

## What do you know about sheet-fed gravure?

By Laura Wayland-Smith Hatch, GravurExchange



Sheet-fed gravure printing—well known in Europe and elsewhere around the world is starting to make inroads in the North American market. Its versatility, quality, and economies are attractive to not only packaging printers/converters, but also the label, stamps, and securities segments of the industry.

Part of what is driving the growth of sheet-fed gravure is its adoption by offset

packaging printers who have, until now, been limited in their ability to produce the high-quality products that are the hallmark of the gravure process. By combining the capabilities and strengths of the two processes, they are now putting down metallics and pearlescents that give their products the WOW factor and grab the eyes of today's consumers. And, using a gravure/offset combination is the strategy for security print issues, making coun-

terfeiting of brand articles much more difficult. In a sheet-fed environment, the inline gravure stations are well suited for this type of combination.

During my recent visit to drupa, I was fortunate to be invited by Beate Kurreck and her son and company CEO, Achim Kurreck, to visit H.C. Moog's new Technology Centre with some potential press buyers and see firsthand the company's latest offerings.



**The rolling countryside outside of Miehlen**

After driving south from Dusseldorf along the Rhine River and then turning east and climbing into rolling hills, we arrived at the Moog Technology Centre and were greeted by Beate and her husband and former CEO, Herbert Kurreck. This new facility is located in Miehlen, Germany, and features a modern assembly plant and a neighboring building that houses the design team.

H. C. Moog was founded in 1950 as an engineering enterprise, and for over 50 years its focus has been on the development and design of single-color and multi-color sheet-fed gravure presses. Originally established by Henry Cornelius Moog, the H. C. Moog GmbH Maschinen fuer Druck und Papier is now under the leadership of Achim K. Kurreck and the Kurreck family.

All Moog presses—delivered to printing plants around the world—are custom made. The plants choose the configurations, plus the necessary optional equipment, that fit their particular needs.

Assembly and setup at customers' sites include startup, training, and after-sales service.

In the assembly plant is a full operational three-station sheet-fed press, which is available to the industry for cooperative testing, research, and development efforts

of new applications with Moog. Testing opportunities include: printability of special cardboard, paper, ink, debossing, embossing, hidden images, security embossing, security printing, and varnishing—water-based, solvent, UV.

During our tour, the press was started,



**Herbert Kurreck, Laura Wayland-Smith Hatch, Beate Kurreck, Thomas Hatch**

product was printed, and then inspected. All of the visitors had the opportunity to inspect all areas of the press, ask questions, and go over production results.

Some of the options available with Moog's sheet-fed gravure presses are:

- \* Multi-color presses for complete gravure production
- Single-color presses for all kind of finishing purposes
- UV cassette, IR cassette, high-speed air knife, hot air knife
- Electrostatic print assist
- Inline varnishing
- Inline micro embossing and stray graining
- Inline flexographic printing
- Print job manager (open database)
- External software service (modem)
- Print medium from paper to cardboard and synthetics



Everyone was welcoming at Moog!



Moog's Martin Wolf explains the features of the press control panel

#### Why consider adding sheet-fed gravure press to your production?

There are many sound and valid reasons for choosing sheet-fed gravure printing. Simply put, it puts all other processes to shame when it comes to:

- Color brilliance
- Optimum net output
- Minimum waste
- Overall production stability
- Streak-free, full-surface ink application
- Varnishing and other specialties

A sheet-fed gravure press is a tool that provides unlimited capabilities—and the investment pays! For more information of Moog's sheet-fed gravure presses, visit <http://www.hcmoo.de/>