

# Xeikon 3300

QUALITY AND SPEED IN DIGITAL PRINTING





## WANTED: HIGH-IMPACT, SOPHISTICATED, MULTILINGUAL LABEL

To say the label market has changed significantly over the last few years may well be an understatement. Global growth, legal and regulatory developments, counterfeit deterrence and brand protection impose new challenges and requirements on the label industry. Technology has not been standing still, but is there a technology capable of meeting most, if not all, of the requirements?

### Maximize shelf appeal

In a brand-saturated world where thousands of products are competing for customers' attention and buying decisions are made quickly, based often on emotional rather than rational responses, standing out from the crowd is crucial. As the saying goes 'you never get a second chance to make a first impression'. Test marketing of packaging and labels has gained importance as packaging, and labeling for that matter, have become powerful tools to differentiate products. Marketeers and designers let their imagination run wild. Labels are no longer just labels; they are attention-seeking works of art.

### Print more, faster and cheaper

Industry globalization, rapidly increasing product variety, drastically shortening product life cycles and just-in-time production are the challenges label printers, even more than other printers, face today. In addition, profit margins are shrinking. Today's tagline has become 'fast and flexible... at low or no cost'. Label printers need to find a way to increase their added value and to drive down expenses. Print on demand would allow just-in-time production of multi-version product labels while reducing inventory and waste, and therefore costs, which is undoubtedly the answer the sector is looking for.

### Protect brand integrity

Industry globalization has not only led to an increase in the import and export of branded products. The problems of counterfeiting and piracy continue to increase at the same pace. Not only high-value added products such as designer goods and medicines are being targeted, but even more mundane ones. This is why there is a definite trend towards more sophisticated, clever labeling to include overt and covert product tracing and brand protection features such as RFID and barcodes or sequential numbering, the use of visible and invisible security inks, as well as other variable data features to discourage forgery and make replication harder.

### Follow the rules

Authorities worldwide are placing increasing emphasis on consumer health and safety. Products are being distributed on a global scale, but legal and regulatory requirements differing from one country to another, products labels differ, not only in language, but also in content. Labels designed for products to be exported to multi-lingual countries will have to contain all text in all official languages. This requirement poses specific challenges to the design of labels and the volume of text that needs to be legible, which leads to the need to be able to print in different fonts, font sizes and, if necessary, on labels of flexible size or shape.



# Zeikon 3300

## RETURN ON INVESTMENT ASSURED

There is no label it cannot handle. More than just a press, the Zeikon 3300 is a total solution, allowing printing and finishing in one go for long-term profitable short to medium-run label production.

### **Astounding quality and color**

Every single label will radiate the same eye-catching, seducing quality, color richness and color accuracy that helps sell. The same quality that will surprise, attract, seduce and convince your customers. Once they have used your labels, they will keep coming back.

### **Amazing productivity and flexibility**

Thanks to an unbeatably short and easy set up, a fully integrated digital workflow and seamless compatibility with any finishing equipment, your turnaround time per job is considerably reduced, enabling you to produce more short or medium-run jobs per shift than on any traditional press. Add to that the ability to include security features and to print on scalable widths and an unmatched range of substrates, and you know this is as good as it gets.

The Zeikon 3300 will provide you with everything you need to become a best-in-class digital label printer, and even more: it will get you labeled 'best-in-class label printer'.

## TOTAL SOLUTIONS, TOTAL SERVICE

The Zeikon 3300 gives you access to a whole range of new business opportunities. Be it stand-alone or integrated in a fully-automated workflow, we make sure the Zeikon 3300 will boost your business.

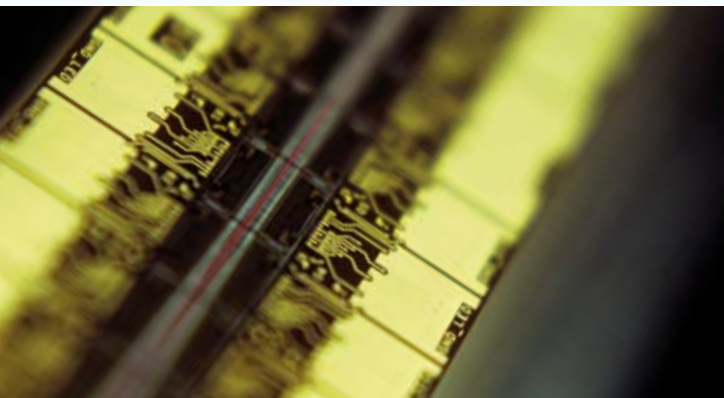
### **Compatibility guaranteed**

By design, the Zeikon 3300 can be part of virtually any workflow. Its unique configuration makes it compatible with any third party application. And with Zeikon, you will find the ideal application and integration partner. We sit down with you and analyze your business opportunities in order to develop an implementation plan that meets your specifications. This plan can include integration with finishing equipment and existing hardware and software, such as your MIS, as well as specific software developments. Tapping into our wide network of industry partners, we can ensure you make the most of your Zeikon 3300.

