

# LABELXPO AMERICAS 2010 REVIEW

A roundup of the best in new technology at Labelexpo Americas  
from L&L's global editorial team

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## LIFETIME ACHIEVEMENT

Terry Fulwiler, CEO WS Packaging,  
wins Lifetime Achievement Award

## NEW BRAND STRATEGIES

Consumer focused approach presents  
new opportunities for converters

## MIGRATION LIMITS

Challenging the myths around  
adhesive migration

THE WIDER WORLD OF NARROW WEB



VOL.32 ISSUE#5 NOVEMBER 2010  
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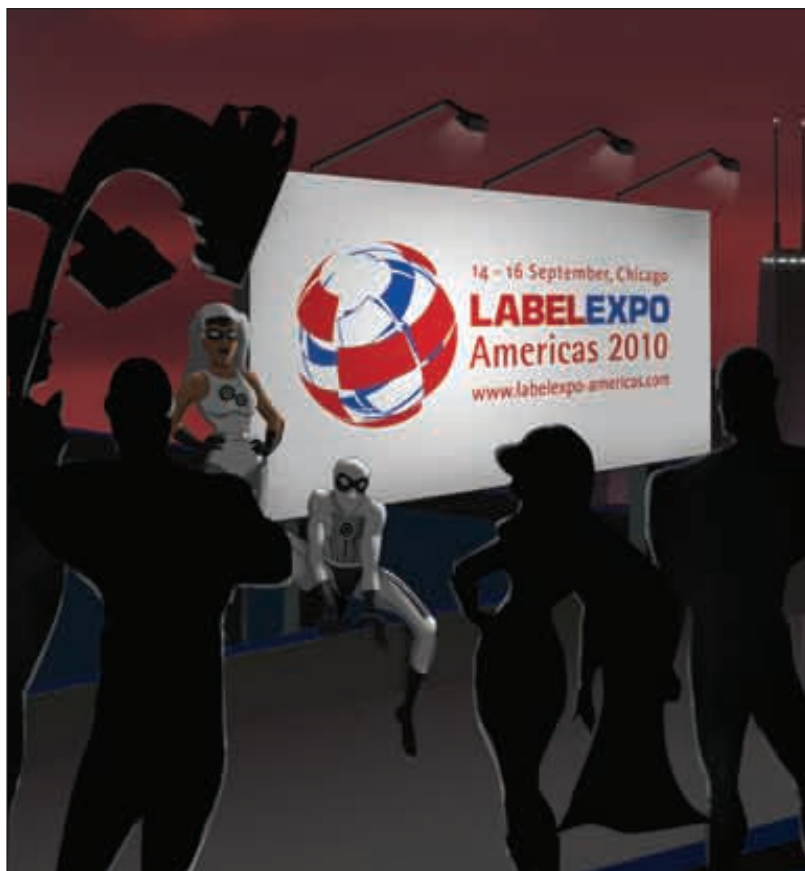
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## FLEXO VS DIGITAL

Labelexpo shows are great for kick-starting the label industry out of a recession mentality. That was the case with Labelexpo Europe last year, and it was the case with Labelexpo Americas this year. The show created a real buzz of excitement, which was reflected in the impressive sales figures for the leading global press manufacturers.

Labelexpo Americas also sparked a major debate between the digital and conventional press manufacturers, the latter led by Mark Andy, as to where the cross-over point lies between the two technologies. Mark Andy was arguing forcefully that with a modern flexo press with fast change sleeves and inking system and all the advantages of servo-driven digital pre-makeready – especially on repeat jobs – a flexo press can profitably go to the upper range of run sizes digital is currently claiming, particularly where complex converting is involved.

Visitors to the show got a chance to see both technologies working side by side at the Technology Workshops, a new feature which saw a Nilpeter flexo press using HD Flexo technology running alongside digital presses from HP Indigo, Xeikon and EFI. The workshops were moderated independently and included discussions of automated workflows linking EskoArtwork pre-press systems to plant-wide MIS – including modules which automatically calculated whether a job should be printed flexo or digital.

A 'grid' developed by the L&L editorial team and filled in by each manufacturer allowed visitors to assess the limitations and advantages of each process in regard to substrates, consumables, makeready times and running costs. There was good feedback from both visitors and exhibitors, so this feature will certainly be repeated at Labelexpo Europe.

Before leaving the subject of Labelexpo Americas, it is worth remarking on the emergence of Latin America as a major powerhouse of the global labels industry. L&L's Latin America editor James Quirk spent most of his time at the show spotting and talking with the region's most powerful label and packaging converters. They are investing in top of the line converting equipment and building businesses to rival the best in the world.

### ANDY THOMAS

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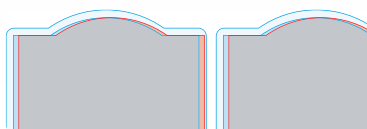
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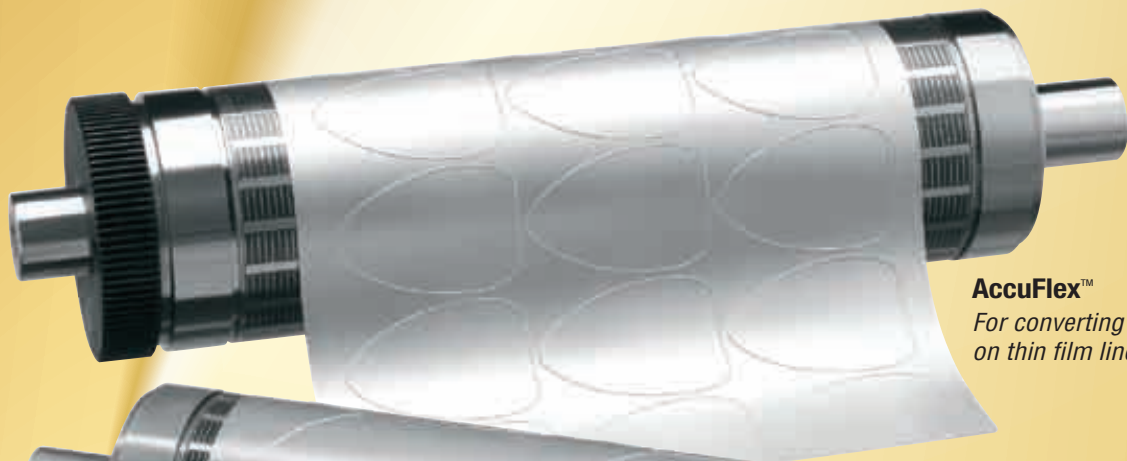
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# INBOX

## Conference sessions:

I was privileged to be on a lively panel discussion chaired by Andy Thomas of Tarsus with 3 Xaar OEMs who are driving inkjet technology into the market: Ken Stack of EFI-Jettrion, Chuck Raymond of DICE, and Jesper Jorgensen of Nilpeter. Ken spoke about the opportunity for label converters to provide in-plant 'managed print services' for their CPG customers; Chuck explained the economics of his company's 'add-on' inkjet module for an existing printing/finishing line; and Jesper brought a global and long-term perspective to the advent of quality inkjet printing. These guys are visionaries while remaining well-grounded pragmatists!

Chris Lynn

## Digital press installations

As a reporter looking at digital installations from the 'outside', I observe three major factors for success. Firstly, some person needs to take 'ownership' of the digital press. Where a company has moved a reluctant flexo guy onto the machine, this is unlikely to happen. This champion might well come from pre-press or might be a less senior press operator just waiting for a chance to step up. Secondly, the press should be integrated as tightly as possible into the existing pre-press workflow to prevent the development of an 'us and them' mentality and to ensure an efficient and cost effective operation. Repro can perceive the digital press as a 'problem' because it requires constant feeding of press-ready files. But as Katy rightly says, there are tools out there which can help automate most aspects of digital pre-press - including planning of jobs between conventional and digital presses, costing and file preparation.

Finally, successful converters ensure that all employees understand that the digital press is helping company-wide profitability and opening up new opportunities for longer run work as well.

Andy Thomas, Editor, L&L



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**Andy Thomas** – @AndyThomasEmans

'Great turnout at Labelexpo Americas this year. Shows the market is regaining confidence.'



**Danielle Jerscheffs** – @DanielleJersche

'Fast and Furious: Plato's world's fastest growing Top 10 Brewers shows number one is Petropolis of Brazil, four from Africa, three from the EU and two from China.'

'Labelexpo 2010 surpasses 2008 attendance on second day – positive buzz, presses selling, new innovative products and full technology workshops. Success!'



**James Quirk** – @JamesQuirk

'At Labelexpo Americas, Multilabel buys Cartes laser die-cutting machine. Will be first laser die-cutter in Argentina.'

'Chile, with its highly developed export market, has most HP label presses per capita in Latin America, with 22 machines.'



**Roger Pellow** – @RogerPellow

'Labelexpo is buzzing. Technology workshops really catch printer's imagination. First time to compare different digital technologies and conventional presses.'



## TECHNOLOGY WORKSHOPS

I heard the 4 presses at LabelExpo were running the same job. So which was best, and what was the good and bad of each?

Noel Ward

At the back near Xeikon and Domino booths the show group gave attendees a chance to see EFI-Jettrion, HP and Xeikon presses next to each other running the same job. I thought for those who wonder about digital and their differences this was a huge help for printers.

Adam Brenner

This was a great chance for label converters to see 4 different printing technologies side-by-side and the value proposition of each. Nilpeter demonstrated an analog press, HP showed its liquid toner solution, Xeikon exhibited its dry toner press, and my company (EFI Jettrion) demonstrated the Jettrion 4830, a UV inkjet solution. Although there were some challenges in coordinating the overall event, the Tarsus folks who run Labelexpo did a really good job in pulling the it off and creating a valuable educational forum for the label converting community.

Sean Skelly

Very good attendance at the technology workshop. I presented for HP, and we got lots of positive feedback.

Brian Cleary

## KNOCKOUT TECHNOLOGY

We one particular thing that was not directly associated with what we exhibited - but really knocked us out! Color-Logic – in coordination with Epson and the Epson Stylus Pro WT7900 printer – on MetallicProof Film – we saw an very interesting proofing solution for label printers that printed on white paper with metallic inks.

Michael Jahn

# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

### YORK LABEL AND PAGO FORM GLOBAL PARTNERSHIP



US converting group York Label and Europe-based Pago Group have formed a global partnership focusing on international customer

expansion and support, technology exchange and operational benchmarking. The partnership brings two major suppliers of package decoration products together, creating one of the largest global footprints in the industry.

York Label's and Pago's joint global network offers multi-national companies the ability to achieve worldwide brand consistency and quality via standardized artwork, graphic and printing platforms.

The companies collectively have over 20 facilities, 140 printing presses, 1,900 associates and combined serve the household and personal care, food & beverage, wine & spirits, and healthcare markets.

The partnership provides a strong basis for operational cooperation between York Label and Pago on an international scale. The companies remain independent with regards to ownership structure and local business activity.

'We are excited to partner with Pago and leverage each other's manufacturing capabilities, innovation pipeline, customer base, operational footprint, and supply chain efficiencies, which provides our customers a true compelling global supply solution,' said Dave Klotter, York Label's vice president of sales and marketing.

Dirk Lautenschlager (pictured above), director of the Pago business unit Product Decoration International, added: 'We are very happy to close this partnership with York Label, a company with similar targets and strategies as we're following.'

'The central point is to create an extended service structure for our mutual multi-national customers. By doing so, technology exchange and joint developments will drive both of us further for the benefit of our customers.'



TERRY Fulwiler, CEO WS Packaging, was presented with the Lifetime Achievement award

## LABELEXPO AMERICAS SUCCESS

**MORE** than 12,500 converters turned out for Labelexpo Americas, demonstrating the recovery of an industry battered by economic storms

Labelexpo Americas 2010 saw a marked increase in visitors from the last Chicago show two years ago, with a total attendance of 12,761. In a general feeling of renewed confidence in the North American market, 83 percent of the exhibition space has already been rebooked for Labelexpo Americas 2012.

The show saw nearly 400 national and international suppliers bringing their latest developments in technology and materials to demonstrate to the North American market. A wide range of new products were introduced and strong sales were reported by the flagship press suppliers. Nilpeter and Mark Andy reported selling 18 presses each at the show, with enquiries still coming in, while MPS and Xeikon sold 11 presses and Grafotronic reported the sale of four machines directly off the stand.

A significant feature of the show was the high number of Mexican and Latin

American converters in attendance, buying top of the line machinery and demonstrating the strength of the economic recovery throughout the region.

In the Global Label Awards, Terry Fulwiler (pictured), CEO WS Packaging, was presented with the Lifetime Achievement award, Omet won the award for continuous innovation, DG Roland for New Innovation and Mrs Grossman/Paragon Label won the converter award for Environmental excellence (see p120). The Gather on the Green supplier award for most sustainable product went to Channeled Resources Group. Other show highlights included the Technology Workshops, which lined up a flexo press printing HD Flexo and three digital presses, all printing the same three labels, and including presentations on origination and MIS. The success of the exercise means it will be repeated at next year's Labelexpo Europe.

## PACKAGE PRINT NEWSLETTER LAUNCHES

Tarsus Group, publisher of Labels & Labeling, is launching a newsletter and website targeted at the package print industry.

Package Print Worldwide (PPW) will take an in-depth look at all aspects of package printing technology, including flexible packaging, cartons and board printing processes from flexo to gravure, offset to digital and foiling.

It will focus on how changing brand owner markets and requirements are

driving key performance issues, such as the environment, food contact, light-weighting, anti-counterfeiting, migration and traceability, as well as consumer influence on package design and printing.

The newsletter is published by the Labels & Labeling team joined by new editor Nick Coombes. Coombes has a long history of expertise in the package printing industry, having reported on wide and narrow web converting applications for the last 30 years.





UL recognition made easy by Avery and industry partners

## AVERY LEADS UL PROJECT FOR FLEXO AND INKJET

AVERY, WIT, Flint and Jetrion partner for UL recognition

The Fasson Roll North America division of Avery Dennison has worked with three ink manufacturers and an inkjet systems manufacturer to secure UL recognition on various press inks and inkjet systems.

Avery Dennison worked with Actega WIT, formerly Water Ink Technologies, Flint Group Narrow Web and Environmental Inks and Coatings to secure pre-approved file adoptions for flexo UV and water-based inks in a variety of pigments, including black, blue, red and yellow. In addition, Avery Dennison worked with Jetrion Integrated Solutions, manufacturer of industrial inkjet digital printing systems, to gain UL recognition for the Jetrion 4000 series of inkjet systems.

'Whenever converters need to make an alteration to their UL portfolio they must submit a sample to UL for recognition,' said Paul Purdef, manager, thermal transfer film, Avery Dennison Roll Materials North America. 'The recognition process can take 14 to 36 weeks and pose complications not only for the converter, but also the converter's customers. Having to bump live jobs on the press to run samples can take up vital resources such as time and money. We wanted to address this challenge by removing the UL recognition process from the equation.'

These new UL recognitions are in

conjunction with the new Fasson durables portfolio of seven labeling products pre-approved by UL for press inks, transfer ribbons and adhesives.

By securing pre-approval for inks, inkjet systems and substrates, narrow web converters are able to reduce the time and costs associated with UL recognition. The only responsibility left for converters is to secure a file transfer from UL, which takes approximately two weeks.

'Converters know up front that the inks selected for these applications have already gone through and passed a series of very difficult tests by UL and thus, they can be confident in using these inks for their UL applications,' said Tom Hammer, product manager for Flint Group Narrow Web. 'They are assured that when they submit their own labels with these inks, they will get positive results from UL and thereby avoid having to redo any submissions.'

'In an age of quick response, pre-approval by UL provides converters with a sales tool to take to their customers,' said John Signet, director of marketing for Actega WIT. 'Turnaround and response time is critical to the narrow web market. The UL recognized inks and substrates help converters execute speed-to-market strategies that lead to increased business opportunities.'



FERDINAND Ruesch-Ebneter, founder of Gallus Group

## FERDINAND RÜESCH, FOUNDER OF GALLUS, PASSES AWAY

Ferdinand Ruesch-Ebneter, founder of Gallus Ferd. Ruesch AG and of the international Gallus Group, died in St Gallen on September 9 2010, aged 86.

Ferdinand Ruesch was born in 1924 and began his professional training as an apprentice mechanic in his father's workshop, which manufactured machines and scales, carried out maintenance work on printing machines and acted as the calibration centre for the canton.

Probably the most influential event in his professional career was meeting Stanton Avery. Ruesch recognized the potential of Avery's inventions in the field of self-adhesive materials and, when he took over his father's business in early 1953, began constructing reel-fed machines for self-adhesive labels. In 1957 he introduced the prototype of a translatable machine system, precursor of the Q 33 (later the Gallus T 180), which was still being sold until the mid-1990s.

Other major milestones were the R160 and R200 letterpress machines which are still running in label plants across the world and support a major refurbishment industry.

In 1993, his life's work was honored by the Labelex Exhibition Group and Labels & Labeling magazine when he was awarded the title 'Man of Achievement'. Ruesch was only the second person to receive this award, the first being Stanton Avery.

**HOT OFF THE PRESS**A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES**LABEL TRAXX LINKS MIS  
WITH ROTOMETRICS**

Label Traxx, the print business management software for narrow web flexographic label converters, is now linked directly with RotoMetrics. The worldwide supplier of rotary tooling is the latest industry vendor supported by Label Traxx.

From either the Estimating or Order Processing module in Label Traxx, narrow web label converters can access the RotoMetrics MyRoto order system directly to obtain tool pricing quickly and reliably. The RotoMetrics MyRoto system provides converters with the ability to configure prices and place orders online; track order status; and drop off or find files used to produce tools. Incoming RotoMetrics tools are automatically logged into the Label Traxx system, thus maintaining accurate tooling inventory at all times.

Tailored Solutions sales manager Dorothy Asboth said: 'Tailored Solutions is proud to add RotoMetrics to the list of major industry suppliers linking to Label Traxx. By using this powerful Label Traxx feature, label producers and converters can further streamline their operations and eliminate errors.'

INDIAN Converters listen intently at the road show

**LABELEXPO TEAM HITS THE ROAD**

With Labelexpo India approaching in New Delhi from 8-11 December, a team consisting of Roger Pellow, MD of Tarsus Labels group, L&L editor Andy Thomas, Jade Grace, international sales executive, and marketing manager Michael Hatton, recently toured India in a series of roadshows to promote the event. The first road show in Chennai was hosted by Nilpeter/Proteck and attendees were treated to a sneak preview of the new Nilpeter FB3300 Servo press built by the company in India. The press will be at Labelexpo India.

The second road show took place in Mumbai and was hosted by SMI Coated Products. The president of the LMAI, Vivek Kapoor, gave a talk during the evening, as did in-coming president of the Bombay Master Printers Association, Hemant Bhotica. The third road show took place in Ludhiana. The 180+ printers in attendance heard presentations from the current president of the Offset Printers' Association,

Parveen Agarwal, and general secretary Kamal Chopra, as well as the general manager, Directorate of Industries from the Ministry of small and medium enterprises.

Commenting on the Ludhiana event, which he helped organize, Harveer Sahni, managing director of Weldon Celloplast, commented: 'I personally believe that the Metros and big cities have reached a point of saturation and it is now time to move to smaller towns like Ludhiana. The real growth is coming from families of people who once thought that industry was only the forte of those who lived in big cities. A young and literate India is changing all that. They understand the dynamics of business and know that to be successful one does not have to locate in big cities. Even if we look at our label industry, we find big investments happening in towns like Sivakasi, Coimbatore, Ahmedabad, Baroda, Nagpur, Nasik, Pune, Bhopal, Indore, Chandigarh and Ludhiana.'

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APEX employees outside the new Hapert facility

## APEX OPENS NEW STATE-OF-THE ART HEADQUATERS

The new production and office building of the Apex Group of Companies in Hapert, The Netherlands, has been officially opened.

In the last 18 months a supplementary production hall has been built as well as a new logistics department. The existing laser hall was rebuilt and expanded to increase capacity for engraving anilox and metering rolls. New R&D facilities have also been built.

The new office block includes a state-of-the-art auditorium for 100 guests, which will host technical meetings for corrugated and flexo industry delegates this autumn.

The opening festivities were held over four days under the banner 'Apex – refreshingly new', and included an open-house and an employee party.

An important part of the program was an international sales meeting, which saw more than 70 representatives from 26 countries attend, including Benelux, Germany, France, UK, Spain, Asia Pacific and Latin America. The meeting was dedicated to exchanging global experiences with Apex's Genetic Transfer Technology metering roll technology.

Apex managing director Marian Waterschoot commented: 'The new building reflects the continuous development of the Apex Group of Companies into a successful worldwide group of companies and we are very proud of that. The resonance on our new facility was overwhelming and has strengthened us in our belief that we – the Apex Group of Companies – are on the right track.'

## PRATI CREATES NORTH AMERICAN SUBSIDIARY

Italian company Prati has founded a subsidiary, Prati Automation, to manage the sales and service operations of its full range of machines in the US and Canada. 'We are thrilled about our new partnership. Prati and Prati Automation share the same values. We both wish to satisfy our customer needs through improved efficiency and by providing top-class quality,' said Glen Morris, managing partner. 'Prati has an excellent reputation for qualitative and innovative machines. I am convinced that they offer the best machines in their application segment.'

Prati Automation, located in south Indiana, close to Louisville, Kentucky, plans to run a demo and service center.

'We already have four installations in North America of a Vegaplast Booklet converting line, a Jupiter inspection machine, a Saturn inspection machine with 100 percent security and another Saturn equipped with inkjet print head for overprinting of variable data,' said Chiara Prati, sales director at Prati. 'Customers are appreciating the variety of solutions we can offer in the end-line process of label production and the versatility of our systems. Hence we see new market opportunities. The new company will certainly help us achieve our long-term goals of growth in all markets.'

## Good Reflections

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# NEWS

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### CHANNELED RESOURCES ACQUIRES GMC COATING

Channeled Resources Group, a manufacturer of reprocessed specialty paper and film, has acquired GMC Coatings, a producer of customized release liners. Channeled Resources had previously owned 50 percent of GMC.

In a statement, a spokesperson for Channeled Resources said: 'Channeled Resources Group plans on focusing its attention on building GMC's custom release liner business. Our focus will be on excellent quality, short lead times, and unique coatings and printing solutions.'

GMC, located in Markham, Ontario, Canada, specializes in narrow width silicone release liners, and serves markets such as medical, sealant, tape, envelope and crafts.

### SCANTECH APPOINTED BROTECH DISTRIBUTOR

Scantech Automation, a manufacturer of inspection and finishing machines, has been appointed as the North American distributor for China-based Shenzhen Brotech's range of rewinding equipment.

'This is a budget-conscious rewinder we're proud to represent,' said Allan Prittie, Scantech Automation's vice-president of engineering.

Scantech and Brotech were present at Labelexpo Americas where visitors were able to see demonstrations of Scantech's Printrack LR machine for thin-film and pressure-sensitive label finishing as well as Brotech's Eurotech FS330 slitter rewinder with vision inspection, Eurotech II FS330 slitter rewinder with inkjet imprinting, Eurotech label counter and Eurotech roll lifter.

### FASSON LAUNCHES LABEL SPECIFICATION PROGRAM

Avery Dennison has launched its Fasson Specification Program, aimed at making specification of its Durables range of label stocks easier and cheaper for label converters. With the new program, converters outsource the compliance and performance testing process to Avery Dennison. The company says that this is of particular relevance in the electronics and automotive label markets.



THE new Focus UV C.I. press

## FOCUS TARGETS FLEXIBLES

UV C.I. press from UK manufacturer aims at flexible packaging applications

Focus Label Machinery – already well known for producing compact central impression presses – has launched its first full UV C.I. Press

The press is designed to compete in the growing markets for unsupported flexible packaging and the niche market for printed casings. Artificial casings are used widely used for packaging of meats, sausages and cheeses. Focus is already well established in both markets with their Centraflex press, but until recently has concentrated on presses for use with water-based and solvent-based inks.

These growing markets are now seeing an increased demand for the high quality print and consistency, provided by UV inks.

In order to stabilize the substrate temperature whilst subjected to the heat of the UV dryers, the new press incorporates a water-cooled C.I. drum, using chilled water, together with GEW's VCP air-cooled UV drying system fitted after each print station. This uses a specially developed 'cool-cure' dichroic reflector for minimum heat output to allow virtually any substrate to be printed at speed. If required, water-based inks can also be dried on the Centraflex by simply removing the UV cassette from the lamp housing and swapping it for an IR cassette. The lamps are driven and controlled by GEW's compact e-Brick power supplies, which are neatly installed behind the machine and increase the overall efficiency of the UV system by around 30 percent.

The drum diameter has been increased

to allow extra space for the drying system and to give good access to all seven print stations. For casings, the optional turn bar system enables the substrate to be printed on both sides simultaneously, allowing up to six colors to be printed in register front and back (6 + 6 color printing). Also, an optional scraper blade system can be installed to remove any excess ink when casings are printed right up to the edge, without creating a build up of ink on the C.I. drum.

Like the UV, all print stations are cassette based, with an optional enclosed ink duct system and newly designed impression slides. Print cylinders and anilox rolls for the standard Centraflex 250 press can also be used on the new UV press, ensuring backwards compatibility. For those companies who also intend to use the press for label printing, the converting section of the press remains unchanged and will accept existing rotary tooling from the standard Centraflex 250.

A large capacity external unwind stand provides space for optional corona treatment and web-cleaning systems. It is also possible to install a second unwind and rewind, so that two narrow webs can be printed simultaneously.

Focus director David Lee commented, 'We have studied what is currently available in the market and working from experience, we know that the new Centraflex offers a better solution. The new press is not simply an upgrade. It is a totally new design, with the integration of a Chilled C.I. Drum and new drive technology.'





## 4 Secrets to Longer Die Life

- 1) Bunting® Nickel Plating for shorter single-use jobs.
- 2) Bunting® Repel™ Coating to resist adhesive buildup.
- 3) Bunting® Diamond™ Coat for long-run and multi-use jobs.
- 4) Bunting® Black Diamond™ to resist adhesive buildup on long-run jobs.

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### Repel™ Coating

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### Diamond™ Coating

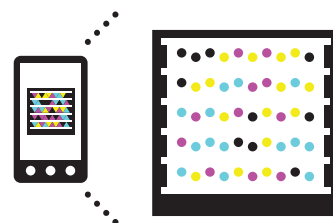
Our Diamond dies are the ultimate choice for die cutting thermal transfer material. Any job featuring abrasive material or where a lot of white ink is used, is no match for the toughness of our Diamond coating.



