

The Power of Web Offset*

Your job is to grab attention. Get customers to look at your products, then look again. And again. To do that, you need high impact packaging. Strong visual messages. Powerful graphics.

There's no better way to produce high quality imagery on packaging than with offset printing. Now, with Hammer Packaging, you can take advantage of an innovative technology that provides all the benefits of offset printing for packages traditionally supplied by gravure or flexo.

Web Offset is an alternative to gravure and flexo that lets you create more powerful product packaging.

- **SUPERIOR QUALITY.** Web Offset is an alternative to gravure and flexo with its distinctive ability to control process printing for exceptional sharpness of detail and tonal gradations. Combined with advanced innovations such as closed-loop color control, expanded-gamut colors and stochastic screening, the possibilities for presenting your brand image brilliantly are greatly enhanced.
- **GREATER FLEXIBILITY.** Hammer lets you run several different SKUs in the same print job. By combining a family of products into a single print run, you can reach minimum quantities faster, and build lower quantities per SKU. With gravure and flexo this is more difficult because cylinders and plates are re-used, preventing the ability to combine items run-to-run and to change graphics simply and inexpensively. The advantage to you is clear: lower costs, less inventory and greater flexibility.

**Made possible through the breakthrough innovations on our Drent-Goebel Variable Sleeve Offset Printing (VSOP) press*



- **LOWER COSTS.** Creating gravure cylinders or flexo plates is an expensive and time-consuming process. Given the market's move towards more colors per SKU and product line extensions, these costs can get out of control. Higher costs discourage your marketing department's use of regional graphics, time-sensitive product promotions or testing a variety of messages in order to drive sales.

Hammer's Web Offset changes the economic landscape when it comes to changing graphics.

- For a product family of ten SKUs with 8-color graphics, gravure cylinders might cost \$96,000 (about \$1,200/cylinder) and flexo plates might cost \$9,600 (about \$120/plate). We do not charge for offset plates. They are inexpensive and built into the cost of the run as a raw material.
- A color or design change takes minutes using Hammer's digital pre-press department – with competing technologies, this is a much longer process.



It all comes down to variable length sleeves. *The innovative breakthrough of our new Drent-Goebel VSOP press is its ability to swap out print sleeves of varying length.*

Historically, presses were designed for a single length plate. Using a graphic with the wrong length created waste on the roll. Today, however, that obstacle has been overcome. With our new press, and its ability to simply and quickly swap out sleeves of varying lengths, the highly-coveted strengths of web offset printing are now available to everyone.

VSOP WEB OFFSET Technical Specs

- 8 colors: EB or UV inks
- EB, UV or Aqueous coatings
- Heat seal coating
- 3 interchangeable units: offset or flexo
- Maximum web width: 33.5 inches
- Web thickness: 0.47 – 13.78 millimeters
- Repeat range: 15 – 30 inches
- Speed: 1200 feet/minute (paper)
- Speed: 1000 feet/minute (film)
- Water based & UV adhesive for lamination
- In-line lamination

Purchasing	Supply Chain	Marketing	WEB OFFSET Features	CUSTOMER Benefits	PROOF POINTS
X		X	Offset print quality	<u>IMAGE:</u> Offset participates at the highest levels of print quality.	Offset is capable of showing color gradations down to 1% color density. Flexo and gravure have challenges between 1-5% color densities.
X		X	No cylinder costs	<u>COST SAVINGS:</u> Offset plates are very inexpensive and treated as consumables on the press. Since we do not charge for plates, we enable you to literally change graphics on every production run.	<u>Cost of plates/cylinders:</u> <ul style="list-style-type: none"> • offset = no charge • flexo = \$100 - \$200/plate • gravure = \$1,000 - \$2,000/cylinder
X	X	X	Faster to market	<u>FLEXIBILITY:</u> <ul style="list-style-type: none"> • Make frequent changes to graphics as marketing needs change • Easy to change "ingredients" on label • Try new marketing / brand messages to test effectiveness • Run short-term promotions to create market movement • Create regional or seasonal graphic variations to target market segments 	<u>Time to make plate/cylinder:</u> <ul style="list-style-type: none"> • offset = 8 minutes • flexo = 30 minutes • gravure = hours, days or weeks
X	X	X	Combination printing	<u>COST SAVINGS:</u> <ul style="list-style-type: none"> • Reduces inventory levels & carrying costs • Reach print minimums faster by combining SKUs in the same print job 	Based on your minimum reorder quantities and quantity price breaks, you can reach higher discounts faster by combining low volume SKUs into a single print job
		X	UV and EB inks	<u>IMAGE:</u> Scratch resistant & high gloss colors create powerful graphics	Call us for a sample
X		X	Extended gamut colors	<u>COST SAVINGS:</u> More color options without using costly spot colors	Cost of colors is job specific, but generally spot colors are more expensive.



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OUR PROMISE TO YOU:

Consistent, high-quality printing
Accurate orders delivered on time
A support team that absorbs your responsibilities
A willingness to adapt to your needs
Innovative ideas on packaging printing

