

## **PRESS RELEASE**

For Immediate Release  
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### **Dion Label Printing Installs High Decoration Finishing Press**

**Westfield, MA April 3, 2012-** Dion Label Printing recently installed a new finishing press. The new press provides high decoration for clients interested in hot stamp, cold foil, emboss, deboss, silk screen and specialty prismatic effects. Hot stamping uses a heated die to apply foil to a precise area on a substrate. Cold foil allows for a similar effect as hot stamp but uses adhesive to apply the foil finish. Embossing creates a raised or textured area on a label by stamping the material. Debossing creates an impressed image in the same way as embossing. Silk screening utilizes varnish to create raised effects on specific areas of printed graphics. Silk screening ink may be used on packaging where high opacity is a concern or fade resistance is needed. Prismatic effects provide a holographic finish to specific areas of graphics or to the entire surface area.

The new fully servo driven finishing press allows for quick setup, reduced waste, and high speed finishing. Dion Label Printing offers a wide range of printing capabilities. Markets that apply high decoration capabilities include wine & spirits, health & beauty, and candles.

Dion Label Printing is a leading packaging specialist located in Westfield, MA. Printing applications include labels, shrink sleeves, tags, tickets, and custom products for multiple industries. Dion Label employs a combination of its multiple HP Indigo WS6000 presses, flexographic presses, shrink sleeve equipment and sustainable practices to create new, premium solutions for our clients. Finishing options include hot stamp, cold foil, silk screen, embossing, debossing, specialty coatings and more.

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