



H . I . P . F R A M E W O R K

POWERED BY TAURUS





“H.I.P. Framework is our USP. Method of production in flexible packaging, where the advantages of various printing technologies and software are intertwined together to achieve exceptional packaging solutions that meet urgent demands, minimizes development costs and offers never-seen-before ingenuity in print effects on shrink sleeves.”

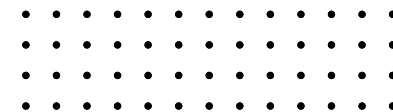
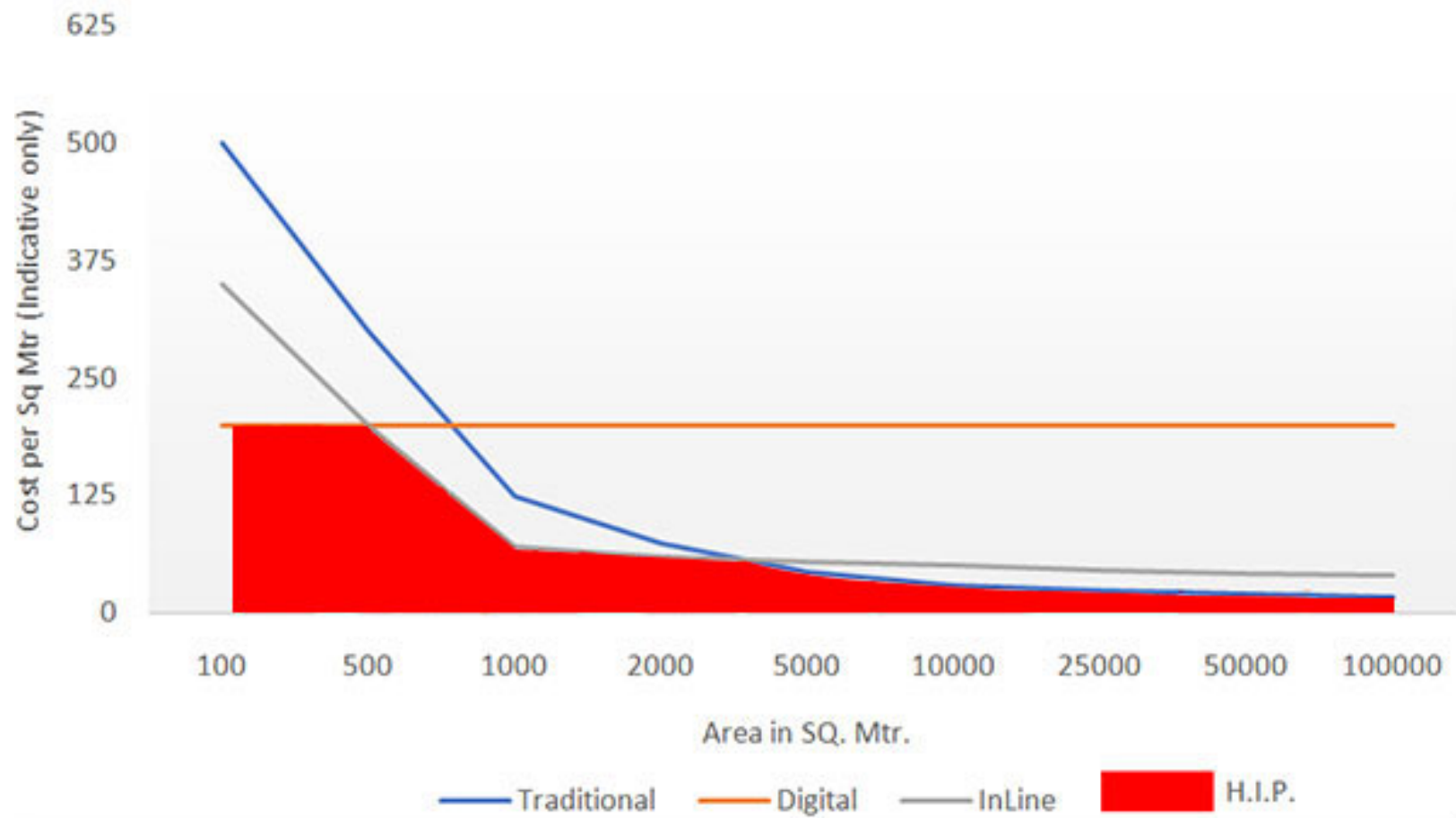
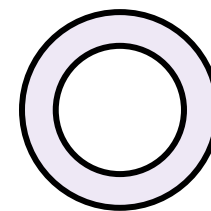
Chetan Jain

Director- Taurus Packaging Pvt. Ltd.
Creator of H.I.P. Framework



What is **H.I.P.** Framework?

H . I . P . F R A M E W O R K





H.I.P. combines the advantages and strengths of three printing techniques, Flexo, Digital and Gravure into one advanced Shrink Sleeve product that makes frequent changes and corrections in design, easy and cheap. Not burdened by order quantities, it offers winning customer experiences.

Powered by the **H.I.P. Framework**, we look at the end goal holistically, innovate where possible, cut costs and meet any quantity requirements swiftly.



