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# Printing in *focus*

## DSI Group, LLC

Our knowledge stems from our decades of experience. We work with our customers to make sure that you have the capabilities to get the job done and place you at the forefront of your industry.

With seasoned industry leaders behind them, DSI Group has a countless number of services and capabilities to accommodate all of our clients various needs and desires.

DSI Group works to deliver you the best equipment with the best quality service and expertise.

Some of our top equipment and products include:

- Newfoil Machines Limited hotstamping Equipment
- Austik converting & diecutting machines
- E+L Inspection Systems
- Select Inks Cold Foiling Inks/Adhesives
- SMAG Flatbed Silk Screen Equipment, label slitting/rewinder
- Iwasaki (parts only)

We also offer service for:

- Newfoil Machines Limited hot stamping/ label printing equipment
- Franklin hot stamping/ label printing machines.

We provide access to parts for :

- Newfoil Machines Limited hotstamping Equipment
- Austik converting & diecutting machines
- SMAG full line of equipment
- Iwasaki full line of equipment

### Quick Facts about DSI Group

- Technical Sales Staff
- US Based Service
- Quick response times
- Dedicated onsite technical support
- Extensive stocked parts inventory



## staff spotlight — Peter Taylor

Peter Taylor joined DSI Group LLC in summer 2007 bringing with him 20 years of experience in the label printing industry. He joined to expand services offered by the company, specifically technical support and service of Newfoil Machines Hotstamping Equipment as well as technical sales for Austik, SMAG, Iwasaki and the Select Inks Coldfoils Adhesive Range. Peter started out with Newfoil Machines (UK) as

a sales engineer covering sales, service and technical support. From there, he became a sales director responsible for over 50% of the globe. For two years, Peter was a sales director for SMAG International of the UK where he developed worldwide sales of the flatbed silk screen printing and converting equipment. After leaving SMAG in 2007, Peter joined DSI.



# Cold Foiling in the South African Wine Industry

spent a lot of time and money trying to perfect the delicate balance of adhesives and foils needed for quality coldfoiling. Having mastered the technology, problems such as rough label edges and "the orange peel effect" have been worked out. Select Inks developed one of the most effective cold foil adhesives in the world, working on a vast variety of substrates.

To date, around 90% of South African wine labels are cold foiled

and the South African market is considered the most advanced world marketplace for cold foil technology and applications. Medium to large run labels for wine, cosmetic, food & beverage, pharmaceutical, and consumer labeling are commonly produced with cold foil technology.

The cold foil process can be used on both flexo and letterpress applications. An image is printed using a photopolymer plate which is printed by a substrate using a UV curable adhesive.

For over a decade, **Select Inks** of South Africa has been one of the leaders in cold foil adhesive technology. While the label making industry in Europe and North America was focused on traditional forms of hot stamping, South Africa was isolated from the trade market and in turn



## BRINGING CUSTOMER SUPPORT CLOSER TO HOME

For over three years, Rebecca Krumm has been a U.S. agent of U.K. based Newfoil Machines Limited. Newfoil is the world leader in roll-fed hot stamping, label printing and diecutting machinery. Rebecca Krumm recently incorporated the agency of Newfoil with her other product lines to create DSI Group, LLC

In addition to machine sales, we are now able to offer spare parts, US based technical support, as well as PM and breakdown service from our Connecticut based office.

## Cold Foil vs. Hot Foil

Both processes have their place in today's highly competitive market. Flatbed foiling is ideal for high quality, short run labels. Cold foiling offers a cheaper, more efficient option for the long label runs and is replacing the high cost rotary hot stamping process.

## FAQs :: Flatbed Die Cutting

One of the questions that is asked regarding the Newfoil equipment is "how much cutting rule can we use on the press?" The truth is there is no golden rule and the answer can be quite ambiguous. There are so many factors to good and consistent flatbed die cutting that it impossible to give a concrete answer.

One of the main reasons for inconsistent cutting is using the wrong type of rule for the material being cut. There are 3 basic types of die cutting rule for flat bed die cutting including single bevel, double bevel and long single bevel. The single bevel blades are used mainly for paper and softer types of materials. The softer the material the more rule can be used on the cut head which converts into more cavities. The double bevel

blades are used for harder materials such as polyester, OPP etc. The long single bevel blades are used for polycarbonate, Mylar etc. Typically this type of blade can be coated to increase cutting life and performance. My advice to the question about length of rule would be to make sure you have the correct rule for the material you are converting.

Trying to save money on cutters provides a false sense of economy as invariably the make ready time needed when using poor quality cutters far outweighs the imagined savings. The old saying "you get what you pay for" is never truer than in the purchase of cutters.

