

THE TREATING EDGE

BARE ROLL
COVERED ROLL
UNIVERSAL ROLL

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3rd Quarter 2000

Enercon Provides Hands-On Look at Label Expo 2000

Don't miss Label Expo 2000, where Booth #1239 will feature Enercon's latest advancements in corona treater technology. The new TL MAX narrow web treater and its companion Compak 2000 power supply represents a new generation of powerful and easy to use narrow web treating systems. Both systems are engineered with a minimal footprint to optimize performance and operator convenience.

Less Space. More Power.

Enercon will exhibit two TL MAX systems; one configured to treat both sides of the web, and one to treat a single side. Its special electrode configuration delivers up to 100% more treating power while requiring 28% less mounting space. The TL MAX is simple to install and easy to maintain. Visitors to the booth will be able to examine the

compact system's easy to use features including a new electrode design that simplifies maintenance and increases electrode life.

Supplying the power to the TL MAX is the new Compak 2000 which will also draw a great deal of attention with its innovative design. The Compak 2000 offers convenient plug-in connections for ease of installation, a compact size, and state-of-the-art power conversion. The Compak 2000 may be outfitted with many performance-enhancing control options. The system also features a new enclosure design that simplifies maintenance.

The Compak 2000 is also partnered with the XL narrow web treater. The Enercon XL is ideal for single side treating applications and will also be on display.

Enercon Displays Technology in Shanghai

As part of Enercon's continuing world-wide marketing efforts, Enercon recently participated in the Chinaplas Trade Show in Shanghai, China held July 4-8, 2000.

Assisting General Sales Manager, John Smallshaw, were Jason Hua from Enercon's Singapore office and Enercon Agent, Yang Mu from Webcon. The show was very successful as customers from over 74 companies stopped by the Enercon stand to discover more about Enercon and our corona treating capabilities.

Enercon was invited to a reception organized by the American Consulate in Shanghai to meet key industry leaders of the plastics industry in Shanghai.



Observing a photo of Enercon's ultra-wide web treating system are attendees from Dalian Tiancheng Packing Material Company in Dalian, China. Pictured left to right: Kou Xi Qi, Assistant Production Manager; Jason Hua,



INSIDE:

*Technically
Speaking:*
Corona Treating
vs.
Top Coated Stock

CEMA Coming to Enercon

CEMA (Converting Equipment Manufacturers Association) will be holding their Annual Fall Meeting September 21-22, 2000.

The meeting will feature a tour of Enercon Industries' facilities, including its headquarters for surface treatment manufacturing and its research and development center.

Other highlights include a Product Liability Workshop, committee meetings and a membership breakfast meeting.

Registration for the Fall Meeting is free for CEMA members, and \$175 for non-members. Contact CEMA at 973-379-1100 for more information.

TAPPI and Paper, Film & Foil Launch Venture

The Polymers, Laminations and Coatings Division of TAPPI has formed a long-term venture with *Paper, Film & Foil Converter Magazine* for publication of division news and the technical papers generated by division activities. This agreement will provide a greater outlet for information on film extrusion, extrusion coating, laminations and other related topics.

David Markgraf (Enercon) and David Bentley, TAPPI PLC members, worked with the magazine to develop this venture.

The September issue of *Paper, Film & Foil Converter* will be the first issue to contain the new supplement.

Narrow Web Station Designed For Blown Film

There's always something new at Enercon. Pictured at right is our narrow web (18") blown film treating station. It was designed to treat LDPE layflat with high slip on two sides, running at 200 fpm. The station is powered by Enercon's new Compak™ 2000, flip-top power supply. The one kW power supply provides more than enough watt density for the 1/8" segmented, 18" treat width on two sides.



