



**ARDEN ENGRAVING**  
EMBOSSING AND  
FOIL STAMPING SOLUTIONS



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# welcome

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The world of engraving has evolved rapidly throughout its time within the packaging and print industry. From traditional hand engraving to today's state-of-the-art CNC laser technology, which delivers the highest specification in both design and performance.

Arden Engraving has been at the forefront of that evolution and as a company we have continued to invest in the technology that has driven the innovation that you see today in our products. With decades of industry experience between them, our highly-skilled team is our greatest strength. We believe that our ability to innovate, create, problem solve and evolve is why we deliver to our customers the highest level of technical support, creative advice and service that we do.

We have a global team that services the USA, European and Asian markets particularly in the luxury packaging, cosmetic, cigarette, beverage and food sectors.

Packaging design demands more than ever before from its supply chain to stand out in this challenging market where the consumer

is king. Lead times are shorter, design is more complex, digital technology is explored and boundaries are being pushed to strive for the piece that catches everyone's attention. Embellishment plays a key role in that process and we understand this. Each customer demands the best and we strive to deliver it.

In a time when we are becoming more aware of our own impact on the environment the word 'sustainability' is one that must not fall into the lottery of buzz words. We are proud to say that the CNC engraving process has the benefits of using recyclable products and even our flex range can be 100% recycled. To play our part in the protection of our planet we vow not to chemically etch any of our products and continually review our product range to see where we can make alternative more sustainable material choices.

We are incredibly proud of the work that continues to go into our company and of our role within the fantastic industry that is packaging.

