

## **‘KURZ Digital Embellishment Solutions’: New LinkedIn channel offers exclusive insights and updates**

Fürth/Germany, February 1, 2024: Digital embellishment is a true all-rounder within the print and packaging industry: It offers significant added value through high process efficiency and flexibility, thus increasing productivity compared to other processes. New technologies and processes are constantly being developed in this area to meet the increasingly complex requirements of printers, print service providers and converters alike.

As a specialist in thin-film technologies and a provider of comprehensive, state-of-the-art solutions for the graphics industry, LEONHARD KURZ has extensive expertise in the digital embellishment of a wide variety of substrates. To share this in-depth expertise with the industry, the company is now launching the new LinkedIn channel ‘KURZ Digital Embellishment Solutions.’ The showcase page underlines KURZ’s commitment to advancing digital embellishment technologies and actively supporting industry representatives by establishing a channel for regular industry interaction.

### **New impetus and building a committed community**

With the new channel, KURZ aims to deliver the latest insights into advances in digital embellishment to service providers and converters from the printing and packaging industry. ‘KURZ Digital Embellishment Solutions’ will provide regular updates on technological developments and information on the use of digital embellishment technologies, as well as industry news, expert opinions, and insights into the world of digital embellishment. “With the new digital platform, we want to cultivate a dynamic community focused on innovation as well as future-oriented technologies and equipment solutions,” explains Antonie Reinhart, Marketing Manager at LEONHARD KURZ. “We want to inspire printers, print service providers, converters, and professionals across the printing industry, to provide new ideas, and to showcase advanced digital embellishment solutions.

LinkedIn offers excellent opportunities for this – we want to use them even better in the future.”

**Driving innovation and advancing digital embellishment**

Professionals in the printing and packaging industry who want to extend their knowledge, develop their skills, and expand their professional networks are the main target group of the ‘KURZ Digital Embellishment Solutions’ channel. “With the new page, we want to create a space for professional growth and excellent collaboration that makes the latest trends and the most advanced solutions for the digital embellishment sector easily accessible and keeps our community up to date with the latest developments,” adds Antonie Reinhart.

Interested parties can now [follow the channel on LinkedIn](#) to receive exclusive updates and insights.

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**About KURZ:** The KURZ Group is a global leader in thin film technology. KURZ develops and manufactures decorative and functional layers applied to carrier foil for a wide range of industries, from the packaging and printing industry through to the automotive, electronics, card and textile sectors. KURZ offers a comprehensive portfolio of products for surface finishing, decoration, labeling, and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. The company is also continuously investing in new technologies and developing innovative solutions for integrating functionality into surfaces. The KURZ Group has more than 5,500 employees at over 30 sites worldwide and produces under standardized quality and environmental standards in Europe, Asia, and the USA. A global network of subsidiaries, representatives and sales offices ensures short paths and individual, on-site consulting.

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

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