are printing corrugated packaging, folding cartons, and flexible packaging.

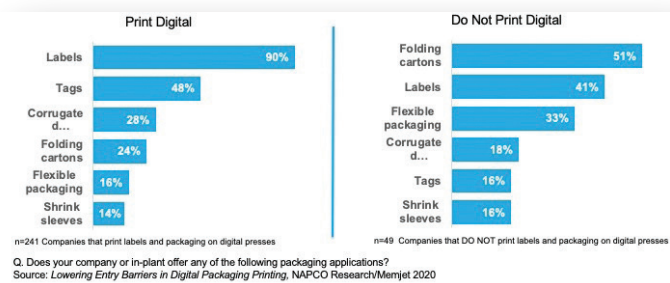


Figure 1

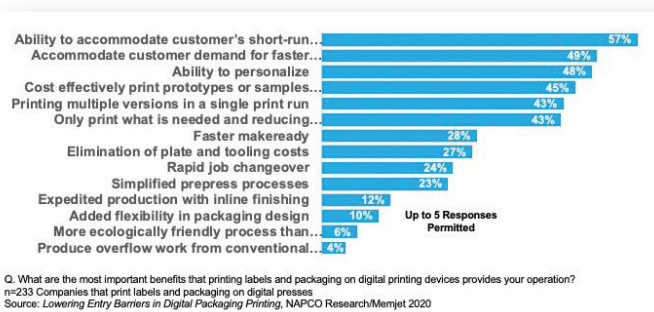


Figure 2

ing on digital presses. This finding serves as a signal that packaging applications beyond labels are starting to migrate to digital.

With digital adoption reaching the mainstream, a key question is what benefits are adopters realizing with the technology?

Owners of digital technology report the ability to accommodate customers' short-run production needs (57%), faster turnaround on print jobs (49%), and the ability to personalize (48%), as the top benefits they are seeing. The short run capabilities of digital opens a whole host of potential opportunity for the package printer, such as the ability to quickly and cost effectively respond to brand owners' creative marketing around current events or seasonality. Faster turnaround on print jobs means customers are happy, with speedy delivery and the ability to personalize enabling targeted marketing for brand owners.

New research from NAPCO Research shows that more than eight out of 10 package printers now print labels and/or packaging on digital presses. This data highlights the progression of digital technology on the adoption curve, and suggests it has reached mainstream adoption. Package printers that have not yet adopted digital or that are not taking advantage of the full spectrum of benefits it offers would be wise to reevaluate the technology. 🔄



# SCREEN

## Expanding digital packaging markets and revenue.

The future of digital package printing is radically diverging from its past. What was once a niche category suitable for prototyping, ultra short runs and boutique personalization projects is expanding into full-scale production for the consumer product space.

Evolving consumer demands are pushing requirements for lighter packaging and greener, environmentally friendly solutions.

At SCREEN, we're launching a future for **label and packaging printers** that will combine all the scale, capacity and economics of conventional printing with the power, flexibility and personalization of full digital.

Leaders in production-class digital inkjet solutions for graphic arts markets since 2007, **SCREEN is transforming what's possible** as we expand our solutions into

the flexible packaging, folding carton and corrugated board markets.

SCREEN's commitment is to continue in development of digital systems delivering both high quality and rapid throughput for full-scale production for the rapidly evolving package printing field. This commitment will contribute to the growth of this segment and position SCREEN as **your partner in creating a future in print.**



### Prime Labels

SCREEN's 3 picoliter drop size and four-level grayscale technology combines with the press's wide color gamut to confidently print exciting labels in bold colors, smooth gradations, and rich depth on an entire spectrum of flattering and functional label substrates.



### Flexible Packaging

Produce crisp, vivid, high resolution flexible packaging required for food products with high-speed, water-based inkjet printing systems designed to conform to safety regulations and meet the demands of both production length and small lot specialty jobs.



### Folding Cartons

Print performance is a key object for primary and secondary paperboard packaging. SCREEN inkjet printing technology ensures remarkable levels of performance run after run.



### Corrugated

Capture a share of the growing market for large-format, inkjet-printed corrugated packaging. Add high-margin inkjet corrugated applications to your product portfolio, including shelf-ready and high-impact consumer packaging and retail displays.

