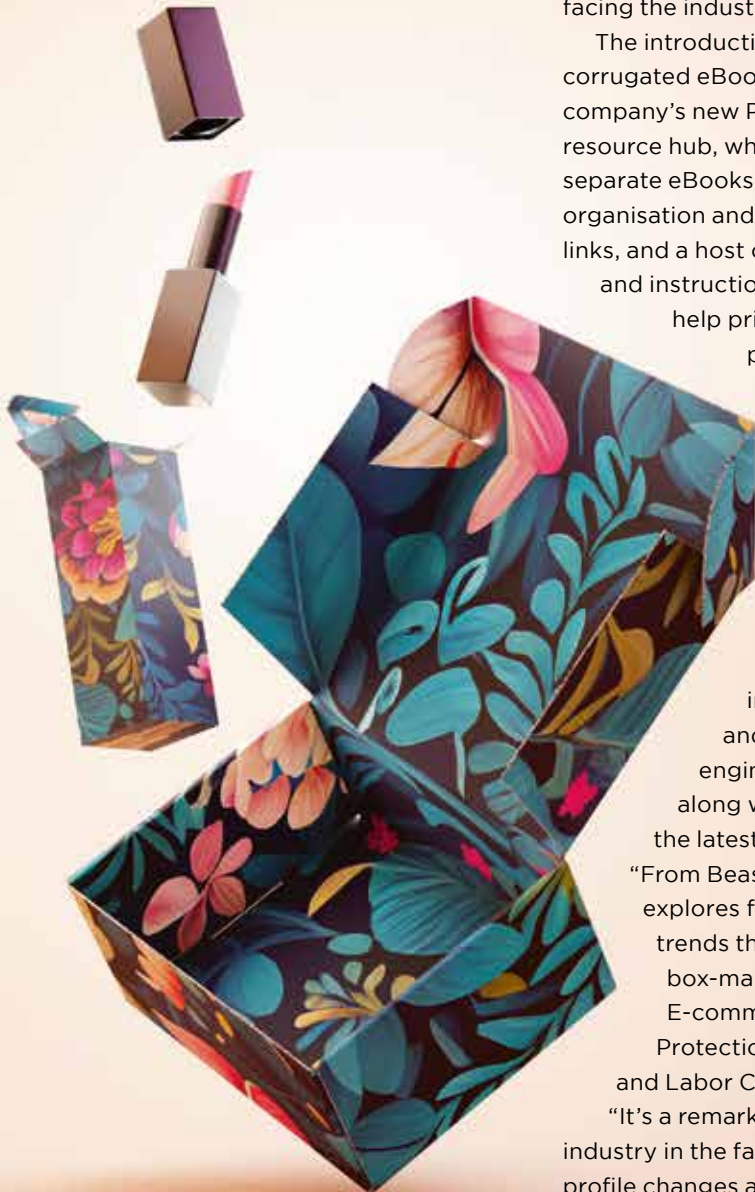


INDUSTRY-SPECIFIC RESOURCES

BALDWIN CONTINUES TO SUPPORT THE CORRUGATED INDUSTRY WITH LAUNCH OF PRINTENOMIC\$



Baldwin Technology Co. Inc. has launched a new set of resources for corrugated packaging manufacturers, centred on a new eBook entitled “From Beast to Beauty,” analysing trends facing the industry.

The introduction of the new corrugated eBook kicks off the company’s new PrintEnomic\$ resource hub, which will house separate eBooks, industry organisation and trade publication links, and a host of podcasts and instructional guides to

help printers maximise profitability in the corrugated, narrow web, and offset printing spaces.

In consultation with its customers, industry experts, and in-house engineering team – along with a review of the latest reporting – “From Beast to Beauty” explores four primary trends that will impact box-making facilities: E-commerce, Brand Protection, Sustainability and Labor Challenges. “It’s a remarkably resilient industry in the face of current high-profile changes and challenges

– and this seemed like the perfect time to step back and help box plants with the know-how they need to stay competitive while meeting the needs of their customers,” said Simon Blake, Chief Marketing Officer, Baldwin.

Referencing the eBook’s somewhat unusual, full title – “From Beast to Beauty: How the Little Brown Box Became as Fashionable as the Little Black Dress That’s Shipped in It” – Blake noted that the corrugated packaging is the new ‘shop window’ for retail. It’s so much more than the delivery mechanism; it’s a critical step in communicating the brand experience.

“Corrugated has gotten sexy and it takes an incredible amount of talent and technology to produce, at volume, the print quality demanded by brands and consumers,” said Blake. “We’re delighted to share our knowledge and resources for the corrugated, narrow web and offset markets with PrintEnomic\$.”

PrintEnomic\$

Baldwin provides innovative and comprehensive solutions for corrugated printing and converting. Baldwin’s XP Max LED-UV system, for instance, allows corrugated printers to reap the benefits of LED technology. It is designed to cure especially wide substrates moving past it on a printing press,

corrugated rotary die-cutter, or manufacturing conveyor belt. Instead of one long LED array, XP Max uses numerous 508mm modules. These LED modules are set at an angle to allow for overlap of the LED emitting areas, forming a continuous UV curing array that spans any press or conveyor width needed.

The LED-UV modules within the XP Max system can significantly reduce energy and downtime costs while improving operational safety. LED-UV technology cures ink instantly with no drying time, using much less energy than both IR and arc UV. The modules can be turned on and off to cover only part of the conveyor, saving energy use when curing smaller stock widths. This arrangement also enables individual maintenance, allowing the removal of a single module without shutting down the full system for repairs.



Lastly, Baldwin says the LED window temperatures are much cooler than both IR and arc UV, resulting in a lower chance of fire when the corrugated substrate falls onto lamp heads.

Also among Baldwin's corrugated solutions is the FlexoCleanerBrush – a fully automated flexo plate-cleaning system that can be up to 3.2m wide. As Baldwin's flagship solution to enhance print quality and improve worker safety in corrugated printing, the system

automatically removes dust and contamination from the plate in seconds during production, without stopping the press. It also performs full end-of-job plate cleaning and drying in fewer than four minutes, enabling increased uptime, improving sustainability and saving thousands of dollars per year in consumables spending.



Because the FlexoCleanerBrush is fully automatic and spans the entire width of the plate cylinder, it improves safety by eliminating routine operator contact with the machine and reduces the risk of operator contact with wash agents and cylinder nip injuries. Its core is made of carbon fibre, which ensures a stable, uniform and consistent flexo plate cleaning throughout the whole width of the plate and keeps this wide system to a minimal weight.

In addition to these ultra-wide technologies, Baldwin also offers the FlexoDry Infrared (IR) drying system. Developed to maximise press throughput, boost production speeds and reduce energy consumption, the FlexoDry system utilises Diamond-IR lamps to focus powerful IR radiation. These lamps use a ceramic reflector that directs all light to the substrate, resulting in 30% energy savings when compared with other IR lamps.

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