



schumacher

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Sustainability report / CSR report

Innovation

Responsibility

Sustainability



Schumacher Packaging Group

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Sustainable process and product innovation

Customised digital printing: A packaging printing revolution

Since 2015, Schumacher Packaging has been at the forefront of fast digital printing for corrugated board packaging with high-quality colour print images. We can split large print runs into partial series according to the customer’s needs and preferences – whether for seasonal or regional variations, or for specific events or target groups. Such customisation opens up entirely new marketing potential for our customers.

Modern digital printing combines high speeds with first class, multicoloured print images that rival offset quality. With this, we can for the first time print not only on white board grades but also on uncoated and brown outer surfaces as well as on single-faced board – even multicoloured designs. This was not feasible with flexographic printing due to the high plate costs involved. We can also make changes to packaging designs very quickly and easily. With data-to-print technology, we simply adapt the print data according to requirement. The costs and delays associated with new printing plates are a thing of the past thanks to digital printing. This is because it requires no printing blocks or plates and prints exclusively with water-based inks. This makes this digital printing technology significantly quicker and more environmentally friendly than flexographic printing.

In spring 2021, we commissioned a newly developed, highly efficient digital printing machine at the Greven site: The RSR® printer (RSR®: Roll to printed sheet in real time).

The printer is the result of a long-standing development partnership between Schumacher Packaging and BHS Corrugated Maschinen- und Anlagenbau GmbH. Its high print speed of up to 300 m/minute and the fully automated process workflow mean it can dramatically increase productivity in the manufacture of corrugated board packaging compared with traditional flexographic printing methods.

We have received more than 2.8 million Euros from the Federal Environment Ministry as part of the environment innovation program to develop and realise this innovative digital printing technology.





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