Learn more at [SCREENAmericas.com](http://SCREENAmericas.com)

**SCREEN**  
Creating a Future in Print.





# State of the Industry: Label & Flexible Packaging

By Cory Francer, Editor-in-Chief, *Packaging Impressions*

**In a year that has been so distinctly marked** by an unprecedented pandemic, it can be tough to find any silver linings. Yet, for printers and converters of labels and flexible packaging, 2020 has been a year in which demand for their services was increased as brands, retailers, and consumers adjusted to the new realities COVID-19 has brought forth.

These two packaging segments were already considered to be among the strongest growth areas in the printing industry prior to the pandemic. And while the shutdowns and quarantines put a halt to other forms of commerce and industry, consumers still had to find a way to access products for their homes, and invariably those products require either a label or a package.

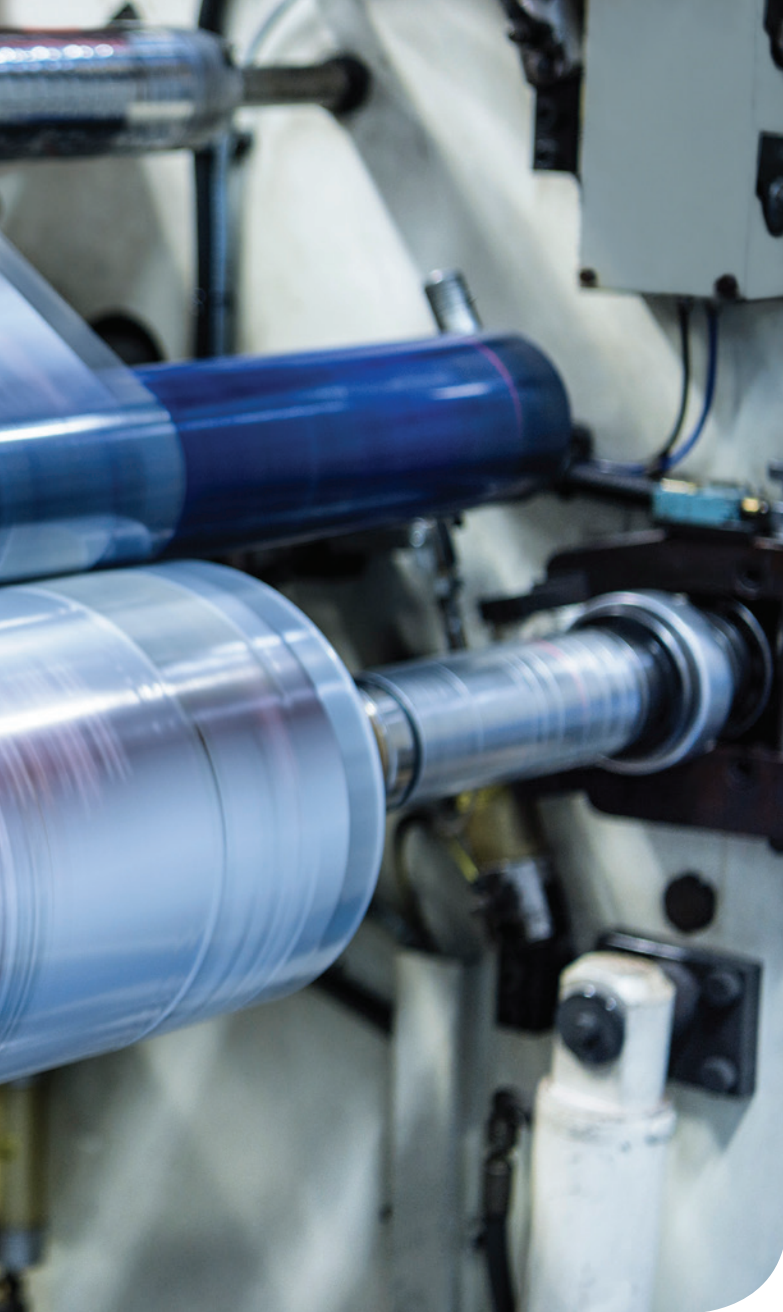
When the pandemic first struck North America in March, consumers flocked to supermarkets, big box stores, and other retail outlets to stock up on the items they felt they needed for an extended period of at-home isolation. Packaged food items flew

off the shelf, and as *Packaging Impressions* Senior Editor Patrick Henry reported in the July issue of the magazine, label converters serving food manufacturers saw a steep influx in demand as brands and retailers sought to restock their shelves.