○ A Strategic Amalgamation of Three Techniques

Conventional Process

- Bounded by order quantities
- High development costs
- Requires 10-15 days from artwork to delivery
- Value addition limitations
- Fewer possible innovations but demands higher order quantities
- Design correction and frequent changes difficult due to cylinder cost

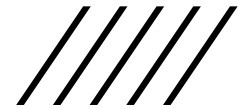
H.I.P. Framework

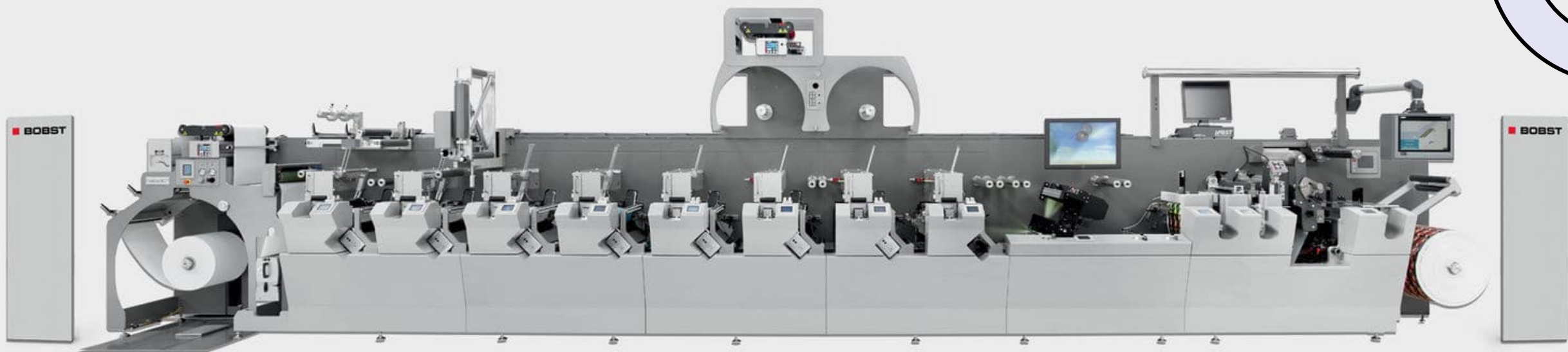
- No minimum or maximum order quantity limits
 - Fastest time to market, artwork to delivery can be achieved in 1-2 day
 - No development costs
 - Never-seen-before innovations in printing
 - Innovative sleeves with smaller MOQ
 - Unlimited design changes easy to achieve without development costs
- 

“A key cog in our H.I.P.
Framework technology is
our new **Bobst M5** in-line
flexo printing machine
powered by latest Italian
technology”



**I N T R O D U C I N G
I N D I A ' S F I R S T
A N D B I G G E S T U V
F L E X O P R E S S
D E D I C A T E D T O
S H R I N K S L E E V E S**





○ Technical Specs

- 520 mm mid-web
- Speed 200 mpm
- 9 colours
- UV curing on all stations
- Water based coatings/varnishes can be done
- Cold foil and Cast & Cure attachments
- Minimum Ink required to run press: 0.5 kg



○ Advantages

- Very fast changeover
- Perfect for Short runs
- No cylinder development costs
- Fastest TTM in sleeve industry- Artwork to Dispatch in 48 hours!
- 95% pantones can reproduced using Extended Colour Gamut avoiding the use of pantone colours
- Near perfect registration, even small text can be printed in 2-3 colours.
- Down to 1% dots pick up, giving excellent gradients
- Never seen or heard before embellishments
- More than one similar SKU can be printed at one time on one plate set



○ Our USP- What makes this Press truly unique?

- India's first and only Bobst M5 in this wide width
- India's only press dedicated to printing of shrink sleeves
- Wider width gives opportunity of printing multiple coils which is not possible in narrower width presses
- More output per metre
- High speed – 200 mpm
- 9 colours
- Various curing options for different coatings/surface embellishments - UV, Hot Air, Double UV, Dual cure option of UV-Hot Air
- Multiple print repeat sets to remove repeat matching limitations





○ Embellishments on shrink sleeves

- Cast and Cure holographic effect
- Silver foil and Gold foil
- Sand Touch
- Soft Touch
- Wet Touch
- 2.5 D Tactile patterns
- Scratch off Ink Patches
- Invisible Inks (seen under UV light only)
- Thermochromic (ink colour changing as per temperature)
- Scented Inks



“Coming with a bad experience with another renowned supplier, Taurus gave us high-quality shrink, low volume shrink sleeves within the promised time frame, without any development cost which were a great value for money.”



Jatin
Founder - Rudra Coffee Beans

“ While other vendors struggle with low volumes, Taurus used their H.I.P. framework and delivered 6000 sleeves for our new Ghee launch with unbelievable ease. ”



Sindhubala
Packaging development - Cavin Care

○ Sustainability Advantage

- Low migration food grade inks available on demand
- Less ink wastage
- Machine can be run with 0.5 kg ink only
- No harmful solvent evaporation in the ambient air
- Non-ketone, non-toluene inks



○ UV curing also provides significant sustainability advantages when compared to alternative conventional thermal curing processes

- Energy Use Reduction
- Fossil Fuel Use Reduction
- Solvent Use Reduction - lower Volatile Organic Compounds (Vocs) & Hazardous Air Pollutants (HAPS)
- Lower Greenhouse Gas Emissions
- Reduced Need for Pollution Controls
- No Solvent to Evaporate
- Extended Open Time during Use
- Reduced Worker Exposure due to Low Vapor Pressure





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