

LONG NEW

ADVANCED PRINTING & CONVERTING SOLUTIONS

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ABOUT LONG NEW

Based in Taiwan, LONG NEW is a leading company that designs and manufactures rotogravure printing machines, extrusion coating-laminating machines, slitting and rewinding machines as well as coating machines for special purposes. Over 2000 Long New machines are widely used in many industries from flexible packaging, decorative materials to electronics and semiconductor industry. Our products are making positive impact on almost all aspects of everyday life in most parts of the world!

WHY LONG NEW?

- 50+ years of machine design and manufacturing
- Cutting-edge technologies
- 2000+ machines running in over 50 countries
- Customization to unique demands
- Top level customer satisfaction
- High quality with affordable prices

1972

Da Chang-Long Industrial Corporation was founded. Starting business as a cottage factory with approximately 10 million turnover and 10 employees; mainly producing wall-paper printing machine and bag making machine.

1976

Started export business and changed company name a cottage factory with to Long New Industrial Corporation. The main export markets were Indonesia, Philippine and Saudi Arabia regions.

1991

Factory relocated to Taichung Industrial Park. With approx. 100 million turnover and 20 employees, main products are printing machines.

1997

Factory relocated to Taichung Industrial Park 33rd Rd, turnover increased to over 200 million and hired 30 employees in the period.

2000

Developed and manufactured ELS printing machine.

2003

Export markets developed to over 50 countries mainly in Southeast Asia region. Total turnover surged to over 300 million and employees increased to 40.

2005

For capacity expansion, Long New established second plant, Employees increased to 50 ppl.

2009

Constantly working on product innovation and improvement, started technology exchange with Japan company on partial structure development and expanded factory number to three. Turnover reached 400 million and hired 60 personnel in the year.

2012

Long New new factory completion.

Global Tech Co., Ltd. - the affiliate of Long New was founded based on cooperation with a technological partner from Japan.

2013

Cooperation with a technological partner from Germany, design and manufacture customized machinery.

2018

Global Tech merged with Long New for enhanced technical expertise in coating and customized machinery with expansion into industries such as electronics, optics, semiconductor and lithium battery.

Core Value

In recent years, Long New has been optimizing its operation with ‘quality, professionalism, innovation and accountability’ as its core values. Long New has been progressing with knowledge management, quality enhancing programs and comprehensive supply chain management to increase production efficiency.

In today’s rapidly changing globalized business environment, Long New proactively develops markets worldwide. With the past successful experience, we spare no effort to develop diversified product lines and peripheral equipment, and step forward on.

Quality

Long New strictly check the quality of each process and take pride in providing high value products and services that we stand behind, which ensures customer satisfaction, profitability and the future of Long New growth.

Innovation

We continuously challenge ourselves to ever raising standard of excellence at Long New and constantly improve with changing market demands.

Professionalism

At Long New, Professionalism is the culmination of competence, knowledge, quality, attitude, and service. We emphasis on internal job training and professional skills training, this is to provide its clients with not only a standard quality machine but also with an exceptional experience over the course of the project.

Accountability

Taking responsibility for our own actions and working diligently to put situations right. Accountability involves a process of seeing it, checking it, solving it, and doing it.



Management team

Excellent equipment stems from integrated team collaboration

Building an excellent team and fulfilling execution abilities has always been one of the key policies at Long New. We provide stable and satisfactory work environment and development opportunities for our staff. With a systematic approach to the achievement of cross team consensus, the ongoing practical education and training has greatly enhanced the team's technical capacity to flexibly meet customers' requirements and fostered the business insights into the market trend. In the process of globalization, Long New has been actively seeking business partnership and technical collaboration to accommodate customers' diversified demands and fully utilizing the resources and advantages of different regions so as to create the highest possible market value.

Vertically integrated production, Kanban style management

At Long New, we employ integrated production model for each process from taking order, design, quality inspection, assembly and delivery. We strictly inspect the raw material and closely monitor the manufacturing process, adhering to the quality as the fundamental basis. With the adoption of Kanban style management, the accurate scheduling, real time production data and information about material allows the managers to get hold of the latest production information. As a key part of the process, after service team immediately respond to customers' requests and carry out online diagnosis and troubleshooting. In order to provide real time service, we adopted internet based technology which allows our technicians to remotely access to the machines and identify the issues within the shortest timeframe as well as giving assessment and solutions.

