

Press release - for immediate publication

## The **SAMPLE BOX 2021** from **WEILBURGER Graphics GmbH**

Gerhardshofen, 17 September 2021 - WEILBURGER Graphics GmbH, an internationally renowned manufacturer of varnishes, flexo inks and adhesives for the graphic arts industry based in Gerhardshofen, Franconia, has now completed work on the **SAMPLE BOX 2021** - which was already presented at the first virtual "Franconian Lacquer Specialties" event in June this year - and officially released all contents for customer use. To implement this extensive project, the company had a total of 2 corrugated direct printing samples printed in flexo, 24 folding boxes printed in offset and screen, and a **SENOSCREEN®** sample guide consisting of a total of 64 pages and thus 32 screen jobs. 72 varnishes, 6 flexo inks and 2 adhesives from the company's comprehensive product range were used. The bandwidth of technologies used here reaches from water-based dispersion coatings, adhesives and flexo inks to oil-based printing varnishes and UV-based finishing lacquers to UV-LED lacquer systems. Interested users and customers of the company will thus find attractive examples and inspiration in this sample collection for almost any application and all topics in the packaging industry.

But providing only attractive print samples was again not enough for the company, which is focused on comprehensive customer service. Therefore, once again all print jobs were carefully documented, analysed and elaborated in the form of detailed tutorials and production manuals for education and training purposes. And that's not all: a short whiteboard training video on the project was also created and is already available globally. And if all that is still not enough, the company has, similar to the **FRANCONIAN COOLNESS BOX**, again realised an augmented reality app for this project, which enables users both with and without the real presence of this sample box to virtually explore the box and its contents and also to access all associated tutorials in German and English directly from the app.

Arno Dürr, Sales Manager at WEILBURGER Graphics GmbH, on the new project: *"We have been known for years to go the rather rare but nevertheless famous extra mile for our customers, even in the context of our sample projects and training documents. With this project, however, we have definitely topped ourselves once again. With a total of fifty-eight individual print jobs from three different printing technologies, eighty selected varnishes, inks and adhesives from our comprehensive general catalogue, one hundred and sixty-four pages of concentrated knowledge and lots of processing tips in German and English, a video and then also the accompanying augmented reality app for iOS and Android, this project represents the most complex sample project we have ever realised."*

Bastian Pinsenschaum, Head of Technical Service added: *"After we already presented the sample case to a wide audience as part of our virtual lacquer specialties in June this year, our customers flooded us with enquiries about*

*the samples, about appointments for on-site presentations and, last but not least, about the tutorials. Therefore, we are very pleased that we now have already completed all documents and are able to make them available for download globally together with our whiteboard video and also the AR app."*

The SAMPLE BOX 2021 including the 24 folding boxes and the 64-page SENOSCREEN® sample guide will be presented in detail to interested parties and customers on site by all of the company's sales representatives and sales partners. For a small nominal fee, this sample set can also be ordered from the company and regional sales partners.

**The tutorials, fact sheets and the digital version of the SENOSCREEN® guide with detailed information on all the screen printing lacquers used can be obtained free of charge from the company's website at the following web address:**

<https://www.weilburger.com/en/products/graphics/tutorials>

**The whiteboard video can be found here**

<https://www.weilburger.com/produkte/graphics/video>

**The augmented reality app is available both for iOS (iPhone, iPod, iPad) at**

<https://apps.apple.com/app/sample-box-ar-app/id1583940031>

**as well as for Android (phones and tablets) at**

<https://play.google.com/store/apps/details?id=com.WEILBURGERGraphicsGmbH.WGSBARAPP>

