



High Q Packaging

**Edelmann** Group

Press Release

**CEholo: New surface finish using holographic image transfer**

**Edelmann is the first company in Germany to offer an innovative process for surface finishing / holographic effect with a simultaneous reduction of product costs / suitable for full or partial surface cover.**

Heidenheim, January 2010. The Edelmann Group is the first company in Germany to offer its customers a new holographic surface finishing under the name CEholo. Investments were made in new machine technology in 2009 at the headquarters in Heidenheim, which has now been put into operation to realise a so-called holographic image transfer. Edelmann can now start series production following an intensive trial and test phase. The innovative process opens up the implementation of completely new optical effects that are possible through the paint-based image transfer technique. The main direction of this new process is for cost reduction of folding boxes that until now have been configured with holographic foil. CEholo makes it possible for Edelmann to use the new process to realise holographic designs and patterns for more favourable manufacturing costs. The process becomes particularly interesting as a substitute for holographic laminated foil.

Besides the cost aspect, Edelmann can also cite environmental aspects, because laminated foils are not very advantageous from that perspective. The new form of finishing is also interesting to customers who until now have not been able to make use of surface

finishing such as embossed foil printing or foil lamination for price reasons.

CEholo is suitable both for full and partial surface finishing. In the process, different holographic designs can be used in combination with other technical printing processes. Besides fast, full coverage, Edelmann can also offer targeted implementation in which packaging effects can be separately highlighted. In addition, Edelmann offers designers and product managers in marketing and development the corresponding decision making aids. During consulting, simulation software, among other things, supports the decision making process. Different finishing variations can be quickly converted into three-dimensional motion simulation based on the original printed design. This helps to speed up the implementation phase considerably. "The first customers are already working with the specific implementation," explains Klaus Dirk Breitbach, CEO of Edelmann. This shows the great acceptance of the innovation in the market. "The first solutions will, therefore, soon be seen on the shelves," says Breitbach.

Photo:

*CAPTION: By using new technology for holographic image transfer, CEholo opens up new possibilities for holographic effects in surface finishing.*

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