Customer Service

The main objectives of Long New customer service are not only to support customers with prompt response and effective problem solving tools and skills, but also to allow customers to monitor their production and continuously improve their efficiency.

Technical support

- Long New cloud based smart platform
- Telephone service
- E-mail service
- Remote access

Maintenance

We provide annual preventative maintenance program

- Checking that the machine's preventative maintenance program is properly executed
- General check on the machines' condition
- Identifying any issues that may negatively affect the machines' performance
- Assisting in replacement of parts subject to wear and tear

Other services

- Machine relocation
- Machine upgrade and retrofit
- Technical training
- Parts and machine inquiry



Advanced Rotogravure Printing Machine (ELS)

GPX Series

Machine Speed: 450 m / min

- State-of-the-Art technology of integrating color register and drive control.
- Shaftless type unwinding and rewinding.
- Constant unwind tail length web splicer, greatly reduces wastage.
- Sleeve type impression roller for quick job change-over.
- Fully automatic splicing without manual intervention.
- Driven inking roller to prevent ink splash and greatly enhance the printing quality of half tone colors.
- Highly efficient drying system with heat recirculation.
- Twin trolley equipped for maximum flexibility of changing cylinder and/or inking system.

GPS Series

Machine Speed: 350 m / min

- Japanese electronic line shaft system.
- Shaftless type unwinding and rewinding.
- Constant unwind tail length web splicer, greatly reduces wastage.
- Highly efficient drying system with heat recirculation.
- Ink pan tilting device allows easier ink removal after printing.
- Fully automatic splicing without manual intervention.
- Driven inking roller to prevent ink splash and greatly enhance the printing quality of half tone colors.

GPC Series

Machine Speed: 300 m / min

- Japanese electronic line shaft system.
- Shaftless type unwinding and rewinding.
- Constant unwind tail length web splicer, greatly reduces wastage.
- Highly efficient drying system with heat recirculation.
- Ink pan tilting device allows easier ink removal after printing.
- Fully automatic splicing without manual intervention.
- Driven inking roller to prevent ink splash and greatly enhance the printing quality of half tone colors.
- Compact design for reduced footprint.

SPECIFICATIONS

MODEL	GPX	GPS	GPC
Max. web width	1000 mm / 1300 mm		
Max. machine speed	450 m / min	350 m / min	300 m / min
Max. cylinder width	1050 mm / 1350 mm		
Cylinder repeat	400 - 900 mm		
Max. unwind dia.	800 mm / 1000 mm (optional)		
Max. rewind dia.	800 mm / 1000 mm (optional)		
Printing Unit	Trolley type with sleeve impression roller	Standard type	Standard type
Cylinder type:	Shaftless		



High Performance Rotogravure Printing Machine (MLS)

GEM Series

Machine Speed: 250 m / min

- Double-shaft turret type unwinder and rewinder with auto splicing during top speed.
- Precision processing and fitting ensures highly accurate registration and minimal defect ratio.
- User friendly HMI interface.
- Inverter controlled turret arm rotation.
- Driven inking roller to prevent ink splash and greatly enhance the printing quality of half tone colors.
- Newly designed highly efficient drying chamber reduces solvent residue to minimal level.

GEH Series

Machine Speed: 220 m / min

- One of the most compact yet powerful gravure machines.
- Double-shaft turret type unwinder and rewinder with auto splicing during top speed.
- The heat recirculation system on the drying chamber greatly increases drying performance, reduces energy consumption.
- Pneumatically operated shaftless printing cylinder saves change-over time and increases efficiency.
- Driven inking roller to prevent ink splash and greatly enhance the printing quality of half tone colors.

SPECIFICATIONS

MODEL	GEM	GEH
Max. web width	1000 mm / 1300 mm	
Max. machine speed	250 m / min	220 m / min
Max. cylinder width	1050 mm / 1350 mm	
Cylinder repeat	400 - 900 mm	
Max. unwind dia.	800 mm / 1000 mm (optional)	
Max. rewind dia.	800 mm / 1000 mm (optional)	
Printing unit	Standard type	
Cylinder type:	Shaftless	



Gravure Printing Machine For Specific Applications (Aluminum Foil & Décor Materials)

GAL Series

Machine Speed: 250 m / min

- Double-shaft turret type unwinder and rewinder with splicing at high speed.
- Highly efficient drying and ventilation system.
- A special focus on the short web path and minimized wastage.
- Purpose-built rollers for smooth running of foil.
- In-line coating with highly efficient horizontal drying tunnel (optional).
- Individual driven printing units enable flexible production (optional).
- Split type of design greatly increases productivity (optional).

