

Investing in Flexo*

At Hammer, we invest in your future with Nilpeter technology.

Hammer Packaging's success is built on leading-edge technology and innovation. We put money back into our business to help you stay on top of your business.

Of course, flexo printing is nothing new to Hammer. We've been supporting some of the world's most well-known brands with Pressure Sensitive Labels (PSL) for years.

Now we've taken our capabilities up a notch, adding Nilpeter's most advanced flexographic press to our lineup so we can offer you:

- **HIGH-QUALITY PRINTING.** We promise you high quality printing and we do it over a broad range of substrate options, using both UV and aqueous-based inks and coatings. We are capable of in-line lamination, back-side printing, embossing and foil stamping. Our screen ruling ranges up to 175 lines per inch for exceptional quality graphics.



***Servo-driven sleeve presses, like our Nilpeter, are the future in flexo printing.**

- **EXACTING REGISTRATION.** When you're trying to present a great brand image, sharp registration can make an enormous difference. We're able to attain demanding registration standards with Nilpeter's 3rd generation servo-drive technology: $\pm 0.003"$ or better. Each of the 10 stations on our Nilpeter press has its own self-regulating servo drive. Experience has taught us that you can never have too much registration control.
- **MULTIPLE SCREEN HEADS.** With 3 screen heads, the Nilpeter has more options to lay down dramatic color and create a tactile sensation in the print. It's a great way to accentuate your graphics and create a more memorable consumer experience with your brand.



Flexibility and control.

This image shows one of the Nilpeter's 10 print units. The sleeves can be changed out in seconds, allowing for quick job setup and flexibility in running the job. Less obvious are the servo units (behind cylinder) that control the rotation of the cylinders. This innovation allows the registration to be 40% more precise than earlier technologies. Each print unit has its own servo unit, so it can check and re-calibrate the registration as the web moves through the press.

Servo technology.

- Faster setup; lower costs
- Tighter registration

Nilpeter Technical Specs.

- Foil Stamping
- Embossing
- Back-side printing
- In-line lamination
- 2 die stations
- 3 rotary screen heads

TECHNOLOGY FEATURES	VALUE TO YOU
10 print units	Differentiate your brand's identity through more color options. Where it was common to see four to six colors decorate a package, today the trend is toward more colors. The use of eight or 10 colors is becoming more common. Particularly as SKUs proliferate through increased line extensions, brand managers are looking for ways to stand out on the shelf.
Servo motors	Better registration means better quality printing. You want your graphics to be exceptional, and you can't get there with poor registration on the press. Servo technology is an innovation that allows the web to be controlled tightly at each print station, rather than older technology that essentially had one point of control.
Rotary screen heads	It's all about making an impression and connecting with customers. Does your decoration explode off the label? One way to enhance the color of your graphics is to put down color using a rotary silk screen. It lays down a layer of color that is two to four times as thick as traditional UV flexo alternatives. Heavier ink makes for stronger colors and a distinctive tactile feel.
Hot air and UV dryers	It's nice to have options, and with Hammer you have them – traditional hot air dryers for water-based inks and ultraviolet dryers for UV inks. We'll match the right solution to your print job and meet your decoration needs every time.
Print and anilox sleeves	This innovation takes a print sleeve that was 200 lbs. and reduces the weight to 15 lbs. This reduces preparation time for your print job from hours to minutes. We can match the sleeve anilox to your specific print requirements.



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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

