

## Join KURZ at PRINTING United 2024 in Las Vegas!

**Fürth/Germany, August 30, 2024:** LEONHARD KURZ is delighted to announce its presence at the upcoming PRINTING United Expo 2024, slated for September 10-12 in Las Vegas, Nevada. Attendees can look forward to innovative insights on hot stamping, digital embellishment and print, cold transfer, and sustainability. Highlights will include live demonstrations of KURZ's cutting-edge digital embellishment and printing technologies at booth C2195. Featured products include the DM-UNILINER 2D and the MJETeco, two high-performance solutions in printing and embellishment that will be showcased at the event. Another highlight will be the new SILVER LINE® metallization series visitors will be able to discover at PRINTING United.

### **Substrate limits? Not with the DM-UNILINER 2D!**

See the DM-UNILINER 2D in action at PRINTING United, where KURZ will demonstrate its advanced digital metallization technology on a wide variety of substrates. This innovation transforms web-fed digital embellishment, handling various substrates, from rough paper to smooth film, with exceptional quality. Built for high-quality labels, shrink sleeves, and mass customization, the DM-UNILINER 2D sets a new standard in the industry, combining KURZ's patented 2D inkjet technology with industry-leading efficiency and speed.

Antonie Reinhart, Marketing Manager of the Business Area Machines and Applications at KURZ, explains, "At KURZ, we are your comprehensive solution partner, providing system-matched consumables designed to integrate perfectly with our digital embellishment machines. With years of specialized expertise, we understand the critical importance of differentiation in the label industry. With the DM-UNILINER 2D, our partners support their customers in achieving this brand differentiation on their labels with unparalleled precision."

**Compact, cost-effective, MJETeco.**

The MJETeco by MPRINT, a KURZ subsidiary known for its engineering expertise on inkjet printing units, will be featured at PRINTING United. This compact, stand-alone system is designed for single-color imprinting and cost-effective label production, efficiently handling pre-cut and embellished labels for seamless late-stage customization. It operates offline in a print shop or near-line next to the production line and will be demonstrated live at the KURZ booth. The MJETeco offers exceptional versatility, processing rolls from 20 mm (0.8 inches) to 500 mm in diameter. Powered by MPRINT's MONOJET® technology, it integrates ink supply and control components directly into the print engine, ensuring high-quality output. A manual quick-cleaning system simplifies maintenance, while its UV-LED curable inks are suitable for both conventionally and digitally pre-printed labels, providing flexibility for a wide range of customer-specific applications.

**Be a green leader - KURZ**

KURZ showcases the slim program, an initiative focused on reducing the thickness of PET transfer carrier from 12µm to 6µm while maintaining the renowned KURZ quality of their transfer finishes. By minimizing carrier material usage for the decorative layers, the program achieves significant resource savings, reduces waste, and lowers environmental impact. This initiative aligns with the company's long-standing commitment to sustainability, which has always been a core focus. Visitors to the KURZ booth at PRINTING United can learn more about these sustainable innovations and the company's efforts to advance environmentally responsible practices in the industry.

**About PRINTING United**

PRINTING United Expo is a major global event for the printing industry, held annually to showcase the latest technologies and applications. The event features a wide range of printing applications, technologies, and trends, from wide-format to apparel. Presented by PRINTING United Alliance - a collaboration of Printing Industries of America, Specialty Graphic Imaging Association, NAPCO Media, and Idealliance - the Expo is a mission-driven event. This year's Expo will

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take place in Las Vegas from September 10-12 at the Las Vegas Convention Center, Central and South halls. Visit KURZ at booth C2195.

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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, 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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