

Apex International delivers its 3,000th GTT cost-saving offset anilox roll to VOB Hardenberg



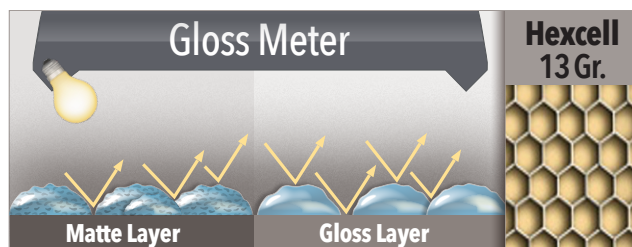
VOB Hardenberg takes delivery of Apex's 3,000th GTT offset coating roll. Pictured at left, Apex European Agent Manager Wim Busch; right, VOB Production Manager Vincent Wellenberg.

Apex International recently had the honour to supply its 3,000th GTT anilox roller for the offset market to printing house VOB Hardenberg in the Netherlands. VOB Hardenberg employs two of the latest-generation five-colour KB Rapida 164 presses which include coating towers for applying water-based and UV coatings. VOB chose GTT for its increased quality, reduced coating consumption, and standardization.

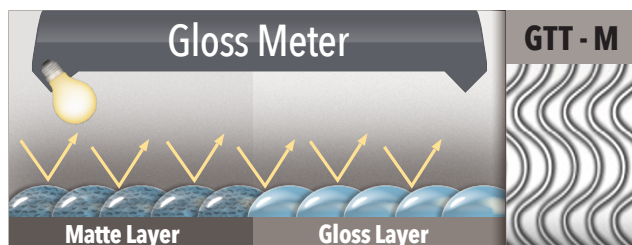
One of the markets VOB serves is food industry packaging, for which it produces printed sheets requiring the application of low-migration special inks and coatings. VOB's customers have come to expect consistently high quality, thus VOB continually improves its processes and equipment to meet – and exceed – customer expectations.

The Importance of Coatings For surface protection of printed pieces as well as enhancement of image colour and intensity, demand for coatings continues to grow, especially in the competitive food/packaging market. Critical in determining the volume and consistency of the coating liquid applied – and thus the overall quality of the finish – is the anilox roll.

To employ the optimal anilox for any given coating, VOB and anilox manufacturer Apex International formed a close relationship. "Over the years of working closely with Apex, we have enjoyed technical successes that have resulted in improved quality and subsequent cost reductions relative to our coating and lacquer requirements," explains VOB Production Manager Vincent Wellenberg.



REFLECTION OF CONSISTENCY Gloss or matte, high-quality coatings require an homogeneous laydown of consistent thickness, which GTT reliably delivers.



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Based on methodical research and coating trials, VOB chose Apex's innovative anilox engraving – the patented Genetic Transfer Technology (GTT) open-channel slalom engraving – instead of closed-cell engravings.

Continues Wellenberg, "To put it simply, the GTT roller delivers in production all the benefits that are promised." Those benefits include homogeneous and consistent coating lay-down, decrease in coating consumption, and reduction in anilox inventory.

Together, VOB and Apex have created the best coating process parameters to meet VOB's high customer standards.

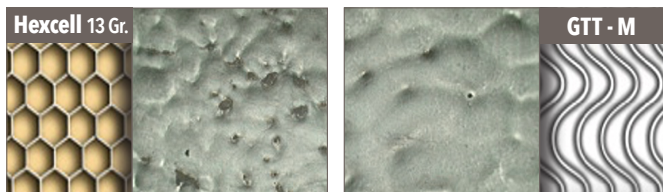
Equalized the Coating Layer Mottling, pin-holing, orange-peeling, and uneven overall coating coverage can ruin a press run. But GTT technology evenly lays down homogeneous coatings with a visibly and measurably higher gloss – or an improved matte finish – providing offset printers a genuine alternative to conventional anilox rolls.

With improved lay-down of water-based or UV coatings, significant cost savings on lacquer, reduced roller changes, and easier clean-



up, GTT seemingly achieves the impossible: higher quality coatings at lower cost.

Observes Joris Cabri, Apex International's VP Sales/Europe & Africa, "Due to its unique surface structure, GTT enables the liquid to be transferred in an extremely homogeneous coating layer over the full width of the printing sheet. GTT anilox rolls have proven themselves throughout the years and have been accepted as standard by all leading press manufacturers."



