

## **Revolutionizing Label Production: LEONHARD KURZ and Xeikon Showcase Advanced Digital Metallization Technology at Drupa**

Fürth/Germany, May 22, 2024: After a successful introduction at Labelexpo Europe 2023, LEONHARD KURZ and Xeikon's advanced digital metallization technology for web-fed embellishment is poised to make a substantial impact at Drupa 2024. This global partnership, first unveiled at Labelexpo Europe 2023, presents a game-changing inline digital metallization solution that leverages Xeikon's TITON technology alongside KURZ's Digital Embellishment Solutions.

As a pioneer in thin-film technology and digital embellishment equipment, LEONHARD KURZ provides system-matched consumables and machinery. With decades of engineering expertise, KURZ boasts the most comprehensive digital embellishment equipment portfolio globally, spanning three product platforms and eight different products for sheet- and web-fed applications.

Xeikon, recognized as a leading supplier of digital printing solutions, specializes in advanced production technologies for the packaging and graphics industry. Their portfolio includes cutting-edge UV inkjet and toner technologies tailored for diverse industrial applications.

At Drupa 2024 in Düsseldorf, Germany, this partnership will take the spotlight, showcasing the seamless integration of KURZ Transfer on Toner technology with the Xeikon TX500 digital press. This collaboration not only enhances the production of premium labels but does so with unmatched future-proofing, flexibility, and cost-efficiency that has already garnered praise from industry experts at last year's Labelexpo.

The featured technology at Drupa allows for full-color printing and digital metallization in a single pass, introducing a new pinnacle of ease of use and efficiency in industrial digital embellishment. This one-step process offers a sustainable alternative by reducing the reliance on metallized papers and laminated plastics, and is noted for its food-safe digital metallization capabilities.

Its debut at Labelexpo Europe 2023 captivated many for its ability to deliver high-quality, standout digital embellishment to labels without the typical prepress and converting steps.

KURZ and Xeikon are excited to invite all Drupa 2024 attendees to a live demonstration of the web-fed application of KURZ Transfer on Toner technology integrated with the TX500 at the Xeikon location in Hall 11, Booth A01 and A02. This presentation offers industry professionals another opportunity to explore the benefits of this highly innovative digital metallization process, including customization capabilities, minimal setup time, and support for variable data printing for personalized label production.

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**About KURZ:** LEONHARD KURZ is a world-leading thin-film technology specialist with more than 5,500 employees at more than 30 locations worldwide. KURZ develops and produces decorative and functional layers, including for the printing, packaging, and the plastics industry, for banknotes and ID documents, as well as for the automotive, electronics and medical technology sectors. The company's comprehensive product portfolio ranges from decorative and smart interactive surface finishes, to design consulting and security concepts for product and brand protection. Together with its subsidiaries, KURZ offers solutions for digital embellishment finishing, cold transfer, hot stamping, related printing and embossing machines, and embossing tools. KURZ is also developing its own recycling programs, is a UN Global Compact participant, and has been repeatedly recognized by EcoVadis for its sustainability activities.

[www.kurz-world.com](http://www.kurz-world.com)

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