

Press Release

"O. KLEINER AG - three innovations in its diamond jubilee year"

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**O. KLEINER AG presents** three innovations at its diamond jubilee:

O. KLEINER AG celebrates, this year, its 60<sup>th</sup> anniversary. It is immensely gratifying on this auspicious occasion, to be able, to present a milestone in the history of the company.

14 years after production (on an Indigo Webstream) of the first samples of digitally printed material in Wohlen, we are proud to announce the launch of our **Digital-Center**.

Digital printing has gained ever more importance in Flexible Packaging. A quantum leap has been achieved in this technology with the advent of the HP20000 – Hewlett Packard's latest model. Its print width of 736 mm will open up entirely new opportunities to the Flexible Packaging Industry.

The world's first 100% commercial, fully functional HP20000 machine has been installed at O. KLEINER AG and is about to start production.

A further highlight of this celebration year is the launch of the new O. KLEINER AG trademark **BRAINYPACK™** - which replaces PacXpert™ - the packaging solution which ensued from a close co-operation with Dow Chemical.

The user friendly pouch with a recloseable screw cap is available in various sizes, is easy to empty ("glug-free") using the integrated handles. In addition **BRAINYPACK™** offers tremendous advantages for transport, storage and disposal.

**BRAINYPACK™** is versatile in its applications (for food and non-food products in quantities from 2 to 20 litres), available transparent and white opaque and is printable in all three O. KLEINER AG processes. Its inherent lightness and ease of emptying mean considerably less weight, volume and costs for disposal than those of conventional rigid packs.

Thanks to the minimal use of production raw materials and energy, as well as the opportunity to utilise O. KLEINER's carbon-neutral films and laminates, the pouch possesses an excellent sustainability profile.

**Flexo Printing Department** - in addition to the above, February of this year heralded the installation of a new W&H 8+1 colour press. The additional (+1) printing station is ideal for the application of matt and sealing lacquers or alternatively for high opacity white base cover. It can achieve HD quality and has an in-line visual control system.

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