

WALL DECORATION SUITE

XEIKON



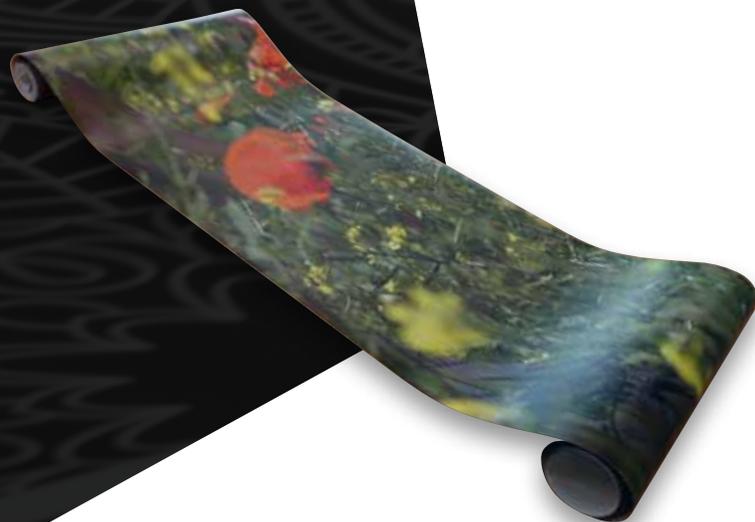
A division of **Flint**Group

WALL DECORATION

Time for a change

The wall decoration industry – and the wallpaper segment in particular – is an old one that has been slow to change. It is only the last few years that things have started to move.

Is digital printing the disruptive technology that will alter this business? The jury is still out. But one thing is certain: digital printing has carved out a new niche, and here is the solution to make it a profitable one.



A CHALLENGING MARKET

In an effort to lower capital requirements, retailers have taken to reducing their stocks, adopting just-in-time inventory policies. But, like in any other business, their customers have come to expect prompt delivery. So, most wallpaper producers are facing huge challenges. Keeping large stocks enables them to complete orders quickly and effectively, but they need enough turnover to make it viable – a tall order in the current market conditions.

DIGITAL TECHNOLOGY TO THE RESCUE

Being able to produce shorter runs cost-effectively while accommodating faster turnaround times would make life easier. But in a market dominated by traditional printing technologies, shorter runs mean more frequent make-readies of presses and converting equipment, a cumbersome, time-consuming and expensive process. And this is where digital printing technology comes in: with digital technology, set-up and make-ready costs are minimal, so small runs can be produced cost-effectively. Designs can even be printed to order. As a result, inventory and the associated risks and costs can be virtually eliminated, so end-of-life collections can be given a new lease of life and trial or startup collections become affordable.



PERSONALIZED WALLS

While digital printing is a useful and valuable extension of the traditional wallpaper business, it has also given rise to a totally new application: murals. These customized or ultra-short run wall coverings tap into the ubiquitous trends of customization and personalization and let you transform any space – be it residential, commercial or public.

With digital printing, designs are not limited to a repeated pattern and every print can be different. This also means that designs can be made to exactly fit a specific space, door and window openings included. For shops, offices, restaurants, pubs and hotels, murals are powerful branding and communication tools, enabling them to personalize their premises and to easily and cost-effectively change their décor whenever they like. Schools can use them to distinguish different areas, while playful designs in hospitals may help comfort anxious children. And finally, architects, interior designers and consumers have discovered murals to personalize their homes.

A NEW WAY OF DOING BUSINESS

With a new application comes a new business model – new to the wall decoration market that is. Digitally printed murals are typically marketed and sold online. For web-to-print mural producers, the world is without borders, offering plenty of opportunities. With the power of social media at their fingertips, they can attract orders from around the globe, printing in one location or – sales permitting – printing locally, close to the customers in question.

CREATIVE OPPORTUNITIES

And what about the graphic designers? For them, digital technology means unparalleled creative freedom. With their designs not being limited in size or restricted to repeated patterns, and with a higher resolution and a much wider color gamut at their disposal, they can let their imagination run wild. But that is not all: because there are no warehouse costs and production start-up costs are minimal, buyers can afford to spend more on the actual design. So, graphic designers only stand to gain.

WHAT THE MARKET NEEDS

In short, digital technology is a powerful and economic complement to the traditional printing techniques used in the wall decoration market, and can also make for a profitable standalone business. That is, if the technology meets all the requirements of this market in terms of print quality, lightfastness and compliance with international safety standards for wall coverings.



