



ZELLER+GMELIN

Metal Decoration

Sales Conference 2024

EXPERTLY DONE.

Agenda

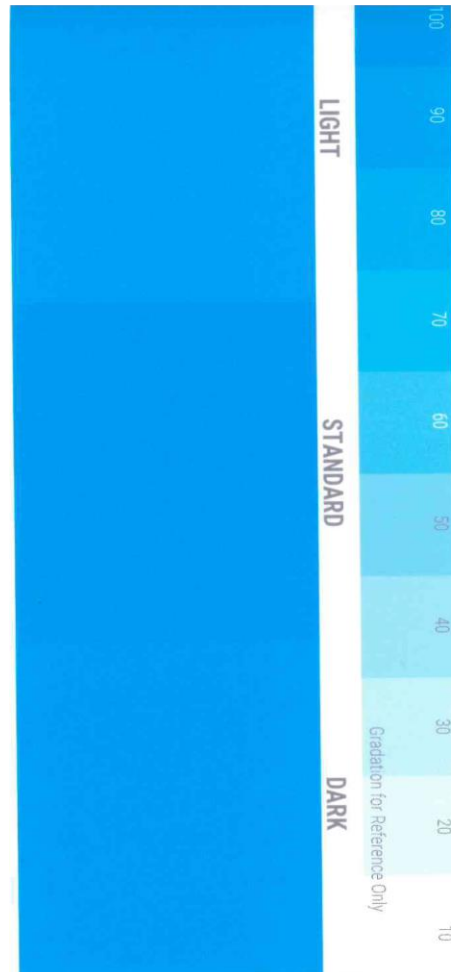
1. Part 1

- + Digital Color Cards
- + MetalCure U30 Premium Ink series
- + MetalCure U37 General Line Ink series

1. Part 2

- + Success Story

Sales Conference 2024 Metal Decoration



Company Zeller+Gmelin
Creation date 2023-06-20 08:51:29
Viewing Conditions
Spectro

O30-ZBG01SR

Customer Name	Trivium		
Inquiry Reference	ColorMatch	Item Number	225669
Type of Request	Ticket		
Color Type	Standard	L*	44.67
Product Description		a*	-27.2
Printing Process	Offset Printing	b*	-56.81
Surface Finish	No Varnish	C	62.99
Light Fastness	8	Ethanol	+ h 244.42
Alkali	+	Solvent	+
Substrate	ConsortRoyal		
Substrate Simulation	<input checked="" type="checkbox"/>		

Disclaimer: the colours shown are only for visualisation and are not a binding colour sample! Zeller+Gmelin GmbH & Co. KG, Schlossstraße 20, 73054 Eisligen/Fils, Germany. Postfach 13 65 73054 Eisligen/Fils. Phone + 49 7161 802-0. Fax: +49 7161 802-290. info@zeller-gmelin.de.

cma | imaging Digital color card powered by cma colorportal enterprise cloud-based color computing software.

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MetalCure U30

- + Best Performance regarding ink Laydown
 - + Reduced Filmweight 1,2gr/m²
 - + No change of color shades
 - + Higher Gloss Level
 - + PTFE free

Market Launch April

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MetalCure U37

- + Standard ink series for General Line
 - + Lightfastness max.5 or lower
 - + Economical Pricing

Customer testing starts May 2024



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Success Story

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Where everything started...

TRIVIUM
PACKAGING



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Facts and figures about



- + 7500 employees worldwide
- + About 50 plants around the globe
- + Annual revenue of about \$3.3bn
- + Wide product range of metal packaging



Aerosols



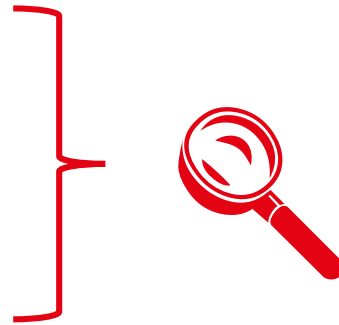
Two piece cans



Three piece cans

How to get into business?

- + On-site technical consulting:
- + Mainly 6 color presses in use
- + Job structure with 6 (*or more*) colors
- + Conventional inks in production



Additional milestones...

