

When art meets technology

The kind of embossing applied on a product can be an important factor when it comes to a customer's buying decision for, say, a tissue product. So the 'art' of embossing has to be considered when manufacturing the finished product.

According to Fabio Perini's PR and communications director Walter Tamarri, the tissue market has changed substantially in the last few years and so have consumers' buying priorities. Fabio Perini belongs to the Körber Paper-Link Group and is a supplier of converting machinery, especially for tissue converting.

"Within the parameters that determine the choice of a product, obviously the price factor is key," says Tamarri, "but is not the only issue to be considered, especially in the present market, which tends to lead to product confusion and overcrowding. Product visibility and the capability to emerge above the rest in the supermarket aisles are just as important."

He is convinced that the emotional factors and psychological motivations a product is able to arouse play an increasingly important role in the market. So products that are clearly visible to, and evoke a different perception from the consumer provide a substantially competitive advantage, leading to a brand's success.

New concept

These considerations led to the development of fusion art embossing. This is, according to Fabio Perini, an innovative embossing concept that brings together creative research and a new way to interpret embossing with the technology necessary to manufacture a roll.

The term 'fusion' is thought to highlight the union between creativity and practical embodiment, keeping in mind the technical limits the chemical or mechanical production process of a roll can pose.

It also underlines the combination of different genres because the new method can be applied to three



An example of an engraving roll used for fusion art embossing

The new concept adds attractive design and texture to the end product

Distinct contours

It is said to be able to reproduce not only abstract designs but decor with distinct and well-defined contours. These result from the intersection of complete lines, segments or points, such as the image of a fruit.

For point-to-point products, outstanding results have been achieved, says Tamarri. Up until now, the products finished with this technique were characterised by a background of square or round points forming a uniform weft, yielding the maximum bulk possible.

Fusion art embossing now enables the converter to make patterns that give a pleasant depiction of different subjects. The desired volume effect can thus be achieved without having to rely on the printing process to embellish the new product.

Walter Tamarri concludes: "This new production 'philosophy' unites all the latest innovations in engraving techniques and yields distinctive, inimitable products, clearly visible on supermarket shelves." ■

embossing systems that are frequently used – DESL, point-to-point and deco embossing.

The new concept is said to overcome the existing limits of engraving and to introduce a new way of decorating the product and transforming the embossing from a mere decoration to a veritable texture.

But what makes fusion art embossing special compared to other concepts? "The DESL engraving system, characterised by very schematic, abstract designs comprised of points that can be close or far apart, round or square – through the use of conical or pyramid points – and used to produce standard, very simple products that we could define as 'classical' is a good example," explains Tamarri.

"The application of the new concept to this engraving type has revolutionised its features by significantly improving the aesthetics of the final product," adds Tamarri.