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# NEWS



GUESTS mingle at the Electro Optic 20th anniversary celebrations

## ELECTRO OPTIC CELEBRATES 20TH ANNIVERSARY

**COMPANY** looks to future as it celebrates the past

Electro Optic, a manufacturer of high precision flexible dies for the label industry, has celebrated its 20 year anniversary. CEO Erwin Lindl showed his appreciation to his entire team, as well as agencies from across the world, by hosting a typical Bavarian party.

Electro Optic started out in the labels market in 1990 with what Lindl said was a new concept for manufacturing flexible dies involving high levels of automation and CNC-controlled systems, as opposed to manually sharpened flexible dies. This would allow varying blade angles and a uniform die height to be consistently achieved, tailored for the wider range of materials appearing in the label market.

In 2007, after 17 years in Ingolstadt, and in order to meet the demands of a growing business and increased quality requirements, Electro Optic moved its entire operations to a new, larger facility, doubling its capacity.

In his speech, Erwin Lindl also announced the formation of Electro Optic Asia, Electro Optic's newest agency based in Mumbai, India. This new location supports Electro Optic's international business activities in Asia, following the lead of the North American operations center, Electro Optic US located in Atlanta, GA. In Europe Electro Optic operates through agencies in France, Scandinavia, Benelux, Croatia, Italy, Russia, Ukraine, Belarus, Romania, Hungary, Poland and in the Czech Republic. The company has also become a great networker, with membership of organizations including VskE, DFTA and FINAT.

Electro Optic's product range today includes flexible dies, magnetic cylinders, rotary cutting cylinders and steel rule dies. Additionally, Electro Optic offers accessory items such as correction tools, feeler gauge and Electronic Power Check.

## EU RULES ON BRAILLE

New EU legislation came into effect on November 1 requiring all medicines to include Braille on their labels.

The requirements will affect all products that were granted marketing authorization from October 30 2005 onwards.

For medicines that have marketing authorization prior to this date, the transitional period in the EU runs for 5 years. The legislation will require all labels to have their names written in full Braille, omit uppercase indicators and ensure the

letters A to Z are represented in Braille in the same way in all countries covered by the directive.

Converters will also have to ensure accented characters are written in Braille according to the national standard in countries in which accented characters are part of the alphabet. Trademark symbols should be omitted unless for legal purposes.

*L&L will look into this new legislation in depth in the next issue.*

### NEWS IN BRIEF

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

#### CHAM DEVELOPS SUBSTITUTE FOR KRAFT PE-PAPER LINERS

The Cham Paper Group is claiming a major breakthrough in substituting PE-extruded release liners with Kraft papers coated with its new Silico Premium technology.

'The release liner market faces the challenge of higher competitive pressure and only slight innovation potential in terms of product performance,' explains Edgar Habich, product manager for the industrial release market segment of Cham Paper Group. 'We have had to re-think and look closely at the question of what our customers really need. After the analysis phase, we were clear that we wanted to substitute plastics.'

The company's Silico Premium is a special coating technology for base papers claimed to give Clay-coated Kraft papers (CCKs) comparable performance and superior processing characteristics to PE-extruded papers.

'Product performance is absolutely comparable in terms of flatness and dimensional stability with PE papers,' says Habich. 'We are giving the paper properties that were previously not thought possible.'

Although CCK base papers are used in a wide range of applications, PE-extruded papers are chosen for their high dimensional stability – particularly where humidity might cause the material to curl, with negative effects on the print result. But PE papers have some processing disadvantages compared with CCKs, including lower silicization speeds and lower temperature resistance.

'On the whole, the use of PE papers means that our customers tend to have higher process costs than when using CCKs,' says Edgar Habich. 'With our new product solutions, we succeed in achieving the delicate balancing act between optimum process costs and efficiency for everyone ranging from siliconizers and coaters to print service providers. If we look at our customers' process chain we see that, thanks to its thermal stability, the added value of our product performance is that it helps to increase production speeds.'

Habich also promotes the 'green' benefits of the new technology: 'We see that the entire market is endeavoring to apply more emulsion processes in order to use more environmentally friendly production methods. This is where we see particularly interesting potential for our innovation.'

# NEWS

## EXPO MARKS MIS PROGRESS

Automation was the central theme of the major MIS developments unveiled at Labelexpo Americas.

Tailored Solutions introduced Label Traxx MIS v5.6, whose digital file planner is linked via JDF to the EskoArtwork Automation Engine 10, allowing small batches of labels to be automatically ganged and sent to the digital press. V5.6 also adds a direct press data collection system based around the Auto Traxx encoder, a bustle wheel encoder which mounts on any press and uses a standard USB connection to record which roll is being run and the exact length of stock to be charged to a particular job. Tailored also showed an inventory management app for the iPhone/iPod Touch, a barcode reader which communicates with Label Traxx 5.6 via WiFi to assist users taking a roll inventory.

Prism was another MIS supplier

promoting a smartphone-enabled mobile capability.

A number of MIS suppliers were at Labelexpo Americas for the first time.

CERM was promoting its integration with HP, Xeikon, EskoArtwork and AVT as well as its dedicated modules for e-commerce, press counters, electronic scheduling, and wifi inventory and warehousing modules. Labelexpo debutant UpSoftware Argentina, meanwhile, showcased its SisPro workflow software. The company counts leading Argentine converters Artes Gráficas Modernas, Autopack and Multilabel among its customers.

Labelexpo Americas also marked the debut of EFI Radius, following EFI's acquisition of the MIS supplier. Demonstrated for the first time was the integration of EFI Radius with EskoArtwork's Automation Engine 10 and Digital StoreFront e-commerce module.

## AVERY SPONSORS ENGLISH AND WELSH WINE PACKAGING AWARD

Avery Dennison recently partnered Lord Montagu of Beaulieu and the UK Vineyards Association (UKVA) in sponsoring the Montagu Trophy for the 'Best Presented Wine' at The English and Welsh Wine of the Year Competition 2010.

Avery Dennison, graphic design consultancy Nightingale Austen – specialists in wine branding – and self-adhesive label printer AJS Labels, complemented the Trophy with additional prizes.

The Trophy winner, and the second and third runners-up, will benefit from professional design advice, Fasson self-adhesive wine labeling material, and expert print services that will enable them to create an optimal brand image for their wines.

The competition judges awarded the Montagu Trophy to the Ridgeview Wine Estate on the Sussex Downs for their Grosvenor 2001 Blanc de Blancs Magnums – not only for the quality of design in the label and foil, but also for the wine's presentation in hand-crafted wooden boxes, adding to its prestige and reflecting the estate's identity.

Tamara Roberts, Ridgeview general manager, comments: 'We were thrilled to be awarded the Montagu Trophy. Not only was this the first Magnum we have ever released, but it was also dressed in our new range of labels designed by the excellent Linea Design. The whole image of our wines is of great importance, and the impact of good labeling on the consumer should never be underestimated.'

The Ridgeview Wine Estate on the Sussex Downs used Fasson MP Silver with Fasson S2047 adhesive and BG45 release liner to label its award-winning bottles.

Hush Heath Vineyard was awarded second prize for its Balfour Brut Rosé 2006, and Wickham Vineyard third for its Wickham Limited Special Reserve Red 2008.

Nightingale Austen Design, AJS Labels, and Avery Dennison have committed to sponsoring the Montagu Trophy for the 'Best Presented Wine' in 2011.

**LABELS&LABELING**



## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### XEIKON TONER APPROVED BY FDA

Xeikon's QA-I toner has been approved by the Food and Drug Administration (FDA) in the US. The toner meets all the applicable FDA guidelines for indirect food contact under room temperature and less severe conditions, as well as direct food contact for dry food substances containing no surface oil or fat under the same conditions. The QA-I toner is produced at the company's toner production plant in Heultje, Belgium. Its suitability for indirect food contact applies to all process colors (CMYK) as well as spot colors (white, clear, extra magenta, red, green, blue and orange). The toner's direct food contact suitability applies to all process colors (CMYK) and white, clear and extra magenta spot colors.

### VETAPHONE FORMS ASIAN COMPANY

Vetaphone, a supplier of corona treatment equipment, has formed a sister company in Singapore, Vetaphone Asia. The company cites growing sales in the region as well as increasing demand for high quality surface treatment. The subsidiary will offer local sales, service technicians and spare parts. Within the near future, the subsidiary will operate a laboratory for the testing of plastic films.

### ANILOX SUPPLIER INVESTS

Tech Cell has created a plasma coating and roller manufacturing division, a move which the company says makes it the largest privately owned laser anilox roll supplier in the UK. German manufacturer GTV was chosen to supply an F6 plasma spraying system and a Kappa dust extraction unit installed at the company's new 6,500 square foot premises in Dukinfield, Manchester. 'Along with five diamond grinding machines and various lathes and milling machines, this investment of over GBP £300,000 and several new staff will keep Tech Cell at the forefront of anilox production,' the company said.

### KAMMANN MOVES HOME

Kammann has moved all its personnel and production into one factory. The company had previously operated out of three facilities.

It says it is increasing the size of its R&D departments in the new factory. 'The move is designed to ensure that Kammann continues to develop new technologies for today's and tomorrow's requirements, whether in bottle printing, containers, special articles, DVD/Blue Ray discs or web printing,' said the company in a statement.





# PACKAGING THE FUTURE

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# NEW PRODUCTS



1

## INKJET PRINTER WITH UV LED CURING SYSTEM

EFI

EFI has introduced a digital inkjet label printing system with full LED UV curing technology for printing on flexible packaging materials. EFI's Jetrion 4830 LED UV inkjet system and a newly developed flexible ink set allow printing on unsupported and heat sensitive materials, including shrink sleeve, opening up new opportunities for label converters in the flexible packaging market. Current and future Jetrion 4830 users can fully upgrade their presses to utilize the flexible ink set by retrofitting their systems with the new LED lamp technology.

The low heat and targeted wavelength benefits of LEDs allow full UV ink curing on heat sensitive and other flexible packaging materials that were previously unsupported with traditional UV curing methods. Unlike other digital printing systems, there is also no need to pre-coat or pattern-coat flexible substrates when using the new 4830 LED system.

Dr Kenneth Stack, Jetrion's senior vice president and general manager said: 'The system was designed to expand short-run printing opportunities beyond traditional label stock to a broader range of flexible packaging materials supported only by UV LED curing technology. And in keeping with our commitment to providing our customers with a clear technology migration path, the new flexible ink set and LED lamp technology can be retrofitted on any existing Jetrion 4830, eliminating customer concerns about digital obsolescence.'

The Jetrion 4830 LED uses a new flexible ink set that produces durable, shrinkable and flexible, and peel-resistant images. 'The development of our flexible UV LED-curing inks demonstrates EFI Jetrion's ongoing core competency in ink design, formulation and manufacture. We're committed to bringing innovative ink solutions to market as a result of customer requirements and changes in market dynamics,' continued Dr Stack.

The Jetrion 4830 LED is a full color digital label press that handles web widths of up to 9 in (229mm) and prints up to 8.3 in (210 mm) wide. It has grayscale printing capability and operates at speeds of up to 120 fpm (37 mpm).

2

## FILM FACE FOR CHEMICAL LABELING

UPM RAFLATAC

UPM Raflatac has launched a thin film face designed to withstand the harshest conditions in logistics and industrial chemical labeling. Synlite TTR is said to be a highly chemical resistant, opaque white PP-based film with excellent printability and good stiffness for large label dispensing and application by hand.

Synlite TTR is printable by thermal transfer and most conventional techniques. It comes with the general purpose adhesive RP 37 or the high-tack adhesive RP 77. Also available with the hot-melt adhesive RH 1, Synlite TTR is suited to variable information labeling on rough, cold and damp surfaces.

## IPOD APP AT LABELEXPO

LABEL TRAXX

Tailored Solutions, developer of the Label Traxx print management software, has launched an iPod app for roll inventory management.

The iPod app, which was launched at Labelexpo Americas in September, uses an integrated barcode scanner to manage roll inventory. The app connects in real time with Label Traxx via a wireless network to take inventory, allocate rolls to specific jobs, and edit the roll relocation in Label Traxx. In addition, the app user can check the specifications and inventory details of any roll by simply scanning it with the iPod.

Tailored Solutions' president Ken Meinhardt said: 'With the introduction of the Label Traxx iPod app, we continue to simplify inventory management by bringing the latest technologies to Label Traxx users. We expect this to be a particularly popular addition to this already powerful and popular label business management system.'



3



3

### STEP AND REPEAT UV CURING FOR SCREEN PRINTING

GEW

GEW has developed the VCP step and repeat UV system for web-fed screen printing, aimed at allowing optimized UV curing of inks and coatings on flat bed, intermittent screen presses.

Step and repeat screen printing presents unique demands on the UV curing process due to the heavy ink lay-down and high opacity inks used. The VCP system addresses issues such as heat management and over curing on short repeat lengths. The system is driven by GEW's e-brick power supplies, giving users an environmentally friendly system with reduced carbon emissions.

The VCP step and repeat UV curing system reportedly reduces power consumption by 30 percent, due to its efficient and compact electronic power supply, and offers high intensity cool UV output from a specially designed cold reflector system. A quartz window is used to further reduce web temperature and this can be quickly removed for inspection, cleaning or replacement. Variable, step-less power control, together with an adjustable curing aperture, eliminates over or under curing on any repeat length and a quick-release cassette assembly is provided to enable fast lamp changes and easy access to the reflector assembly for maintenance. The system is supplied ready for use with the GEW handheld UV radiometer for optimum UV process control.

4



4

### UV-LED INKJET PRINTER CUTTER

ROLAND

Roland DGA Corp has introduced the 54 in VersaUV LEC-540 UV-LED wide-format inkjet printer cutter. Based on the company's VersaUV technology, the LEC-540 prints CMYK, white and clear and contour cuts 'virtually any' substrate up to 1mm (0.04 in) thick.

'The LEC-540 is based on low-cost VersaUV technology that has revolutionized the packaging prototype and short run label industries,' said Hiroshi Ono, product manager for Roland DGA Corp. 'With the new LEC-540, professionals can print, contour cut, crease and perforate graphics all on one device. The LEC-540 prints on an unprecedented range of materials including popular large-format media. New built-in front and back tables facilitate the handling of rigid substrates for folding cartons and other packaging prototypes.' The new LEC-540 is the third model in Roland's VersaUV series. It is faster than previous VersaUV models and is said to offer greater versatility for applications ranging from packaging prototypes, short-run labels and membrane panels to interior décor items, point of purchase (POP) displays and large-format window graphics.

The LEC-540 prints on a wide variety of flexible and rigid media, including synthetic paper, polyester film, paper and vinyl banner media, PET, leather, plastic, polycarbonates and paper boards. In high quality mode, the LEC-540 prints 25 percent faster than the 30 in LEC-330 due to new larger UV-LED lamps that expedite production. LEC-540 lamps automatically reposition themselves for high-speed performance and the highest image quality in all print modes. The LEC-540 also offers high-quality artistic print mode (1440 x 1440 dpi) for images that the company says rival offset and gravure print quality. The LEC-540 is offered in three ink configurations: the standard CMYK + white + clear configuration, CMYK + white + white for high-opacity white printing on transparent films, and CMYK + clear + clear for thick dimensional effects such as embossing. Clear ink can be layered into both gloss and matte finishes including 72 ready-to-apply patterns from the Roland Texture Library included in Roland's VersaWorks RIP software.

Users of the LEC-540 can also take advantage of the Roland OnSupport system which allows remote monitoring of production activities. When a job is completed or ink runs low, the printer will automatically send an email notification to a smart phone or computer. Unattended operation and easy maintenance are further ensured by an automated white ink circulation system that prevents pigments in the ink from settling, minimizes waste and ensures continuous uninterrupted printing. The LEC-540 is Roland Eco Label and Energy Star certified.

The VersaUV series also includes the 30 in LEC-330 and 30 in LEC-300A. VersaUV was introduced in 2008 has been recognized with DPI and EDP awards for innovation.

5



## 5 977HL PULSED DC STATIC CONTROLLER MEECH

Meech has launched the 977HL Pulsed DC static controller for hazardous areas of a factory. The company says it is a unique method of monitoring performance and controlling static levels in potentially dangerous environments, while ensuring maximum productivity of the press or production line.

'Eliminating sparks caused by the build up of static is vital in processes where chemicals such as solvents are used,' said international product manager David Rogers. 'There is a risk that the vapors produced could be ignited. A significant proportion of fires and explosions encountered across various industries are the result of a spark created by static.'

'In these hazardous areas of production, Pulsed DC static control systems can be an ideal method of static control and they generally perform highly efficiently. However, ionizing bars lose their effectiveness when contaminated with dirt and dust and, if not cleaned, their ability to control static could be reduced to a dangerous level. Stopping the line to clean the bars, which may need to be done once a week, often means lost production and the problem facing the operator is to know when this has to be carried out.'

The new 977HL controller provides accurate monitoring of the performance of the bars, alerting the operator immediately, via local audible and visible warnings and remote alarm signals, when bars need to be cleaned. The performance level at which an alarm is activated can be set by the customer to suit individual requirements.

The 977HL controller is situated in a safe area, connected to the ionizing bars in the hazardous area. Bars become contaminated at varying rates depending upon the process and equipment.

'One of the huge benefits of the new 977HL is that it incorporates a true closed loop facility, which has the ability to automatically alter the balance of negative and positive ions being discharged by the bars, depending upon the levels monitored continuously in the material by a special sensor,' said David Rogers.

'Companies need to look closely at manufacturers' claims of "closed loop" facilities because normally the material is measured only where the ionizing bar is positioned, which is simply not effective. By accurately monitoring the static levels a short distance beyond the bar, the 977HL can alter the negative or positive balance of the bar to ensure that the stock is neutral. This figure will almost certainly change throughout the day, depending on the stock, running speed or the ambient conditions.'

The closed loop facility means that current information relating to the residual electrostatic charge in the material being handled is always available on the LCD display. This data can be transmitted to allow remote monitoring and logging for quality assurance purposes. The keypad on the front of the unit enables the 977HL to be set up to suit the specifics of the application. These settings can be protected from unauthorized or accidental alteration by enabling a lock function.

6



## 6 RFID LABEL FOR METAL APPLICATION READABILITY SCHREINER

Schreiner LogiData, the RFID Competence Center of Germany-based converter Schreiner Group, has developed an RFID foam label aimed at solving the readability problems associated with attaching RFID labels directly to metal.

The RFID-Foam label separates the RFID antenna from the metallic substrate by means of a spacer and thus enables trouble-free read and write operations. The spacer consists of high-grade industrial foam and is durable and resistant. The RFID label itself has an adhesive area which enables direct attachment to a metallic surface.

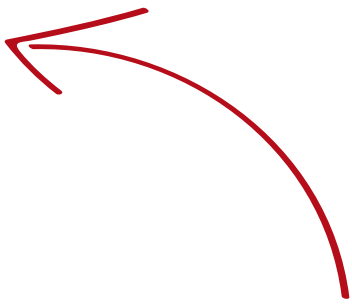
The RFID-Foam label can be equipped with a wide range of chip technologies and inlay sizes. This makes the label equally suitable for marking storage locations and loading aids as well as metal containers and cage pallets in logistics and identification of metallic parts and components in manufacturing. In addition, the RFID-Foam label helps simplify and accelerate asset management, service and customer support processes.

The label can be customized with barcodes, plain text and logos. Additional security features such as holograms, BitSecure codes or color-shifting inks may be integrated as well.

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# INSTALLATIONS



(L-R): Steen Thøisen, Nilpeter sales manager, Steve Dunne, MD at Skanem UK and Nick Hughes, Nilpeter UK with the FA-4 UV press

## SKANEM INSTALLS SECOND NILPETER

Skanem Cardiff has commissioned its second Nilpeter FA-4 UV flexo combination press.

The new press is more highly specified than the converter's existing FA-4, comprising 11 flexo print units, each fitted with GEW UV curing lamps. The modular configuration includes freely-positioned rotary screen units. Skanem has also adopted a hot or cold foiling option that allows metallic printed effects. The press includes a delaminator/relaminator module for reverse-side printing of primary labels. Printing is by either conventional flexo plates or lightweight photopolymer sleeve constructions.

As an aid to increased production, the FA-4 has a wider-than-normal maximum web width of 420mm (16.5 inches) and a top speed of 175 m/minute (575 ft/minute). It can handle a wide range of multi-substrate packaging and labeling materials, aided by a servo-driven in-feed, servo drives on all print units, as well as a mid-feed pacer. Easy-load plate and anilox sleeve technologies reduce job change-over times.

Colin Stafford, Skanem Cardiff's operational manager, said: 'The FA-4 is both easy to use and easy to understand. The press can produce the highest quality work that brand owners now demand. As a plug-and-play machine, it is an excellent press.'

Steve Dunne, managing director of Skanem UK, added that the new press reflected an increased demand for servo-driven combination printing because of the flexibility it offers. 'We try to focus on individual markets, and this type of press widens our opportunities for a whole host of markets. Also, servo drives offer more automated control while delivering high quality. We have experienced these benefits at Skanem Liverpool, where we run six Nilpeter MO offset-based combination presses.'

Skanem Cardiff's main output includes labels for the personal care and beverage markets, including re-sealable peel and read labels, booklet labels, fragrance labels, Braille and tactile labels, as well as re-usable clear-on-clear bottle labels. Labeling products for the automotive industry is seen as a developing market for the company.

Based in Stavanger, Norway, Skanem was founded in 1905. In recent years it has since become one of Europe's largest independent suppliers of self-adhesive labels with twelve production plants in eight countries.



(L-R): Amar Chhajed, director of Webtech and S. Venkatesh, general manager of Monotech Systems

## INDIAN CONVERTER INSTALLS TWO XEIKON 3030S

WebTech Industries, a Mumbai, India-based label converter, has installed two Xeikon 3030 digital label presses to complement its flexographic manufacturing process for pressure sensitive and self-adhesive labels. The company acquired the presses through Monotech Systems of Chennai.

'We evaluated several different options for digital label printing before deciding to purchase the Xeikon 3030 digital label presses,' said Amar B. Chhajed, director of WebTech. 'We found the Xeikon presses to be the best solution for our digital manufacturing needs. Key differentiators are the superior print quality and productivity offered by the Xeikon technology. In addition, labels manufactured with Xeikon presses have very high light fastness, an important factor for pharmaceutical label printing. Its ability to handle short-run and variable data labels profitably will make a huge difference for our business and that of our customers.'

## POLISH PAPER MANUFACTURER INSTALLS EDALE

Edale, a UK-based manufacturer of narrow web flexo printing and converting equipment, has installed a 6-color Beta modular press at Pasaco, a Polish manufacturer of coated papers.

The machine was installed in conjunction with Edale's Polish distributor MM Druk Serwis, which arranged for Pasaco to visit the press manufacturer's UK factory, as well as Devon-based converter Tamar Labels, to see Edale presses in action.

Pasaco produces converted papers for a variety of applications, including cash register rolls, fax rolls and business forms.

## SMAG DIGITAL GALAXIE FOR CANADIAN CONVERTER

Converter Sainte Julie based near Montréal, Quebec in Canada has installed a SMAG Digital Galaxie converting machine for digitally printed labels.

The company bought the first HP Indigo press in North America and was the first in Quebec to integrate laser die cutting. The company's joint owner Caroline Fournier said the company had been looking at how to add value to its digital labels and decided that silkscreen printing technology



PASSOCO'S new Edale 6-color beta modular press

could offer the widest range of decoration options, including tactile effects, sensorial, olfactory and security effects for anti-counterfeiting, together with embossing. 'We were looking for a high quality press with quick set up and low waste for our short runs.'

The Digital Galaxie was delivered at the end of September after being exhibited on the SMAG stand during Labelexpo Chicago.

Marilène Fournier comments, 'The configuration of this Digital Galaxie with one semi-rotary UV flexo, hot stamping and embossing, silkscreen printing station and semi-rotary die cutting will enable our company to bring a new trend on the market. We are very excited about the arrival of this new machine and we visited many companies in Europe that went for the SMAG solution.'

Stéphane Rateau, general manager of SMAG, comments, 'we are one of the two HP partners for converting but we were until now more focused on the European market. Since KPG was appointed our new distributor on the North American market and we have new distributors in South America, we want to penetrate this continent, and thus it seemed logical to start with our cousins in Quebec.'

#### ITALIAN WINE SPECIALIST INSTALLS NILPETER MO-4

Grafiche Federighi, a printer of self-adhesive wine labels in central Italy, has completed an order on its new Nilpeter MO-4 offset-based combination press just three weeks after the machine was delivered. This short commissioning period included full operator training and production tests of the press and its components.

The MO-4's first job comprised an order for 160,000 labels placed by one of Italy's leading wine producers. The job was printed five colors offset with a flexo-printed gold effect and a matt varnish. The labels were destined for a special edition of a premium-quality wine exported to the UK and US.

Grafiche Federighi is located in Camerata Picena, 14 km southwest of Ancona. The Federighi brothers are thought to be the youngest owners of an MO-4: Massimo is 38 years old and Alessandro is 32. The new press is expected to boost production of high-quality wine labels to allow further expansion in this sector. In September it will be upgraded with a new type of flatbed foiling and embossing unit developed by Nilpeter.

The fourth-generation MO-4 is an offset-based combination press with a maximum web width of 406 mm (16 inches).



THE NILPETER MO-4 offset-based combination press

#### PUBLICATION PRINTER ENTERS LABEL PRODUCTION

Publishers Printing Company, a fifth-generation, family owned company primarily dedicated to publication printing, has purchased a Mark Andy Performance Series P7 to add label production to its services. The press was due to be installed in October. Located in Kentucky, US, Publishers Printing Company, after researching pressure-sensitive label production as an addition to its existing product offering, opted for a 17 inch, 10-color P7, which includes features such as a film package, web turnbar, cold foil and rotary screen capabilities.

'The versatility of the press allows us to print and finish any configuration of labels and accepts a wide variety of substrates. The decision to purchase the P7 as our first flexo press was unanimous by our research team,' said Susan Reschar, sales manager, label and packaging division at Publishers Printing Company.

#### DANISH PRINTER INSTALLS XEIKON 3300

Flexiket, a Denmark-based label printer, has installed a Xeikon 3300 digital label press.

'Our new Xeikon 3300 press gives us several distinct advantages which translate directly into customer benefits,' said Bjarne Svensson, production manager at Flexiket. 'The combination of 1200 dpi, 4-bit variable dot density imaging, extended gamut spot colors and an automated quality control system ensures absolutely consistent brand reproduction.'

