

## Perfect gloss values

Optimum gloss values with minimum varnish application – for *Mohn media*, a subsidiary of arvato AG, the COLIBRI 104 high-end UV varnishing machine, manufactured by Steinemann Technology AG of Switzerland, proved to be the ideal solution for entering the world of UV varnishing.

No matter what the name, the covers of high-end periodicals are today more classy than ever before. "The demand for UV varnishing of covers is growing all the time," says *Wolfgang Hornberg*, confirming a market trend that can hardly be overlooked, particularly on news stands. "We wanted to keep this value-added activity in the company in future, instead of continuing to outsource it to external service providers," says the man responsible for printing technology at *Mohn media*, explaining the main reason why the Gütersloh-based organisation decided to start doing its own UV varnishing at the beginning of the year.

However, not only economic considerations spoke in favour of this step. Rather, by building up its own capacities for UV varnishing, the company simultaneously wanted to further cut its response times. Says *Hornberg*: "It's a great advantage for production scheduling if we can handle every work step on the premises."

### **Varnishing independently of the printing process is cheaper and more flexible**

But which of the technologies available on the market would best be able to cover the company's current and future, qualitative and economic demands? "We had already been examining the alternatives available on the market for a while, but took our time before reaching a decision because of the high pace of technical development," says *Hornberg* in retrospect. As time went by, it ultimately became clear that a machine designed exclusively for varnishing was the ideal solution for making a start on UV varnishing - particularly since it offered the company the possibility of finishing jobs produced on several printing presses.

Finally, in early 2007, a decision was reached in favour of the COLIBRI 104 from Steinemann Technology AG, which was installed in the company's pressroom in April. Since then, *Mohn media* has been finishing the covers of more and more periodicals with UV varnish.

## **Perfect varnish application**

"Before that, we had had tests performed with our own substrates at the headquarters of Steinemann Technology AG in St. Gallen and were greatly impressed by the results of the COLIBRI 104 from the word go. It achieves very high gloss values even at low varnish levels," says *Hornberg*, formulating what he considers to be the decisive advantage of the machine. "What's more, it produces clean, homogeneous surfaces. The applied varnish is plainly and simply smooth. That enables us to meet the demanding specifications of our customers. The machine puts us roughly half-way between laminated print products and those finished with water-based varnishes."

Various system components of the COLIBRI 104 contribute to the high production quality with gloss points of 92 and more. For one thing, the heatable sheet-cleaning calender applies pressure and heat to the substrates to ensure good initial smoothness and thus consistently clean and smooth surfaces. That is a decisive prerequisite for maximum gloss at minimum UV varnish levels.

At the same time, the varnishing unit guarantees absolutely uniform varnish application - be it on relatively thick board or on thin paper. This is ensured by the air knife integrated in the varnishing unit, which releases the individual sheets from the application roller by means of air pressure, particularly when working with thin paper. The varnish quantities required for the individual jobs can be reliably set in a matter of seconds. In addition, the long flow-out section and the large rollers also contribute to the high gloss level.

## **Lower varnish costs**

Compared to the COLIBRI 104, systems with a chambered doctor blade or anilox rollers have to apply roughly twice as much varnish, or even more, to achieve comparable gloss values. Given the many millions of prints now finished with UV varnishes at *Mohn media* in the course of a year, the lower level of varnish application results in economic benefits for the company.

The COLIBRI 104 reaches a peak production speed of up to 11,000 sheets per hour or a throughput speed of up to roughly 120 m/min. (390 ft/min.), the sheet alignment unit guaranteeing reliable positioning of all substrates. For its part, the high-performance UV drier ensures perfect drying of the UV varnishes used at *Mohn media*, even when the machine is running at full capacity. Short set-up times and simple operation make for

optimum availability of the system, with which the company can currently process formats from von 210 x 300 mm to 1,040 x 1,420 mm (8.3" x 11.8" to 40.9" x 55.9").

The entire varnishing process is controlled centrally via the system's touch panel, the graphic user interface permitting logical and simple one-man operation of the machine. The COLIBRI 104 machine is currently operating in two shifts. Notes *Hornberg*: "The machine has become a highly attractive workplace for our staff. After all, it allows them to work at a very important interface and gives them responsibility for the further processing of top-quality products. This is where they put the icing on the cake with the COLIBRI 104, so to speak."

### **More flexible reaction to customer demands**

Since the varnishing machine was installed, *Mohn media* has been able to react even faster and more flexibly to its customers' demands - because the entire logistical effort previously necessary when awarding the varnishing contracts to external service providers has been eliminated, says *Hornberg*, emphasising the difference compared to the past.

"For our requirements, the COLIBRI 104 is the ideal machine for entering the UV market. The investment costs are relatively low, and it puts us in an excellent position to keep up with the rest when it comes to finishing with UV varnishes," concludes *Hornberg*.