

## PRESS RELEASE

### **Atlantic Zeiser to present advanced printing innovations for the coding of packaging and labels at FACHPACK 2010**

Atlantic Zeiser will showcase its integrated end-to-end DIGILINE™ Single Product solution at FACHPACK in Nuremberg: 28-30 September 2010. Demonstrating versatile possibilities for high resolution industrial digital printing of variable data on absorbent and non-absorbent surfaces including 3D packaging, Atlantic Zeiser will present in Hall 9, Stand 256. The company provides system solutions for packaging, labelling, product, security and paper printing with near to offset quality at high production speeds. At the show, Atlantic Zeiser will also demonstrate packaging-specific applications of the integrated OMEGA™ printing module for different sectors as well as multiple four-colour models of the GAMMA™ printer on metal and plastics.

**Emmingen/Nuremberg, 29. July 2010** – The Atlantic Zeiser Group, a leading supplier of technology, modules and system solutions for industrial digital printing, will present optimised end-to-end system solutions for specific sectors at FACHPACK 2010 in Hall 9, Stand 256. The company will demonstrate how creative applications can come about through the integration of different modules in a one-stop-shop.

At FACHPACK 2010, which takes place from 28 to 30 September 2010 in Nuremberg, Atlantic Zeiser is showing the DIGILINE™ Single Product 300 integrated system solution for the application of packaging printing. 3D-packaging from different materials such as cardboard and plastic will be printed in the process. The company has succeeded in creating flexible and scalable systems that are oriented towards customers' needs in close cooperation with leading brand owners. To demonstrate the versatility of the product, Atlantic Zeiser will exhibit representative system configurations for different applications based on the off-the-shelf principle.

The DIGILINE™ Single Product 300 to be exhibited at FACHPACK shows a special application for packaging printing. The printing of 3D packaging with a horizontal

and a vertically oriented printer caters for a combined demand for top precision, quality and speed of the printing process. This example also shows that industrial digital printing, in addition to digital printing, now offers quality comparable to offset printing at high production speeds. The DIGILINE™ Single Product 300 works with an OMEGA 72i digital inkjet printer for vertical printing and an OMEGA 36 for horizontal printing. The application is distinguished by a resolution of 720 dpi top printing quality at speeds of up to 60 m/min. (In this case, information can be shown from a font of 2 points.)

Increased demand for late-stage adaptation or pre-printed products with overprinting in the printing process can be due to cost reductions required through just-in-time production, short reaction times and minimised standing times for production units. As a result rapid and high quality, value printing of variable data and information such as barcodes, security characteristics, numbering and product content data in various languages, is therefore a justified customer requirement.

The system solutions of the DIGILINE™ Single Product series are usable for different applications in packaging printing, in security printing (including personalisation, marking and coding of sheets and cardboard) as well as flexible mail sets and TransPromo printing. Depending on the configuration of the integration module, it is possible to print with a higher white content with spot colours or in four colour printing. In addition, the use of a camera-based verification with VERICAM as well as a PDF/VT Workflow module is possible. This is supplemented by the fact that the customer can use integration modules for product tracking (Track & Tracing) and for anti-counterfeiting.

DIGILINE™ Single Product offers product widths of between 30 and 1050 mm. All printer units are available with OMEGA, DELTA and GAMMA as integration modules. The integrated mini-controller controls the production and information flow of the end-to-end system solution seamlessly without limit on the modules to be incorporated.

You can find a full overview of all product and system solutions as well as further offers from the company at [www.atlanticzeiser.com](http://www.atlanticzeiser.com).

**About Atlantic Zeiser**

Atlantic Zeiser helps industrial customers to raise the cost efficiency, market value, security and quality of their products in the production and goods logistic chain. The company guarantees this through solutions for high-value individual coding, identification and additional printing of each individual product with frequently changing content. Atlantic Zeiser has specialised in digital printing on demanding substrates, which have a relatively low print colour adhesion, where a quality and production speed comparable with offset printing is guaranteed. In the three segments of digital print solutions for industrial applications, card systems and banknote & security print systems, Atlantic Zeiser develops, manufactures and distributes technology components and integrated systems for commercial and state industrial clients throughout the world. Atlantic Zeiser supports its customers via its own nine sites as well as distribution and support offices in around 50 countries.

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