

# Premiumize the pack!

- *Sheet-fed gravure printing machines print, coat, emboss and finish*

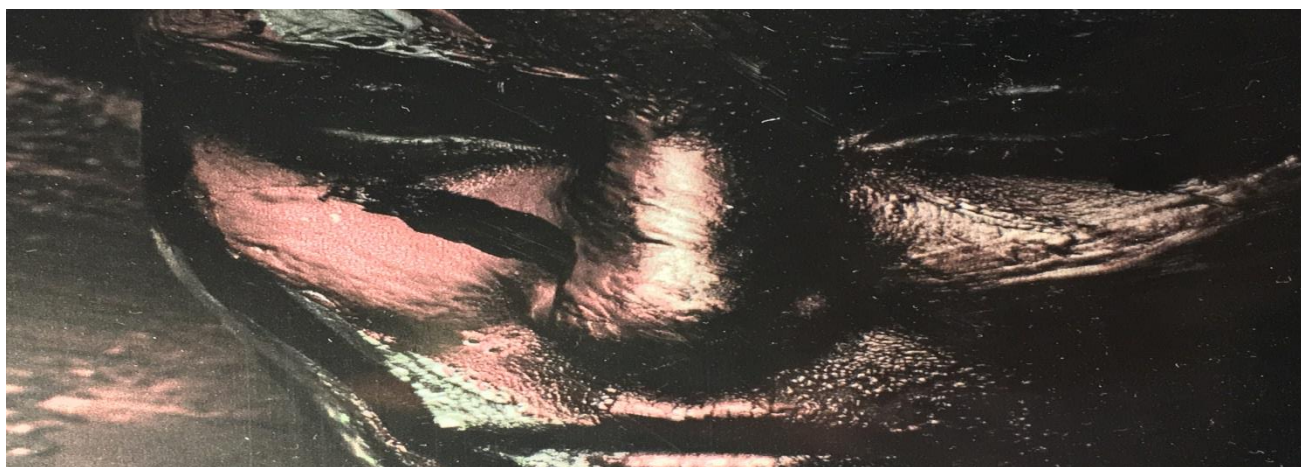
Gravure printing is the easiest method to print visual-, tactile- and olfactory highlights in the best quality gravure printing. In addition, gravure printing is extremely efficient when printing on sheets. Lowest start-up waste, precise ink metering and, as a result, energy savings during drying the ink contribute to this outstanding performance in the same measure as the multi-functionality of modern sheet-fed gravure printing machines. Since they not only print in highest resolutions, also coat, deboss and finish the products on just every printing unit.



VMP-Silver and Gold inks for the best attraction of folding cartons and labels. No need to use metallized sheets and overprint with titanium-dioxide.

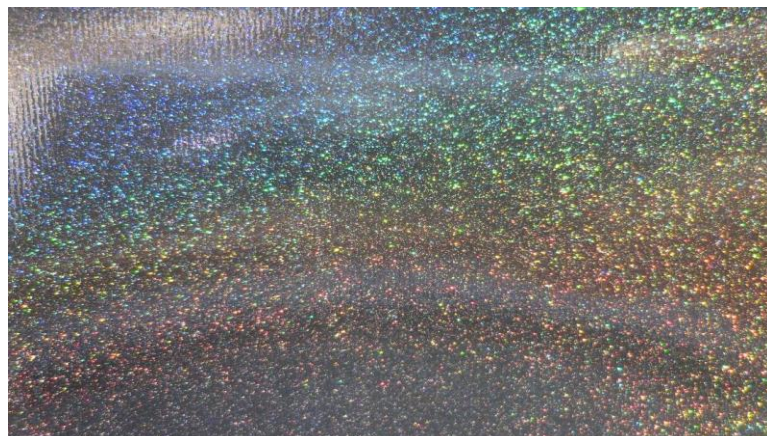
See also: Agence nationale de sécurité sanitaire de l'alimentation, de l'environnement et du travail (ANSES)

Sheet-fed gravure printing enables the producer to turn all sophisticated ideas of their packaging designers into specific products. Applications of true metallic pigment inks, glossy effects and the application of special coatings for haptic effects make an impression and attract positive attention. This first impression is automatically transferred to the packed product. A first class packaging attracts the attention of the customer who has not yet made up their mind at the point-of-sale and has a high recognition value. Therefore, the packaging has a substantial influence on whether a product comes out top!