#### CANADIAN CONVERTER PURCHASES THIRD AQUAFLEX

Northern Label Group of Barrie, Ontario, Canada, has purchased its third Aquaflex press, an ELS (Electronic Line Shaft) 16.5" 8-color servo printing machine. This is the company's second ELS press purchase in the last three years.

'We employ the most talented people using the best new technology available, and our Aquaflex ELS presses give us the competitive advantages we need to differentiate ourselves from our competition,' said Don Rees, co-owner of Northern Label Group.

Mac Rosenbaum, vice president of sales, US and Canada, for Aquaflex at PCMC, said: 'Customers such as Northern Label Group are excellent relationships for PCMC-Aquaflex as they see the value in our technology and use that technology to grow their businesses; hence this additional order of another customized Aquaflex ELS press.'



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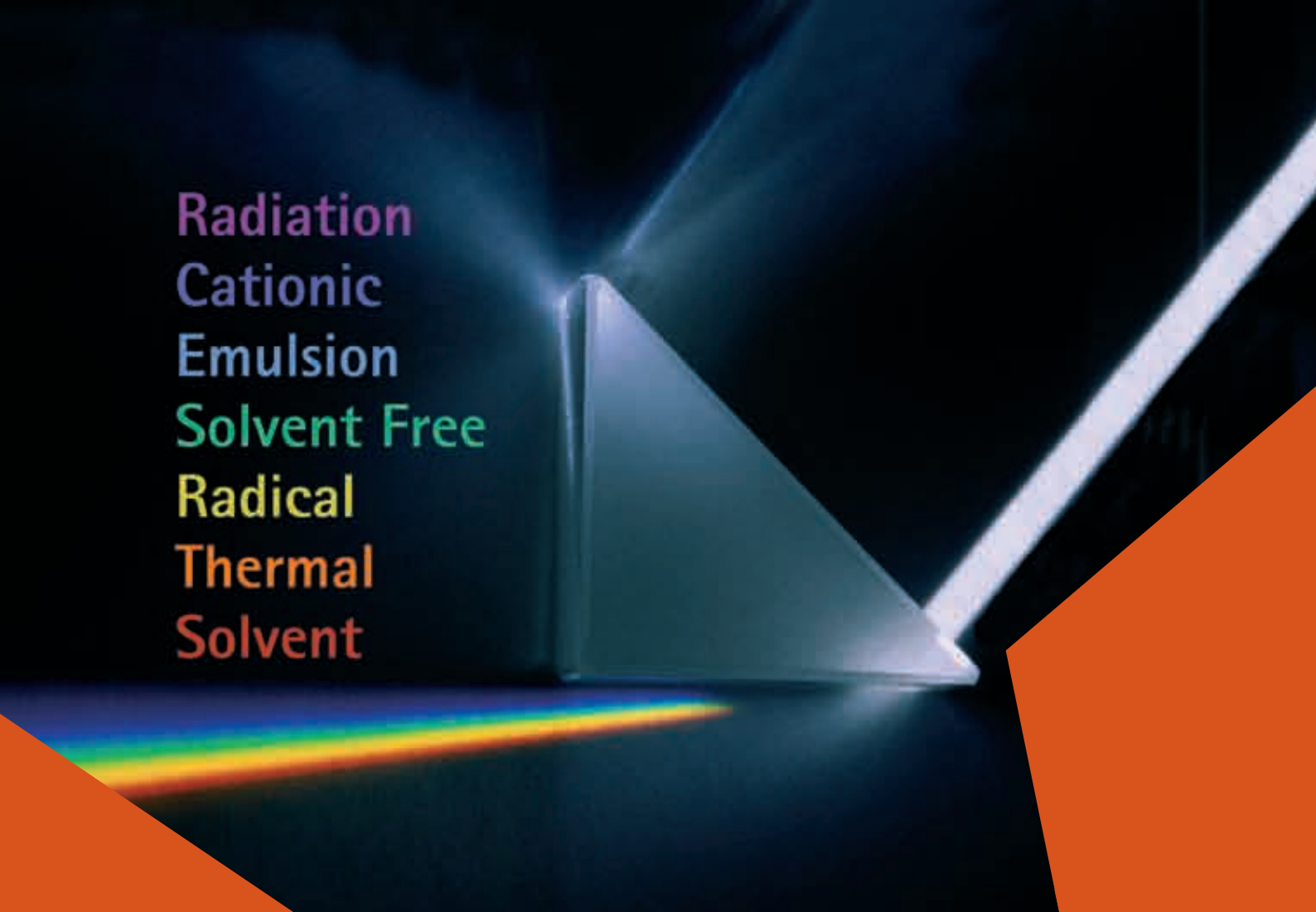


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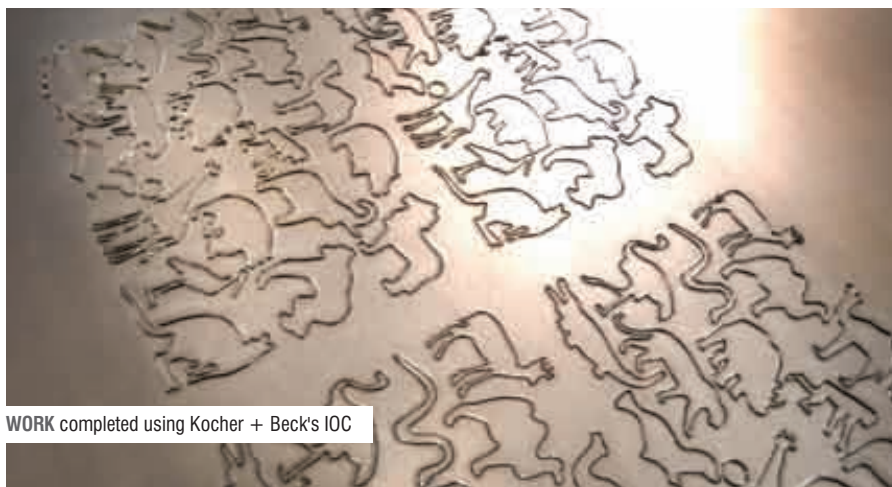
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WORK completed using Kocher + Beck's IOC

### FALKLAND PRESS INSTALLS INLINE OFFSET CUTTING SYSTEM

UK converter Falkland Press based in Hatfield, Hertfordshire has installed Kocher+Beck's inline offset cutting system (IOC) on its Heidelberg press.

'We installed a brand new Heidelberg XL 75-5-P+L earlier this year and it's been phenomenal, but the latest triumph was producing 550,000 A4 sticker-sets, with two different, complex dies involved, to a very tight deadline,' says Jon Lancaster, managing director at Falkland Press. 'Following a recommendation from another printer, we used IOC dies from Kocher+Beck and produced each job flat-out at 15,000sph.'

Continued Lancaster, 'I hardly believed how simple it was, but because each die comes as one piece, they're quick to set-up and amazingly accurate. What really intrigued me was that throughout each of the jobs, the operator made no adjustments to cutting pressure whatsoever. All the labels cut away perfectly – even the fine detail areas. It couldn't have been easier. I don't think you can beat it'.

Falkland Press is a family run business established in 1976 and now employs 20 people. A general commercial print company with a web-to-print service called 'printedeasy.com' using its pressroom complement of the XL 75, an SM 52-2-P and an Indigo 3050 digital press.

'Because our XL 75 press has a perfector the IOC impression cylinder protective film won't stick onto the perfector jackets, so we ran both jobs kiss-cutting before the perfector, with most of the colors afterwards. They were run 4-up in straight-mode over the perfector, so the time saving was amazing, even taking into account we were learning on the job.'

Rick Leivers, technical sales executive from Kocher+Beck UK was particularly pleased with the installation. 'Considering Falkland Press had never done any inline kiss-cutting before the pressman took to it really quickly, setting up the press and mounting the dies onto the blanket cylinder. It was impressive seeing the jobs coming off at such high speed. I am now able to advise other printers with perfector presses because I know it can work.'

\*Another UK printer to utilize Kocher+Beck's inline die-cutting system is Azimuth Print. '(It) has saved us a fortune, as well as helping secure people's jobs here at the company,' says Tony Edmonds, director of online, web-to-print business, Azimuth Print based in Chipping Sodbury, near Bristol. 'We've been kiss-cutting self-adhesive labels and die-cutting using IOC from Kocher+Beck for over two years now. Our press minders find die-cutting relatively simple. It's given them a new challenge and has really helped us because we don't know from one hour to the next what might be ordered by customers on the internet. We're flexible.'

### MARTIN SPLICER ALLOWS FTS TO CUT PRODUCTION TIME

Flexographic Trade Services has reported high productivity and ease of use with its recently installed MBSC butt splicer and STR turret rewinder combination from Martin Automatic. Art Fields, president of FTS, commented: 'We tested the MBSC/STR automated splicer and rewind system on jobs that we've been running for up to 10 years, so we had solid production numbers to compare to. When we ran jobs



FLEXIKET production manager Bjorne Svenson

on a Mark Andy XP-5000 with Martin roll automation on the ends, we were able to increase throughput performance by 60 percent. Now understand, that was with Flexographic Trade School students running the press, so part of that gain came from the fact that automation covered up for a lack of operator experience. However, with an experienced pressman you can easily increase throughput performance by 40 percent with the Martins. Basically, jobs that normally took us two days to produce we were finishing in under a day with roll-change automation.'

Fields also reported that with automated roll change, waste 'almost disappeared'. Jobs that produced 8 percent waste using manual roll change produced only 3 percent waste using Martin roll-change automation. Print quality also improved throughout the run due to non-stop production, he said.

### SOUTH AFRICAN CONVERTER INSTALLS ROTOCONTROL

Rotocontrol has installed an RSC slitter rewinder and inspection machine, equipped with a vision system from AVT, at Advanced Labels, a converter in South Africa.

The order was placed through Rotocontrol's South African distributor, Rototec.

Advanced Labels specializes in pharmaceutical, home and personal care, chemical, FMCG, peel and read and coupon labels. Managing director Richard Jones said: 'We evaluated other finishing machines and proposals, but chose Rotocontrol after seeing the machine in production at another Rotocontrol customer site. Since the installation, I am extremely impressed not only with the machine, but with the outstanding service I have received throughout the entire process from Rototec.'

This is the latest in a series of Rotocontrol system installations in South Africa.



# ENVIRONMENTAL NEWS



(L-R:) Carlos Becerra, Keren Becerra and Patricia Rangel, directors of Lobo Impresores

## MEXICAN CONVERTER WINS SUSTAINABILITY AWARD

**MEXICAN** converter Lobo Impresores is the winner of the Mexican Packaging Association sustainable development award

Mexican Packaging Association AMEE (La Asociación Mexicana de Envase y Embalaje) has awarded its Sustainable Company 2010 prize to self-adhesive label converter Lobo Impresores.

Companies from across the breadth of the packaging supply chain are eligible for the award, including converters of packaging and labels, suppliers of materials, adhesives and inks, and manufacturers of packaging production and application equipment. Submissions are judged by a panel of sustainability experts, which includes Semarnat, Mexico's Secretariat for the Environment and Natural Resources.

'We at Lobo Impresores are fully committed to environmental sustainability and have been focused for quite some time on concrete actions that are bringing tangible results,' said director Keren Becerra. 'To have been awarded the Sustainable Company Prize 2010 by Semarnat and AMEE is a great honor and drives us to continue

working and strengthening ourselves in this area.'

Lobo Impresores received the award in recognition of its wide range of environmental sustainability initiatives, which include production efficiency and continued evaluation both of its own and its suppliers' practices. The company uses FSC/SFI-certified materials and adhesives with minimal environmental impact.

Lobo Impresores also operates an innovative system whereby it will offer its customers their products exactly as specified, while also demonstrating where environmental benefits could be achieved through a decrease in material used during production or the reduction, even if by just a millimeter or two, of the size of a label. While not always taken up, for example when job specifications are inflexible, the company says that in a number of instances it has been a driving force behind an end-user reducing the environmental impact of its labels.

### ENVIRONMENTAL NEWS

THE LATEST NEWS FOCUSED ON SUSTAINABILITY ISSUES



MONDI group CEO David Hathorn

### MONDI RATED TOP BY WWF TOOL

Mondi has been rated the number one company in the new WWF voluntary rating tool for paper companies to report on their global ecological footprint.

WWF assessed key environmental criteria, such as use of recycled fiber or fiber coming from well-managed forests, energy use and CO2 emissions, water consumption and water pollution. David Hathorn, Mondi Group CEO, said: 'We have a strong commitment to sustainable development and continuous improvement in reducing our environmental footprint. This is also evident in our Green Range of products which consist entirely of FSC-certified office and printing paper from responsibly managed forests, chlorine-free paper or 100 percent recycled paper and ensures that our customers can conduct their business in a sustainable and environmentally conscious way.

WWF commended Mondi for its responsible procurement of wood, virgin fiber and biomass; its policy to eliminate all controversial timber supply sources and its current level of FSC-certified fiber content for fine paper production, which, at 43.2 percent, is the highest of the fine paper producers listed publicly.

### SPEAR EUROPE FACILITY AWARDED ISO14001

Spear's European facility in Cwmbran, Wales, has achieved ISO 14001 environmental accreditation.

The US-based converter has developed its own global corporate initiative, Spear Earth, which addresses source reduction, recycling, eco-friendly materials, processing, supply chain involvement and external validation.

Rick Spear, president and CEO, commented: 'We are delighted to have achieved this impressive standard. The team at Spear is dedicated to providing products, processes and services that help our industry reduce environmental impact throughout the world.'



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"My passion, karate, teaches me a lot about everyday life. Following the economic principle, you first dodge an attack and then strike with absolute focus and maximum speed. This kind of mental and physical focus is a great asset at work, especially when working to tight deadlines and being responsible for the entire department. Karate prepares my body and mind for the challenges at work, every day!"

**Ute Rampf**, department manager of quality control and dispatch,  
has been with Kocher+Beck for 21 years



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# THE WORLD CLASS PARTNER FOR TODAY'S LABEL CONVERTERS



# Is Bigger Better?

L&L columnist Bob Cronin, managing partner, The Open Approach, looks at whether now is the time for your business to expand

The age-old question has taken on a new dimension as of late. Across both Print and Labels, acquisitions appear to be ramping up. Majors are making big moves. Segment leaders are taking on new ownership. Private equity investors – some new, some familiar – are finding their way to the negotiation table. Along with it, industry publications and websites are broadcasting the news, seemingly heralding these bulk-building transactions as the best thing since sliced bread.

So where is the news about the great small companies? Many of our industry's most innovative, creative, and profitable ventures have been driven by companies with fewer than 50 people.

Understanding the vast majority of L&L's readership is made up of small, niche businesses, I realize many of you are wondering why these big-company activities are getting so much press, and what message you should be getting out of it. Do the new market dynamics mean business will be tougher for you in the years ahead? Do you need to start thinking of buying or selling? Is bigger really better?

Giving a straight answer to such questions is harder than it seems. For public companies, the shareholder demand is great, and increasing revenues is tough without some play in the M&A world. Thus, a strategic path of acquisitions is needed. Investor-owned businesses too are more prone to incrementally increase in size. But some transactions are not a move to get bigger. We're seeing an end-of-year surge in deals as tax credits expire and owners hope to avoid the stiff penalties of selling their businesses in 2011. Some companies have simply run their course, and retiring ownership is selling to larger, more financially secure players so their legacy lives on. And finally, some deals are simply 'rescues' disguised by talented PR writers.

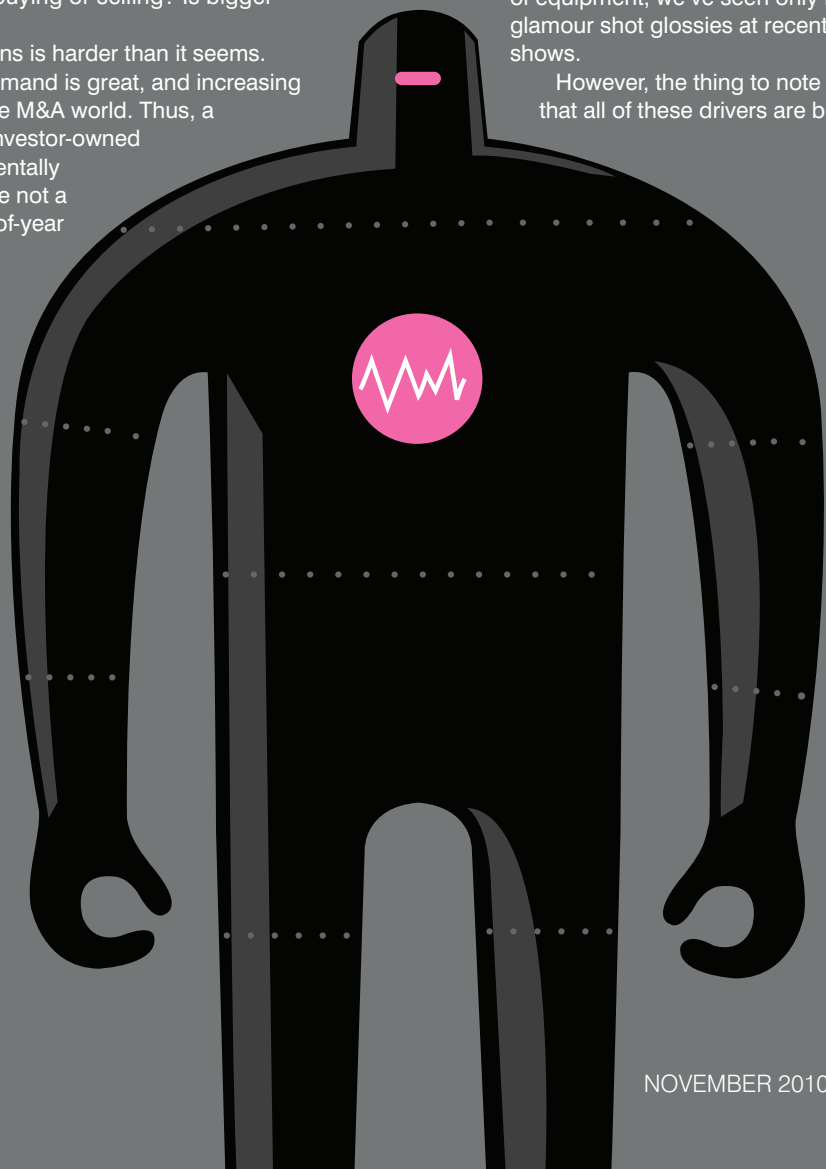
Let's consider the market and what's happening. Small or large, most mergers and acquisitions in the label space are a reflection of a number of different drivers:

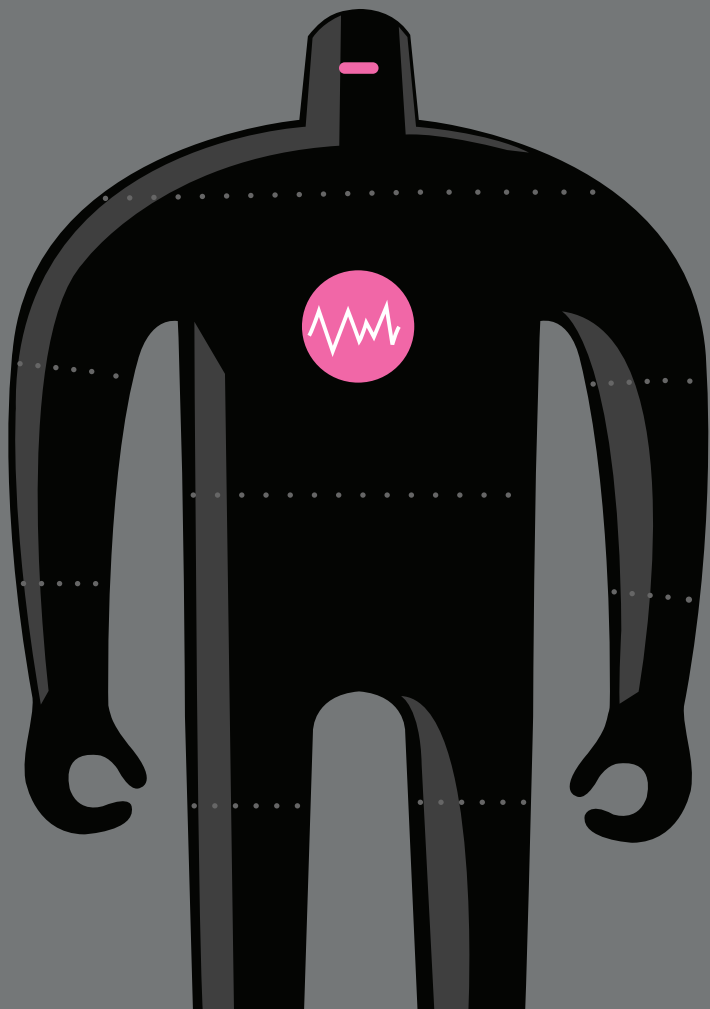
- Customers are looking to reduce costs.
- Customers are narrowing their supplier base.
- Customers have zero tolerance for product quality, integrity, or delivery issues.
- Customers need their suppliers to handle more (due to loss of internal resources, layoffs, cost-containment strategies, etc).

- Customers are negotiating lower pricing.
- Customers want more control and more measurable ROI.

Reading through these, you may agree that bigger indeed may be better. Larger shops enjoy greater purchasing power and cost-efficiencies. They may have more capabilities in specific tasks. They may be better positioned to reduce costs in distribution and production cycles. They may even have that latest piece of equipment, we've seen only in glamour shot glossies at recent trade shows.

However, the thing to note is that all of these drivers are being





led by the customer. Regardless of economic pressures, regardless of employment pressures, regardless of ROI pressures, at the end of the day, the 'customer' is still the lead. Their influence – and their decision – is the ultimate driver for the business. Your ability to land their work is not a factor of your size, but how well you respond to the drivers affecting their buy.

Size is not a guarantee that you are effectively responding to these drivers. And, some times, size (and lack of flexibility, personal connection, or customer perception) may work against you. There remains, a number of major companies who do the bulk of their label business with small companies, where they feel more important and more valued.

Printed labels are still very much a relationship business, and product is still very important. Those companies that respond best to customers' needs and issues will fare best in this economy – regardless of their size. To this effect, small, nimble businesses can establish their leadership through better service, greater understanding, superior vertical expertise, more innovative solutions, or simply better presence. While majors may focus on the big sale, your company can secure customers' loyalty by making it impossible to imagine their business without you.

While big M&A news may have you thinking the contrary, service is still king. What you do to service your customers – and appreciate their business – are things that will work to ensure their longevity and livelihood. Your ideas, enhancements, and improvements for them are

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key. You can indeed beat out 'bigger' competition. Value trumps every day. Customers will competitively bid. They will check out what Joe or Jane Major can do. They will look at your neighbors and use them as a negotiating point. They also will understand the offerings and suppliers that bring them value. Then they will make their decisions.

Make a difference in your customers' businesses, and it won't matter whether you sell \$100,000 or \$100 m. You'll establish yourself as a partner. And to those partners, there will be growth and reward.

While the thriving small player may fall under the radar of the news feed, they are not off the screens of their customers. There are many small and mid-sized companies out there that are flourishing. Having seen them, I can tell you they all share a common focus: creating value.

But bigger doesn't necessarily mean that you can't create value or you can't be better. You can indeed be a powerhouse. You can indeed be the benchmark that others measure



#### ABOUT THE AUTHOR

Bob Cronin is managing partner of The Open Approach, an investment banking/M&A firm focused exclusively on the world of print. The firm's proven results have made it the exclusive member-recommended firm of PIA/GATF and IPW. For more information, visit [www.theopenapproach.net](http://www.theopenapproach.net), email Bob Cronin at [bobcronin@aol.com](mailto:bobcronin@aol.com), or call +1 630 323 9700.

themselves against. While size for size's sake isn't going to guarantee long-term profitable growth, what you do for your customers will.

Is bigger better? Well, it's hard to say. But consider this: every great major is a collection of the most successful small players that thrived along the way.

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### UPM SECURES RFID WITH NEW PARTNERSHIP

HID Global and UPM Raflatac have partnered to allow the Finnish label stock and RFID inlay manufacturer to incorporate HID Global's tamperproof and secure RFID sealing label technology and IP into its contactless product family.

In the first phase of the agreement, UPM Raflatac will incorporate the licensed technology into tamperproof RFID sealing tags for liquid containers. The RFID tags will be used to ensure the integrity and origin of the liquid in the container. These tags help prevent and identify the tampering and unauthorized refilling of containers by indicating when a container is opened or when attempts are made to remove the tag. In the second phase of the agreement, UPM Raflatac will extend HID's technology to other fields of use also covered by the license agreement, including consumer electronics and components, pharmaceutical packaging and vehicle identification.

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# Notes on a scandal

**MICHAEL HOUSE** looks at how a non-controversial piece of scientific research into adhesive migration turned into a major media scare

Do label adhesives migrate into food? To judge by the headlines in the popular press over the summer, you would certainly think so. 'Toxic glue used in supermarket food packaging poses severe risk to health,' screamed the headline in one leading UK tabloid.

But products were not pulled from shelves and there has been no mass outbreak of adhesive related deaths. So what's going on?

In Europe, most food packaging and food contact materials are manufactured with some sort of adhesives. Like all components of food contact materials, adhesives have to be compliant to Article 3, of European Union (EU) Regulation 1935/2004 which states there should be 'No transfer of substances on or into the food in amounts which could endanger human health'.

But there is no specific regulation in EU or member states about how to implement this requirement when it comes to

adhesives – a completely different situation to plastics, for example, where component migration limits are tightly defined.

It was with this in mind that the MIGRESIVES project, a 3 million euro study, was undertaken. The basis for the project, part commissioned by the EU, was to develop pragmatic, science based tools to support future EU regulations for adhesives used in food packaging.

The project team produced mathematical modelling software to predict migration, and will launch practical testing tools later this year.

In May 2010, a paper seeking to validate the model against experiments on real-world adhesives – including adhesives on PS labels – was released by researchers at the University of Zaragoza (UNIZAR) in Spain and published in the Royal Society of Chemistry's Journal of Material Chemistry.

Prof Dr Cristina Nerin a scientist from UNIZAR who worked on the project, told L&L that the adhesives used in the study were



supplied by commercial companies. But, critically, the tests used concentrations of adhesive far greater than those found in real world packaging and labeling applications.

