PLATE MOUNTING TAPES FOR INCREASED EFFICIENCY

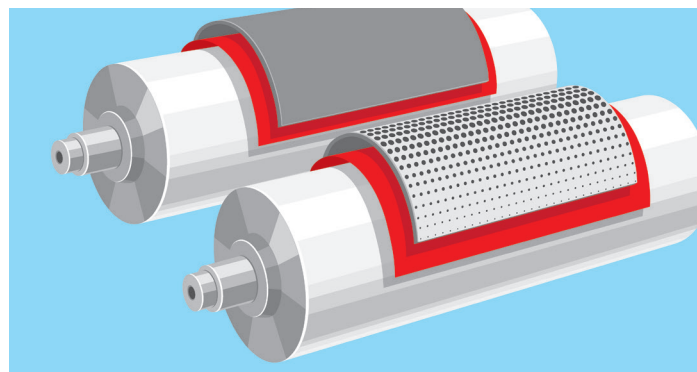## tesa Softprint® Plate Mounting Tapes for Label Printing

The market of self-adhesive labels is characterized by a high degree of innovation and diversity. New ideas for label materials and designs are constantly generated by brand owners and their advertising agencies to influence consumers' first impressions at the point of sale.

Label printing companies need to react to changing demands of their clients with a high degree of flexibility and efficient production processes to keep their costs under control.

High flexibility for quickly changing print jobs and volatile requirements can be achieved by standardized processes and a streamlined stock of consumables.

Our "Medium" foam hardness of our tesa Softprint® assortment for flexographic label printers offers the perfect compromise to print solids, screens, and line work with just one single tape.

Improved
Flexibility for
Lean Production
Processes

Excellent print quality is supported by our smart tape production process – leaving all foam cells intact for better cushioning and resilience over time.

tesa Softprint®
PURPLE "MEDIUM" FOAM HARDNESS

Proof of Quality

During the introduction of our purple foam hardness, extensive tests were carried out at various printing plants. The goal was to demonstrate that a print design featuring a combination of solids, screens, and linework could be printed with only one foam hardness without sacrificing the essence of print quality.

All trials were successfully completed and showed that complexity, waste, and time could be reduced and that the streamlined processes could result in an overall cost reduction.

To cater for all different customer requirements and individual process needs, three different adhesive lines are available for each of our foam hardness categories. For further information on our comprehensive tesa Softprint® assortment fulfilling all requirements of flexographic label printing, please contact your tesa sales representative today.

Printed @ **All4Labels** GLOBAL PACKAGING GROUP

Printing press	Gallus – ECS 340
Plate mounting tapes	tesa Softprint® STM TP 52116
Printing plate	Asahi AWP™ DEF 1.14 mm
Printing sleeve	Spilker aluminum sleeve
Ink	Flint Group Narrow Web – Flexocure Force™
Anilox	Zecher ceramic anilox
Cold foil adhesive	Siegwerk Sicura Flex E01
Substrate	Clear PP/PET

- Deep solids
- Excellent line work
- Fine screens

Product color code	X-Soft	Soft	Medium	Medium-Hard	Hard
Print motif					
tesa Softprint® Steelmaster	tesa® 52018	tesa® 52017	tesa® 52016	tesa® 52015	tesa® 52014
tesa Softprint® Steelmaster TP	tesa® 52118	tesa® 52117	tesa® 52116	tesa® 52115	tesa® 52114
tesa Softprint® Secure	tesa® 52818	tesa® 52817	tesa® 52816	tesa® 52815	tesa® 52814