

# PAPER INDUSTRY – CONVERTING

---

Innovation has always been the key factor to overcome periods characterized by economic contraction.

Graphic and converting sectors, nowadays require a speed changing to think and act: it is necessary to increase own competitiveness through this goals:

- Reduce cost   ▶ to integrate the processes
- Be flexible     ▶ to adapt the production to small and diversified allotments
- Be polyhedric ▶ to satisfy the different needs of the market
- Be speedy      ▶ to the just in time production
- Be innovative  ▶ to be proactive and preview the competitors with advanced technologies

Considering the particular economic situation, to revive the competitiveness, it is necessary take this innovation path and, to this purpose, laser technology can be a surprising allied.

The laser can substantially influence the product projecting, renew the entire production process, generate products characterized by high added value: the laser is not any more a “technological affectation” but it is a real must.

Laser technology, in the printing and digital market as well in the serigraphy and converting, is a recognized winning technology for its features of easy-use, flexibility, easy set up, zero maintenance cost, absence of consumable items, compared to the conventional systems.

Furthermore, thanks to the new technological and applicative goals achieved by the 3 axis galvanometric marking head, it is possible to obtain on fabrics (organic or synthetic) excellent combined performances of marking and cutting, realizing operations of decorating, bleaching, tearing, welding, half cutting, microperforation on natural or synthetic fabrics, as well as on technical, combined, coatings, and other organic and plastic materials, when image or convenience requirements force to perform on the same product.

The laser allows to realize sophisticated geometries obtaining details unachievable by conventional die- cutting systems.

The deep and multiyear knowledge of the printing issues on different materials, the long expertise with inks and its integration with the laser technology allow, AM Engineering to be the real innovator in this sector, providing new and concrete business chances to the customers.

The interaction between laser technology and the printing technology open new chances to modify, transform, develop not only pioneering materials but also materials of low profile, adding value to these and offering concrete chances of market and product development to the Companies that believe the innovation is a winning weapon against the globalization.