

## **A resounding success: Digital printing and embellishment solutions from LEONHARD KURZ impress across the board at drupa 2024**

Fürth/Germany, July 16, 2024: LEONHARD KURZ showcased an impressive array of live machine demonstrations at drupa 2024 in Düsseldorf, solidifying its position as innovation and technology leader in the digital printing and embellishment industry. "With machine sales in double-digits, drupa was a resounding success for us," explains Michael Aumann, Global Director Digital Embellishment Solutions at KURZ. "We also gained two crucial insights: When it comes to expanding capacity and scaling digital embellishment, industrial performance in production speed and efficiency is the decisive factor for our customers. In addition, digital embellishment continues to show strong growth in the market."

### **Successful world premiere of the DM-MAXLINER 2D**

Presented for the first time at drupa, the DM-MAXLINER 2D from KURZ and its subsidiary Steinemann DPE proved highly popular. With patented inkjet-on-transfer technology, unparalleled precision and impressive efficiency, the DM-MAXLINER 2D sets new standards in the production of high-quality print. The innovative machine enables digital metallization on a wide range of substrates, especially open-structured uncoated papers. At drupa, the DM-MAXLINER 2D made a striking impression, leading to several on-site sales to companies from all over the world, including a Swiss provider of innovative printing solutions and advanced finishing technologies, as well as a Chinese expert in high-quality label printing, who will rely on the DM-MAXLINER 2D in the future and thus expand their product portfolio to include high-quality finishing for sheet-fed applications. "We are delighted that so many companies have chosen to partner with KURZ. This underlines their commitment to more innovation and top performance in the printing industry," says Michael Aumann.

### **DM-SMARTLINER: The next level in user-friendliness and efficiency**

Other highlights at the KURZ exhibit included the DM-SMARTLINER - the compact stand-alone embellishment unit for brilliant digital metallization in B3 sheet-fed format. The versatile machine enables numerous options, from classic production to short runs or special editions, and offers unsurpassed user-friendliness. This unit also continued to attract great interest at drupa and was purchased by a North African specialist for commercial printing, marketing materials and greeting cards, among others. While the company previously relied on metallization by means of lamination, the DM-SMARTLINER now provides it with a significant efficiency boost. "We have thus taken the next logical step towards an industrial solution for digital finishing," emphasize the owners.

#### **DM-MAXLINER 3D: Unique industrial efficiency and speed create competitive advantages**

The DM-MAXLINER 3D is rightly nicknamed "The Beast". With industry-leading speed, efficiency and productivity, it sets new standards in highly industrialized digital embellishment. The innovative 3D inkjet-on-substrate technology makes it possible to apply digital metallization, UV spot and relief varnishing with impressive precision in a single work step. The full range of possibilities opened up by the DM-MAXLINER 3D was demonstrated at drupa with various live jobs, ensuring an uninterrupted flow of visitors to the KURZ stand.

#### **Bundled expertise for a future-oriented positioning**

In addition to the machines from KURZ, the joint exhibition of KURZ transfer-on-toner technology in conjunction with Xeikon's TX500 also attracted numerous visitors. Both companies demonstrated the seamless integration of full-color printing and metallization in a single, efficient pass, impressing several customers. Among others, De Resolutie will in future rely on the innovative digital printing and metallization solution from KURZ and Xeikon, thus further expanding its leading position in wallpaper 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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