

## Digital Finishing Redefined: The DM-MAXLINER 3D

Case Study for Innovative Cardboard and Paper Packaging Solutions for the Beauty, Health Care, and Consumer Brands Industries

Breathtaking packaging experiences for the beauty industry, health care, and consumer brands. Appealing designs that touch the heart and stick to the minds of consumers. Technical innovations that catapult the packaging industry straight into a sustainable future: That's what the **Edelmann Group** stands for.

Since 1913, the traditional family-owned company has been designing and producing high-quality packaging solutions made from cardboard and paper, always holistically well thought-out. Performed at the highest technological level - and always aspiring to be both efficient and environmentally conscious. So, on the one hand, customers can optimize their processes throughout the entire supply chain and, on the other hand, reduce their CO2 footprint as much as possible.

### A Sustainable Quality Partnership:



Edelmann Group

Outstanding packaging designs for innovative cardboard and paper packaging solutions for the Beauty Care, Health Care, and Consumer Brands industries.



Endless new possibilities in digital finishing. An innovation from our subsidiary, STEINEMANN DPE.

## Approved by the Edelmann Group: KURZ MAXLINER DM-MAXLINER 3D



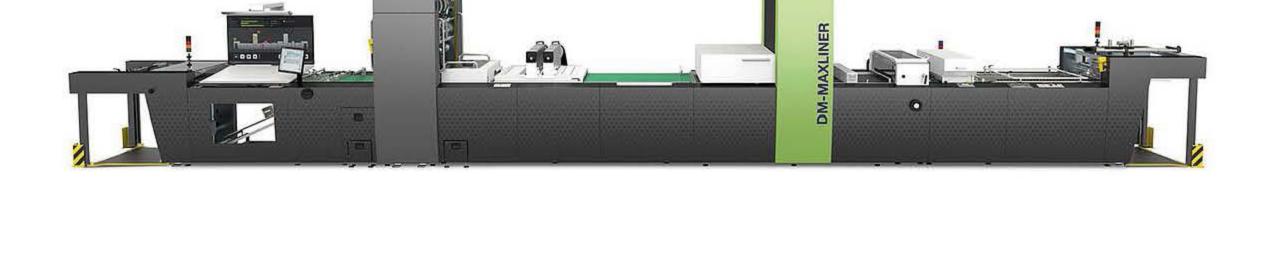
# The Goal

Edelmann Group had set itself an ambitious goal: An endless amount of new ideas in packaging design needed to be feasible in offset printing. Practical and efficient production - regardless of the order volume. The solution was to be seamlessly integrated into the existing process landscape and tailored to sustainability. Certainly a challenging requirement package!

With maximum design freedom in digital print finishing, the



# The Solution



"The DM-MAXLINER 3D sets new standards in terms of design freedom and process efficiency and was the obvious choice for us."