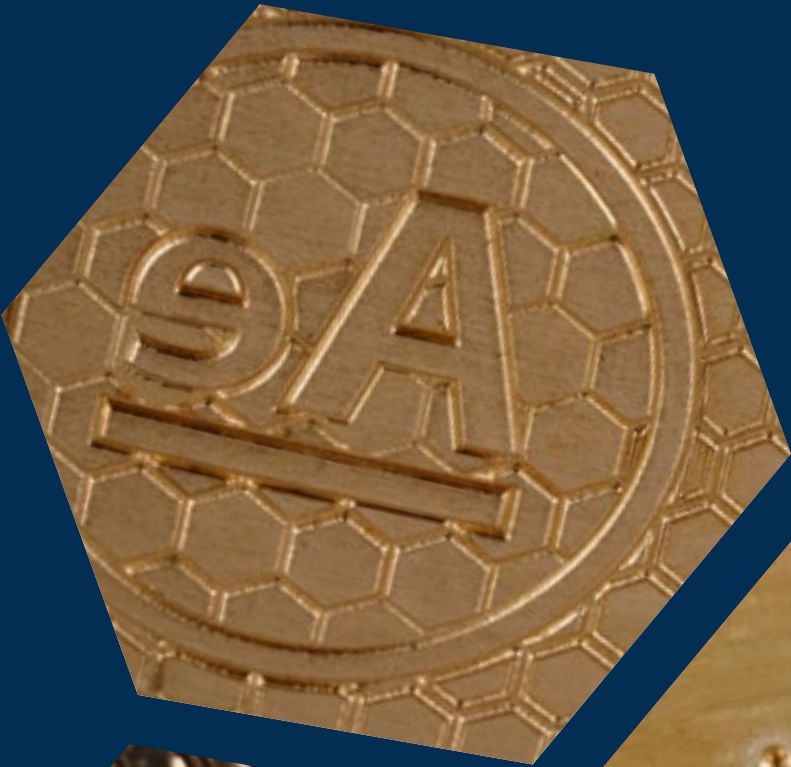
# report folio

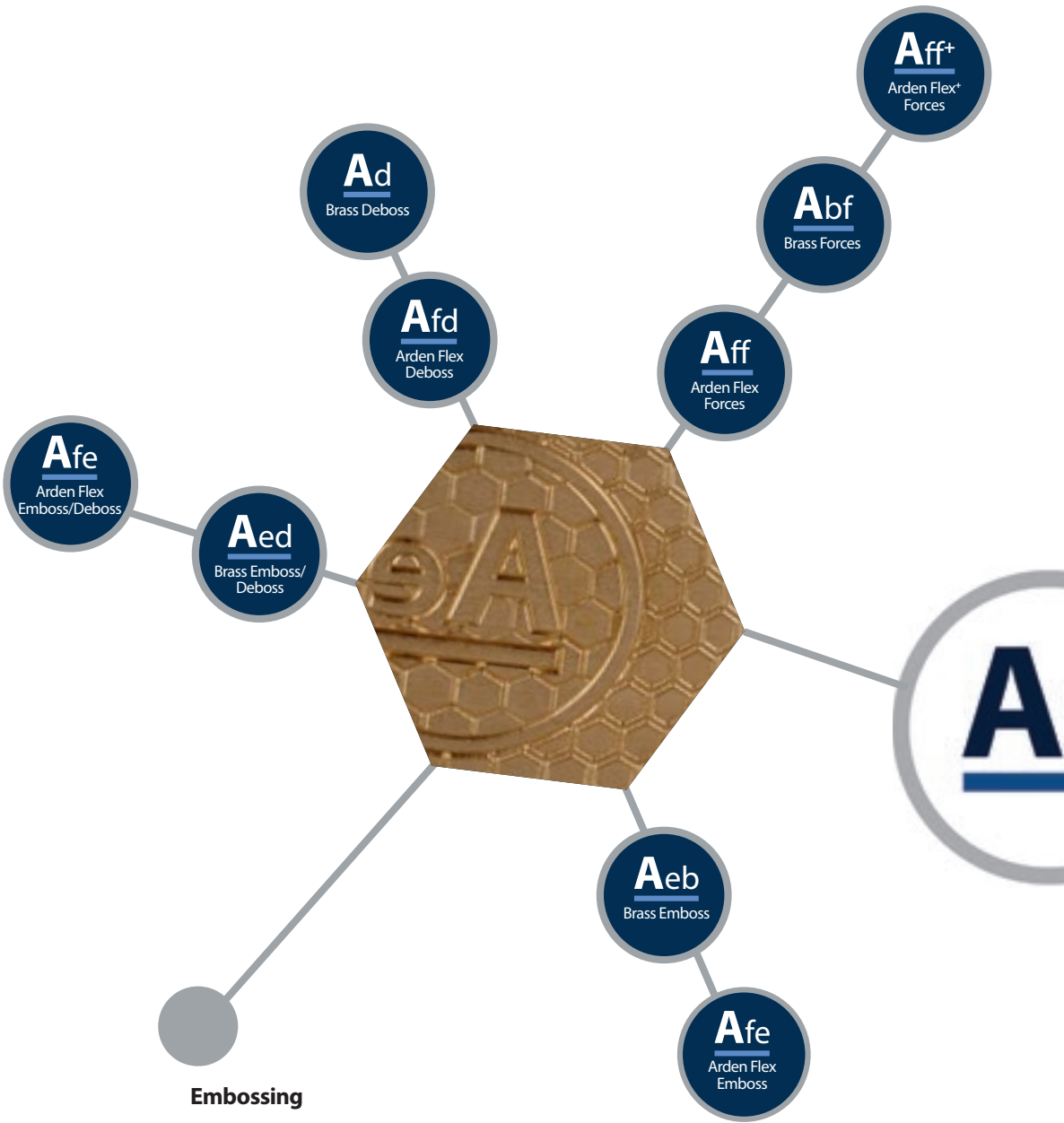


**Welcome to Arden Engraving's family of embossing and foil stamping tooling solutions. Working with some of the world's leading packaging and label converters for more than two decades, we're committed to continual investment in tooling technologies to deliver the highest quality and innovative products available and to meet the ever-increasing demands of the global market.**

**You can rely on the expertise of our highly-skilled workforce to incorporate the latest in speciality finishes in embossing and foil stamping. Our range of solutions are unique and at the cutting-edge of industry standards.**

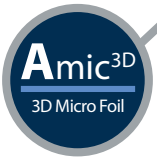
**Arden Engraving is a global organisation with our headquarters in Greater Manchester, UK, and we also have operations around the world including Germany and the USA.**

