

SPGPrints introduces RotaMesh® Glitter Screen for reflective, colour-changing inks on premium labels and packaging

Boxmeer, Netherlands, 12 September, 2017: SPGPrints widens the decorative and security options for premium label and packaging design with the introduction of its RotaMesh® Glitter Screen, a nickel rotary screen suitable for applying glitter, lustre, shimmer and optically variable inks.

Hank Guitjens, commercial manager label printing, SPGPrints, comments: “There has been tremendous innovation in reflective inks that create a range of exclusive effects, providing an effective way to differentiate brands and enhance shelf-impact. The new RotaMesh Glitter Screen provides a cost-effective and productive way to incorporate these effects seamlessly inline, alongside other processes such as flexo, offset and gravure, and create a distinctive, appealing packaging presentation.”

Particles for exclusive effects require wide diameters, typically of approximately 70µm, to enable reflectivity that makes their functionality possible. RotaMesh Glitter Screen features relatively large hole sizes to facilitate the smooth transfer to the substrate of these delicate particles, without risk of blockage, at high printing speeds.

RotaMesh Glitter Screen is available in a range of printing widths up to 914mm. Ideal for luxury packaging, cosmetics and gift-wrap applications, it is suitable for numerous synthetic and paperboard substrates including self-adhesive labels, flexible packaging and folding cartons. Like all rotary screens in the nickel RotaMesh programme, the new Glitter Screen is both reusable and re-imageable.

RotaMesh Glitter Screen makes its global debut at Labelexpo Europe 2017 (SPGPrints stand 4C20), where samples showing the screen’s full aesthetic potential will be available.

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PHOTO CAPTION:

File Name MG 6195: “This image shows the dazzling potential of SPGPrints’ RotaMesh® Glitter Screen for lustre effects on packaging and labels”

FOR FURTHER PRESS INFORMATION:

SPGPrints

SPGPrints is a global leading company in the textile, label and industrial printing markets. It provides total system solutions, with a portfolio including screens, lacquers, inks, digital engravers, and a broad range of rotary screen and digital printing systems. The company has applied its electroforming expertise to developing

both highly reliable rotary screen technology and an extensive program of precision metal products.

For more information, please visit www.spgprints.com

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