



NEWS – For Immediate Release

EAGLE SYSTEMS Chosen by KBA Japan for Cold Foil Solution

*-- Taisei Co. Ltd., a distinguished
Tokyo-based packaging printer, first
recipient --*

Chichibu, Japan – April 25, 2013 --
Graphic Art Systems, Inc., a U.S.
based developer and manufacturer of
foil enhancement equipment, today
announced that KBA Japan has
retrofitted its first press installation with
an Eco-Eagle Cold Foil system
solution. Just last month KBA installed
a Rapida 106 press at the Taisei Co.
Ltd., a distinguished Tokyo-based
packaging printer. The eight-color
press offers a dedicated accessory
packages for plastic substrates, board
handling and alternating
UV/conventional operation. By
supplementing with an Eagle System,
Taisei can now offer their clients an in-

house, value-added finishing technique
for cold foil applications.



*Taisei Factory Plant Manager Yoshitaro Nameki with
Michael King. This job is a cold foil job that runs quite often
and historically was outsourced. The first test run on Eagle
System proved to be a great success. This job will run full
production within next 30 days.*

CEO, KBA Japan. “We chose the Eco-
Eagle Cold Foil system because of its
reputation as being the most
technologically advanced machine on
the market today. We initially had
delivery and installation concerns but
these were quickly addressed by
Michael King [President/CEO of Eagle
Systems], and our expectations were
eventually exceeded. The system was
delivered on time, installation took only
two days to the delight of the customer,
and machine training was done
immediately after install and took just
two hours. By the end of the third day,
we were already testing out first job.”

Taisei, known for their printing on clear
plastics (used for molding various
packaging), quickly became familiar
with the Eagle System and the cold foil
process and was comfortable
integrating the supplied substrates.
They almost immediately ran a live job
– a job that traditionally would have
been outsourced. Within hours of going
online, the Eagle System was already
making money for Taisei.

“The Eagle System’s interface is
another advantage,” notes Hansen.
“There is one connection between the
Eagle and the KBA ink fountain guard
circuit and that’s for safety purpose.
There is no other interface to the Eagle
Cold Foil as it is self-contained, has no
computer panel, and requires no
operator intervention. The Eagle
System also can run narrow webs to 2”
in any configuration to the width of the
press, operates at press speed and is
one of the easiest machines to use, as
it needs virtually no machine training.
It’s efficient, user-friendly and an ideal
complement to our KBA presses.”

More About Taisei

Founded in 1962, The Taisei management team is headed by President Yoshio Ohno. Taisei prints backlit display graphics for the vending machine industry (e.g. cigarette, soft drinks, candy...). The substrates are transparent films (polyethylene) in thicknesses between 0.2 and 0.4 mm. This work had in the past been handled by presses from another unnamed German manufacturer, but is now becoming a new revenue stream. Within the first weeks of operation, the company has received numerous orders for foil jobs and have been able to strongly reduce outsourcing of in line foil jobs. Taisei management reports they're already ahead of the return of investment calculations.

The Eco-Eagle Cold Foil System

The Eco-Eagle Cold Foil system is a value-added finishing technique for cold foil applications. The add-on system can retrofit to new or existing 28-inch up to 80-inch sheet-fed offset presses from most major press manufacturers. It offers users the flexibility to apply a single 40-inch width of foil or multiple widths of foil, in any combination, as narrow as 2- inches. This ability greatly reduces foil cost and consumption. In addition, the cold foil system operates on about the same amount of electricity as a 1,500 watt hair dryer, reducing energy demands in production environments.

The Eco-Eagle system provides the benefits of high-quality performance and

reliability, as well as efficient machine-ability and cost effectiveness. Spot or overall foil coverage is printed inline and then overprinted at standard press speeds adding amazing and dazzling effects for packaging and commercial print. The process uses standard printing plates and features setup times of less than 10 minutes. Eco-Eagle is completely automated thereby eliminating the human interface and operator/machine intervention.

About KBA Japan

Koenig & Bauer AG (KBA) recently announced the company's ramped up dedication of its sales and service activities in Japan, with the founding of the new subsidiary KBA Japan Company Ltd. in Tokyo. The new entity is headed by 35-year industry veteran Kenneth Hansen (Managing Director). The KBA group, headquartered in Wurzburg, Germany, offers a broad product range for the most diverse print markets. For more information, go to www.kba.com.

About Graphic Art Systems

For more than 30 years, Graphic Arts Systems has been the world leading innovator in the engineering of retrofit foil enhanced printing with its Eagle Systems™ foiling products. Since founding Graphic Art Systems Mike King, CEO/President and inventor of all Eagle Systems™ products, has focused his specialization in the use of foil in printing creating brilliance and exciting foil effects that pop off the paper giving a new dimension of image enhanced possibilities

Once again Mike has demonstrated his dominance in this arena when Graphic Art Systems rolled out its line of Cold Foil systems – the Eco-Eagle Cold Foil and the Eco-Eagle Cast and Cure systems. This system was created with the most advanced technology and unsurpassed customer service for which Graphic Art Systems is known.

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 three days. Using advanced technology and the power of the internet, the highly automated Eco-Eagle Systems reduce foil costs, run smoothly and foil dust free without operator intervention. The Eagle Systems™ brand has become synonymous with quality, reliability and state of the art innovation becoming the printing industry's foiling solution of choice worldwide.

For more information about Graphic Art Systems and all the Eagle Systems™ products, go to www.thefoilexperts.com.

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