

APPLICATION : LABEL PRINTING

Fact file

**Company:**

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**Screen Product:**

Screen Truepress Jet L350UV

**Fast Facts:**

– 100 percent digital facility doubles production with introduction of Screen Truepress Jet L350UV press

– L350UV press provides premium quality, and flexibility of run lengths and substrates, at high speeds

– Growing demand for labels to perform more sophisticated functions in industries such as food and pharmaceuticals fostered move to digital

**“The [L350UV] press is incredibly flexible, it can handle short, medium and long runs and can print on a range of substrates including transparent film and metallic foil. Its print speed makes it one of the fastest label printing machines in the sector, without any compromise on quality ”**

Stefan Harder, Managing Director, Harder

**Labelprint24 doubles production capacity with Germany’s first Screen Truepress Jet L350UV**



Labelprint24 is recognised as one of the most innovative label printers in Germany, producing a wide range of sheet- and roll-mounted labels for leading companies across the full spectrum of industries, including cosmetics, healthcare, food and manufacturing.

**Doubling capacity**

Looking to increase capacity at its 100-percent-digital facility in Großenhain, Saxony, the leading online label printer invested in Germany’s first Screen Truepress Jet L350UV digital label press.

The immediate benefits of the four-colour plus white inkjet web Truepress Jet L350UV, supplied and installed by Dantex, included doubling production capacity. “In addition, the Truepress Jet delivers everything today’s label buyers expect from a leading manufacturer – personalisation, fast turnaround, first-class quality and, combined with our intelligent systems, affordability,” says Managing Director Stefan Harder.

New Screen Truepress Jet L350UV at Labelprint24

Labelprint24 is part of the Harder group of companies, which was founded over 50 years ago as a general commercial printer firm. In 2009 Harder decided to pursue an all-digital strategy focused on the labelling and packaging sectors, launching Labelprint24 a year later as the 24-hour web-to-print B2B portal customers use to order labels. Today Labelprint24 sells its products to Germany, Austria, Switzerland, Poland and Czech Republic. Labels represent a significant part of the group’s turnover and this looks set to grow when Labelprint24 expands into France, Italy, The Netherland and Belgium later this year. Labels range from simple to highly complex products incorporating multi-layer informational booklets, all of which can be ordered online.

Explains Stefan Harder: “Several key trends persuaded us this was the right path to follow. One was the steady move from offset to digital printing.

**“The Truepress Jet delivers everything today's label buyers expect from a leading manufacturer – personalisation, fast turnaround, first-class quality and, combined with our intelligent systems, affordability”** Stefan Harder, Managing Director, Harder

The other was the growing demand for labels to perform more sophisticated functions in industries such as food and pharmaceuticals. Today labels do much more than just identify products – they are vehicles for marketing promotions, for regulatory information, and so on. Add in factors such as greater product diversification and shorter lifecycles, and our customers want us to print shorter runs, faster, and to the highest quality.



Stefan Harder

“With the Screen Truepress Jet L350UV we can meet all these demands. Because the press is incredibly flexible, it can handle short, medium and long runs and can print on a range of substrates including transparent film and metallic foil. Its print speed makes it one of the fastest label printing machines in the sector, without any compromise on quality – text is pin-sharp, and images totally photorealistic. It's easy to look after too – the automatic printhead cleaning function cuts maintenance to no more than 15 minutes a day.”

The 322mm print-width single-pass Screen Truepress Jet L350UV press is specifically designed to meet brand owners' increasing demand for value-added packaging to increase product differentiation. Printing at speeds up to 16.1sqm (173.2sqft) per minute, the innovative inkjet printing system leads the industry for productivity. ■