

K 2022: LEONHARD KURZ presents powerful innovations for the cosmetics industry

Fürth/Germany, 09/08/2022: Cosmetics are characterized by colorful products and sophisticated looks - which is why manufacturers have to constantly come up with new ways to stand out from the competition. At K 2022, LEONHARD KURZ will be introducing new transfer products for the direct and indirect decoration of cosmetics containers.

Together with its subsidiary ISIMAT, KURZ will be presenting new decoration options for tubes, glass, and aluminum articles live on site. At Stand A19 in Hall 5, visitors can experience the machine that is being used - the ISIMAT I-Series - in action. This versatile all-rounder can decorate plastic, glass, and aluminum items efficiently and economically. Various processes are used, such as silk-screen and digital printing, as well as inLINE FOILING®. ISIMAT also makes it possible to decorate conical products perfectly - a further development of the existing technology that offers completely new possibilities, especially in the cosmetics and make-up segment. "The idea behind the KURZ motto 'Making every product unique' is indispensable, especially in the fast-moving cosmetics industry, and gives manufacturers the opportunity to prove themselves on a regular basis. With the solutions we will be presenting at the K trade fair this year, we are meeting those needs better than ever," explains Holger Habekus, Product Manager at LEONHARD KURZ.

It couldn't be easier - decorating conical containers with the ISIMAT I-Series

With the I-Series, the surface decoration experts are presenting a state-of-the-art solution that is very user-friendly and can be tailored to the requirements of each customer. "The I-Series is also characterized by the fact that it can decorate both glass and plastic containers using the entire range of printing and finishing techniques," explains Torsten Hirschnitz, ISIMAT Managing Director, and adds: "This makes for nearly boundless flexibility. Digital and classic inLINE FOILING®, silk-screen printing, hot stamping, digital printing - the modular design of the ISIMAT I-Series makes it possible to combine them as needed." Up to 80 items

per minute can pass through the machine with up to eight different printing stations.

In addition to the various finishing technologies, there is also a groundbreaking further development with respect to the shape of the articles to be printed on. Conical bottles, jars, and containers can be efficiently decorated both through silk-screen printing and inLINE FOILING®. What previously seemed impossible is now an attractive option thanks to the ISIMAT I-Series. KURZ is once again living up to its pioneering role with its proven know-how and decades of experience in the market. The same applies to the topic of sustainability, which was taken into account directly when the hybrid machine was created. Up to eight-step finishing processes take place in just one hybrid application in the I-Series, which reduces the total energy requirement. KURZ transfer products also have no negative impact on recyclability. If required by the customer, ISIMAT equips the machine with LED technology, further reducing energy consumption.

Highly durable finishing of cosmetics packaging

KURZ is also constantly advancing the traditional hot-stamping process. Whether for UV-coated tubes and containers, mascaras, jars, caps made of PET or polypropylene (PP), or other plastic materials - KURZ's improved formulations for packaging decoration meet the increasing requirements of the cosmetics industry and enable high cost-effectiveness with simultaneous design flexibility.

As part of K 2022, KURZ will be presenting its new product series LUXOR®/ALUFIN® SPP and STV. Thanks to higher mechanical and chemical resistance, decorations are becoming even more robust and durable. The products can be universally processed and are both suitable for even the most intricate motifs and large-scale finishings. As they can be overprinted, they enable a perfect 360-degree decoration of hollow bodies as well as creative scope for multi-colored overlapping metal effects.

With the products for plastic and cosmetic decoration, LUXOR®/ALUFIN® SPP and STV, KURZ is opening up new paths for brand owners and processors to meet cost pressure, increasing quality requirements, and the desire for more

differentiation. Visitors to Stand A19 in hall 5 can see the wide range of product options and experience the technology live at K 2022.

LIGHT LINE® inVISIBLE - for visible effects

With LIGHT LINE® inVISIBLE, the LIGHT LINE® product range will be presented to the general public in a new and even more innovative version at K 2022.

Particularly for manufacturers from the cosmetics industry, the diffractive transfer product LIGHT LINE® inVISIBLE expands the area of application and takes the appearance of transparent substrates to a new level, as a perfect interplay of colors and new visual effects can be achieved. This is done as an indirect form of plastic decoration, since, for example, self-adhesive labels can be decorated with the finishing designs and then affixed to the plastic body. Depending on whether the design is partial or full-surface, the finished product will boast a special shine.

The variety of colors also plays a major role with LIGHT LINE® inVISIBLE. On the one hand, customers can choose from the exclusive trend colors used by KURZ and thus benefit from the elaborate research of the design team - or they can opt for individual color matching. "LIGHT LINE® inVISIBLE represents the innovative further development of an existing KURZ product. In addition to the numerous visual advantages that the solution opens up, especially on transparent substrates, processors can also integrate it into existing processes extremely easily," explains KURZ expert Holger Habekus.

At a glance

K 2022 from October 19-26, 2022

LEONHARD KURZ Stiftung & Co. KG: Hall 5, Stand A19

Product group: Machines and equipment for finishing, decorating, printing, and marking

Trade fair presentation focuses on: Automotive interior/exterior, consumer electronics, home appliances, sustainability