### **Service makes the difference**

The success of the Zeikon 3300 is measured by the success of its users. You can always rely on our strong worldwide service team, at hand when needed. In addition, the Zeikon 3300 is equipped with the Axeda Device Relationship Management (DRM) solution. This tool is providing an additional level of support for you since it allows us to remotely monitor your press and intervene in the unlikely event of a problem, helping you to optimize your system's uptime. Remote connection with your Zeikon 3300 is established through a secure Internet connection using firewall-friendly technology. The Zeikon 3300 has been designed to deliver prints of consistent superior quality on a reliable basis. But it is only when you are truly satisfied with our total service that we know we are performing as expected.





## XEIKON TRADEMARK FEATURES

When you choose a Xeikon, you are reaping the benefits of two decades of innovation and development. The Xeikon 3300 is no exception. It comes with all the features that have become Xeikon's trademark, such as:

- LED-array based dry toner electrophotography providing for a robust and stable, industry-best imaging process.
- Full rotary operation for fast printing without limitations in image length and smooth and easy finishing as it allows to adjust the positioning of the labels, regardless their size, to match finishing equipment requirements. This full rotary technology also allows labels with variable formats and sizes to be printed in the same run.
- Unbeaten print media flexibility in terms of format, weight, and type, enabling a wide range of value-generating applications. The use of dry toner electrophotography allows the use of conventional substrates, so no coating or pre-treatment is needed.
- Choice between roll-to-roll or roll-to-converter configurations depending on your finishing requirements.

## POWERFUL X-800 DIGITAL FRONT-END

A pioneer in digital printing, Xeikon was one of the first to develop fully integrated digital workflows. The latest generation of our X-800 digital front-end is the result of continuous improvement and innovation. Through the X-800, the Xeikon 3300 enables you to print all common input files and to easily include variable data.

### **Intuitive**

The X-800 has been designed with the user in mind. Its intuitive user interface helps your operators to get the most out of your Xeikon 3300.

### **Fast and flexible**

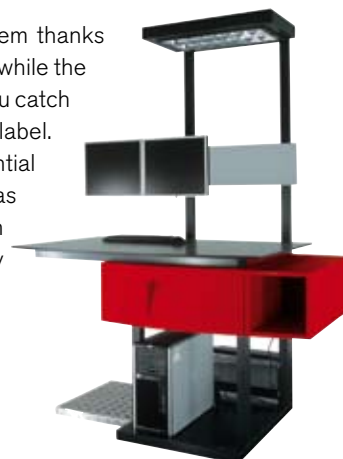
Xeikon's proprietary unequaled streaming technology guarantees top-notch performance, while the integrated engine controller ensures continuous output quality. The X-800 comes with ICC color management and even allows post-RIP color adjustment, minimizing downtime while offering great flexibility.

### **Open and transparent**

Thanks to Xeikon's focus on industry standards, the X-800 enables the implementation of fully automated workflows in any production environment. Being a truly open system, it integrates seamlessly with your MIS and the rest of your existing workflow, while its modular set-up allows you to separate pre-press functionality from press operation, greatly simplifying your operators' task. Its scalability, supported by a dedicated workflow partner program, makes sure it can grow with your future requirements.

### **Powerful**

Last minute changes are no problem thanks to the post-RIP imposition function while the preview functionality makes sure you catch errors before they appear on the label. Adding metadata such as sequential numbers or barcodes is as easy as could be, allowing you to broaden your application range without any effort whatsoever.





## NEEDED: SKILFUL, INTELLIGENT AND FLEXIBLE PRESS

Digital printing seems to be the answer the label sector is looking for. By nature, it allows unlimited variability and is ideal for cost-effective short to medium print runs, opening up possibilities for real-life test marketing as numerous trial versions of labels can be printed quickly and cost-effectively on the same final substrates as the ones that will be used in production. But it takes more than a short run to be successful.

### Quality

First impressions count. Especially in a world where customers are spoilt for choice, quality is no longer an option. It is just one of the boxes that need to be checked. Being able at all times to provide unquestionable quality is the key to success.

### Flexibility

If you want to stay competitive in the highly dynamic label market, reacting quickly to customer demands is a must. Greater design complexity, frequent design changes, new substrates, shorter runs and shorter time to market, will all put your flexibility to the test. Yours and that of your press.

### Compatibility

Ever shorter time to market windows demand a lot from your workflow. Being able to provide your customers a total solution including finishing of the labels is definitely a plus. Ideally your label press is firmly integrated with the rest of your equipment. A fully integrated workflow increases your efficiency, especially for the many short to medium runs.

