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**LEONHARD KURZ named a HP SmartStream Solutions Partner**  
**The KURZ DM-Liner – for creating glossy, metalized surfaces with digital print – will be presented at the HP stand at drupa 2016**

Fürth, Germany (May, 3 2016): LEONHARD KURZ, the specialist in decorative and functional thin-film coatings, is now part of the HP SmartStream Solutions Partner Program. This program was set up by HP to enhance the HP digital print ecosystem through cooperation with technology partners, in order to provide HP customers with complete solutions that boost growth. HP has recognized KURZ and its Digital Metal process as a partner that creates tangible added value using digital technology for print products.

Digital Metal is a technique that combines digital print with a metal transfer process, creating glossy, metalized surfaces. It can be used for short runs, as well as individual personalized and numbered prints.

The KURZ DM-Liner transfer unit, which utilizes the patented Digital Metal technology to transfer real metal to paper media, will be on display at drupa 2016 (May 31-June 10) at the HP stand in Hall 17 in the Messe Düsseldorf. The DM-Liner will be presented alongside the HP Indigo 30000 Digital Press for packaging and the new HP Indigo 12000 Digital Press for commercial applications to demonstrate how metal-enhanced, individualized products are realized by jointly using both machines.

"This recognition of KURZ technology by the market leader in digital printing is a magnificent validation," said Markus Hoffmann, Member of the Board of Management at Leonhard KURZ. "With HP as a partner we are achieving unrivaled results. HP technology delivers outstanding detail, which our DM-Liner reproduces, one-to-one, resulting in metal transfer of incomparable sharpness and detail, with a brilliant finish."

"We are excited to join forces with the world-renowned KURZ," commented Gershon Alon, WW Manager, Workflow Solutions and Partner Program at HP Indigo. "With the combination of HP Indigo Presses and the KURZ DM-Liner we offer digital enhancement of packaging and commercial applications with the highest-quality metal foil, including glossy gold, silver, iridescent and hologram effects. This adds value to the end product and opens new and exciting opportunities for our customers to expand their offering."



<Photo caption> The KURZ DM-Liner transfer unit – for creating metal effects in digital print, using the Digital Metal technique

Photo: KURZ



### **About KURZ**

The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With 4,500 employees in eleven production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

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