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## **Apex Die Adds New High-Precision UV Coating Equipment**

*Technologically Advanced Sakurai Screen Press Offers Fully-Automatic UV Coating for Folded Cartons, Product Packaging and Related Applications at Northern Cal. Finisher*

**January 5, 2011 - San Carlos, CA** – Apex Die Corporation, one of Northern California’s leading post press finishing companies specializing in packaging applications, announced today that it has purchased a new Sakurai Maestro screen press ultraviolet (UV) coating system. The Maestro is among the most technologically advanced UV coating equipment on the market, and will enable Apex Die to offer its clients extremely accurate UV coating production for a variety of folded carton, product packaging, point-of-purchase display and related applications.

The Maestro UV coating system at Apex Die can perform overall (full-coverage) or spot UV coating using a variety of ink formulas - including gloss, satin, pearlescent and matte - on stocks up to 0.8mm (0.031”) thick and sheet sizes up to 28” x 40”. Its fully-automatic operation and versatility delivers fast, consistent and economical production for both short-run and high-volume projects.

Extremely tight registration accuracy was a key reason Apex Die chose the Maestro system. Combination UV coating, a technique in which high-gloss UV ink is applied adjacent to a matte UV-coated area to create visual contrast, is a core competency of Apex Die and increasingly popular for brand-centric retail marketing applications.

“Distinctive packaging and display materials help products stand out to consumers - even those shopping online,” said Kevin Cullen, President of Apex Die. “The new Maestro UV coating system helps us continue offering our clients the efficient, high-precision work they’ve come to expect from Apex Die.”

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**About Apex Die Corporation:** Apex Die is a leading finisher in Northern California and serves all print markets on the West Coast. The second generation family-owned business has been a leader in the market for over 50 years, specializing in die cutting, foil stamping, embossing, UV coating, film laminating, sheet mounting, folding and gluing and much more. To learn more, please visit [www.apexdie.com](http://www.apexdie.com).