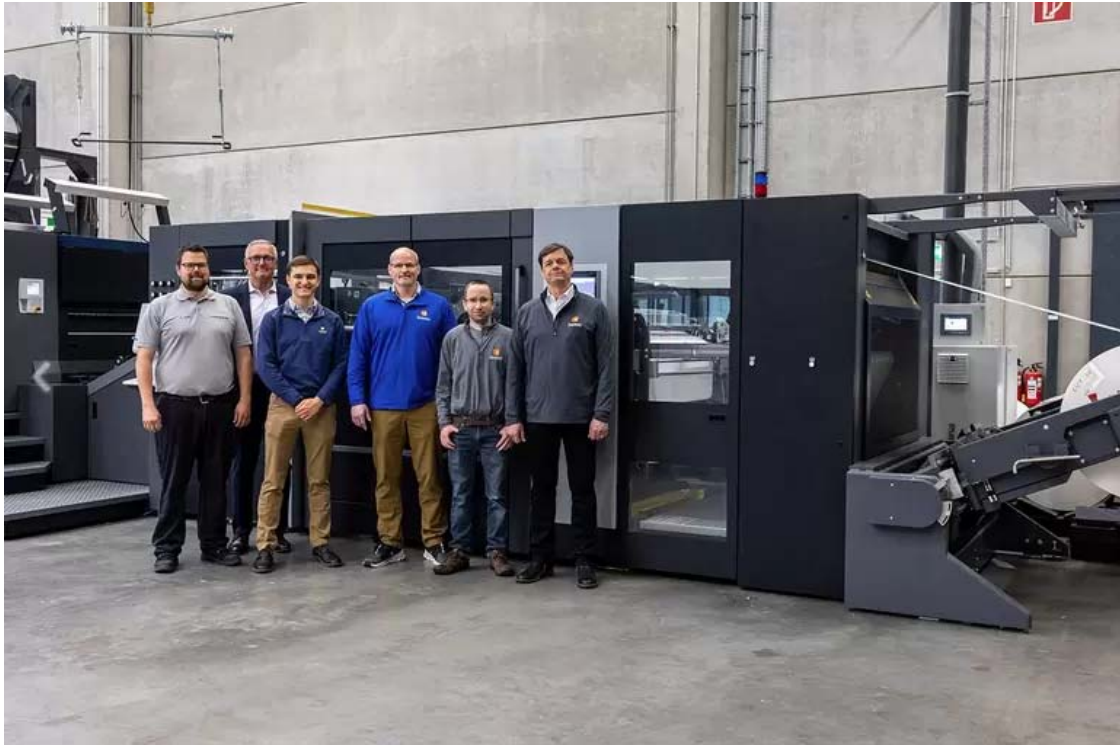


Heidelberg's Next Generation Sheeter Boosts Productivity At Commercial Printer

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Benjamin Kreth and Achim Schmidt, HEIDELBERG, with Ian Heslin, Chad Gaedtke, Jefferey Stoeger and Kevin Heslin, Seaway Printing Company.

HEIDELBERG recently sold its 50th CutStar Generation 4 sheeter to Seaway Printing Company, a commercial print shop based in Green Bay, Wisconsin.

Seaway Printing supplies publishing customers across the whole of the USA with books, brochures, catalogues, magazines, and educational materials, 'Here at Seaway Printing, everything revolves around quality, reliability, and speed,' said Kevin Heslin, President at Seaway Printing.

'Having understood our requirements perfectly and worked on appropriate automation solutions, HEIDELBERG has become an important partner that helps us fulfil those promises. By using cutting-edge CutStar technology in combination with the high-end configuration of our Speedmaster XL 106-8-P, Seaway Printing has been able to considerably boost productivity.'

Compared to the previous generation, the latest version of Heidelberg Druckmaschinen AG (HEIDELBERG)'s CutStar sheeter offers the advantage of the Push-to-Stop concept from the company, meaning it offers more automation, simpler handling and easier maintenance.



By taking automation to the next level, CutStar Generation 4 can save up to 50 percent on makeready times when integrated into the Prinect workflow. Extensive preset values for different substrates ensure significantly accelerated makeready times when changing materials. Manual adjustments such as format length settings are no longer required.

For example, CutStar Generation 4 can be used in the pharmaceutical sector and in label printing to boost the production speed for thin substrates by 30 percent and considerably expand the range of uses for especially thin materials (films from 40 µm and paper from 30 gsm). This means HEIDELBERG is able to dependably meet a major market requirement, particularly in these segments.

Two thirds of the systems that have been supplied so far are being used to print labels and packaging inserts. What's more, the proportion of sheeters in use in the commercial printing sector has increased dramatically in recent months due to the associated cost benefits in paper procurement.

HEIDELBERG launched the first CutStar sheeter onto the market at drupa 2000 and has continuously developed the technology ever since, adapting it to the growing market requirements regarding automation, suitability for integration and productivity. The technology combines the productivity and cost benefits of roll-fed stock with the flexibility of sheetfed offset printing and is used with the highly automated Speedmaster XL 75, CX 104, and XL 106 models.

As a sheeter, the CutStar is the ideal addition for processing thin materials at high production speeds. 'Growing customer requirements, particularly for processing thin substrates such as label papers, in-mold films, and papers for package inserts were the catalyst for developing the fourth-generation CutStar,' explained Markus Höfer, Head of Business Development Label at HEIDELBERG. 'Integration into our Push-to-Stop concept and the Intellistart functions of the press make CutStar unique.'

HEIDELBERG GRAPHIC SYSTEMS SOUTHERN AFRICA

+27 86 142 4756

warren.jones@heidelberg.com

www.heidelberg.com/za

