HAVE A VIVID EXPERIENCE

Vivid Laminating has announced huge cost saving product launches at drupa. It will be well worth a look!

Vivid Laminating Technologies, based in Coalville, Leicestershire, is one of Europe’s leading designers and manufacturers of award-winning laminating systems. The company has been supplying systems and consumables to the print industry since 1987 and currently exports to over 50 countries worldwide. It is committed to developing, improving and upgrading its products to ensure the best quality, the highest levels of reliability and the most efficient ways of laminating.

In hall 6 (stand D58), the company will be introducing two new additions to its Matrix range, alongside a new wide format foiling laminator and a range of special effect foils, as well as allowing visitors to find out more about its existing options.

HIGH SPEED

In today’s time conscious market, where customers are demanding ever faster turn-around times, the ability to finish products in a quicker time is imperative. The award-winning Matrix laminators will now see a new high speed model added to the range, allowing larger volume runs to be laminated faster and saving on production costs by finishing in-house. The new system runs at up to 20 metres a minute and will also be fully compatible with the new Auto-Feeder.

On the stand, visitors can also find information on the company’s consumables portfolio. Boss special effect foils, metallised print and spot UV film are amongst these.

Vivid’s new Boss Premium Foil range allows metallised effects to be added to prints. The foiling and over-printable coloured foils work by combining the Matrix and a digital printer. Detailed, quality foiling prints can be created in-house, without expensive set up charges and traditional block foiling, which represents a fraction of the cost compared to outsourcing. Not to mention the time savings!

The company is also adding to its Boss print effect range with holographic films. This opens many new avenues of income for Matrix users, including security print, vouchers, personalised items and tickets, as well as the packaging and label markets.

Vivid says that the Matrix is the most cost effective digital laminator on the market and is a valuable, ‘must have’ system for the modern day digital printer. With lamination, foiling, spot UV and new metallised print effects, four separate avenues of income make the Matrix a real option to produce incredible finishes, adding even more value to print jobs.

EASYMOUNT

The Easymount Air was recently awarded Top Product for 2016 by readers of Wide-Format & Signage magazine. drupa will play host to a new model in this range too. The Easymount AirFoil features independent pneumatic rollers, allowing it to foil and add spot UV style effects to wide format prints, foam boards, glass and MDF.

Metallised effects open up new markets for wide format printers. These can be overprinted onto UV or solvent based prints. Users working in the point of sale, packaging and decorative markets will benefit by saving money every time they create a large format product.

Visit the Vivid team in hall 6 to see some of the most advanced, innovative and cost effective laminating technologies that can help you to add value to your business.