

# More than “just” a webinar

Creativity and new ideas are necessary during the current pandemic. This is why the coating, laminating and metallization experts from Nordmeccanica (Piacenza, Italy) decided to replace the live demonstrations that were supposed to take place during now rescheduled tradeshows such as drupa with virtual high-class events. C2 has followed the online event from 14 July 2020

“Future at a glance” was the motto of the second episode of the new format “Nordmeccanica Events”. Normally, the Italian machinery manufacturers would have presented their latest innovations at drupa, as they had done in the past. But the Corona pandemic thwarted these plans.

Nordmeccanica remained undaunted by the cancellation of the fair and promptly moved the showcase, which is so important for the company, into virtual space. For the first time ever, the supplier wanted to demonstrate triplex lamination live in a single pass at drupa. This process was therefore one of the highlights of the online event.

## Triplex lamination

With the Triplex SL One Shot, Nordmeccanica offers a three-layer laminating line that can reliably produce multi-layer laminations in a single pass – while exclusively using solvent-free adhesives.



Impressions from the virtual Nordmeccanica event

The virtual machine showcase provided the proof: The Triplex SL One Shot was able to process a three-layer structure.

The same machine was then used in duplex mode to demonstrate Dow Symbiex adhesive lamination – one of the highlights of Nordmeccanica and Dow at drupa 2016. This technology has been continuously developed since then, combining innovative machine design with equally innovative adhesive chemistry to achieve the fastest time-to-market for two-layer lamination

that can be processed with solvent-free adhesives.

## Solvent-based adhesives

The virtual Nordmeccanica event was completed with the presentation of the new Super Combi 5000, which can process solvent-based adhesives. Another, more theoretical part of the online show presented news in the field of barrier coatings from the perspective of a machine manufacturer and a report on the latest achievements

in Nordmeccanica's cooperation with Henkel within the BarrEnhanceTech Alliance.

The Italian machinery experts were highly satisfied with their event. The participants were impressed by the high transmission quality and the perfect use of the possibilities of the virtual format. Professional video and sound technologies as well as an entertaining presentation format show that the live demonstration of new technologies no longer fully depends on the personal presence of the interested parties. ■

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