



SWISS BRILLIANCE IN COATING

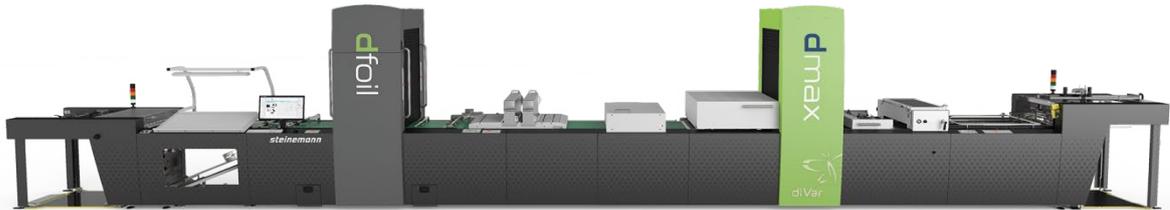
Press Release



New Trend – Digital print coating appeals from beginning to end

November 15th, 2018 – Everyone is talking about digital printing and digitalisation. Schmid Rhyner AG and their partner have the digital solution for print finishing. Unnoticed and hidden in a niche, digital coating and foiling has developed into a pearl. The possibilities that result far exceed those of the conventional methods (coating with flexo, gravure and screen printing as well as hot and cold foiling). The digital coating and foiling processes offer new design options, utmost flexibility and particularly the advantage that the path from concept to finished product (time-to-market) is massively shortened. Customisations and even new ideas can be implemented directly on the machine. In times of ever-decreasing print runs, digital technology permits enhancement of printed products at prices in line with the market.

More and more customers all over the world are making the most of this flexibility and shortened time-to-market. They have the assistance of Steinemann Technology AG, a proven specialist in the development and manufacture of efficient and high-quality machinery for industrial print enhancement. Steinemann paved the way even back in 2014, when the company dedicated itself to the digital world. The first coup is an offline coating machine with advanced industrial inkjet coating technology. Since 2017, this machine, the «dmax», additionally integrates «dfoil» digital foil blocking with gloss foil – rounding off digital enhancement.



Gallus Ferd. Rüesch AG, a manufacturer of label presses, has entered the field of digital coating as well. As an ideal complement to the company's digital technology, they integrated the Steinemann module into their digital flagship, the «Gallus Labelfire». This way, gloss and matt coatings, as well as tactile relief effects, can be created inline and in a single run. What is new is that this module can also be used to create this relief effect in a metallic look through the use of metallic foils. This marks the first time a digital label press has been able to perform this task in this way.



Both machine types operate on the basis of the diVar® coating technology developed and patented by the coatings specialist Schmid Rhyner AG. The diVar® brand stands for «Digital Varnishing Technology». This technology can be used to create effects in new dimensions. With it, different coating depths can be used to achieve a variety of tactile experiences in a single run. Schmid Rhyner keeps its finger on the pulse of the times and is constantly developing new, innovative effect coatings for digital applications.

Systems by Steinemann and Gallus are already successfully in industrial use by customers with entrepreneurial vision. Druckhaus Mainfranken, for instance, has been working with the associated online platform, Flyeralarm, since 2014, with a «dmax»; the same is true of Insignis, a Vienna-based label-printing company that recently integrated the digital coating module DEU («Digital Embellishment Unit») in its Gallus Labelfire ([Article](#)). As these successes confirm, digital enhancement has the capability to make the best possible use of the benefits of digitalisation.

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About Schmid Rhyner

Schmid Rhyner AG, part of the Conzzeta conglomerate since 1987, is a leading global supplier of high-quality and innovative coating solutions for the graphic industry. It offers a unique combination of a broad product range with a comprehensive array of consulting and training offerings, extending from graphic design to regulation-compliant applications in food packaging. This is how Schmid Rhyner AG's customers benefit from the efficient and safe use of UV- and water-based print coatings. Visit www.schmid-rhyner.com for more information.