

# KOLB HighQualityPrint

Aiming high in both colour printing & making an impression



## KOLB HighQualityPrint

The colourful world of package printing: Welcome to KOLB HighQualityPrint! Whether you are talking small brand names and small informational texts or full scale images in a high quality finish – our four printing systems will move your products to where they belong: Into the limelight!

You can choose from KOLB PrePrint, KOLB OffsetPrint, KOLB PostPrint and KOLB Digital-Print – each one of which is a winner and together are designed to meet a varied range of requirements and exacting quality standards depending on your particular needs - including the size of your print run.



## KOLB FarbVision

KOLB FarbVision is HANS KOLB Wellpappe's prepress and creativity centre. This is where your packaging printing visions are efficiently brought to life and where you can draw on our expert advice and knowledge. Using computer-aided 3D animations, this system will visualise your packaging solution right from the start of the design process and offer a wealth of other supporting features that are invaluable when it comes to presenting your product concept.

## Outstanding print quality

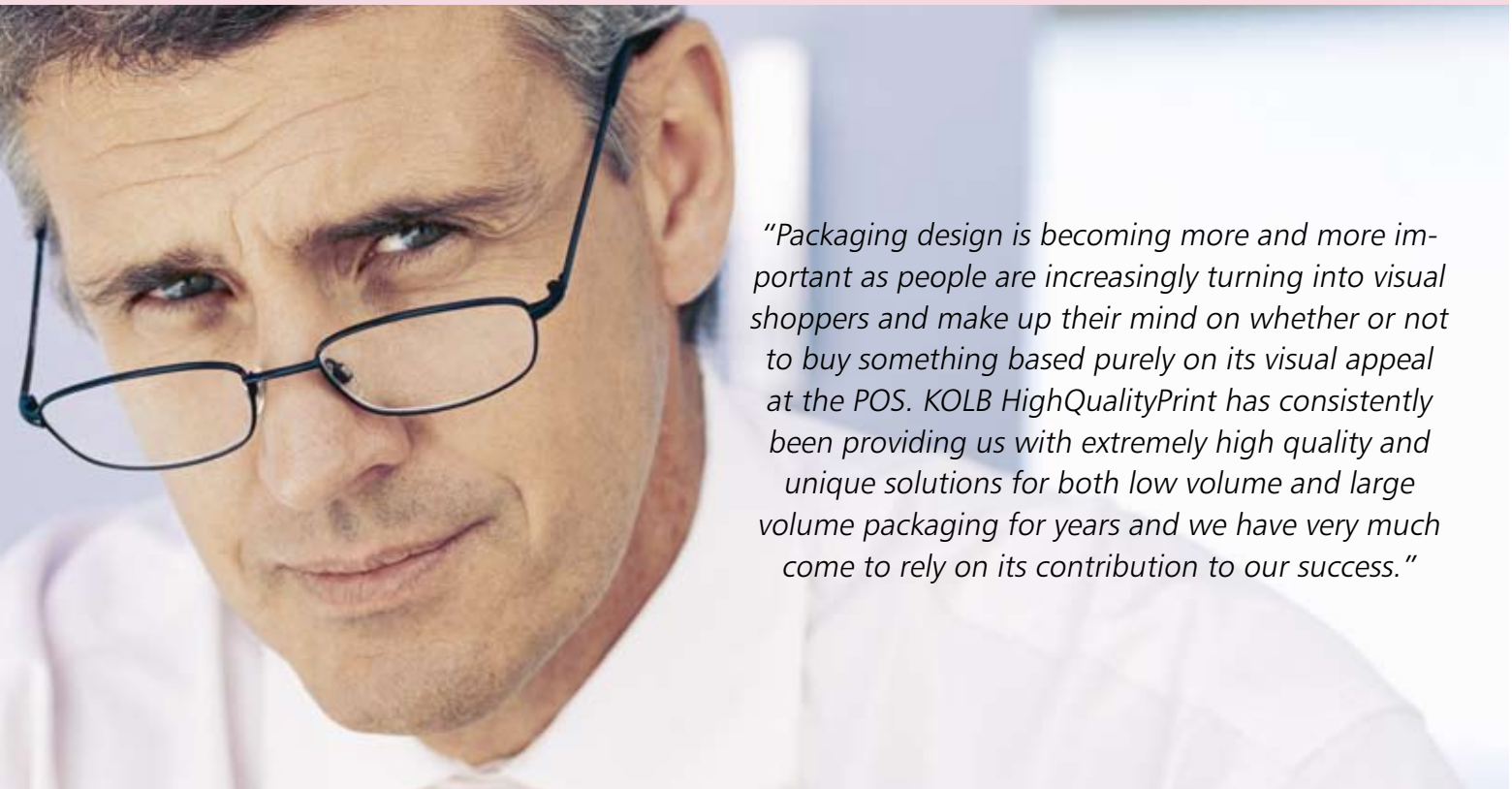
HANS KOLB Wellpappe has a tradition of excelling in the production of cost effective printing products – such that it has become a regular winner of the renowned Grand Prix Cyrel packaging graphics award. However, the key to our success is fairly simple: We just have decades of experience in producing outstanding packaging printing, the latest machinery and highly motivated staff – all working together to hold true to our promise: Delivering the best in package printing technology!