As Michael Ritter, chairman of the TLMI board of directors, and the controller of I.D. Images, a Brunswick, Ohio-based label producer, said at the time, some of these label printers had “more business than they can handle” at times, and attributed the overbuying to “panic” that had set in among consumers facing an unprecedented situation.

Additionally Dan Muenzer, who was president of TLMI at the time of Henry’s article (Linnea Keen took over the role on Aug. 1), attributed much of the spike in food label demand to the temporary closings of restaurants. With consumers eating at home more frequently than usual, he said consumers had to keep their refrigerators and cabinets stocked, leading to more purchasing of packaged foods.





On the technology front, the label segment continues to see advancements in the speeds and automation capabilities of conventional flexographic presses, which produce the majority of output in the segment. The label segment however, is also where digital printing has seen its most significant penetration in the packaging industry. Converters in the label realm are continuing to see advancements in dry and liquid toner, inkjet solutions, and hybrid presses that combine digital and flexographic capabilities.

### **Flexible Packaging Continues to be a Game Changer**

In the packaging industry, few segments are gaining as much attention as flexible packaging, as printers and converters across the board are seeking to either add to or expand their capabilities in producing pouches, bags, sachets, stick packs, and shrink sleeves.

As more products continue their transition from rigid packaging options into flexible, the most exciting part of this segment is how it has moved past the stage of gaining acceptance among consumers, and now brands, converters, and designers can innovate collaboratively to take flexible packaging to new heights.

For example, in the Flexible Packaging Association's 2020 Achievement Awards, the packages that rose to the top were not just marked by great printing and graphics – the best of the bunch offered a functionality attribute that either improved the user experience, increased sustainability, or helped maintain food freshness.

The Highest Achievement Award winner provided a great example of how the consumer experience can be improved, while having a positive impact on sustainability. AeroFlexx, the creator of the flexible AeroFlexx Pak, received the honor from the FPA for its package that eliminates the need for a cap, while reducing plastic usage by at least 50%. The package can be used for soap, condiments, or other gel-like substances, and provides an automatic sealing mechanism that keeps the product in the container unless it is actively being squeezed. The result is a user-friendly package that helps reduce the amount of plastic being sent to landfills.

Flexible packaging is also seeing significant strides in its recyclability. For example, Henry reported in March that Kellogg had recently adopted Entour, a flexible pouch produced by Berry Global. The pouch is a multi-layer coextrusion pouch, and is fully compatible with store drop-off recycling programs and other polyethylene recycling streams.

On the printing side, flexible packaging is still largely dominated by wide web flexography, but digital printing is slowly but surely making inroads. In addition to the HP Indigo 20000 and 25K, which have dominated the digital realm in this segment, new inkjet solutions are hitting the market, including the Uteco Sapphire EVO, among others. But where digital printing has emerged as a particularly intriguing solution is in the shrink sleeve segment.

As craft brewers continue to recognize the cost saving advantages of short run shrink sleeves for cans, the flexibility that shrink sleeves provide has made them a popular option in the market. DWS Printing Associates, a Deer Park, N.Y. label printer, has emerged as a leader in the digital shrink sleeve segment with its hybrid MPS EF SYMJET Powered by Domino. As company President Tom Staib told Henry earlier this year, "Shrink sleeves were growing at a much higher rate than pressure sensitive and cut-and-stack labels, and we wanted to capitalize on that opportunity."

Expect these trends to continue strong through the rest of this year, and into 2021. The consumer behaviors shaped by COVID-19 aren't going to shift back to pre-pandemic activities immediately, keeping the need for labels and innovative flexible packaging options a high priority for brands that need to stand out not just on store shelves, but in e-commerce platforms, photos, and be unique enough to generate word-of-mouth buzz. For packaging printers, this will remain a strong growth opportunity for the foreseeable future. ➔



# Mixing Oil and Water: A Breakthrough in Digital Printing on Flexible Packaging

By Randy Vandagriff, Senior VP, Digital Print, and VP, Kodak

**Packaging is a bright spot** in the print industry, with package printing expected to grow from \$50.6 billion in 2019 to \$440.6 billion by 2024, according to Research and Markets. And with digital printing gaining popularity because of its ability to deliver shorter runs, faster turnaround, less waste, and endless customization, digital package printing offers significant opportunities for growth.