SPECIFICATIONS

MODEL	GAL
Max. web width	600 mm / 800 mm
Max. machine speed	250 m / min
Cylinder repeat	400 - 900 mm
Max. unwind dia.	600 mm / 800 mm
Max. rewind dia.	600 mm / 800 mm

Note: aluminum foil printing usually involves customization to some extent, customers are encouraged to discuss their specific needs with Long New team



GCH Series

Machine Speed: 300 m / min

- The machine is designed for premium quality printing of décor materials with flexible modules and configurations.
- Double-shaft turret type unwinder and rewinder with splicing at high speed.
- Purpose-built heat and chill rollers for better treatment of substrate.
- In-line coating with highly efficient horizontal drying tunnel (optional).
- Individual driven printing units enable flexible production (optional).
- Split type of design greatly increases productivity (optional).

SPECIFICATIONS

MODEL	GCH
Application web	Paper, PVC
Max. web width	1000 mm / 1300 mm / 1600 mm
Max. machine speed	300 m / min
Cylinder repeat	up to 2200 mm
Max. unwind dia.	800 mm / 1000 mm / 1200 mm
Max. rewind dia.	800 mm / 1000 mm / 1200 mm

Note: Décor printing usually involves customization to some extent, customers are encouraged to discuss their specific needs with Long New team



Dry Laminating Machine

DL Series

Machine Speed: 200 m / min

- Ideal for laminating various materials with excellent bonding strength including those hard-to-laminate materials such as nylon, aluminum foil.
- Double-shaft turret type unwinding and rewinding enable automatic material changing and splicing at top speed with minimum wastage.
- Automatic tension control eliminates tension variation and ensures superior laminating quality.
- Inverter controlled turret arm rotation.
- Highly efficient four zones of drying chambers provide high drying performance.

DLA Series

Machine Speed: 250 m / min

- All the features of DL series with higher production speed.
- Highly efficient drying performance provides higher productivity.
- Quick change design of doctor blade.
- Turret type shaftless double axis unwinder and rewinder (optional).

DLS Series

Machine Speed: 250 m / min

- Ideal for laminating various materials with excellent bonding strength including those hard-to-laminate materials such as nylon, aluminum foil.
- Sleeve-type impression rubber roller equipped for quick change-over.
- Newly designed adhesive tray with highly efficient exhaust device.
- Tracking roller driven by servo motor ensures superior winding performance.
- Turret type shaftless double axis unwinding and rewinding with the choice of 3" / 6" suit materials in various widths and ensure stable splicing at top speed with minimal wastage.
- Driven coating impression roller with control modes selected at HMI.
- Web guiding device equipped for drying tunnel.

SPECIFICATIONS

MODEL	DL	DLA	DLS
Max. machine speed	200 m / min	250 m / min	250 m / min
Max. laminating width	800 mm / 1000 mm / 1300 mm		
Max. 1 st unwind dia.	800 mm / 1000 mm (optional)		
Max. 2 nd unwind dia.	600 mm / 800 mm (optional)		
Max. rewind dia.	800 mm / 1000 mm (optional)		



Solventless Laminating Machine & Wet Laminating Machine

SL Series

Machine Speed: 350 m / min

- The solventless laminating machine is designed to use two-component adhesive without solvent for more eco-friendly production.
- Five roller coating unit with precise and adjustable speed control keeps coating weight consistent and evenly distributed across the web.
- Easy change of rubber transfer roller for jobs in different widths (sleeve type as optional).
- Precise tension control with dancing rollers.
- Three roller laminating system.
- European two-component adhesive mixer.
- Real time coating weight detection system can be integrated to monitor production status and minimize waste (optional).