We not only question conventional processes, but are also focussed on just one thing: Moving your products into the limelight! Or, to put it another way:

We aim high in both colour printing & when it comes to making an impression!



# KOLB HighQualityPrint



*“Packaging design is becoming more and more important as people are increasingly turning into visual shoppers and make up their mind on whether or not to buy something based purely on its visual appeal at the POS. KOLB HighQualityPrint has consistently been providing us with extremely high quality and unique solutions for both low volume and large volume packaging for years and we have very much come to rely on its contribution to our success.”*

## Moving your product into the limelight

All product packaging must first and foremost communicate the most important product selling points clearly and immediately. But packaging can also be used to distinguish between different ones of your products, and is a vital factor in consumers' buying decisions. Which is why it pays off to give your products' packaging a fair bit of thought.

Combined point-of-sale and transport packaging solutions are able to achieve yet more: Their strong corrugated structure protects your products during transport, storage and delivery, and make your visions for your product come to life.

High-quality displays with impressive, large-scale images, by the way, make for real staying qualities – as well as making sure that there is no chance whatsoever for your product not to be noticed.







## The precision of die-cuts

Our lined offset printed sheets are further processed using the latest high-precision machinery. The special identification tags on these sheets are scanned by high-performance cameras and then used to align the sheets to millimetre-precision in front of the die cutters – creating perfect flutes and die cuts to match the outstanding print quality of your packaging.



## KOLB PrePrint

KOLB PrePrint is the perfect packaging printing solution for high-resolution printed images in particular where size can't be an issue. KOLB PrePrint, HANS KOLB Wellpappe's Flexo-PrePrint system, allows you to print up to 8 different colours on cardboard blanks in advance of producing corrugated flutes using environmentally friendly colours and varnishes and with up to 60 pixels / cm<sup>2</sup>. The fact that size simply isn't an issue when it comes to pre-printing packaging in this way is more than evident when printing 2,500 mm wide paper at an advance length of 4,500 mm. KOLB PrePrint has now gained a reputation as an outstanding performer when printing over such large dimensions, in high and extremely high print runs, and in printing high-quality corrugated cardboard packaging. KOLB PrePrint is simply taking KOLB High-QualityPrint to another dimension. Willing to try?



*The final result: AEG's vacuum cleaner packaging is regarded as one of the best packaging prints around due to the extreme sharpness and vividness of the three-dimensional image comprising only different hues of black, grey and green.*



# KOLB PrePrint vs. KOLB PostPrint



## KOLB PostPrint

KOLB PostPrint was developed in response to the sheer variety of images printed onto packaging these days. A variety that is created by using high quality, specialist printing systems or the latest inline technology to print images onto corrugated cardboard sheets. These systems ensure that all of the flutes on the cardboard are perfectly printed and, using up to four different colours, turn even small print-run paperboard boxes into high-recognition packaging solutions featuring anything from simple information texts or symbols to numbers, or even full-size images and random prints. These prints are, by the way, always sure to be a perfect fit. This is also why our demands simply mirror our promise:  
HANS KOLB Wellpappe - Delivering the best in package printing technology!



*High quality prints on corrugated cardboard for high-recognition packaging solutions using KOLB PostPrint*

## Versatility

It doesn't generally matter to the packaging which printing system is used to create it. However, what does matter is that the print matches the packaging's requirements and that it is flawless. Because, more often than not, it will be a combination of different technologies that give multiple-component packaging solutions their colourful look.



## KOLB DigitalPrint

This is where it all starts to happen. To take on colour – from 0 to 100. KOLB DigitalPrint is what will turn even small print-runs into real eye catchers. Using the latest colour specifications, KOLB DigitalPrint tends to turn product packaging into real winners in advertising terms as early as their prototype stage. However, the best thing about KOLB DigitalPrint is that it even enables you to print onto open structure corrugated cardboard with visible flutes - it is, after all, not for nothing that KOLB DigitalPrint packaging solutions are already receiving a lot of recognition and awards at international level.

KOLB DigitalPrint delivers outstanding performance no matter whether you are printing on single-sided corrugated cardboard, smooth substrates or a combination of the two and is limited only by your imagination!

*Used in conjunction with COROLOR corrugated cardboard, KOLB Digital-Print turns simple packaging into a visual and haptic experience for young and old alike.*



**HANS KOLB** 

WELLPAPPE

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