



SWISS BRILLIANCE IN COATING

## Press Release

# Close collaboration between Gallus and Schmid Rhyner for digital coating

**May 28, 2019 – Gallus and Schmid Rhyner officially set the seal on the collaboration of the two companies and the further development of digital refinement at the beginning of May. With the company Steinemann, they have raised digital refinement to a high industrial level.**

The three companies *Gallus Ferd. Rüesch AG*, *Steinemann Technologie AG* and *Schmid Rhyner AG* have already been working together closely for several years. *Gallus*, known for its label printing machinery, integrates the *Steinemann* DEU (Digital Embellishment Unit) into its Labelfire 340 (width 340 mm). This enables top level refinement of digital print products. Here, the core is the module from *Steinemann*, the tradition-steeped manufacturer of inline and offline varnishing units for the graphics industry. The decisive varnishes for digital refinement, which are aligned for use on the machine, are manufactured by *Schmid Rhyner*, the leading Swiss manufacturer and developer of the patented diVar technology. The partnership between these three companies has brought digital varnishing a whole new dimension using inkjet technology.

*Schmid Rhyner* already had its diVar technology for digital refinement patented back in 2002. In 2011, *Steinemann* integrated this technology in its offline machine *dmax*, which was introduced to the market in 2014. This optimally matched system (coating/machine) was supplemented with digital foil embossing (dfoil) in 2017, further increasing market acceptance.

*Gallus* recognised the advantages of this system and integrated the unit in its digital label printing flagship as a DEU (Digital Embellishment Unit), the Gallus Labelfire. During the “Innovation Days” in 2018, *Gallus* presented this machine for the first time with an integrated DEU. The customers’ interest was overwhelming. Following successful field tests, the module is applied for industrial applications in the meantime.

As the first user, the innovative Viennese company *INISGNIS-Etiketten* already works with the Gallus Labelfire including an integrated DEU. They now impress their customers with their innovative and creative solutions. The fact that they mastered digital processes within the shortest of time can be seen as they already won a “Golden Pixel Award” for their innovative products back in December 2018.

The advantages of digital technology are primarily time-to-market and the reduction of production materials. This makes expensive and time-consuming printing plates superfluous. Anything from minor corrections up to completely new solutions can be developed on the machine and produced immediately. Moreover, inkjet is the only technology within the field of application which is able to realise the entire range from a single drop to relief application. Inline and in a single pass, this enables the generation of glossy, matte and haptic relief effects with various heights. A metallic doming effect can be generated with the foil embossing which can otherwise only be implemented in screen printing.

With the framework agreement between *Schmid Rhyner* and *Gallus* signed at the beginning of May, the further development for future-oriented digital solutions has now also been officially underlined.

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**About Schmid Rhyner AG**

Schmid Rhyner AG, which has belonged to the conglomerate Conzeta since 1987, is a global leader in the provision of superior quality and innovative coating solutions for the graphics industry. Its wide product range combined with comprehensive consulting and training from graphical design to application compliant with the regulations in food packaging is unique. Schmid Rhyner AG's customers therefore profit from efficient and safe use of UV-based and water-based print varnishes. Further information is available under [www.schmid-rhyner.com](http://www.schmid-rhyner.com).

**About Gallus Ferd. Rüesch AG**

With its production sites in Switzerland and Germany, Gallus is a leading global player in the development, production and sales of conventional and digital narrow-web printing units designed for label and packaging printing. The machine programme is augmented with a wide range of screen printing plates (Gallus Screeny), worldwide decentral service as well as a comprehensive range of printing accessories and spare parts. As a Heidelberg Group member, Gallus uses Heidelberg's global sales and service network. Its comprehensive range of services incorporates consultancy services from printing and process experts for all relevant tasks pertaining to printing and process technology. Gallus is a Heidelberger Druckmaschinen AG company and has some 360 employees, 225 of whom are at the Group's headquarters in St. Gallen, Switzerland. [www.gallus-group.com](http://www.gallus-group.com)