"This is a production-level solution, especially with the inline finishing equipment. I don't think there are any alternatives on the market."

Christofer Gimmersta
Managing Director of Rebel Walls AB



"A lot of new players are entering the market – players that are new to the wall decoration business and that are only into digital printing. They start off with an entirely new business model, typically offering photo murals and so on through online stores."

Christofer Gimmersta
Managing Director of Rebel Walls AB

ONE SOLUTION

meets all your needs

What the market needs, the market gets. With this aim in mind we have developed our Wall Decoration Suite – to meet the needs of the wall covering business. And there are at least six reasons why it will also meet yours.



PERFECTLY FINISHED ROLLS

This Suite is an all-in-one solution to print as well as finish your wall decoration in one go. It enables you to implement a fully automated workflow, which maximizes your productivity.

UNBEATABLE PRODUCTIVITY

With the Xeikon 3500 producing 600 m² per hour, you will get the fastest digital printing press on the market. Integrated with inline finishing equipment, it makes for the fastest digital production line around.

COST-EFFECTIVE SUPERIOR QUALITY AND MORE

Our presses use application-tuned dry toner. As a result, they produce impeccable quality on a wide range of substrates. What is more, you don't have to use special substrates, nor any pretreatment. This saves you time and money and is great for your productivity.

ECO-FRIENDLY, ODORLESS AND SAFE

Xeikon dry toners are eco-friendly. Because our toners contain no solvents or hazardous substances, Xeikon prints are odorless and can be disposed of safely. And last but not least, Xeikon toners comply with the European Standard EN 15102, an international safety standard for wall coverings in terms of reaction to fire, release of formaldehyde, vinyl chloride monomer or heavy metals, sound absorption and thermal resistance.

IMPRESSIVE COLOR GAMUT AND SPECIAL EFFECTS

This five-color solution offers you as wide a color gamut as possible. In addition to the four standard colors, you have access to a range of off-the-shelf and custom-made spot colors for the accurate representation of colors outside the CMYK gamut of your press as well as for special effects. Our SuperBlack toner, for example, has a density of 2.2-2.4 compared to 1.8 for normal black.

THE CHOICE IS YOURS

If you want to print more than wall coverings alone, then this Suite can be equipped with a duplex instead of a simplex press.

DISCOVER

this all-in-one solution

Whether you want to print high-quality short runs of wallpaper in standard lengths or highly individualized, custom-made murals, our Wall Decoration Suite is an all-in-one solution that will meet your needs like no other.



THE SUITE CONCEPT

Like our other application-specific suites, this one is built around a Xeikon digital color press. In addition, there are four supporting components: (1) Workflow software, (2) print media, (3) consumables and (4) pre- and post-printing equipment. These components are either developed in-house or offered by Xeikon Aura Partners. The result is a carefully selected and thoroughly tested combination of equipment, technologies and capabilities, enabling you to produce not only awesome prints, but also fully finished rolls, ready for packing and delivery.

SIMPLEX OR DUPLEX PRINTING

Depending on your requirements, the centerpiece of this Wall Decoration Suite is a Xeikon 3050, a Xeikon 3500, a Xeikon 8500 or a Xeikon 9000 Series press. The Xeikon 3500 simplex press is ideal for the cost-effective production of wallpaper and murals. The Xeikon 8500 and 9000 Series, our range of duplex presses, offers you additional flexibility, enabling you to print single-sided wall coverings but also double-sided sample books or any other application you or your customers might fancy.

SUPERIOR RESULTS

Whether you opt for a Xeikon 3050, a Xeikon 3500, a Xeikon 8500 or Xeikon 9000 Series press: true 1200 dpi resolution combined with four-bit variable-dot density allows you to print high-definition images and smooth tone transitions on a wide range of substrates. Automated quality control ensures perfect color registration and maintains color accuracy and consistency throughout print runs as well as between jobs and across presses. Our application-tuned dry toner offers the best image stability, reliability and a high degree of lightfastness, while all our presses are Pantone® licensed with a lookup table taking care of the best possible conversion of all Pantone colors. The Alpine fuser drum available on the Xeikon 3050 or Xeikon 3500, enables you to achieve the typical matte finish. The optional barcode metadata module can help to automatically identify and track your prints.