'The acrylic adhesive under study is used for sticking the PP window of paper bags commonly used for bread. It is applied in dots and the total amount of adhesive in the package is very low,' explained Professor Nerin. 'However, in our research studies the total surface was covered by the adhesive, as it is required for diffusion and partition studies as well as for migration tests. When this value is referred to the usual amount in real life, the migration value is lower than the established limit, even taking into account the Crammer list values for class III (high toxic).'

In other words, there are no dangerous levels of migration from the small amounts of adhesive found in commercial packaging. It is only when the concentration of adhesive is scaled up for experimental purposes that potentially dangerous levels of contaminant are found to have migrated into the food.

So how did this non-controversial finding become the headline about 'Toxic glue in supermarkets'?

## DISTORTION

This part of the story begins with a press release sent to journalists by the Royal Society of Chemistry's PR manager. Sensing a sensational news angle, the press release focused on the migration of this one compound through plastic - forgetting to mention that the chemicals would never appear in such high concentrations on consumer packaging.

'Chemicals used in adhesives for food labels can seep through packaging and contaminate food, according to research published by the Royal Society of Chemistry,' the press release began. '[A team of scientists] discovered that some chemicals can diffuse through the packaging and reach the food inside. One of those is considered highly toxic and found in high concentration in some adhesives.'

Uncritical journalists, not bothering to check their facts, then turned the 'story' into a full-blown scare.

One major UK tabloid even added its own alarming 'facts', announcing that the UNIZAR scientists had discovered the chemical was 'in the same toxicity as mercury, asbestos and

hydrochloric acid' and 'can seep through [food packaging] and contaminate food'.

It went on to incorrectly claim that 'it [the chemical] has been found in high levels on some of the sticky labels attached to packages of fresh meat, vegetables and tubs of sauce', as well as to declare it could pose a 'particularly severe risk to health' as highly toxic chemicals 'can cause organ failure and even death in high doses'.

It was a dismal display of lazy and misinformed journalism. It was also highly misleading and dangerous, considering this tabloid has a readership of over a million people in the UK and commands an even greater following on its website.

The panic did not take long to set in. One reader posted a comment on the tabloid's website stating that she was 'sickened that these labels would give her cancer', while at the same time a debate began to rage over the dangers of hydrochloric acid and what would happen if people began to consume it from their daily food intake.

The story began to spread rapidly. It was copied and pasted onto private and corporate blogs around the world. A Google search of the story's headline pulled up close to 4000 results. Food consumer websites were quoting what the newspaper had published.

## FIGHTING BACK

Once such a band wagon starts rolling, it is extraordinarily difficult to stop it, as FEICA, the European Adhesive & Sealant Manufacturing Association, was to discover.

In June, FEICA put out a statement which called the reports in the UK press 'inaccurate and misleading', stating quite clearly: 'The laboratory samples were made for scientific experiment only and were not representative of the concentration levels used in commercial adhesive.' It was comprehensively ignored.

When L&L confronted the Royal Society of Chemistry over its sensationalist presentation of the UNIZAR findings, a spokesperson put the blame firmly on journalists. 'The media also receive a copy of the article in full at the same time as the media release so journalists can research their story as they see fit.' The newspapers which ran the original scare stories declined to comment when approached by L&L.

Meanwhile, the misleading stories about the 'dangers' posed by packaging and labeling adhesives continue to circulate and spread across the internet.





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# No end in sight for price rises

**THERE SEEMS TO BE NO END IN SIGHT** for rising raw material prices, Michael House investigates

The cost of label inks and materials continues to rise as suppliers face up to the seemingly relentless increase in the cost of raw materials. Now it is the turn of converters in the US, who have seen consumables prices rise by up to 14 percent over the last couple of months, following the trends seen in Europe.

As reported in the last edition of L&L, the costs of consumables have been greatly affected by a number of supply chain disruptions such as the Chilean earthquake and Finish paper mill strikes, both of which put a severe strain on pulp supplies, as well as a growing demand from China for all categories of raw materials as the world economy kicks back into life.

Suppliers say they have no choice but to pass on these costs to label converters, which has led to industry associations such as Finat warning of a potential threat, particularly to smaller sized label companies.

On September 1, INX International Ink, the third largest producer of ink in the US, raised the cost of its solvent based

white inks and water based white inks by 6 percent, inks containing Violet 23 and water coatings increased by 8 percent and UV inks and coatings by between 8 and 10 percent.

'Ongoing raw material supply shortages and cost increases are continuing to have a serious impact on printing ink costs, supply and production,' INX president Rick Clendennig says.

'Key materials such as Titanium Dioxide, Violet 23, UV Monomers and Acrylic Acids have increased in cost and many are now (on) restricted supply.'

Sun Chemical was one of the first suppliers to up its prices in Europe and has followed suit in the US announcing increases of up to 14 percent across its catalogue.

Packaging solvent-based inks went up by 4 percent, packaging water-based inks by 8 percent and there was a 6 percent increase for UV flexo inks. An increase of 14 percent was applied to commercial and packaging energy

curable (EC) paste inks and EC coatings.

'Raw material suppliers continue to consolidate, leading to fewer industry supply options to choose from and significantly higher costs in manufacturing inks,' says Grant Shouldice, director of Product Management and Energy Curable North American Inks at Sun Chemical.

Turning to the materials sector, Japanese owned, German-based Mitsubishi Paper hiked its thermo script thermal paper prices worldwide by 10 percent at the beginning of September. Another sign that price increases will not be confined to a few regional markets, but will affect converters on a global scale.

In a statement, the company explained that it was reacting to 'the ongoing strong rise of the prices for freight costs and raw materials on the global market.'

For converters unable to absorb these costs or pass them onto buyers, the long awaited 'post recession lurch' might just have to wait a little longer.



# The *future* offset platform is based on *sleeve technology*

Lars Eriksen  
President & CEO



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The new platform-based offset press is integrated in the Nilpeter Dream Line concept, that takes platform technology to an even higher level, because it offers previously unattainable levels of flexibility.

The new MO-Line platform integrates the revolutionary Easy-Load sleeve technology. Printing technologies can be switched quickly, and embellishment modules added easily, in any desired combination. In short, with the MO-platform you can configure your press to fit any job – **and with reduced costs of tooling and the low cost of prepress, it expands the market opportunities.**



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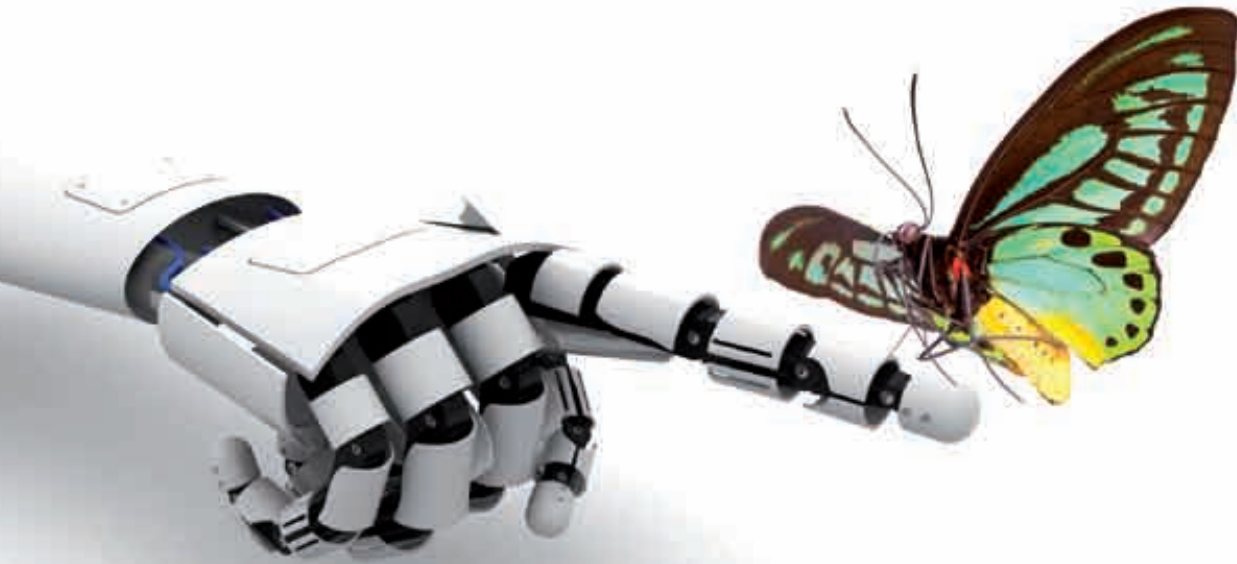
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# ‘Store back’ – a new end user paradigm

THE ‘MOMENT OF TRUTH’ at the point of sale is driving brand managers’ label and packaging design strategies, as the Labelexpo Americas keynote speaker Rosemary Grabowski made clear. Danielle Jerschefske reports

The label has, at last, earned the respect it deserves. So says Rosemary Grabowski, VP of global market development, consumer packaged goods, at Dassault Systemes.

Dassault specializes in Product Life-Cycle Management (PLM) and operates across a variety of industries, including automotive and aerospace. The consumer packaged goods division uses 3D imaging technology to help brands develop strategies for product development, logistics and manufacturing. Rosemary Grabowski spent over twenty years with Cadbury Schweppes in a wide range of positions taking in supply chain management, sales, marketing and strategy, so knows what she is talking about.

In her keynote, Grabowski described P&G’s new ‘Store back design’ product marketing strategy. The strategy relates closely both to the ‘First Moment of Truth’ when the consumer selects a product, and the ‘second moment’ when the product is used. Agencies now need to show P&G how their ‘big idea’

works at retail and how it translates into online and radio and television formats.

This strategy places a key significance on the customer’s journey to the shelf and the ‘touch points’ on the path to purchase, with the store environment a pivotal factor. The brands are also facing increasing competition from the private label sector. ‘Brand owners have realized that the fight for the consumer has moved to the store shelf. Packaging is becoming a major form of promotion, and brands are allocating budget dollars to the shelf,’ says Grabowski.

Labels and packaging must inform, educate and engage the consumer. They are the final point of contact in the store, and the only contact at home while the product is in use.

With a seventy percent failure rate for new product introductions, a more streamlined development process for label production is critically important, said Grabowski.



**'STORE BACK' DEFINED**

- Big brand owners are looking to cut costs in their supply chain
- 70 percent of purchase decisions are made in-store
- 9 out of 10 times that a product is picked up, it's purchased

**HARMONIZING THE LABEL PROCESS**

A number of variables come into play with label production: brand consistency with regard to color and defects, differentiation on the shelf, variety, promotion, regulatory content, nutritional facts, environmental and health-related information. And each becomes more difficult to manage as CPGs extend their global footprint. They want to be able to manage package design, set any language translations, or add local regulatory facts, quickly and without error. And do not forget, at the end of the day, it's all about speed-to-market.

'Label development is an extremely fragmented part of the package,' said Grabowski. 'In my experience in managing innovation projects at Cadbury, we always found the label to be on the critical path.'

There are a number of stakeholders involved in defining the final design of a product label. Marketing holds ownership of the brand, yet ultimate success comes from information sharing between cross-functional groups. This fragmentation, in addition to coordination with the design agency, printers and other suppliers, can make final approval complicated and onerous. The easier a converter can make the process for a brand the better.

Once multiplication is factored into the process – globalization, regionalization, personalization – the room for error dramatically increases. Defects on a product package reflect on the product itself, and recalls are a major reason for loss in brand equity. 'All label copy elements are important and are required to be precise in order for the retailer and consumer to execute that purchase,' says Grabowski.

**TECHNOLOGY TO THE RESCUE!**

Grabowski said that new technology offers 'game changing' possibilities. Rapid Concept Prototyping has the ability to bring a label to life with 3D imaging and at the same time streamlines the process of populating the label, allowing the brand to rapidly move into the next stage of product development.

Dassault is a strategic partner of

EscoArtwork and together they make a powerful team. EscoArtwork's package design software leaves less room for label inaccuracies because the content remains protected while the aesthetic aspects can be freely changed. 'It's all about accelerating a concept to validated prototype through integrated technology. It rapidly reduces risk of mislabeling with a rules-based artwork solution,' says Grabowski.

An extensive package design library allows users to begin design from a prototype, and build through to what the secondary packaging might look like. Brands can take this 3D imaged product prototype to virtual focus groups. 'Brands can retrieve valuable data and feedback which is built back into the product before it's actually released to market.'

Brands are able to put the product on a virtual store shelf, have the consumer walk down the aisle, pick up the product, view it, handle it – and ultimately choose to put it into the cart, or back onto the shelf. The imaging environment also shows where the virtual consumer might stop and connect with the product, so brand managers can work out how best to drive traffic to the product with PoP promotion.

**Some current users are looking to increase their speed-to-market from eight weeks to an astonishing 24 hours using these advanced tools.**

**SPEED TO MARKET**

Once brands have all the data available, an innovation project can come together quickly. Some current users are looking to increase their speed-to-market from eight weeks to an astonishing 24 hours using these advanced tools.

Using 3D imaging and PLM software, Grabowski's division recently assisted Procter & Gamble in reducing the costs and complexity of its brand portfolio. P&G worked with the company to simplify the 1.2 million technical specifications for its brands around the world, including label production. In the end, P&G realized \$250 million in purchasing savings, now achieves ninety-nine percent right first-time spec performance, and found a fifty percent time reduction in qualifying and handling bids.

**LEARNING EXPERIENCE**

Labelexpo Americas' high-level conference program was organized in collaboration with the TLMi. Other highlights of the educational program included the CEO luncheon on the second day, which attracted over 150 attendees to hear from five of the industry's top CEOs.

Mike Fairley also ran a 'How to' Digital Label Printing Masterclass, which gave label converters looking to invest in digital printing the opportunity to hear from key industry experts. Topics included an overview of the main digital technologies, digital pre-press, workflow and color management, substrate requirements, in-line and off-line finishing options, and the changing role of management, sales and marketing in a digital environment.

**INTERACTIVE OPPORTUNITIES**

The Second Moment of Truth is all about fostering the relationship with the consumer as long as possible after the purchase is made. New technologies allow for real interaction in this phase and more dollars are being used to enhance this consumer touch point.

Grabowski showed a video of a child holding a box of cereal to a computer camera, playing a game through the brand's website. She said, 'The longer you can get the consumer to interact with your product, the greater brand equity you are creating.'

There are a number of different forms of interactive packaging, including Augmented Reality, ScanLife, JagTags and QR codes. Each has its own way of connecting with the consumer, and many allow for mobile connection. Grabowski sees a real opportunity to inform consumers about sustainability through QR codes, for example. Charity fundraisers are adopting these avenues to earn more money.

Brands are using social media as another way to reach the consumer. Renckitt Benckiser has a game on Facebook that takes after the popular game Farmville. Users play the game as a brand manager and must deal with all of the tasks that go along with it.

Following Grabowski's keynote address, Glenn Knippenberg, president of AC Golden brewery talked about his brand Colorado Native and its use of SnapTag technology on the label. The company has nineteen tags that are capable of engaging the consumer via a mobile phone camera. There's no need to download an application. Read more about Colorado Native and its interactive packaging in 'Scanning the Market' in Issue 4 2010 of Labels & Labeling.

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(L-R); Mohamed Ibrahim, COO, Rotopack, Mr. Adel Mahfouz, Chief operator, Rotopack and Ihab El Gharib, Akef Trading Co., General manager

# Flexibles converter grows labels business

**THE** Middle East's leading flexible packaging group has expanded its operations to Egypt and picked up new capabilities in converting a wide range of labels. Andy Thomas reports

Altea Packaging is widely regarded as the leading converter of flexible packaging in the Magreb region, which groups North Africa's fastest growing economies.

Founded in Tunisia, Altea acquired Optima, one of Morocco's leading flexible packaging converters in September 2008, and launched an Algerian unit shortly after. It had already expanded into Europe with the acquisition of Roland Emballages in North France in 2007.

Altea's most recent acquisition, in January last year, was Egypt's biggest flexible packaging converter, Porta Egypt, and its subsidiary Rotopack.

The move consolidated Altea Packaging's footprint in North Africa and marked another step toward extending its leadership to the wider MENA (Middle East and North Africa) region, as well as becoming a credible partner for European packaging buyers.

Converting more than 40,000 tons of film annually, with more than 780 employees and nine industrial plants, Altea Packaging today has the know-how and geographical reach to compete with the biggest international companies in the flexible packaging sector. The group achieved growth rates of 20 percent in 2008-9 through the worst of the global recession, buoyed up by continued strong growth in the Egyptian

packaging market – particularly for wraparound labels.

Porta Egypt, with its Rotopack subsidiary, was established in 1995. Today it has an annual capacity of over 10,000 tons, a turnover in excess of \$36m and a workforce of 310. Its two plants, located in 6th of October cities, cover a total area of 20,000 square meters and account for more than 25 percent of Egyptian flexible packaging consumption.

As well as extending the Altea group's geographical reach, the Porta/Rotopack acquisition also brought expanded capabilities in the labeling market. Porta is the only Altea company which produces the full range of labels, including wraparound, pressure-sensitive, in-mold and shrink sleeve labels. 'Labels are becoming more important to the group,' comments Mohamed Ibrahim, chief operations officer at Porta-Rotopack.

## TECHNOLOGIES

Porta/Rotopack puts its long run wraparound and shrink sleeve labels on its 7-color Cerutti/Schiavi 600mm-wide rotogravure presses. The presses run at speeds up to 250 m/min and are equipped with BST Powerscope inspection systems.

Key global customers include Coca-Cola, Pepsi and Nestle, and films are sourced from top global suppliers including Treofan and Dubai headquartered Taghleef Industries, which





(L): Assem El Sheikh, assistant production manager, Rotopack and an operator

now incorporates Radici in Italy and Shorko, Australia.

Porta/Rotopack also runs a 6-color Rotatek Brava offset press with two flexo units, cold foil and die cutting in-line. The press line includes an Arcotec corona unit and BST web guide.

The Brava is used for a range of shorter run label work, including pressure-sensitive; 70 micron IML; and some shrink sleeve label work. Mohamed Ibrahim says he is not seeing a trend towards shorter runs of flexible packaging – and the fact that UV offset inks are not food approved limits the

range of possible applications.

Why the move to offset? 'We chose offset for shorter runs of labels because I did not want to go to flexo,' says Ibrahim. 'These jobs are easier to do offset because offset plates are faster and cheaper to make using our Kodak CTP unit.' Rotopack only runs the Brava press in rotary mode, though it can be quickly turned into an intermittent machine.

The key markets for PS labels are shampoos and detergents, and Porta works for all the major global brands in these fields.

## SHRINK SLEEVES

In March this year Porta Egypt expanded its shrink sleeve label operation by acquiring a new DCM sleeve forming and sealing machine. The machine is equipped with a nonstop rewinder and is able to run at up to 400 m/min. To achieve the company's quality requirements, DCM has designed, especially for this machine, a motorized unwind for keeping the web tension accurate. Furthermore, DCM has integrated in-line lay flat sleeve width reading with ultrasonic sensors. All the values are shown on the touch screen to make operator supervision easier.

DCM Group and the Altea Packaging Group have a business relationship going back 25 years to early projects with Cogitel and Sied in Morocco.

Slim Zeghal, CEO of Porta & Rotopack and of the Altea Packaging Group, believes shrink sleeve labels represent an exciting trend in the world of packaging in the MENA region and a growing opportunity for converters. Almost 400t/year of shrink sleeves are produced in Cogitel in Tunisia and Porta & Rotopack's Egyptian facilities.

The Altea Packaging group as a whole provides sleeves to customers across Egypt, Libya, Tunisia, Algeria and Senegal, and the group has received a

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MACHINE operators at the Egyptian plant

top award from the French Photogravure association Pro Hélios for a promotional Coca-Cola sleeve label based on the Nancy Ajram advertising campaign.

The company's main shrink film supplier is Klockner. Although the majority of shrink sleeves are PVC, some 25 percent of production uses OPS.

#### IN-MOLD

In-mold labels are another Porta/Rotopack speciality. Key markets include injection molded labels for ice creams and yellow fats, and blow molded IML for lubes.

IML films are sourced from leading global suppliers such as Treofan, Taghleef and Polinas.

IML labels are processed on a Schober RSM-IML/MX machine, specially developed for medium and small production runs. The machine incorporates most of the technologies found in the high capacity model, such as a heavy-duty rotary die cutting station, automated web guide, continuously monitored reinsertion, vacuum controlled product flow, static neutralizer and M-Stack delivery.

## GLOBAL STANDARDS

The attainment of global standards is a key part of the Altea group's strategy, and earlier this year Porta and Rotopack were granted ISO 22000/2005 food safety certification. They joined Altea's Moroccan Cogitel operation – which was the first flexible packaging converter in North Africa to achieve ISO 22000 – and Sied Emballage.

Slim Zeghal comments, 'such certification is not only an asset to improve the Group's penetration in markets with higher requirements, such as the European market, but also a way to offer all the actors engaged in an ISO 22000 certification process a partnership to provide them a tailored packaging solution. This certification has also contributed to consolidate and validate all the techniques of good manufacturing practices and hazard analysis in Porta and Rotopack. Our MENA customers will be supplied with the same products that we provide to this huge neighboring market across the Mediterranean Sea.'

Porta and Rotopack have also achieved BRC/loP food safety certification and ISO 14001 environmental certification. It claims to have been the first company in the Middle East to install solvent recovery systems for its gravure presses.



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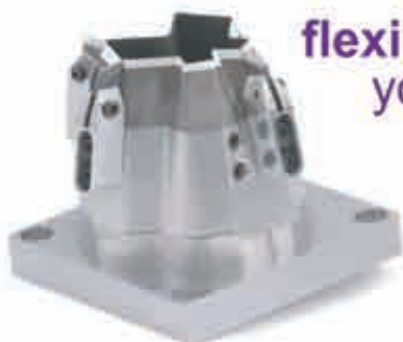
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# Taking digital in-house

**WHILE TRADITIONAL LABEL PRINTERS** are investing in digital printing and converting equipment to meet the demand for shorter runs, end users across a range of industries are purchasing compact, bench top units to print in-house. Adrian Down, CEO, of VIPColor Technologies explains

It is widely accepted that the demand for labels, tags and forms is for shorter runs, faster turn-around times and reduced inventory. This, teamed with the ability to personalize the label, add variable data and product identification, makes full color digital printing the perfect choice to either supplement the traditional printing operation or for use in an in-house situation.

Smaller bench top units are ideal for many sectors of industry and permit on demand, label printing from as few as five to 500 or more. In-house custom label production can become a marketing tool that sets a company apart from its competitors and enable it to create a unique brand impression for the product. Labels can be printed on demand to match the number of products being made with the flexibility of varying the theme when dealing with the same product in say, a different season, flavor or design.

## COST COMPARISON

In terms of cost, companies are quick to see the benefits, not just in the flexibility of printing their own, but also in the return on investment. They are not dependent on lead delivery times and there are no costs involved in terms of printing plates and no minimum quantity restrictions. Users print what they need rather than being forced to buy a larger quantity to cut the cost per label down. This leads to less waste and capital tied up in pre-printed unused labels. Compared to traditional label printing we have found our VP485e ink jet model to be cost competitive up to approximately 10,000 – 15,000 labels printed via a traditional print process, although, most of our customers print small runs of 1000 to 2000. We also use large separate ink cartridges that can be changed individually to further reduce the waste and costs associated with single unit tri-color ink delivery systems.

Our customers include companies from every sector of industry carrying out simple four color printing as well as more specialized applications. For example, one of our customers in the chemical

industry needed to offer customization at all levels to include tags, labels and forms. The company offers custom manufacturing of chemical test kits and private labeling to diverse fields such as water treatment, cleaning, sanitation and education.

## NICHE BUILDING

Another company producing nails and fasteners made the decision to move away from selling directly to construction sites in order to focus on retail operations such as lumber yards and hardware stores. To build business in this niche, the company needed to distinguish its service from its competitors and provide retail customers with the option to supply fasteners under private label. The key to their success in this venture was the ability to produce full color labels with eye appeal to make the product stand out from its competitors.

In the pharmaceutical sector, we have a customer using a VP485e in a more specialized way that reduces medical errors through color label printing linked to dedicated software. The application permits the pharmacist to compare the actual medication against a color image of the product. The patient can also verify if the image on the label matches

the medication in the container and any difference between the two can immediately be identified. The combined technologies of printer and software offer an effective combination and provide a simple solution that can be used by any hospital or pharmacy. The software can be programmed to access databases and retrieve and print variable data, such as prescription and record numbers, patient names and personal information. In addition data such as dispensing date, quantity, frequency and duration of medication can also be included along with safety instructions and warning signs.


From the production of high quality labels for private branding, to color coding for process or inventory control, on-demand digital printing can provide an organization with extreme flexibility. Since images can be printed variably, companies also have the ability to print pictures on the label for fast identification of boxed or packaged products. Digital printing is being redefined by new generation equipment that expands the range of applications that can be addressed. Any business that has a high mix of SKU's or needs customized labels in its process or packaging will undoubtedly benefit.





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GALLUS RCS 330 fitted with Martin MBSF unwind/splicer and LRD rewinder

# Permanent revolution

**PERMAPACK** has grown its business through the recession by reinventing itself as a one-stop packaging converter, supported by continued investment in automated, flexible technology. Andy Thomas reports

Against the recent tide of economic downturn and shrinking order values, Permapack, the Swiss-based packaging specialist, has been investing in technology to meet a surging demand for its high quality printed products, particularly tube laminates and other barrier films.

The shortage of production capacity came to a head towards the end of 2009, according to the company's chief operations officer, Mark Lehmann: 'It became obvious that we needed to invest quickly in extra capacity and were able to secure fast installation of Gallus and Martin Automatic equipment to complement our existing plant.'

The equipment in question was a fifth Gallus RCS 330 all-servo flexo press fitted with a Martin MBSF unwind/splicer and an LRD rewinder. The package of equipment exactly mirrors previous investment at Permapack's headquarters in Rorschach, which was among the first to install Gallus' pioneering RCS range in 2001. All bar the first two are fitted with identical Martin automated handling. 'This is a combination that could have been designed especially for Permapack as it fits our product portfolio so well and offers us complete flexibility at the high end of the market, which is unusual,' commented Lehmann.

The latest Gallus line features E+L edge guiding and Teknek web conditioning and Softal corona treatment, ten base units capable of accepting fully servo driven UV-flexo or screen print stations, and/or hot foil (Permapack specified 10 flexo and two screen units), full Uviterno UV curing, lamination, and cold and hot foil capability. The RCS is fitted with a rotary die cutting station with matrix rewind, while the print register control

## **LABELS&LABELING**

system features motorized adjustment of longitudinal, lateral and diagonal register, and a BST Powerscope 3000 web video mounted in-line for verification.

