



easily  
CONVERTED  
[.COM](http://easilyconverted.com)

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[easilyconverted.com](http://easilyconverted.com)

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# Company Profile

Whilst being a new brand in the world of label finishing & converting machinery, our pedigree comes from over 30 years of hands-on experience in self-adhesive label production.

In early 2019 Easilyconverted.com formed an alliance with one of the most innovative label-converting design experts in the industry today. Their manufacturing base has over 10 years of experience in producing converting solutions for the highly demanding 3C's industry. (Computers, Communications & Consumable Electronics).

With a background in manufacturing highly sophisticated machinery, often required in exceptionally short lead times, we offer new levels of service at a reassuringly affordable price point.

In short, we are proud to bring to market a range of converting & finishing equipment that is, without doubt, more than comparable with industry-standard brands. We offer exceptional value to our customers without compromise.

The Sawmill, Iping Road, Milland, Liphook, GU30 7NA, ENGLAND

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Easily Converted is a KONICA MINOLTA accredited industrial print partner



# Innovation & Ingenuity

Customer-centric,  
affordable products  
and professional service

## Philosophy

*Integrity, innovation, service*

## Orientation

*Provide integrated  
solutions for printing,  
converting & inspection*

## Value

*Create greater value for  
customers with innovation  
and intelligence*



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A Brand  
*New Challenger*  
in Label Converting



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**MDF330/370/420/520** Integrated multi-functional digital label finishing system

1

**RDF330** Digital label finishing & flexo print to register system

2

**RDR330/370/420/520** Compact label finishing - laminate/die-cut/slit

3

**RD330DA** Roll to roll/roll to sheet - digital plotter cutting system

4

**VSA370** High speed 100% label inspection + slitting & rewinding

5

**RSQ350** Automatic sheeting for blank labels or I-mark labels

6

**LED Ink Curing System** Water cooled

7

**Accessories** improving your productivity by *working smarter & not harder*

8-9



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# MDF330 /370/420/520

Integrated  
multi-functional  
digital  
finishing  
system



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## Optional Extras

- Web cleaner (Single/dual-sided)
- Corona treater
- Semi-rotary cold foiling upgrade
- Laminate to register (For peel and reveal labels)
- Turn Bar/Delam Relam with turn bar
- Flat-bed screen printing unit
- Flat-bed hot foiling/embossing unit
- Hot air dryer
- Doming unit
- Gap Master/Hydra Jacks
- Robotic auto-slitting setup
- Back scorers (manual or auto width setup)
- Semi-turret rewinding unit
- IML unit (in mould label conveyor and stacking)
- Alternative diameter pneumatic rewind shafts



### IMPORTANT POINT

Our **MDF, RDF, and RDR** range of systems, combines full and semi-rotary functionality for the die-cutting stations. Dual functionality for flexo printing is included on the **MDF** range. The desired mode is individually selected from the operator touch screen, giving the perfect choice dependent on the converting and embellishing tasks in hand.

## Standard Features

- All functions are servo motor controlled
- Unwind unit with a combined web guide & splice table
- DUAL MODE Flexo print station - Full & semi-rotary functionality
- Flexo print to register - print, spot varnish or flood coat
- Cold foiling in full rotary mode
- UV or LED ink curing
- Laminating (Unsupported & supported)
- DUAL MODE die-cutting station - Rotary & semi-rotary functionality
- Snowball & standard matrix stripping
- Rotary shear or crush slitting knives (10 sets)
- Razor slitting knives (10 sets)
- Bidirectional dual rewind shafts (76 mm pneumatic)
- Online remote diagnosis connection to factory.

## Technical Specification

	MDF330	MDF370	MDF420	MDF520
Max. Web width	330 mm	370 mm	420 mm	520 mm
<b>All MDF330/370/420 and 520</b>			<b>Rotary</b>	<b>Semi-rotary</b>
Max. Unwind diameter	800 mm			
Max. Rewind diameter	600 mm			
Die-cutting speed			0 - 120 m/min	5 - 60 m/min
Die-cutting accuracy	±0.15 mm			
Magnetic Cylinder Size			70T - 204T	standard 204T
Max. & Min. die-cutting length in semi-rotary				583 mm - 65 mm
Flexo printing speeds			0 - 120 m/min	0 - 60 m/min
Flexo printing accuracy	±0.15 mm			
Flexo plate cylinder size			60 T - 204 T	standard 204 T
Max. & Min. printing length in semi-rotary (overall repeat length)				583 mm/65 mm
Optional semi-rotary Magnetic cylinder sizes				176 T/192 T



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# RDF330

Digital label finishing  
& flexo print to  
register  
system



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## Optional Extras

- Web cleaner (Single/dual-sided)
- Corona treater
- Hot air dryer
- Gap Master/Hydra Jacks
- Robotic auto-slitting setup
- Back scorers (manual or auto width setup)
- Semi-turret rewinding unit
- IML unit (in mould label conveyor and stacking)
- Alternative diameter pneumatic rewind shafts



### IMPORTANT POINT

Our **RDF**, and **RDR** range of systems, combines full and semi-rotary functionality for the die-cutting stations. The desired mode is individually selected from the operator touch screen, giving the perfect choice dependent on the converting and embellishing tasks in hand.