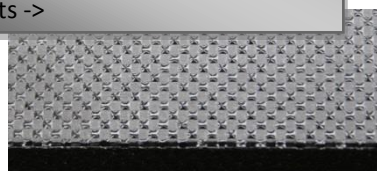


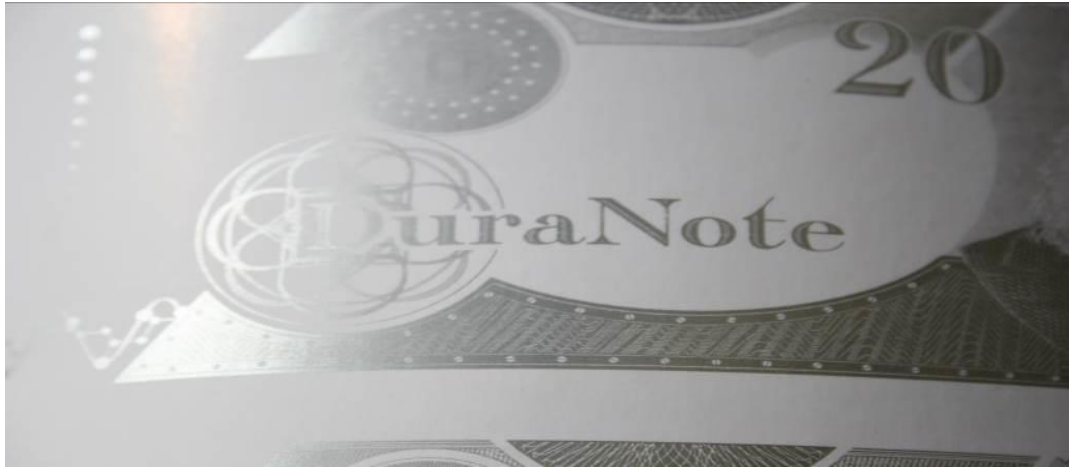
However, a good impression only is not sufficient. The price must be right too. Thanks to the direct printing process, sheet-fed gravure has a stable production with a consistent colour which matches to the artwork perfectly over the whole print run.

A wide variety of water, solvent and UV based inks can be used to produce convincing, odour and taste neutral printed products at favourable cost and without any quality cutbacks.



<- Rainbow-pigments in transparent UV-Varnish. One printing unit transfers the right amount of ink and varnish, also up to 40 µm height for tactile raised effects ->





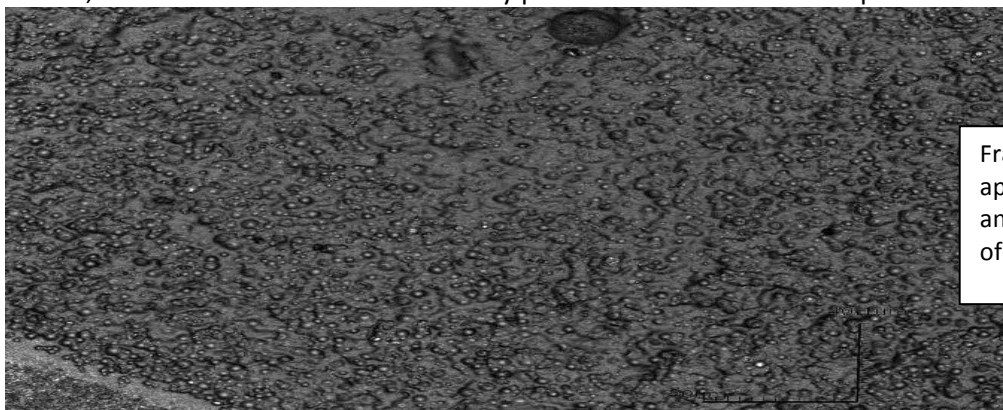
### **Sophisticated appearance – Repelling to product counterfeiters**

The enormous resolution of gravure printing ensures razor sharp printed images. What is more, when combined with embossing processes, it also offers the possibility to incorporate hidden micro-embossed elements or complex patterns into packages. Such “hidden images” can hardly be reproduced by product counterfeiters, above all since their position or design can be changed from time to time. This is where all-in-one solutions can show their clear advantages: Because safety measures can be applied with sheet-fed gravure printing in one pass.

The added values and highest quality make gravure printing stand out from other. The processing of UV inks and coatings, the production of fine light effects with glossy and matt coatings or the production of film-like metallic effects are sophisticated applications. No matter whether it comes to silver, gold or pearlescent, gloss, conductive inks, printing on high-quality or low-quality substrates, metal or plastic materials – sheet-fed gravure printing convinces with high colour consistency and adhesion, which is additionally supported in the sheet-fed gravure printing machines of H.C. Moog by high-speed dryers, hot air, infrared and UV dryers in one drying section. Therefore, the printers can use the full spectrum of available inks and coatings. Creative designs are turned into attractive product packages.

### **With laser technology to the next level of flexibility**

One trend in sheet-fed gravure printing goes towards laser-exposed photopolymer printing plates. They allow extreme resolutions of more than 10,000 dpi, can be used several times and enable even more precise ink metering thanks to the digitised process. All in all, this technology opens the way to the cost-favourable, faster and more resources-friendly production of even shortest production runs.



Fragrance varnish application for the longer and more intensive smell of your products