
Cold Stamping Foils for Packaging Enhancement and Brand Name Protection

Fuerth/Germany, July 2005: Stamping foil manufacturer Kurz introduces transparent, holographic cold stamping foils for web printing. These foils allow cold stamping to be used both as a design tool and as protection against counterfeiting. The transparent foils may be used as an overlay on customer designs, corporate colors, logos or any type of product labeling. The interplay between the holographic pattern and the underlying print creates special design effects while simultaneously raising the barrier to counterfeiters. It also prevents the manipulation of imprinted product data.

The transparent foils are produced in a diverse range of standard holographic patterns. Customer specific designs may also be ordered. Any type of surface design is possible, with the exception of single-image holograms. The current state of technology does not allow this kind of image to be reproduced in the cold stamping format. Single image transfer requires sensor readable registration and timer-controlled foil advance. This is not possible with the cold stamping process at the present moment.

Increased protection against counterfeiting thanks to Trustseal technology

Transparent cold stamping foils with continuous design may also be produced in Trustseal, an OVD (Optical Variable Device), which, according to Kurz, provides an especially high level of product protection.

Trustseal, which has numerous applications in the area of brand name protection, is manufactured using a proprietary process available only to Kurz and is based on two-dimensional computer technology with high resolution vector graphics. Trustseal and holographic OVD technology is available in metallized form as well as in a transparent cold stamping foil for brand protection purposes.

The cold stamping technique

In contrast to hot stamping, cold stamping involves the transfer of metallized or transparent stamping foils without using the combination of heat and pressure. In web applications, an adhesive is applied to the substrate by flexographic or offset printing. The foil, comprising of a polyester carrier and lacquer package is then pressed onto the surface. Subsequently, the adhesive is cured with UV light, binding it to the stamping foil layers. Finally, the used carrier foil is rewound. This method, which can be integrated into a conventional printing process, is particularly popular in the area of self-adhesive labels where it lends itself truly economical print finishing.

When cold stamping transparent foils, the adhesive in the areas that are to be printed is replaced by adhesion-promoting, radical curing UV printing inks. No additional printing unit for underprinting is required. Consequently, cold stamping offers the labeling industry a simple yet flexible inline method for print finishing and commercial security. More about the cold stamping technique at www.kurz.de.



The Kurz group, the recognized global leader in hot stamping technology, represents over 100 years of experience in hot stamping. The range of applications for Kurz foils is virtually without limit - on greeting cards and packaging, electronic and household products, cosmetic articles, textiles, furniture, automotive parts and lots more. With over 2,600 employees located at nine plants in Europe, the USA and the Pacific region, together with 17 subsidiaries and 70 agencies strategically placed around the globe, the Kurz group manufactures and distributes a comprehensive product range for the surface finishing, decorating and counterfeit proofing sectors. A complete range of stamping machines and tools rounds off its product offering. Kurz, with research and development departments in both Europe and the USA, coupled with customer service and on-site technical assistance, supports its customers internationally with a full breadth of products comprising foils, application machines and stamping tools.

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Photo: Kurz

(Caption:)

Label enhanced with transparent holographic cold stamping foil

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