## Standard Features

- All functions are servo motor controlled
- Unwind unit with a combined web guide & splice table
- Flexo print to register - print, spot varnish or flood coat
- Cold foiling in full rotary mode
- UV or LED ink curing
- Laminating (Unsupported & supported)
- DUAL MODE die-cutting station - Rotary & semi-rotary functionality
- Servo controlled matrix stripping
- Rotary shear or crush slitting knives (10 sets)
- Razor slitting knives (10 sets)
- Bidirectional dual rewind shafts (76 mm pneumatic)
- Online remote diagnosis connection to factory.

## Technical Specification

	<b>RDF330</b>	<b>Rotary</b>	<b>Semi-rotary</b>
Max. Web width	330 mm		
Max. Unwind diameter	800 mm		
Max. Rewind diameter	600 mm		
Die-cutting speed		0 - 120 m/min	5 - 60 m/min
Die-cutting accuracy	±0.15 mm		
Magnetic Cylinder Size		70T - 204T	standard 204T
Max. & Min. die-cutting length in semi-rotary			583 mm - 65 mm
Flexo printing speeds	0 - 120 m/min		
Flexo printing accuracy	±0.15 mm		
Flexo plate cylinder size	60 T - 204 T		
Optional semi-rotary Magnetic cylinder sizes			176 T/192 T
Total power consumption	20 kW		
Dimensions	3900 mm x 1700 mm x 2000 mm		
Weight	2800 kg		

# RDR330 /370/420/520

Compact label  
finishing -  
laminates/  
die-cut/slit



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## Optional Extras

- Gap Master/Hydra Jacks
- Robotic auto-slitting setup
- Back scorers (manual or auto width setup)
- Semi-turret rewinding unit
- IML unit (in mould label conveyor and stacking)
- Alternative diameter pneumatic rewind shafts.

## Standard Features

- All functions are servo motor controlled
- Unwind unit with a combined web guide & splice table
- Laminating (Unsupported & supported)
- DUAL MODE die-cutting station - Rotary & semi-rotary functionality
- Snowball & standard matrix stripping
- Rotary shear or crush slitting knives (10 sets)
- Razor slitting knives (10 sets)
- Bidirectional dual rewind shafts (76 mm pneumatic)
- Online remote diagnosis connection to factory.

## Technical Specification

	RDR330	RDR370	RDR420	RDR520
Max. Web width	330 mm	370 mm	420 mm	520 mm

### All RDR330/370/420 and 520

	Rotary	Semi-rotary
Max. Unwind diameter	800 mm	
Max. Rewind diameter	600 mm	
Die-cutting speed	0 - 120 m/min	5 - 60 m/min
Die-cutting accuracy	±0.15 mm	
Magnetic Cylinder Size	70T - 204T	standard 204T
Max. & Min. die-cutting length in semi-rotary		583 mm - 65 mm
Flexo printing speeds	0 - 120 m/min	0 - 60 m/min
Flexo printing accuracy	±0.15 mm	
Flexo plate cylinder size	60 T - 204 T	standard 204 T
Max. & Min. Printing length in semi-rotary (overall repeat length)		583 mm/65 mm
Optional semi-rotary Magnetic cylinder sizes		176 T/192 T
Total power consumption	12 kW	
Dimensions	3900 mm x 1700 mm x 2000 mm	
Weight	2300 kg	

### IMPORTANT POINT

Our RDR, and RDR range of systems, combines full and semi-rotary functionality for the die-cutting stations. The desired mode is individually selected from the operator touch screen, giving the perfect choice dependent on the converting and embellishing tasks in hand.



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# RD3300A

Roll to roll/  
roll to sheet -  
digital plotter  
cutting  
system



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# RD3300A

Roll to roll/  
roll to sheet -  
digital plotter  
cutting system



## Features

- Simple operation & set up – Auto homing procedure for perfect keyline registration
- No Die-cutting Tools are required
- Cuts complex shapes with ease – up to circa 310 mm width x 450 mm length
- Servo controlled for both cutting & blade height lift/reset
- Combined web guide & pneumatic splicing table
- Laminating unit – dual shafts to accommodate both unsupported or supported laminate
- Servo-controlled sheeting unit with stacking tray - accurately programmable to the required length
- Independent servo tension control for both unwind & rewind, ensures excellent running stability
- Simple razor-slitting knives with precise running lateral adjustment
- Dual pneumatic rewind shafts
- Online remote diagnosis connection to factory.

