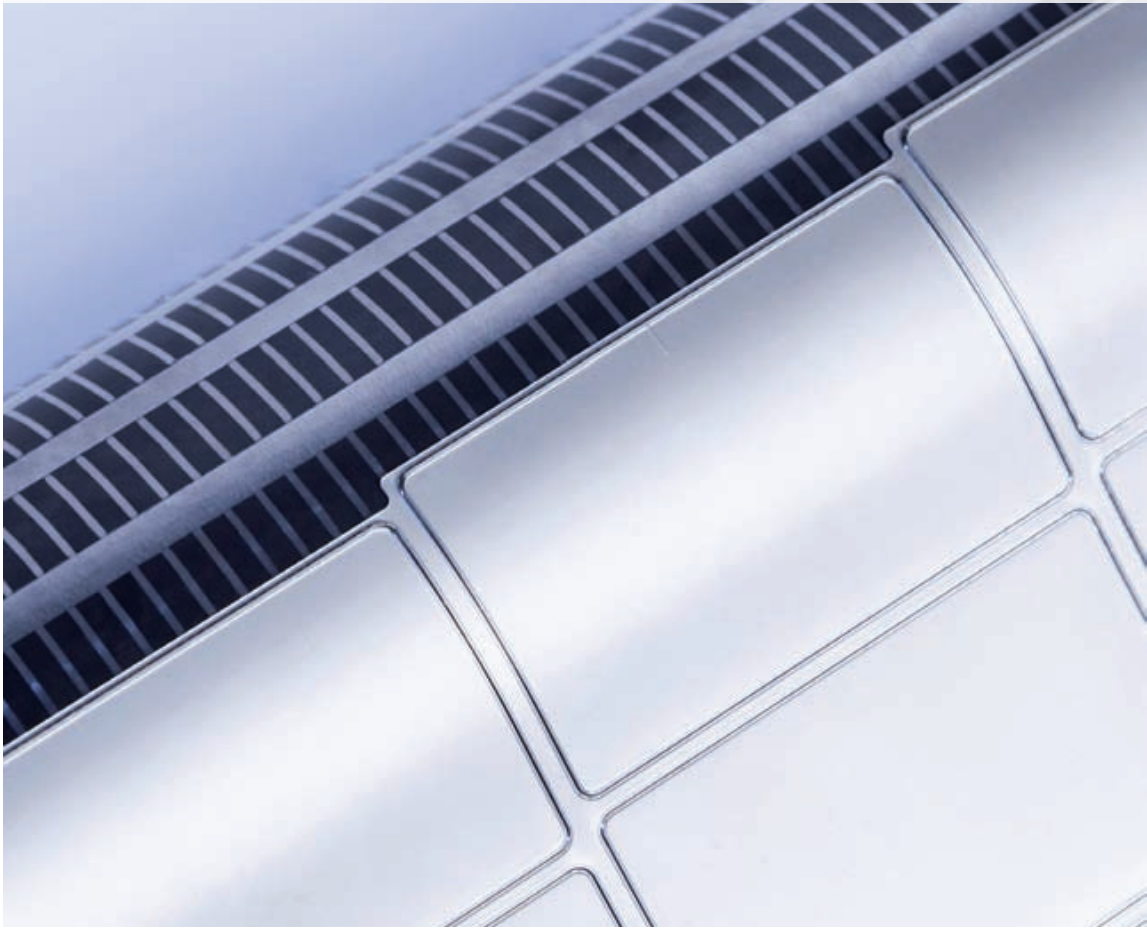


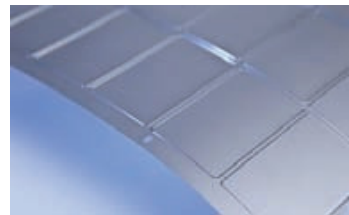
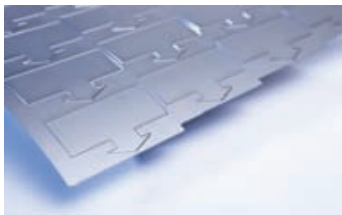
ProShift®



Shift to success

Our ProShift® technology enables you to reduce pressure and to produce perfect labels with maximum efficiency.

You cut, we care.



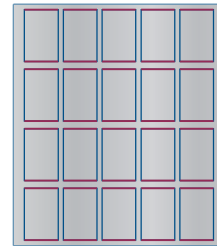
www.wink.de

wink®
You cut, we care.

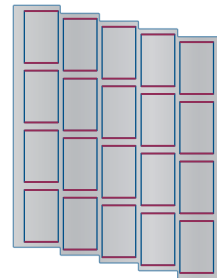
The ProShift® principle

In a conventional, symmetrical arrangement of labels, the fact is that the greater the number and length of the crosslines, the more pretension is needed for these lines to be cut cleanly. With ProShift® flexible dies, however, the impressions are staggered in web direction. This reduces the length of the simultaneously cutting crosslines, so that the cutting pressure can be considerably reduced.

Standard



ProShift®



Advantages

The advantages of the ProShift® principle are not just in die-cutting. The staggered structure of the labels also has a positive influence on the printing results and increases overall efficiency:

- perfect cutting results with minimum pretension, ideal for thin liners
- simple and stable matrix stripping
- considerable reduction in cutting noise
- longer lifetime of flexible dies and other machine parts
- shorter setup times due to simple adjustment of cutting pressure
- lower dot gain in printing and reduced "bouncing" of printing cylinders
- higher production speeds possible in many cases