SEAMLESS INTEGRATION

All our presses come with the X-800 digital front-end, combining prepress, data processing, color management and press operation, offering seamless integration and connectivity with any market-leading PDF, design and production workflows. The inline finishing equipment, such as a humidifier for non-woven substrates, a web finishing module, a web varnishing module, a unit for accurate cutting and slitting and a rewinder, provide you with an impeccably finished product. In short: our Wall Decoration Suite can be easily integrated into a web-to-print workflow, or any existing workflow, and could therefore provide you with both a profitable standalone activity and a useful addition to your existing business.

WALL DECORATION suite



XEIKON COMPONENT CHARACTERISTICS

	XEIKON 3050	XEIKON 3500	XEIKON 8500*
Print technology	Dry toner electrophotography, web-fed printing press		
Print quality	1200 dpi, 4 bps		
Inline quality control	Automatic density & register control while printing		
Imaging size**	508 mm wide x 55 m long (20 inch wide x 180 ft long)		504 mm wide 55 m long (19.8 inch wide 180 ft long)
Nominal printing speed in 5 colors	9.6 m/min (31.5 ft/min)	19.2 m/min (63 ft/min)	12 m/min (40 ft/min)
Toner system	Xeikon QA-I		Xeikon QA-P
Color configuration	5/0 simplex 5 th station for spot color		4/4 or 5/5 One-Pass-Duplex™ 5 th station for spot color
Off-the-shelf available colors	CMYK, RGB, orange, extra magenta, white, clear UV (fluorescent), SuperBlack		
Light fastness	6-8 on Blue Wool Scale		
Print media	Paper, non-woven		
Media weight	40 - 350 gsm (27 lb text to 122 lb cover)		
Media caliper	40 - 550 µm (1.6 mil - 21.65 mil)		
Workflow	Xeikon X-800 digital front-end with MyPress GUI		
PMS reproduction	Pantone® Licensed		
Options			
Barcode Metadata	Y		
Xeikon ColorControl	Y		
Alpine fuser drum	Recommended		N
Relevant conformity	EN 15102 for wall covering		

* The Xeikon 9000 series also includes other models. The Xeikon 8500 is also compatible with this suite. See www.xeikon.com for detailed specifications.

** Maximum supported width for all paper applications: 450 mm.

Partner Network - Over the years, we have built an extensive network of specialist partners, grouped under the Xeikon Aura umbrella, enabling us to offer integrated customized solutions. This saves you time and effort trying to source all the components yourself. It also gives you peace of mind, safe in the knowledge that all these components have been validated and approved. And our network keeps on growing. An up-to-date overview of all Xeikon Aura Partners can be found at www.xeikon.com. The Aura Partners involved in the development of the Wall Covering Production Suite are listed in the table in the section describing this Suite.

Xeikon Aura

Print Media
Felix Schoeller Group
Neu Kaliss Spezialpapier
Lahnpaper
Glatfelter
Ahlstrom
Workflow software
Adobe
Pantone®
Equipment
Meech
Weko

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XEIKON INTERNATIONAL BV

T. +31 (0)117 37 50 20 - F. +31 (0)117 37 50 21
Brieversstraat 70 - 4529 GZ Eede - the Netherlands
www.xeikon.com - info@xeikon.com

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ABOUT XEIKON

Xeikon, a division of Flint Group, is a long-standing leader and innovator in digital printing technology. Grounded in the principles of quality, flexibility and sustainability, Xeikon designs, develops and delivers web-fed digital colour presses for label and packaging applications, document printing, and commercial printing. These presses utilise different imaging technologies, open workflow software and application-specific consumables.

As an OEM supplier, Xeikon also designs and produces plate makers for newspaper printing applications. In addition, Xeikon manufactures basysPrint computer-to-conventional plate (CtCP) solutions for the commercial offset printing market. For the flexographic market, Xeikon offers digital platemaking systems under the ThermoFlexX brand name. ThermoFlexX systems provide high-resolution plate exposure combined with unique plate handling, flexibility and unmatched productivity

In 2015, Xeikon joined Flint Group to create a new "Digital Printing Solutions" division for the leading global print consumables and solution provider to the packaging and print media industries. Flint Group develops and manufactures an extensive portfolio of printing consumables. These include a vast range of conventional and energy-curable inks and coatings, pressroom chemicals, printing plates and equipment, printing blankets and sleeves, and pigments and additives for use in inks and other colorant applications. Headquartered in Luxembourg, Flint Group employs some 7900 people. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves.

For more information,
visit www.xeikon.com

direct. dedicated. digital.