



ROLL-FED

Offset roll-fed labels—
a superior option from the
experts at Hammer Packaging



Fine gradations of color and sharp details present your brand at the highest level.

Our VSOP web offset presses are the first of their kind in North America, and provide roll-fed users a whole new option.

- **No Plate Costs:** Compare with flexo and gravure which have significant up-front costs.
- **Speed to Market:** It takes only 90 seconds to make a plate. Late changes don't concern us.
- **Combo Print:** Mix SKUs in the same print job to gain flexibility and lower label inventories.
- **Expanded Gamut:** Reduce the cost of spot colors using this 7-color process.



Roll-Fed

Several Substrate Options. Our leading-edge technology allows us to offer a wide range of substrates and laminations for your roll-fed and roll-on/shrink-on labeling needs. Whether you need wet-strength paper, white film, clear film or metalized film, we've got you covered.

Cutting-edge Ink Options. Electron Beam (EB) inks and coatings, the newest innovation in packaging decoration, are available on our web offset VSOP press. They offer exceptional scuff-resistance and high-gloss graphics. EB inks can eliminate the need for lamination in certain instances, allowing us to provide a mono-web alternative. Hammer is one of very few printers in North America to offer both UV and EB printing alternatives.

Quality & Price. We will not compromise on quality, but we do focus on keeping costs down. At Hammer, our quality comes from decades of continuous improvement. We've made customized and innovative additions to our print technologies to lower our costs, which we pass on to you.

Roll-fed labels are one of the most economical ways to decorate and identify a product or brand.

Contact us today!

585.424.3880 or email
info@hammerpackaging.com

Hammer people lead the way.

Since 1912, our dedication to hiring the right people and continually investing in leading-edge technology has fueled our remarkable growth. Our ISO 9001:2000 Registered Quality System ensures that we continually improve in all aspects of our business. We listen to our customers and, as a result, we have earned extraordinary loyalty. Hammer is a family-owned company, which means you partner not with systems but with people ... exceptional Hammer people.

Pre-press through finishing, we produce billions of labels per year in our two facilities.

- Hammer's **customer service** department simplifies your work. We can create tailored programs to manage your ordering and inventory. As a result, you reduce inventory, increase speed to market, and operate in a true just-in-time environment.
 - Our highly trained digital **prepress** professionals ensure that your graphics files are properly built and optimized for success. And we help to make transferring your files very simple.
 - We have highly qualified **press** teams that bring your brand image to life on our portfolio of high-tech presses. With an exceptional range of substrates, inks and coatings, we can match perfectly to your needs.
- Our **finishing** department has state-of-the-art technology and highly customized innovations specifically designed to maximize efficiency and minimize your cost. We use KOR slitting technology to trim the finished roll to your exact specifications.
- Our **R&D** experts make sure you have the right substrates, inks, coatings, adhesives, and printing techniques to present your brand in the best possible light. And we're always happy to collaborate with you to find the best solution.



(left to right)
Charlene McNeil, Client Development Coordinator
Brenda Bauch, Project Manager

Call us for your next
Roll-Fed project.
You'll be in good hands.
585.424.3880

www.hammerpackaging.com