The problem is that trying to print water-based inkjet inks on flexible oil-derived plastic films commonly found in packaging applications is quite literally like mixing oil and water. But printers can overcome that hurdle by preparing the substrate with the appropriate coating. When done right, even a flexible plastic surface can become compatible with water-based inks. The proprietary Kodak pre-treatment process is where the magic happens.

## Pre-Coating is Key

In some applications, the film is prepared using a corona treatment to modify the surface of the film and raise its surface energy. If corona treatment is not required, you can move right to the priming process. The Kodak solution starts with the application of an ink-receptive coating, which optimizes the surface for water-based inks. The coating also acts as an adhesive tie-layer between film, ink, and post-coatings to enable maximum print quality and productivity. It can be applied at speeds up to 150 mpm (500 fpm) in highest quality mode across the 1.26 m (49.6") web, and is dried in seconds prior to printing.

This priming process allows for printing on a wide variety of the most commonly used flexible packaging materials, such as PP, BOPP, PE, PET, PETG, PVdC PET, OPA, PVC, foils, and paper, using



high-quality, highly productive Kodak continuous inkjet (CIJ) technology and proprietary water-based inks. Once printing is complete, proper lamination or varnishing increases color absorption, speeds up the drying process, and prevents the ink from rubbing off when the packaging is subject to handling.

In short, water-based inks and oil-based substrates do mix. You just have to properly treat your substrate. And once you do, you can enjoy all the benefits of printing with water-based inks, including:

- **Superior image quality.** It starts with how the inks are made, and Kodak inks provide vibrancy and color consistency thanks to a proprietary micromedia-milling technology. And because of Kodak CIJ technology's smaller, satellite-free drops and precise drop placement, images are printed with high resolution and sharpness.
- **Enhanced durability.** Polymeric dispersants and binders integrated into the inks and primers enhance image permanence, wet and dry rub resistance, lamination bond strength, and reliability.
- **Safer and more environmentally friendly inks.** Kodak's eco-friendly, water-based nanoparticulate pigment CMYK inks contain minimal Volatile Organic Compounds (VOCs), and do not require a hazardous waste removal process. They are safer for people and the environment, enabling new applications in food packaging and personal care.
- **Cost savings.** Water is cheaper than oil, so aqueous pigment inks



Image courtesy of Kodak

*Digital printing is gaining popularity because of its ability to deliver shorter runs, faster turnaround, less waste, and endless customization.*

are 50-75% less expensive than fossil-fuel derived UV inkjet inks. And water-based inks aren't subject to the unexpected market fluctuations being driven by COVID-related demand for the solvents used in typical flexographic inks.

Kodak's aqueous inks are the result of more than 100 years of researching, inventing, engineering, and manufacturing imaging materials. As packaging continues to be a golden opportunity in print, we are continuing to invest in inkjet solutions that allow printers to achieve unmatched quality, durability, safety, customization, and cost. 🌐



## Nazdar Narrow Web Inks

Peak print performance backed by the best experts in the industry.

### ● INK CHEMISTRIES

- UV
- UV-LED
- Water-Based

### ● INK TYPES

- Printing Ink
- Nestlé-Compliant
- Benzophenone Free
- Adhesive
- Overprint

### ● PRINT PROCESSES

- Flexo
- Letterpress
- Offset
- Rotary Screen

Learn more at:

[www.Nazdar.com](http://www.Nazdar.com)

[InkAnswers@nazdar.com](mailto:InkAnswers@nazdar.com)

Tel: +1 913-422-1888



# PRODUCT DEMO VIDEOS

## HP Indigo Highlights Solutions for Labels and Packaging

During HP's **PRINTING United** Digital Experience video, Brent Holloway, North American flexible packaging segment category manager, HP; and Brian Cleary, category manager, HP Indigo Label Solutions will give a first look at two of the company's latest presses for the label and packaging market — the HP Indigo 6K and HP Indigo 25K.

The narrow-web HP Indigo 6K is designed specifically for the label market, while the HP Indigo 25K is suitable for both flexible packaging and labels. Other presses in the HP Indigo line for packaging printers include the HP Indigo 8K narrow web press, the sheetfed HP Indigo 35K, the roll-to- B1 sheet HP Indigo 90K for folding cartons, and the HP Indigo V12 Digital Press.

