

APPLICATION : LABEL PRINTING

Fact file

Company:

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Screen Product:

Screen Truepress Jet L350UV

Fast Facts:

– SEIC was the first company in France to invest in a Screen Truepress Jet L350UV digital label press

– The Truepress Jet L350UV enables faster production speeds as well as high quality print for a wide range of bespoke labels

– SEIC uses Screen’s high-definition UV inks to enhance versatility, allowing printing on transparent film and metallic foil

“Not only did it [the Truepress Jet L350UV] enable us to increase our production speeds but it also delivered the high-quality print that our customers demand”

Arnaud Lefébure, CEO, SEIC

SEIC chooses Screen Truepress Jet L350UV for faster and more varied digital label printing



Label print specialist SEIC was the first company in France to invest in the Screen Truepress Jet L350UV digital label press. Installed inline with an ABG converter system, the press was purchased to update and expand existing flexo and digital print services at the SEIC facility in Les Ulis, just south of Paris.

Part of the EFI Group, SEIC offers a complete design, prepress, print and finishing service, specialising in producing a wide range of bespoke self-adhesive and non-self-adhesive labels for its trade customers.

The company wanted to update its existing kit to increase productivity while maintaining superb quality print output. SEIC decided to invest in the Truepress Jet L350UV label press after trialling several presses.

“We had been using an HP 4500 inkjet press for a number of years. The Truepress Jet L350UV was

SEIC installed France’s first Screen Truepress Jet L350UV digital label press at its facility in Les Ulis, just south of Paris

an interesting alternative for us,” says CEO Arnaud Lefébure. “Not only did it enable us to increase our production speeds but it also delivered the high-quality print that our customers demand.”

The high 50mpm running speed of the Truepress Jet L350UV, combined with a printing width of up to 322mm and the ability to print on materials from 90 to 350 microns, enables it to deliver an output of 16.1m2pm. It is also equipped with an automated head cleaning function that greatly simplifies maintenance and therefore reduces the amount of time required to keep the press in optimum condition.

The press delivers photo-realistic quality, fast job turnarounds and stable output and, combined with advanced colour management ➡

“We pride ourselves on offering a first-class service and with the Truepress Jet L350UV we can now offer our customers digital label printing without loss of speed, quality or reliability on a wider range of media than ever before” Arnaud Lefébure, CEO, SEIC

technology based on Screen’s EQUIOS universal workflow, the Truepress Jet L350UV creates smooth, vivid gradations. It uses Screen’s proprietary high-definition UV inks with optional opaque white ink to further boost colour vibrancy while enhancing application versatility by allowing printing on transparent film and metallic foil. The press incorporates single-pass greyscale piezo printheads with a minimum droplet size of 3 picolitres. Printing resolutions of 600 x 600dpi combined with the very small droplet size and the four grey levels, gives sharp, well-defined images and text.

Frans Kops, Screen Europe, says: “SEIC and Screen Truepress technology are a perfect fit and the company’s decision to choose the press to complement its existing flexo and digital line-up was a major endorsement for Screen engineering.”

Lefébure concludes, “We pride ourselves on offering a first-class service and with the Truepress Jet L350UV we can now offer our customers digital label printing without loss of speed, quality or reliability on a wider range of media than ever before.” ■



Screen Truepress Jet L350UV