

SCREEN Truepress Jet L350UV Digital Label Printing System Drives Growth of Taiwanese Market

SCREEN Graphic Solutions Co., Ltd. (SCREEN GA) is pleased to announce four of its cutting-edge Truepress Jet L350UV inkjet label printing systems have now been delivered to customers in Taiwan.

Outline

In recent years, Taiwan has experienced major diversification in the availability of consumer products, leading to rapid growth in small lot, short turnaround label printing work. Printing companies have struggled to keep pace with this surge in demand using conventional label creation methods and have increasingly been calling for new printing presses that can provide both improved productivity and quality.

Seeking to meet these industry requirements, in 2016, SCREEN GA provided its local sales agent, Jiarong, with a Truepress Jet L350UV system for display in its showroom. This Truepress Jet L350UV was the first inkjet system designed specifically for label printing that SCREEN GA had made available in Taiwan. Jiarong has since staged a large number of product presentations and demonstrations for various clients. Seeing the system in operation has convinced many of these visitors that it offers the quality necessary to meet their diverse needs.

Since the creation of the display, four companies have made the decision to install the Truepress Jet L350UV. The first two were U-Cheer Printing, a label production specialist and Gain How Printing, a well-known digital pioneer in the local market. Most recently, this spring, leading Taiwanese adhesive manufacturer Yi Hsin Lung has also installed the system. All companies are targeting large scale in-house production of a wide variety of product labels.

In each case, these early adopters have enjoyed significant improvements in the productivity, quality and turnaround times of their label creation processes. Their success is already having a noticeable impact on the growth of the Taiwanese label printing market.

SCREEN GA is continuing its work to develop new solutions for the printing industry with a particular emphasis on digital systems. As well as increasing its own presence in this area, it hopes these efforts will contribute to the expansion of the overall printing market.



Truepress Jet L350UV

▶ U-Cheer Printing

U-Cheer Printing was established in Taichung City in 1987 and is mainly involved in the production of seals, fabric labels and tags. The company pursues a business policy of creating top quality products that will fully satisfy its clients. To achieve this, it offers a one-stop service that stretches from design, prepress and printing through to postprocessing, finishing and inspection and finally shipping.

U-Cheer also has a policy of adopting manufacturing equipment and technologies that incorporate the latest advances in automation and IT. This commitment extends to a program of continuous product innovation and development.

Web: www.ucp.com.tw

▶ Gain How Printing

Gain How Printing was one of the first in Taiwan to adopt digital production. With its extremely precise quality control, digital has enabled the company to respond to a wider range of demands and win the trust of clients right across the market. Gain How Printing plans to continue introducing the latest digital systems as they become available. It believes this is the key to keeping pace with rapidly diversifying client needs.

Web: www.gding.com.tw

**Yi Hsin Lung**

Yi Hsin Lung has been one of Taiwan's leading manufacturers of adhesives for almost 20 years. All of the company's production is locally based and it is also a prominent user of cutting-edge automated systems.

Yi Hsin Lung is focused on the delivery of goods of outstanding quality and this, of course, includes the creation of attractive containers to meet tight production schedules.

Web: www.yhltwn.com