

# ULTIMATE GUIDE TO DIRECT PRINTABLE TAPES



# MOST COMMON PRINTING PROCESSES



## Printing with Corona Treatment

### Advantages:

In general, this is the most cost-effective option.

### Disadvantages:

- Fire risk due to sparks generated during the corona treatment process.
- Post-printing issues:
  - Blocking of printed material.
  - Breakage when unrolling the material.

*Note: These issues usually manifest after the material has stabilized and left the printer's facilities.*



## Printing with Primer & Release

### Advantages:

Produces an adequate finish. It eliminates the need for equipment with a corona treatment section.

### Disadvantages:

- Use of additives like toluene, a highly harmful compound for operators.
- Strict global regulations have reduced its use due to health and environmental risks.
- In many countries, this method faces legal barriers for importing and nationalizing its components, as toluene is also used in the production of explosives and drugs.



## Printing Beneath the Film (Adhesive Side)

### Advantages:

Offers durability, protection, and a clean finish by safeguarding the design from scratches, moisture, and UV exposure.

### Disadvantages:

- Significant loss in production efficiency.
- Noticeable loss of adhesiveness in printed areas.
- Reduction of the usable printing surface (to about 30-40%).
- Compromises the overall quality of the product.

# FINDING A BETTER & SMART SOLUTION FOR DIRECT PRINTABLE TAPES?

**Ezee Print**®



**We offer an innovative solution based on the use of pre-treated materials:**

## Benefits Include

- Simplifies direct printing process for packaging requirements.
- Eliminates the need for additional treatments such as corona or the use of toluene.
- Offers versatility, as they can be configured to meet the printer's specific needs within the same work shift.
- Reduces post-production issues and ensure better performance in terms of quality and safety.

# COMPARATIVE ANALYSIS OF FLEXOGRAPHIC PRINTING ON ACRYLIC TAPES



## TRADITIONAL PRACTICE



### HASSLES OF ADDITIONAL MACHINE SET-UP FOR SURFACE TREATMENT

Corona, primer or release treatment is an additional machine set-up and process for printing on acrylic tapes, unlike solvent or hot melt tapes



### ADVERSE EFFECTS OF UNDER & OVER CORONA TREATMENT

Over Treatment : Adhesion pilferage  
Under Treatment: No ink penetration



### HIGHER CAPITAL COST & ENERGY CONSUMPTION FOR CORONA SET UP

Corona treatment is a high frequency, electrical process. This is an additional high energy consumption, also adding to the capital and operational cost



### POTENTIAL SAFETY HAZARDS

High concentration or over extended exposure to solvents can pose serious Safety hazards. These solvents are inflammable and highly volatile.



### HIGH MACHINE DOWNTIME

Changeover time for acrylic tapes is higher compared to other materials due to corona treatment, resulting in increased machine downtime



## Ezee Print<sup>®</sup>



NO ADDITIONAL PROCESS FOR CORONA, PRIMER OR RELEASE TREATMENT REQUIRED



NO CHANGE REQUIRED IN MACHINE SET-UP FOR SURFACE TREATMENT, NO MACHINE DOWNTIME



PRE-TREATMENT ENSURES COMPLETELY SAFE WORKING SETUP!



COST-EFFECTIVE SOLUTION FOR ALL FLEXOGRAPHIC PRINTING INDUSTRIES



COMPATIBILITY TESTED WITH MAJORITY OF INKS USED IN PRINTING



SUPERIOR INK BONDING FOR HIGH DEFINITION PRINT



UNBOX, LOAD THE TAPE AND PRINT



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