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Surface Pre-treatment

## **DRUPA 2008: Softal Focuses on its Strengths in the Pre-treatment of Packing and Label Printing Materials**

Softal electronic, based in Hamburg, will have a partner on the DRUPA 2008 trade fair stand for the very first time: Air Liquide will be there for a joint presentation of Aldyne™, an innovative technology for the packing and label printing industry.

For more than 45 years, Softal has been a leading supplier of corona systems for a surface pre-treatment that is geared towards improving adhesion characteristics. The range of products includes many areas of application from foil manufacturing to printing. Today, Softal pre-treatment equipment can successfully cope with even very thick materials such as wool.

This year, Softal is focusing on the core target group visiting the DRUPA 2008 as the worldwide leading print media trade fair by presenting a special spectrum within its range of products: the Aldyne™ technology. And to be sure that potential customers can receive expert advice on the gases needed for the process, Softal has invited Air Liquide as its main supplier to take part in the trade fair as a partner. The Air Liquide Group is specialized in industrial and medical gases and related services.

"Based on Aldyne™ Technology" stands for a cost-benefit-revolution brought about by innovative plasma technology. This revolutionary, new technology makes it possible to switch from expensive coated foils to inexpensive plain films for UV print.

Aldyne™ is a joint project of Air Liquide and SOFTAL, designed to combine expert know-how in technical gases and long-term experience in surface and plasma technology in a product which guarantees companies that manufacture and refine foils adhesion at the lowest possible costs. For further information, find us at 11/A27 or **[www.softal.de](http://www.softal.de)**.