The HP Indigo 6K Digital Press is the newest model of the HP Indigo 6000 series. The press can deliver more applications using higher opacity white for shrink sleeves, with new inks including silver, fluorescents, invisible red and green for brand protection applications, and new varnishes from leading partners for higher durability. With HP Indigo Secure and partner solutions, converters can provide brand protection solutions using special inks, anti-counterfeiting marks, micro-text fonts, and protected track and trace solutions. Digital embellishment solutions from HP Indigo and partners include the in-line KURZ DM-JETLINER digital metallization solution, HP Indigo ElectroInk Silver for metallizing the color gamut, and HP Indigo GEM, a digital print-and-embellish, one-pass solution integrated with the HP Indigo 6K.

For high-capacity label production and flexible packaging, the new mid-web HP Indigo 25K Digital Press supports a new slit for labels, making it easier to diversify into new and lucrative applications. It is designed to help converters meet brand needs with an even more attractive total cost of ownership, a wider media range to deliver compostable and recyclable pouches, and more choices to create a digital pouch factory. Advances to help converters harness



*HP Indigo 25K Digital Press*

production power include:

- Fastest time to color with Spot Master color automation.
- Optimized lamination solutions with the new SuperSimplex e800 laminator by Nordmeccanica.
- The 800 mm solventless laminator offers low waste and reduced energy consumption for on-demand pouch production.
- The Karlville Pack Ready thermal laminator and Karlville KS-DSUP-400 pouch maker are optimized for shorter runs.
- Greater flexibility with two white ink stations.
- Higher productivity with frame expansion from 729 mm to 737 mm.
- Sustainability credentials include the Green Leaf mark and certification from TUV Austria's "OK Compost" verifying HP Indigo ElectroInks can be used as printing inks for packaging, and are recoverable through composting and biodegradation in accordance with leading standards.

In addition, all HP Indigo ElectroInks comply with leading food packaging regulations and are free of UV-reactive chemistries, and all Indigo presses are manufactured carbon neutral.

*HP Indigo 6K Digital Press*





## Screen Demos Brand New Truepress Jet L350UV SAI

Originally slated to launch at drupa 2020, Screen Americas is giving viewers a first look at the brand new Truepress Jet L350UV SAI during the PRINTING United Digital Experience. The press is the third generation of the platform, which builds upon the success of the original (with more than 180 units installed worldwide). It provides a base for multiple models going forward, each featuring a combination of colors, ink technology, speed, curing, and pre- and post-press integration that will fit a market or application requirement. SAI is an acronym for Stable, Accurate, Integrated — extremely stable as a production system, high level of accurate color reproduction with seven colors, and a design built for integration of new technologies and partner technologies to meet a wide variety of customer needs.

The immediate launch is the S Model, or Standard Model, which features CMYK plus white, and optional orange and blue inks. Color label printing speeds are 197 fpm, and standard white or color-plus-white printing speeds are 98 fpm, with an option to upgrade to 164 fpm printing with white ink. With an eighth “slot,” the S model will support the additional ink color or technology advancements such as LED pinning technology or possibly digital primer. Features new to the SAI include a chilled roller supporting thin film, intelligent splice detection, light-reading mark sensors for high-precision overprinting, and a newly developed twin high-power UV lamp curing system for improved UV ink adhesion to commodity grade substrates. Additional options (factory or field) include a reverse feed option for minimization of material waste between jobs, post-press in-line kit for easy integration into partner flexo lines for hybrid printing, and integrated Equios (DFE-based) support for full color variable printing.

The E Model, or Entry Model, will be available in early 2021 and is designed for true production value at a lower cost of entry with a standard configuration of CMYK only, and the option to add white ink and either orange or blue ink for expanded gamut printing. Color printing speeds are 164 fpm, and white will print at 98 fpm.

Other value propositions for the SAI platform include:

- **High Productivity and Quality:** high production speeds for a wide range of applications, at high quality.



Truepress Jet L350UV SAI

- **Reliability:** outstanding stability — roll to roll and week to week — enables consistent print quality across repeat jobs, and support for precision manufacturing. Simple maintenance results in extremely high uptimes exceeding 95%.

