

BROHL WELLPAPPE WHERE PRINT IS KING



GERMAN INDEPENDENT INVESTS IN STATE-OF-THE-ART FLEXO PRINTING CAPABILITIES FROM BOBST AND JB MACHINERY.

BY DANIEL BRUNTON

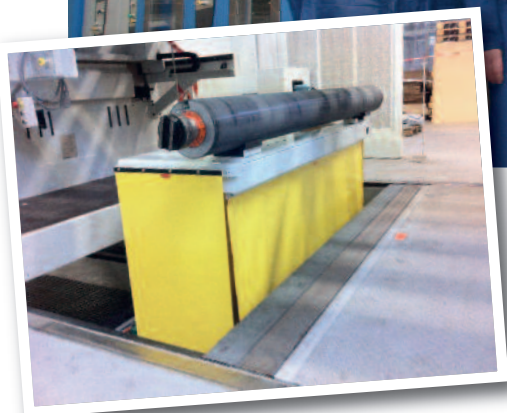
Established in 1778, Brohl Wellpappe GmbH & Co KG is a seventh generation family owned business which now specializes in the production of a wide range of corrugated products, satisfying many demanding customers with top quality performance packaging and high quality print. The company started life as a paper mill, and took its first step into the production of corrugated board in 1953. With spiralling costs, it decided to close the paper mill in 1996 to concentrate wholly on corrugated.

Today, the company employs 556 people and generates annual turnover in excess of Euro 82 million (\$110 million). It operates four production sites in Germany: Mayen (headquarters), Föhren (litho print and litho laminating facility), Niederzier (sheet plant with co-packing and fulfilment), Sinn-Fleisbach (sheet

plant for large format boxes) with a sales and distribution warehouse in Wittlich. In addition, the company also has a wholly-owned sales office in the Netherlands. With a large proportion of customers being in the food and beverage sector, the company supplies corrugated packaging solutions to customers throughout Germany and neighboring countries. An alliance with Offset Packaging in Kent, England, allows for penetration and representation in the UK market as well.

With a clear emphasis on the production of high quality printed packaging, Brohl has a great deal to offer its customers. Flexo pre-print, flexo post-print, litho lamination and also digital. "We are all about print," states Detlef Boltersdorf, Joint Managing Director. "We are able to offer customers the complete range of print types,

MARCEL TERMAAT OF CORRUSYSTEMS (SALES AGENT FOR JB MACHINERY), MAXIMILIAN BOLTERSDDORF, DETLEF BOLTERSDDORF (OWNERS OF THE COMPANY), JAKOB PETERMEIER (HEAD OF CASEMAKER DEPARTMENT) AND RUDI KLAPPERT, PLANT DIRECTOR.



ANILOX ROBOTIZED TROLLEY

making us flexible and cost-effective. We have seen growth in demand for quality printed packaging — whether it be offset displays for the likes of Aldi or Lidl, right through to flexo pre or post printed cases for Heineken. We are perfectly placed to undertake all styles of work thanks to the investments we have made in the latest flexo, litho, litho-laminating and digital printing equipment.”

Growth in Mayen

In 1999, the company more than doubled its 161,000-sq-ft headquarters factory in Mayen, and in late 2000, started up a new Agnati 98-inch corrugator, which is still



running at the factory to this day. The corrugator is able to produce B-, C-, E- and F flute, and in combinations of FE, EE, BC and EB doublewall. It produces 861 million sq ft of board each year and runs about 10% pre-printed liners, specifically for beer boxes. The plant, which employs about 180 people, runs double corrugator and triple converting shifts.

