

# PATTERN COATING FROM **BRONX INTERNATIONAL**

## ➔ Infinite Possibilities

With the assistance of a well respected Australian company from the packaging industry, Bronx has created a rotogravure roll to simulate a wood grain finish.

The rotogravure roll manufacturer uses high tech, computer aided technology to create patterned rolls which are fitted to the coater.

## ➔ Variety of Patterns



## ➔ How it works

The offset rotogravure patterning process involves applying ink to the engraved roll, wiping excess ink from the surface of the roll and into the pattern with a doctor blade. The pattern is then transferred to a conventional polyurethane applicator roll, which then transfers the pattern to the strip (which has had a base colour coat already applied to it).

A clear protective coating is applied over the ink pattern. Dependent on whether primer is required under the base coat, this process is either a double or single pass through the line.

Fundamental to the success of this printing process is the precise positioning of the specialty engineered doctor blade. With careful consideration of roll pressures and speeds, the resultant pattern gives remarkable definition, clarity and realistic shading that gives the typical warmth of a wood grain pattern.

These rolls are currently being used by one of our customers in Mexico. The customer is extremely happy with two patterns that were produced for them. In particular, they were delighted by the realism of the pattern created by this process. Consideration is now being given to other styles of pattern which may be applied using this process, such as marble, leather grain and other common decorative finishes.

For further information on the rotogravure patterning process and how this could be applied in your Colour Coating Line, please contact our sales team at: [salesgroup@bronx.com.au](mailto:salesgroup@bronx.com.au)