- + Same coloristic properties UV and conventional
- + Interchangeability
- + Every additional plant will use the same assortment
- + After sales:
- + On-site training for press operators
- + Regular meetings with the OSG-Team

Flächendeckungen - hohe Farbschichten

• Was ist zu erwarten?
Die tiefschwarze Fläche, bestehend aus 2x Schwarz, wird in der Tiefe nicht vollständig ausgehärtet, da die dunkle Farbe einen Großteil an UV-Energie absorbiert. In der Folge kann Druckfarbe abreißen.

Aufbau von UV-Druckfarben

Pigment + Bindemittel + Initiator + Additive = Fertigprodukt

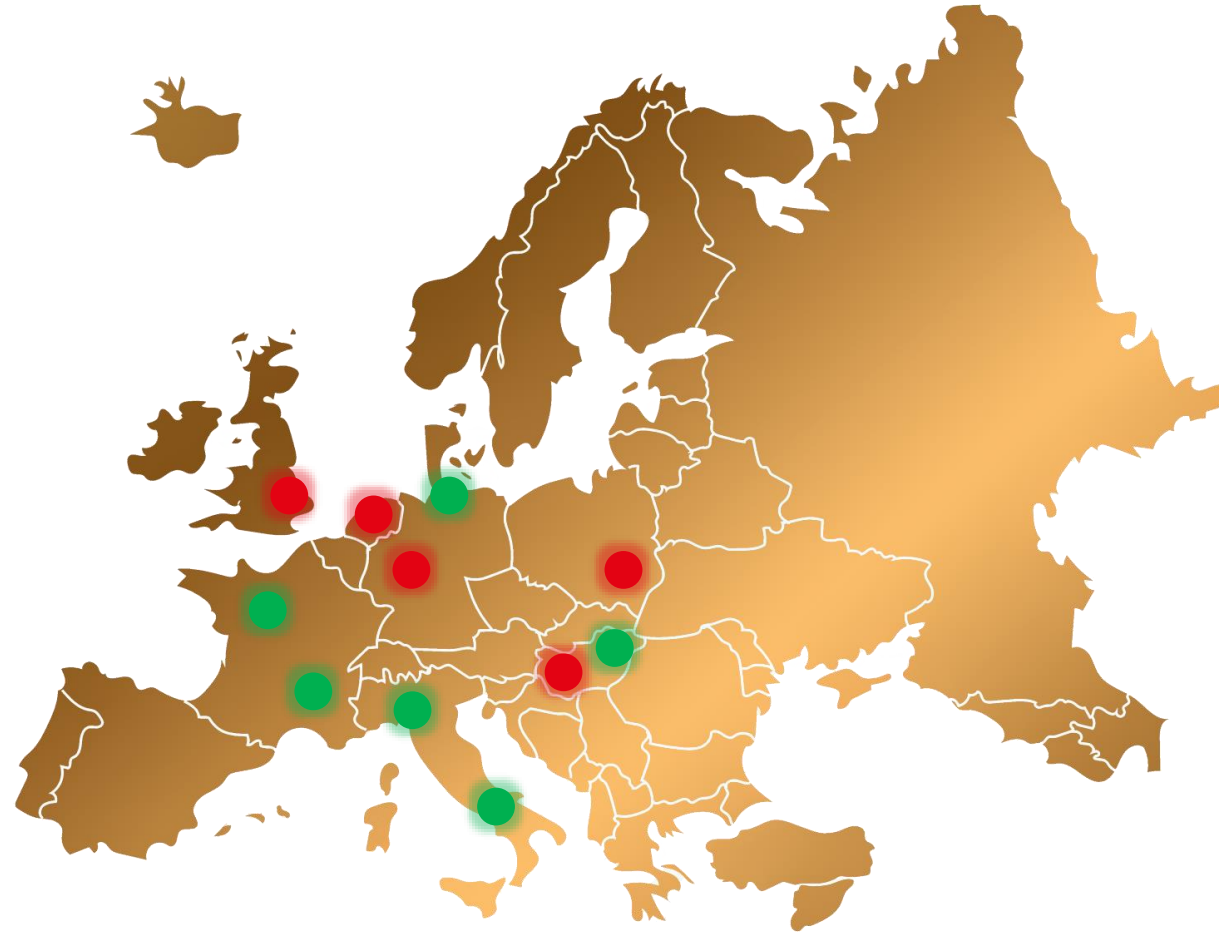
1x Weiß
Zwischentrockner 1x)
1x Schwarz
Endtrockner 4x)

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... and where we are today on in future

TRIVIUM
PACKAGING



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Thanks for your attention!
Stay tuned...