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## **Drupa 2016 – Don't just touch the future – live the future with Kurz innovation and creativity...**

**Leonhard Kurz @ Drupa May 31-June10, 2016 – Booth D60 in Hall 3**

Fürth/Germany, 29 March 2016: Innovative and creative global decoration specialist Leonhard Kurz will feature its largest number of inspired new products and capabilities at Drupa 2016 in Düsseldorf May/June this year.

Eye catching, dramatic and with high added value, the thin-film foil products of Kurz are used in multiple industries worldwide – not just in creative print and packaging. While Drupa is focused on these sectors, designers and buyers from many industries including automotive, banking, digital technology enablers, security and far more will use the fair as an ideas market for their next-generation products and services.

“Light impact, 2D and 3D image creation, enhanced haptic response plus digital media interaction are just the starting points for Kurz Group innovation and creativity”, comments proprietor Walter Kurz.

“Our recent new innovations have been changing markets through totally new capabilities. These already include unique Digital Metal technology that allows continuously variable information to be applied as an in-line metallic coating in this growing sector, to diffractive 2D barcodes and other security or customer interaction capabilities for both packaging and print. Importantly, for Drupa 2016 you will also see the full impact of our recent integration of digital software and web application business Adorsys.”

Markus Hoffmann, Member of the Board at Kurz concludes, “Kurz products enhance and differentiate brands, delivering added value and customer profitability. Plus we provide complete solutions that include project consultancy and inspired new customer production capability, across their own global businesses”.

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*Leonhard Kurz of Germany – creator of impact and connectivity for worldwide brands*

Photo: Kurz

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**inspire / create // decorate /// KURZ**

*The long term strategic focus of Leonhard Kurz of Germany – innovator for worldwide brands*

Image: Kurz

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**About KURZ:** The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With 4,500 employees in eleven production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

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