

KOENIG & BAUER

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# Report



Replacement investment boosts flexibility and performance

**Flying start with a Rapida 106 for PMS Offsetdruck** see Page 28



The six-colour Rapida 75 PRO in the pressroom at Delta Print T in Moscow

Delta Print T switches to Rapida 75 PRO

# High-quality packaging on metallised board

The print company “Delta Print T” was founded in the south of Russian capital Moscow in 1998 and is thus celebrating its 20<sup>th</sup> anniversary this year. Production is concentrated on packaging of various types using pulp, kraft and designer board grades, alongside postcards, POS and advertising materials, including a variety of offset products printed with UV inks on laminated (metallised) board, plastics and films.

At the end of last year, Delta Print T installed and commissioned the first Rapida 75 PRO in Russia, a six-colour press with coater, UV dryers and a two-section extended delivery. This was a long-awaited investment for the company, not least as a means to further strengthen its position in the production of premium packaging for perfume and cosmetics.

General director Maxim Evlampiev explains: “A large proportion of our packaging is printed on metallised board and requires extensive finishing. We produce a lot of packaging for perfume and cosmetics products. It is important that they catch the eye of the consumer and convey the image of a perfect product. Unfortunately, there is practically no growth in the market for such products. New companies emerge from time to time, but few of them actually grow. This means that the market for

perfume and cosmetics packaging is relatively stable. On the other hand, there are many print companies who want a share of the cake. And so we must be very active to remain competitive.”

There are a number of special aspects to the premium packaging market, and a high degree of specialisation is thus imperative. The substrates are complex, the images often extraordinary, the quality demands high, and perfect results only possible with a diversity of additional equipment. Only few print companies are able to supply such products at reasonable prices.

## Finishing in all dimensions

Delta Print T laminates all its products itself. The lamination is always realised in precisely the required format so as to optimise film consumption. In addition, the company possesses equipment for micro-embossing, with which



**Inline colour control with QualiTronic ColorControl is one of the most important features of the press**

visual and tactile structures and ornaments can be created on the paper or board surface. Such effects automatically shift the final products into the premium segment. Alongside, more traditional finishing technologies such as



*“The Rapida 75 PRO is precisely the press we were looking for.”*  
Maxim Evlampiev



**Right: Identical to the larger Rapida presses: The console of the Rapida 75 PRO**

screen printing, standard embossing and foil stamping are also employed.

Delta Print T has operated two sheetfed offset presses for several years. One from a German manufacturer is configured for UV production, while a Japanese press is used with conventional oil-based inks. “We produce different types of jobs,” says Maxim Evlampiev. “In the cosmetics branch, packaging is expensive and sophisticated. Some of the other folding cartons, by contrast, can be printed in a conventional process. The necessary finishing is also much less complex in those cases. Consequently, we need separate presses for each technology.”

**Delta Print T is a specialist for high-quality cosmetics packaging**

**Precise quality monitoring**

Last year, the company collected ideas on the configuration of a new sheetfed offset press with which production could become even more efficient. Key factors were modern colour measurement and control systems, sheet inspection, fast job changeovers and uncompromising print quality. In other words, only a press of the latest generation would suffice.

“For us, it was important to achieve reliable measurements of the opaque white layer applied to our metallised board, alongside exact colour evaluation when printing on metallised and designer board or on plastics, including transparent substrates,” says Maxim Ev-

lampiev. “We have found a good partner in Koenig & Bauer. All our wishes were heard and taken into account, and we now have a press which is perfectly matched to our expectations and market needs. It was especially pleasing to note the level of support we received both from KBA-RUS and directly from the manufacturer.”

**The ideal press**

Maxim Evlampiev: “We were invited to an open house at Koenig & Bauer in Radebeul, and watched a demonstration on the Rapida 75 PRO. We liked what we saw, because it seemed to offer everything we needed. On the other hand, a demo in the manufacturer’s showroom and real-life production are two completely different things. Consequently, we visited a printer in Vienna to see the press in daily practice. That was even more important than the initial demo. In order to be absolutely sure, we then returned to Radebeul for a series of tests on the Rapida 75 PRO. The print results left no doubts: The Rapida 75 PRO is precisely the press we were looking for.”

**Anna Perova**  
perova@kba-print.ru

