

A sample says more than 1000 pictures

New prototyping service for packaging refinement

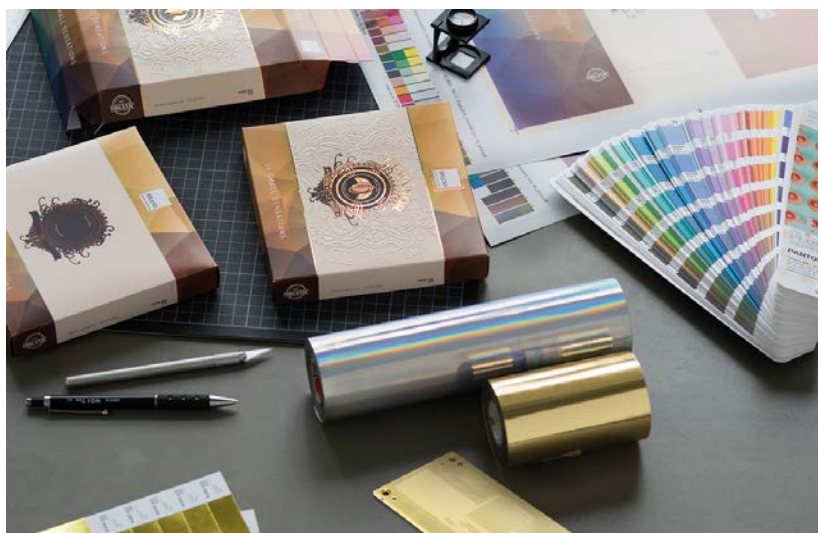
Fürth/Germany, 25 April 2017: Leonhard Kurz, a manufacturer of decorative and functional coatings, will be presenting Kurz Instant Prototyping, a new prototyping service for customers at Interpack in Düsseldorf from May fourth to tenth. Thanks to Kurz's expertise in stamping foil finishing, the instant prototyping service will be able to provide customers with custom decorated packaging or label samples – if necessary, within a single day.

The intention of this new service from Kurz is to assist customers who face ever increasing demands on their packaging design. Short-lived trends, decreasing production runs, and an increase in small and limited editions are leading to ever shorter design cycles, plus increasing numbers of packaging variants. Brand name manufacturers need to be able to react even more flexibly to market trends, shortening their packaging development times, and developing creative variations of their packaging. Kurz Instant Prototyping enables designers to take inspiration from the world of stamping foils and, thanks to the quick production of prototypes, helps them speed up their design process. For example, while visiting the head office in Fürth customers can provide the design requirements in the morning, evaluate the first samples at midday, suggest changes and take finished prototypes in various design variants with them in the afternoon.

“We aim to be able to advise and support our customers from the first draft design to series production packaging,” explains Stephane Royère, member of the Kurz product management team for the graphics industry. “Our finishing technologies are ideal for conveying brand characteristics and highlighting brand value. Kurz Instant Prototyping, with its direct access to the entire and extensive range of foil product lines at Kurz, illustrates this perfectly and can provide a valuable basis for design decisions.”

Visitors to Interpack can inform themselves comprehensively about the Kurz Instant Prototyping service at the Kurz booth D25 in Hall 14.

□□□



Kurz Instant Prototyping provides custom decorated packaging samples in a very short time.

(Photo: Kurz)

□□□

About KURZ: The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With 4,900 employees in twelve production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

Press Contact:

Lucie Mengel

LEONHARD KURZ Stiftung & Co. KG

Schwabacher Straße 482, 90763 Fürth/Germany

Phone: +49 911 71 41-96 38, Fax: +49 911 71 41-96 40

E-Mail: lucie.mengel@kurz.de

www.kurz.de