



Plate mounting tapes for increased efficiency

tesa® Softprint plate mounting tapes for label printing

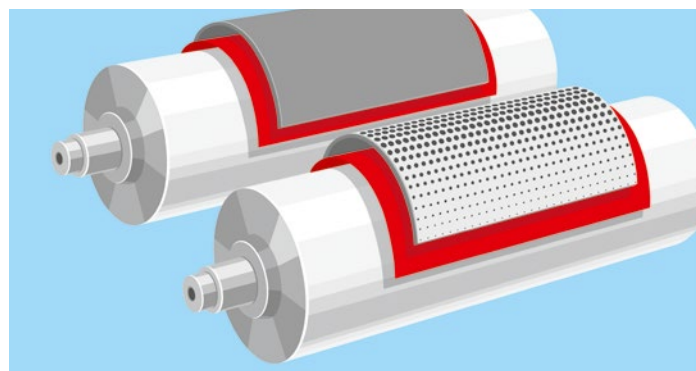
The market of self-adhesive labels is characterized by a high degree of innovation and diversity. New ideas for label materials and designs are constantly generated by brand owners and their advertising agencies to influence consumers' first impressions at the point of sale.

Label printing companies need to react to changing demands of their clients with a high degree of flexibility and efficient production processes to keep their costs under control.

Improved
flexibility for
lean production
processes

High flexibility for quickly changing print jobs and volatile requirements can be achieved by standardized processes and a streamlined stock of consumables.

Our “Medium” foam hardness of our tesa® Softprint assortment for flexographic label printers offers the perfect compromise to print solids, screens, and line work with just one single tape.



Excellent print quality is supported by our smart tape production process – leaving all foam cells intact for better cushioning and resilience over time.

tesa® Softprint purple “medium” foam hardness

Proof of quality

During the introduction of our purple foam hardness, extensive tests were carried out at various printing plants. The goal was to demonstrate that a print design featuring a combination of solids, screens, and linework could be printed with only one foam hardness without sacrificing the essence of print quality. All trials were successfully completed and showed that complexity, waste, and time could be reduced and that the streamlined processes could result in an overall cost reduction.

To cater for all different customer requirements and individual process needs, three different adhesive lines are available for each of our foam hardness categories. For further information on our comprehensive tesa® Softprint assortment fulfilling all requirements of flexographic label printing, please contact your tesa sales representative today.

Printed @ **All4Labels**
GLOBAL PACKAGING GROUP

Printing press	Gallus – ECS 340
Plate mounting tapes	tesa® Softprint STM TP 52116
Printing plate	Asahi AWP™ DEF 1.14 mm
Printing sleeve	Spilker aluminum sleeve
Ink	Flint Group Narrow Web – Flexocure Force™
Anilox	Zecher ceramic anilox
Cold foil adhesive	Siegwerk Sicura Flex E01
Substrate	Clear PP/PET



Product line	Product design	Medium	Product color code	Print motif
tesa® Softprint STM	Classic	tesa® 52016		High tack adhesive for plate mounting in unclean and cold conditions. Secure bonding with excellent resistance to edge lifting.
tesa® Softprint TP	Classic	tesa® 52116		Medium tack adhesive for reliable plate mounting under most conditions. Secure bonding with excellent resistance to edge lifting.
tesa® Softprint SEC	Classic	tesa® 52816		Low tack adhesive for easy and fast plate mounting in clean and standardized conditions. Secure bonding with excellent resistance to edge lifting.
tesa® Softprint FE	Flex	tesa® 53416		Compensating product design for demanding sleeve/cylinder surfaces. Very low tack adhesive for easy and fast plate mounting in clean and standardized conditions. Secure bonding with excellent resistance to edge lifting.

tesa® products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All technical information and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the tesa® product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.

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