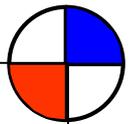


CODIMAG

# VIVA 420



**CODIMAG**  
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## SELF ADHESIVE LABEL AS MARKETING TOOL



The self adhesive label market has been for at least 20 years now the most dynamic and innovative sector in the graphic industries.

Labels are not only a way to indicate the brand or nature of a product. They have become a

## THE VIVA 420 SOLUTION

Despite its dynamism, the label industry has been under pressure on prices for a few years already. If shorter runs are well-covered by digital and intermittent-feed technologies, longer runs are often produced on rotary flexo machines, with lower print quality than offset and higher cost of pre-press and tooling.

Versioning and shorter shelf lifetime of products have pushed the market into short runs. At the same time, price pressure has shown decreasing margins from printers. Therefore, label printers must clearly find solutions for higher efficiency, mainly by reducing set-up times and material waste.

fundamental factor of success for a product, as they contribute to consumer seduction and consequently to commercial success of a product. The brand image of a product is transmitted through labels, and therefore design and quality expectative are increasing.

Product shorter life curve and product segmentation have impacted the way modern labels are designed. Stocks, originality, visual impact... All is good to differentiate from competition.

Along with the product manufacturers, legal requirements and consumer demands have brought changes on labels. Besides marketing aspect, labels must integrate information regarding product and safety.

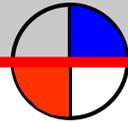
All those requirements have led printers to offer innovative technical solutions, with printing process combination to get the best out of each, always trying to reach higher level of print quality.

This trend goes together with a search for higher performance to deal with demand for shorter runs.

For label printers, all those matters represent challenges and opportunities which make the label market very dynamic.

With a 420mm width, a 19" print cylinder base, and speeds up to 12000 iph in intermittent mode, the VIVA 420 can respond to printers needs in terms of productivity for medium and long runs, but always maintaining short set-up times. No need of size tooling; adjustments to go from one job to another are minimal. Therefore, machine flexibility is very high.

According to quality requirements, standardisation, know how and organization of each print shop, CODIMAG offers the VIVA 420 range in two versions: ANIFLO Offset or Letterpress, with combination of hot-foil stamping, flexo varnishing, embossing, or screen-printing...



## THE OFFSET SOLUTION: VIVA 420 ANIFLO

### CODIMAG faithful to Waterless Offset for optimum quality

Since 1999, CODIMAG offers Waterless Offset technology on the VIVA 340 range of presses, specialized on short and medium runs for the label industry. Offset remains the most common technology in the graphic industries. Pre-press improvements combined with higher quality expectative have allowed offset development on the self adhesive label industry, beyond the traditional wine label sector.

No special file or colour separation is required. Print results are predictable and file exchange between

printers and their customers is simplified all over the world. Offset allows reaching higher print quality easily and its high level of standardisation allows answering locally to global specifications from international brand owners.

With waterless offset, it is possible to go even further and get higher densities and finer dots and lines, in positive but also as reverse type in solid areas.

The elimination of dampening system allows avoiding ink/water balance issues, especially at low speed. The temperature issues encountered by the pioneers of Waterless Offset are far away now, as machines can run in extreme conditions without air conditioning when fit with quality temperature regulation systems.