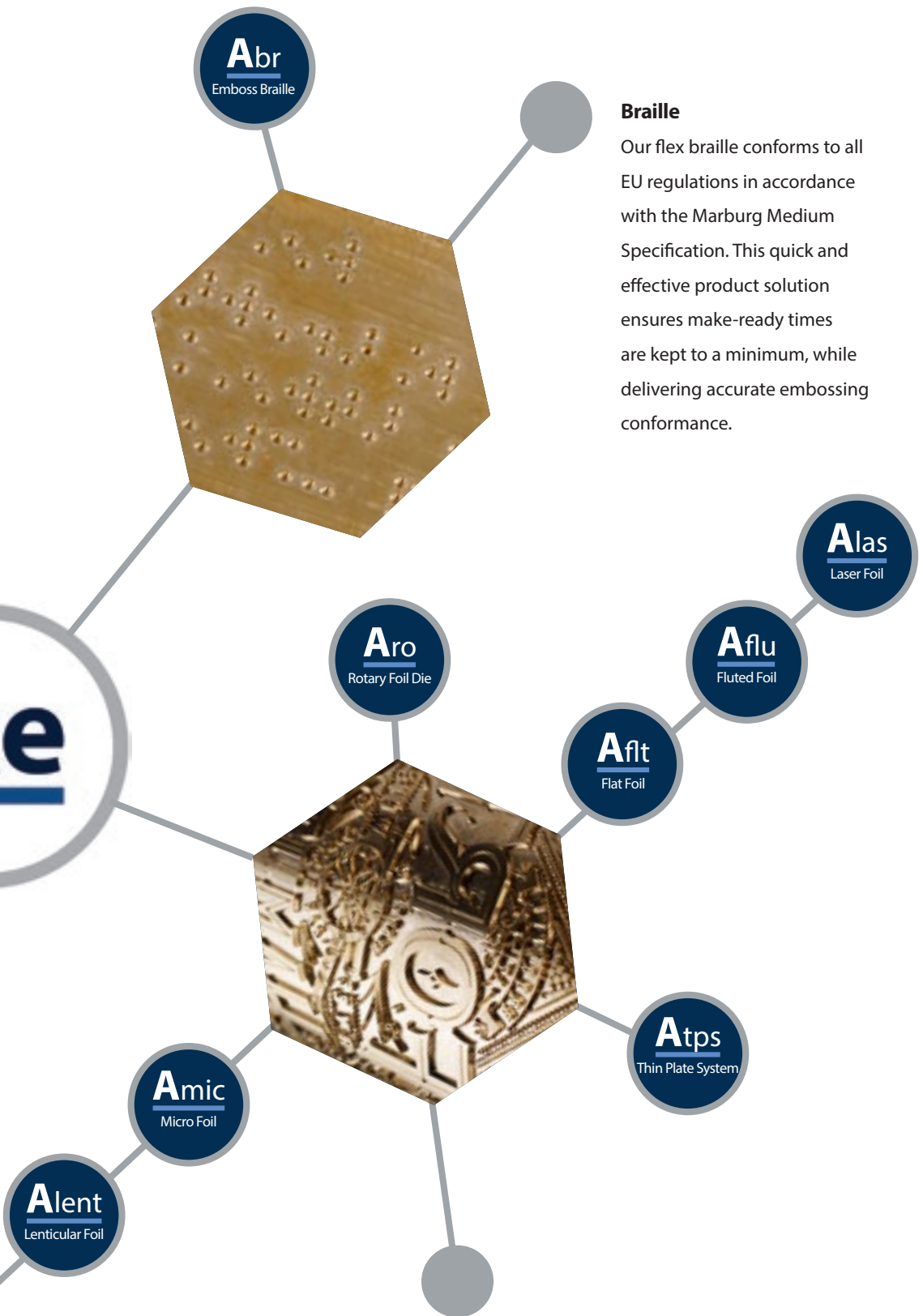




**Embossing**

Arden Engraving has a wealth of knowledge in the production of embossing. Utilising some of the most accurate CNC engraving technologies available, we're able to supply embossing dies with extremely high levels of precision to enhance your packaging needs.





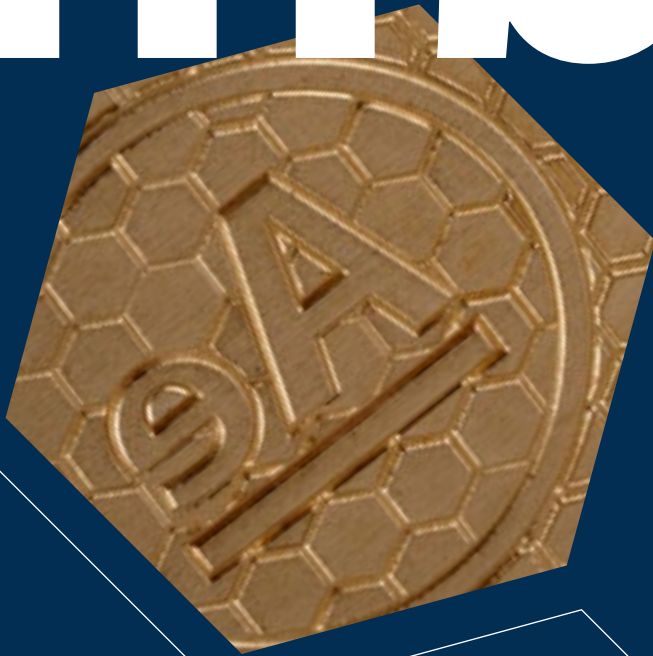
**Braille**

Our flex braille conforms to all EU regulations in accordance with the Marburg Medium Specification. This quick and effective product solution ensures make-ready times are kept to a minimum, while delivering accurate embossing conformance.

**Foiling**

We are proud of our expertise in the production of the finest quality foil and stamping tools. Allied to our extensive skill set, you can be confident in our expert knowledge to deliver tooling of the highest quality.

