

Press release – for immediate publication

## **Two new SENOFLEX® WB OPAQUE WHITES from WEILBURGER Graphics GmbH**

*Gerhardshofen, 15 November 2018* - WEILBURGER Graphics GmbH, based in Gerhardshofen, Franconia, has now developed two new opaque white products to provide its offset and flexo printing customers with solutions for the ongoing trend towards low-cost and recycled substrates with non-white surfaces.

SENOFLEX® WB OPAQUE WHITE 395800 is an opaque white specially formulated for application via a coating unit in offset printing. Depending on the press configuration, this opaque white can be applied inline in an upstream coating unit or offline via a first press run prior to actual printing. This opaque white has been developed to meet the highest demands and offers excellent opacity and a brilliant white even with a single pass. The degree of whiteness can be controlled by the amount of ink to be applied, depending on the requirements of the design and the substrate used. The increasingly used uncoated, single-coated and open-pored substrates become very good and dot-sharp overprintable due to the flat application of the opaque white.

SENOFLEX® WB OPAQUE WHITE 395802 is an opaque white that was developed for flexographic printing, in particular for corrugated post-printing, and enables printers to reproduce monochrome white information and designs, especially for grey and brown board. This flexo opaque white is currently not intended for overprinting or use in a mixing circuit with other ink systems, such as the various SENOFLEX® ink series from WEILBURGER Graphics.

### **Further advantages of the two SENOFLEX® WB opaque whites are:**

- High degree of whiteness
- High solids content
- Excellent opacity even with single application
- Also suitable for uncoated substrates
- No back splitting on the blankets
- Smooth and flat application
- High lightfastness
- Good rub resistance

Both opaque white products were successfully tested and approved by various customers of WEILBURGER Graphics GmbH during the already completed roll-out phase.

Arno Dürr, Sales Manager of WEILBURGER Graphics GmbH, comments on the two new products: *"With these two new products from our wide range of SENOFLEX® inks and coatings for offset and flexo printing, we are responding to the noticeably increased requests from our customers for solutions to the trend towards non-white substrates. Offset printers are faced with the problem that the degree of whiteness and the surface quality of the substrates used noticeably decreases and, especially in the case of high-quality productions, the brilliance of the printed results that can be achieved and desired by the customers can no longer be attained without the use of high-quality opaque white. According to our customers, our SENOFLEX® WB OPAQUE WHITE 395800 now solves this problem excellently and the degree of whiteness is mostly even higher than that of high-quality substrates".* Arno Dürr continues: *"In corrugated post-printing, especially in the case of transport packaging, which is increasingly being used as a result of online trade, a new trend from monochrome black to monochrome white printed designs can also be noticed. Branded companies seem to want to stand out from the crowd and increase the unboxing-experience even with monochrome secondary or tertiary packaging. Here, too, we wanted to provide solutions in close cooperation with our customers, and after extensive testing and feedback from our clients, we have succeeded in doing just that with the SENOFLEX® WB OPAQUE WHITE 395802."*

**Further information:** [www.weilburger-graphics.de](http://www.weilburger-graphics.de)

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**Caption:**

Sample packaging of WEILBURGER Graphics GmbH with the new SENOFLEX® WB OPAQUE WHITE 395802 produced in the corrugated board postprint on recycled material for testing purposes.



**Caption:** Günter Korbacher –Managing Director of WEILBURGER Graphics GmbH



**Caption:** Arno Dürr – Sales Director of WEILBURGER Graphics GmbH



**Caption:** Logo WEILBURGER Graphics GmbH

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**Caption:** PrintCity | Alliance Member

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**On Top.**

Weilburger is one of the most important developers and manufacturers of functional coatings and lacquers for industrial and consumer goods plus special coatings for the graphics industry. Weilburger coating solutions create values and convincing product benefits everywhere, worldwide and in all industrial sectors. They preserve and protect, enhance functions and embellish your products. They give your products an unmistakable look and feel. They work on metals, plastics, wood and foil and also on glass, ceramics, paper and cardboard. ► Weilburger functional coatings and lacquers create surfaces which are precisely what people worldwide are looking for.

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