



# NEWS

2nd Quarter 2005

## Surface Treating Technology

Visit eNEWS on the web for the latest developments in surface treating technology: [www.enerconind.com/enews](http://www.enerconind.com/enews)

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## Exclusive preview of the most complete surface treating exhibit at CMM Booth #1421



See page 2 for all the details!

## Douglas Hansen selects Enercon flame treater for Polytype line

As a leader in the converting industry Douglas Hansen is continually on the lookout for new technologies that improve their products and productivity.

The company has now turned to Enercon for several PowerFlame™ surface treaters for their coating and laminating lines.

The company's first Enercon flame treater will be installed on a Polytype extrusion coater and laminator.

Douglas Hansen serves a broad market base involved in the converting industry, including pressure sensitive labels, flexible packaging, pressure sensitive tapes, automotive sealants, and the medical industry. Their customers include such blue chip firms as 3M, Avery Dennison, and SC Johnson.



Enercon's PowerFlame™ flame surface treater provides sophisticated control of your treatment process

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## Here's your CMM sneak peak ...



**Tom Gilbertson**  
VP Application  
Engineering

## with 4 reasons to visit Enercon's CMM booth #1421

Having a plan of attack when you walk a trade show makes good sense. It's your job to come away with information you can use to help make your operation more profitable.

Enercon's CMM exhibit is loaded with useful information on a variety of surface treatment technologies, including atmospheric plasma, corona and flame technologies will be represented as well as a new device that measures selected film properties.

To help you plan your time appropriately let me give you a sneak peak at what you'll see at the show:

### 1. New Plasma3™ Pilot Line

If you haven't had a chance to see a Plasma3™ system in person, CMM will be your chance.

Enercon is exhibiting a new Pilot Line concept for trialing atmospheric plasma. This pilot line will be added to Enercon's laboratory in Wisconsin and other pilot lines are being installed in Europe and Japan. These lines are available for Enercon customer trials.

Plasma3™ has broken ground for long lasting treatment, treatment of difficult to treat substrates and

advanced surface functionalization. You might be aware that Plasma3™ specializes in applications requiring stringent surface specifications, improved hydrophilicity and precise surface coating performance. Don't miss this rare opportunity to see a plasma treater first hand.

### 2. Interactive corona exhibit

Enercon has a powerful array of corona treating systems and many of them will be featured in a new interactive exhibit.

You'll be able to determine how different roll styles match up with different electrode types.

Do you know the difference between Enercon's Bare-Roll and Universal-Roll Treaters?

Do you know which roll coverings match up best with which electrode types? Stop by booth 1421 and you can find out.

And if you have UltraWide lines you'll find our ThermoGlide™ of particular interest. It virtually eliminates electrode warping caused by thermal expansion.

### 3. Flame treatment technology

Enercon's flame treaters are ready to set new standards for reliable web handling and flame treatment.

PowerFlame™ burner technology is ideal for extrusion coating/laminating, paperboard and aluminum converting applications.



**Visit our interactive corona exhibit to learn how electrodes and rolls match up.**

Our CMM exhibit will feature PowerFlame™ burners and a presentation on the benefits of Enercon's sophisticated and easy to use electronic flame control.

### 4. New Lab Device Measures Film Properties

Controlling web tension is key to successful film extrusion and conversion. Enercon's new Tension Tuner™ offers a powerful new way to scientifically measure selected properties of the substrate to improve incoming, outgoing and process quality control.



**Enercon's new Tension Tuner™ is ideal for measuring film properties in the laboratory.**

You can reduce set-up time and product waste by taking the guess work out of your operation with the new Tension Tuner™.

See you at the show!

# Treater on HP Indigo Press improves productivity

Haney PRC serves as a comprehensive industry resource after the design process all the way to the full print run. In order to provide its customers with the most innovative and high quality prototypes and mock-ups, brothers Dan and Matt Haney have invested in an impressive collection of printing technology.

One of the company's breakthroughs has come through its use of Enercon's corona treating system on its HP Indigo digital web press.

"You have to understand a little bit about how the Indigo and some of the other digital printing technology work," explains Dan Haney. "They all require some sort of coating treatment for the ink to adhere to various substrates. The manufacturers of the ink systems specify a solvent-based coating for plastics. We found by using the Enercon corona treater, we can use HP Indigo's aqueous-based Sapphire coat-

ing on film. That's something we've done [and] found that it works," says Haney.