# embo





# Embossing

**Our products are manufactured using the highest quality of materials with precision CNC tooling to deliver optimum embossing solutions. From the very basic 2D level, to the most advanced multi-level complexity, combined with the latest software technologies, we can add value to your packaging requirements.**

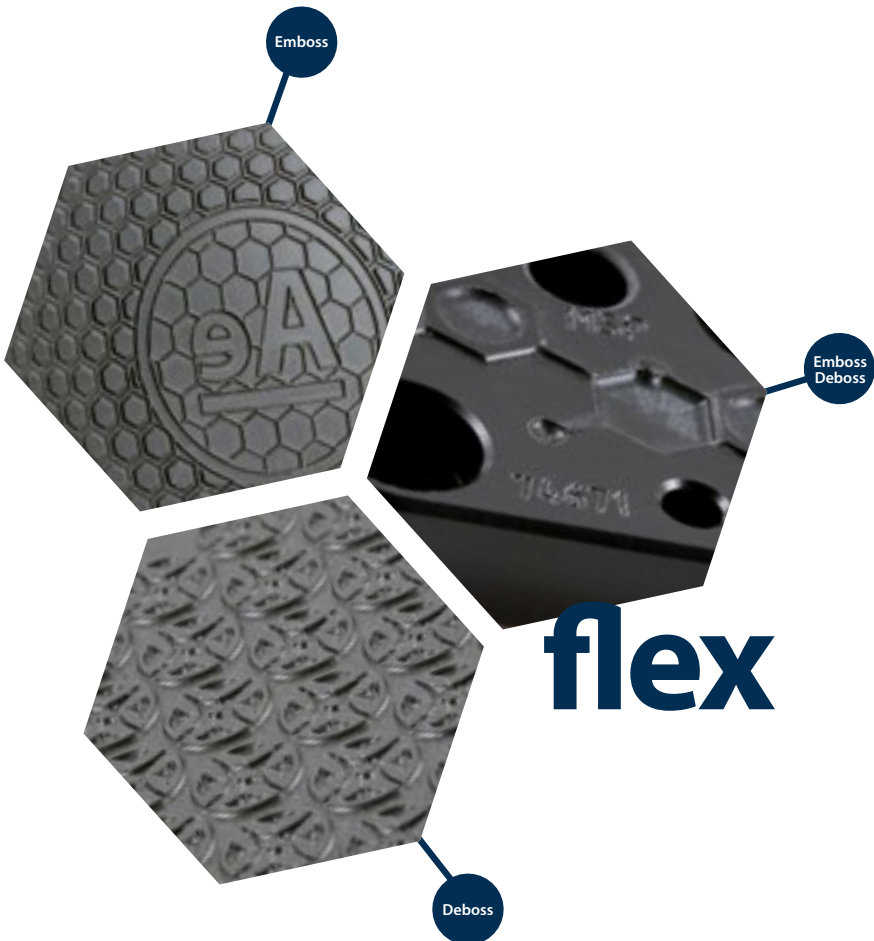
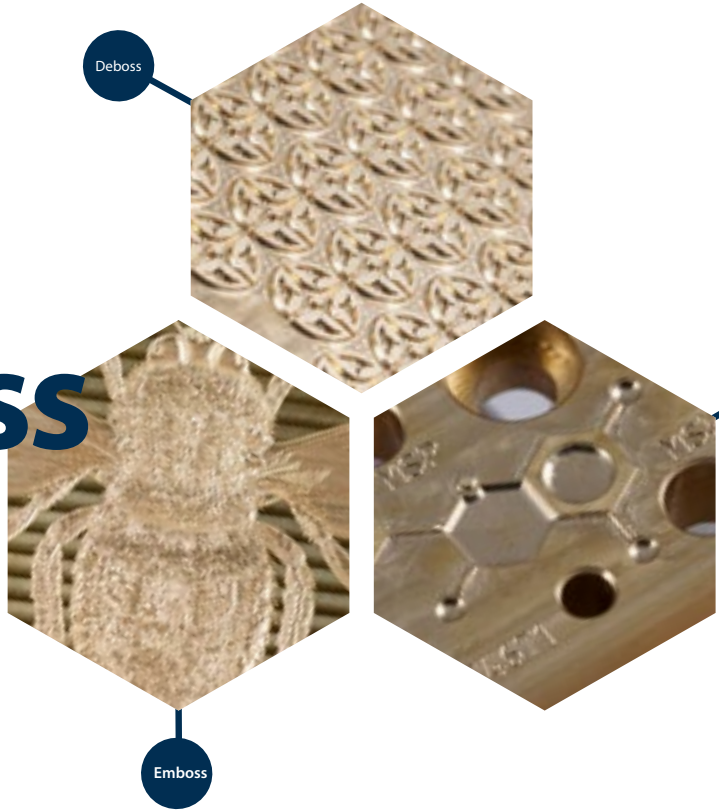
**Our brass products offer durability for long-running projects complementing the world's leading converting machines and for shorter runs, our lightweight Flex products are the perfect solution for a more economically focused project and being 100% recyclable they are good for the planet too.**

