

# DIGITAL HD

SERIES



True Hybrid Production. Zero Sacrifices.

**ma** MARK ANDY

## Translate Speed and Configurability into Limitless Opportunity

When it comes to digital, it's about having the right technology with the right partner to help you reach your greatest potential.

The Digital Series HD, designed with Business Responsive Technology®, is the first true production-level digital solution — combining highly configurable in-line converting and processing with high-quality digital printing at production-level speeds. The result is a true system architecture that delivers the best total cost of operation of any digital solution available on the market today.

### More than Productive: Profitable

Leveraging the advantages of digital printing with the capabilities of flexo decoration and converting in a single pass proves to be the most profitable total production solution. Digital Series HD has been proven to yield over **\$200,000 USD in weekly revenue** for it's users. 98% of Mark Andy digital hybrid customers also report:



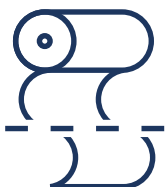
#### x2 REVENUE

2 shifts down to 1 with digital hybrid



#### 50% TIME SAVINGS

Produce jobs in half the time



#### 20% LESS WASTE

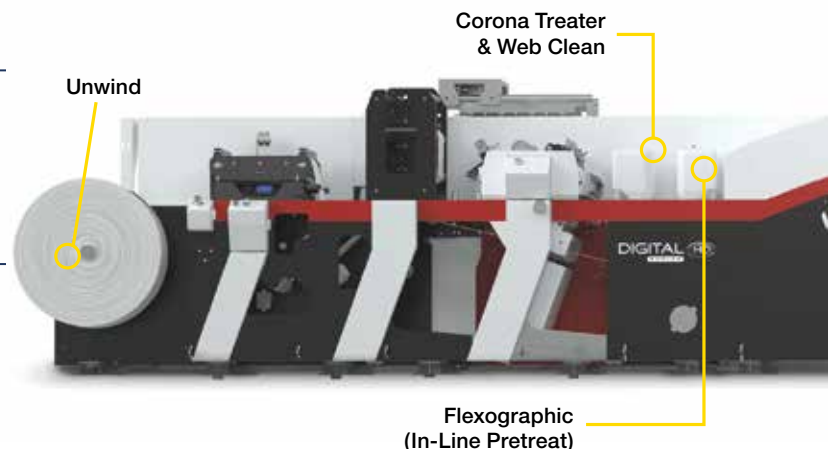
Reduce substrate plate & ink costs



### Introducing QCDC-SR Inline Semi Rotary Diecutting

The award-winning Mark Andy QCDC technology removes the bottleneck of long die changeovers and slower matrix stripping speeds. Upon installation, you will see immediate improvements in job change-over and setup times, as well as a significant savings in material waste. Implementation of QCDC provides:

- Customizable – the ability to select Semi-Rotary (QCDC-SR) or full rotary QCDC modules
- Fast die changes — 30 seconds or less
- Ergonomic slide-in die change - no hoist or heavy lifting for the operator
- Longer die life — limits die damage caused by cumbersome loading and unloading processes
- High-speed matrix stripping — matches maximum Digital Series HD press speeds
- More accurate, more consistent die cutting



# A Complete Workflow

## Mark Andy ProWORX and ProVIEW

Mark Andy ProWORX is a 'one box' solution that enables superior and consistent control between the Mark Andy Digital Series HD and the digital file management used by converters. It is the ideal DFE for a large multi-press, multi-function hybrid printing environment or as a dedicated single digital press operation.

The exclusive Mark Andy ProVIEW operator platform provides access to all customized and standard system operations at a single intuitive touch-screen interface. The consistent controls throughout the hybrid platform provide a superior user experience.



