

## London called – Marabu’s success story at FESPA 2013

Marabu experienced five successful days at the FESPA in London. The printing inks specialist displayed its profound expertise on two stands, and gained the attention of visitors through interesting live demonstrations plus exclusive novelties in all its print divisions.



*Tamm, 9<sup>th</sup> of July 2013 – This year, Marabu presented at the FESPA novelties in screen and pad printing inks as well as digital printing inks and liquid coatings on two stands. „We experienced strong interest in our product solutions from a lot of visitors from all over the world. FESPA has once again opened up a platform for us to exchange experiences with clients and partners and to discuss new business opportunities“, summarises Jon Bultemeyer, Marabu’s Managing Director of Corporate Central Functions and ESMA Chairman.*

### Heavy Rush at the Screen and Pad Printing Inks Booth

Two novelties were at the center of attention at the screen and pad printing inks stand. The solvent-based ink series Maraglass MG3C designed for the fast-growing “3C-Market” (Computer, Communication, and Consumer Electronics) scores through high optical density at low film thickness accompanied by extreme chemical and mechanical resistance. This special ink is used for touch screens, smart phones, and tablets.

First-class live screen printing: In cooperation with Sakurai and Natgraph, Marabu demonstrated high quality UV front panels and offset finishing.

The new pad printing ink, Tampatex TPX, for direct printing onto textiles appealed to visitors as well. The pioneering and environmentally friendly technology replaces conventional tags by printing the information directly onto textiles. The Oeko-Tex® Standard 100 certified ink guarantees utmost consumer safety and is highly resistant against washing and ironing on a wide range of textile fabrics.

Another highlight were the new “Innovation Zones” on each Marabu booth. In the screen printing sector Ultrapack LEDC and LEDX represented the first two ink series developed specifically for UV-LED curable screen and flexo printing. The second brand new topic revolved around the combination of hot foil stamping with a screen printable UV-primer onto glass creating a sensationally high gloss metallic effect. Ready for the future: screen and digital printing combinations for membrane switches and IMD applications were also presented on both Marabu stands. The process offers finest detail printing together with excellent adhesion and stability simultaneously within a highly flexible ink film.

## A Lot of Gloss at the Digital Printing Inks and Liquid Coatings Stand

In the liquid coatings sector, Marabu highlighted the booth with two products: Marashield WA-FXG and Marashield UV-CBG. Marashield WA-FXG is the first product to fully preserve metallic effects by not interfering with the brilliance while concurrently providing excellent mechanic abrasion resistance. The water-based product was shown live on the Star Lam 1.6 coating over PVC-foil which was previously printed with MaraJet DI-JVP Silver 191 on the Eckart GmbH booth.

The second highlight was displayed at the HP booth. The company coated live with high-gloss Marashield UV-CBG on a Bürkle roller coating machine. UV-CBG is suitable for finishing corrugated board or cardboard for high quality POS applications. On each Marabu booth, live-prints of our UltraJet DLE-A through a Mimaki UJF 3042 as well as the DYSS Apollo UV GM3042 drew the attention of the audience. The UV LED-curable ink adheres well onto various substrates and is therefore extremely suitable for the promotional market.

Focusing on the issue of versatility while operating solvent free, the digital booth presented the water-based ink MaquaJet DA-E live on a Roland RE-640. The environmentally attractive and user-friendly ink can be applied on thin and sensitive substrates.

In the “Innovation Zone”, further emphasis was placed on a UV-curable inkjet ink for high speed direct printing onto glass and PET-bottles having been presented for the first time. Finally, new acid and dispersion inks were shown for textile printing with industrial Seiko, Ricoh, and Kyocera print heads.

Visitors expressed satisfaction not only by this wide array of new and innovative products, but the traditional strength of consultancy with qualified experts direct on the booth.



For more information, please visit: [www.fespa2013.marabu.com](http://www.fespa2013.marabu.com).

## Marabu GmbH & Co. KG



Marabu is a leading global manufacturer of screen, digital, and pad inks. The company is headquartered near Stuttgart, southern Germany – a region renowned for its pioneering technology and engineering prowess. Marabu’s track record of innovation stretches back over more than 60 years, featuring many industry-first solutions for both industrial applications and graphic design. With its subsidiaries and exclusive distribution partners, Marabu offers high-quality products and customer-specific services in more than 80 countries. Exceptional technical support and hands-on customer training are core elements of its corporate philosophy. Sustainable business practices are also key to Marabu’s vision – and have been implemented through a number of initiatives, with concrete results – and the company is committed to maintaining this course of action in future. Marabu has been certified to ISO 9001 since 1995 and to ISO 14001 since 2003.