

## **The future of digital print embellishment: KURZ unveils the latest technologies at drupa 2024**

Fürth/Germany, April 25, 2024: With the aim of redefining digital print embellishment, LEONHARD KURZ will offer visitors to drupa a comprehensive experience with live demonstrations, expert insights, and interactive exhibits from May 28 to June 7, 2024. At booth E71 in hall 3, the DM-MAXLINER 3D, DM-MAXLINER 2D and DM-SMARTLINER machines will be presented as special highlights.

As a pioneer in the field of thin-film technology and digital finishing machines, KURZ will be showcasing perfectly coordinated machines and consumables. Antonie Reinhart, Marketing Manager at LEONHARD KURZ, explains: "At drupa 2024, customers and interested visitors can experience the industry-leading production speed and efficiency of our machines live and learn first-hand how they can benefit from our decades of technical expertise and broad portfolio of equipment. We are also delighted to be back as a Platinum Partner and look forward to continuing our strong collaboration with drupa."

### **Revolution in print embellishment with '3D Inkjet on Substrate' technology**

The DM-MAXLINER 3D uses the innovative '3D Inkjet on Substrate' technology for a particularly high-quality digital 3D embellishment. This enables high-precision application of digital metallization and UV spot and relief coatings, creating amazing tactile effects with a brilliant gloss. Production speeds of up to 5,100 sheets/hour (B2) and 4,000 sheets/hour (B1) enable printers to outpace the competition with industry-leading performance. From packaging and commercial printing to web-to-print, this press offers unparalleled single-pass efficiency and industrial high-speed performance. "This combination of efficiency, innovation and quality makes the DM-MAXLINER 3D the first truly industrial solution in the digital finishing industry," says Antonie Reinhart.

Another machine is celebrating its world premiere at drupa and will be presented to the trade audience for the first time: The DM-MAXLINER 2D. Alongside the

DM-MAXLINER 3D, KURZ is presenting another highly innovative highlight for sheet-fed printing from KURZ Digital Embellishment Solutions that will redefine the landscape of digital embellishment.

**‘Transfer on Toner’ technology impresses with outstanding user-friendliness**

The DM-SMARTLINER also sets new standards in the digital embellishment market. Its innovative and easy-to-use ‘Transfer on Toner’ technology is responsible for this. This enables unparalleled user-friendliness and opens up new dimensions in digital metallization. With the DM-SMARTLINER, users can carry out high-quality digital metallization without having to rely on complex processes or specialist knowledge. The application process is divided into three simple steps, consisting of printing the design, metallization with the DM-SMARTLINER, and optional overprinting.

**Trade fair appearance with strong partners**

KURZ's presence at the trade fair impressively demonstrates the Group's in-depth expertise in machine manufacturing. An excellent example is the DM-MAXLINER 3D, which was developed by Steinemann DPE. With over 50 years of experience in the design and construction of machines for the printing and packaging industry, the KURZ subsidiary has earned a reputation for supplying machines that will work reliably for years to come.

In addition to presenting the leading technologies in digital embellishment, KURZ subsidiary MPRINT will also be demonstrating its expertise. There will be a world premiere at drupa: MPRINT will be presenting a completely new machine design for ultra-compact 4C digital printing, which can be used flexibly in sheet-fed and narrow-web printing. The turnkey solution, which can be integrated into new or existing press systems, improves productivity and efficiency. Finally, it produces less waste than conventional solutions.

The KURZ subsidiary Hinderer + Mühlich (H+M) will be presenting the latest developments in the field of embossing tools. H+M will be presenting various samples that have been specially created for drupa and show the fascination of

tactile effects in hot stamping, blind embossing, and pressure-supported embossing. In addition, new effects in micro and nano embossing will be presented. . Besides outstanding tactile and visual results, the show will also demonstrate how customers can realize efficiency gains in production with H+M embossing tools. With the H+M EasyFix plate, for example, the set-up time can be reduced by up to 50%.

The 'Sealife' poster, which was awarded the 'Best of Show' award at the Gold Leaf Awards 2024 by the Foil and Specialty Effects Association (FSEA), demonstrates the perfect interplay between embossing tools from H+M and transfer products from KURZ.

LEONHARD KURZ cordially invites professionals from the printing and packaging industry as well as press, media and interested parties to visit the booth at drupa 2024 to experience advanced machines for industrial digital embellishment up close and to exchange ideas directly with KURZ's tech experts.

### **At a glance**

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

LEONHARD KURZ Stiftung & Co KG: Hall 3 / E71-1 - E71-2 (main booth),  
Hall 3 / B31 (touchpoint packaging), Hall 4 / B30 (touchpoint textile), Hall 14 / B60  
(touchpoint sustainability)

Focus of the trade fair presentation: Re:think what's possible - The future of surface decoration (technologies, machines, sustainability)

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**About KURZ:** LEONHARD KURZ is a world-leading thin-film technology specialist with more than 5,500 employees at more than 30 locations worldwide. KURZ develops and produces decorative and functional layers, including for the printing, packaging, and the plastics industry, for banknotes and ID documents, as well as for the automotive, electronics and medical technology sectors. The company's comprehensive product portfolio ranges from decorative and smart interactive surface finishes, to design consulting and

security concepts for product and brand protection. Together with its subsidiaries, KURZ offers solutions for digital embellishment finishing, cold transfer, hot stamping, related printing and embossing machines, and embossing tools. KURZ is also developing its own recycling programs, is a UN Global Compact participant, and has been repeatedly recognized by EcoVadis for its sustainability activities.

[www.kurz-world.com](http://www.kurz-world.com)

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