**Our deboss tooling is produced with a precise calculation to offer excellent conversion results and avoid adverse marking on the finished substrate.**

**Combined emboss and deboss tooling can be incorporated within a multi-level embossed effect to enhance the overall subtleties within more intricate designs.**

**Our range of counterforce options have evolved to extend from traditional brass through to resin-based and composite solutions, giving you the options for either multi-million or shorter run lengths.**

# brass



# flex

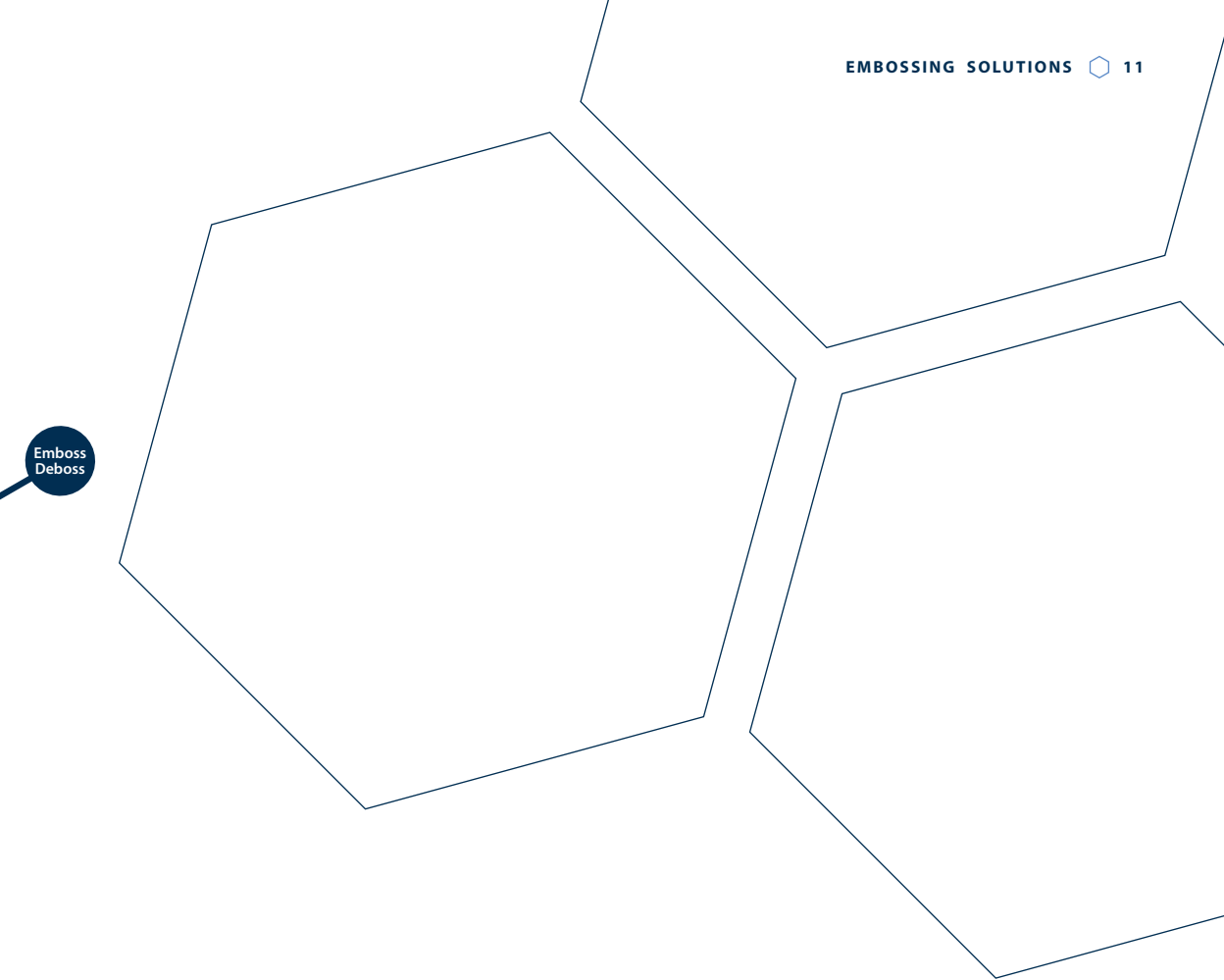
Emboss  
Deboss

# forces

Brass

Flex

Flex\*



# access



## **Embossing Base System**

This precision milled product is designed for fast and accurate set-up of a first pass embossing. All embossing dies are mounted to the precise dimensions of your layout file with the use of our zero pins. We can also supply balance blocks at the back of the base to ensure your machine is running to its optimum performance and offering long-term protection to your converting machine.



