LASER SENSITIVE COATING

The demands on the packaging industry are various regarding: traceability, customisation and sustainability. The Siegwerk Group wants to support you in finding suitable solutions for these higher market and customer requirements. With this flyer we would like to inform you about our product, the laser-sensitive coating.

Product
The water-based, laser-sensitive coating from the Siegwerk Group enables simple alphanumeric text or data matrices (2D), codes, barcodes and other graphical elements to be lasered subsequently, directly and permanently onto printed products. This gives the packaging a higher quality look and costs less than the traditional ink-jet labelling procedure.

Technology
The change in colour of the laser-sensitive coating is based on a special technology, by which with the help of a CO₂ laser the desired black labelling is added to the packaging. The laser-sensitive coating is opaque white. We recommend applying at least 13 g/m² to achieve the best possible legible contrast after laser labelling.

Printing process & application
The laser-sensitive coating can be applied both in flexo and gravure printing and is qualified for paper and board applications.

We are happy to answer any other questions that you may have. Contact us and arrange a personal consultation!

www.siegwerk.com
High-performing Printing Inks for Paper & Board

Siegwerk is an international, market leading manufacturer of printing inks for packaging of any kind. For paper and board packaging Siegwerk provides flexographic inks, covering all common types of packaging – from corrugated board, bags and sacks, napkins and serviettes to cups and displays. Wrapping paper and shopping bags can also be printed with Siegwerk inks achieving excellent results.

The user-friendly ranges of printing inks reduce wash-ups, produce outstanding printing results even at high speeds, and simplify ink management. Another positive characteristic along with the extremely wide spectrum of varnishes and highly concentrated printing inks is the high yield.