

CONVERTING- LABELING

In the current packaging market, the increasing shape complexity and the different materials used to create holders and labels, offer growing functionality and emotional impact. The converters have been forced to recur to the most innovative and specialized technology during all the working phases, from the rough material to the final product, that it is characterized presently by rich polychromes graphic and by surface treatments of high added value.

As concerning the printing process, nowadays the possibilities are wide: offset, flexogravure, serigraphy, rotogravure and digital, depending on the quality, the different kind of materials used, formats and volumes. As concerning the formats, we go from the sheet to the reel.

Another important aspect of the process is the die-cutting procedure. On large volumes, the most popular solution for the die-cutting process is mechanic on reels or sheets, suitable for cardboard, paper and similar. On small allotments production, the mechanic die-cutting doesn't offer acceptable quality solutions.

The laser, can overcome this problem, thanks to the die elimination, a wider flexibility, a speedy set up, the capability to work on different kind of materials, with automatic feeder at register by reel or by sheet.

The laser represents an efficient answer to the growing competitiveness of the outside contractor, when the market requires, small allotments production, split and just in time workings and to reduce extremely the cost.

The laser allows to realize in one step complex and sophisticated cutting geometry, half cutting and creasing on different materials (also sticky labels), marking, microperforation, indentation, welding and edges sealing, reachable hardly with the conventional die-cutting machines.

Furthermore, thanks to the surprising laser integration with a wide range of materials organic and synthetic, coatings and inks, it is possible to obtain new applications possibility for the labeling and converting market, not only in fashion sector but also in the most technical application as in the pharmaceutical and food industry sector.

Further elements to the laser advantage are: the chance to work on semifinished characterized by obsolescence risks of graphic, change of content, bar code or data matrix; as well a flexibility that allows to reduce drastically the time to market.

The interaction between laser technology and the printing technology opens new chances in the packaging and label market, where we can assist to an innovative product integration among decoration, identification and anticounterfeiting, obtaining an increasing safety and success for the customers product.