

# SCREEN Launches High Opacity White Mode for Truepress Jet L350UV SAI S

SCREEN Graphic Solutions Co., Ltd. (SCREEN GA) has introduced a new high opacity white mode that offers more opaque white for the Truepress Jet L350UV SAI S, a specialized UV inkjet label printing system developed, manufactured and distributed by SCREEN GA.

## Outline

In recent years, both the volume and value of digital printing shipments in the label printing market have shown consistent annual increases. The growth rate of shipment values has been particularly strong, when compared to shipment volumes (m<sup>2</sup>), demonstrating the high added value offered by digital printing. There has also been special interest in labels and stickers that stimulate consumers' desire to purchase, including those promoting local production for local consumption and limited time campaigns, as well as original designs.

These trends have in turn led to a growing number of situations in which high-quality items known as "prime labels" are required. However, if a bottle or package's contents, for example, are darkly colored, the color may show through a label, affecting the attractiveness of its design. This has become a point of concern for printing companies seeking higher quality.

In response to this growing need, SCREEN GA has launched a high-opacity white mode as an option for its Truepress Jet L350UV SAI S. When used with clear film or similar labels, this new printing mode provides more opaque white, preventing the color of bottles or package contents, etc. from showing through. This helps to maintain rich color saturation, ensuring high-quality labels with eye-catching visual appeal.

Particularly in Europe and North America, the liquor, cosmetics and toiletry industries are increasingly employing UV inkjet-based digital printing as a substitute for silk screen printing. Digital printing provides these industries with a number of advantages, including shorter turnaround times, lower costs and reduced environmental impact, and demand is expected to grow consistently going forward.

SCREEN GA has a long history of developing inkjet printing technologies that offer both high speed and high quality, and has also worked to promote production line automation and create a range of solutions to resolve specific customer needs. By combining these various aspects, it hopes to open up further new markets and contribute to the continuing growth of the overall printing industry.



**Truepress Jet L350UV SAI S**

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