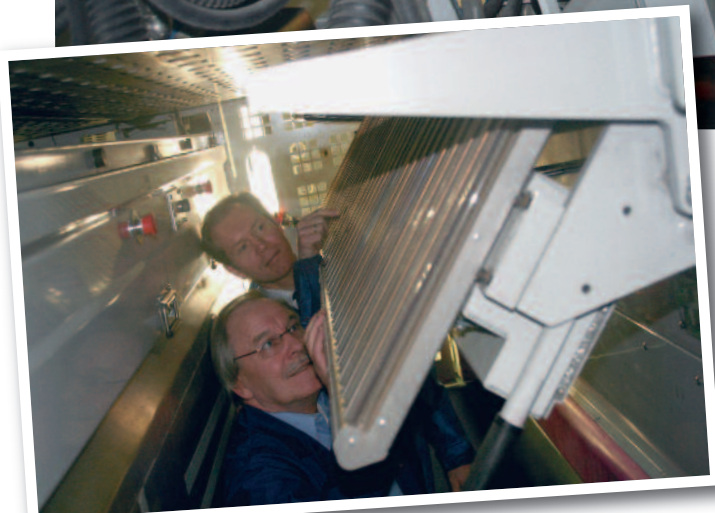
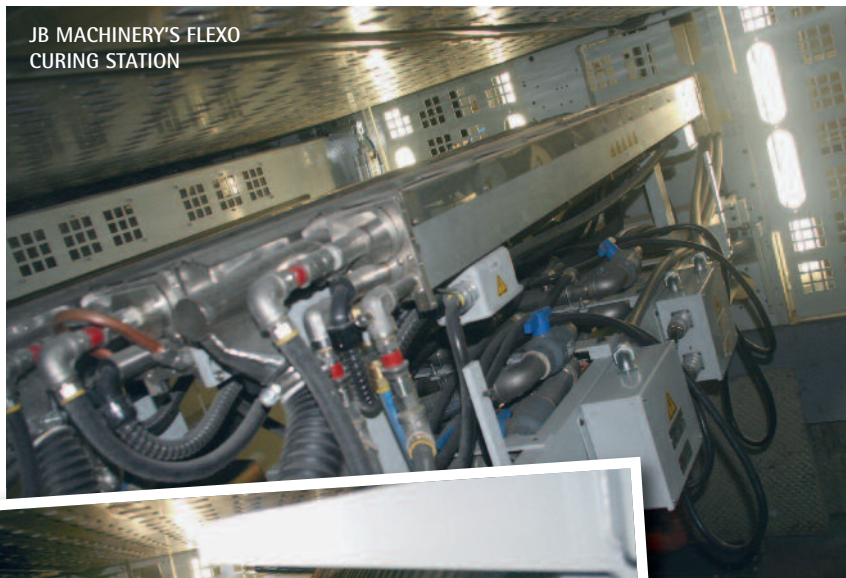
The converting hall is well equipped, and specifically adapted for high quality print. Predominantly a Bobst Group ‘operator,’ the factory houses a four-color Martin 618, a five-color 924 NT and the recently installed seven color 924 NT RS. There are also dedicated printing and diecutting lines, including a four-color Masterflex in-line with an SPO-160, a four-color SPO-2000, a two-color Mastercut and a two-color 1600 flatbed diecutter. The company undertakes its gluing on a Bobst Domino specialty gluer and a Jagenberg Diana which was installed in

2003. A total of 28 flexo print units are in operation in this one plant alone, a staggering number.

The new Bobst FFG 924 NT RS at Mayen is a seven-color ‘Rapidset’ machine geared toward high graphics applications, in particular shelf-ready packaging and point-of-sale materials. The line features continuous vacuum transfer which, along with its JB dryers and DuoTechnik cooling system for ink viscosity control, ensures the ability to deliver high quality print. Fast, robotized anilox roll changing and on-board register control with print quality checking means that the line is ideal for today’s demanding brand owners.

The machine is equipped with seven FFDX Final Flexo Dryers (IR) after each flexo color station, along with seven KleenPlate plate wash eliminators. Furthermore, it is equipped with an FCS Flexo Curing System (UV) prior to the diecut and folding sections. The combined

JB MACHINERY'S FLEXO CURING STATION



MARCEL TERMAAT AND RUDI KLAPPERT EXAMINE THE JB DRYING SYSTEMS FITTED TO THE BOBST FFG 924 NT RS.