The company operates in three distinct divisions: logistics; food; and cosmetics. These market sectors generate annual sales in excess of CHF 60m, from an overall staff level of 170, of which 115 work in printing. Lehmann explains that approximately 65 percent of the logistics business is traded on a 'buy-and-sell' basis, mostly from Italian suppliers. The remainder of the turnover at Rorschach is produced in-house on a range of presses that now includes five Gallus RCS 330 and two Gallus EM 410 UV-flexo lines. There are also Gallus letterpress lines, and older water based Omet and Comco presses.

## **FORMAT CHOICE**

'We seriously looked at a wider web width for our most recent investment, and the Gallus RCS 430 looked attractive, but for reasons of time, availability, and interchangeable tooling, we opted to stay with the 330 mm format,' said Lehmann. 'Next time however, we will investigate presses with up to 600 mm web width to move our output capability to the next level.'

Lehmann described a typical Permapack job as 8-colors plus, with foil and/or screen printing. Most work is carried out to 150 lpi, and with 10-color, or 60 lpcm capacity on all bar one of the RCS lines, Permapack is set up for tube, label and flexible packaging production. All the RCS lines have exchangeable hot foil units; some have turner bars and others cold foil capacity, which allows the company to have an identical back





up machine for each job.

With a growing export demand to satisfy, up from 10 percent of output in 2007 to nearer 30 percent at present, Permapack is tapping into the markets of central Europe where demand for very high quality packaging is booming, according to Mark Lehmann. From the time the company moved into filmic labels, tubes and flexible packaging in 2002, after a major loss of sales when one customer relocated its business, Permapack has never looked back. Today, it produces 20 million labels each day and processes over 10,000 jobs each year. Run lengths on flexible packaging are longer than those on labels, thus increasing volume further. Production in the first quarter of 2010 is up by 23 percent over the same period last year, Lehmann reveals.

Because Permapack specializes in longer run, high quality work, the advent of digital presses is not relevant to its present business model. 'We are however looking closely at what digital plates could offer us, and that could well be our next investment plan,' said Lehmann. When asked if offset technology had a part to play in Permapack's future, Lehmann was doubtful. 'We are already producing high quality flesh tones and vignettes with UV-flexo – at least that's what our customers tell us, so we do not feel under pressure to add offset capacity.'

Explaining the company's development into a 'packaging specialist' Lehmann said: 'It begins with full consultation with the brand owners' design team. They tell us what they are trying to achieve and we explain how our technology can best deliver their requirements. This sets a quantifiable standard for both sides that means any repeat work exactly matches

the original. From then on, it's a process of ongoing liaison.' With 100 percent video inspection on three of the five Gallus RCS lines, and Martin Automatic MBSF and LRD units that allow non-stop running, Permapack goes as far as possible to reduce errors.

'We chose the Gallus/Martin combination early on as the best way to achieve repeatable quality. Five years on we have no desire to change a winning formula. In practical terms the Martin equipment saves us around 70 – 80 meters of substrate per 1000 meter roll, which adds up to CHF 200,000 a year. It has also reduced our run times by around 30 percent, and by not stopping for roll changes, has improved the quality of our finished product, and that is almost priceless.'

The Martin MBSF (F for Film) unwind/splicer and LRD transfer rewind will handle reels up to 1016 mm in diameter at speeds up to 150 m/min, which are well above Permapack's current production requirements. With production rising and substrates becoming more expensive, savings made on waste will become even more critical, and the benefit of the Martin equipment will be further reflected in bottom line performance.

With future business already showing a need for three further press lines of current size, Lehmann is keen to look at alternatives. 'We need roll to roll with cold foil, and would like to stay with Gallus, but we will have to go to a wider web. At present we run screen and hot

MARK LEHMANN, chief operations officer at Permapack



foil at 50 – 60 m/min, straight UV-flexo at 80 – 90 m/min, and with full video surveillance some jobs up to 120 m/min – but we need more.'

In-house production currently is divided amongst the cosmetics industry (44 percent), food and beverage (36 percent), pharmaceutical (9 percent), and logistics and industrial (approximately 5 percent each). With ISO 9001:2000 and BRC/ IOP accreditations, Permapack lists leading international brand owners among its customer portfolio. It's demanding, says Lehmann, and keeps Permapack up to the mark in terms of quality performance. He is quick to acknowledge the customers role in company's success. 'To serve the best, you need to invest in the best, from people to technology,' he concluded.





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(L-R): Lenny DeGirolmo, vice president at Nilpeter, Rowe Anderson, President of Paco Labels and Tom Clawson, senior sales representative at Nilpeter

# Expanding gamut opens new opportunities

**A TEXAS CONVERTER** is expanding further into flexible packaging with a Nilpeter FA press and expanded gamut printing, writes Danielle Jerschefske

Paco Label, a 43-year old Texas-based converter, is a regional supplier of pressure sensitive and roll-fed BOPP materials throughout the southeastern United States, which in the past, focused heavily on the dairy industry. But recent investments in the pre-press department and press room, have opened the door to new market opportunities.

In the summer of 2010 the company installed a new Nilpeter FA-3, expanding its capabilities to include cold foil as well as rotary screen. The gearless press can handle a wide range of packaging materials. It has a servo-driven in-feed, servo motors on all print units, a mid-feed pacer and is equipped with the latest P2P automatic register control system. Rowe Anderson, owner and president of the company, states, 'The Nilpeter FA has exceeded expectations and allowed our company to pursue more profitable business.'

## EXTENDED GAMUT PRINTING

Currently, the majority of the company's work is CMYK with an additional spot color or two. However, there has been a strong push to take advantage of the benefits of extended color gamut (ECG) printing. Known in the offset world as G7 (GRACol 7), ECG has been widely adopted by wide web flexographic flexible packaging converters in the US; the ability to control waste, increase speeds and reduce changeover time has proven extremely valuable. In fact, most Frito-Lay bags are printed using this 7-color process. Even the FTA has adopted G7 into its FIRST guidelines for flexo standardization and ECG will only continue to grow within the narrow web market.

ECG printing requires maintenance of tight tolerances throughout the printing and converting process. Registration should hold within 0.002 in and spectrophotometers are a must. Anderson says, 'We bought the FA for its impeccable registration. Without the accuracy of the press, it would be impossible to transition into extended gamut work.'

Lenny DeGirolmo, VP sales at Nilpeter USA, says, 'Moving

from the standard 4 color CMYK system to ECG, which utilizes a 6-color to 7-color system (CMYK plus RGB), requires pinpoint registration accuracy for success. The gearless sleeve technology on the FA-3, both anilox and plate sleeves, delivers the level of tight registration necessary for the proper implementation of the ECG process.'

While ECG puts many demands on the prepress department with regards to proofing technology, color separation and the toolset to create proper press ready files, Anderson believes if the correct procedures are in place, it is possible to produce a printed piece more effectively with ECG than spot colors. He explains that with a larger color space and accurate proofing, prepress can now build spot colors and have the confidence and expectations that the pressroom will hit the desired target. Additionally, with ink sets and anilox now standardized, the responsibility for color accuracy now resides chiefly in the prepress department. The pressroom is still concerned with color density and registration, but benefits greatly from reduced waste during set-ups and quicker changeovers.

## COMPLEX WORK

The installation of the FA-3 at Paco Label will allow the converter to adopt more complex work and break into the highly decorated food and beverage business. It has already gained new business by screen-printing a tactile varnish on a pressure sensitive label for a nationally known brand of candies. Rowe Anderson notes the press is able to achieve the quality needed to compete against both gravure and offset, yet with the narrower web, can more economically produce work that's difficult for its competitors to match.

Following the FA-3 acquisition, Paco Label is reviewing the potential for HD screening from Esko as well as Nilpeter's digital press technologies for short run work. The future certainly lies in being a premier supplier of both pressure sensitive labels and flexible packaging.



3P-SPEZIALDRUCK uses Martin Automatic splicing and rewinding systems at its Baden-Baden, Germany plant to handle the expensive filmic substrates

# Automation pays

**AUTOMATED ROLL CHANGING EQUIPMENT** has been key to 3P-Spezialdruck's success in profitably converting short runs of filmic substrates for manufacturing tubes. Andy Thomas reports

3P-Spezialdruck GmbH, as its name suggests, is a German supplier of specialized products to the printed packaging market, working exclusively with film and plastic substrates that often have a high cost tariff, typically 1 euro/square meter, or more. Markets served include the highly price-sensitive food and beverages, as well as cosmetics, hair and dental care, and pharmaceutical, each of which makes different demands. The importance of reducing waste is therefore one of the top priorities in any investment plan the company undertakes, as general manager, Joachim Jurack explains:

'We first saw the benefit in 2001 when we fitted automated roll changing equipment to our Roos letterpress lines that had been operating for six years. The effect was immediate and dramatic, and continues to show a waste saving of around 10 percent, depending on the substrate.' The handling equipment in question was two Martin Automatic MBS unwind/butt splicers.

As business grew for the company, it installed a Drent Vision offset line in 2002, fitted with Martin MBS and LRD units, and then in 2007, a Graficon uniQ 340 and a Muller Martini Alprinta 74V, both of which were specified with Martin Automatic unwind/splicers, MBS on the Graficon, and MBX on the Muller Martini, and both with LRD automatic transfer rewinders.

The substrates used by 3P are not only expensive, but thick too, and consequently has few linear meters per reel. This can mean reel changes as frequently as every 10 minutes. The resulting loss in production and saleable quality work involved in stopping the press and bringing it back up to speed would be prohibitive if the reel changes were to be handled manually.

'Automation is the only path to profit on this type of job,' explains Jurack, who points out the downstream benefit of the Martin splice, which is easily located by the slit-

rewinder operator, or in some cases the tubing machine detects and removes it. The Martin machines allow 3P to run non-homogenous substrates and sensitive materials with equal ease, and by removing the physical effort required to change the reel manually, there is every incentive to utilize butt reels, however small the amount of expensive material that remains on them. 3P uses reels up to 740 mm in diameter, with material from 20-micron to 400-micron.

By concentrating on plastic substrates, 3P has acquired a depth of expertise and technical knowhow that only specialists can hope to reach. By refining its operation through strategic investment programs and alliances, the company offers complete packaging solutions to the end user, from, for example, sourcing the material and producing the plastic tube to delivery of the final printed version, presented in way that allows automated handling at the filling plant.

UV printing is offered in all processes, except gravure, with inert gas – nitrogen or carbon dioxide – used in the curing process to boost performance on the plastic substrates. Most recently, the company has developed a new tube manufacturing process in response to print buyers' demands for seamless graphics, where there is no gap where the material is joined. By switching from an extruded tube to a laminated film, 3P has halved production time and made an even larger percentage saving in costs. 'As an added bonus, the print quality is also better,' says Joachim Jurack.

As packaging becomes more complex to meet consumer, brand owner, and environmental demands, companies like 3P-Spezialdruck will become more prominent. Every industry needs its pioneers, and an important part of future success will be higher levels of automation.



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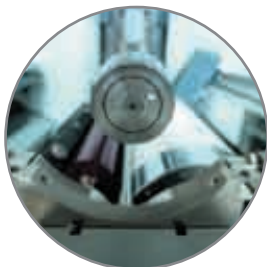


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LMAI members during the AGM



EVENT organizer and hostess for the evening Renuka Uchil



LMAI president Vivek Kapoor and Mukul Raja an agent for K20



VIVEK KAPOOR (second from left) with representatives from the Ministry of Small and Medium Enterprises and Reifenhäuser



(L-R): An agent from Reifenhäuser, Arun Rawat, Planet Labels and Harveer Sahni, managing director of Weldon Celloplast



MEMBERS of the LMAI Executive Committee



CHANDAN KHANNA, Ajanta Packaging and Vivek Kapoor



(L-R): Rajesh Khatwani and ROHIT Mehta with officials from the MSME



LMAI President Vivek Kapoor



THE AUDIENCE gets involved in a lively debate- a common denominator throughout

# One night in India

The Label manufacturers Association of India's (LMAI) Annual General Meeting took place on August 27 at the Mayfair Hotel in Mumbai, attracting a record attendance of over 120 industry stakeholders from across the country.

The meeting was spread out over the course of the afternoon and evening and included an executive committee meeting, the AGM during which 'a highly indulgent audience' became very interactive in the various discussions regarding the Indian label industry.

A presentation by Dr Mohan Parmeswaran, a lean management and human resources expert, also evoked a lot of interest and questions from the audience.

The event concluded with a dinner and a party, during which

**LABELS&LABELING**

LMAI members were able to network and discuss the latest developments within the industry in India.

Said Harveer Sahni of the event: 'It was really interesting to see so many printers and industry suppliers from across India.

'They came from Delhi, Noida, Mumbai, Ahmedabad, Indore, Pune, Hyderabad, Bangalore, Sivakasi and Chennai.

'It was a rare sight- these people who indulged in fierce competition in the market place were sharing moments of joy and togetherness.

'There were topics of mutual interests being debated upon. Many members were expressing satisfaction on the success of the event and wished that such events are held more often across the country.'





AUTO ID specialist Prakash Labels looks set to move into FMCG sector

# Diversifying for growth

**PRAKASH LABELS** has built a strong business supplying turnkey Auto ID solutions to the retail and logistics sectors, and now plans a move into prime labels. Andy Thomas reports

With Indian manufacturing, retailing and logistics systems becoming more complex, Prakash Labels has found an expanding niche in providing integrated supply chain solutions to these fast-growing sectors.

Founded in 1993, Prakash Labels provides a full range of automated product identification and price marking solutions, using its software expertise to integrate and customize systems from a network of international suppliers.

Prakash is run by the three brothers Mahajan, each of whom takes on specific responsibilities. Dinesh handles marketing and sales, Rakesh production and Niresh finance. The company employs 200 people to service the Indian market, with a warehouse and distribution center located in the UAE to service Egypt, Sri Lanka, Bangladesh and Mauritius.

As well as selling auto ID solutions, Prakash is a significant label printer in its own right, converting around 600,000 sq meters of PS material a month.

Indeed, the company started life as a label converter. Its first flexo press was built by Jandu Engineering to Prakash's own specification. At that time, price marking and EDP labels were just starting to come to India, and the Jandu press was soon complemented by a Mark Andy 830 as the company ramped up production of its own printed and plain labels, substituting for imports. The business expanded rapidly, and Prakash installed a total of 12 Jandu flexo presses, a Mark Andy 2200 with Vectra rewinder, and two Orthotec letterpress machines.

In 1998 Prakash brought to market the Italian-manufactured Blitz and Open handheld labelers. The company claims that its Blitz sequential labelers for the garment industry account for 95 percent of the installed base in India.

After taking the decision to diversify their business in 2000, Prakash set up a new division, Barcode Systems & Solutions. 'We concentrate on the total picture – the whole solution,' says Rakesh Mahajan. 'This involves IT, inventory management systems and project management as well as the supply of the hardware, software and labels. We study customers' processes and propose how many scanners, printers and barcode units they will require. The labels come as part of that total solution.'

Prakash has built an impressive network of international partners, which includes Taiwanese company Argox barcode printers and scanners, Avery Dennison barcode printers, Sony

(Singapore) thermal transfer ribbons, Symbol barcode systems, Zebra barcode printers and Fujicopian, as well as the Blitz labelers.

Despite the widespread problem of counterfeiting in the markets in which it operates, Prakash has found it hard to sell specialist security solutions to its end users. 'We do sell some void materials, but the price of the label is the main factor,' says Rakesh. 'We are already under some price pressure from our materials suppliers. But this has made us become more efficient, for example using waste paper to set the dies, which has generated huge savings.'

The Mahajan brothers' next, highly ambitious, move will be into prime FMCG labels, with plans to set up a new plant operating from a tax-free zone and targeting the pharma market first. 'The margins in our traditional business are not as good as they once were, due to increased competition,' says Dinesh. 'That is not to say the market is not growing – it is, and we still work two shifts, but we need to diversify once again.'

Prakash certainly has good cause to be optimistic. The company has historically seen growth rates of 20 percent year-on-year. Although 2009 was flat, growth rates are already back up to 10 percent this year, driven by good business in barcode label solutions. Prakash is even looking at the possibility of expanding its operation into North America via channel partner Open Data.

With the company's history of diversifying to drive growth, nothing should be ruled out.



(L-R): Dinesh Mahajan, Rakesh Mahajan and Neeraj Mahajan





# WORKING OUT AND WORKING – I ALWAYS LOOK FORWARD TO BOTH!

"I work in a clean room under yellow light – and I work out in the fresh air outside. This way, my professional and athletic challenges provide a perfect balance. In image setting, you need to be fastidious and extremely focused at all times. Working in shifts, leaves me enough time for my hobbies, mostly sports activities. Currently, some colleagues and I are putting together a Kocher+Beck team to enter mountain biking marathons."

Thomas Schweizer, image setting expert,  
has been with Kocher+Beck for 14 years



A POWERFUL TEAM FOR YOUR SUCCESS

# An inspector calls

Labelexpo Americas provided an excellent opportunity to look at the state of the art in inspection technologies.

AVT introduced new modules for its PrintVision/Helios II. ProMIS communicates information between production MIS systems to the inspection platform; JobRef enables automatic verification to the original PDF file; and the Barcodes and Variable Data module reads 100 percent inspection of UPC codes, data matrix codes and variable numbers.

AVT has a new iPhone application called iPrint (see picture page 68), which made its debut at Labelexpo, enabling AVT customers to get immediate information from the production floor directly to their iPhones, regardless of where they are. The application is compatible with iPod Touch and the new iPad.

Visitors were able to see new technologies that will soon be part of the Helios II offering at the Technology Corner in the AVT booth, which includes DeltaE color measurements and high resolution for wider web applications.

At the HP Indigo booth (3223), AVT demonstrated the PV/Helios II 100 percent automatic inspection in-line with WS6000 digital press. Commented Alon Bar-Shany, vice president and general manager, HP Indigo division, HP, 'Now that HP Indigo customers can print at higher speeds, with higher productivity and longer print runs, they are seeking ways to automate the digital label production process and maximize press utilization.'

The AVT PV/Helios II system was also shown on a Rotoflex VSI rewinder, an Omet X-Flex flexo press, a Prati Jupiter TC450 rewinder, a CEI rewinder and a Brotech Eurotech rewinder.

AVT's ProMIS was demonstrated in the AVT booth, connecting all of the PrintVision/Helios II systems to Cerm MIS. The connectivity provides automation and shorter setup, and better control over production.

Peter Dhondt, manager global business development and sales at Cerm, said: 'Cerm has teamed up with AVT to create an automated link between job data in administration and the AVT inspection solution. The

**JAMES QUIRK** examines new developments in inspection technology from the recent Labelexpo Americas show

link avoids double entry of data like dimensions, Step & Repeat parameters and the link to the reference-image. As Cerm has this data available in its database, this data is sent to initiate the AVT system when starting a job in Cerm's shop floor data collection application at the press. Data retrieved by AVT can be visualized in the Cerm-system. This setup is in use at common customer locations and has proven to be a gain in quality and efficiency.'

BST Pro Mark showed its Shark 100 inspection system, enhanced with new PDF inspection and integrated Lector workflow modules. The show marked the North American debut of this combination.

Two models of the Shark LEX inspection systems are available (1000 and 4000), suitable for use on rewinders or narrow web presses up to a web width of 22 inches (560mm). They systems can run at speeds of up to 1200 feet per minute (400m/min) and will identify random and repeating defects as small as 0.05 square millimeters.

The new PDF inspection function compares the actual on-press print against the customer-approved PDF and identifies any variation. As well as ensuring use of correct plates and checking plate content integrity, it is said to be particularly adept at proofing foreign languages. During a press conference at the show, BST Pro Mark's VP of marketing, John Thome, cited the example of one Tennessee, USA-based customer that prints products in 17 languages.

The Lector workflow module manages print quality and throughput from printing to shipping, across multiple machines. It is installed and operated on a PC, which is linked to the inspection systems, and accesses the data via a network. The module has a powerful filter function which allows the user to produce multiple reports with only selected information shown. Reports are saved in

XML or PDF format and can be exported to other programs or networks, with or without defect images.

BST's Powerscope 4000 digital video inspection system made its US debut at the show, while also on display were two inspection systems that offer automated color management and/or defect detection functions – the Super HandyScan 4000 and Premium Digital. Featured web guiding products included the company's line of compact web guides with BST's ekr 500+ controller, as well as the new Edition X web width measurement system and the CLS Pro



UNILUX showed its expanded LED inspection strobe line





BST PRO MARK showed its Shark 100 percent inspection system, enhanced with new PDF inspection and integrated Lector workflow modules

line and contrast guiding system.

Erhardt + Leimer showed its Nyscan 100 percent inspection system for rewinder or printing press, which features a PDF comparison tool and TubeLight lighting for reflecting and embossed surfaces.

Jim Wright, business development manager for E+L in the US, focused on the system's evolution into a workflow tool, with consistent monitoring and documentation from pre-press through the printing process to the finishing of the individual

product. 'We are focusing less on simply reporting defects, and more on managing and controlling the whole production process,' he said. 'Workflow has become increasingly important as customers want to be able to look at their production process as a whole.'

Also on display was the Elscan 4 web monitoring system, which features a new two-camera system which displays the entire web and enlargement of the register mark.

E+L also introduced its latest web guiding technology, including the presentation of the latest wide band sensor and touch screen control panels for web guides.

The company reported that traffic at its booth had more than doubled compared to the 2008 show.

Isra Vision presented the PrintStar range of inspection systems, available for sheet-fed and web-fed processes, as well as for the inspection of single labels. It offers 100 percent monitoring and documentation of print quality, in-line or off-line, for each repeat, for the entire web or for a production batch.

MultiView provides the capability to inspect varnish, cold seal or hot foil on top of the print inspection. More than one camera bank for individual views can be used. ColorWatch verifies that the color doesn't change over the entire run. Individual areas in the reference image can be set up and monitored. QuickProof allows the verification of the printed image against the customer's contract design. For pharma applications, verification against original PDF assures that the print is complete.

RewindManager automates the removal of waste in the finishing department. By using a synchronized database, the user can decide to remove only relevant defects. PrintStar may be installed directly on a narrow web press and used in conjunction with the RewindManager to remove the waste at the slitter. For off-line inspection, PrintStar can be installed on the slitter or doctor machine.

Label Vision Systems reported that it received over 300 leads during the show. It displayed its new CartonSpec system along

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with Roberts PolyPro, which inspects print quality and barcodes on carton blanks in-line at speeds up to 1,000 feet per minute. Also on display was a printing workflow process involving the LVS 7000 print quality inspection system and the Roll Inspection Mapping Software (RIMS). In-line printing and inspection of variable 2D codes was on show in conjunction with Digital Print Inc, on DPI's Variable Rewinder Verification machine.

Lake Image Systems showed its new Discovery PQ print quality inspection tool for the first time in North America. Discovery PQ performs high-speed inspection of continuous web printing at speeds in excess of 1,000 feet per minute. Particularly well-suited for automated inspection, defect detection, and display of foils, clear films and flexible packaging, Lake Image Systems Discovery PQ can acquire large format images in both wide and narrow web applications.

Lake Image Systems' vice president Pat Hoskins said: 'Lake Image Systems Discovery PQ employs a line scan camera capable of imaging an entire web for continuous printing applications. Unlike area scan cameras, which only capture a portion of a document in each image, the Lake Image Systems line scan cameras use a single line of sensors to build a continuous image one line at a time. This enables Discovery to capture high resolution color or black and white images as wide as 8,000 pixels, at substrate speeds in excess of 1,000 feet per minute.'

Also on display, Discovery Revolution incorporates the print quality inspection features of the Discovery PQ system and the data integrity features of the Discovery Multiscan. It is suited to web press and rewinder applications requiring documented print quality and data integrity accuracy. Hoskins said: 'Discovery Revolution melds our two most popular and powerful inspection concepts into a single



## SHRINK SLEEVE CONVERTING MACHINES

**SLEEVE**  
High Speed Seamer

**SLEEVECUT**  
Cross perforation + cutting/rewinding



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powerful product.'

A new viewer – the Discovery Web Monitor – was also shown. It provides high definition viewing at web speeds in excess of 1,000 feet per minute, and is readily adapted to both the Lake Image Systems Discovery PQ and Discovery Multiscan inspection systems, as well as existing systems requiring better operator imaging.

Lake Image Systems ensures QR code integrity with its new Discovery Revolution print quality inspection system. The software, which is capable of inspection of continuous webs printing at speeds in excess of 1,000 feet per minute, may also be implemented on sheet-fed presses.

PC Industries showcased the Guardian PQV print defect detection system and the Guardian OLP off-line PDF proofing system. The combination of the Guardian technologies provides complete print quality process control from artwork creation to shipped product. The Graphic-Vision RX series of web viewers was also on display and now include ultra high-resolution digital cameras and flat panel LCD monitors as standard. Other equipment shown included ANSI/ISO 1D and 2D barcode verification, register controls, repeat length monitors and strobe lights.

Unilux presented its original xenon lights as well as its patent-pending line of LED stroboscopes that are best suited for the inspection of highly reflective coatings, foils and metalized substrates with even illumination. Unilux introduced the LED 2X2, a compact unit available with flood or spot capability, and showed the LED 15X2 and LED 20X2, a pair of units, launched at Labelexpo Europe last year, that extend the capability of the LED 10X2.

Unilux also displayed the LED 1XF, equivalent in illumination to the Cricket; the LED 1XS, equivalent in illumination to the Scout; the LED 1X3, equivalent in illumination to the Tracker; the LED 5X2, which is similar to the LOL-20; and the Pocket Pixel – plus the LOL-5, LOL-20, LOL-40, Guardian, Cricket, Tracker and Miti-Lite.

'LEDs have really caught on for labelers and other printers and converters working with highly reflective materials, especially in Europe and Latin America,' said Michael P. Simonis, president, Unilux. 'Our customers with the LED 1X series tell us they simply like the coverage and price. With our LED 1X3, customers tell us they like the longer service life of their units. That appeals to our LED 1X3 users, who also like the smaller carbon footprint. Several of our LED 5X2 and 10X2 users switched to Unilux because of the high lamp replacement costs of other manufacturers' lights they were using.'

## **LABELS&LABELING**



## **NEWS IN BRIEF**

### **A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES**

#### **MULTI-COLOR ACQUIRES FRENCH CONVERTER**

Multi-Color Corporation (MCC) has acquired French wine label printer Monroe Etiquette in a deal worth 8 million euros (\$10.14 m). Monroe will be incorporated into the US converter's European Wine & Spirit label group.