## Technical Specification

Applicable file format	.ai .dxf & .pdf
Max. Web width	350 mm
Max. Repeat length	450 mm
Digital blade	3 blades
Laminate	2 shafts (for unwinding and rewinding)
Cutting speed	0 - 15 m/min (depends on label shape and size)
Cutting accuracy	±0.5 mm
Max. Unwind & rewind roll diameter	400 mm for both
Slitting mode	Razor knife slitting (5 knives)
Rewind	Dual shafts
Toolset	1 set
Voltage & total power consumption	3PH + N + PE, 380 V, 25.5 A - 12.3 kW
Dimensions & weight	2300 mm x 1300 mm x 1520 mm - Wt. 2000 kg



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# VSA370

High speed  
100% label  
inspection  
+ slitting  
& rewinding



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## Optional Extras

- Standard or 100% high-speed inspection camera
- Robotic auto-slitting setup
- Waste matrix stripping rewind shaft
- Semi turret rewind unit plus additional lower rewind shaft
- Additional diameter pneumatic rewind shafts.

## Standard Features

- All functions servo motor controlled
- Twin web guides for ultimate stability
- Web guide at unwind unit incorporates web clamp & splice table
- Central large format splice table with pneumatic web clamps
- Rotary shear & razor slitting knives as standard (10 sets)
- Counter with both linear length & label count by fork sensor
- Online remote diagnosis connection to the factory.

## Technical Specification

Max. Web width	370 mm
Max. Unwind diameter	700 mm
Max. Rewind diameter	Upper 500 mm, Lower 700 mm
Slitting speed	0 - 300 m/min
Inspection speed	0 - 120 m/min
Min. Slitting width	16 mm
Total power consumption	8 kW
Dimensions	2600 mm x 1300 mm x 1400 mm
Weight	1500 kg



# RSQ350

Automatic sheeting  
for blank labels  
or I-mark labels



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# RSQ350

Automatic sheeting  
for blank labels  
or I-mark labels

## Features

- This machine is for professional use in the label and paper industry, offering high precision, reliable performance, durability, and safety
- Recognises automatic sheeting for blank labels or I-mark labels
- Automatic counting
- Maximum speed is 300 sheets/min
- Only need to set the length for fixed-length sheeting
- Maintains very consistent sheet length.

## Technical Specification

Max. Web width	350 mm
Max. Unwind diameter	400 mm
Sheeting length	50 - 400 mm
Max. Sheeting speed	300 times/min
Slitting accuracy	±0.1 mm
Power consumption	1.1 kW
Power supply	3PH + N + PE, 220 V
Dimensions	1200 mm x 900 mm x 1100 mm
Weight	100 kg



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# LED Ink Curing System

Water-cooled



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# LED Ink Curing System

Water-cooled

## Features

- Average recorded power savings of circa 40%
- LG market leading lamps
- Excellent heat dissipation
- Instant ON/OFF – No warm-up or cooling down cycles
- Circa 20,000 hrs. lamp service life
- Curing power constantly synchronised with web speed
- Chosen power setting is individually controlled from the touch screen.

## Technical Specification

Wavelength	385 - 395 nm
Irradiance	30 W/cm <sup>2</sup>
Standard cross-section	260 mm x 25 mm
Suggest height from the substrate	10 mm
Cooling	Water
Lamp dimensions	328 mm x 72 mm x 95 mm
Power control	Auto/Manual
Max. Power consumption	3 kW
Lamp weight	Less than 10 kg



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# Accessories

Improving your productivity by *working smarter & not harder*

## VS500

Semi-auto  
core cutting

### Technical Specification

■ Width	500 mm
■ Core type	paper core, PVC tube core
■ Core size	76 mm
■ Shear knife	10 sets



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# Accessories

Improving your productivity by *working smarter & not harder*

## VS200R

### Rewinder



### Features

#### Unwind

- Servo motor driven
- Standard 76 mm\* air shaft  
*\*Optional Interchangeable air shafts in 25 mm &/or 50 mm*
- Platform for label detecting and removing
- Label count sensor.

#### Single rewind

- Servo driven
- Standard 76 mm\* air shaft  
*\*Optional Interchangeable air shafts in 25 mm &/or 50 mm.*

### Technical Specification

- |                                 |              |
|---------------------------------|--------------|
| ■ Max. Web Width                | 180 mm       |
| ■ Max. Unwind & Rewind diameter | 300 mm       |
| ■ Max. Speed                    | 100 m/min    |
| ■ Air supply                    | 100 psi      |
| ■ Rating voltage                | 3PH + N + PE |
| ■ Weight                        | 70 kg        |



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# Accessories

Improving your productivity by *working smarter & not harder*

## Web Cleaner

### Features

- Single surface or double surface application
- Web width of 300 mm – 1000 mm.



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# Accessories

Improving your productivity by *working smarter & not harder*

## Corona

Treatment for ink adhesion

### Features

- The Corona treatment process optimizes surfaces for adhesion by removing surface contaminants, creating bonding sites, and raising the surface energy (*usually measured in dynes*)
- Improved print quality, the elimination of pin holing, less scrap, and higher productivity
- Powers to 3 kW
- Accommodates a web width of 300 - 600 mm.



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# Visit our showroom & see for yourself

## Featuring many of our machines

**Easily Converted** is always striving to demonstrate the latest innovative digital label finishing & converting equipment on offer.

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### PLEASE NOTE

All specifications, dimensions, and construction shown in this brochure are subject to change without prior notice, this can also mean the look of the machine may alter. If we change anything it's because we're always endeavoring to improve our machines.

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