



Ruco's inks are designed for specialist plastics' decoration

Ruco puts its ink expertise on show

Ruco Druckfarben reports that this year's participation at K 2010 was a positive follow-on from the company's debut at K 2007. The specialist plastics' decoration company focuses on a range of inks designed for use in food packaging, the cosmetics and beverage industries, rotary pad printing, plus UV-curable flexo formulations.

Low migration products include Ruco's series 080UV/MA which has been developed for dry offset printing onto food containers made from polypropylene and polystyrene, such as yoghurt pots. ITX-free, these inks comply with Nestlé standards and offer excellent adhesion and wear resistance, even at high print speeds. They fulfil the regulations set by the Swiss Consumer Goods Ordinance.

The company's 945UV/MA inks cater for screen-printing onto PET hollow-ware for the cosmetics and beverage industries, as well as for the delicate field of baby bottle decoration. Their low migration and strong adhesion are complemented by high opacity and excellent flow characteristics.

Series 965UV/MA low viscosity barium free inks also come with a low migration formula, with good solvent and water resistance. Designed for rotary screen-printing onto plastic films, they have high reactivity, good curing and adhesion characteristics at high machine speeds.

Specialist products also include a range of pad printing inks for plastics' decoration which offers fast curing, good mechanical and chemical resistance, being lightfast, weather resistant and highly opaque. Finally, for flexographic printing onto flexible packaging, Ruco's series UVFX environmentally friendly inks have low viscosity, high colour strength and brilliance amongst their features, and also achieve excellent results in combination printing. ■

Integration of WP Digital into Polytype sees change in management

WP Digital has merged with Polytype AG and is now managed as a business unit of Wifag-Polytype Holding. WP Digital's current facilities in Wittenbach, Switzerland, will be dissolved and all business activities relocated to Polytype's Fribourg site with the aim of establishing a competence centre for digital printing in Fribourg. This move is based upon Wifag-Polytype's recognition of the potential of digital printing in its traditional product and market segments which cover packaging print, coating and converting.

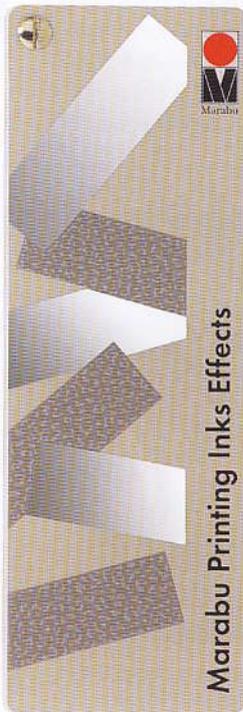
The outgoing CEO of WP Digital, Kaspar Widmer, restructured the company, implemented important technical developments and established a new business unit for digital glass printing. At the start of 2010, he suggested a merger with the parent company due to the high synergy potential, and was instructed to implement it.

The management of the newly established Polytype business unit, Virtu, is headed up by Frederic Pavesi. He was previously business development manager for digital applications at Polytype AG and oversaw the WP Digital integration project.

The Polytype Group has four product lines in the area of packaging printing machines and coating/converting systems. It produces machines for the printing of plastic cups, plastic tubes, overall systems for the production and decoration of aluminium tubes, cans and bottles as well as coating machines for flexible packaging and special applications.

WP Digital's existing products will continue to be marketed and further developed under the Virtu brand as an independent business unit. The previous contacts in sales and service will remain. ■

Special effects fan from Marabu is a useful tool



Special effect inks are subdivided into ten categories for easy reference



Marabu's special effect fan

Marabu is now offering a collection of special effect samples in the form of a fan. Presented for the first time at FESPA Munich, the fan attracted much attention from screen-printers interested in new finishes.

Visual impressions and tactile sensations can evoke a subconscious emotional response, making them extremely useful in sales and marketing. Additionally, special effects can also convey important information, for example, improving product safety in the pharmaceutical and food sectors. Screen and pad printing, with their ability to transfer particles of any size to the substrate, are ideal for creating special effects with Marabu inks.

Two screen-printing specialists – Gerhard Russ, chief executive of Graffiti Siebdruck and Marabu's Pascal Iffland – joined forces to create the fan. It provides print samples of special-effect inks for industrial and graphical screen-printers. Russ says he was already using the fan as a highly effective sales tool while it was still in the production phase. It helped him secure a major screen-printing job from a well-known advertising agency, he recalls.

With a flick of the thumb, this fan shows customers all the many possibilities that Marabu Screen and Pad Printing Inks have to offer, along with information such as printing parameters, delivery times, and price level. By enabling customers to experience the special effects first-hand, the fan can stimulate a host of new ideas and also provides relevant technical details at a glance.

With all relevant information available at a glance, the fan has a short introduction, followed by a legend explaining the symbols employed. The effects are subdivided into ten categories of metallic, mirror, glitter, pearlescent, luminescent, thermochromatic, matt, varnish, writeable and scented. The sub-categories show exemplary variations on these themes. ■