

# Discover Mitsubishi Label Papers

Mitsubishi HiTec Paper has been an early developer of coated papers to fit digital printing applications, such as short-run labelling. At Labelexpo Europe 2013 in Brussels (September 24 – 27) Mitsubishi HiTec Paper presented its full range of face papers dedicated to the growing market of digital label printing.

As a high-tech paper manufacturer Mitsubishi HiTec Paper has been an early developer of coated papers to fit digital printing applications. Research & Development together with Sales & Marketing have been continuously implementing new developments emerging in the market and applying such knowledge to develop specialised coating solutions.

Digital printing is no longer a niche technology. Over several years, they have been seeing a growing trend of run length decrease combined with more consumer dedicated applications. White paper solutions offering important cost reductions to printers are the key to optimise production costs and cost per page.

## High speed inkjet printing

One area which is not the first thought during the acquisition process of any digital printing press is the paper needed to fit the abilities and maximise the capabilities of such advanced equipment. Mitsubishi HiTec Paper has a solution for all colour application requirements: From a basic inkjet coated 80gsm for transactional work up to quality coated matt papers ranging from 90gsm to 220gsm, capable of achieving near offset colour and output quality for direct mail, high-end brochures or promotional applications.

## *solution for all colour application requirements*

Their range of high speed printing products are dedicated to optimise the output of all leading inkjet web-presses. Jetscript papers are performing to their best and produce vibrant, true colour prints, particularly suited to fit the marketers' needs in demanding colour applications. Their developments of semi-glossy and matt coated inkjet papers to grow direct mail applications, brochure and magazine printing or colourful envelope printing are state-of-the-art. Wide colour gamut prints are possible with machine dedicated profiling to stand out in the crowd. Their experienced application engineers support the printer to optimise their prints and implement their latest knowledge gained from attending our printer customers at their sites.



*Supercote champagne label*

## Labelling

As brand life cycles become shorter with shorter run lengths rapidly increasing, Mitsubishi see a strong growth for private labelling, especially in store brands. This is driving new digital label printing technologies. Sustainable and environmentally friendly label materials support latest trends in this technically demanding market segment.

## *Sustainable and environmentally friendly label materials*

Their product range of face papers for the self-adhesive label market is designed to meet the requirements of different inkjet label presses in terms of drying, print quality and technical characteristics to produce digital labels of outstanding quality. Mitsubishi take extreme care of consistent production. Parameters like

whiteness, print image, water resistant coatings, short lead-times and just-in-time delivery fit the high demands of the labelling industry. High quality combined with reliability and consistency is a pre-requisite to bring value and benefits to the printers, resulting in differentiation and productivity.

Selecting the right digital printing press is a difficult process. Whether electro-photographic or inkjet technology is the choice of print process – a wide range of their products are compatible with



*Thermoscript cheese label*

both technologies.

New hybrid technologies – such as combinations of offset with inkjet, HP Indigo with direct thermal variable imaging – the world of print is changing, which is why Mitsubishi is dedicated to the development of paper-based media to fit these technology requirements. Mitsubishi has an eye on the future and is already working on papers to meet tomorrow's demands.



*Giroform label*

Mitsubishi HiTec Paper's full range of face papers dedicated to the growing market of digital label printing include: thermoscript Thermal Papers (e.g. HP Indigo printable thermal paper thermoscript I 70) jetscript Inkjet Papers (brilliant inkjet face papers with a glossy, semi-glossy or matt finish) giroform Carbonless Papers (carbonless paper solutions for self-adhesive logistics forms) supercote Cast Coated Label Papers (traditional cast-coated label papers for wet-glue and self-adhesive labelling solutions)

**For more information visit: [www.mitsubishi-paper.com](http://www.mitsubishi-paper.com)**