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Utilise the Energy of Light

FLEXIBILITY WITH LASER TECHNOLOGY

by eurolaser staff

Yesterday is long gone, and today is already tomorrow. That, or something very similar, is the story of day-to-day business in the advertising media industry. The wishful thinking of market researchers, analysts and graphic designers often leads to critical situations in real life.

The demand for the implementation and timely realisation of projects that this involves often stretches the resources of advertising media manufacturers to their very limits. In practice, this means developing new manufacturing methods in order to meet these high demands. The materials used in the advertising industry are also becoming more varied, more specialised and customer demands more challenging as well. A production system

that is as flexible and accurate as possible while at the same time remaining profitable is what is needed to meet these volatile market requirements. What special solutions does the use of innovative laser manufacturing technology have to offer in this respect?

UNIVERSALLY APPLICABLE BUT STILL A SPECIALIST IN ITS DISCIPLINE

A wide variety of materials and forms can be processed with laser light, including wood, plastics, coated metal, textiles and paper, to mention just a few. eurolaser GmbH, with its headquarters in Lüneburg, Germany, develops and builds processing machines

that fulfil the most varied of application requirements with the use of laser technology. All sorts of contours, including the finest details, can be cut, marked and engraved, thanks to the use of state-of-the-art laser technology, thus opening up completely new horizons for advertising media.

The processing of acrylics in particular has seen contactless laser production edging out conventional processing methods such as sawing or milling. The soiling caused by chips typical for conventional processes is a thing of the past. There is no additional expense for finishing work either, as is the case with polishing or flame chipping to create transparent cut edges in acrylic. Absolutely clear and smooth-cut edges on every type of contour can be achieved in a single work step with laser technology.

However, there are considerable benefits for the user where other materials are concerned, in addition to just the particular filigree cuts. For example, welded cut edges can be achieved for many materials. This prevents the intrusion of dirt or water in the case of multi-layered foils, for example, or results in lint-free edges in textiles. This modern CO₂ laser technology requires virtually no maintenance and, when compared to mechanical tools (knives, mills, saws), it always remain "sharp".

EFFICIENT AND FLEXIBLE PRODUCTION

In the case of the XS-610 laser system, eurolaser has compressed its experience gained through the industrial use of laser machines to create a new compact laser system. It features outstanding cutting quality and engraving with a resolution of up to 1200 dpi while at the same time offering an extremely fast processing speed. This combination is unique on the market. The laser system can be used just like a desktop printer with all the standard file formats. Its modern touch screen with its user-friendly menu navigation makes operation child's play.

Whenever required, the system can be expanded to include dedicated automation for textile applications, thanks to the newly developed add-on technology for which a patent is pending. This means that rolled materials can now be processed. The material is transported directly and automatically from the roll and into the laser system, where it is then processed and finally conveyed to the discharge side. This symbiosis of compact standard use and optimum automation for serial production has huge future potential.

A CCD camera used for optical recognition of position markings rounds off the range of laser engraving and cutting systems. Printed as well as embroidered or glued markings can be recognised. Even the recognition of clear patterns is possible. The captured data are used to position the laser beam automatically over the workpiece, so exact processing of the print contour is carried out automatically. The eurolaser XS-610 offers the user a processing area of 900mm x 300mm. Anyone requiring more space can choose a processing area measuring up to 3200mm x 3000mm from our system and machine range.

Although the advertising media industry is faced with ever-changing and more specialised market demands, it also has technological possibilities at its disposal that are increasingly better aligned to its needs. The focused light of the laser, in particular, represents a valuable alternative in this respect.

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