SENOLITH® in practice
Outline

- New interesting samples with WEILBURGER products
- WebEx online Information
- SENOFLEX concept
### SENOLITH® WB

<table>
<thead>
<tr>
<th>Icon</th>
<th>Product class</th>
<th>Application method</th>
<th>Products</th>
</tr>
</thead>
</table>
| ![SENOLITH® WB dispersion coatings](image) | Digital print  
Ink duct  
Damping unit  
Flexo printing  
Inline - Offline  
Coating unit  
Web offset  
Gravure | Anti-slip coatings  
Bronze coatings  
Effect primer  
Film coatings  
Heat resistant coatings  
Barrier coatings  
Calender coatings  
Primer  
Protective coatings  
Playing card coatings | Blister coatings  
Effect coatings  
Label coatings  
Gloss coatings  
High gloss coatings  
Inline primer  
Matt coatings  
Release coatings  
Satin matt coatings  
Twin coatings |
## SENOLITH® UV

<table>
<thead>
<tr>
<th>Icon</th>
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<th>Application method</th>
<th>Products</th>
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</tr>
</thead>
<tbody>
<tr>
<td>![UV Icon]</td>
<td>SENOLITH® UV UV lacquers</td>
<td>Digital print&lt;br&gt;Ink duct&lt;br&gt;Damping unit&lt;br&gt;Flexo printing&lt;br&gt;Inline - Offline&lt;br&gt;Coating unit&lt;br&gt;Web offset&lt;br&gt;Gravure</td>
<td>Anti-slip lacquers&lt;br&gt;Film lacquers&lt;br&gt;Hybrid lacquers&lt;br&gt;Matt lacquers&lt;br&gt;Satin matt lacquers</td>
<td>Effect lacquers&lt;br&gt;High gloss lacquers&lt;br&gt;Inline lacquers&lt;br&gt;Release lacquers&lt;br&gt;Textured lacquers</td>
</tr>
</tbody>
</table>
## SENOLITH® UV LED

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<th>Application method</th>
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</tr>
</thead>
<tbody>
<tr>
<td><img src="icon.png" alt="Icon" /></td>
<td>SENOLITH® UV LED Highly reactive UV lacquer systems for the energy-efficient LED technology</td>
<td>Ink duct, Flexo printing, Inline - Offline, Coating unit</td>
<td>Matt lacquers, Satin matt lacquers, High gloss lacquers, Inline lacquers</td>
</tr>
</tbody>
</table>
### SENOFLEX® WB

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<th>Application method</th>
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<tbody>
<tr>
<td>![Icon](SENOFLEX® WB dispersion and UV coatings)</td>
<td><strong>SENOFLEX® WB</strong> dispersion and UV coatings</td>
<td>Post/preprint Ink duct (squeeze roller) Flexo ink duct Flexo coating unit</td>
<td><strong>WB coatings:</strong>  - Anti-slip coatings  - Film coatings  - Gloss coatings  - Heat-resistant coatings  - Barrier coatings  - Matt coatings  - Primer  <strong>WB printing inks</strong>  <strong>WB metallic inks</strong></td>
</tr>
</tbody>
</table>

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**SENOLITH® in practice | 3. Partner Meeting 2017**
The Arrow Box

- Produced via flexo postprint
- with inks and coatings by WEILBURGER Graphics
- Design by Metsä Board Shanghai
- Internal picture by the famous street art artist Jo di Bona
- Liner by Metsä Board, corrugated and processing by THIMM
- Flexo plates by Flint
- Printing press by Göpfert
- Prepress work by PANFLEX
The Arrow-Box

- Simple exterior design (theft protection)
- Powerful & colorful internal design (Unboxing experience)
- Produced with six color corrugated direct printing
The Arrow Box

• Prepress reproduction of the brown paper:
  – Flat application of PANTONE 729
  – Fine textured overprint in Black

• A reproduction via 4c would have caused unsatisfactory results, connected to the halftone printing.
The pencil box
The pencil box
The pencil box
The pencil box

- Produced with offset printing in two different variations
- Finished with UV-UV hybrid process
- Extremely detailed lacquer form with 3D and latent image effect through different light incidences

Lacquers used:
SENOLITH® UV OFFSET GLOSS LACQUER HYBRID 369402
SENOLITH® UV GLOSS LACQUER HYBRID 360453
The notebook
The notebook

- Produced with offset printing and WB Primer
- Finished in screen printing process on scratch-resistant OPP Matt lamination film (film laminating also by WEILBURGER)

Lacquers and adhesives used:
SENOBOND® WB FILM LAMINATING ADHESIVE 375207
SENOSCREEN® UV GLOSS LACQUER FOR OPP MATT 363082
The scribble book
The scribble book

Your finishing experts

How to use this book?

