

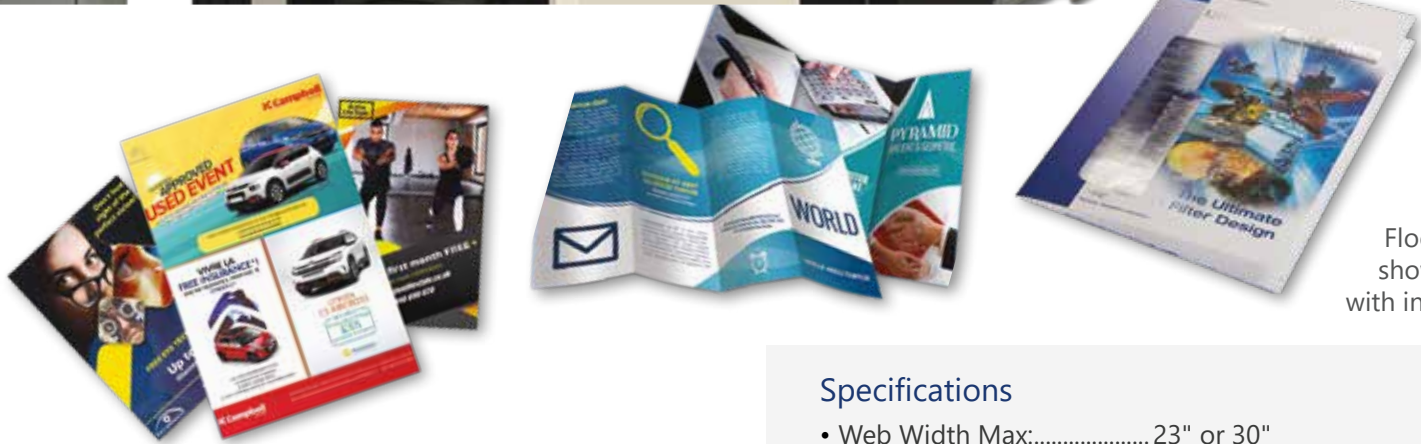


Embellishment Solutions

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for the Printed Web

# Embellishment Solutions Flood Coating For Printed Webs



FC 23  
Flood Coater  
shown in-line  
with inkjet press

## Flood Coating the Web

Coating is an easy embellishment that adds value to the finished product, making them stand out from the rest. The FC 23 Coater can apply Aqueous or UV coatings using an easy to make-ready system that is completely self-contained. MBO America's long history in the commercial print space taught us that the majority of finishing lines for the direct mail and advertising markets included a coater to add value to the ad piece. Look to the FC 23 to add value to the personalized messaging provided by your Continuous-Feed Inkjet press.

### Specifications

- Web Width Max:..... 23" or 30"
- Coating Type..... Aqueous and UV
- Application method..... Anilox Flood Coat
- Max Web Speed ..... 500fpm
- Drying Type..... IR and UV
- Configuration ..... Vertical Stand Alone
- Interface..... Type 1 Self Contained
- Location..... In-line with Press or  
In-line with Finishing
- Changeover..... Cassette & Sleeve
- Laydown ..... Single Side or  
Double Side

Application, environment, operator skill and substrate conditions could affect published ratings.

# Embellishment Solutions Spot Coating For Printed Webs

## SC23 COATER



Quick Change Sleeves



Image Cylinder Sleeve and Plate

### Spot Coating the Web

Adding a tactile or visual uniqueness to the finished product greatly improves the conversion rates for direct mail and advertising. The SC23 Spot Coater applies a registered UV coating to a select part of the image, matching the printed image and focusing the viewers curiosity. The anilox based system with flexible plates makes it easy to add additional value to any press or finishing line. Look to the SC23 to add value to the personalized messaging provided by your Continuous-Feed Inkjet press.

### Specifications

- Web Width Max:..... 23"
- Coating Type..... UV
- Application method..... Anilox Coat / Plate Cylinder
- Max Web Speed ..... 500 fpm
- Drying Type..... UV
- Configuration ..... Vertical Stand Alone
- Interface..... Type 1 Self Contained
- Location..... In-line with Press or  
In-line with Finishing
- Changeover..... Cassette & Sleeve
- Laydown ..... Single Sided to Either Side

Application, environment, operator skill and substrate conditions could affect published ratings.

# Embellishment Solutions Contour Cutting For Printed Webs



Magnetic Flexible Dies

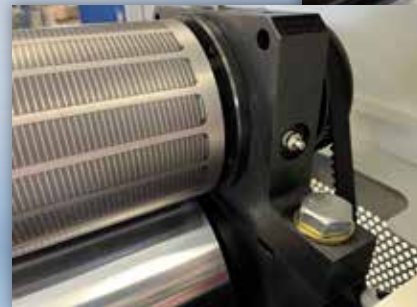


Image Size Changes

## CC23 CONTOUR CUTTER



### Contour Cutting for Appeal

Advertising pieces with contoured shapes, internal windows or custom shape tear outs add visual uniqueness to the finished product and greatly improves customer interaction and conversion. Using flexible magnetic plate dies, the CC23 can cut custom shapes or perforations in the web, that ultimately provide an interactive embellishment, drawing in the viewer. The tear out shape and edge scallop example above is the tip of the iceberg to the capability of the CC23. Enhance your direct mail and advertising print from your Continuous-Feed Inkjet press with contour cutting from MBO America.

### Specifications

- Web Width Max:.....23"
- Cutting Cylinder .....Magnetic
- Anvil Cylinder .....Solid Surface
- Max Web Speed .....500 fpm
- Repeat .....Matched Cylinder
- Configuration .....Vertical Stand Alone
- Interface.....Type 1 Self Contained
- Location.....In-line with Press or  
In-line with Finishing
- Changeover.....Flexible Die Plate/Cap Change
- Cutting Ability.....Kiss, Through, Perf, Emboss

Application, environment, operator skill and substrate conditions could affect published ratings.

# Embellishment Solutions Dynamic Perforation & Scoring



**DPS60**



Multiple Scores & Perfs

Multiple Anvil Durometers

## Adding Value to Finishing

The experience of the recipient is enhanced when perf and score lines can be added to match the print. Add these features to any press system or finishing system with the smallest footprint in the industry. Dynamic or static perf and score patterns, both in-line and across a web, enhance marketing products. Engaging and interacting layouts with buck slips, business return slips, coupons, bang tails and T-perfs increase conversion rates.

The soft anvil scoring feature adds further value by reducing fold cracking, especially on digitally printed products. The scoring capability prepares the fold lines at full speed and enhances the final result without an offline touch or reduction in productivity.

The DPS 60 is capable of in-line operation with an Inkjet press or as a module in a roll fed finishing line.

## Specifications

- Web Width Max:.....23" or 30"
- Blade Placement..... 1" to 80"
- Anvil Material ..... Soft
- Max Web Speed ..... 500fpm (subject to config.)
- Interface..... Nearline or In-line
- Configuration ..... Modular, Scalable
- Stock Range ..... 40gsm to 250gsm
- Pattern Capability ..... Static or Dynamic
- Registration..... Closed Loop/Mark
- Tooling ..... Perf and Score
- Pattern Direction ..... Cross and In-line
- Programming ..... Local, Remote

Application, environment, operator skill and substrate conditions could affect published ratings.



mboamerica.com  
609.267.2900  
sales@mboamerica.com

4 East Stow Road, Suite 12, Marlton NJ 08053