

Leonhard Kurz at Luxe Pack Monaco:**Packaging trends and product finishing innovations**

Fürth/Germany, 2 September 2016: Leonhard Kurz, a specialist in sophisticated decoration solutions, will be presenting a whole host of ideas for current and future packaging refinement at Luxe Pack Monaco from 21 - 23 September 2016. With the aid of its "Brand" packaging series, the company will demonstrate a range of innovative and novelly implemented decoration processes for a variety of materials.

On display will be its new finishing technology called "Metallized Heat Transfer", that allows Kurz to produce metallized and individualized multi-color designs for its customers. This process provides a cost-effective way of adding decorative serial numbers, barcodes, QR codes or personalization to packaging. The latest examples of high speed decoration using Inline Foiling, a process that can conjure brilliant metallic effects onto glass and plastic containers, will also be demonstrated. Inspiring overprinted metallic designs for paper and card stock can be produced using the cold foil transfer technology, which will also be displayed. A special highlight will be the "Foil on Fabric" series, comprising flacons and bottles that have been covered with foil-finished and overprinted materials. Visitors will be guided through the exciting future of hot stamping, with novel holographic designs that exhibit fascinating optical illusions with their spectacular depth effect or surprising tactile effects.

The Digital Metal process, which was developed by Kurz, will be demonstrated by means of a refined perfume packaging and a serialized pharmaceutical packaging. Trade fair visitors will be given the opportunity at 9:30 am on 22 September to attend a "round table" on the topic of "Personalizing your Packaging" and be comprehensively informed about Digital Metal finishing technology. Stefanie Schmid, a product manager at Kurz, will give a presentation on the possibilities for uniquely decorating products and tailoring them to individual consumers using Digital Metal.

Packaging design that reflects social trends

The packaging series "Box in Box" that will be presented at Luxe Pack aims to highlight current trends. In their trend report for this year, the Kurz design department has identified four current developments that serve as the design basis for the individual boxes. The four boxes stacked inside one another represent four societal trends. Novel diffractive designs with a refined, softly flowing velvet look and a tactile appearance, or fluidly overlapping holographic lens effects with no fixed contours, serve as tools for expressing these trends. Opulent, extensive golden-colored ornaments and striking stamped structures have also been employed to depict general, overarching industry trends.

At the Kurz booth DB 11 in the Diaghilev Hall of the Grimaldi Forum, visitors to Luxe Pack will be able to familiarize themselves with the latest design trends and technical innovations.

Kurz at Connect2Luxury:

Kurz will also be represented at the special event Connect2Luxury, which focuses on digital transformation in the luxury segment. At its booth AC 33 in the atrium of the Grimaldi Forum, Kurz will be demonstrating the connection of the real and virtual worlds. Kurz will present a VR headset that allows visitors to immerse themselves in the fascinating virtual world, and interactively explore an imaginary environment. They will be able to retrieve information from a virtual smart phone - similar to how they can access product data via a Kurz app in the real world.





Photo: Kurz

Glass flacons from the Kurz Brand series, decorated by means of the Inline Foiling process



About KURZ: The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With 4,700 employees in twelve production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

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