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SPGPRINTS FOCUSES ON MODULARITY IN UV INKJET LABEL PRINTING

The label printing industry has been facing big changes in recent years. Decreasing run lengths and shorter delivery times form significant challenges for label printers. To meet those challenges SPGPrints has developed the DSI (Digital System Inkjet), thanks to input of its extensive customer base in rotary screen printing and its experience of over 4,000 inkjet systems installed worldwide.



Edward Scheppink

Edward Scheppink, Managing Director SPGPrints America inc.:

“The latest-generation DSI digital label printer brings at least two crucial benefits to label printing companies: the ability to execute increasingly complex print jobs more cost-effectively than with traditional methods, and the versatility to meet changing market demands for years to come.”

Above all, the DSI press’s modularity enables its users to adapt to the market’s rapidly changing demands. For starters there’s modularity in configuration:

printers can choose either a stand-alone printing platform, or opt for a complete digital printing line with in-line (semi-rotary) converting, such as die-cutting and slitting. The user-friendly interface allows printers to print and convert in one single pass, without stopping the machine and thus without losing production time. This reduces each printed label’s total ownership cost.

Secondly, there’s modularity in print positions. The DSI comes with four (CMYK) print heads as standard, although an additional six can be added. Options include opaque white – with optical density values over 93 percent – protecting the integrity of the visible colours of a no-label look; an inline digital primer offering the flexibility to print on to

any substrate without compromising press speed; orange and violet, making 90 percent of the color gamut achievable; furthermore, digital varnish or a third extra spot color are possibilities for the other print positions. All these options are possible on the same machine, so no upgrade using heavy equipment is necessary.

Finally, there’s modularity in printing widths, ranging from 5.3” (135 mm) to the standard 13” (330 mm) to as wide as 20.9” (530 mm). The DSI is therefore ‘geared for the future’: a customer can start with a CMYK configuration on a 7.9” (200 mm) print width and upgrade the machine to a 13” (330 mm) width with 10 print positions.

The DSI enables printers to maintain a competitive, lean, productive operation, with minimal setup times, no material waste and perfect registration throughout the production run, on every job.

Many of our customers have improved their service flexibility because of the press’s ability to imitate flexo quality. It gives them the freedom to transfer any analog job to digital, and meet the increasing demand for short ‘just-in-time’ runs economically. But with its high-powered software, high resolution capability, wide gamut and proprietary inks, the DSI offers complex label and narrow-web solutions beyond generating retail-shelf impact. Labels are the core business but we are also penetrating new areas like décor, coating furniture edges and industrial markets.

The DSI provides a platform for brand variation, variable data, samples on demand, interactive ‘web-to-print’ marketing campaigns, accelerated lead times, lower warehousing costs and improved supply chain management.

Application know-how and technical support are essential for a successful digital workflow adoption too. As a global organisation, SPGPrints supports its North American customers with a service operation based in Charlotte, NC. With the combination of high-performance technology, service and strategic guidance, we are there every step of the way in helping you unlock the potential of digital print.



DSI® UV inkjet label printing system with inline converting