Wie benutzt man dieses Buch?

Please use the materials included to make your drawings come to life. You can use the materials on their own, or you can combine them to create your own unique designs. The materials are designed to work together to create beautiful, intricate patterns. Try combining different materials and techniques to create your own unique designs.
The scribble book
The scribble book

- Produced with offset and screen printing
- Cover with double-sided UV-UV hybrid process finishing
- For the magic scribble content pages a special process was developed, giving the user the possibility of creating detailed drawings and paintings only by scribbling on the pages. These are achieved by specially prepared motives as well as by a skillful combination of matt and release coating. Therefore the colour of the coloring pencils will be partially accepted/rejected by the paper.

**Varnishes used for the outside cover:**
SENOLITH® WB MATT PRIMER FP DC 350088
SENOLITH® UV OFFSET GLOSS LACQUER HYBRID 369402
SENOLITH® UV GLOSS LACQUER HYBRID 360453

**Varnishes used for the inner scenes:**
SENOLITH® WB MATT COATING FP NDC 350710
SENOLITH® WB RELEASE GLOSS COATING 350155
SENOLITH® UV LED
SENOLITH® UV LED

- Highly reactive UV lacquer systems for the energy-efficient LED technology
- Suitable for all common LED curing systems
- Extremely detailed and homogenic lacquer effects are possible, due to the very fast curing process
- Gloss, matt and hybrid systems are available
- Can also be used as basic lacquer for pigments

**Used lacquers for the UV LED Hybrid samples:**
SENOLITH® UV OFFSET MATT LACQUER HYBRID LED 369866
SENOLITH® UV GLOSS LACQUER HYBRID LED 360753
The corrugated cardboard poster
The corrugated cardboard poster

- Produced with flexo postprint with inks and varnishes by WEILBURGER Graphics
- Liner by Metsä Board, corrugated and processing by THIMM
- Repro and exposure by PANFLEX
- Flexo plates by Flint
- Printing press and production by Göpfert
The corrugated cardboard poster

- Value added printing in flexo postprint
- Produced in only 4 units without intermediate drying

**Black:**
SENOFLEX® WB BLACK HC FP NDC 395080

**Gold:**
SENOPRINT® WB GOLD 871 354711

**Gloss coating:**
SENOFLEX® WB GLOSS COATING FP NDC 350468

**Matt coating:**
SENOSOFT® WB MATT COATING FP NDC 350215
The corrugated cardboard poster

- Color separations
  - Black
The corrugated cardboard poster

- Color separations
  Gold
The corrugated cardboard poster

- Color separations
- Gloss coating
The corrugated cardboard poster

- Color separations
- Matt coating
The corrugated cardboard poster

- The poster was produced as part of our SENOFLEX® Workshop 2017 by the company Göpfert on the demo printing press Göpfert - Caseline, Modell CL 11/25 - P Evolution with Flowbelt technology, direct drive and vacuum transportation.
WEILBURGER WEB SEMINARS 2018

• Starting 2018 WEILBURGER Graphics will offer live web seminars for our world wide partners using Cisco’s WebEx Systems

• We will use these seminars to highlight new products, to explain them and their specifications and to give you a brief overview about their advantages for your customers

• The seminars will get held live by me or one of my colleagues and you can attend easily by installing a Cisco WebEx Client on one of your computers, tablets or even smartphones
How to attend?

- Check the system requirements
- Install the Cisco WebEx Client on your system from www.webex.com
- Run the test conference to check if everything works
- We will invite you by e-Mail to each conference a couple of weeks in prior to the conference
- Log-in with your account data when the meeting starts and follow the instructions on your screen
- You can interact to ask questions via text-chat and I or one of my colleagues will answer these questions live on video
WEILBURGER Graphics GmbH
SENOFLEX Concept idea for Dealers
HQPP / HD Flexo printing application area

The customer should have high quality postpress printing presses.
Suitable print jobs examples

Are the jobs made out of different colors?
Are the amount of jobs you print over coated liner high?
Does the target customer serve high end brands and has therefore high quality and accurate color demands?
Prerequisites

Hardware: X-rite Exact spectrometer.
PC: Windows
Software: -Xrite Ink Formulation
Prerequisites

Printing unit:
- Manual printing?
- Sauерressig Printing Unit?
Prerequisites

Coating application:
For an exact formulation important!
Prerequisites

Dosage station – At least 16 dosing heads based on the mixing cycle
Summary

- Suitable high quality presses available?
- High quality printing jobs available?
- Necessary colorimetry equipment available?
- Mixing station available?

- → If everything is available, it would make sense to discuss a SENOFLEX concept for the customer
Thank you for your attention!