

INKET SOLUTIONS



Flexi Labels invests in the latest digital label embellishment system

Recently the STAR Embellish was installed at Flexi Labels. The STAR Embellish can print textured varnish at heights of up to 80 microns at speeds of up to 30m / min in grey scale mode. Having been driven by the latest in recirculating Xaar print head technology, it is available with print widths for varnish or high opacity white from 70mm to 560mm, at a printing resolution of 720 x 720dpi with 7 grey levels at 15mpm or 360 x 720dpi at 30mpm. The STAR Embellish is designed to easily integrate into new (from an OEM of your choice) or existing printing machinery and finishing lines.

In this case the STAR Embellish has been installed on to the DACO DF350SRD. The DACO DF350SRD is a compact versatile semi-rotary die cutter / converting line for digital labels, semi-rotary for short runs and full rotary for high-speed longer runs. This machine has also been equipped with a cold foiling station for in-line digital foiling. The machine is available with a flexographic print station for varnish & spot varnish, laminating for the converting of media from pre-printed material from digital presses ...

The STAR Tactile printing module is also now available for printing varnish at heights of up to 300 microns at speeds of up to 60mpm. As digital embellishments are becoming increasingly popular within the labelling and packaging industry, we asked Assad about why he decided to invest in the STAR Embellish to compliment the DACO DF350SR, here is what he had to say:

'Flexi Labels is based in the heart of Peterborough, we manufacture and print selfadhesive labels to serve all types of trades including retail shops, offices, corporate, home-based business and individuals looking for short runs. Our investment in the STAR Embellish is aimed at the food, beverages, cosmetics, health, retail and promotion industries so it is the perfect fit. We chose to invest in this equipment because it is a massive cost saving to us. The majority of other suppliers charge plate setup for each variation of the artwork, whereas with the ability to print digitally without the expensive setup and the reduction in ink wastage and material when running flexo presses, it allows us to give a quick turnaround and competitive prices for premium labels. We let many customers down in the past looking for premium finishes such a foiling and embellishment so this will bring many customers back.'