

FOR IMMEDIATE PUBLICATION

## InForm Etiketten gets future-ready with Xeikon CX3

***More flexibility during production and concerns for environment and climate were key factors in German label printer's choice of Xeikon digital printing system***

**Lier, Belgium, 13 December 2019** – For label printer InForm Etiketten, sustainability and protecting the environment have always been a top priority – well before the ‘Fridays for Future’ movement began. It was also a key factor in the decision-making process when choosing a new printing technology. The label printer, based in Ansbach, Germany, was looking for a technology that would allow them to increase their production capacity and flexibility, as well as provide a sustainable and environmentally responsible approach to production. That is why in 2019, InForm Etiketten invested in a CX3, Xeikon’s flagship product for toner-based digital print.

“Digital print is in a league of its own, enabling runs as short as a single unit as well as serial codes, numbering, the addition of addresses and low set-up costs. Today, it also allows high gradients – provided you have a state-of-the-art toner printer,” explains Dr. Benjamin Rüdert von Collenberg, Chief Operating Officer at InForm Etiketten.

The company made a conscious decision in favour of toner-based digital print as opposed to an inkjet-based solution. Firstly, the label printer is already working with a Xeikon 3300 system, meaning that operators are already familiar with the technology and handling of the machine. Secondly, toner-based digital print delivers a printed image that is closer to offset and of a higher quality than any inkjet solution is currently able to achieve. Thirdly, dry toner can be used on a wide variety of different materials, eliminating the need for pre-treated substrates required in inkjet printing. Another benefit is the fact that the toner is safe and expressly suitable for printing labels for the food industry, which represents a large part of InForm’s customer base. The ever-decreasing lot sizes in label printing were a further reason for strengthening the company’s digital capabilities. The short set-up times enable InForm Etiketten to fulfil the demand for short, personalised runs in an economically viable way.

### **A business for powerful labels**

InForm Etiketten was founded in 1991 and employs 35 staff. The company specialises in sticky and self-adhesive labels for the food and chemical industries, as well as for wines and spirits. Since not every printing technology is suitable for all types of labels, InForm Etiketten uses a wide range of equipment, comprising all required technologies including offset, book and digital print. This means that the right machine is always on hand for any application. For its visually sophisticated finishing of labels for wines and spirits, the company has already won a number of awards, most recently at Labelexpo 2019 in Brussels.

“Every industry has its own specifications, which play a vital role in the design and production of high-quality labels and which we adapt to individually. The chemical industry places great emphasis on resistance and adhesive characteristics, whereas the food sector focuses on migration, conformity, sustainability and high image quality. Labels for wines and luxury spirits are design objects, required to carry emotions through high-quality finishing. We have the right attitude and the right technology, particularly with digital print,” notes Dr. Benjamin Rüdert von Collenberg.

*Captions:*

1. *Examples of digitally produced labels by InForm Etiketten*
2. *Dr. Benjamin Rüdt von Collenberg (left) and operator Peter Böhmländer in front of their CX3*

## **ABOUT XEIKON**

Xeikon, a division of Flint Group, is a long-standing leader and innovator in digital printing technology. Grounded in the principles of quality, flexibility and sustainability, Xeikon designs, develops and delivers web-fed digital colour presses for label and packaging applications, document printing, and commercial printing. These printing machines work with different imaging technologies, open workflow software and application-specific consumables.

As an OEM supplier, Xeikon designs and produces plate makers for newspaper offset printing applications. In addition, Xeikon manufactures basysPrint computer-to-conventional plate (CtCP) solutions for the commercial offset printing market. For the flexographic market, Xeikon offers digital platemaking systems under the ThermoFlexX brand. ThermoFlexX systems provide high-resolution plate exposure combined with unique plate handling, flexibility and unmatched productivity.

In 2015, Xeikon joined Flint Group to create a new “Digital Printing Solutions” division for the leading global print consumables and solution provider to the packaging and print media industries. Flint Group develops and manufactures an extensive portfolio of consumables for the printing industry. These include a vast range of conventional and energy-curable inks and coatings, press room chemicals, printing plates and equipment, printing blankets and sleeves, and pigments and additives for use in inks and other colorant applications. The Flint Group is based in Luxembourg and employs around 7900 people. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves.

**For more information about Xeikon, visit [www.xeikon.com](http://www.xeikon.com) and for Flint Group, visit [www.flintgrp.com](http://www.flintgrp.com) or contact:**

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