**JUNE 2015**

**CHAMELEONbyOMETTM:**

**the future of Tissue customized and printed *on-demand***

**Digital inkjet printing completes OMET machine range for tissue converting and realizes the dream of printing short runs of disposable products with variable graphics and data.**

The Open House that OMET will organize on June 22-26 in Lecco during iT’s tissue 2015 will be the world Premiere of new technologically advanced modular units. Among these, **CHAMELEON**byOMETTM, **digital printing 4-color inkjet group**.

**CHAMELEON**byOMETT**M** implies a change of perspective for the manufacturer of napkins and place mats about what you can print and the criteria of customization of the final product. Thanks to the possibility to insert, in fact, variable data and different graphics for each folded napkin or for groups of napkins, the product acquires uniqueness, ‘speaks’ a plurality of languages, and is transformed, according to uses, in a piece of communication or in an object of worship.

**CHAMELEON**byOMETTM is a ‘direct-print’ system in which a computer installed on the machine receives the variable graphic files and processes them according to precise parameters set by the operator. The digital printing group **CHAMELEON**byOMETTM can print any type of image in high-resolution from a digital file. Through it, you can print napkins made to impress as the daily menu of a restaurant - ... and do it every day!, - enter a unique data as a proper name on a single towel alternately with other names, print a prize contest on a place mat that will be used for a week ...and the next week propose an entirely different release.

**CHAMELEON**byOMETTM extends any product portfolio and concretizes the possibility of on-demand short-runs printing with an extra selling point for the tissue converter: the customization of printed tissue products. The enhanced operational flexibility and modularity of OMET machines for tissue converting, designed to speed up the changeover and reduce waste, fit perfectly with the market approach promoted by the new digital group.

**CHAMELEON**byOMETTM; not only makes costs rationalization possible for short runs printing and reduces time and cost of changeovers, but is a marketing tool that allows you to really make the difference in the market with infinite solutions and innovative ideas!

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