"We understand what corona treating is about. We suspected that [Sapphire] may work on film, if boost-treated. It worked better than expected. We had no idea that it would be this consistent. And it's been one of the major reasons we've been able to do what we're doing, and that's a fact," Haney maintains. "Sapphire dries immediately and is easy to work with."

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**Haney also believes with this new method of treating film, digital printing can finally find its niche in the converting industry.**

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In its successful use of Sapphire on film, Haney commends Enercon's corona treater for allowing the company to push the envelope. "Enercon is a top-notch company, the kind of com-



**Haney PRC defies conventionality by boost-treating film on its HP Indigo Press** company we want to associate with. They are best in class. They think strategically, make good equipment, and invest in technology and R&D."

Haney also believes with this new method of treating film, digital printing finally can find its niche in the converting industry.

For the complete article please visit [www.pffc-online.com/mag/paper\\_model\\_mockups](http://www.pffc-online.com/mag/paper_model_mockups)

## **e New Resources**

### **New website [www.enerconind.com/treating](http://www.enerconind.com/treating) provides depth and improved navigation**

Enercon's new website is making a huge impression on search engines and site visitors from around the world.

As expected the new website covers all the bases when it comes to standard product information. But it exceeds expectations as a rich resource for application stories, and technical articles/papers.

The site also features links to key industry partners, detailed technical support information and much more.

Improved navigation allows visitors to find key product information quickly and easily.

Of special interest to readers of this newsletter is an archive of Tom Gilbertson's technically speaking articles.

This series of articles provides insight to help improve your operation's productivity.

Ryan Schuelke, Enercon's Marketing Technologist and Web Master, says "It's our job to deliver valuable & insightful content to our web visitors in a concise and easy to find format. We did extensive research on the type of information our customers wanted and it's reflected in the new site."

The site's depth of information and easy to use navigation make it destined for your favorites list.



**The new website is loaded with product data, technical articles and troubleshooting advice.**

# Enercon expands global surface treating operations

Enercon is pleased to announce a significant expansion, as well as the addition of several sales professionals to the company's global surface treating operations.

Enercon Industries Ltd. is now providing surface treating sales, engineering, and technical service and support for the European converters and extruders.

**Richard Bull**, Managing Director of Enercon Industries Ltd. says, "This is a positive and exciting step forward for the company, allowing us to provide customers with an even more comprehensive level of sales, technical and after sales support across Europe".

New Enercon team members such as **Mercedes Tur Escriva** will play a key role in delivering comprehensive support. Mercedes will work with Enercon cus-

tomers on two continents as Regional Sales Manager for Latin America, Spain, Italy and Portugal. Mercedes has over five years experience assisting companies in the converting and extruding industries. And her passion for supporting her customers will be well appreciated by her new clients.

Meanwhile Enercon has added **Eddie Gray** to its Asian Sales team. Eddie is an industry veteran with more than a decade of industry experience in Asia. His extensive background includes developing surface treating solutions for converting and extruding applications. Eddie will work closely with **Jason Hua** who is based in Enercon's Singapore operation.

Enercon has also added **Jim Ludwig** as Sales Manager for Narrow Web and Three Dimensional treaters. Jim's enthusiasm and customer focused approach will be greatly appreciated by Enercon's customers.

All three have completed extensive training programs and are actively working with



**Eddie Gray, Mercedes Escriva and Jim Ludwig have joined the Enercon Sales Team.**



**Enercon Industries Ltd. in the UK is now supporting converting and extruding surface treating needs in Europe.**

Enercon's Sales Rep Network to serve Enercon's customers around the world.

## 2005 Industry Events

### BRASILPLAST

Booth A02 / B01

April 4 - April 8 in Sao Paulo, Brazil

### CEMA Coating /Laminating Conference

April 17-18 in Chicago, IL

D. Markgraf to present

### CMM 2005

Booth 1421

April 18-21 in Chicago, IL

### ASEANPLAS 2005

Booth 3F15

April 27-29 in Singapore

### TAPPI European Place Conference

May 23-25

Vienna, Austria

R. Wolf to co-present with Equistar

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