

Notification from SCREEN Graphic Solutions

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*Digital Press Significantly Expands Range of Applications*

# SCREEN Delivers Truepress Label 350UV SAI to Haoda

SCREEN Graphic Solutions Co., Ltd. (SCREEN GA) has delivered a Truepress Label 350UV SAI inkjet printing system to Suzhou Haoda Printing Chemical Technology Co., Ltd. (Haoda), a top company in the Chinese label industry.

## Overview

Founded in 2009, Haoda is based in Jiangsu Province, China. It currently produces labels for the pharmaceutical, industrial and electronics markets, with over 80% of its business for high-profile brand owners. Thanks to its excellent quality, the company has established close partnerships with smartphone maker Xiaomi, a top Chinese power tool manufacturer, and a popular detergent brand, among others.



Truepress Label 350UV SAI printing samples



Mr. Gao Ming of Haoda and Mr. Masaomi Hanzawa of SCREEN GASH shake hands in front of the new system.

While letterpress systems are mainstream in the Chinese label market, the growing need for diverse low-volume production in recent years has led Haoda to introduce a Truepress Label 350UV SAI. The new system has helped the company to significantly expand the scope of its applications. For example, it can now use polycarbonate (PC) and polyvinyl chloride (PVC) and many other materials with uncoated paper, masking tape and films.

The Truepress Label 350UV SAI also makes it possible to produce high value-added applications unique to digital printing, such as long stickers, suitcase decorations and large-print PVC labels used for bags. Moreover, the superior expressiveness enabled by using opaque white with transparent film materials on a digital press has helped Haoda to further differentiate itself from its competitors.

In addition, conventional letterpress systems require a two-step process to print variable QR codes on labels for PCR test kits, and the variable labels also have to be attached manually at the inspection site. Thanks to its Truepress Label 350UV SAI, Haoda has streamlined this process and eliminated errors in applying labels to sites.

The changes have significantly improved efficiency, leading Haoda to be certified as a designated supplier by the Chinese government. The company has also been able to increase the volume of small lot jobs it handles. With its letterpress equipment, these jobs had previously required a large number of work hours to adjust many colors.

Haoda's Truepress Label 350UV SAI has helped the company to boost its sales by 1.5 times, compared to the previous fiscal year. As well as improving the efficiency of current jobs, the system has made it possible to develop new applications and create new business.

**▶ Comments by Gao Ming, General Manager of Suzhou Haoda Printing Chemical Technology Co., Ltd.**

Digital UV printing has become a major trend in the label industry over the past few years, and we chose SCREEN GA's digital press because they are a reliable international brand. We have received excellent technical and operational support, and will continue to work closely with them to develop more business opportunities in terms of materials, processes and operations. We hope to make Haoda a leading company in the Chinese label industry.



**[Video of system introduction](#)**

Note: Truepress is a trademark and/or registered trademark of SCREEN Holdings Co., Ltd. in Japan and/or certain other countries.