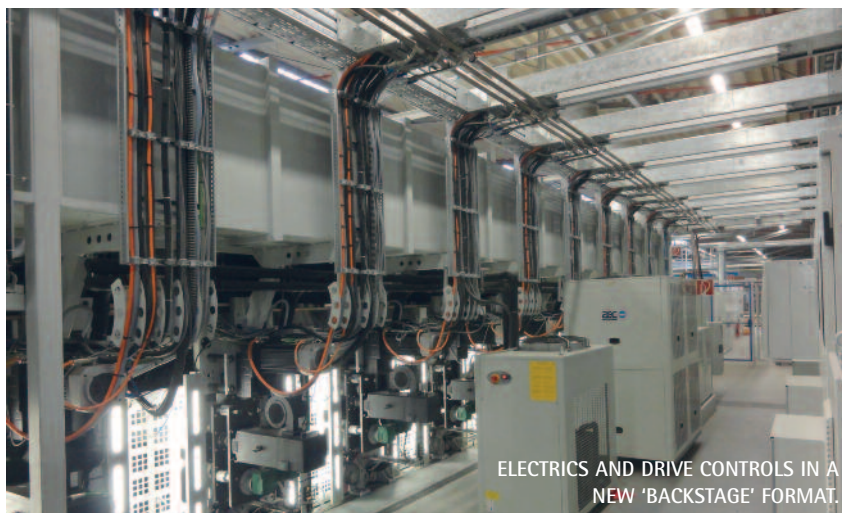
systems, which were installed by JB Machinery, enable the machine to dry trap four-color process, with two spot colors or one spot color followed by an aqueous primer and a UV or aqueous overprint varnish on coated stock at speeds between 50 and 80% of full machine speed, while finishing in a single pass. Gloss levels have been reported at 80-90 points on a 60 degree gloss meter, which is unheard of in corrugated, particularly when running an in-line process at speed. "Clearly with the quality and speed capabilities that Brohl can achieve on the new FFG 924 NT RS, KleenPlate became a natural fit, eliminating the need to stop and wash plates, while ensuring a perfectly conditioned plate surface for optimized print quality whether running solids or

intricate tonal work," explains John Bird, President of JB Machinery Inc.

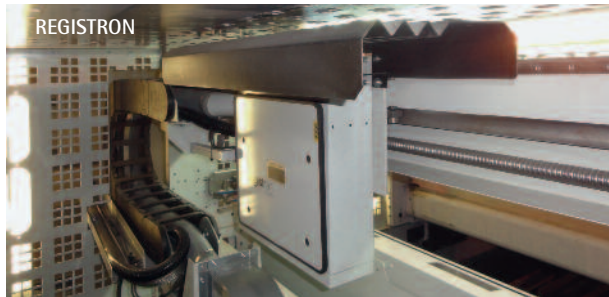
"We opted for a machine with seven colors to allow us to print ultra high

quality," states Boltersdorf. "For us, it was not about the fast setup achieved running three- or four-color jobs back to back, it was about being able to run the same color on two stations to ensure 'flood' coating and depth of color on the boxes. We have seen an increase in demand for aqueous and UV coating too, so the addition of the JB dryers and UV curing system was necessary to allow us to produce excellent quality at high production speeds. Having visited several installations running JB dryers in the USA, we decided to put dryers on every print unit. Add to this the open architecture of the 924 NT RS and we can easily run at over 12,500 sheets per hour in seven color, full drying mode."

This machine is no ordinary installation. Brohl specified that electrics and drive controls be housed in a new 'backstage' format. The photo below clearly demonstrates how the various suppliers worked together to create a well positioned and easy to maintain plant. Bobst also supplied the machine as if it were a nine-color unit — the last two flexo units house the iQ300, Registor and UV flexo curing systems. "Power consumption on the face of it could have been an issue for us," explains Rudi Klappert, Plant Director. "However, analysis has showed that the power consumption can be



ELECTRICS AND DRIVE CONTROLS IN A NEW 'BACKSTAGE' FORMAT.



controlled very well, in part thanks to the way in which the dryers can function in zones. It means we can target the IR drying where it is needed, rather than having to run the dryers at maximum across the whole width of the machine."

Ongoing Investment

"Investment is a critical part of the way we run our business," explains Maximilian

machines for our speciality plant in Fohren where we produce litho laminated products."

The ASAHI AP1713TSG (1700 X 1300) and the AP1600M2 TSGR (1600 X 1100) are both top feed machines that are capable of running solid board, laminated and corrugated board with a high degree of accuracy. The two machines will be installed side by side with the AP1600 being a right hand mirror image machine

Boltersdorf, Joint Managing Director. "Every plant receives equal attention and just recently, we decided to purchase two of the latest ASAHI fully automatic flatbed diecutting

allowing the two platforms to be connected with control of the two machines from the same side. Both machines will be equipped with a fully automatic in feed system that allows the substrate to enter the feed section automatically.

"It was also at our Föhren plant where we also installed the first ever Agnati/Stock in-line laminating line a few years ago. It is working well for us and is testament to our strong working relationship with BP Agnati." Maximilian Boltersdorf concludes. "The success of our business is the investment we make in modern machinery, but also our people. We are a seventh generation family business, and ultimately, people buy from people and we never lose sight of that fact." ■

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