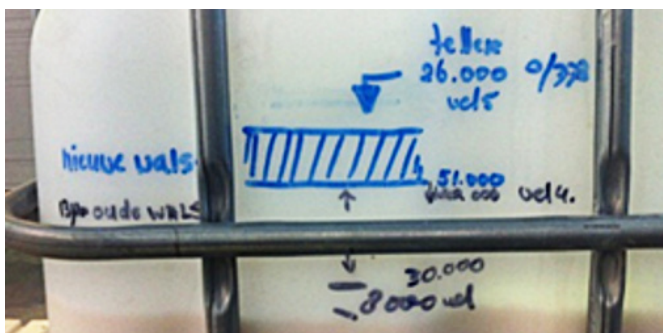
PINHOLING PROBLEMS Lacquer foaming is caused by aeration of the coating liquid that in turn can transfer onto the sheet, resulting in pinholes and uneven coverage. GTT drastically minimizes this problem as seen in gloss examples above.

More gloss, less coating. More consistency, less cleaning. Gloss coatings are applied to create an added value. Water-based coatings are often used to protect the printed materials, or to process them faster afterwards. "For both applications, GTT technology offers significant advantages compared to the existing conventional anilox rolls," explains Cabri.

"By using the correct GTT engraving profile, it is possible to achieve a measurably higher gloss level, while at the same time reducing the coating consumption, resulting in a true win-win situation of higher gloss at lower cost." Adds Cabri, "Printers are left with the enviable choice of offering to their customers either a higher gloss level at similar production cost, or maintaining the same gloss level at a reduced cost."

For offset coating applications, GTT has three key advantages over conventional anilox:

1 Reduced coating consumption: Offset houses report coating liquid savings in excess of 15%, depending upon the coating



PROVEN IN PRODUCTION – COST REDUCTION By measuring comparative gloss lacquer amounts used in a trial between GTT and conventional anilox and simply marking the level difference onto the storage tank, the printer was able to calculate the difference in consumption. The result spoke for itself: after both orders were produced, it was established that the GTT roll resulted in an impressive lacquer savings of 16% while maintaining the same gloss and protection level.

application. GTT's open-channel geometry makes this possible by availing more liquid surface area for transfer to the blanket roller, resulting in a thinner – yet more homogeneous – coating lay-down.

2 Measurably superior coating quality: GTT drastically minimizes mottling and pin-holing, with a subsequent gloss increase previously achievable only with larger anilox volumes. Optically-improved matte/satin coating is also achieved.

3 Reduction in anilox roll changes: Apex has developed five different engraving profiles of GTT metering rolls to satisfy all the requirements of the offset coating market. These engravings cover the broad range of offset coating needs – each delivering control, consistency, and cost savings:

GTT-S Designed for special coatings.

GTT-M Suitable for gloss, matte, satin, and protective lacquers enabling excellent "drip-off" effect and cost savings.

GTT-L Suitable for the majority of all water-based coating jobs.

GTT-XL / XXL Designed for UV coatings, delivering the best results and significantly reducing the risk of "orange-peel."

"As a result of its reduced coating consumption," notes Apex's Cabri, "the GTT-M roll is ideally suited to the application of protection, matte, and satin lacquers. To achieve different levels of gloss, it is sufficient to replace only the lacquer – not the anilox roll – thereby resulting in significant time savings while reducing the risk of damaging the anilox rolls during the changeover process."

Change easily from conventional to GTT Apex offers a convenient program to help offset customers make the transition from conventional anilox to GTT engravings as easy as possible. "From the initial transition phase from conventional anilox to GTT," said Wellenberg, "the customer service and support has equaled the quality of the product, including Apex's supplying VOB with a test roll for evaluation."

Apex maintains a wide variety of banded GTT test rolls which are ready to dispatch for assessment trials at printing companies, allowing printers to determine for themselves which profile gives the best results. The most common OEM press models are currently in-stock and can be delivered to meet most printers' needs immediately.

Apex: New standards through innovation Apex International has built an unrivaled reputation in the offset and flexographic industry as a producer of highest-quality anilox rolls for coatings, corrugated board, flexible packaging, and labels. From its home in the Netherlands, this innovative, family-owned business has grown its international sales presence into more than 80 countries worldwide, as well as expanding its production globally with facilities in Italy, North America, India, and Brazil.

Contact Joris Cabri to arrange a test or to learn more.

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