Labelexpo Recap...

...in this edition of Update, Labelexpo 2014 is key. The show was a huge success for the Siegwerk EIC team with the promotion of new, exciting technology, global guidance and support, as well as, some of the mainstays which make Siegwerk EIC a great partner for you. ENJOY!

Sicura Flex LED
The Hassle-free Solution for UV Flexographic LED Printers

In response to an increasing market demand for a premium UV flexographic LED system, Siegwerk EIC is proud to introduce a high performance flexographic series of inks - Sicura Flex LED.

The Siegwerk EIC team of UV experts formulated these new inks with a unique resin and photo-initiator selections enabling converters to reach beyond the limited capabilities of the currently available products and strive for innovation. Sicura Flex LED combines high pigmentation levels with exceptional flow and rheology, which makes the quality of printing possible on even the most sophisticated graphic designs. Additionally, Sicura Flex LED is fast curing and exhibits excellent adhesion to a variety of substrates making this innovative ink series truly unique and user-friendly.

Sicura Flex LED has been specifically formulated for use with a wide variety of UV LED curing systems and will perform well with lamps emitting energy in UV spectrum ranging from 375 - 395 nm. The performance of Sicura Flex LED has been validated through cooperation with printers and converters to ensure a "bullet-proof" solution is released to the market.

For more information about Sicura Flex LED or other Sicura products, please contact your sales person directly.

UV Flexography Shrink Sleeve - Small Presses, Big Opportunities

Shrink sleeve printing presents one of the largest opportunities for growth in the narrow web market segment over the next several years.

In response to the rising demand for narrow web UV shrink sleeve solutions, Siegwerk EIC has recently launched several new products including two shrink sleeve whites: SAS PRIME FLEX SHRINK WHITE (LSAASUX1B1PL) and SAS SHRINK SEALANT WHITE SR3 (LSAASUX1B3PL). Both inks are V-CAP® (NVC) free which is now considered a toxin. While V-CAP is still being used in UV shrink inks while being used in certain food packaging, Siegwerk EIC has committed to the health and safety of all its stakeholders by taking a proactive position to formulate safe and effective alternative products free of V-CAP. The new shrink whites are not only safer for all users, but also provide printers with a significant reduction in odor, proper CoF at accelerated print speeds, and added resistance to micro wrinkling in a shrunken sleeve (common in UV due to excessive crosslinking).

Also introduced in the last month were SHRINK SLEEVE ROTARY WHITE (L78A5XX3B1PR) and SAS BRILLIANT SILVER (LSAIKX5663QC). The Shrink Sleeve Rotary Screen White is designed for lettering and tactile feel on the outside of shrink labels. One unique attribute of this product is its ability to hold a ½ inch line width even after shrinking down to 75% on PETG without flaking or scratching off.

SAS BRILLIANT SILVER maintains its metallic luster at shrinkage levels of up to 60%. Typically, it is found that metallic silvers will turn gray or wash out during the shrinkage process as the metal flakes bend in on themselves. The ability to retain the metallic luster in high shrink neck lines is a major improvement in UV Shrink Sleeve ink technology. Stay tuned because coming soon Siegwerk EIC will be releasing a SAS BRILLIANT GOLD and VMP SAS SILVER designed to provide the similar properties as the SAS BRILLIANT SILVER.
A Quality Step Above The Competition
FastMatch - making your life easier

Siegwerk EIC has worked to not only provide a technology-forward product offering, but also a value-added service offering. Highlighted through demonstrations at this year’s Labelexpo booth was FastMatch - a highly refined approach to existing color matching technology. It utilizes the industry-dependent X-Rite Color Master web-based software in combination with proprietary sets of optimized ink calibrations internally developed by Siegwerk EIC FastMatch specialists. With new technology and advanced proofing methods, Siegwerk EIC has found truly innovative ways to improve the accuracy of ink calibration sets, allowing FastMatch to deliver industry-leading results to converters.

So how does FastMatch help you? FastMatch helps to reduce downtime. Less downtime translates into less waste and quicker turnover time between jobs. FastMatch allows a converter to have the same color matching expertise as if an in-plant technician were onsite. If an ink comes in out of specification press-side, a rapid and consistent option is available to allow for the press to be up and running in less time. All of these reductions equal savings!

Siegwerk EIC’s team of FastMatch specialists provide the training and standard operating processes for customer personnel for use on the software to ensure a smooth transition to this beneficial tool.

For more information about FastMatch, please contact your sales person directly.

Ask the Chemist...

Question: How does Siegwerk EIC help me, as a printer, ensure I am producing a safe product when using Sicura PLAST NUTRITEC?

Answer: Siegwerk EIC’s low migration ink series are formulated with brand owner and application specifics in mind using the latest in up-to-date technology. In addition to a rigorous raw material approval process, technicians provide practical guidance and know-how on compliant packaging solutions. Guidance is provided through assistance with technical questions and training of your staff on related ink topics. Siegwerk EIC also assists in finding reliable independent testing facilities to fully understand compliance for a given application. This cooperative and proactive approach helps to mitigate risks, offers early insight into regulatory changes, and provides transparency throughout the process.

Email us at askthechemist.us@siegwerk.com. We look forward to hearing from you and giving our chemists the opportunity to directly share their expertise and know-how.

Technical Glossary

Tack:

Many people have heard the word tack, particularly in the world of offset printing – but what is it and what does it mean?

Tack is actually a measurement of force. In relation to ink and offset printing, it’s the amount of force required to physically split the ink film and is measured using an inkometer. Tack is absolutely critical in offset printing. It controls the way the ink is transferred from the ink fountain, through the roller train, to the plate then the blanket, and finally to the substrate. Tack is also responsible for the quality and the speed at which the ink is transferred.

It’s important that printers select inks with the correct tack value for their desired application. In general terms, synthetic materials (films) require an ink with a higher tack value. Paper and board substrates require an ink with a lower tack value generally speaking. Tack sequencing is the process by which an ink company alters the tack value of the inks accordingly to allow wet trapping on press.

Here at Siegwerk EIC, the team of R&D chemists spent years developing the Plast 770 “no compromise” ink system that can be used on both synthetic AND paper applications without compromising the transfer. Plast 770 can also be wet trapped in the typical CMYK format or YMCK format with no additives or adjustments needed! Printers can finally say goodbye to the days of needing two ink systems to print both paper and film thus offering significant cost benefits and flexibility.