SPECIFICATIONS

MODEL	SL
Max. web width	1000 mm / 1300 mm
Max. machine speed	350 m / min
Max. 1 st unwind dia.	1000 mm
Max. 2 nd unwind dia.	1000 mm
Max. rewind dia.	1000 mm



LW Series

Machine Speed: 200 m / min

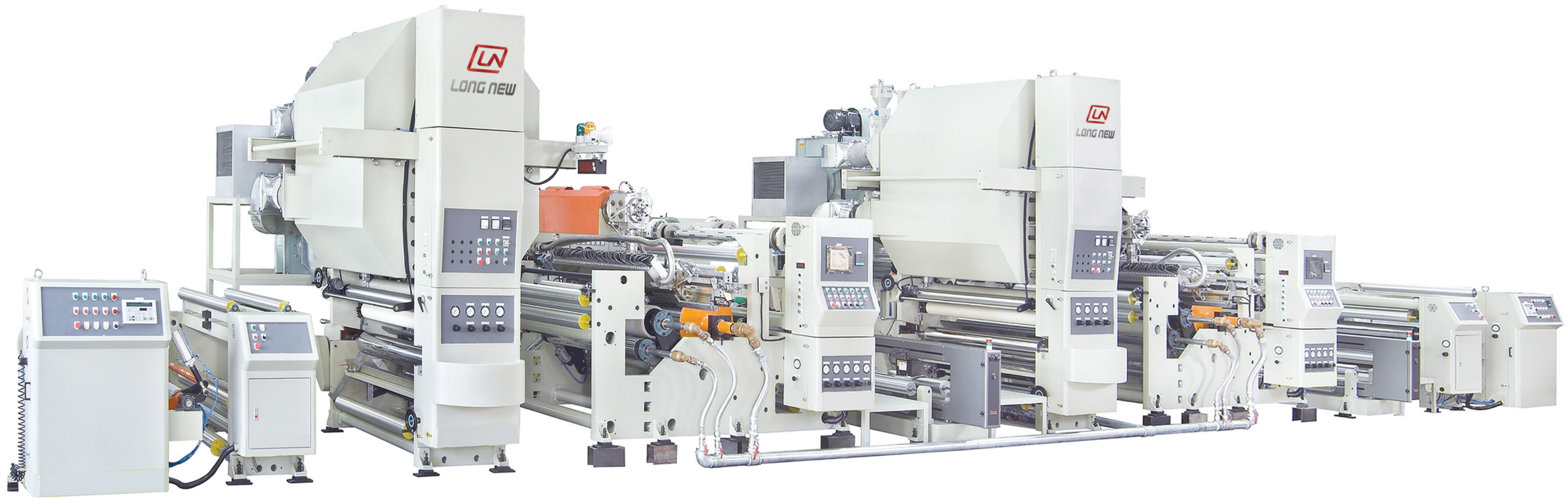
- Designed for laminating various types of paper related applications.
- Heavy duty single shaft hydraulic type unwind and rewind for thick paper or turret type unwind and rewind with auto splicing for thin paper.
- Automatic tension control provides smooth operation.
- Highly efficient drying chamber system provides superior laminating performance during high speed operations.
- Four-roller coating unit ensures coating uniformity.
- Gravure printing unit to add more value to the finished products (optional).
- Additional adhesive coating and laminating units to make the machine suitable for both wet laminating and dry laminating productions (optional).

SPECIFICATIONS

MODEL	LW
Max. web width	1000 mm / 1300 mm
Max. machine speed	200m / min
Max. 1 st unwind dia.	1000 mm / 1200 mm / 1600 mm
Max. 2 nd unwind dia.	600mm / 800 mm
Max. rewind dia.	1000 mm / 1200 mm / 1700 mm



Extrusion Coating Laminating Machine



LE Series

Machine Speed: 200 - 250 m / min

- Double-shaft turret unwind and rewind with automatic splicing ensures non-stop operation with minimum wastage.
- The user friendly HMI provides convenient adjustment of production parameters.
- Premium quality long life T-die ensures thickness uniformity.
- Specially designed dual drying chamber equipped at anchor coating section ensures high drying efficiency with energy saving function.
- Tracking roller device ensures high quality rewinding performance

SPECIFICATIONS

MODEL	LE
Machine speed	200 m / min , 250 m / min
Max. laminating width	1000 mm / 1300 mm
Max. 1 st unwind dia.	800 mm / 1000 mm (optional)
Max. sandwich unwind dia.	600 mm / 800 mm (optional)
Max. rewind dia.	800 mm / 1000 mm (optional)
AC coating unit	gravure coating

LED Series (Tandem)