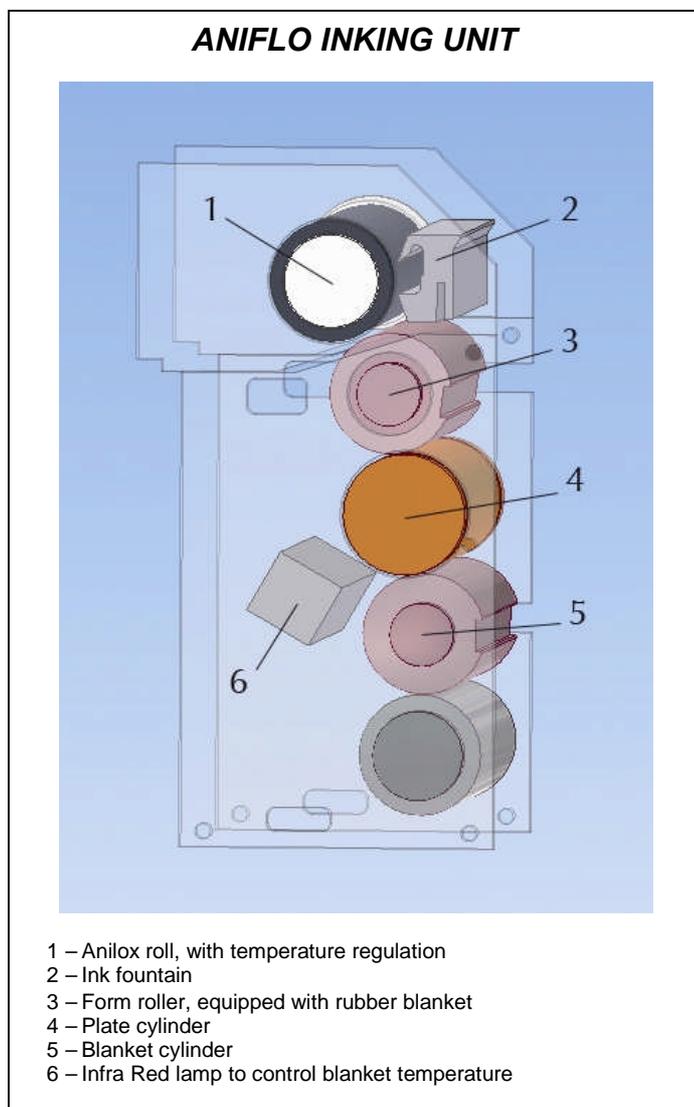
### ANIFLO Offset inking

In order to confirm efficiency on quick set-up and low waste, CODIMAG has committed to ANIFLO anilox offset, a new technology which has been proven on sheet-fed presses.

Based on 4 cylinders of equal size, ANIFLO inking allows maintaining offset quality on a print unit where inertia is reduced to minimum. An anilox roll delivers a constant ink film to a form rubber roller, which gives ink to the plate and from the plate to the blanket.

#### Main advantages of ANIFLO inking:

- Inking rubber rollers, which are sensitive to UV inks and solvents, do not require anymore regular adjustment. With ANIFLO, form roller and blanket cylinders are equipped with the same rubber blanket, which can be easily dismantled and form roller pressure to the plate is set with bearers in order to guarantee inking precision and stability.
- ANIFLO is a keyless inking system. There is no more need to regulate ink keys, as ink film is controlled by the anilox roll. Temperature settings on the anilox and blanket will modify ink viscosity to allow a density adjustment to the customer's needs.
- Better reactivity and less wastage, thanks to quick colour adjustments, made possible through very low thermal inertia in the system and elimination of all intermediate kneading rollers.
- No more ghosting as all 4 cylinders have the same size.





## LETTERPRESS SOLUTION ON VIVA 420

If rotary letterpress machines have lost ground to rotary flexo presses, letterpress technology has remained quite dynamic in intermittent mode.

Thanks to magnetic cylinders, plate mounting and skewing is easy and fast. No double-sided tape or mounting tool is required.

Letterpress inking can be adjusted thanks to segmented ink blades and motorized fountain roller. Printers do not have to rely on anilox

rolls or pre-press adjustments to get a print faithful to the proof. The inking capacity guarantees good high density solids for PMS colours, equivalent to flexo technology.

Letterpress being very present on the self-adhesive label market for many decades, process is still very well mastered and appreciated by many printers.



## COMBINATION PRINTING ON VIVA 420

Combination printing with the best of each technology allows each printer to differentiate himself from competition and serve its customer with high end labels.

It allows to answer virtually any needs on a market where innovation, image and as a result label design is more and more the key to success.

