

## **New horizons in print finishing**

### **Leonhard Kurz will be presenting new print finishing possibilities and optimized processes at Drupa**

Fürth/Germany, 1 April 2016: Using the theme "Creating New Horizons" at Drupa 2016, Kurz will be demonstrating new opportunities and perspectives for the printing and print finishing sector. The manufacturer of decorative and functional coatings will present new possibilities for effectively enhancing print products, while at the same time simplifying the finishing process.

#### **The "Kurz Easy" process optimization initiative**

Kurz has set itself the goal of continuously improving finishing technologies. At Drupa, the company will be presenting its "Kurz Easy" initiative, which aims to make life easier for processors. This includes the Foil Connect software program for quickly calculating the most efficient foil usage, a new series of hot stamping foils with a wider processing window, as well as current methods for easier die mounting and for shortening setup times. For the cold foiling sector, Kurz will be presenting a new generation of cold foils with optimized processing characteristics. The innovative Distorun system for processing single images and for efficient foil usage in the narrow-web processing sector will also be demonstrated.

#### **Digitalization of the finishing world**

As a pioneer in digital finishing, Kurz developed the Digital Metal process for generating metallic effects in digital printing. Surprising new applications for this decoration process will be demonstrated at Drupa. Visitors to the trade fair booth will be able to see the newest generation of DM Liner transfer units offering remarkable possibilities for digital metal transfer.

Kurz has been continuously investing in the further development of functional printing and will be demonstrating at Drupa innovative possibilities for adding functionality to surfaces. Connecting the print and online world is a key area of

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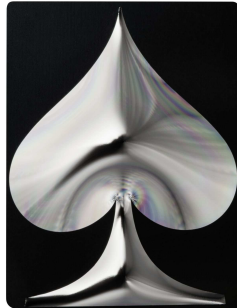
interest for the company. New ways of combining optical functions with mobile data access will be demonstrated at the Kurz booth.

### **Novel spatial and color effects**

A further highlight at the booth will be a range of unique design innovations that can be employed by both the hot stamping and cold foil sector. These include the White series, where the rainbow color play of conventional holographic foils has been modified to produce elegant matt white tones as the predominant colors. The Luxor MTS Polarlight design foil also offers unusual color effects. It shows two completely different colors depending on the viewing angle. The DuoColor single image design exhibits a color flip effect that has been overlaid with a diffractive design incorporating additional color glitters. The MultiColor holographic design features multiple image planes onto which colored elements have been positioned with high registration accuracy.

Two further holographic designs offer spectacular 3D effects: The Deep Lens design comprises an optical lens with an exceptional depth effect that draws the eye like magic. The Spatial FX design exhibits stunning spatial effects. The motif appears raised and as if it is actually protruding out of the surface. To view these spatial and color effects up close, visit the Kurz booth D60 in Hall 3.

Kurz will also be represented in hall 3, booth E74, at the Drupa Innovation Park in hall 7.0, booth E10, at the Touchpoint Packaging in hall 12, booth B53 and at PrintCity in hall 12, booth C51.



The Kurz Spatial FX holographic design with a stunning 3D effect



The Luxor MTS Polarlight stamping foil from Kurz changes color at different viewing angles



Hot stamping decoration with Deep Lens design

Photos: Kurz

**About KURZ:** The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With 4,500 employees in eleven production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

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