New Reference Tools Available

We've developed new reference tools for our customers, *The Corona Treating Quick Reference Card* and the *Corona Treating Quick Reference Card on Roll Care*. The cards are a convenient size with short, concise information. The *Corona Treating Quick Reference Card* describes basic information necessary when selecting a new treater station. The *Corona Treating Quick Reference Card on Roll Care* is the perfect handout to keep close to your corona treating stations, describing how and when corona treating rolls should be cleaned.

If you would like to receive a copy of these cards, please call us at 262-255-6070.

NARROW WEB APPLICATION CONSIDERATIONS

Corona Treating and Top Coating

by Tom Gilbertson, Vice President - Application Engineering

This article is part of a continuing series that will briefly address some technical aspects of properly applying corona treating equipment to converting or extrusion processes.

A growing challenge for many narrow web converters is printing on plastic. Many converters will elect to corona treat the substrates while others will purchase top coat material. When is it best to treat and when is it best to top coat? A good question that we've begun to investigate. I'll share some of our initial findings and at the end of this article I'll invite you to share your experiences and enter your name into a drawing for a great prize.

Tag, tape and label printers work primarily with paper substrates, and only on "special" jobs are they confronted with plastic substrates. For most narrow web converters the answer to assuring quality on those "special" jobs is to purchase top-coated material. Top coated substrates are converted with the use of corona treaters and provide a surface much more accepting of inks than uncoated polymers.

Some narrow web firms have found high value niche markets. Health and Beauty, Wine/ Beverage and Airline markets demand high quality impressions on polymer labels. Narrow web converters serving these markets, as well as those regularly printing on plastic substrates, typically add a corona treater to their press. Their use of top-coated material is limited or eliminated all together.

Why the difference in approach? Some of our narrow web customers have told us that it's a matter of economics. One of our customers relayed the following scenario to us. His potential material savings from purchasing uncoated material is 3.5%. Based on his yearly volume and the average price of a corona treater, he expects to achieve equipment payback in 18 months.

Some converters will aggressively use their material cost savings to reduce their job quotes in an

attempt to win more business. Obviously this type of strategy must be evaluated on an individual basis. Market factors including your customers, competitive climate and your organization's ability to react to a changing product mix will all play a role in achieving your goals.

Another customer reported that he believes top-coated stock reduces die life and increases dot-gain slightly. Both these factors would impact the decision to go to corona treating. Performance issues such as these are difficult to measure and results often vary between converters. That's one of the reasons why I'm interested in getting feedback on this topic.

Another issue I'd like to receive feedback on is the potential material cost savings of using non-coated stock. Earlier I mentioned a customer informed us of a 3.5% savings. I know this is too high a number for some substrates and too low for others. We've developed a brief survey on our web site to help us gather more information regarding this subject. Log-in at www.enerconind.com/nwsurvey, complete the survey and enter your name into a drawing for a great prize. In a future issue we'll share our findings.

In the meantime feel free to contact me at tgilbertson@enerconmail.com or 262-255-6070 or via fax at 262-255-7784.

Regards,



2000 SCHEDULE OF EVENTS

<u>SHOW/CONFERENCE LOCATION</u>	<u>DATE</u>	<u>FACILITY/BOOTH PRODUCT</u>
◆ Label Expo USA	Sept. 12-14, 2000	Chicago, IL, Booth #1239 Rosemont Convention Center
◆ TLMI Annual Meeting	Oct. 15-18, 2000	Palm Beach, FL
◆ CEMA Fall Meeting	Sept. 21-22, 2000	Brown Deer, WI
◆ TLMI Annual Meeting	Oct. 15-18, 2000	Palm Beach, FL
◆ CEMA Winter Meeting	Feb. 8-9, 2001	San Antonio, TX
◆ CMM 2001	April 23-26, 2001	Chicago, IL McCormick Place
◆ CEMA Coating & Laminating Seminar	April 22-23, 2001	Chicago, IL
◆ CEMA Annual Meeting	June 6-8, 2000	Heron, OH

Enercon will participate in many other regional shows throughout Europe, Asia and South America.
Please contact Enercon at (262) 255-6070 for details.