## Extended Gamut Printing at True Production Speeds

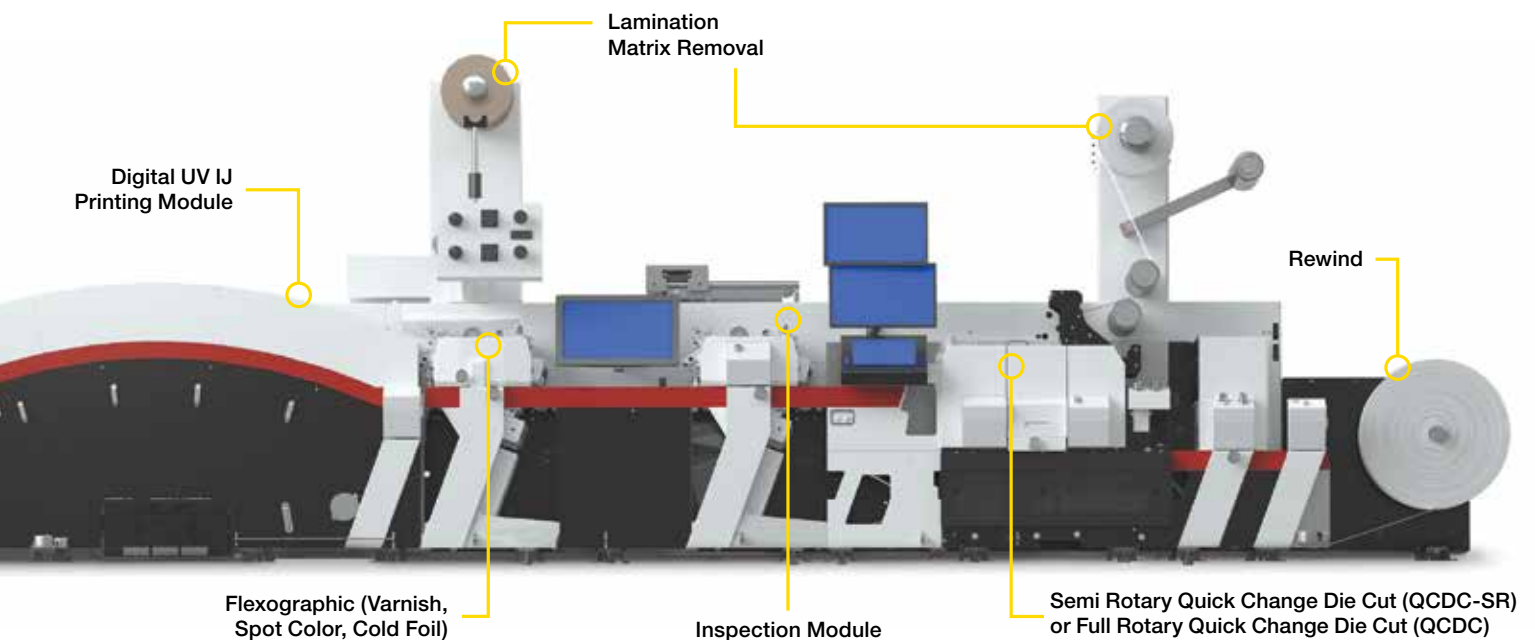
Digital Series HD is available in 5 and 8 color configuration options, unlocking a world of potential through extended gamut capability. Our high chroma ink set consists of CMYK+ high opacity digital white UV ink formulations. Rivaling traditional rotary screen, Mark Andy's unique digital white provides opacity in excess of 80% and can print at-quality without a tradeoff in speed.

## Today's Press on Tomorrow's Platform A Guaranteed Digital Growth Path

To help you maintain a competitive edge, Digital Series HD is designed to be upgradable, taking advantage of any future technology advancements or new application requirements. The press is available in 5 through 8 color configuration options and can support integrated inline or future-proof near line converting. Your investment in digital is de-risked and protected, like never before.

## Common Configurations

5 COLOR	+	ROLL-TO-ROLL			(Mark Andy Digital Finisher Optional)
5 COLOR	+	FLEXO	+	DIE	
7 COLOR	+	FLEXO	+	QCDC	
8 COLOR	+	3 FLEXO	+	QCDC-SR	



## Technical Specifications

Press Speed	240 fpm (73 mpm) at quality with all colors
Printing Process	Up to 8 color extended gamut digital print (CMYKOGV+high opacity white) Custom spots with hybrid print stations
Press & Print Width	13.25 inch (336mm) web width 12.5 inch (318mm) digital print width, 13 inch (330mm) flexo print width
Substrates	Pressure sensitive paper and film, unsupported paper, tag stocks and light carton
Visible Print Quality	1200 dpi
Flexo Repeat Range	5.5 – 24 inch (140 – 610mm)
Die Repeat	24 inch (610mm) maximum
Workflow	Mark Andy ProWORX DFE powered by Esko® and Global Graphics Digital Front End (DFE)
Curing & Drying	UV for digital print module ProLED, UV, hot air for in-line options
Unwind Capacity	40 inch (1016mm)
Rewind Capacity	40 inch (1016mm)
Software Control	Mark Andy ProVIEW
Tooling Compatibility	All Mark Andy Performance Series tooling and most rotary die tooling
Finishing Options	Roll-to-Roll, Conventional Die, Mark Andy QCDC, or Mark Andy QCDC-SR

## Options

- Lamination
- Top Coating
- Varnish
- Hot Foil
- Cold Foil
- Rotary Screen
- Embossing
- QCDC (Quick Change Die Cut)
- QCDC-SR (Semi Rotary Die Cutting)
- Shingling Conveyor
- Slitting
- Scoring Dual Rewinds
- Web Turnbar
- Flexo Printing
- And More

Learn more at [markandy.com/digitalseries](http://markandy.com/digitalseries)

## Applications

- Prime Pressure Sensitive Labels
- Food and Beverage Labels
- Health and Beauty Labels
- Durable and Industrial Labels
- Film Labels
- Specialty
- And More

With a mission to serve as your **Total Solutions Partner**, our global team is committed to delivering high quality, innovative solutions and support to help you drive profitability. Mark Andy responds to business needs by offering a broad range of equipment, education, support and supplies to printers and converters around the world.

Partnering with Mark Andy means access to leading global brands with **Mark Andy** narrow and mid-web printing presses, **Rotoflex** finishing solutions, and a complete line of **Mark Andy Print Products** consumables and pressroom supplies. All Mark Andy products are supported by the largest customer service team in the industry, committed to delivering spare parts, technical service, PM programs, retrofits and rebuilds, as well as dedicated hands-on training through **Mark Andy University**.

For your local representative go to [markandy.com/dealerlocator](http://markandy.com/dealerlocator)

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