



**NEWS – For Immediate Release**

## **EAGLE SYSTEMS installs Hot Foil System at FRIP Finishing**



*-- Forty-year old firm experienced in providing processes, special effects, and traditional finishing services to the UK Print and Packaging markets --*

**Leicestershire, England** – July 17, 2013 -- Graphic Art Systems, Inc., a U.S. based developer and manufacturer of foil enhancement equipment, today announced the completed installation of its Eagle Hot Foil system at FRIP Finishing in the United Kingdom. Headquartered 110 miles north of London, FRIP today is recognized as UK's largest print finisher. The installation was completed in May to keep up with the ever growing demand of the large format market. For more information about Graphic Art Systems and all the Eagle Systems products, go to [www.thefoilexperts.com](http://www.thefoilexperts.com).

### **Meeting Large Format Demand**

“Over the past year we have seen significant new demand for our largest sheet size and this has driven us to make investments that provide us with greater flexibility in meeting our customers’ needs,” notes FRIP Group Managing Director Leslie Gibson. “As our customers [predominately major packaging houses] move towards larger formats, we’re matching their needs by installing larger format solutions. Both by understanding the market and by being responsive to the market is how we’ve become the leading print decorator in the UK.

“Throughout our history we have constantly sought innovation and have set increasingly high standards within our industry. Eagle and the support we’ve received over the years has developed into extensive trust and respect. As one of their original customers, a proper business relationship built upon mutual respect and benefit has evolved. Eagle fills a need in the marketplace, and their retrofit systems fill the void left behind by the OEMs with more affordable and viable solutions.”

*From left to right are Mike King (President, Graphic Art Systems Inc.), Ian Hadfield (Foiling Manager, FRIP), and Leslie Gibson (Group Managing Director, FRIP)*

### **Hot Foil Stamping Lives**

“Eagle understands that Hot Foil Stamping continues to be demanded worldwide for decorative foil solutions, it is by no means dying or being replaced by cold foil solutions. They are complimentary with each other and both have their place in meeting the needs of the marketplace. Their hot foil systems continue to provide a leading edge solution and are as

relevant today as they were 10 years ago. Together both hot and cold foil are growing the use of decorative foils within the market. Our hot foil is predominant in the UK, as our market size dynamics and substrates does not lend itself towards cold foil... Our market is more of uncoated stocks and different market places than the cold foil markets.

“The Eagle Hot Foil Stamping we installed employs a 2-draws system (rather than the typical 3-draw system). The 2-draws system enables us to increase productivity by 30% in the amount of foil you can pull through the press. It allows us to maximize foil usage at lengths up to 7500 linear feet. Our operators are gaining about 90 minutes of productivity every shift by not having to change foil as often.”

### **The Eco-Eagle Hot Foil System**

The Hot Foil modules have been engineered and designed taking into consideration user requirements and the latest available technology. Each system is the culmination of over 30 years of Hot Foil experience. Eagle Hot Foil systems include:

The UK's local print finisher



- Easily retrofittable to Bobst Autoplaten presses;
- High speed modern and efficient drive system;
- High capacity heating system;
- Rail removal system;
- Foil rewind system.

These features ensure users a very affordable stamping press with state-of-the-art capabilities and unmatched production benefits from smooth, precise and reliable operation. Customers achieve top quality work at lower costs and therefore increase margins and client satisfaction.

It has the ability to run unlimited multiple narrow webs of the same size or different sizes, or one large web depending on the job. The Eagle Hot Foil System is operator-friendly touch screen windows based, and can be retrofit to existing 40-inch up to 65-inch Bobst diecutters. Installations typically are achieved between six to eight days.

### **About FRIP Finishing**

Founded in 1970 as a provider of hot foil stamping and embossing services, the company primarily serviced the luxury packaging requirements of the Scottish Whisky Industry. In the 40+ years since, FRIP Finishing has grown to become an industry leader in all types of decorative print finishing. Operating from six sites throughout the UK, FRIP (Foil Ribbon and Impact Printing) today provides a diverse range of traditional and innovative laminations, coatings, decorative finishes and specialty papers and boards. FRIP Finishing is an integral part of the UK print and packaging industry and is widely recognized as having an unrivalled range of facilities, expertise and resource all aimed at exceeding customer expectations and providing creative solutions to customer and market needs. [www.frip.co.uk](http://www.frip.co.uk)

### **About Graphic Art Systems**

For more than 20 years, Graphic Arts Systems has been the industry leader in the design and manufacture of foil application and print enhancement equipment with their “Eagle Systems” ® brand. With hundreds of installations around the world, the Eagle Systems brand has become synonymous with quality, reliability and state of the art innovation. Since founding Graphic Art Systems Mike King, CEO/President and inventor of all Eagle Systems products, has specialized in the use of foil in printing. Once again Mike has demonstrated his dominance in this arena when Graphic Art Systems rolled out a new line of foil systems – the Eco-Eagle Cold Foil and the Eco-Eagle Cast and Cure systems.

These systems are in a class of their own. Completely manufactured, assembled and tested at their plant in Ocean New Jersey, the Eco-Eagle systems are installed and in production within few days. Using advanced technology and the power of the internet, the highly automated Eco-Eagle Systems reduce foil costs, run smoothly and without operator intervention. Today Eagle Systems are *Adding Sparkle to Print* worldwide. For more information about Graphic Art Systems and all the Eagle Systems products, go to [www.thefoilexperts.com](http://www.thefoilexperts.com).

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