Variable Sleeve Offset Printing
Drent Goebel America, www.drent-goebel.com

The VSOP press allows users to work with infinite variable repeat lengths in offset printing. The sleeve technology allows for quick and easy change-overs without having to completely switch out the hard steel cylinder insert of the print unit. In addition, cost savings add up to 85% versus traditional methods.

Because the repeat size is infinite, the web technology is functionally similar to a sheetfed press. Drent Goebel says VSOP print quality is comparable to rotogravure output.

Earlier this year, 400-employee Hammer Packaging, Rochester, NY, installed its second 33.5” VSOP press, this one printing in nine colors. “Both machines offer short makeready times, quick repeat size changes and low operational costs,” says president Jim Hammer. “The versatility of the machines is outlined by various curing principles (Electron Beam, Hot air and UV), choices in paper and film, repeat lengths, varnishes and more,” Hammer adds. “The more we do inline, the more freedom the designers get to create an attractive product.”