
LEONHARD KURZ and Grafotronic Partner to Advance Label Embellishment Technologies

Fuerth/Germany, March 27, 2024: LEONHARD KURZ, a market leader in thin-film technology and a pioneer in digital embellishment technology, alongside Grafotronic, experts in modular label converting equipment, have announced a global partnership. This alliance builds upon a series of successful collaborations, demonstrating the benefits of combining their expertise to elevate label industry standards.

Uniting Strengths for Innovation

Both companies are committed to advancing the label sector through technological innovation and networking. By merging Grafotronic's manufacturing capabilities in modular label equipment with KURZ's advancements in digital embellishment technology, this partnership aims to enhance label printing and finishing solutions.

Expertise and Technology Synergy

Leonhard KURZ brings to the table its expertise in thin-film technology and digital embellishment equipment, offering customers a range of system-matched consumables and machinery. This provision is intended to simplify processes for customers, utilizing decades of engineering knowledge and a vast array of products for the printing industry.

Grafotronic specializes in 'future-proof' modular label machines, designed with adaptability in mind. Their offerings include laser cutting, laser finishing, and comprehensive finishing machines, which are adaptable to a variety of machines and technologies, including future innovations. Working hand in hand, KURZ and Grafotronic are set to impact the label embellishing and finishing industry significantly.

Empowering the Industry Through Collaboration

The partnership's commitment is further demonstrated by the upcoming 'Embellish More Label Technology Forum' scheduled for April 11 and April 18 in Huntersville, NC, US at KURZ Transfer Products. This forum is designed for label converters, offering an opportunity to gain comprehensive insights into embellishment technology in a single day.

For more details and to register for the event, visit: www.embellish-more.com. This collaboration between Leonhard KURZ and Grafotronic marks a significant step towards enhancing label embellishment technologies, aiming to provide industry-wide benefits.

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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

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About Grafotronic: Grafotronic is recognized for its innovative modular label machinery that meets diverse needs of the label converting industry, offering solutions that enhance flexibility and productivity. The company, founded in Sweden in 2004, is based in Europe with sales and service centers in Chicago, Illinois, for the North and South American markets, Brescia, Italy and Bangkok, Thailand. The modern 4600 sqm factory employs 200 people and is in Warsaw, Poland.

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