

Packed with Promise

Digital cutting and creasing has finally arrived

Highcon is completely transforming the traditional folding carton finishing process by making it more efficient, flexible, and cost effective. And that's only the beginning. Using innovative digital technology, Highcon delivers the innovation converters and brand owners alike have been waiting for.



Responding to market demands



➤ **The revolution is here.**

The Highcon Euclid will change the way your company does business.

The Highcon Euclid

The Highcon™ Euclid is the world's first entirely digital cutting and creasing production machine for folded cartons.

For Brand Owners and Retailers

Today, everything happens faster. Technology has been the catalyst, but consumer demand and expectation are the forces behind it. Companies need to launch their products more quickly and reach the shelves with greater differentiation and more versioning. And with the highly competitive nature of the consumer market, brand owners want their products to stand out and command attention.

This of course leads to a demand for just-in-time delivery and shorter runs of more packaging versions — and with the customer's expectation of affordability. Now there is a solution that not only addresses these market demands, but offers more in terms of creativity and versatility. The Highcon Euclid is the world's first production-speed digital cutting and creasing machine. It brings all the benefits of digital technology to the direct-to-pack folding-carton sector.

We're opening up new possibilities for package design creativity that are in line with today's innovations. The Highcon Euclid removes the barriers that once existed. This allows brand owners and retailers to design, market and package their products the way they want to, while giving converters the tools to do it profitably.

For Converters

As a folding-carton converter you are under ever-increasing pressure to respond to your customers' requirements: faster and more responsive delivery, increased versioning, shorter run lengths and more creative designs. The need to increase value while remaining competitive and profitable drives what you do. If that wasn't already enough, you also need to show a continually improving sustainability record.

But with an entirely analogue cutting and creasing process, the opportunity for continuous improvement is tough. There are limits to how efficiently and cost-effectively dies can be produced and machines made ready, even using the latest equipment.

Days can be lost waiting for tools, to be followed by hours of expensive machine time and the high-value labour costs consumed in the set-up processes. And the designs are constrained by the limitations of the traditional dies.

Faster and more responsive delivery, increased versioning, shorter run lengths and more creative designs.

DART for Creasing

With jobs accepted from standard prepress software, and printed on either digital or conventional offset presses, the Euclid uses Highcon's Digital Adhesive Rule Technology (DART) to create the crease lines within minutes, with no need for traditional dies.

Laser Cutting

For cutting, the Euclid is equipped with multiple lasers, combined with new and innovative precision optics, delivering high-quality, on-demand cut cardboard sheets. The cutting system furthers your competitive edge by enabling sophisticated designs along with the ability to customise cartons by region, demographic or segment — an impossibility with today's analogue process.

Substrates

With a cardboard format size up to 76 cm X 106 cm (30" x 42") and from 0.3-0.6 mm, the Euclid fits seamlessly into the current production environment.

Efficiency

Turnaround times are dramatically cut, while run lengths up to 10,000 sheets become attractive and profitable. Not only can you lower production costs, but now you can gain additional work to grow your business.

Plant efficiency is increased through simplified logistics: no more die ordering, moving, storage or repair. Machine operation is simplified through an entirely digital process. The complex knowledge and skills held by today's operators are transferred to the digital era, delivering greater consistency, quality and at a lower cost.

Sustainability

With no dies in the supply chain, you can show improved sustainability, meeting the demands of major customers and staying ahead of your competition.

Packed with promise, the Highcon Euclid digital cutting and creasing machine, powered by DART and fueled by innovative technology, gives converters the ideal solution to meet today's and tomorrow's market demands.

Grow your business with:

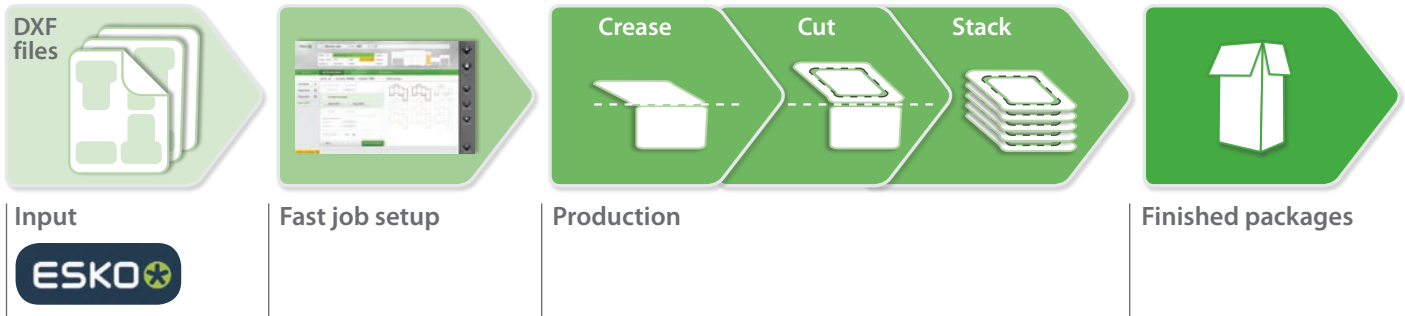
- Faster job delivery
- Increased flexibility
- Short runs at the right price
- Broader design capabilities

Increase your profit by:

- Reducing total cost of ownership
- Increasing efficiency
- Simplifying logistics
- Reducing labour costs



And all of this with improved sustainability!



Fast Facts about the Highcon Euclid

Performance

- Run speed of up to 1,500 full-size sheets/hour
- 15-minute typical job set-up time, including creation of a new DART
- Increased profitability of short to medium run lengths, up to 10,000 full-size sheets

Substrate

- The Euclid supports carton board that is 0.3-0.6 mm thick
- Supports use of different inks and coatings; DART makes the necessary adjustments to achieve optimal results

Consumables

- 3 simple components — DART polymer, DART foil and DART counter
- Patented formula
- Safe for use — no need for special storage conditions
- No click charge

Inputs

- Supports output from both conventional and digital presses, for sheet sizes from a minimum of 350 x 400 mm to a maximum of 760 mm x 1,060 mm with conventional inks, toners and electrophotography
- No need to install any new or specific software, although we recommend using Esko ArtiosCAD



Headquarters

Tel: +972 8 9101705
 Fax: +972 8 9101706
 Email: info@highcon.net
www.highcon.net