## **Adhesive Pad**

We can supply all your male forces with an adhesive which saves your machine operators applying the adhesive on press.

# sories

## Memory Pins and Shims

Our pins enable the tool to be lifted and returned into the exact position from which it was taken, allowing for the insertion of embossing shims to achieve the desired embossing height.



## Zero Pin

These simple location pins are supplied to fix each die to the precise 'zero' position in relation to your layout file. It is this level of detail that ensures your tooling will be set up as accurately as possible, saving valuable set-up time and reducing your costs.



## MSP Pin and Applicator

The MSP system offers an extremely quick, precise and effective method of transferring the embossing counterforce to the machine cutting plate. These pins come with an ergonomically designed applicator for easy application and removal.



# foiling



**Our foiling solutions range from simple flat tooling through to complex multi-level fluted foil. To ensure additional precision, you can benefit from our investment in the latest laser engraving technology for those extremely fine detail requirements.**

**Using our extensive software and in-house creative experience, we're perfectly placed to provide the bridge between your design team and the delivery of the converted item.**

**From our range of micro-foil technologies, you can incorporate our 3D and lenticular image effects to explore the limitless possibilities of unique and textured surface finishes, specifically targeted for the luxury carton and label sectors.**



# g



# standard

Flat Foil



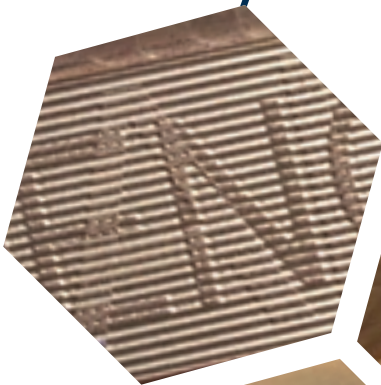
Laser Foil



Fluted Foil



Lenticular Foil



Micro Foil



# effects

3D Micro Foil







### **HSP Pins and Applicator**

The HSP system offers an extremely quick, precise and effective method of transferring the foil counterforce to the machine impression plate. The pins come with an ergonomically designed applicator for easy application and removal.

# accessories



### **Foil Force**

Used in conjunction with the fluted foil dies, this offers a quick and effective, ready to use make-ready component, which is transferred using the HSP pin and applicator system.

# thin plate system

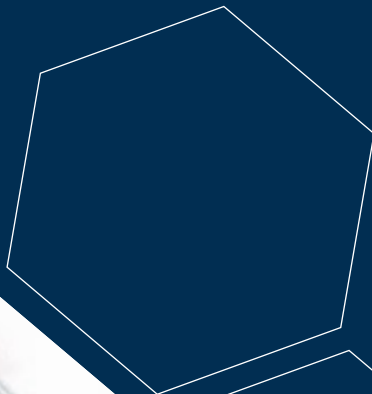
## Thin Plate System

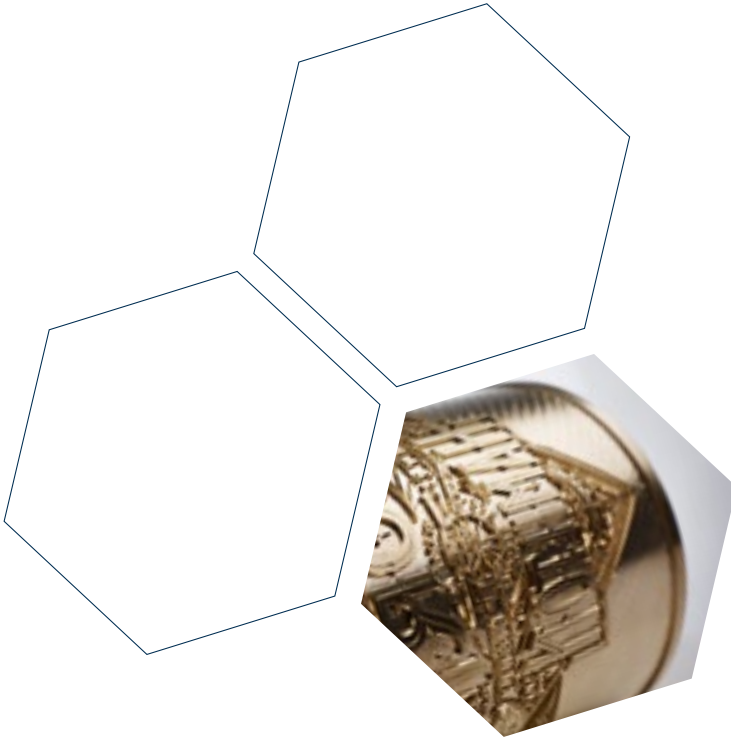
A system designed to integrate all of your stamping dies onto a steel carrying plate in the configuration of the layout. Designed to work with layouts that are often repeated on a regular basis. This is a proven innovative and effective time-saving and cost-reducing tooling solution.