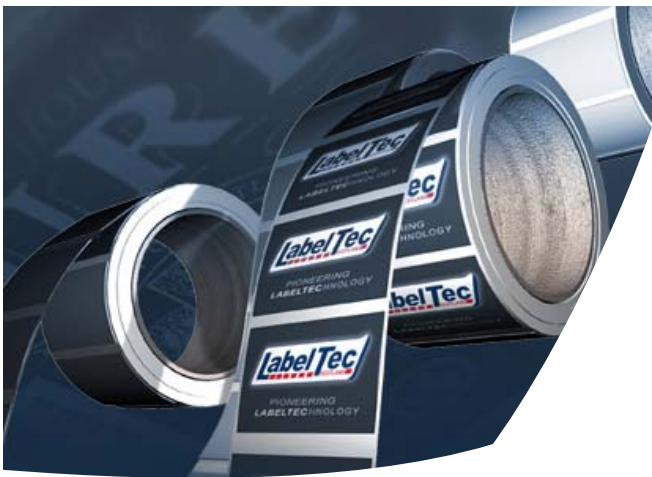
Finally, do not try to completely cover the plate with cavities. One reason for this is that the more cavities that are on the plate, the slower the press will run. Therefore, it can be more cost efficient to use one row of cavities across the web than four, because the press could run at 9000 impressions per hour with one as compared to 2000 impressions per hour with four cavities.

Add this to less make-ready time and the reduced cost of the cutter, trying to use the maximum amount of linear rule will be less productive in the long run. The nature of flatbed die cutting means that the more rule you use, the slower the equipment will run and the more make ready you will need to carry out to obtain good die cutting and waste stripping.



## BUY PARTS ONLINE

As of March 1st, we will begin to offer parts and accessories online via an ecommerce site at [www.dsi-grp.com](http://www.dsi-grp.com). You will be able to order Newfoil parts using PayPal and major credit cards. With our new online system, you can utilize a searchable database to find the parts you need quickly. Look for possible inclusion of SMAG, Iwasaki, Austik and Select Inks Cold Foil Adhesives in the coming months. As always, you can contact us via phone or email for assistance.



# CUSTOMER STORY

## Label Tec Scotland

### Small Business Becomes Industry leader with Newfoil equip-

*You can find labels printed by Label Tec Scotland. From the food and drink industry to the high tech electronic equipment, Label Tec labels make products pop. Starting from the ground up, Label Tec Scotland grew from being a small two man operation to becoming a major force in the product identification industry. From the start, Label Tec depended on their Newfoil equipment to propel their business. Today, as they continue to expand, they still look to their Newfoil equipment to efficiently produce brilliant labels.*

***“We wouldn’t be able to get off the ground and do what we did without Newfoil, said co-owner, John Phillips. “We’ve grown and expanded to purchase different types of machines but we will always have Newfoil. Their reliability, versatility and commitment to quality service make them the best and make for the biggest profit margins.”***

Today, Label Tec of Airdrie, Scotland has been in business for 14 years and employs 13 people printing labels primarily for the cosmetics and food industry. In addition to providing hot foil, flexography, thermal-transfer, lithography and digital printing services, the company also offers a design service. They design and print a wide variety of labels for many different

industries. Labels range from simple retail labels to specialty labels including write & seal, peel & read or quality control. They also print hazardous chemical labels.

“You can get your machine, parts and service from as single source”. Whether you need printing plates or cutting tools, Newfoil is a one stop shop for all your label printing needs.”

The stability that Newfoil has provided goes beyond quality of machines. His decision to go with Newfoil for his new business was based on the extensive service, parts/inventory and quality of product. Phillips refers to Newfoil as “a complete solution” The trademark reliability and versatility of Newfoil machines and dependability of service has allowed Label Tec to bring their business to the next level. Today, they have expanded to offer digital label making and flexography services when they started out printing only by hot foil.

### Company History

John Phillips began his career in the label industry at Customark, the label printing division of Markem Systems, Phillips left Customark, to venture into business with his partner Paul Dunne. The two had one second hand machine that started off in their garage, according to Phillips. It was a used machine then and to this day, he could “count on one hand” how many times it has broken down.

### Quick Facts

**Customer:** Label Tec Scotland

**Products:** Newfoil Machines Limited  
Hot Stamping Equipment: Two 5500s,  
5000, 3000, 2000

**The need:** Label Tec needed a reasonable and reliable machine to produce short run, high quality labels in a high volume.

**Key Benefit:** Versatility. On one machine, we might be manufacturing a label for cheese while on another, we can be printing labels for the electronics or the chemical waste management industry.

**Quick Fact:** Label Tec Scotland still operates the same used Newfoil 2000 that they started their business with 14 years ago.

**Customer Acclaim:** Newfoil is a one stop shop for all needs including service, parts and materials. Machines are affordable and reliable and are able to yield short runs and high volumes at a high quality.

**Bottom Line:** Reliable machines that produce a high quality and quantity of labels yield higher profit margins.

**Contact:** [www.labeltec.co.uk](http://www.labeltec.co.uk)

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