

# NARROW WEB CONVERTING NEWS

Addressing the Needs of Tag, Tape & Label and Short-Run Converters

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## TWO-SIDED TREATING COMES OF AGE IN NARROW WEB APPLICATIONS



**Enercon's TL-MAX II Sided Treater**

There has been significant growth in narrow web requirements for two-sided printing. Examples of two-sided printing applications include tags and labels carrying information and decoration on both sides, and short runs of packaging materials that can be accommodated on narrow web presses. While meeting the demands of these applications, the narrow web treater must also be small enough to be installed in the minimal space available on the narrow web press.

Enercon has developed the TL-Max II Sided Treater, a compact narrow web treater that can handle the requirements of two-sided printing. Here the "Max" stands for

capability not size. The TL-Max II provides the smallest possible machine mounted component that is compatible with long-term operational reliability and over-all maintenance requirements. Both your press operators and maintenance personnel will thank you for considering their needs when you purchase treating equipment that meets expanding market requirements in the narrow web industry.

The TL-Max II Station is small enough to easily mount right after the unwind section (stand) or just above the first station on most narrow web printing presses. Complete installation instructions are provided with each TL-Max II system.

Contact your local Enercon representative for pricing and availability or call Rick Young, Narrow Web Sales Manager, at 414-250-3187.



**The TL-MAX II features assemblies that unlock for easy cleaning and maintenance.**



### **INSIDE:**

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# THE BARE FACTS ON MAINTENANCE

Tips On Maintaining Your Enercon Corona Treating System.



## Utilize Enercon's Preventative Maintenance Program

Take advantage of all the Preventative Maintenance Program has to offer...

- Inspections
- Operational Checks
- Cleaning
- Spare Parts Inventory
- Adjustments
- Calibrations
- Training

**AND BEST OF ALL SAVINGS!**

Let us do the work! And why not ... we have top of the line equipment and experienced field engineers to ensure that your system is running at maximum performance.

Call Customer Service today at (414) 255-6070, to find out how you can take advantage of this program.

## Installations Made Easy with Enercon's Discounted Start-Up Service

Enercon recently introduced a discounted start-up service for our narrow web customers who are unfamiliar with the installation and use of corona treaters.

As part of the service, an experienced Enercon Field Service Engineer will review your treater installation, making sure that everything has been done correctly. Or, if you prefer, the Field Service Engineer can supervise the actual installation of the treater.

Once your corona treater is up and running, the Enercon Engineer will provide hands-on training for your operators, as well as routine care and trouble shooting training for your maintenance personnel.

To take advantage of Enercon's discounted start-up service for narrow web, call Ted Cox or Paul Reed at 414-250-3151. They are ready to tell you more about this new service and provide you with a comprehensive pricing package.

## NARROW WEB SALES TEAM EXPANDS

Due to increased activity in the label and narrow web marketplace, Enercon is pleased to announce the addition of several Narrow Web Sales Representatives to our team. Our representatives will ensure that Enercon customers receive prompt service and after-sale support. If you are interested in finding out more about Enercon Narrow Web Treating Systems, and how they can benefit your operation, contact your local representative. Contact information and territories are seen on the map below. All other areas may contact Rick Young at Enercon, at 414-255-6070.

### MARTY OLSON

5903 Bryant Lane  
Invergrove Heights, MN 55077  
Ph: 612-910-2993

### MILESTONE SALES

P.O. Box 557  
Bath, OH 44210  
Ph: 330-665-5159

### THOMAS ASSOCIATES

6B Colonel Drive  
Bourne, MA 02532  
Ph: 508-759-2849

### DDU ENTERPRISES

2909 Oregon Court  
Torrance, CA 90503  
Ph: 310-781-1199

### GRAPHIC PRODUCTS CO.

100 Sonning Road  
Irmo, SC 29063  
Ph: 803-781-7818

### PNA

2221 Swallow Lane  
Lewisville, TX 75067  
Ph: 972-317-4691

### AAA Press International

3160 N. Kennicott Ave.  
Arlington Heights, IL 60004  
Ph: 847-818-1100





# RICK'S RAMBLINGS ...

Is this an exciting business, or what? Who could have predicted the technological growth of the flexographic printing industry thirty years ago? Some of us remember the skeptics referring to our industry as "rubber stamp printing."

Nobody is saying that now!

Since the "good old days," our working tools have drastically changed. Today's presses offer quicker change over, increased run speed, and much better register. These more sophisticated presses are required to run a wide variety of non-porous substrates while printing with water based and UV curable inks. To accomplish this,

some help is needed. Today's print jobs are made possible with help from ancillary equipment such as, but not limited to, edge guides, web cleaners, static eliminators, dryers, UV curing systems, and corona treaters. Is it no wonder that operators require more technical training and enhanced skills?

We at Enercon understand that training is not a one-time thing. It is consistently needed as a refresher for the old pros and as an essential beginning for the novice. That is why we offer free corona treating training at *your* factory on *your* presses, running *your* print jobs.

We know that for you to consistently produce the best quality print jobs possible, it is vital that you get maximum benefit from your Enercon Corona Treater both for now and for many years into the future.



## Can Corona Treating Enhance Your Profits?

The answer to this question is a resounding "Yes!"

The secret to profitable converting is really no secret at all ... it's just common sense. Appropriate selling prices, materials cost control, minimal scrap and a fast, efficient converting process will always yield converting profits.

Corona treating *cannot* help you establish a selling price ... but corona treating *can* help make your prices more competitive by reducing your scrap *and increasing* your production speeds.

Corona treating *cannot* control the cost of materials from your ink or your film supplier ... but corona treating in-line on your press *can* provide you with a wider range of material alternatives, and in many cases can, in fact, reduce your actual usage.

Corona Treating *cannot*

make your press run any faster than it was built to run ... but corona treating *can*, in many cases, allow you to increase your effective process speeds.

Converting profits are no accident. They result when all of the factors in the converting process are in harmony. This means a successful partnership between the press, the substrate and the inks. In-line corona treating is like a catalyst in the converting process. It brings the partners in the process, the ink and the substrate, together, promoting a successful result- adhesion.



Educational Seminars Scheduled for September '99 December '99

The U.S. Converting Industry is rapidly recognizing the significant advantages of utilizing water-based and UV-cured inks in place of solvent based materials. This brings about the strong probability that water-based and UV-cured inks and adhesives may play an increasingly important role in your converting future. Our one day program, presented by experts in the field, covers topics including: films and plates, retrofitting your press, corona treating, ink handling, UV curing systems, press operation, and much more. Our program is scheduled to take place **September 30, 1999** in La Mirada, CA at the Holiday Inn Select, and on **Dec 16, 1999** in Columbus, OH at the Concourse Hotel.

*It's an event your company can't afford to miss!*

Please contact Lisa Topp (414-250-3163) or e-mail: [LTopp@enerconmail.com](mailto:LTopp@enerconmail.com) to receive your personal invitation.