## Thin Plate Preparation Kit

This kit consists of high precision fixing toggles designed to pull down and securely clamp the steel thin-plate to the honeycomb chase of your machine. These toggles are simply installed in minutes with the specially designed toggle spanner and driver.





# rotary

## Rotary Foiling Family

Finest quality engraving and exacting tolerances optimise your make-ready and machine running speeds.

With a comprehensive understanding of the industry's leading machine manufacturers, we're producing complex rotary tooling to meet your PSL needs.



# braille

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**Braille is an important addition to packaging globally with demand continually increasing. Our braille specifications have been refined to provide the highest standards, combined with the latest scanning technology to ensure that all your packaging is exact and conforms to EU regulations.**



Die

# e



Braille



Force







# service

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**We understand that the measure of any company is in both its products and its service and Arden is no exception. Whether it's working with your design team to offer solutions, advising on capabilities or providing you with a proof pressing, we're here to support your needs.**



## **Collaboration**

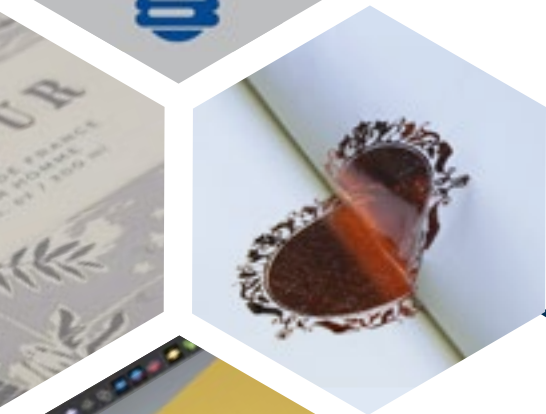
We firmly believe in the strength and opportunities that working together with other members of the industry can bring, so we regularly work with others to test and develop mutual ideas as well as pushing boundaries within the sector. We have long-standing connections with leading carton and label converters and regular work in collaboration to deliver promotional cartons and labels with unique finishes, which we showcase at exhibitions and trade shows around the world.



# es

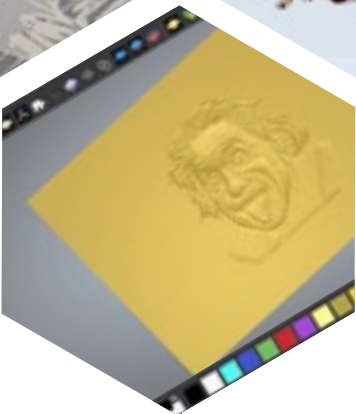
## Graphic Design

We understand how design works, which is why we can work with your design team to help bring your vision to life. Utilising the latest software, our creative designers and highly skilled technical engineers are the bridge between creativity and manufacturing. Together, we can provide the support and advice that will enable your design team to deliver their vision.



## Proofing

We have a dedicated in-house proofing facility, so we can supply both embossed and foiled samples as a cost-effective alternative to your standard outsourcing arrangements.



## 3D CAD Simulation

Want to see your designs brought to life? Our advanced 3D CAD simulations provide a preview of your tooling in advance of any CNC machining. You will receive a .pdf file format, that you can view easily with no specialist software required. We are only able to supply this simulation once you have placed the tooling order and the CAD process has been completed.

# about us

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In 1964 the Poynter brothers Frank and Philip, along with their friend, set up shop as a die-makers in the cellar of their mother's semi-detached house in Stockport. Just four months later, they'd outgrown their 10ft square underground workspace, and moved into their first official headquarters in Marple, and Arden Dies – the first of the Arden companies – was born.

Frank was a modern man with a vision to remain at the forefront of technological innovations and pushed for investment in new laser technology, something that has remained a huge part of the company's philosophy over the years. In 1978, Frank's son Martin joined the ranks, and with a background in mechanical engineering, continued to drive the company forward. During the 1980s, Arden continued to expand and a partnership with German company and now co-owner Marbach – a leading giant in the packaging sector – soon followed cementing their position as a leader in the field.

As the demand for more accuracy in box production grew, Martin soon spotted a gap in the market for specialist packaging software for die-makers. He enlisted the help of a couple of colleagues from the 'back office' to begin producing their own CAD/CAM software and the Arden Software division of the company was founded.