Machine Speed: 200 - 250 m / min

- Tandem structure largely saves the duplication of processing and allows manufacturing of 5 layer products in one single run.
- Double-shaft turret unwind and rewind with automatic splicing ensures non-stop operation with minimum wastage.
- The user friendly HMI provides convenient adjustment of production parameters.
- Premium quality long life T-die ensures thickness uniformity.
- Specially designed dual drying chamber equipped at anchor coating section ensures high drying efficiency with energy saving function.
- Tracking roller device ensures high quality rewinding performance

SPECIFICATIONS

MODEL	LED
Machine speed	200 m / min , 250 m / min
Max. laminating width	1000 mm / 1300 mm
Max. 1 st unwind dia.	800 mm / 1000 mm (optional)
Max. 1 st sandwich unwind dia.	600 mm / 800 mm (optional)
Max. 2 nd sandwich unwind dia.	600 mm / 800 mm (optional)
Max. rewind dia.	800 mm / 1000 mm (optional)
AC coating unit	gravure coating

Slitting & Rewinding Machine

SR1 Series

Machine Speed: 300 m / min

- The SR1 series is designed to meet the production requirement of the packaging and printing industry. Suitable for various types of printed and laminated materials.
- Standard 3" differential air shafts and optional 6" shafts at the rewinder with precise taper tension control ensure the winding performance for various types of slitting jobs.
- Chucks at unwinder handle both 3" & 6" cores.
- Edge trim rewinder (optional).

SR2 Series

Machine Speed: 400 m / min

- The SR2 series is designed to meet the production requirement of the packaging and printing industry. Suitable for various types of printed and laminated materials.
- Unwinding is equipped with air brake allows more stable tension.
- Splicing table with film clamps for easy operation.
- Chucks at unwinder handle both 3" & 6" cores.
- Rewinding is equipped both individual lay-on rollers and one-piece main lay-on roller to suit for all kinds of production conditions.
- Edge trim rewinder (optional).

SR5 Series

Machine Speed: 500 - 600 m / min

- The SR5 series is designed for high speed production for various types of printed and laminated materials.
- Splicing table with film clamps for easy operation.
- Push-off system enables the removal of rewind reels to unloading stand.
- Motorized auto unloading stand for safe and efficient operation.
- Edge trim rewinder (optional).

SPECIFICATIONS

MODEL	SR1	SR2	SR5
Max. web width	1000 mm / 1300 mm	1000 mm / 1300 mm	1300 mm / 1600 mm / 1800 mm
Max. machine speed	300 m / min	400 m / min	500 m / min , 600 m / min
Max. unwind dia.	800 mm	800 mm	800 mm / 1000 mm / 1200 mm
Min. rewind dia.	600 mm	600 mm	600 mm / 800 mm
Min. rewind width	50 mm	50 mm	50 mm
Slitter system	Razor blade / shear cutter(optional)		
Unloading device	Manual	Manual	Auto



Inspection & Rewinding Machine



IA Series

Machine Speed: 300 - 400 m / min

- Hydraulic lifter for unwinding & rewinding.
- Shaftless chucking system at unwinding & rewinding with chucks that handle both 3" & 6".
- Tracking type lay-on roller devices at unwind and rewind for best winding performance.
- Full cover inspection board with splicing table.
- Auto reverse to defective positions.
- Web guiding device to track edges and lines (Germany or Japan brand).
- 100% defect inspection system. (optional)
- Edge trimming device and/or trim rewinder (optional).
- Fixed type stroboscope with sync. photo sensor (optional).
- EPC sensor for backward winding (optional).

SPECIFICATIONS

MODEL	IA	IA3
Max. web width	1000 mm / 1300 mm	
Max. machine speed	300 m / min	400 m / min
Max. unwind dia.	800 mm / 1000 mm (optional)	
Max. rewind dia.	800 mm / 1000 mm (optional)	
Applicable web type	PVC / PE / CPP / OPP / PET, printed & laminated materials	

IR Series

Machine Speed: 300 m / min

- Suitable for materials in narrow to mid width.
- Forward/Reverse winding function.
- Three motor drive system ensures more stable tension control and smooth operation.

SPECIFICATIONS

MODEL	IR3-400	IR3-600
Max. web width	400 mm	600 mm
Max. machine speed	300 m / min	
Max. unwind dia.	600 mm	
Max. rewind dia.	600 mm	
Applicable web type	PVC / PE / CPP / OPP / PET, printed & laminated materials	



HIGH PRODUCTIVITY TOP PERFORMANCE SUSTAINABLE GROWTH



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