

manroland Goss rethinks packaging printing: VARIOMAN and Project GREEN at ICE Europe in Munich

Rethinking packaging printing: The focus is on the VARIOMAN packaging printing solution, which is pioneering the way for the future of printing thanks to proven manroland Goss technology. Web offset technology offers several sustainable aspects, such as printing with solvent-free offset inks. Additionally, the renowned press manufacturer is driving forward the topic of bio-based packaging barriers in the development project entitled GREEN, as a means to reduce unnecessary plastic waste in the long term.

- VARIOMAN technology ensures a more efficient packaging printing production that scores with green aspects.
- Electron beam curing offset inks enable completely solvent-free production with top print-quality and very high scratch-resistance
- The new GREEN development project offers the packaging world of tomorrow a promising option for avoiding plastic.

From March 14th to 16th, manroland Goss will be offering all visitors of the ICE Europe trade show in Munich the opportunity to be inspired by the pioneering VARIOMAN packaging printing solution in Hall 5, Booth 1814.

VARIOMAN – web offset makes the difference in packaging printing

VARIOMAN presses from manroland Goss score in many respects: quality, efficiency, sustainability. This is what makes web offset printing so popular in other sectors. Thanks to various configurations of the VARIOMAN solution by manroland Goss, everyone will find the best choice for their individual requirements – for both foil and board. In addition, compared to flexo printing and rotogravure printing processes, this is achieved in a more sustainable way with consistent high quality printing.

The use of electron beam hardening offset inks reduces CO₂ emissions, i.e., as conventional hot-air drying becomes obsolete, it leads to lower energy consumption in production. Additionally, the environment is protected by the fact that the printing inks are 100% solvent-free and significantly reduces risks in terms of explosion protection and exhaust air purification. Another advantage, especially for the food sector with folding box packaging, is that high-performance ink curing results in a brilliant and already scratch-resistant motif of the printed product – without the need for further coating layers.

The manroland Goss Group is the leading supplier of web-offset printing solutions. The company provides System Solutions for highly automated press and post-press equipment, Engineered Solutions for mechanical, automation and closed-loop upgrades for all types of presses, Service Solutions for parts and labor, tele-support and service level agreements 24/365, and E-commerce Solutions for all suppliers to the web offset industry and beyond.

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Photos can be downloaded via
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GREEN – the new bio-based barrier program at manroland Goss

In addition to quality, manroland Goss also focuses on future-oriented innovations. For example, the latest development project GREEN will be presented at ICE Europe. In this project, the press manufacturer and its cooperation partner GPD Foodpackaging are researching a barrier solution to avoid plastic waste. The company Coatible GmbH & Co. KG was founded specifically for this purpose.

More specifically, the aim is to develop a bio-based and biodegradable barrier that protects food from external influences after application to cardboard packaging. This will drastically reduce plastic consumption in form of an additional film, for example for frozen pizzas.

The manroland Goss experts team warmly welcomes all visitors to Hall 5, Booth 1814, and looks forward to a personal exchange.

For press and interview appointments, please contact:
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