

“The assembly in Hyderabad is running like clockwork”

- **Instructors from H.C. MOOG commission a multi-functional 1-TBR Compact at the large printing house of PRAGATI Pack in India**

Hyderabad, 23/05/16 – “The installation site had been perfectly prepared – it is ideal for our 1-TBR Compact,” Spasoje Miljanovic is pleased to note, adding that he has installed gravure printing machines of his employer H.C. MOOG all around the world for a quarter of a century. Yet his team had seldom be supported as professionally and at the same time as cordially as by PRAGATI Pack. “We notice that this is by far not the first machine that we install here. Everything is running like clockwork,” he says.

PRAGATI Pack Ltd. supplies high-quality packaging products to global players of numerous industries and has an impressive machine pool. As part of that, the MOOG 1-TBR Compact will in future hold a special position. The multi-functional machine combines maximum print quality with flexible finishing techniques: It is possible to use metal pigment and pearlescent inks as well as gloss and matt coatings, functional coatings and coatings with haptic effects. In combination with the integrated embossing technology, this modular machine produces packages with a sophisticated, elegant look, which conquer customers at the point-of-sale – and thrill with a fine play of light on the printed and embossed surfaces.

All drying techniques on board

Print production is based on sheetfed gravure printing, which enables to achieve image resolutions of up 10,160 DPI in combination with laser-exposed photopolymer plates. That’s sufficient in order to add counterfeit protection to the packaging by means of tiny “hidden images” and to provide protection against product pirates by security and micro embossings. Elegant decorative and 3D embossings can also be made. Furthermore, it is possible to influence the haptic feeling of the applied inks and coatings by means of the drying processes. “The 1-TBR Compact is equipped with UV, infrared and hot air drying units,” says Achim Kurreck, CEO of H.C. MOOG GmbH, explaining that infrared light makes the inks run, whereas UV light enables to produce special haptic and visual effects. With the combined use of both processes, it is possible to realise even the most complex surface designs in high precision. Moreover, since there are inks and varnishes that dry best by means of hot air, the multi-functional sheetfed gravure printing machine is also equipped for that function. “We have developed the 1-TBR Compact with the objective to allow the use of all inks and varnishes available on market and to enable printing houses to realise packaging with increasingly sophisticated designs,” Kurreck states.

“Promises kept”

Hemanth Paruchuri, the CEO of PRAGATI Pack Ltd., is looking forward to the gravure all-rounder “Made in Germany”. Having made negative experience with competitors` products from China, he now opted for this higher investment into the MOOG machine. “Our customers expect top quality. We need machines providing precision in the micrometre range, whose reliability keeps the promise given by their manufacturers,” he explains. He sees the punctual delivery and the smooth commissioning as a good omen. In the next step, his staff members will be trained at the new machine by the MOOG team. The German specialists also remain on site for the execution of the first orders. “We always do that,” states Kurreck, underlining that a good start is important for long-standing relationships. “After all, a true MOOG runs for decades,” he assures.

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About MOOG printing technology

H.C. Moog GmbH, headquartered in Rüdesheim on the Rhine, has stood for long-living printing and paper technology "10% Made in Germany" since 1950. The family company, now headed by the third generation, develops and manufactures multi-functional, customer-specific sheetfed and webfed printing machines in combination with embossing and print finishing technology.