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HELL

HELL AT THE VIRTUAL DRUPA: NEW FORMAT CREATES NEW OPPORTUNITIES

Virtual stand tours and individual live demonstrations made innovative technology experienceable

HELL had invited to a virtual drupa stand tour. Current HELL developments were presented on 4 product islands. The subsequent opportunity for individual live demonstrations was very popular.

During the virtual Drupa from 20 to 23 April, HELL invited visitors to a virtual stand tour under the motto "High-resolution printing forme production, fast and safe". Around 200 guests from all over the world took part in the online events. Many participants took advantage of the subsequent individual live demonstrations for an in-depth exchange with HELL staff.

HELL had prepared a total of 4 product islands for the virtual drupa. At the Helioklioschograph K5 Smart, HD Gravure was presented with its quality-enhancing functions. At the Helioklioschograph K500, the focus was on automatic quality control with Certified Engraving. The Cellaxy direct laser is positioning itself more and more as a future-proof high-end output machine for superior halftone and linework, including the possibility of producing embossing cylinders of the highest quality. The PremiumSetter opens up an impressively wide range of relief printing applications for its user.

All those who were unable to experience HELL's virtual trade fair appearance live can do so here

via a recording on the YouTube channel of HELL Gravure Systems.

A summary of the successful event: from now on, HELL will offer its customers product presentations via online event as an alternative to visiting the location. Mobile transmission platforms that can be easily integrated into video conferences are available for this purpose.



Jan Breiholdt led through the online event and switched live to the 4 product islands.



More in-depth know-how was imparted at the live demonstrations.



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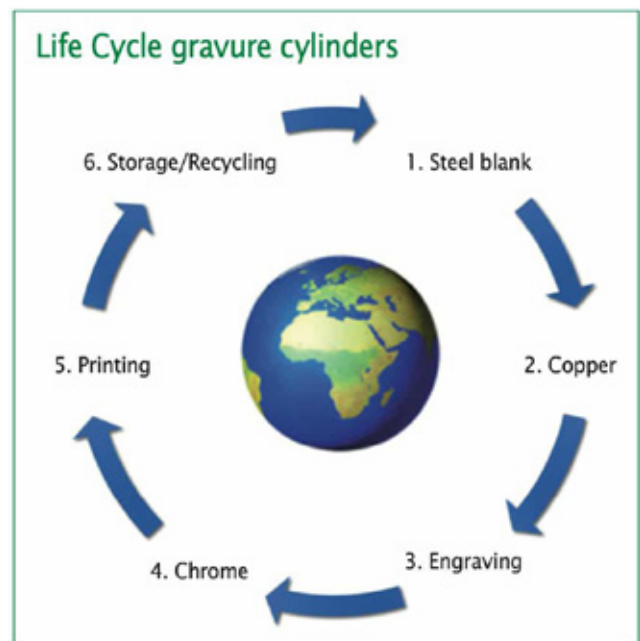
STRENGTHS AND ECOLOGICAL ASPECTS OF GRAVURE

Technical article on the competitiveness of gravure printing by Gabriele Kirchmeier

In her study, the author highlights the competitiveness of gravure printing with regard to its strengths, ecological aspects and capacity for innovation compared to other printing technologies.

Gravure is one of the oldest methods of printing. Compared to other technologies, such as offset and flexographic printing and the latest addition of digital printing, gravure has lost market share over recent years. One reason for this is the significantly changed market requirements that have emerged over the past 10 to 20 years. Above all, falling runs are supporting the move from gravure printing to competing methods. In addition, offset, flexographic and digital printing have used the opportunities resulting from the new requirements to better market their individual strengths.

Click <https://www.hell-gravure-systems.com/wp-content/uploads/sites/7/2021/05/Sta%CC%88rken-und-O%CC%88kologie-des-Tiefdrucks.pdf> to read the article “Strengths and ecological aspects of gravure printing” by Gabriele Kirchmeier, which appeared in the German journal Flexo+Tiefdruck, issue 6-2020



Almost no waste is generated in the gravure printing production cycle and the process has a very high recycling rate.



The use of fully automatic production lines has significantly reduced the once high costs associated with gravure cylinders.



SCHEPERS

LATEST DEVELOPMENTS IN DIRECT LASER ENGRAVING

Technical article by Dr. Stephan Brüning, Schepers Laser Technology

For the production of cylinders for gravure printing and embossing large surfaces are structured with high resolution. Fast process cycles require highly efficient structuring processes of several square metres in micrometer-precision within the shortest time. In this context, the laser technology offers advantages in terms of fine focusability, high processing speed and precise direct digital data transmission. Further beneficial characteristics of the laser engraving technology include high flexibility and increased productivity.

Click <https://www.helioscope.de/wp-content/uploads/sites/6/2021/05/Latest-developments-in-direct-laser-engraving-from-Schepers-new-online.pdf> to read the entire article which appeared in the trade journal „Flexo + Tiefdruck, 2-2021.



The Digilas from Schepers for direct engraving of gravure and embossing cylinders

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ABOUT HELIOSCOPE

Always with our finger on the pulse of time. Ascribing to this motto, we continually keep you informed about current developments, products and services of the Heliograph Holding companies. In practical, customer-oriented and worthwhile terms.

CONTACT

Heliograph Holding GmbH
Konrad-Zuse-Bogen 18
D-82152 Krailing
Phone: +49 (0)89 78596-0
Fax: +49 (0)89 78596-173
www.heliograph-holding.net
info@heliograph-holding.net