### Sustainability

Sustainability is high on the business agenda. Like any other technology, digital printing should comply with health, safety, and environmental standards. Recyclability of printed matter, for one, is becoming increasingly important. Environmentally conscious printing is not a marketing fad. It is a responsibility, if not an obligation.

### Return on investment

In a market where margins are under pressure, the choice of your printing solution can make or break your business. To secure and improve your bottom line you need to get it right first time.

## THE SOLUTION IS LABELLED 'XEIKON'



For labels that sell there really is only one solution. With true 1200 dpi at 4 bits per spot the XEIKON 3300 produces seducing photorealistic graphics and pin-sharp security features. There is no label it cannot handle: variable information, barcodes or other security features can be added just as easily. With a top speed of 19.2 m/min it is the fastest digital label press out there, ideal for short to medium runs, just-in-time and on-the-fly jobs. And with a duty cycle of 700,000 m/month it allows you to turn label printing into very profitable business.



## HEAD-TURNING QUALITY

Labels are designed to sell. The Xeikon 3300 is packed with features to make sure they do, producing nothing less than attention-grabbing, head-turning and jaw-dropping quality.

### Proven imaging process

True to its roots, the Xeikon 3300 uses dry toner electrophotography. Engineered to perfection, the electrophotographic imaging process remains the industry standard for quality and reliability.

### True 1200 dpi

The Xeikon 3300's revolutionary imaging head has one optimally conditioned and perfectly calibrated LED for every 21 micron width of the print medium. Each LED can be addressed with 4 bits of information. The unique combination of true 1200 dpi and 4 bit variable dot density offers vibrant quality, rich color depth, and subtle contrasts for photorealistic high-impact labels, while exceptionally sharp and crisp details enable adding micro text to prevent counterfeiting.

### Optimized screening libraries

To exploit the 1200 dpi to the fullest, the Xeikon 3300 uses the Pericles screening library. For each print job, the screen ruling can be adapted for every single page element, be it text, line work or images, ensuring outstanding image quality.

### Perfect color consistency

Two inline densitometers and high-performance process algorithms provide uniform and accurate colors and perfect color registration. Color consistency is guaranteed over time, from job to job and from press to press. The Xeikon 3300 has specially developed Xeikon FA toner. What is more, this FA toner is FDA-approved for indirect contact with food. Certain colors have also been approved for direct contact with specific dry foods.

### Extended color gamut

Brands are more than logos and colors, yet color is sacred when it comes to brand integrity. The Xeikon 3300's 5th color station can be used for standard off-the-shelf or custom-made spot colors for perfect reproduction of your customers' brand image. And to create that sought after 'no label look' on transparent labels, it can be used for opaque white.

# Zeikon 3300

## PRODUCTIVE FLEXIBILITY

Fast, flexible and first time right. It sounds too good to be true? With the Zeikon 3300 that is exactly what you get: fast, flexible and first time right labels on virtually any substrate you like.

### Super-fast

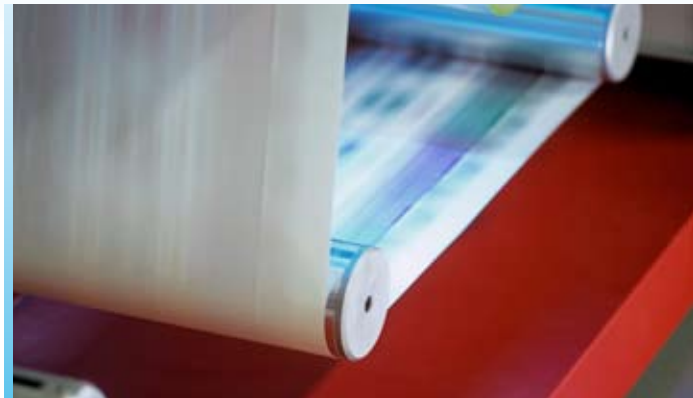
Customers need their labels faster. Here is how to keep up with their pace: with an impressive top speed of 19.2 m/min the Zeikon 3300 is the fastest digital color label press in the market, leaving the competition way behind.

### Inexhaustible

Time is money, but speed alone is not enough. Well-engineered, robust, and reliable, the Zeikon 3300 will never let you down. With a duty cycle of 700,000 m/month you could have it run 24 hours a day if you wanted it to.

### Full rotary

The Zeikon 3300 is not only fast, it makes finishing so much easier. Its full rotary printing technology allows you to adjust the positioning of the labels, regardless their size, to match finishing equipment requirements. It also allows labels with variable formats and sizes to be printed in the same run. The result is obvious: less waste, reduced costs and increased productivity.



