

## Press Release

Fulda, October 2016

### Intelligent retrofits pay off.

#### Cre art in Fulda broadens product portfolio by retrofitting LEC technology

The fullservice agency cre art in Fulda proves that continuous optimization of production equipment pays off.

Fullservice for cre art starts with the idea and the concept and does not even finish with the creation of a website or the artwork.

This fullservice approach and the customer requirements for high quality yet innovative printed products in format size 74 x 104 cm was completed with the installation of a Roland R700 Hiprint press with coater in 2016.



Eltosch Grafix, the sheet-fed expert in the Hönle Group and OEM partner for manroland sheetfed, optimized and adapted the press to customers' specification. In order to cope with the demands of the print buyers for ecological and attractive print products the existing dryer was converted with two LEC UV modules which produce energy optimized and ozone free .

„With the investment in a sheetfed press in size 74 x 104 cm we are now able to support our demanding agency customers with additional

services in the classic print product range. By using UV curing printing inks we increase our product quality while at the same time minimizing our delivery times.” emphasises Torsten Gröger, general manager and head of the printing department.

„Printing with UV technology for us means as well to transfer the ideas of our customers in an optimal way. Creative implementation for example on metalized materials with opaque white or special enhancements add further value for our customers. We are therefore able to create and realize printed products which surpass the possibilities of traditional print. Just cre art!”