

Press Release

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LED-UV technology convinces Swiss expert jury.

The print shop J. E. Wolfensberger has twice been awarded the Swiss Print Award 2017 in the category job printing. Both brochures were produced with LED-UV.

Since the inception of the Swiss Print Award in 2013, the best printed products of Switzerland are awarded by renowned trade magazines and companies. Awarded are such printed products which „confirm and strengthen print in its importance within the modern media mix.”

(Source: competition tender)

This year, the print shop J. E. Wolfensberger AG in Birmensdorf was nominated thrice for the award – and with many involved cooperation partners such as the manufacturer of LED-UV curing systems Eltosch Grafix. Twice Wolfensberger was successful in the category job printing. They were awarded gold for the real estate brochure *Adelphi* (client: Melbery AG) and silver for the flatbook *Technologiecluster Zug*.

According to the jury both jobs represent the successful combination of the latest LED-UV printing technology with traditional techniques, first-class substrates and creative sense for the optimal transportation of content to the viewer.

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The works in detail

Adelphi real estate brochure Production technology:



LED-UV offset printing 4/4-colour (process colour), conventional offset printing 2/2-colour (Pantone spot color), gold bronzing and laser die cutting

From the jury statement:

„The real estate brochure „Adelphi“ convinces by its conceptual realization. The aesthetics of the building was gently and confidently assimilated in the brochure. The „golden metal panels“ which are responsible for privacy were incorporated into the black cover and underlaid with golden paper grant the viewer a luxurious sense of coziness and the brochure an appealing, warm charm.“

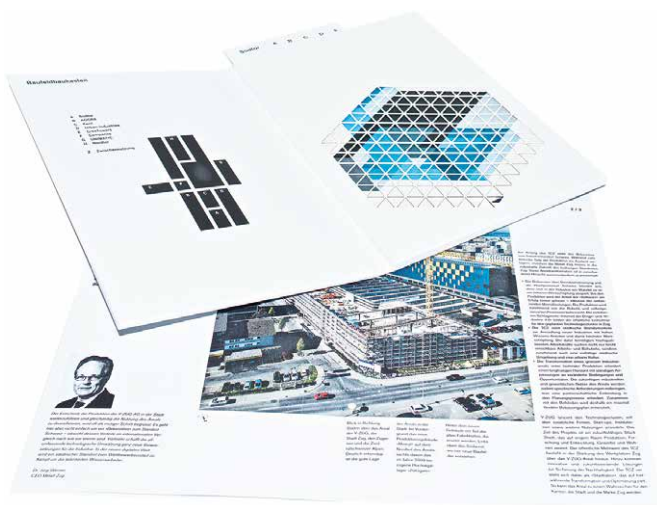
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Technologiecluster Zug Production technology:



LED-UV offset printing 1/1-colour and 4/4-colour (process colour).
Slipcase single-sided and partially UV coated (silkscreen printing), laser
die cutting and manual finishing

From the jury statement

„[...] Flatbook, index cards and slipcase serve as communication tools for a project by the V-Zug Immobilien AG, which will be realized within the following years in the Swiss town Zug. [...] The artful production of volume constitutes builds the creative leitmotif of the format and puts itself in the tradition of constructivism and the classical Swiss graphic. [...] Within this information format the communicative idea is exemplarily supported by graphics, print, finishing and binding and thus generates an appetite for print. [...]“

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Benni Wolfensberger, general manager and co-owner of J. E. Wolfensberger AG, adds: „We have just recently upgraded our Roland R706 LV with an LED-UV curing system by Eltosch Grafix. With this new curing technology we achieve brilliant results especially on matt coated and uncoated papers. This as well has contributed to jury’s appreciation for our work. Hence the retro-fitting has already paid off.”