Monroe Etiquette is centrally located in Montagny, near Lyon, and has annual revenues of approximately 7 million euros.

MCC president and CEO Nigel Vinecombe said: 'Monroe Etiquette represents the ideal local entry into the French market and is very complimentary to our recent acquisition of Guidotti CentroStampa in Italy. Stanislas Monroe and his team will continue to run the business based in Montagny. The quality of this business is second to none and will enhance the ColloTYPE Wine & Spirit label division's global leadership position.'

#### **XENNIA ESTABLISHES GLOBAL DISTRIBUTION NETWORK**

Xennia Technology, a supplier of industrial inkjet technology, has finalized distribution agreements in the Indian subcontinent, Spain, Singapore and South East Asia.

'Our new system distributor network is complementary to our strategy of providing inkjet modules to OEM's with market access, allowing Xennia to maximize opportunities for growth worldwide,' said Dr Alan Hudd, Xennia's managing director.

Vaanix Industries, part of the Vaan Group of Industries, will supply Xennia printing systems and inks in India and the rest of the SAARC region. Mag-D-Print (MDP) will distribute Xennia's products in Spain for industrial and graphics applications, and Anexu distributes Xennia's products in Singapore and South East Asia for printed electronics and functional materials applications.

The printing systems available for distribution include Xennia's Sapphire scanning XY printer, Aquamarine rigid box printer, Ultramarine continuous production printer, Cerulean product decoration printer and Viridian narrow web printer. All these systems are available with the Xenlrx range of inks for industrial applications, including ceramic, textile, glass, flooring laminate, packaging and graphics printing.

#### **MITSUBISHI ANNOUNCES MERGER PLANS**

Mitsubishi HiTec Paper Bielefeld and Mitsubishi HiTec Paper Flensburg, German paper producers that are joint ventures of Mitsubishi Paper Mills and Mitsubishi Corporation in Japan, have announced plans to merge.

The new company will be called Mitsubishi HiTec Paper Europe. The plants in Bielefeld and Flensburg will remain at their current locations and their production programs will be unaffected by the change.

'For our global customers, this means simpler processes and better service from our company. We also expect positive cross-selling effects on our markets,' said Dr Hiroshi Tomimatsu, managing director of the new company.



# The reference in digital label printing.



Discover the new **Xeikon 3500**. State-of-the-art technology, developed to optimize print quality and productivity.



With a top speed of 19.2 m/min, the Xeikon 3500 is ideal for the production of self-adhesive and heat transfer labels. It can produce up to 570 square meters per hour in four- or five-color printing on scalable widths and an unmatched range of substrates.

Equipped with the Xeikon 3500 high-precision LED-based imaging head it features true 1200 dpi resolution and 1200 x 3600 dpi addressability with variable dot density, generating excellent image quality.

The Xeikon 3500 runs on Xeikon's new QA-I toner, approved for indirect and direct contact with dry food.



# OFF-SET DOT

1 0/0 Dot Gain



# LETTER-PRESS

Vibrant & Rich Ink



# FLEKO

Solid Spot Color

## 3 in ONE

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BREAK WORLD'S RECORDS

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#### 2010. SILK SCREEN



#### 2008. SILK SCREEN



#### 2007. LETTER-PRESS



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## CONCORDHITEK ORTHOTEC

INNOVATIVE TECHNOLOGY FOR CREATIVE LABELS



FIELDPAX'S highbred press which was produced by MPS and IST



# The power of 3

**IST AND MPS** have worked closely together to develop a press for growing UK converter Fieldpax with the ability to print value-added pressure sensitive labels and thin, unsupported films. Andy Thomas reports

While most label converters have suffered during the global recession of the last 18 months, Fieldpax has gone from strength to strength.

Fieldpax is an operating division and the print side of GSH Holdings Limited, a privately owned group that supplies packaging machines and consumables for a wide range of well known food producers and manufacturing companies throughout Europe. When it was first set up to complement the rest of the group the company was known as Vertipak but has recently rebranded itself as Fieldpax to take into account the fact that greater contact with the end user has led to it developing its own identity.

As well as this rebranding exercise, the company has moved its presses into a new building, where all press services, including electric, water for the cooling drums, air intake and extraction and compressed air, are supplied from overhead, creating an uncluttered and efficient work environment. A new press has been installed and there is still enough space to accommodate at least an additional two machines – and the way things are going it may not be too long before this space is filled.

It is only just over four years since the GSH group, in a brave move at the time, created the print side of their business and recruited John McCluskey to head up the project. Adding a printing arm to the business has enabled them to produce their own wine glass labels and ribbons, which had previously been outsourced. The latter are specialty labels used for labeling fresh produce packed in nets, where they also serve as carry handles.

When the time came to consider the specification for a new press, there were two key requirements. Firstly, the GSH group

wanted to produce all its print consumables in-house, including printed film onto which fruit nets are welded and which was still outsourced. At the same time, Fieldpax had been developing its own business tendering for outside work, prompting a move into the pressure sensitive label business. Consequently the press was also required to produce high quality print on pressure sensitive label stock.

The press that won the day from a cost versus capability perspective was a 10-color 330mm wide MPS EC (effective converting) press that incorporates a corona treater to raise the surface energy of filmic substrates for better ink adhesion, a delam relam station so that pressure sensitive labels can be reverse printed on the adhesive side and a UV laminating unit for film lamination. Each print unit has its own servo driven chill drum, which is used to drive the web and is separate to the servo used to drive the print units themselves. The chill drums have 270 degrees of web wrap which aids web drive as well as maximizing their web chilling ability. The press impression cylinder is covered in synthetic material and is free running. The covering on the impression cylinder helps to minimize dot gain and the fact that it is free running minimizes any register movement when printing unsupported filmic substrates, especially when changing press speeds.

Each of the 10 print units on the press were fitted with IST's air-cooled MBS-5 UV curing systems. Printing PS label stock, the MBS-5 units – incorporating the company's URS reflectors – allow the press to reach speeds of up to 145 m/min with 140 W/cm lamps, with equivalent levels of cure to 200 W/cm lamps with conventional reflectors. Lower wattage lamps also emit less heat, which is beneficial where temperature

sensitive substrates are concerned.

The ELC Electronic Power Supply Units extend the range of stepless adjustment and lowers standby power requirements from 50 percent to about 20 percent, further reducing energy costs.

Since the new equipment was installed, the pressure sensitive label side of the business has grown from a base of zero to 15 percent of total print output.

Commented John McCluskey: 'although this was a difficult installation, the performance of the machine and the quality of the print coming off the machine shows that it was worthwhile and it also shows if you stick at it and work together you can overcome any challenge. The combination of the EC press with the IST UV system is one that I would recommend to anyone. The drying capacity of the UV system easily matches the running speeds of the EC press and the combination of both has reduced our carbon footprint quite significantly.'

Simon Mitchell, MD of IST UK, said this had been one of the most challenging installations IST had faced, with many new and demanding requirements to ensure that GSH achieved its goal. 'Ultimately, we have installed the latest UV curing system in MBS-5 technology with some new features specific to the EC press which will, through advanced heat management, ensure that a wide range of substrates can be cured at high speed and without detriment to press speed. The end result being a very versatile press with increased throughput and productivity, overall a very sleek project by the three companies.'



# Synthesis + Synergy

**A PP-BASED ALTERNATIVE** to current synthetic papers has been launched by French-based Sodinor in partnership with one of the world's biggest plastics processing groups. Andy Thomas reports

A new range of PP-based synthetic papers manufactured by a giant plastics processing group in Taiwan is now available on the European market through French company Sodinor.

Sodinor has been one of the European agents of the Taiwan-based Nan-Ya Plastics group since 1999. Part of the gigantic Formosa Group, Nan-Ya 1st and 3rd division specializes in the development of filmic substrates, and in particular synthetic paper. Nan-Ya Plastics Corporation was founded in 1958 and is claimed the world's largest secondary plastics processor, with products stretching across plastics, fibers, electronics materials and petrochemical raw materials. Its parent group Formosa Plastics Corporation was founded in 1954 and is capitalized at \$1.85bn. The company is ISO9001 and ISO14001 registered.

Sodinor is headquartered in Lille, France and has three warehouses in the area which enable it to hold high levels of stock and deliver on short lead times. The company is promoting to the European market Nan-Ya's latest BOPP synthetic papers: the 2-side coated Foliset, non-coated Folimat and Foliplast, made from a modified OPP. All these products are foldable, waterproof, non-tearable and highly durable.

Sodinor says these films are easy to recycle – with no ozone gas emission if burned for energy recovery – and are REACH-approved. They show good tear resistance on both sides and are anti-static. Both are certified for direct food contact in compliance with EC Directives 85/572, 90/128 and 97/48 and are resistant to hostile environmental conditions: to heat at 120degC, temperatures down to -25 degC, to

humidity, deep freezing, aggressive chemicals and fat.

In conversion terms, the material is claimed to exhibit good folding, perforation, embossing, punching and die cutting performance. It is printable to a high definition with standard plastics-capable inks using both UV non-UV offset, flexography, screen and gravure. 'The advantages of using a polypropylene against a PE is it can be printed without UV,' says Maxime Puech, president of Sodinor.

Sodinor says that for converters the material exhibits the high degree of dimensional stability one would expect from a bi-axially oriented film, along with good rigidity. The Foliset films targeted at the tag and label industry exhibit a high degree of opacity in a range of 93 percent on the thickest grades and 87 percent on the thinnest. For VIP applications the films are said to respond well to thermal transfer printing.

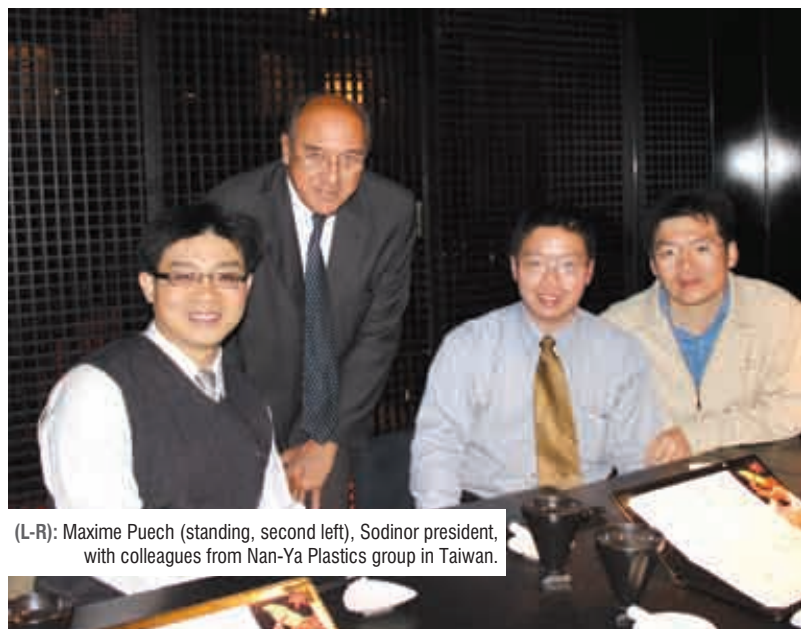
The Foliset films are available in a range of thicknesses from 80 – 280 microns (71.2 – 193.2 gsm), and applications range widely from tags and luggage labels to bar code labels, equipment rating labels and pressure-sensitive laminate constructions.

Foliplast, formulated with modified OPP, has a high opacity and rigidity which make it suitable for applications such as garden tags, POP advertising, sport advertising, outdoor and indoor.

Sodinor has access to high levels of technical support from the Nan-Ya group, and at the same time is feeding back information on trends in the European narrow web market – for example the growing importance of UV inkjet and digital printing.



THE SODINOR TEAM: the company offers short lead time delivery of Foliset synthetic paper from its three Lille-based warehouses



(L-R): Maxime Puech (standing, second left), Sodinor president, with colleagues from Nan-Ya Plastics group in Taiwan.



# **LABELMEN<sup>®</sup>** **INTERNATIONAL**

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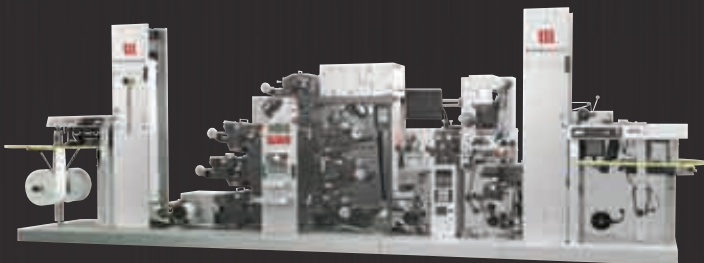


## **RS-350PS**

*Multi-Functional  
Full Rotary/Intermittent Offset Printing Machine*

### **APPLICATIONS:**

Special design for High Resolution and High Value-Added Self-Adhesive Labels such as Wine Labels, Cosmetic Labels, Pharmaceutical Labels, and Electronic Product Labels, etc.

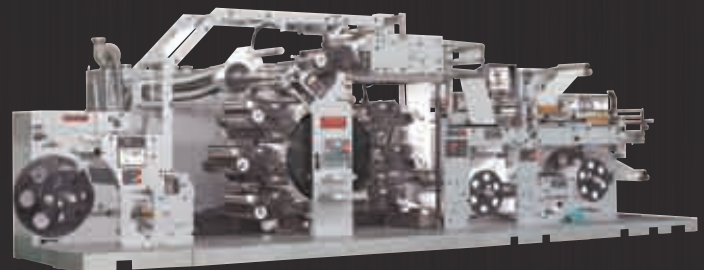


## **PW-260-R6C MN TYPE**

*6-Color Non-Stop Full Rotary Letterpress*

### **APPLICATIONS:**

Special design for Non-Stop printing of Self-Adhesive Label and Single Layer Non-Supported Films, such as BOPP, PET, and PVC, etc.



## **PW-460-R6C I TYPE**

*6-Color Full Rotary Letterpress*

### **APPLICATIONS:**

Special design for In-Mold Label (IML) and Special Shampoo Label printing as well as Self-Adhesive Label and Single Layer Non-Supported Films, such as BOPP, PET, and PVC, etc.



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〈Philippines〉 Innorev Bldg. Phase 6A Lot 3281-1, Special Export Processing Zone, Laguna Technopark, Binan, Laguna Philippines

〈Thailand〉 No1TFD Industrial Estate, Moo5, Tambol Tasa-arn, Amphur Bangpakong, Chacheongsao province, 24130 Thailand







BST International headquarters in Bielefeld, Germany

# Developments in web guiding and web inspection systems

**MIKE FAIRLEY** visits BST International to look at the latest web processing solutions and to meet the new CEO, Percy Dengler

The printing of high quality labels today requires many different elements to all come together to achieve the optimum results. The substrate quality, image quality, ink or toner quality and performance, the press engineering and accuracy, the skill of the press operator, register and color control, web inspection technology used, die-cutting performance, other finishing operations, and then final rewinding. Get any one element wrong and the quality of the printed result can be compromised.

The more printing stations and finishing operations on the press, so the more the press operator will be under pressure to achieve optimum results. Results that mean that the operator is likely to need various press add-ons to help monitor and control print quality and performance.

Similarly, the faster the press running speed, the greater the need for the operator to supplement his skills with technology that controls and/or monitors web movement, that automatically detects defects, that monitors color and register, or checks bar code accuracy and readability.

Little wonder then, specialist engineering and electronic companies have evolved that develop and produce sophisticated technology that will complement and support the press operator in attaining consistent, high quality and sustainable printed results over the period of a job run – whether it be in terms of thousands or hundreds of thousands of labels. Indeed, companies such as BST International.

Based in Bielefeld, Germany, and founded in 1979, BST is one of the world leaders in web inspection and web guiding for both the narrow and wide-web printing sectors. Known to many label press manufacturers and converters in the narrow-web label printing sector, the company has an enviable reputation as a key supplier of web guiding technology, video web inspection systems with various options and 100 percent defect detection.

At Labelexpo Europe last year the company unveiled its latest digital video web inspection system, the POWERScope 4000. Now that launch has been extended into the United States through Labelexpo Americas

2010. As the most recent addition to the POWERScope family – with well over 10,000 systems already in use worldwide – this digital video web inspection system is able to optimize print productivity and quality, while at the same time minimizing waste and down time due to print defects.

Although designed mainly for use with label machines or other narrow web applications, it can also be used for



POWERSCOPE 4000  
camera



THE POWERSCOPE 4000

applications on wider webs. The system uses an extremely compact digital progressive scan camera which takes up very little space but produces clear, high resolution images. In addition, the POWERScope 4000's advanced Image Lock function produces a consistently steady image by automatically stabilizing possible image-offset and correcting image drifting caused by variations in web tension.

An optional 'Super Zoom' with an 18x optical zoom is also available to converters. This continuous zoom function is infinitely variable rather than having fixed incremental zoom settings, making fine-tuned adjustments possible.

Labelexpo Americas additionally saw BST re-launch its SHARK 4000 LEX and SHARK 1000 LEX print defect detection and video web inspection systems. Developed for 100 percent print defect detection on re-winders and narrow-web presses, these systems now include a color monitoring function, as well as in-line PDF comparison.

An optional job report function creates meaningful documentation for each roll and each job, including an automatic inspection report at the end of each roll of a job. In addition, the report contains defect images for each defect that occurs.

So what has contributed to BST's undoubted reputation and success? 'Well', says recently appointed CEO, Percy Dengler, 'it's not just in Europe and the Americas that we have built our reputation. We have manufacturing facilities in Germany, the US, Japan, Brazil, India and China, which together with over 50 distributors, enables us to

reach customers in nearly 100 countries around the world.

'Probably no other manufacturer of quality assuring technology for the web processing industries has a portfolio quite like we have at BST. With state-of-the-art products in web guiding, video web inspection, print management, 100 percent defect detection, register control, and our new product area of color management, we believe that BST is able to offer effective solutions for manufacturers in a variety of different industrial fields – from printing, packaging and labels to the rubber and tire industries. Today we have an installed base of over 100,000 BST web guiding, web inspection and automation systems operating in nearly 100 countries worldwide.'

There can be little doubt that in just three decades BST has come a long way. From early beginnings in 1979 with just 18 employees, the company has grown into a successful global business with around 350 employees. 'Even in the new age of digital label printing' Percy Dengler adds, 'we are still seeing an on-going demand for web viewing and defect detection systems. Indeed, the requirement to view and compare against the original may become even more important for digital in the future as both web speeds and web widths rapidly increase.'

'We will definitely expand even further in the next 30 years and beyond by committing to continued technological development and the needs of our customers. We certainly have the potential, the technical know-how and the qualified personnel to implement this goal.'

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### MEECH SETS UP CHINA SUBSIDIARY

Meech International, a UK-based manufacturer of web cleaning equipment, has opened a subsidiary in China, Meech Static Eliminators (Shanghai). The company says it is winning an increasing number of sales in the country, and plans to open additional offices in Beijing and Guangzhou in the next 12 months.

'China is a very important market for Meech and also for many of our OEM customers, several of which have set up local manufacturing facilities and sales channels,' said CEO Chris Francis. 'This new Meech subsidiary is the next stage in our expansion plan to provide even more comprehensive on the ground sales and support to our OEM partners, as well as Chinese companies, whether they are end users or manufacturers.'

The new Shanghai operation is headed by general manager George Ren, whose current staff of six is expected to be added to over the coming months.

### UNIVACCO WINS INNOVATION AWARD

Taiwan-based Univac Technology has won the Ringier Technology Innovation Award 2010 for its Cold Foil CF5.0, designed for high-speed offset printing.

Cold Foil CF5.0 is said to target the balance between eco-friendly production and performance via an inline process without dies. A running speed record 18,000 sheets per hour was achieved on the CF5.0 in 2009.

### BASF INVESTS IN CHINA

BASF will invest in a dispersions plant in Daya Bay Petrochemical Industrial Park in Huizhou, China. With an annual capacity of 100,000 tons, the new plant will produce XSB dispersions for the paper industry and acrylic dispersions for industries such as coatings, construction, printing and packaging and adhesives. The facility will benefit from local availability of raw materials and proximity to key customers who serve Asia's fast-growing consumer markets. Production is scheduled to begin in the first quarter of 2012, subject to government approval.

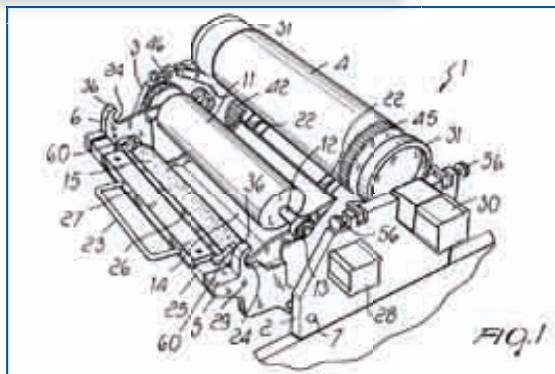


# Information to the label industry

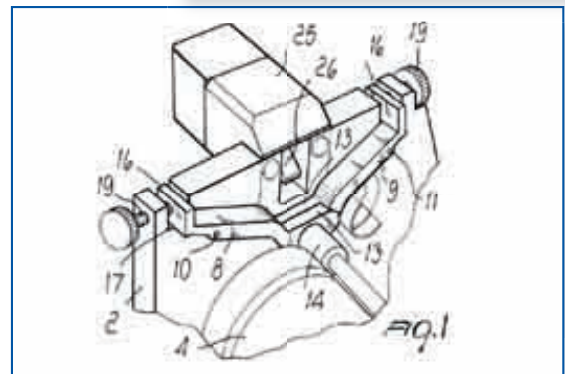
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Europe: EP1092536  
US: US6408756  
China: CN1292325  
Brazil: BR0005603

We inform the label market (converters, suppliers, end-users) that Nuova GIDUE S.r.l. is collecting evidence of eventual infringements to the Flower™ International Patents, and will legally protect its interests against any company which manufactures, sells or buys flexographic printing machines which are infringing the Flower™ International Patents.

For detailed information please contact:

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## US WINNERS

### WINE & SPIRITS – FLEXOGRAPHY/ LETTERPRESS

1. **Line & Screen/Tone**  
Prime. Bonham Label LLC. Van Ruiten Pinot Noir
2. **Line/Prime**  
Bonham Label LLC. Pilot Peak Winery – Syrah
3. **Color Process /Prime**  
ASL Group – All Stick Label Ltd. Dan Aykroyd Sauvignon Blanc

### WINE & SPIRITS – OFFSET

4. **Line & Screen/Tone – Prime**  
York Label. Jade Mountain.
5. **Color Process/Prime.**  
York Label. Decoy
6. **Line/Prime.**  
ColloTYPE Labels USA Inc. Artesa

### MULTI-PROCESS

7. **Line & Screen/Tone – Prime**  
MPI Label Systems of California. Sloth
8. **Color Process/ Prime**  
McDowell Label & Screen Printing. Crave
9. **Line/Prime.**  
National Label Company. Lubriderm

### GRAVURE

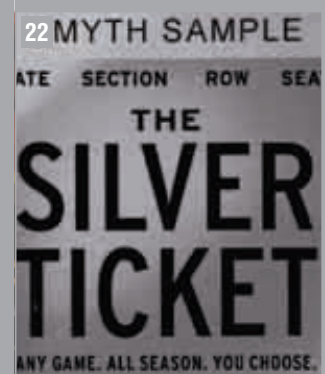
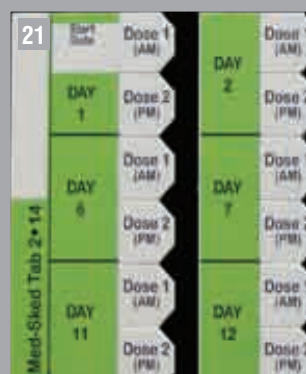
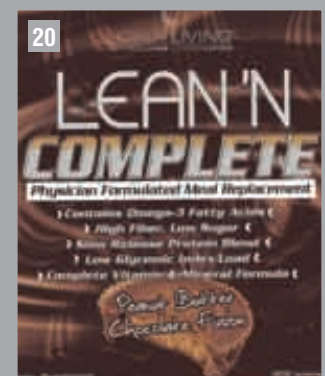
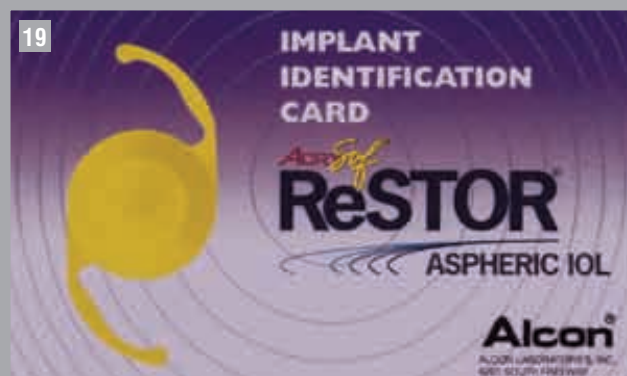
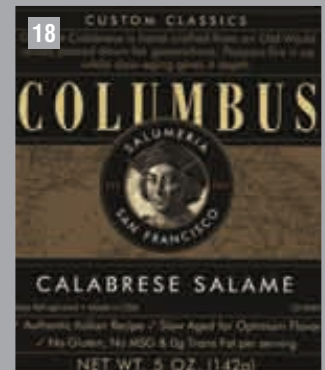
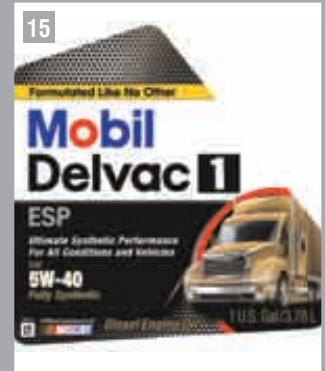
10. **Color Process – Non-Prime.**  
Multi-Color Corporation. J. Leinenkugel Brewing Company
11. **Line/Prime**  
Multi-Color Corporation. gôt2b fat-tastic
12. **Color Process / Prime.**  
Multi-Color Corporation. Dawn Hôme Essentials
13. **Line & Screen/Tone – Non-Prime**  
Multi-Color Corporation. Schlitz O.M.L
14. **Line & Screen/Tone – Prime**  
National Label Company. Rave 4X Mega

# TLMI AWARD WINNERS

WINNERS of the 2010 TLMI label awards







## COUPON

22. Smyth Companies, Inc  
The Silver Ticket

## DIGITAL PRINTING

23. Household Goods  
Labelad Ltd. Boo-Nilla.  
24. Health & Beauty Products  
Labelad Ltd. Quest Vitamin E.

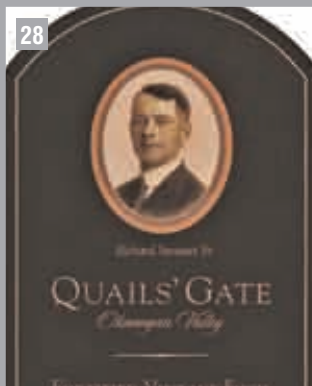
NON-PRESSURE SENSITIVE –  
ALL PROCESSES/CUT & STACK

15. Color Process /Prime  
Multi-Color Corporation. Mobil Delvac 1.  
16. Line & Screen/Tone/Prime  
Spear. O'Doul's.

## FLEXOGRAPHY

17. Line & Screen/Tone/ Prime  
Smyth Companies, Inc. Herman  
Joseph's Private Reserve  
18. Line/Prime  
Label Technology, Inc. Columbus  
Calabrese Salame  
19. Color Process – Non-Prime  
Consolidated Products, Inc.  
Patient I.D. Card  
20. Color Process – Prime  
Labeltronix. Lean 'N Complete.  
21. Line/Non-Prime  
Amherst Label, Inc. Med-Skud Tabs.





