

Re:think what's possible: KURZ presents pioneering solutions for surface decoration at drupa 2024

Fürth/Germany, April 17, 2024: drupa is regarded as an important trend barometer for the print industry. The trade fair offers a platform for exhibitors to present innovations in the fields of printing, finishing, packaging and more. From May 28 to June 7, 2024, visitors will have the opportunity to experience technologies, products and services live and exchange ideas directly with manufacturers and experts. LEONHARD KURZ is the official Platinum Partner of drupa 2024 and will be exhibiting its innovations at stand E71 in hall 3 - on an area of around 684 m². Under the motto 'Re:think what's possible,' KURZ will be presenting pioneering finishing and packaging solutions as well as the associated machines and services.

Finishing with elegant 3D effects

Innovative finishes are becoming increasingly important, especially when it comes to visually highlighting premium products at the point of sale. One of the many highlights at the KURZ stand is the new SILVER LINE® finishing line, which adds a touch of elegance to any packaging with its silver-metallic play of light. The 3D effects add a touch of luxury. Both reflective and matte designs are possible for full-surface decorations or partial decorations with fine details. SILVER LINE® can be used flexibly, as it can be seamlessly integrated into existing systems using processes such as hot stamping, cold transfer, or digital finishing. "The diffractive effects of SILVER LINE® create a special optical depth and give the impression of real movement, resulting in dynamic designs and real eye-catchers. All this is possible because we are rethinking what is possible. I am proud that we are presenting SILVER LINE® at drupa," explains Dr. Laurin Leeb, Head of International Product Management Business Area Industrial at KURZ.

SILVER LINE® was developed from the already successfully established LIGHT LINE® finishing line, which will also be exhibited at drupa 2024. It comprises a range of finishing solutions for packaging and labels that are also characterized

by their unique 3D optical effects. LIGHT LINE® offers, among other things, real hologram effects with depth effect. The difference to SILVER LINE® is the rainbow-colored motion effects that refract the light in a fascinating way and reflect it in all colors of light. These effects help to create an eye-catching and appealing aesthetic. The areas of application are diverse and range from cosmetics packaging to drinks labels.

High-gloss effects and metallization

Various classic finishing solutions from KURZ are being rethought and can be experienced at drupa 2024. LUMAFIN® highlights products with unique visual effects. The semi-transparent finish has been specially developed to create a shimmering look that allows the underlying design to gently peek through as if behind glass. Print motifs embossed with LUMAFIN® inspire with a magically translucent play of colors, a timeless vintage look, or a high-quality patina effect. In many applications, including cosmetics packaging, spirits labels, book covers and consumer goods packaging, the brand identity is strengthened by distinctive and recognizable design elements of the finishing.

With LUXOR®/ALUFIN®, KURZ is presenting the ultimate in metallic hot stamping in Düsseldorf. This classic is one of the top products and is known for its exceptional quality and remarkable optical gloss effects. The LUXOR®/ALUFIN® range comprises a large selection of transfer products whose brand essence is glossy metallic effects and represent a brilliant all-round hot stamping solution. This product range offers a wide variety of colors and surface effects and allows finishes to shine in the best quality. In addition, the carrier thickness has already been changed to 10 µm for most products. Soon, hot stamping products from KURZ will only be available on 10 µm substrates. LUXOR®/ALUFIN® finishes give many printed products a luxurious and elegant appearance. This is achieved not only by the high-quality appearance, but also by the relief-like structures, which contribute to the overall aesthetics and impression of value. At the trade fair, you can find out what's new at KURZ in the field of hot stamping.

Sustainable finishing for sheet-fed printing

At drupa 2024, KURZ will be providing comprehensive insights into the KURZ Transfer Metal (KTM) Technology which complements the repertoire of sustainable finishing processes. The centerpiece is a smart add-on module for processors who do not want to invest in a new cold transfer machine. The module can be easily combined with existing laminating systems, keeping costs and effort manageable. With the ultra-thin finish, packaging can be decorated with breathtaking high-gloss designs without leaving any plastic behind. This means they remain recyclable and therefore more environmentally friendly - a clear advantage compared to conventional laminates. This makes the technology particularly interesting for large-volume production. KTM can be applied to a variety of substrates - including paper and cardboard.

