

# Digital Label Printing



Digital label printing continues to gain market share against traditional label printing technologies, as brands and converters look to grow and take advantage of the unique benefits digital printing offers. Although now well established, the digital printing industry does not stop moving forward at pace, as new press technology, ink formulations and substrates continue to be developed and introduced into the value chain.

Innovia Films has a wide range of BOPP label substrates that are specifically optimised for all the main label digital printing technologies, allowing you to meet your customer's needs and grow your market share into new areas and applications.

Digital label printing offers key advantages over printing methods like flexography, making it ideally suited as an additional technology for label converters.

Some of the most notable advantages are:



On-demand printing, making it ideal for short to medium length print runs, allowing the converter to branch out and grow sales into new, smaller customers or more specialist markets.



Flexibility of changing the printed labels design, with options like Limited Editions, Price Promotions and Customisation all easily achievable.



Rapid lead-time-to-market, going from design to production much quicker.



Reduced set-up costs, as there is no need to produce printing plates for example.



Automated, on-press colour quality management.

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Our substrates for digital label printing have been specially developed to be used on the main technologies in the digital printing arena.



### Liquid Electrophotography

Liquid Electrophotography technology is dominated by HP Indigo. Label media (substrates) suitable for use on HP Indigo presses need to be optimised with a specialised coating to allow the adhesion and bonding of the liquid electrophotography ink to the substrate's surface. At Innovia we produce pre-optimised clear and white BOPP filmic media for Pressure-Sensitive applications, that is 'good-to-go' and can be easily printed immediately on Indigo presses, without any need for on-press priming.



### UV Inkjet

UV Inkjet has the highest growth rate in terms on new digital printing presses into the industry. There are many UK Inkjet OEM's in this space. The inks, which contain pigments, monomers, oligomers and photo-initiators, are printed via a suitable print head and then cured by exposure to a UV light producing hardened ink that is very durable and resistant. The printable topcoats used on Innovia's label substrates are ideally suited for UV Inkjet printing.



### Dry Toner Electrophotography

The dry toner electrophotography process used by Xeikon, involves depositing dry toner particles of the appropriate colour, onto an electrostatic image which has been formed on a charged conductor drum. The toner is then transferred from the drum to the substrate. We have a wide range of substrates suitable for Dry Toner digital printing, covering not only Pressure-Sensitive, but also In-Mould Labelling applications.

Specialist substrates for digital label printing, form a key part of Innovia Films strategy, and we will continue to develop and grow our BOPP film offerings in this area. So please talk to us, partner with us and use our technical expertise, to ensure you not only select the correct film for your needs, but more importantly grow your business.



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