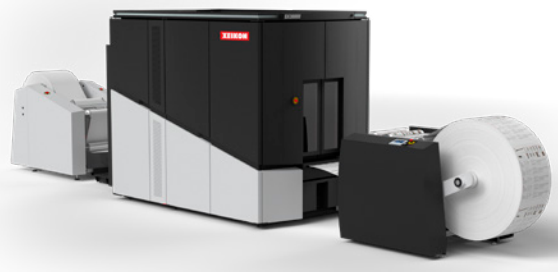
- **Easy Operation:** simple operation using a touch panel ensures any operator can achieve excellent print quality. Automatic head cleaning with single tap engagement, and intelligent cataloging of profiled substrates simplifies and streamlines press operation.

- **Wide Application:** the combination of a high speed, high uptime press, and SCREEN's Truepress Ink means the SAI Series presses can reach a wide range of applications and run lengths. Truepress Inks and SCREEN color screening and color management produce a wide color gamut; Truepress UV inks are low odor; Truepress White ink is high opacity for true one-pass printing; and SCREEN on-press color correction technology improves consistency for measurable differences below a Delta-E of 3 to enable longer runs and repeat jobs printed days and weeks later.

## Xeikon Shows Off SX30000 Press

James Quan, technology center manager for Xeikon, will walk viewers through the company's Xeikon Innovation Center in Chicago, with particular emphasis on the new SX30000 digital press. The machine uses the company's new generation dry toner technology, which delivers higher speeds, reduced cost of ownership, and improved quality.

The next generation Xeikon SX30000 press is an entirely new, single pass duplex machine, powered by the new SIRIUS technology, able to run at a printing width of 20" (508 mm) on a broad range of



Xeikon SX30000

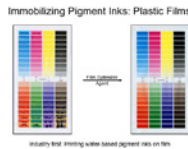
substrates at 98 fpm or 404 ppm A4 sheets — boasting an average speed increase of more than 50% throughout the range of 40-350 gsm versus the previous platform.

For the newly developed SIRIUS toner, the company changed the production parameters and improved the charging kinetics properties by adapting the outer shell of the toner to cope with the higher engine speed. And a new developer unit ensures superior image quality for high coverage applications.

The Xeikon SX30000 features variable print length, enabling high quality book content, and covers — think art books, real estate documents, and photographers samples; wall coverings that fit floor to ceiling and signage that stands out; and POS and POP signage.

## KODAK PROSPER QD Packaging Inks and Film Optimizer Agent — Intertech Award Winner

Being able to print water-based pigment ink on flexible film at high speeds is an undeniable advancement said the judges. Novel chemistry is the basis of the breakthrough. Rather than having different ink sets for each substrate, Kodak's primer (optimizer agent) allows printing on diverse substrates with equivalent print quality. The ink is approved for indirect food contact and printed film can be processed into composite film with high bond strength.



## Uteco Sapphire EVO M Press – Uteco and Kodak – Intertech Award Winner

Using Kodak Stream continuous inkjet technology, Sapphire EVO M is the fastest digital solution for flexible packaging, printing process color on a variety of films at 650 fpm. Its speed and 24.5" print width, along with flexo-white and post-coater options, makes it a suitable alternative to flexo for many jobs. The press is a true innovation and the judges expect it to make an impact.



## ArrowJet Aqua 330R Digital Pigment Inkjet Printer

Utilizing high speed, waterfall technology and a water-based pigment ink, the ArrowJet Aqua 330R can print at speeds up to 150 fpm with resolutions up to 1,600 x 1,600 dpi. The pigment-based inks allow for use in a variety of industries.



## Epson SurePress L-6534

The new SurePress L-6534 represents one of the most modern forms of digital UV label printing ever developed. Powered by an Epson PrecisionCore line-head, you can expect print speeds up to 164 linear fpm at an exceptional level of print quality and reliability.



- High-speed production up to 164 fpm
- 600 x 1,200 dpi PrecisionCore linehead
- Digital varnishing and high opacity white

## Xeikon PX3000 'Panther' UV-IJ Digital Press

The Xeikon PX3000 combines the company's trademark quality, versatility, and speed with the possibilities of inkjet. Label converters rely on Xeikon for applications: health and beauty and premium beer markets requiring tactile and glossy printing; industrial labels requiring the combination of variable data & high durability; performance or durable labels that need specific certification like UL standards; household and chemical labels requiring high-opaque white for increased shelf-appeal and readability.



