



## News Release

### Exciting new Rollin solutions at IGAS 2018

At the IGAS trade show in Tokyo in July, from 26 to 31, Trelleborg will showcase new technology for UV printing, including a new printing blanket, a complete range of coating plates for different needs and products for the business form segment.

When the International Graphic Arts Show, IGAS 2018, opens in Tokyo in July, Trelleborg's printing solutions operation is well prepared to show the latest developments in UV printing blankets and coating plates and will be launching new products from its broad Rollin product range.

In 2008, Trelleborg acquired the US-based MacDermid Inc's printing blankets business which included the Rollin brand. At the same time, Trelleborg established a printing blankets sales office in Japan, primarily devoted to sales and distribution of Rollin products.

"Today, we have an organisation of 19 people, and several in our sales and technical team have a long experience of selling Rollin products to Japanese customers," says Mototsugo Obama, Site Manager at Trelleborg in Japan.

"We also have a local converting unit where we can cut and bar any type of blankets for all presses," says Obama-san who joined Trelleborg two years ago as sales manager. Trelleborg Japan also has a manufacturing product line for Rodel rollers that are used to collect dust and contamination coming from the printing process.

The Asia region is a strategic area for Trelleborg's printing solutions business.

"Over the past couple of years, we have seen important business growth in the region, not only in China but also in several other countries in Southeast Asia and in India," says Marco Carlini, Regional Sales Director for Asia-Pacific at Trelleborg.

"Historically, Japan has been a very important market for us, but is also very demanding. Nevertheless, Trelleborg has managed to consolidate its position thanks to our product performance and quality. In Japan, you can never compromise on quality and consistency. The Rollin brand is well recognized in Japan where it is one of the key players in UV printing," says Carlini.

Trelleborg will, at the IGAS 2018 show, focus on UV-related products, such as introducing a new UV-dedicated blanket, show the wide product range for the business form segment – in which Trelleborg is one of the two top players in Japan – as well as showing the advantages of coating plates.



"In Europe and the US, coating plates are not regarded as consolidated technology for coating and varnishing jobs, it is more like a standard product within the printing industry, while in Japan printers are more conservative and coating plates are not really well established there today," Carlini says.

He is convinced that the Japanese market will soon discover the benefits of coating plates.

"The coating plate technology is the most effective solution to provide the right efficiency on the coating units. In Japan, printers have over the past few years started to look more at improving the productivity of their printing jobs. For any kind of coating, solutions with the new coating plate technology are not only the most effective but also more economical than other solutions. They are also easier to use and no fabric is involved," he says.

UV printing in Japan is showing a very rapid growth especially in the packaging industry, where most of Trelleborg Japan's customers can be found. While the publishing and newspaper industries has been declining over the past few years, packaging has been one of the most stable segments.

#### **Visit Trelleborg at IGAS 2018 Japan**

Trelleborg's printing solutions operation will be represented at IGAS 2018 trade show in Tokyo by a team consisting of both European and Asian representatives. The trade show will take place between 26 and 31 July.

"IGAS is a very important event for us. The two key reference countries for printing technology are, and will always be, Germany and Japan. So it is a very good opportunity for us to be there and introduce the latest developments in Rollin UV blankets, coating plates for different needs and the full product range for the business form segment," says Marco Carlini of Trelleborg's printing solutions operation.

You will find Trelleborg at booth No 4-16

#### **For more information or high-resolution images, please contact:**

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***Profile of the Trelleborg group and Trelleborg's printing solutions operation:***

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