



# Tailored solution:
# Versatile web coating line puts adhesive-coated film manufacturer ahead of the game

Adhesive-coated film company Jessup Manufacturing take pride in solving their customers' toughest application requirements. When customer needs grew increasingly complex, Jessup turned to New Era, a part of IPCO, to expand their coating capabilities for a rapidly evolving market.

## Challenge

Jessup needed an updated and innovative line to meet customer needs.

**Limits to capacity**
Their previous line was near capacity both in terms of volume and the range of processes it could incorporate.

**Throughput and efficiency constraints**
Multiple coating types and coating head requirements were putting a strain on throughput, potentially reducing efficiency.

## Solution

New Era spent time fully understanding the manufacturing challenges Jessup faced. The team designed and installed a versatile line that would allow Jessup to increase their capabilities and achieve greater efficiency.

**Flexibility built in**
Multiple coating processes required a range of coating heads to cover all options. These are now built into a modular solution.

**Improved efficiency**
An automated splicing stage that could cope with variable substrates and coatings is included.

**Better throughput**
A preconditioning section enables a particularly challenging laminating process, ensuring it can be completed seamlessly in a single line.

**Long-term expert support**
New Era trained its engineers in Jessup's new line to ensure ongoing support and expertise were available.

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# Cutting edge coating for an expanding business

Jessup is a global leader in adhesive-coated films. Their products are used in signage and they produce anti-slip tapes and the photoluminescent materials used for building evacuation, as well as wide-format digital products and durable labels.

Manufacturing for a wide range of applications brings unique challenges: the business needed a new coating line that could handle these. The line they eventually decided on was the result of extensive consultation to understand the specific manufacturing challenges involved.

Process versatility dictated the need for a modular coater, allowing a specialty knife-over roll design as well as Mayer rod.  A conditioning station prior to the laminator enables the processing of a challenging product. Likewise, an automated winder features short tail, self-wound designs with no contact on the coated side from dryer exit to core.

Through its partnership with New Era, Jessup has been able to increase its capabilities and optimize efficiency.



JESSUP®
Adhesive Coated Films



## System features

- **Customized solution**: the line is tailored to match Jessup's wide-ranging process demands in a single pass.
- **Interchangeable coating methods**: for maximum versatility a modular coater is installed.
- **Seamless splicing**: automatic unwinding is built in for improved flow.

"Working with New Era was an absolute pleasure. The level of collaboration and transparency between the two organizations allowed us to design and install a piece of equipment on time and on budget in the middle of the COVID-19 pandemic."

Rob Jessup, President and CEO, Jessup Manufacturing



## IPCO: Your partner for web coating solutions

- **Web coating**
  Web coating equipment by New Era, a part of IPCO, is suitable for a wide range of applications and includes direct and reverse gravure, offset gravure, slot die, reverse roll, knife over roll (KOR), dip and squeeze, Mayer rod, spray, slide, and five-roll coaters. Designs range from standard construction with manual adjustment to the most advanced fully automatic, closed loop systems controlled in real time by online thickness gauging systems. We cover a wide range of speeds (up to 900 m/minute) and web widths (from a few centimeters to over 6 m). We fabricate coating machinery for water-based, solvent and hot melt processes and can trial most coatings on our pilot line.

- **Unwinding equipment**
  New Era offers purpose-built unwinding solutions for improved productivity in web converting applications. From single-position units to multi-spindle automatic unwinds, each design is custom-implemented for the materials and processes you work with and can be sized to meet your needs (from a few cm to over 6m wide), with speeds up to 900 m/minute. New Era has multiple patents associated with unwinding, including an automatic on-the-fly butt splicing system.

IPCO has a long history of delivering advanced technological solutions for various industrial processes. With over 125 years of experience in steel belt and manufacturing equipment, we continuously push the boundaries of innovation.

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