

Reel Appeal Retrofits Digital Finishing Machine with Phoseon Nexus ONE™

UV LED technology delivers better quality finishing and improved offerings for curing inks and varnishes

Reel Appeal has been providing labels and leaflet labels into the market for over twenty years now. They primarily supply the chemical and agrochemical industries but in recent years have branched out into cosmetic, cans/beers and many other markets. With the latest digital printing presses, they have the ability to print labels for every market. They have several finishing lines, all off-line, to complete the required embellishments that the market now requires. Cold foiling, hot foiling and tac-tiling are all done on site along with the pattern varnishes and special laminates.



Reel Appeal decided to retrofit one of their Rhyguan finishing machines with the Phoseon Nexus ONE™ 375 air-cooled UV LED curing system to improve their offerings for customers. Upgrading their machine from UV to Phoseon Nexus ONE enables them to print and varnish using LED technology.

According to Barry Lewis at Reel Appeal:

“Our customers are noticing a better finish when over-printing with a Thermal Ribbon, when using UV LED curing.”

“With the LED we comfortably run the machines at 50 mts/min. We could go faster with LED, but we are often limited by other finishing production processes. Currently we are happy that 50mts/ min as it fits in with our current production needs.”

Easy Integration with Nexus ONE™

Reel Appeal states that the finishing machine with Phoseon Nexus ONE is clean, quiet and compact. The Nexus ONE integrated into to the machine seamlessly and is very easy to operate. Nexus ONE UV LED curing solutions offer many benefits to printers and converters including a 5-year warranty. Nexus ONE premium UV LED curing lamps deliver maximum power and dose of UV energy for the flexographic markets where high performance is a key requirement.



- ✓ Higher profits through increased press uptime
- ✓ Proven long lifetime in manufacturing environment
- ✓ Scrap is reduced with increased yields
- ✓ Rugged, field-tested industrial design for narrow web presses
- ✓ Easily replaceable protective glass plate

Sustainability

When it comes to sustainability for Reel Appeal, UV LED technology offers a ‘Greener’ option for the business moving forward. They see the drive toward LED becoming more and more of not just a requirement, but in time being ‘best practice’. As Reel Appeal switches out older UV lamps, that are still in use, to UV LED lamps, they are expecting to reduce cost by decreasing energy consumption.



About Reel Appeal



Communicating innovation and flexibility with products is at the forefront of Reel Appeal’s aims. They pride themselves on excellent customer service and with an experienced production team, there is no project too big or too small. All of their products can be tailor made to fit customers’ needs. Reel Appeal is pleased to report that after finishing their 20th year in business, they’ve had continually increased their production year on year and see LED being a contributing factor to continue the growth.

Upgrade your press today!

Are you interested in UV LED technology? Excelitas Technologies offers fully integrated solutions for narrow-web upgrades that consist of station-by-station building blocks including light sources and Nexus Tower power and control systems. Visit our website at www.phoseon.com.