

Design foils for decorating real metal surfaces

Fuerth and Duesseldorf, 24 October 2007: The stamping foil manufacturer Kurz will be demonstrating at K 2007 new laminating foils that allow plain aluminum to be decorated with a wide variety of surface designs. Wood designs, metal designs or even holographic continuous designs can be implemented. Logos, signets and other elements can also be integrated as scattered prints.

The foil can be directly applied to aluminum without prior lacquering, and the foil adheres strongly to the substrate itself. The resulting composite can be deep-drawn to a high degree without tears in the design. This new foil is deep-drawable to an extent not previously seen.

An ideal application for this laminating foil would be, for example, notebook covers. Manufacturers of these items can apply any desired look to the thin-layered-yet-sturdy aluminum substrate.

„This enables cost-effective production, uncompromised quality and brilliant design to go hand in hand,“ explains Martin Hahn, IMD Product Manager. It would also be feasible, he believes, to incorporate optical security features into this application. „The foil designs could contain difficult-to-reproduce holograms and OVDs (Optically Variable Devices) that offer a high level of protection against counterfeiting. Our new laminating foils can not only visually enhance products but can also be utilized for brand name protection,“ Hahn concluded.

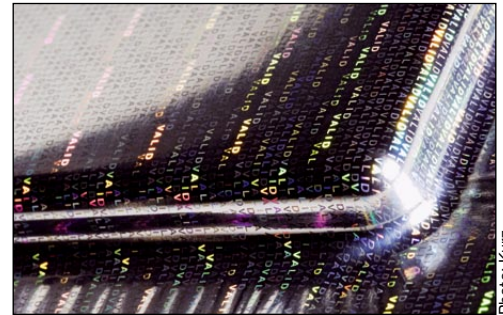


Photo: Kurz

Aluminum decorated with holographic laminating foil

A print-ready version of the photo is made available in the file "photos".

About Kurz

The Kurz Group, the recognized global leader in hot stamping technology, represents over 100 years of experience in hot stamping. The range of applications for Kurz foils is virtually without limit - on greeting cards and packaging, electronic and household products, cosmetic articles, textiles, furniture, automotive parts and more. With 3,000 employees located at nine plants in Europe, the USA and the Pacific region, together with 19 subsidiaries and 70 agencies strategically placed around the globe, the Kurz Group manufactures and distributes a comprehensive product range for the surface finishing, decorating and counterfeit prevention sectors. A complete range of stamping machines and tools rounds off its product offering. Kurz, with research and development departments in both Europe and the USA, coupled with customer service and on-site technical assistance, supports its customers internationally with complete, custom-tailored solutions comprising foils, application machines and stamping tools.



Photo: Kurz

Press Contact:

Lucie Mengel
LEONHARD KURZ GmbH & Co. KG
Schwabacher Strasse 482
90763 Fuerth/Germany

Phone.: + 49 911 71 41-96 38

Fax: + 49 911 71 41-96 40

E-Mail: lucie.mengel@kurz.de