#### 25. All Other

Dow Industries. Shark Fin Tungsten Darts.

#### 26. Wine & Spirits (Beer)

WS Packaging Group, Inc. Miro

#### 27. Food & Beverage Products

Consolidated Label Company. Kaña Cuban Coffee Roasters.

#### OFFSET

#### 28. Color Process/ Prime

TAPP Technologies Inc. Quails' Gate.

#### FLAT SCREEN PRINTING (ROLL FED ONLY)

#### 29. Line/Prime

DRG Technologies. Tempsonics. L • Series.

#### PROMOTIONAL

#### 30. Logmatix Labels & Tags

Elasta QP Soy Oyl.

#### ROLL TO ROLL

#### 31. Line & Screen/Tone – Prime

McDowell Label & Screen Printing. Wicked.

#### 32. Color Process/ Prime

McDowell Label & Screen Printing. OC Show Off

#### ROTARY SCREEN PRINTING

#### 33. Line/Prime.

McDowell Label & Screen Printing. Hempz Original Herbal Body Moisturizer

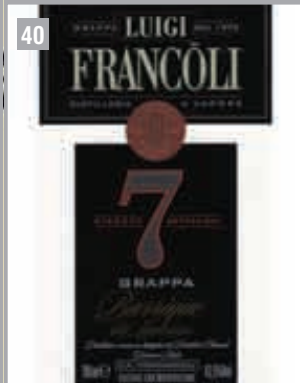
#### TAGS

#### 34. Merchandising

McDowell Label & Screen Printing. Hempz Pure Herbal Extracts







## INTERNATIONAL WINNERS

### WINE AND SPIRITS – OFFSET

#### 35. Line/Prime

Collotype Labels International Holdings Pty Ltd. House of Arras Grand Vintage

#### 36. Color Process/ Prime

Collotype Labels International Holdings Pty Ltd. The V Spot

#### 37. Line & Screen/Tone – Prime

Collotype Labels International Holdings Pty Ltd. Chandon Prestige Cuvee

### WINE AND SPIRITS – FLEXOGRAPHY/LETTERPRESS

#### 38. Color Process / Prime

KimBells pack inc. Don Roberto's Coffee Wine

#### 39. Line & Screen/Tone – Prime

Labelgraphics (Glasgow) Ltd. Ballantine's Blended Scotch Whisky

#### 40. Line/Prime

Pilot Italia S.P.A. Grappa Barrique

### PAPERBOARD/RIGID PACKAGING

#### 41. KimBells pack inc.

Vital R5 Collagen Soap

### MULTI-PROCESS

#### 42. Line & Screen/Tone – Prime

KimBells pack inc. Efficascent Ointment

#### 43. Line/ Prime

Germark, S.A. Etienne Aigner

### PROMOTIONAL

#### 44. Germark, S.A. Danet

### FLEXOGRAPHY

#### 45. Line & Screen/Tone – Non-Prime.

Germark, S.A. Disney Tattoos

### DIGITAL PRINTING

#### 46. Wine & Spirits (Beer)

Germark, S.A. Foguera

#### 47. Food & Beverage Products

Germark, S.A. Oleura

#### 48. All Other

Schreiner Group GmbH & Co. KG.

Contactless Mobile Sticker

### FLATSCREEN PRINTING (ROLL FED ONLY)

#### 49. Line/Prime

Schreiner Group GmbH & Co. KG. Label with Self-Lifting, Detachable Parts

### ROTARY SCREEN PRINTING

#### 50. Line/Non-Prime

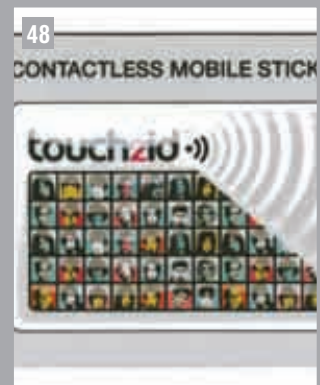
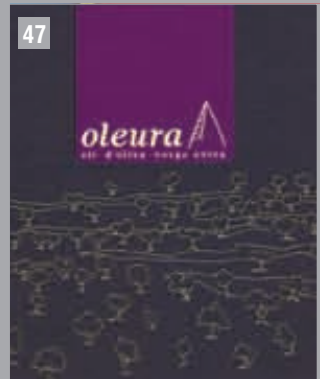
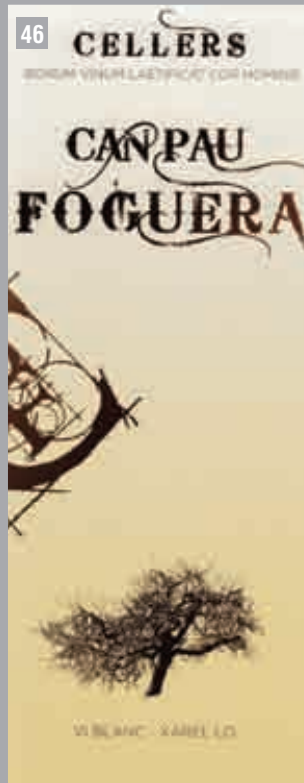
Schreiner Group GmbH & Co. KG.

Self-adhesive Lighting Strip

### OFFSET

#### 51. Color Process/ Prime

Pilot Italia S.P.A. Sagra Bassa Acidità





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DON NOLAN, group vice president, Roll Materials at Avery Dennison

# Avery celebrates 75 years

**TO MARK THE OCCASION** of Avery Dennison's 75th Anniversary, L&L's North America editor Danielle Jerschefske speaks exclusively with Don Nolan, group vice president, Roll Materials

Avery Dennison Corporation commemorated its 75th Anniversary this past June by ringing the closing bell at the New York Stock Exchange.

Tracing its roots to the invention and introduction of self adhesive material to the label industry in 1935, Avery Dennison has evolved to post 2009 annual sales of \$6bn in four market segments. Over half of these total global sales were pressure-sensitive materials.

Of all the product packaging enhancements available for branding, PS labels hold 40 percent of the global market share. Avery Dennison remains confident that global PS growth will continue, especially in developing markets where brand differentiation is becoming increasingly important in the consumer products and beer & spirits segments.

Don Nolan, group vice president of Roll Materials for Avery Dennison is responsible for maintaining this global growth, and is optimistic about the future: 'Avery Dennison has always stood for innovation and that legacy is continuing to propel the company forward as we invest in new markets,

products and technology that support our core technology – pressure-sensitive packaging and labeling solutions.'

Nolan continued, 'Opportunities in emerging markets like southeast Asia will be a critical driver for growth as its people hit the consuming class. We want to make sure that all those brand owners understand the advantages of pressure-sensitive.'

The company is making effective use of case studies which show how brand enhancement through adoption of PS technology has led directly to increased sales. Another important argument is the manufacturing gains which can be achieved against competitive technologies using the latest high speed, automated application equipment.

'The key is getting in and showing brands the difference,' explains Nolan. 'This way brand owners can really understand the impact that pressure-sensitive materials make to a container or package. There must also be a conversation about what the benefits are to choosing PS material, especially film, versus paper. We are in a unique position to help frame these



PRESSURE-SENSITIVE labels produced for the Korean market by Avery Dennison

conversations and expand the market for all our converter customers.'

Faced with the growing penetration of private label brands, multinational CPGs have responded by choosing more advanced materials, which make an aesthetic statement and help make a product stand out on a crowded shelf. As the bar rises, product segments with no branding tradition are embracing more modern packaging with self-adhesive labels.

Improved sales are not the only demand weighing on brand owners; increasingly, big brands are under acute pressure to cut production costs, as Don Nolan explains: 'Many brands have insufficient information and they don't understand the total applied cost of their labels, or they haven't had the opportunity to see a prototype.'

One converter which has become an expert in making these arguments is the world's leading beverage label provider, Spear USA, which has transferred the majority of its business to film self-adhesive labels from wet glue. Dan Muenzer, VP of global marketing says, 'Spear shows its customers the total value of using pressure sensitive material and the cost gains that can be found in the application process. We demonstrate the efficiencies of the system.' Spear customers include the likes of Anheuser-Busch, Diageo, Bacardi and Pepsi.

In April 2010, Avery Dennison launched its Enhance Your Brand website as a tool for package designers, engineers and brand managers. EnhanceYourBrand.com includes PS success stories, consumer-focused white papers, a package design showcase and real-world process efficiency evaluations.

#### SUSTAINABILITY

Delivering meaningful environmental improvements has been a key concern in Avery Dennison's global investment program. 'The corporation as a whole is working to embed sustainability in our processes,' says

#### LABELS&LABELING

Don Nolan. 'We're at the start of a journey, but over the past four years we have reduced the total carbon footprint of our major greenhouse gas-producing sites by 9 percent and the amount of total waste going to US landfills by nearly 1700 tons. We also now use 10 percent less energy per square meter to manufacture pressure-sensitive products.' Avery Dennison is an active participant in the Carbon Disclosure Project and the Sustainable Packaging Coalition.

'As a market leader, Avery Dennison believes that we have a responsibility to develop branding, packaging and supply chain solutions that contribute to a more sustainable planet,' says Nolan. 'We take sustainability very seriously – how it impacts us and how it impacts our customers.'

When it comes to products, Avery Dennison is a strong believer that thinner is better, and reduction in the caliper of material takes priority. The company has embarked on a program to reduce the overall thickness of label constructions from a typical 100-150 microns to 35-60 microns.

The first step has been the introduction of a new thin film PET release liner technology called ThinStream, which reduces liner thickness by more than 50 percent compared to typical 1.2 mil (25 micron) PET film liners used today. And it allows 20 percent more labels on a roll, increasing user productivity. Avery Dennison hopes to introduce a full range of label constructions using this liner in the next four to six months.

Unusually, converters must use a special die cutting module to cut the material. It can be a stand-alone unit, or added to an existing press. The supply of the specialized die stations is managed directly by Avery Dennison with the support of equipment partners, while the new die tooling is claimed to be similar in design and cost to conventional tooling, and will be available from the leading industry die manufacturers.

PET liner is an increasingly popular choice among leading retailers and brands because of its recyclability. It can be recycled with any other pre- or post-consumer PET waste including plastic bottles and strapping.

## BEYOND PS

In a major move to diversify into the non-PS film label business, Avery Dennison launched Polyphane Fit at Labelexpo Americas last month. Described by the company as 'a potentially disruptive, polyolefin material developed to compete with shrink sleeves', the new material is a shrinkable wraparound film offering shrink rates of up to 50 percent and an operational speed of up to 50,000 bottles per hour.

'It gives brands full, 360 degree coverage around packaging containers with the capability for high quality printed graphics over compound curves,' says Don Nolan. Avery Dennison partnered with plastics company, Polysack to extend the global reach of this product.

Another 'breakthrough' product Avery launched at Labelexpo was Fasson Curvy, an advanced PS material claimed to behave like shrink film, allowing packaging designers the freedom to create and label complex curved bottle shapes. It forms part of the company's Curve Appeal System.

Commented Don Nolan: 'We think Curvy is going to be a major project platform area. We deem the introduction to be as important as when film was first introduced to the label market.'



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## PLATES + PROCESSORS

# What's new?

**ANDY THOMAS** focuses on new launches seen at Labelexpo Americas in direct engraving and water wash plate technologies

Direct laser engraving (DLE) of flexo plates has many potential benefits as a digital imaging process. It is a one-step process as opposed to a multi-step imaging and exposure system, and uses no washout solvents.

Up to now it has been held back as a technology by perceived limitations on productivity and quality compared to ablation systems. But Fujifilm is now working on what it claims will be a breakthrough in direct engraving of flexo plates, set to hit the market in Q2 2011. The company says it has made major advances both in the laser imager and plate materials.

'Direct laser engraving plates up to now could not be imaged to a high resolution because of the difficulties modulating CO2 lasers to produce well formed, smaller dots,' says Yasuyuki Tanaka at FujiFilm's Graphic systems division. 'But we can do this with the latest multi-channel fiber-coupled lasers. This is the first time this technology has been applied to flexo, though it has been used in offset CTP for years.'

A 25x 30 in plate can be imaged in around 50 minutes, but a smaller plate size could be imaged in as little as 15 minutes, Tanaka says.

FujiFilm claims to have made significant advances in DLE plate material technology, allowing a more efficient thermal decomposition reaction in exposed areas of the plate.

The company is gearing up for a major global push of its DLE system next year, having recently acquired its own distribution network in the US. Yasuyuki Tanaka expects the pricing and quality of the system to be similar to current ablation systems.

Kodak is another supplier making significant claims about new DLE technology with the recent launch of the Flexcel Direct System. 'This system joins the Flexcel NX System in our flexographic portfolio and meets a different market need,' said Emma Schlotthauer, global marketing manager flexo plate products at the Kodak Graphic Communications group. 'The Flexcel Direct System is aimed at the sleeve market –

either direct to sleeve or plate on sleeve – where we can image faster and deliver a better quality job than traditional direct engraving, and without the costly processing equipment required for in-the-round ablation systems using thermal or solvent processing.'

Flexcel Direct uses Kodak's laser diode technology to produce plates to a resolution of 175 lpi. The software comes with pre-defined standard 3D dot shapes which allow the plate to be used for a range of package print applications including labels, flexible packaging and cartons. The imaging system produces dots with variable shoulders and an increased slope angle at the surface for greater image sharpness, while the sculpted base provides maximum support during printing. Newly engineered elastomers provide 'excellent ink transfer and lay down with a variety of substrates and inks', according to Emma Schlotthauer.

Kodak's flat top dot technology pioneered in the Flexcel NX System is claimed to make plate life comparable to analog plates, and up to two to five times that of a digital plate using round dots. Another new development being promoted by Kodak is Digicap NX Screening for the Flexcel NX System, which adds a five micron texture pattern to the plate surface – much like anilox cells – to improve ink transfer. 'This makes the biggest difference in wide web applications, particularly when printing solvent inks onto films. In UV narrow web the Flexcel NX System already enables good densities,' says Schlotthauer.

Stork Prints is an established player in direct engraving technology, and recently announced a key improvement to its imaging software with Active 3D RIP, a pre-media relief-dot generation software tool claimed to boost half-tone and high-light quality. The tool allows a high degree of control when generating negative and positive dot-shapes and dimensions across the whole tonal range – from 1 percent to 99 percent density. Stork says depth variables are unlimited and shoulder steepness can be varied from 0 degrees to 90 degrees, giving the dots optimum support, especially in highlight areas. This gives the plates improved durability and consistency over longer runs.



DIGITAL version of nyloflex Sprint by Flint Group



NEW Screen PlateRite system  
images flexo letterpress and offset plates



ASAHI platemaking system at Sonoco Institute

This year, the company claimed a significant quality breakthrough in flexographic laser engraving technology, with the ability to achieve 100 lines per centimeter (at 1 percent dot). Stork puts this down to a combination of improvement in the laser engraving technology, software enhancements and a wider choice of plate materials.

#### WATER WASH

Another plate technology for which great claims are being made is water-washable plates, both for analogue and digital applications. Once again, the technology has been around for some time but is perceived by many to deliver lower quality levels than solvent or thermal processing.

'Performance is just as good as solvent plates,' said Joseph Bauer, VP sales and marketing at AsahiKasei's Photoproducts division. 'We have to get rid of the stigma which surrounds water-wash.'

At Labelexpo Americas the company's new AWP digital plates were used on a Nilpeter press in the Technology Workshop to produce HD (High Definition) flexo work. 'We have high dot stability and can hold very small dots in isolated positions. Because of smaller dot sizes, low dot gain and high dot stability, the breaking point in a vignette is virtually eliminated – especially if one uses the latest generation of screening technologies.'

Trials at Asahi have demonstrated the ability to print down to 2-3 percent using classical round dot screening. In addition, Asahi is claiming the plates are three times more abrasion resistant than thermal plates and dry up to three times faster than solvent plates, with press-ready plates produced in one hour.

The plate is available in thicknesses 1.14mm and 1.70mm (0.045 in and 0.067 in). Resolution at 175 lpi is cited as 1-98 percent, isolated line at .003 in and isolated dot at .005 in. A special plate surface treatment is claimed to prevent ink filling in on fine detailed images.

The AWP processor will handle plate sizes of 42 in x 60in and 35 in x 42in. The company is currently working on a smaller format system targeted at the narrow web sector, and this should be available by Q4 2010.

Dantex, meanwhile, has launched its own high quality water wash flexo plate, called Aquaflex Optima, which is available in both analog and digital formats. Richard Danon, Dantex group managing director, said that the plate is press-ready in just 30 minutes: 'Solvent processing works by penetrating the plate and causing softening in the non-image area, which means you have to extract the solvent to bring the plate back to its original thickness, and even now this process can take up to an hour or more. With water wash we have an extractive technology, where the non-image area is removed without the water entering the body

of the plate. This allows much quicker washout and drying time resulting in faster plate making.'

Danon says there is zero plate swell using UV inks, so there is no need to adjust the plate cylinder for the average run jobs. 'Image integrity is maintained, giving high quality results throughout the job run.'

The Aquaflex Optima LAM plate has a screen range of 1-95 percent at 175 lpi (digital) and 150 lpi (analog).

Dantex has feet in different plate camps, and has sold direct engraving flexo systems, with some 20 installations in Europe. But Richard Danon feels there are still productivity issues to be addressed. The company is also working

on water-wash flexo sleeves following the purchase of Polish company Flexo Fabric.

#### COMBINATION CONVERTING

CTP systems capable of digitally imaging multiple plate types have a clear benefit for converters operating combination narrow web converting lines, and Screen has addressed this sector with the launch of the PlateRite FX870II / FX870 thermal CTP systems.

The new FX-series units will image both flexo and letterpress plates from a wide range of suppliers including DuPont, Flint Group (formerly BASF), Toray, McDermid and Asahikasei. Because the light source is the same multi-channel laser diode technology used in Screen's high-end offset plate recorders, the FX870II can optionally output both thermal offset plates and thermal ablation film.

'The FX870II and FX870 are the ideal flexo/letterpress CTP recorders for printing companies that already possess letterpress printing presses but want higher quality output, as well as for companies looking to improve the quality of the labels output from their intermittent letterpress printing presses, offset label printing presses, or flexo combination printing presses,' says Rob Hageman.

Imaging resolutions are up to 4800 dpi with screen rulings up to 200 lpi. The design of the leading edge loading clamps make it possible for the machine to handle plates ranging from 100 mmx100 mm to 870 mm x762 mm. This means, for example, that leftover pieces can be used to reduce cost and waste.

Flexo Dot and Spekta2 are new screening technologies from Screen which are specifically designed to improve the highlight, gradients and shadow areas. The technology utilizes a minimum halftone dot made up from several dots instead of just one. This effectively reinforces the base of the halftone dot shape, giving it greater stability. The result is crisper images, plus much smoother gradations with a greater tonal range, says Hageman. 'The sharper and crisper results are a step nearer to comparable quality with offset litho.'

It is also worth noting that Kodak's Flexcel NX System can not only make flexo plates, suitable for all package print applications including labels, flexible packaging and cartons, but can also image digital offset plates – with a hybrid upgrade – and Kodak DITR thermally ablated film, used to make analog flexo plates, letterpress plates and screens. The new Kodak Trillian SP thermal plate is especially well suited for offset package printing with a high resistance to aggressive press chemistries such as UV inks and blanket washes. The plate is good for runs up to 500,000 impressions unbaked and will hold resolutions of 1-98 percent at 300lpi.



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# Flexible cut beyond labels

**NARROW** web equipment can be used for a wide range of applications outside labels. Advent Cover has made a good business out of printing die-cut lids for foil trays, and has recently switched from solid to flexible dies. Andy Thomas reports

Advent Cover is a leading supplier of die-cut lids for foil trays for the food and drinks industry. It has, for a number of years, utilized rotary die-cutting technology to increase throughput and turnaround time according to the needs of its clients.

For many years the Scottish company has worked closely with Gerhardt as its main supplier for solid rotary dies for its converting presses.

'We were recently approached by Gerhardt who offered us an alternative method of die cutting of a double sided folding boxboard with a foil coating,' says Peter Brookbank, of Advent Cover. 'They claimed it could save us up to 50 percent on our annual tooling spend, whilst simultaneously reducing down time if and when a solid die was worn and in need of repair. The technology offered was Gerhardt's new range of deeper blade flexible dies – developed specifically as a more cost effective cutting method for end users such as ourselves.'

Chris Green, sales director of Gerhardt International says: 'We claimed that by utilizing a magnetic cylinder and a High BladeFlexi, they would be able to convert their materials at the same speed whilst simultaneously improving the quality and consistency of the finished product and perhaps more importantly with the added benefit of drastically reducing their tooling costs.'

At Advent they were initially skeptical that a flexible die could convert a substrate such as theirs with the same quality and consistency as a traditional solid tool, but agreed to trial a flexible die and magnetic cylinder on a sale or return basis. The printing was carried out on a 510mm wide Edale press.

Initially they had some difficulties getting used to the differences between flexible dies and traditional solid tools, specifically mounting on the press, but they quickly overcame these. Peter Brookbank says: 'We found to our surprise that the tooling

supplied by Gerhardt did perform exactly as described. The figures we have observed, in terms of metreage converted, have exceeded our expectations and at the very least are comparable to the life of a solid die up to its first re-cut.

'Replacement dies can be delivered in around 48 hours instead of seven days for solid tools. In addition the quality of the cut from the flexible die is far superior to the solid tooling. This enables us to eliminate a previous process where the edges of the product had to be cleaned of debris.

'We have been so impressed by the flexible die/magnetic cylinder method that it has now become our preferred method of conversion. Additionally the greatly reduced ongoing tooling costs have gone some way to making us more competitive as a business and have no doubt greatly helped in allowing us to tender and win additional business

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# Staying strong with digital

**FLAMINGO LABEL** is using Allen Datagraph's iTech Axxis Digital Label System to generate profitable short run label capacity. Danielle Jerschefske reports

Flamingo Label Company was established in 1988 in Warren, Michigan by CEO and founder Brian Klauss, a US Marine Corps veteran. From the beginning, the company's focus has been to supply high quality, cost effective label products to other companies in the printing trades. Since its inception, Flamingo Label has continued to grow its business substantially each year.

Customers are offset printers, screen printers or brokers, essentially companies that don't have flexo capability. Flamingo Label currently produces labels on Mark Andy and Comco flexo presses. Every aspect of each job is handled in-house to ensure the highest quality during each step of the process.

Like a lot of flexographic-focused label converters, Flamingo has experienced growing demand for smaller runs of 4-color, fully finished labels. These jobs were not cost effective to run on flexo. Matt Collier, president says: 'We decided it was time for a digital press, and looked at everything from low-cost digital printers to expensive digital presses. The three most important things we were looking for were high quality print capability and low cost of consumables to keep operational costs manageable, enabling us a good profitability. A third was the ability to print in a variety of substrates.'

After a thorough review, Flamingo selected the iTech Axxis Digital Label System from Allen Datagraph Systems, Inc. The system has a small footprint and is capable of being used in either an office or production environment. It consists of a high-resolution roll-to-roll CMYK print engine capable of printing on materials between 4 in-8.5 in wide and a finisher that includes in-line lamination, die-less cutting from any shape designed in Adobe Illustrator or Corel Draw, waste stripping and slits and rewind to finished label rolls.

'Basically, what sold me on the iTech LABELS&LABELING

Axxis Digital Label System was it's a complete digital label production solution – the combination of printer and finisher – at a very affordable price. In particular, Allen Datagraph has been developing die-less finishing systems for quite a while, which gave us confidence when we saw the iTech Axxis Digital Label System. It lets me do many things inexpensively,' explains Collier.

There was only a short learning curve for the software, according to Collier. 'The printer essentially runs itself. To finish the labels you have to set up the die line in Adobe Illustrator and then determine which angle degree of knife you need to finish each job.'

Flamingo Label has been using the iTech Axxis Digital Label System since March, in the following months it has expanded the breadth and competitiveness of Flamingo's four-color work. The company has been actively marketing small custom jobs that it would not have been able to offer before.

'Typically, the iTech Axxis Digital Label System is really useful when a customer

wants an unusual job — like 1000 full color labels, but in lots of 100 with different copy,' explains Collier. 'We have been designing custom shapes – because the finisher is die-less – including some interesting tests that we're using as samples. One was an outline of a fish for a conservation agency. While we used to shy away from that type of work, we now actively pursue them, because the iTech Axxis Digital Label System can do them so well.

'If we saw progress in digital printing and greater demand for faster production and higher volumes we might invest in another digital press in the future,' concludes Collier. 'However, while the iTech Axxis Digital Label System has been our stepping stone into digital printing, we'll continue to use it for small runs. There's nothing more cost effective. We're growing a profitable business because of its capabilities.'

Flamingo Label currently operates from its 16,000 square-foot state of the art production facility in Clinton Township, Michigan.



EASY to use ADG system



MATT COLLIER with the ADG iTech Axxis Digital Label System





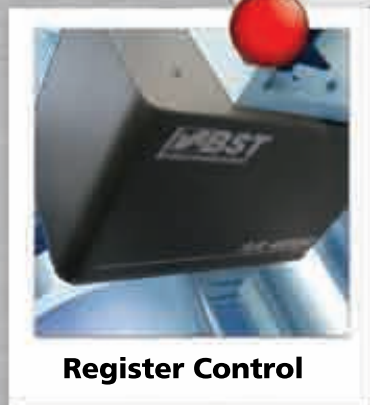
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THE ASSOCIATIONS' first joint event took place during Labelexpo Americas

# Mexican associations hold converter meeting

**MEXICAN LABEL ASSOCIATIONS** Ametiq and Acoban hosted their first joint converter meeting during Labelexpo Americas in Chicago. James Quirk reports on an impressive debut

Mexican label associations Ametiq (La Asociación Mexicana de Etiqueteros) and Acoban (La Asociación Mexicana de Convertidores de Etiquetas y Banda Angosta), hosted their first joint converter meeting during Labelexpo Americas in Chicago in September.

