

Finally drupa again! LEONHARD KURZ will be an exclusive Platinum Partner in 2024

Fürth/Germany, March 26, 2024: Every four years, drupa brings together all the big names in the print industry. Under the motto 'we create the future,' the world's leading trade fair for the printing and paper industry will take place in Düsseldorf from May 28 to June 7, 2024 - for the first time since the coronavirus pandemic. The focus will be on ground-breaking innovations, top-class knowledge transfer and intensive networking with more than 1,800 exhibitors. Finishing expert LEONHARD KURZ will be there again this year as an exclusive Platinum Partner with an impressive stand in Hall 3 (E71-1 + E71-2) and it has a few highlights up its sleeve.

Rethink what's possible

The trade fair appearance of the specialist for thin-film technologies in 2024 is entirely under the motto 'Rethink what's possible,' and is divided into five themed areas: 'Creativity and Technology,' 'Desire and Budget,' 'Virtuality and Reality,' 'Security and Style,' and 'Design and Sustainability.' KURZ demonstrates spectacularly that two seemingly contradictory factors can be combined to open up completely new possibilities. "Thinking outside the box and rethinking what is possible is a prerequisite for long-term success. We must not stand still and rely on successful concepts from the past. We believe it is healthy and essential to question ourselves in all areas. We proudly use this mentality to take the possibilities of finishing to the next level," explains Markus Hoffmann, Executive Senior Vice President for the Industrial Products and Application business area at KURZ.

Large offer at the stand

In addition to a wide range of finishing products and solutions from the areas of hot stamping, cold transfer and digital printing, KURZ subsidiaries Steinemann DPE, MPRINT, Hinderer + Mühlich (H+M) and KURZ Digital Solutions will also be represented with their machines and solutions at the 684 square meter stand. As at previous trade fairs, this year's stand will once again be the setting for impressive live presentations and demonstrations. As a special highlight, a poster of this year's drupa

motif, which has not yet been unveiled, will be finished to the highest standards by KURZ and can be taken away by visitors as a give-away.

However, customers at drupa will not only have the opportunity to marvel at the machines on display and familiarize themselves with the possibilities of uniquely beautiful, efficient and sustainable finishing. Rather, the stand will be used to exchange ideas, network and ask questions with the KURZ experts in a relaxed atmosphere - for example in the large beer garden.

Exclusive event partner of drupa

Having already been a Platinum Partner of virtual.drupa in 2021, KURZ is once again appearing as an exclusive partner of the trade fair this year. Markus Hoffmann comments: "KURZ offers one of the most sophisticated, versatile and comprehensive product portfolios for the graphics industry. This includes complete machine systems, coordinated product packages, individual solutions and a customized workflow. We aim to always give our best so that print products get the attention they deserve."

KURZ will also be represented at drupa at the Packaging, Sustainability and Textile Touchpoints in order to pass on its concentrated expert knowledge to customers and interested parties. The platforms in Halls 3, 4 and 14 form special forums for innovations, new business models, and partnerships. Touchpoint Packaging (Hall 3, Stand B31) offers a platform for pioneering packaging solutions. At Touchpoint Sustainability (Hall 14, Stand B60), the focus is on sustainability in the industry. At Touchpoint Textile (Hall 4, Stand B30), visitors can find out about concepts relating to direct textile printing, screen printing, transfer printing, and digital printing.

Fit for the future

The topic of sustainability plays an important role for KURZ beyond the scope of drupa and the sustainability Touchpoint. The specialist for thin-film technologies is constantly striving to make its own processes and products even more sustainable. The development of recyclable finishes and particularly thin substrates are just a few examples of the printing expert's efforts. It is a particular concern of KURZ to also help customers move forward with more sustainability and make them fit for a green future.

At a glance

Drupa is from May 28 to June 7, 2024, in Düsseldorf, Germany

LEONHARD KURZ Stiftung & Co KG: Hall 3, Stand E71-1 + E71-2

Product groups: Foils for cold foil transfer, hot stamping foils, hologram foils, transfer foils, embossing stamps, inkjet sheet-fed printing systems, inkjet foil application, digital finishing, software for packaging design, e-commerce for the printing industry

Focal points of the trade fair presentation: Innovations in cold transfer, hot stamping, digital finishing, digital printing, sustainability

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About KURZ: The KURZ Group is a global leader in thin film technology. KURZ develops and manufactures decorative and functional layers applied to carrier foil for a wide range of industries, from the packaging and printing industry through to the automotive, electronics, card, and textile sectors. KURZ offers a comprehensive portfolio of products for surface finishing, decoration, labeling, and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. The company is also continuously investing in new technologies and developing innovative solutions for integrating functionality into surfaces. The KURZ Group has more than 5,500 employees at over 30 sites worldwide and produces under standardized quality and environmental standards in Europe, Asia, and the USA. A global network of subsidiaries, representatives and sales offices ensures short paths and individual, on-site consulting.

www.kurz-world.com

Press contact:

Lena Bruns

LEONHARD KURZ Stiftung & Co. KG

Schwabacher Straße 482, 90763 Fürth, Germany

Phone: +49 911 71 41-4084

E-mail: presse@kurz.de