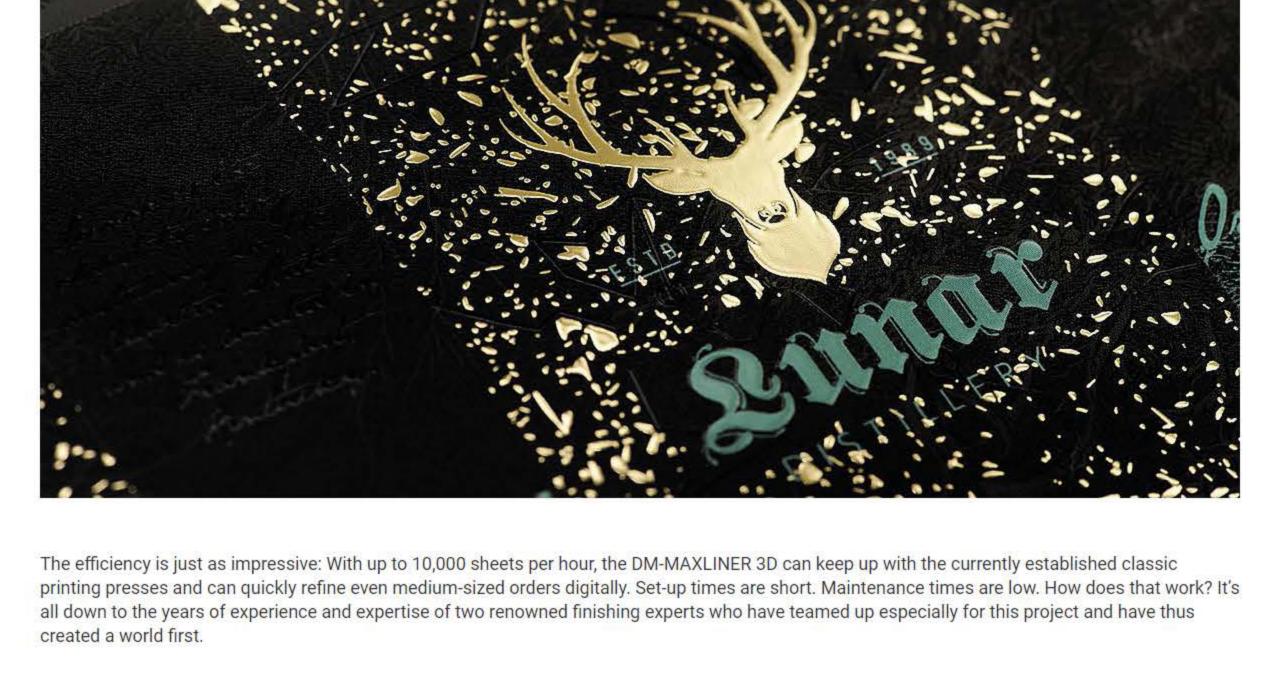
The modular DM-MAXLINER 3D offers an endless amount of new possibilities for packaging developers and designers. Our renowned subsidiary,

range of raised structures. This means enormous added value for branded products.

STEINEMANN DPE, deploys two different finishing units in development. Digital metallizations and digital spot coatings – as haptic reliefs – are thus

possible in just one work pass. The result is filigree metallized lettering and patterns, high-gloss spot coatings, or large-scale lacquer areas with a wide

Wolfram Hahn, Global Business Development Manager at Edelmann



#### Molded Material A beautiful idea: Returning the PET residues from transfer decorations to the recycling cycle instead of disposing of

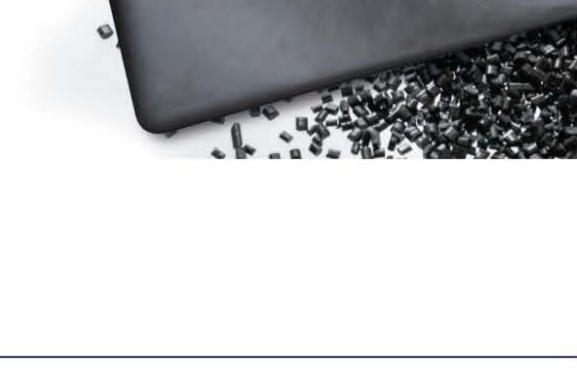
Cradle-to-Cradle: PET Residues Become Injection-

this vision into practice. With an investment volume of several million euros, KURZ has developed the PET recycling concept over three years and tested it together with the Edelmann Group. And it works: As a result, 35 metric tons of PET residues have already found their way back into production as a valuable

them. Even better: Rather than simply reusing it, for example

as a simple planter, it is recycled in a high-quality manner. The Edelmann Group and KURZ have succeeded in putting

injection molding material for the plastics industry. → More about KURZ RECOSYS® transfer recycling



Powerful machines, innovative application software, and resource-saving coatings plus recycling – as a one-solution provider in the field of digital

Why KURZ?

"The DM-MAXLINER 3D sets new standards in terms of design freedom and process efficiency," explains Wolfram Hahn, Global Business Development Manager at Edelmann. "The system from STEINEMANN DPE and KURZ is ideal for strengthening the future-driven positioning of our broad

finishing, which itself focuses on sustainability, KURZ and the Edelmann Group are two strong partners with similar values and visions.

Ready to write your own success story with seeing you.

providing packaging materials with sustainable,

environmentally friendly effects."

product portfolio. The technology expands our options for





Efficiency

Freedom of Design & Process

**Future-Oriented Machine** Development



Sustainability as a Product and Service Component