## GEW UV Curing Systems

GEW designs and manufactures arc and LED-UV curing systems for printing, coating, and converting applications. GEW also specializes in the design and installation of LED-UV systems and introduced its latest LED-UV product, LeoLED. Representing the next generation for LED-UV curing, LeoLED is compatible with GEW's ArcLED interchangeable hybrid system.



## Nazdar 68NC Series Nestlé-Compliant LED-UV Flexo Ink

68NC Series LED-UV Flexo Ink is specifically formulated for tag, label, and packaging applications. These inks have excellent rheology characteristics, making them ideal for most printing equipment and product applications. Additionally, 68NC inks are compliant with the Nestlé Guidance Note on Packaging Inks and feature both low migration and low odor.



## Xeikon CX300 and CX500 'Cheetah' Digital Label Presses

Xeikon brings to market a new digital label press based on next-generation Cheetah 2.0 technology. As demand grows for mass customization, shorter lead times and more product diversification, the new Xeikon CX300 digital label press enables both label converters and their brand owner customers to meet ever-changing requirements. The Xeikon CX300 delivers exceptional label application versatility, especially for the food, H&B, beverage, and pharma markets.



## Xeikon fleXflow Digital Flexible Pouch Solution

Xeikon's fleXflow process is the solution for digital pouch production. The Xeikon solution offers: profitability for volumes from one up to 20,000 pouches; high image quality and full variability; extremely low setup and turnaround times; a wide application range, with the highest level of food safety in digital; Xeikon's fleXflow; 100% solvent free; low complexity for diverse constructions; and high bonding.



## Xeikon Fusion Embellishment Unit (FEU)

The Xeikon FEU offers label printers and converters maximum flexibility to meet the demands of brand owners and designers striving to achieve high end, eye-catching, unique, and creative labels. With complete digital finishing and embellishment capabilities, the FEU is based on MGI technology, and provides UV spot varnish, tactile varnish, foiling, 3D textures, and holograms across a wide range of substrates including clear on clear, common BOPP, and paper facestock up to natural structured papers.





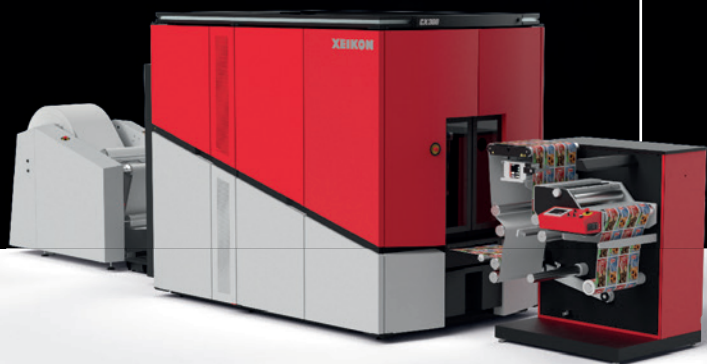
# RUN OR BE OUTRUN

Facing short runs and more demanding customers? Staying both profitable and agile to stay ahead is the name of the label game. Digital label printing complements traditional technology in that way. Transform your business to a new level of efficiency & profitability and increase your revenue stream by 25%\*

Aiming for a broad approach to label production a digital press with dry toner will make you run like no other

For durables, industrial and specific health & beauty labels

UV inkjet printing can make you leap forward



Xeikon CX300 aka Cheetah



Xeikon PX3000 aka Panther

## Download our free analysis

'No one - size fits all - Digital label printing technologies'

[www.xeikon.com](http://www.xeikon.com)

\*Percentage growth is average amongst users

A division of **FlintGroup**



Become a member  
today and discover  
how PRINTING United  
Alliance can help grow  
your business.

**DISCOVER  
WHAT'S  
POSSIBLE**

**PRINTING United Alliance is the largest, most comprehensive member-based printing and graphic arts association in the United States.** Members have access to comprehensive research, industry experts, certification and educational programs and so much more. Become a member today and discover how PRINTING United Alliance can help grow your business.

---

Contact the PRINTING United Alliance Membership Team for more information on National and Regional Membership Options.

**888-385-3588**  
**[sgia.org](http://sgia.org) & [printing.org](http://printing.org)**