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September 15, 2022

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SCREEN Americas Introduces New High-opacity White Ink Printing Mode for the Truepress Jet L350UV SAI S to Achieve Greater Color Accuracy and Fidelity

ELK GROVE VILLAGE, Illinois—SCREEN Americas announces a new high-opacity white ink mode as an option for its Truepress Jet L350UV SAI S. The new printing mode allows for reduced transparency when applying white ink on clear substrates. The upgrade provides additional value for label manufacturers, particularly those in the beverage industry whose labels are printed on transparent substrates intended for green and brown bottles.

Since color accuracy is imperative for a brand's image, the new high-opacity white ink printing mode is expected to give owners of the Truepress Jet L350UV SAI S an edge on their competition. "It's important that the colors in a brand's logo are not altered due to the label being placed on a bottle, box, or other material that is already colored," said Mark Schlimme, vice president of marketing for SCREEN Americas. "Furthermore, the overall quality of the image on a package or bottle can have an impact on whether or not someone decides to purchase that particular product."

The ink configuration of the Truepress Jet L350UV SAI S is CMYK plus white. Owners of the press have the option to add orange and blue to the arrangement. The standard speed using the CMYK+W configuration is 98.5 feet per minute with the option to upgrade to 165 feet per minute.

For printers who did not have the opportunity to see the Truepress Jet L350UV SAI series in action at Labelexpo Americas in Rosemont, Illinois, they can see it in booth number N1625 at PRINTING United Expo in Las Vegas, Nevada, from October 19 to October 21, 2022. Additionally, registrants of the SCREEN User's Group will have a private, advance

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opportunity to experience the Truepress Jet L350UV SAI series during the PRINTING United UX event which is scheduled to be held just prior to the convention's opening hours.

About SCREEN Americas

SCREEN Americas, a SCREEN Graphic Solutions group company established in 1967, is a leading provider of digital inkjet technology serving the commercial, publishing, direct mail, transactional, packaging, and label industries. In 2021, SCREEN Americas relocated its headquarters to Elk Grove Village, Illinois, with an upgrade that included a 14,000-plus square-foot Inkjet Innovation Center.

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