## WINNING ATTRIBUTES

The Zeikon 3300 stands for top-notch quality at industry-best speeds, and there is a lot more it has up its sleeve:

- The high-precision LED-based imaging head, featuring true 1200 dpi at 4 bits per spot, generates impeccable image quality output and allows for pin-sharp micro text printing.
- The refined screening library helps to exploit the 1200 dpi imaging to the fullest while two inline densitometers and high-performance process algorithms vouch for consistent and accurate colors.
- A top speed of 19.2 m/min provides more than the productivity you need.
- Zeikon FA toner delivers cost-effective impeccable quality.
- An easily replaceable 5th color station allows the use of standard off-the-shelf and custom-made spot colors as well as opaque white for an exclusive 'no label look' and special security toner for anti-counterfeiting applications.
- It can print on scalable widths and an unmatched range of substrates from all sorts of self adhesive films including co-extruded film, to unsupported film, paper, transparent and opaque foils and even paperboard, opening up a whole new world of applications from labels to flexible packaging.



# SPECIFICATIONS

<b>Print technology</b>	process:	LED-array-based, dry toner electrophotography full rotary operation
	color configuration:	5/0 simplex, 5th color station for spot color, security toner or opaque white
	in-line density control:	standard
	in-line register control:	standard
	toner:	Xeikon FA toner, Pantone® certified (pending)
	pre-printed stock functionality:	standard
<b>Print media</b>	web-fed:	SA label (paper, PP, PET, vinyl, co-extruded film), unsupported film, paperboard, paper
	media width:	200 – 330 mm (7.9" – 13.0")
	media weight:	40 – 350 gsm (27 lb text to 122 lb cover)
	media caliper:	40 – 350 µm (1.6 mil – 13.5 mil)
<b>Press throughput</b>	web speed:	19.2 m/min (32.0 cm/s; 63.0 ft/min) (paperboard 9.6 m/min (16.0 cm/s; 31.5 ft/min))
<b>Duty cycle</b>		up to 700,000 m/month (2,300,000 ft/month)
<b>Imaging</b>	addressability:	1200 x 3600 dpi with variable dot density
	screening:	Pericles screening library
	imaging width:	322 mm (12.7")
	repeat length:	variable (0 – 55 m; 0 – 180 ft)
<b>Digital front-end</b>		Xeikon X-800 included Barcode library (optional) Trapping module (optional)
<b>Input unit</b>		print medium supply unit (PMS) with splicing station maximum roll Ø: 600 mm (23.6") – max. roll weight: 100 kg (220.5 lb) Jumbo Unwinder (optional)
<b>Output unit</b>		web output standard, rewinder (optional) cutter (optional)
<b>Finishing options</b>		<ul style="list-style-type: none"> <li>▪ UV flexo varnish</li> <li>▪ high gloss or lamination</li> <li>▪ semi or full rotary die cutting</li> <li>▪ slitting</li> <li>▪ matrix stripping</li> <li>▪ dual rewind</li> <li>▪ spot varnish</li> <li>▪ hot and cold foil</li> <li>▪ second die cut and/or varnish station</li> </ul>
<b>Power requirements</b>		universal 3-phase
<b>Compliance</b>		CE, GS-pending, CB-pending, FCC-pending

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## A DRIVE FOR ECO-FRIENDLINESS

Follow our lead and 'print only what you need, reprint when needed', reducing waste through minimal production, thus downsizing storage space and decreasing costs. When developing new products we are guided both by environmental objectives and key design strategies:

- **Eco-objectives:** we aim to reduce recycling costs of all Xeikon products and the printed material produced and to minimize the environmental impact of our products throughout their entire life span, while meeting existing environmental directives and anticipating environment-related product standards and customer requirements.

- **Design strategies:** we aim to meet our eco-objectives by replacing or reducing the raw materials used, improving process efficiency, optimizing energy consumption and product life cycles, and improving product disposal and recyclability.

Xeikon presses are environmentally friendly: they produce no hazardous emissions of VOCs, and because they do not use any process water, they do not cause water pollution either. The materials printed on Xeikon presses are also environmentally friendly. Xeikon printed matter is guaranteed to be recyclable as the toner can be easily removed and contains no harmful chemicals.

Choose a Xeikon and make your contribution to eco-printing.

**ABOUT XEIKON**

A pioneer in digital printing, Xeikon designs, develops and delivers high-end digital color printing systems for the global commercial, document printing and industrial market segments. These systems are composed of advanced web-fed printing engines using LED-array-based, dry toner electrophotography, open workflow software, exclusive toner and other consumables. Production and R&D are based in Belgium, its solutions being distributed and supported through a worldwide sales and service network. Xeikon is a division of Punch Graphix. For more information, visit [www.xeikon.com](http://www.xeikon.com).

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