Every application as an answer:

- wine with offset, hot foil, embossing and even screen
- cosmetics with screen, offset, hot foil
- ...

The label can be printed in line in one path. The result is best register between the processes, no time and material lost in second/third path and optimal productivity.

## HOT FOIL STAMPING

In order to guarantee low production costs, the VIVA420 offers a cylindrical hot-foil stamping unit working with 1-mm magnesium plate.

The cylindrical solution makes the pressure control easy and guarantees production speeds superior to flat-bed units, especially in a 420 width.

Thanks to servo technology, the hot-foil stamping unit offers distortion adjustment as standard, and allows a foil feeding regulation through a foil saving system.

## EMBOSSING

The VIVA 420 gives an economical solution of photopolymer embossing, male female.

The unit can be equipped with 2 magnetic cylinders for quick plate mounting; and with the innovative Gap Master system in order to control embossing depth precisely.

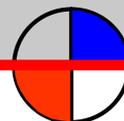


## SERVO DRIVE ON VIVA 420

The VIVA 420 uses the last generation of servo control developed by B&R Automation. The machine is built around a simple architecture with independent print unit controls, able to communicate through a fast bus. The network system allows a higher flexibility and an access to all the system components, making diagnosis much simpler.

- Independent control of each print unit gives a optimum flexibility.
- Register and print quality is improved by eliminating complex mechanical gearing.
- Communication bus allows access to all press elementary functions, and register control from main control touch-screen panel.
- Control panel uses a touch screen with intuitive interface to ease press operation.
- The operation interface includes wide monitoring and diagnosis functions, with access to all motors and controls of the press. Those functions are also accessible through Modem connection for remote diagnosis.





## TECHNICAL SPECIFICATIONS

### Variable size through electronic drive control

- Minimum repeat length : 8" (200 mm)
- Maximum repeat length :  
17" (432 mm) Offset  
18" (457 mm) Letterpress
- Full rotary at 19" (482,6 mm) : Letterpress only
- Incrementation 0,0002" (0,005 mm)
- Maximum mechanical speed: 12000 imp/h

### Unwind

- Lateral web guiding system is integrated in the standard machine
- Maximum roll diameter: 39" (1000 mm) or 900 lbs (400 Kg.)
- Standard shaft : 3" (76 mm)
- Maximum web width : 16"4/8 (420 mm)
- Minimum web width : 8" (200 mm)

### Printing

- Register control between colours is accomplished by moving the print units
- Lateral register (running) :  $\pm 3$ mm (1/8")
- Maximum print width : 16"4/8 (420 mm)
- Modular design from 1 to 6 units, straight web path without idle rollers
- MBS-5 IST UV dryer after each unit, with linear power adjustment to speed and water-cooled bases.

### Offset printing

- Anilox with chamber blade inking
- Anilox temperature control
- Form roller equipped with blanket
- Waterless Offset plate
- Infra Red for Blanket temperature control
- Modular design from 1 to 6 units, straight

### Letterpress printing

- 2 form rollers : 153,6 and 87 mm
- Steel-base photopolymer plates : 0,73mm
- AP ink duct lever system
- Motorized ink duct cylinder

### UV flexo varnish

- Pan roller and negative blade on anilox
- Option : magnetic cylinder for 1 mm steel-base plates

### Hot-foil stamping

- Magnesium plate : 1mm
- Foil saving system integrated
- Maximum repeat length : 16" (410 mm)
- Anamorphoses adjustment :  $\pm 0.4$ mm

### Rotary die-cut on magnetic cylinder

- Flexible dies : 0,44mm
- Lateral register :  $\pm 3$ mm (1/8")
- Length register :  $\pm 2$ mm
- Gap Master integrated
- Automatic pressure on/off

### Matrix rewind

- Maxi. roll diameter : 27"4/8 (700 mm)
- Adjustable tension

### Rewind unit (electronic motor control)

- Maxi. roll diameter : 29"4/8 (760 mm)
- Adjustable tension
- Standard shaft : 3" (76 mm)