

Subject:

**1.2.3. Etiketten
Vöcklamarkt, Austria**

Profile:

1.2.3. Etiketten is a part of the CLEVER Group of companies, whose core competency is labeling solutions for the food, chemical, pharmaceutical, textile, automotive, and cosmetics industries.

Challenge:

Simplify platemaking for their two waterless narrow web presses to increase efficiency while maintaining high print quality

Solution:

Verico Technology's Zahara NWL chemistry-free plates for waterless narrow web label printing

Results:

- Fast, easy changeover to using Zahara NWL
- Simple, chemistry-free platemaking
- Better able to meet production demands
- Excellent on-press performance
- Enthusiastic approval of press operators
- Higher quality of printed output

1.2.3. Etiketten Chooses Chemistry-free Zahara NWL Plates for Waterless Narrow Web Printing

Founded in the mid 1990's, the CLEVER Group is now one of the Top 10 label printers in Central Europe, operating multiple divisions and facilities. In 2015, the company expanded into Austria, where it is known as 1.2.3. Etiketten GmbH. Headed by plant manager Heiko Busjahn, the 1.2.3. Etiketten team is characterized by quick order processing and customer service.

Waterless Offset Printing Strategy

In 2016, the company installed a Codimag Aniflo Viva 340 narrow web UV waterless offset press. Just a year later, another almost identical press was installed. Currently both machines are working in two shifts at close to full capacity.

Part of the company's waterless offset strategy is the use of Verico Technology's chemistry-free Zahara NWL waterless plates for narrow web label presses. According to Busjahn, the strategy ensures plates are made in a fast and simple way to meet production demands while also helping press operations achieve the highest quality standards of waterless offset.

Making a Plate Change

An experienced label printer, Busjahn recognizes that printing plates are a critical factor in both quality and production efficiency. This was a factor in changing to Zahara NWL plates. Zahara NWL plates are imaged without chemical processing and require only a wash with clean water. Furthermore, the plates offer extremely high print run stability and remarkably low sensitivity to scratches compared with competing products. These facts are reiterated by the press operators at 1.2.3. Etiketten when asked about the plates. Busjahn also mentions the high quality level achieved with the Verico Zahara NWL: "On the Zahara plates, image elements are much better and clearer than our previous plates. This is reflected in the printed product."

"Image elements are much better and clearer ...This is reflected in the printed product."

Continued on reverse

Many Benefits

The switch to the new plates was executed within a very short period of time. Initial concerns were quickly dissipated by Verico Technology's customer service representative, Günter Schmid. A sales and service technician with extensive experience in the plate business, Schmid has practical ability that is most convincing. "We just removed the chemistry from the processor, rinsed it thoroughly and filled it with water," Schmid reports. Furthermore, no changes were necessary for either the platesetter or the processor. The platesetter was recalibrated once and has not needed any further calibration work. As for the pressroom's reaction, Busjahn says, "Immediately after we delivered the new Zahara plates to our press operators there were comments that they don't want to use any other plates."



Heiko Busjahn (at left), plant manager at 1.2.3. Etiketten, and Günter Schmid, Verico Technology representative, examine a Zahara NWL plate.

The omission of chemistry from the platemaking process was a very welcome change. This spares personnel from handling such chemicals, and eliminates the cost and effort of disposal. This perfectly fits with the desire for easy solutions and high flexibility at 1.2.3. Etiketten.

A considerable number of 1.2.3. Etiketten's customers are from the food segment, which is sensitive to environmental concerns. Therefore, low migration inks are used. Typical applications are the labelling of deep drawn containers, packaging films, cardboards and secondary packaging. "We also target the chemical and textile industries", comments Busjahn. The overall reaction of the customers—and particularly the ones from the food segment—are very positive after the company navigated the change to chemistry-free Zahara NWL plate technology.

The introduction of Zahara NWL, according to Busjahn, was one of the easiest technology changeovers that he can recall. ■

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*Currently undergoing name change to Verico Technology



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