**free of charge.**

**Further information:** [www.weilburger.com](http://www.weilburger.com)

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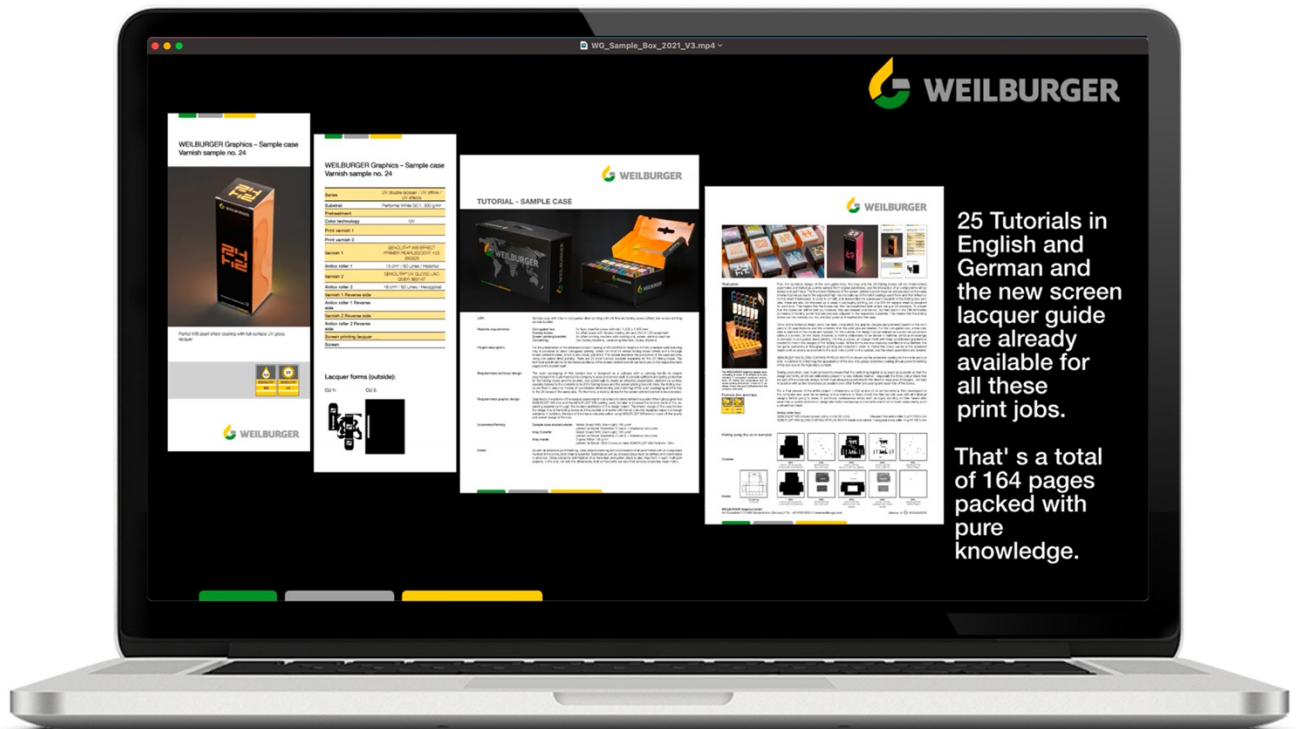
**Caption:**

The SAMPLE BOX 2021 - sample case of WEILBURGER Graphics GmbH, consisting of a total of 58 print jobs incl. 2 corrugated direct print productions, 24 folding box productions and a 64-page SENOSCREEN® colour guide.



**Caption:**

Arno Dürr, Sales Manager and Bastian Pinsenschaum, Head of Technical Service at WEILBURGER Graphics GmbH presented the sample box in June this year as part of the company's first virtual "Franconian Lacquer Specialties" event.



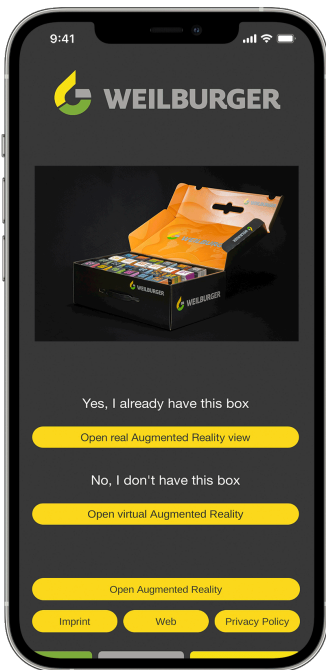
**Caption:**

A total of 164 pages of tutorials in German and English, available free of charge from the WEILBURGER Graphics GmbH website.



**Caption:**

The whiteboard video for the project, to be found on the WEILBURGER Graphics GmbH website.



**Caption:**

The augmented reality app is available free of charge for iOS (iPhone, iPod, iPad) as well as for Android (phones and tablets) via the respective stores.



**People:**

**Caption:** Günter Korbacher - Managing Director of WEILBURGER Graphics GmbH



**Caption:** Arno Dürr - Sales Manager of WEILBURGER Graphics GmbH



**Caption:** Bastian Pinsenschaum - Head of Technical Service at WEILBURGER Graphics GmbH



**Caption:** Logo WEILBURGER Graphics GmbH

**PrintCity** | Alliance Member

**Caption:** PrintCity | Alliance Member



**Caption:** ClimatePartner logo

**Worldwide.**

**Nearby.**

**On Top.**

Weilburger is one of the most important developers and manufacturers of functional coatings and lacquers for industrial and consumer goods plus special coatings for the graphics industry. Weilburger coating solutions create values and convincing product benefits everywhere, worldwide and in all industrial sectors. They preserve and protect, enhance functions and embellish your products. They give your products an unmistakable look and feel. They work on metals, plastics, wood and foil and also on glass, ceramics, paper and cardboard. ► Weilburger functional coatings and lacquers create surfaces which are precisely what people worldwide are looking for.

**[www.weilburger.com](http://www.weilburger.com)**