



Press Release

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Gallus Labelfire: Digital by its heart

Best-in-class digital inkjet printing combined with Digital Embellishment Unit and conventional processes

St.Gallen, 24 September 2019 – Gallus, a Heidelberg Group Company, shows the whole range of digital printing and embellishing possibilities at Labelexpo Europe 2019. The Gallus Labelfire combines high quality inkjet print quality with the finishing possibilities of the integrated Digital Embellishment Unit (DEU) besides conventional printing and converting possibilities. In hall 5, stand B28/C31 the hybrid label press comes with an increased speed with up to 70 m/min, smoothie labels demonstrating the full VDP option of the Gallus Labelfire. Low migration inks for the inkjet printing unit of the hybrid press are introduced.

Since 2015, the Gallus Labelfire has given customers the ability to address new market segments successfully. With the hybrid concept – the digital DNA from Heidelberger Druckmaschinen and the conventional label expertise from Gallus – the Gallus Labelfire is an investment for the future.

Print resolution and wide Pantone color gamut range

With a native resolution of 1200x1200 dpi it can create smallest characters, razor sharp thin lines and stepless gradients. Printing with Heidelberg's Saphira inks, the Gallus Labelfire 340, consisting of 8-color (7c+white) digital printing modules covers more than 96% of the Pantone plus color gamut. With the 4-color version, the Gallus Labelfire E 340, up to 85% are covered.

Digital Embellishment Unit

At Labelexpo Europe 2019 Gallus demonstrates the Digital Embellishment Unit (DEU) as integrated part of the Gallus Labelfire. Using inkjet technology, the innovative Digital Embellishment Unit is able to carry out inline coating digitally and apply matt, gloss and tactile spot coating effects to the substrate web in various thicknesses. When using this digital finishing technology, customers benefit from shorter setup times and minimized cleaning when compared with conventional solutions. There are no additional costs for tools or for tool

production and management due to the digital technology. Enabling top level refinement of digital print products in a single pass the DEU is a joint development by Steinemann Technology AG, Schmid Rhyner AG and Gallus Ferd. Rüesch AG.

The Gallus Labelfire on show is further equipped with inline functionalities like flexo, to apply primer if needed and adding neon and/or metallic effects by the usage of special effect inks or cold foil embossing. If using flexo ink to replace digital-white-ink as the underlay, significant cost savings are able. Screen printing can be integrated, too.

The press has a printing width of 340 mm and produces finished labels in one pass, so the operator does not have to move rolls from the digital press to a separate finishing line. With one easy-to-use operator panel, one operator produces complex finished labels with no hassles. This industrial digital converting solution produces finished labels in one pass inline at lowest costs.

Digital low migration inks

Gallus introduces low migration inks for the inkjet printing unit of the Gallus Labelfire to produce labels for general use and also for use on food packaging with indirect food contact. The ink is manufactured in accordance with EUPIA's guideline concerning the implementation of Good Manufacturing Practice (GMP) and complies with the requirements of the Swiss Ordinance and Nestlé Guidance Note.

“Your Smoothie“ label production with Gallus Labelfire

How Full Variable Data Printing (full VDP) can be realised with the Gallus Labelfire is explained at Labelexpo by the “Smoothie” label campaign. Printing with full variable data - the label changes depending on the ingredients - means that each label might look different due to the possibilities of Gallus Labelfire with the optional full Variable Data Printing-Package.

The job starts at the Heidelberg Prinect-Digital Front End which is specifically designed for the Gallus Labelfire. All components are included in the Gallus Labelfire configuration, fitting into any existing workflow system. The Front End allows file handling, data qualification, color management and does the rendering with 8-color separation in order to achieve brilliant results with the first print. For the change between jobs the operator only has to change the flexo printing plate and the digital image.

Industrial Variable Data Printing (iVDP) can be done with the Gallus Labelfire, too. With the Human Machine Interface (HMI) very small batches are possible for products with growing demand like barcodes or 2D codes or serialised or personalised labels.

Summary

The Gallus Labelfire can be tailored to enable:

- choice to print white in flexo, digital inkjet and/or screen
- creating additional tactile effects or security applications → screen printing unit
- coverage of more than 96% of the pantone plus color gamut (Gallus Labelfire 340)
- native resolution: 1200x1200 dpi
- no “white lines” or “dark lines” due to the inkjet compensation tool
- digital printing with low migration ink (Heidelberg Saphira)
- production of matt or gloss spot coatings and tactile relief effects in various thicknesses with integrated Digital Embellishment Unit (DEU)
- full variable data printing (option)
- printing speed up to 70 m/min

Captions:

Fig. 1 (Gallus Labelfire Smoothie Label)

Printed on the Gallus Labelfire the Smoothie labels shows a range of digital and conventional embellishing possibilities.

Source: Gallus Ferd. Rüesch

Fig. 2 (Gallus Labelfire)

The hybrid press Gallus Labelfire enables label production in one single pass

Source: Gallus Ferd. Rüesch

Fig. 3 (Digital Embellishment Unit)

Using inkjet technology, the innovative Digital Embellishment Unit (DEU) is able to carry out inline coating digitally and apply matt, gloss and tactile spot coating effects to the substrate web in various thicknesses.

Source: Gallus Ferd. Rüesch

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Link to new label printing knowledge portal:

www.label-experts.com

Pictures and further details about the company are available in the press area of Heidelberg Druckmaschinen AG, www.heidelberg.com as well as in the [media library](#).