

FOR IMMEDIATE PUBLICATION

Zeikon announces VariOne – the true differentiator automating variable data for image creation

Lier, Belgium, 8 November 2021 – Zeikon has announced VariOne, a new variable data generation tool for Zeikon's X-800 digital front-end. This integrated software innovation can immediately generate and print unique creative designs, based on an image or on vector graphics, in endless complex patterns. Zeikon's VariOne is a true differentiator and has been developed and designed to add value and benefit brand owners, designers, illustrators, printers, converters, and consumers. VariOne can achieve the highest levels of variable imagery possible today. Demonstrations can be run by appointment and the new VariOne will be commercially available as an option for systems running X-800 version 7.00 or higher.

Jeroen Van Bauwel, Director Product Management, states: "Print is becoming more customised and valuable. With VariOne, Zeikon has taken a significant leap forward in its research and development and now offers completely new horizons for differentiation. With VariOne it is possible to create thousands of unique and individual clips from a base design. With our new integrated variable data solution built into Zeikon's digital front-end, the possibilities for producing unique images are limitless on both our dry toner and inkjet presses. The Zeikon strategy is to extend the capabilities of its X-800 workflow even further and expand the range of possible applications."

Differentiating products to meet consumer demand is a continuous challenge for brand owners. Consumers are willing to pay a premium for personalized goods, and they are on the lookout for products that uniquely express their personality and that can be shared on social media such as Instagram and Pinterest. In the fight against counterfeiting, which can impact consumer safety, brand owners are looking for new software technology solutions with extra image and text capabilities, and with hidden techniques to track and trace items such as unique patterns and images, hidden codes and guilloches. VariOne can be used as a tool to add an extra layer of security.

With Zeikon's VariOne, personalised image creation can be fully automated within the printing process. The software functionality achieves random selections from zero to millions. This variable data application offers endless uses and endless variations. What sets this innovation apart is the immediacy of the process. VariOne can immediately process, format and print unique creative designs featuring variable patterns with random elements and the widest gamut of colour combinations. Unique designs can be created on the fly and in minutes in a variety of unique patterns. This new innovation is a breakthrough and a complete game changer.

The advantage of VariOne lies in the complete uniqueness of each design, which can be driven by the database or randomly created from bitmap or vector-based images, creating new and unusual designs in millions of shapes, styles and surreal effects. Brand owners will be able to utilise this opportunity in a variety of sectors with different applications for fashion magazines, retail catalogues, tourism marketing, promotional materials for football competitions or film festivals, as well as high-end label and packaging applications.

For decades, cost has been the differentiator in our industries, but with the ever-rising costs of consumables and labour, it has now become virtually impossible to be successfully competitive based on that variable only. The focus has shifted to efficiency gained through automation. The new functionality of VariOne is the next

step in efficient and sustainable variable data production, and VariOne also enables big savings in time and cost, both in prepress and in the pressroom. Van Bauwel concludes, “Xeikon is taking mass customisation to new levels with an explosion of creativity which will add value for everyone in the supply chain in a million ways. Xeikon’s VariOne has taken a complicated prepress process and made it immediately fast and flexible.”

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 printing machines work with different imaging technologies, open workflow software and application-specific consumables.

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 consumables for the printing industry. These include a vast range of conventional and energy-curable inks and coatings, press-room chemicals and pigments and additives for use in inks and other colorant applications. The Flint Group is based in Luxembourg and employs around 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 about Xeikon, visit www.xeikon.com and for Flint Group, visit www.flintgrp.com or contact:

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