Furthermore, with KPS slim 2.0 (patent pending), KURZ is once again demonstrating its commitment to innovative solutions that not only impress in terms of quality and efficiency, but also make a significant contribution to environmental protection. KPS slim 2.0 (patent pending) sets new standards in terms of sustainability by reducing the carrier thickness and thus the PET content in the decoration process by an impressive 50 percent. This development not only means considerable material savings, but also enables more efficient handling thanks to more running meters per roll, which in turn leads to fewer roll changes and therefore less downtime and set-up time. The end result on the printed sheets is an incomparable gloss - even on the most demanding surfaces and difficult substrates. The technology offers maximum process reliability and efficiency as well as exceptional design flexibility. "The introduction of KPS slim 2.0 (patent pending) marks a turning point in the finishing industry - both in terms of application and environmental protection. The solution is characterized by its outstanding technical performance in offset printing and at the same time enables a reduction in waste and disposal costs. In addition, the technology contributes to a significantly reduced CO2 footprint. Our decoration solution guarantees that no plastic or laminate remains on the decorated items, which means that the recyclability of the end products is not impaired," explains Marco Hanisch, KURZ Head of Global Business Development Packaging and Print.

Design concept makes trends and design possibilities tangible

With its annual 'boxes' design concept, KURZ has developed a unique method of making social developments and trends tangible through innovative packaging design and new product colors. In all four themes from the current 'boxes No. 3' collection, which will be presented at drupa, the departure towards more humanity is tangible - a reflection that seems particularly relevant in times of rapid digital developments. The project comprises four artistically designed cardboard boxes, which were created in collaboration with the KURZ subsidiary Hinderer + Mühlich (H+M) and the Italian paper manufacturer Favini. The innovative approach, which brings design to life, hits the nerve of the times. "Our customers regularly tell us that they look forward to the new edition of the 'boxes' every year, the trendy colors and the stimuli and inspiration they receive," explains Annie Kuschel, Head of Design Management Packaging and Print at LEONHARD KURZ. In addition, the concept has already won several internationally renowned awards.

No contradiction: Elegant design and cost efficiency

At drupa 2024, KURZ impressively proves that high customer demands at the point of sale are absolutely compatible with cost-optimized production. One of the solutions is the new ECOFIN® range, which not only turns products into real eye-catchers with its gold and silver tones, but also reduces production costs. ECOFIN® meets all the requirements for making products stand out and promoting sales. Fine details and large-scale metallization with a wow effect, high gloss and outstanding results are possible, even on recycled cardboard. The new product range is available for hot stamping and cold transfer in roll and sheet-fed printing. "With the ECOFIN® series, we have succeeded in developing an extremely cost-efficient product without losing the performance features typical of KURZ," emphasizes Stéphane Royère, KURZ Head of Business Area Packaging and Print International Sales and Marketing.

At a glance

drupa is from May 28 to June 7, 2024, in Düsseldorf, Germany

LEONHARD KURZ Stiftung & Co KG: Hall 3, Stand E71-1 + E71-2

Product groups: Foils for cold foil transfer, hot stamping foils, hologram foils, transfer foils, embossing stamps, inkjet sheet-fed printing systems, inkjet foil application, digital finishing, software for packaging design, e-commerce for the printing industry

Focal points of the trade fair presentation: Innovations in cold transfer, hot stamping, digital embellishment, digital printing, sustainability

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About KURZ: The KURZ Group is a global leader in thin film technology. KURZ develops and manufactures decorative and functional layers applied to carrier foil for a wide range of industries, from the packaging and printing industry through to the automotive, electronics, card, and textile sectors. KURZ offers a comprehensive portfolio of products for surface finishing, decoration, labeling, and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. The company is also continuously investing in new technologies and developing innovative solutions for integrating functionality into surfaces. The KURZ Group has more than 5,500 employees at over 30 sites worldwide and produces under standardized quality and environmental standards in Europe, Asia, and the USA. A global network of subsidiaries, representatives and sales offices ensures short paths and individual, on-site consulting.

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