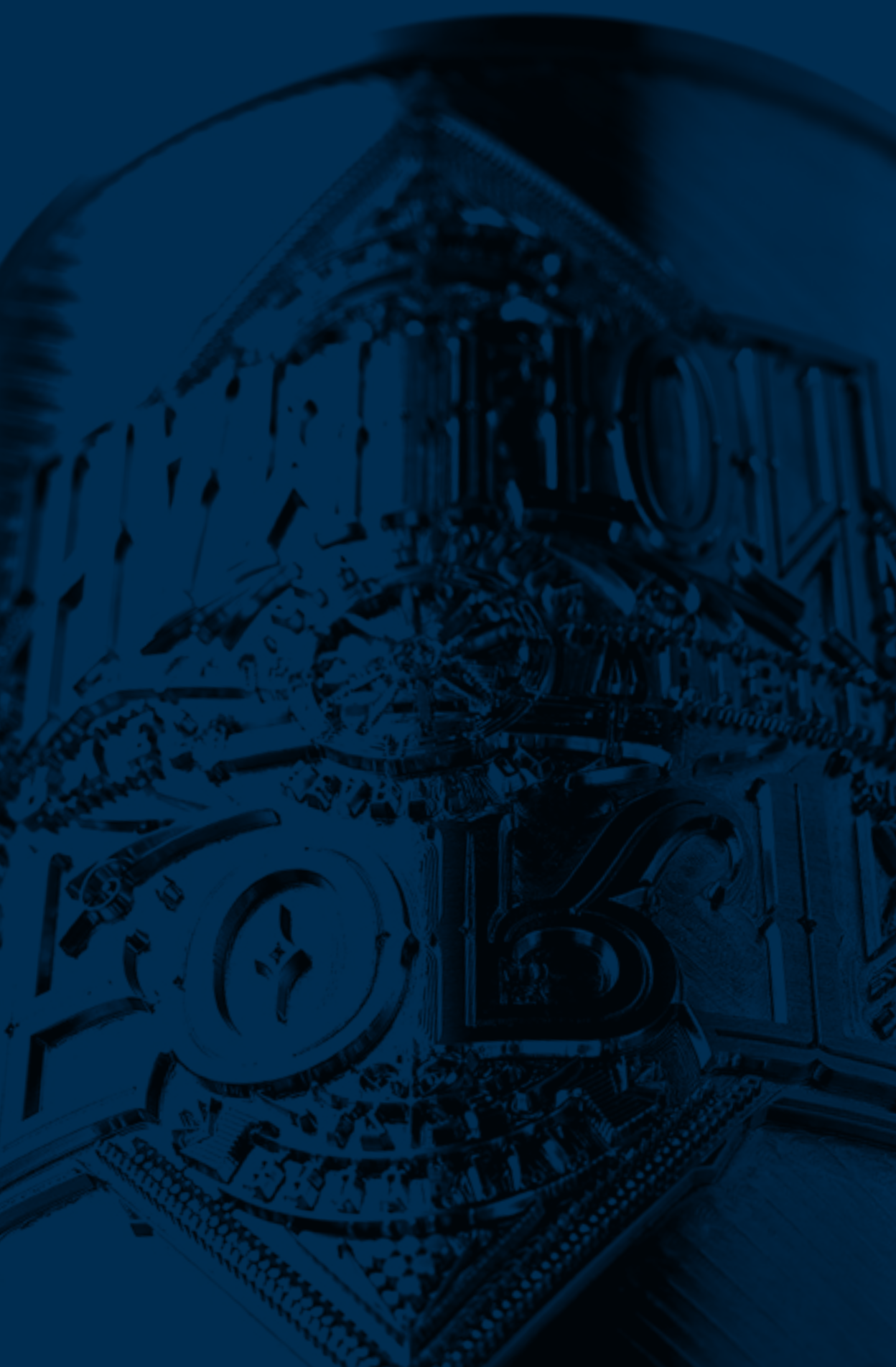
But the Arden group of companies didn't stop there, in 1999 we branched out into the embossing sector. As well as offering

conventional engraving services, Arden Engraving invested heavily in the future by installing cutting-edge, 3D CNC engraving and milling machinery complemented by the skills and knowledge of Arden Software.

With the Arden Group keen to continue its global expansion, in partnership with Marbach GmbH, we launched an engraving production facility in Charlotte, North Carolina, USA in July 2012, which has gone from strength to strength and is expanding rapidly. Thanks to the success of the USA division, we set our sights on the European market, launching Arden Engraving Germany in 2018.

In 2015 we introduced a laser engraving facility capable of producing the finest detail engraving where CNC or the chemical etching process cannot. It was ideal for the label industry, which was to be the next route of our expansion, and in 2018 we entered the market offering advanced rotary and flatbed tooling solutions to some of the largest label manufacturers in the world.

Now, more than half a century since the Poynter brothers first set to work in their mother's cellar, The Arden group of companies employs more than 165 people around the world and has an annual turnover of £11 million, through our Dies, Engraving and Software divisions. With a global workforce of more than 30 highly skilled and talented people; we are proud to work with some of the largest producers in the packaging and label sectors, who know they're in safe hands with Arden Engraving.





**Arden Engraving**

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