The breakfast event included a series of presentations from the associations' founders and members, as well as contributions from North American and Brazilian associations TLMI and Abiea. Thirteen industry suppliers sponsored the event and were present with table-top stands.

With 110 people in attendance, the meeting represented an impressive recruitment drive for the two associations, both less than two years old. They outlined the benefits of collaboration between companies and clear short- and long-term plans for growth.

After an introduction by Acoban's Monica Martinez, the association's president Edgar Martinez, of converter Grupo Etimex, began the program of presentations with a call for new levels of communication and cooperation between companies in Mexico. 'It's time to break old paradigms,' he said. 'By creating synergies between our companies, we can solve common problems as a team.' Jesus Ramirez of label printer Eticom, president of Ametiq, cited the examples of Finat and TLMI as models to follow in terms of membership numbers and levels of collaboration between associates. 'Competitors must become colleagues,' he said.

Keren Becerra of Lobo Impresores introduced Ametiq's six founding members: Coflemex, Eticom, Etiflash de México, La Etiqueta Fina, Lobo Impresores and Etiquetas Anro. She spoke of the association's pride in participating in a dinner



AMETIQ AND ACOBAN founders alongside some of the event's attendees







(L-R:) Jesus Ramirez, president of Ameti, and Edgar Martinez, president of Acoban, called for increased collaboration between Mexican converters

### LEADING SUPPLIERS GET INVOLVED

Thirteen industry suppliers were present as sponsors of the event. 'It's an impressive occasion and we are pleased to be here as a sponsor,' said Justin Styers of Styers Equipment Company. 'There is a great deal of opportunity in the Mexican market and being here gives us great access to some of the country's leading converters.'

The full list of event sponsors includes: acpo, AGC Digital, Azteca Inks, AW Die Engraving, Gerhardt, Harper Corporation, Natural Ink, Nazdar, RotoMetrics, Quimart, UpSoftware Argentina, Styers Equipment Company and Xeikon.

meeting of the L8 Group, the cooperative of the world's major self-adhesive label associations, on the night before the opening of Labelexpo Americas.

Fabian Silva of Etiquetas Anro and Ameti, and Cesar Anaya of PCM and Acoban, outlined the associations' objectives, which include the creation of national standards, international promotion of members and gathering of national market data and statistics.

Gerardo Gonzalez of Etiprint, a founding member of Acoban, spoke about Conalep, a Mexican technical institution where Acoban is implementing a dedicated flexographic printing course.

Alex Silva of Brazilian self-adhesive label association Abiea talked about its release liner recycling program and encouraged the involvement of the Mexican audience. Frank Sablone and Cindy White of TLMI then spoke about the benefits of association membership.

'It is essential to support your local industry,' said TLMI president Frank Sablone, while emphasizing that the benefits of association membership are proportionate to a company's level of involvement. Cindy White of Channeled Resources Group, a member of TLMI for 15 years, said that membership of the association 'is the best thing that has ever happened to our company'. Sablone and White spoke of the regular communication between TLMI's 300 members through committees, events and conference calls.

Mexico City-based Ameti currently has 14 members, while Acoban, based in Monterrey, has ten. After this impressive meeting, numbers are sure to grow rapidly.

### GROWTH ON TWO FRONTS

The presence of Ameti at the L8 Group dinner is indicative of the young association's forward thinking and ambition. The L8 is currently made up of seven organizations – Finat (Europe), TLMI (North America), PEIAC (China), JFLP (Japan), LMAI (India), Latma (Australia) and Salma (New Zealand) – with the name L8 a nod to the global G8 organization. The group has publicly stated its desire for the involvement of associations from Latin America.

Acoban and Ameti's founders are aware of the importance of collaboration with other industry organizations around the world – hence TLMI's presence at the event – and are



(L-R): Sergio Figueroa, Etiflash; Jorge Moreno, La Etiqueta Fina; Sergio Shor, Etiflex



(L-R): Carlos Rivas and Enrique Hernandez of Litoplast



cultivating an international profile at the same time as laying the foundations for local activities.

Fabian Silva of Etiquetas Anro, one of Ameti's founders, spoke of the importance of creating a strong base for the association, with initial focus on bringing competitors together, cooperation with other Mexican associations and creation of local standards. These crucial first steps are already being put into place, while collaboration with the L8 Group will help accelerate the association's growth and its role in the international label industry.

Mexico, with its close trading links with the United States and a dominant economic position over its Central American neighbors to the south, already boasts an outward-looking and increasingly technologically advanced label sector. There is undoubtedly potential for a strong, well-organized and internationally savvy association to play a key role in the Mexican label industry's continued growth. Ameti and Acoban look set to do exactly that.

# Latin America round-up

JAMES QUIRK reports on recent news from the region, including top prize for Multilabel at the FTA Forum; new Latin America distribution for Nilpeter; and a series of machine sales signed at Labelexpo Americas



(L-R): Mirko Straub, Franz Freiherr von Fürstenerg, Jesper Jørgensen and Nils Evers

## NILPETER APPOINTS MANROLAND AS LATIN AMERICA DISTRIBUTOR

In a deal signed during Labelexpo Americas 2010, Danish press manufacturer Nilpeter has appointed manroland as its distributor for Latin America.

The arrangement sees Mexico-based manroland latina, under general director Mirko Straub, handle sales and support in Mexico, Central America, Peru, Ecuador, Colombia and Venezuela. manroland do Brasil, under president Franz Freiherr von Fürstenerg, will cover Argentina, Chile and Uruguay. Nilpeter's Brazilian subsidiary, Nilpeter do Brasil, will continue to serve its local market.

Jesper Jørgensen, global sales

director for Nilpeter, said: 'manroland has the right people and the right set-up to support our products. As a fellow press manufacturer, there is a good synergy between the companies. Latin America continues to be an increasingly important region for Nilpeter, and the appointment will help give us greater focus to the market.'

Both Freiherr von Fürstenerg and Straub

have many years of experience working with Nilpeter technology. Freiherr von Fürstenerg worked for the press manufacturer 16 years ago before investing in Sao Paulo-based converter Sangar. While working for the Brazilian label printer he invested in two Nilpeter FA presses, so has experience of both sides of the supply chain. Straub, meanwhile, previously worked for Ferrostal in Mexico, distributing Nilpeter machines.

'We are very excited to be able to offer Nilpeter's range of machines to the market, and are convinced that we can continue their success in the region,' said Mirko Straub.

Nils Evers, general manager of Nilpeter Latin America, commented: 'The appointment brings consolidation and stability to our presence in the market, and to our customers, to whom we want to be as close as possible.'

Labelexpo Americas proved a fitting location for the completion of the deal, given the large numbers of Latin American visitors to the show. 'We've seen a dramatic increase in visitors from the region,' said Jesper Jørgensen. 'It's a reflection of the maturity and growth of the Latin American market.'

## MULTILABEL ARGENTINA WINS BEST IN SHOW AT FTA FORUM

Argentina-based label converter Multilabel won a Best in Show prize at the FTA's Excellence in Flexography Awards ceremony held on the first night of the association's 2010 Forum. Selected from among nearly 600 submissions, more than 154 Excellence in Flexography Awards were given at the ceremony.

Multilabel's Café Borghetti Liqueur Label received a Gold Best in Show award in the label category, as well as a Silver Best in Show award in the screen coated category and the Graphic Design Award.

'This piece had a very cohesive feel,' said Greg LaFond of Matthews Brand Packaging. 'The color scheme, the typeface, the illustrations all worked well together in one synergistic whole. It's a rich, classy piece. The illustration is well

rendered. The execution is very good: very tight registration with no chunky holding lines or traps; and impressive soft vignettes without the typical plugging or bearding where the dot ends.'

'When we submitted the Borghetti Liqueur label to the FTA contest, we knew it was an excellent one thanks to its design and neat printing,' said Luis M. Garcia, president of Multilabel. 'Competing with the biggest players in their own country, who are using the most up-to-date technology, was a hard challenge for us, but nonetheless we were confident we would be commended for an award. I am delighted and dedicate the awards to my team, who made the victories possible.'

Multilabel is headquartered in Buenos Aires, Argentina, and operates label printing facilities in Mexico and Brazil.



MULTILABEL won three awards for its Café Borghetti Liqueur label



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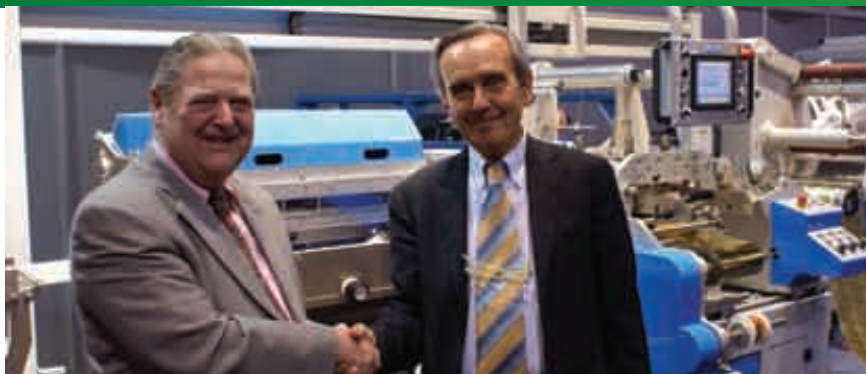


## CONVERTER INSTALLS ROTOCONTROL FINISHING MACHINE

Rotocontrol has received an order for a RSC slitler rewinder inspection machine from Brazilian converter Grafimax.

Ralph Beier, Rotocontrol's international sales manager, said: 'We are pleased to receive this order from Grafimax, a well-respected label converter in Brazil. Our local agent Forpack was very instrumental throughout the purchasing decision and will continue to support Grafimax after the installation.'

Elimar Reinhold, founder of Grafimax, commented: 'Grafimax heavily invests in the latest industry technology to maintain our high standards of producing top quality products for our customers. After meeting with Forpack and Rotocontrol to learn more about the RSC slitler rewinder inspection machine, we made the decision to purchase based on our production needs and knowing we could count on local support from Forpack.'



(L-R): Luis Maria Garcia of Multilabel and Mario Lodi of Cartes complete the deal during Labelexpo Americas

## MULTILABEL INVESTS IN CARTES LASER DIE-CUTTING MACHINE

Multilabel Argentina has invested in a pressure-sensitive label manufacturing machine from Italian company Cartes. The deal was completed at Labelexpo Americas in Chicago in September. The machine, which will be the first of its type fitted with laser die-cutting in Argentina, is equipped with multiple silkscreen, hot stamping and embossing units. The silkscreen units can be operated as a separate machine or together inline with the finishing stations.

The Cartes machine can be used as a printer in its own right as well as providing a wide range of finishing options. It can

apply holograms and lamination and prints on a variety of substrates. It also prints Braille.

Luis Maria Garcia, president of Multilabel, said: 'The machine will bring us a great competitive advantage, particularly in the wine market, where we have some 60 clients in Argentina and Brazil, and also in the healthcare sector. Laser technology gives opportunities for cutting complicated perforations and designs.'

Mario Lodi, CEO of Cartes, said: 'We are delighted that a prestigious label company such as Multilabel is investing in our technology.'

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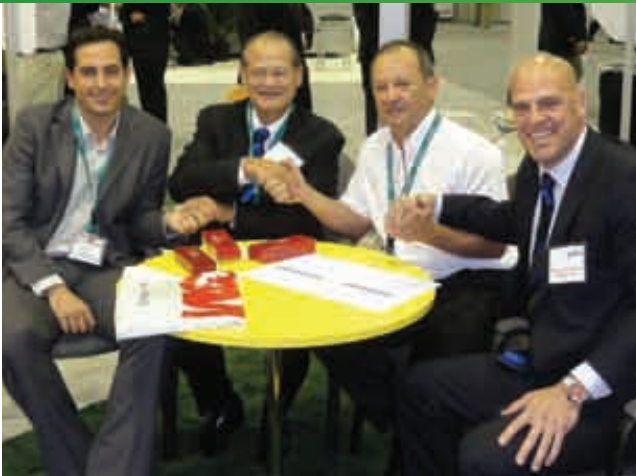
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(L-R): Rafael Capelato, director of Ral Print; Ferdinand Rüesch, vice chairman of the board of directors of the Gallus Group; Ronaldo Luiz de Alencar, Ral Print CEO; and Marcelo Zandomenico, Gallus sales manager for Brazil

## RAL PRINT BUYS FIRST GALLUS ECS 340 IN BRAZIL

Ral Print Etiquetas e Rótulos Adesivos, based in Sumaré in the state of São Paulo, has invested in an ECS 340 press from Gallus. It is the first installation in Brazil of the granite-based press. The companies signed an agreement during Labelexpo Americas in Chicago in September. Ronaldo Luiz de Alencar, CEO of Ral Print, said: 'The Gallus ECS 340 allows us virtually any combination of inks, adhesives, coatings and substrates, with minimal set-up and changeover times without the use of tools.'

## ENERCON APPOINTS BRAZILIAN AGENT

Enercon Industries has appointed Caltronic Automação as a distributor for its surface treatment systems in Brazil. The two companies serve the converting, flexible packaging and extruding industries.

Caltronic is headquartered in Sao Paulo, Brazil, and will be responsible for supporting Enercon's corona, flame and atmospheric plasma customers throughout the country.

Caltronic's service manager Vitor Caldana said: 'We are excited to have partnered with Enercon for surface treating in Brazil. Their industry leading technology is recognized around the world for providing converters with reliability and uptime. Our customers will have access to Enercon's global surface treating expertise along with the confidence in superior local support from the Caltronic team.'

## BONSET BUILDS FILM PRODUCTION FACILITY IN URUGUAY

Bonset Latin America, the subsidiary of Bonset America Corp, is building a production facility near Montevideo in Uruguay for heat shrinkable film. The new plant is additional to its existing capacity in North Carolina, USA. 'The new plant will be the first high quality heat shrinkable film manufacturing facility in the South American continent and southern hemisphere,' said the company in a statement. 'Bonset is very pleased to be able to support its customers who are currently importing films from outside of the region.'



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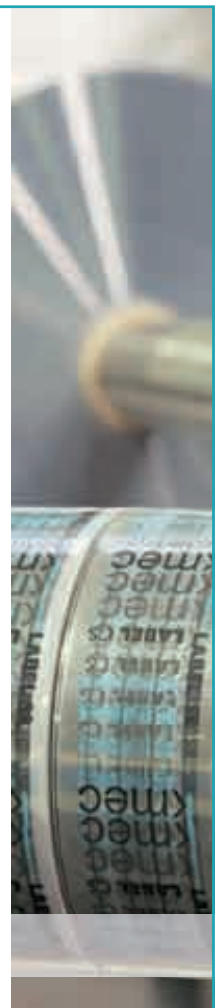


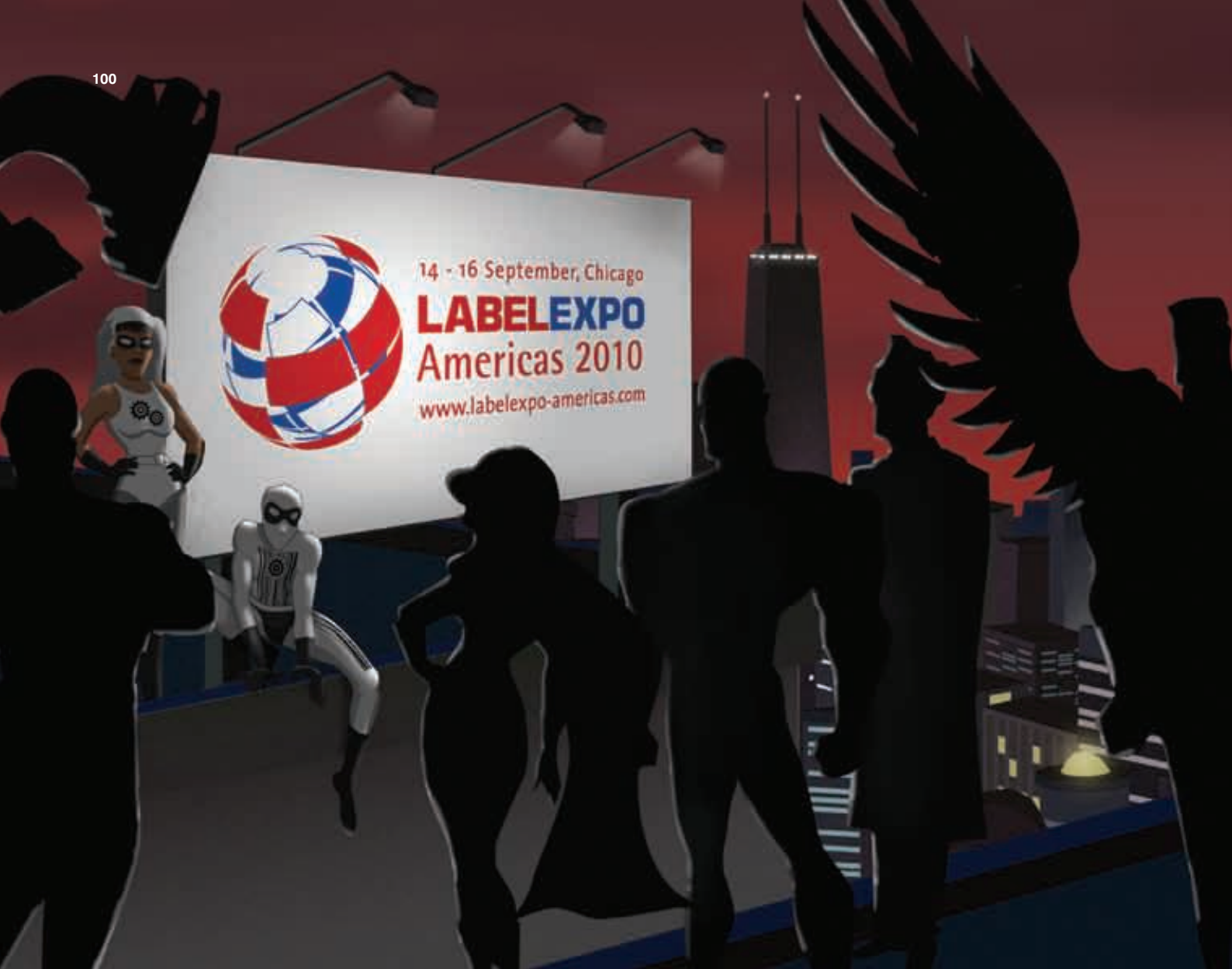
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# LABELEXPO AMERICAS

## 2010 REVIEW

### **MORE THAN 12,500 CONVERTERS TURNED OUT FOR LABELEXPO AMERICAS,**

demonstrating the recovery of an industry battered by stormy economic winds. Special report by Andy Thomas, Barry Hunt, Danielle Jerschefske, James Quirk and Mike Fairley

Labelexpo Americas 2010 saw a marked increase in visitors from the last Chicago show two years ago, with a total attendance of 12,761. The show helped kick start a renewed feeling of confidence among converters and suppliers, and by the end of the show 83 percent of the exhibition space had already been rebooked for Labelexpo Americas 2012.

The show saw nearly 400 national and international suppliers bringing their latest developments in technology and materials to demonstrate to the North American market. A wide range of

new products were introduced and strong sales were reported by the flagship press suppliers. Examples include Nilpeter and Mark Andy reported selling 18 presses each at the show, with enquiries still coming in, while MPS and Xeikon sold 11 presses and Grafotronic reported the sale of four machines directly off the stand.

A significant feature of the show was the high number of Mexican and Latin American converters in attendance, buying top of the line machinery and demonstrating the strength of the economic recovery throughout the region.



Presses and digital



DEMONSTRATING a fast changeover on the new Mark Andy P5

## FLEXO FIGHTS BACK

**BARRY HUNT** examines how conventional and digital printing techniques, as shown at Labelexpo Americas, are meeting fundamental changes in the industry

Despite global economic uncertainties, Labelexpo Americas 2010 showed the industry in good heart and as resilient as ever. Many exhibitors reported healthy sales or serious interest, which confirms a keen interest among many converters to increase their business opportunities. As Mike Fairley, director of strategic development for Tarsus, expressed it: 'Labelexpo Americas is no longer a show where the converter just looks at potential new presses and materials. Rather, it's now part of the converter's business process, of converter decision making, of looking for new ideas and opportunities, of understanding where they could be as a business in two, three or more years time. It's certainly about understanding how the rapid evolution of digital printing technology and solutions is likely to change in the future.'

Visitors certainly had many opportunities to assess digital color printing's role as a mainstream on-demand technology. Besides the new generations of presses from HP Indigo and Xeikon, they could check out the rapid advances made during the past five years in full-color inkjet systems. There are at least 30 different suppliers, including several small companies offering basic roll-fed platforms with a CMYK print engine and controller. Others

offer inkjet retrofit services for customers' existing presses or finishing lines.

For the first time at a Labelexpo event a series of Technology Workshops allowed attendees to compare set-up and run-time performance of four working presses in a neutral setting. They were: High Definition Flexo (HD) on a Nilpeter FB-3300S, electrophotographic liquid toner using an HP Indigo WS6000, dry toner with a Xeikon 3030 press and UV inkjet from a EFI/Jettrion 4830. The increasing importance of MIS workflows to quantify work patterns, including decisions as to what technology to choose, was explained by Tailored Solutions, CERM and EFI/Radius.

### SHORTER RUNS

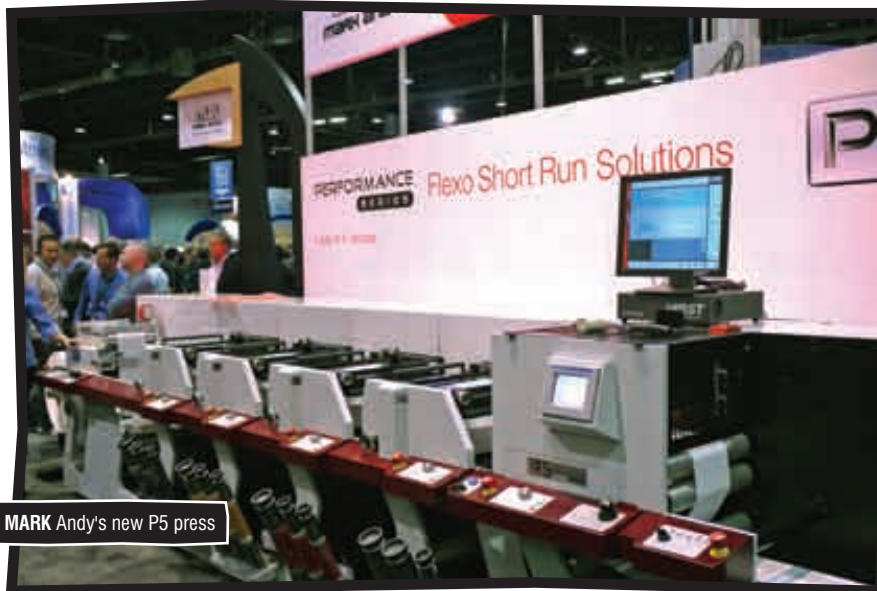
All this digital activity has encouraged the leading conventional press makers to facilitate shorter print runs by reducing set-up times with minimal start-up waste. Mark Andy's slogan 'It's Not About

Digital – It's About Performance' typifies this approach. It aimed to confront some familiar perceptions about flexo printing, such as expensive plate costs, high set-up wastage and lengthy set-up times. The company feels that the financial and breakeven models used by converters should not compare digital printing with older in-line flexo workflows. Instead they should examine the newer workflow methods and flexo platforms.

In Mark Andy's case this means the Performance Series. On display in the US for the first time since its launch last year in Brussels, was a P7 UV flexo press. A new plate roll system gives repeat sizes as small as 5.5 inches (139mm) with reduced plate costs. Ink costs are also lowered. The web path design and advanced registration capabilities are said to reduce set-up waste by 60 percent over conventional in-line flexo technologies. Set-up for a four-color job with preloaded inking takes just two



BIG truck for Gallus Road Show



and running register control. At the show MPS introduced the EC 410 press with a 16-inch web width for packaging and labels. It also offers the new 22-inch wide EXL packaging press with in-line lamination, UV curing, and hot air dryers for water-based and solvent inks.

Nilpeter's new FA-6 is another 22-inch wide press for producing flexible packaging applications or large volume PSA applications. The servo-driven press offers lightweight sleeve/plate technology and heads up the established FA-Line series. Also making its global debut was the 16.5-inch wide FG-4200 with similar sleeve-plate technology and a film package option for label and packaging materials. It is positioned between the modular FA-Line and the high-performance FB-Line. Also shown was the latest version of the 13-inch wide FB-3300S, which combined hot air drying with UV curing and water-cooled chill rollers. Its finishing functions included a leaflet/label or booklet system for running promotional products.

Displayed as a prototype, Revolver is a totally new approach to loading successive solid tooling, or magnetic flexible die plate cylinders, and indexing them in just a few seconds. The in-line module is said to save valuable set-up time and also reduces start-up waste. It also offers ergonomic benefits for

minutes and less than 30 seconds for a single station set-up. Features include a load-and-lock inking system, self-positioning doctor blades, easy-to-operate controls and open access to units.

The new Performance Series P5 is even more focused on using in-line flexo for short runs. An interactive two-unit press module allowed attendees to experience a hands-on display focused on handling such runs. A P3 entry-level version without servo drives will be launched at Labelexpo India in December.

MPS Systems developed the Automatic Print Control system to replace manual knobs and adjustment wheels to help gain faster set-up times, reduced start-up waste and access to all digital data stored in the job memory. CrispDot and the Lean Inking option augment the servo-driven system, which is available on the EC and EF series of UV flexo presses. They are designed with short web paths and offer full lateral

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**NILPETER'S** new FA-6

operators, while helping to extend die life by eliminating handling mishaps.

Gallus adopted a road show theme for its 'rock star': the ECS 340 (Essential Converting System), complete with the big white truck that will transport it around North America. The so-called 'granite' press has been installed in around 40 plants worldwide since its debut last year in Brussels. Aimed at short-to-medium run commodity label markets, the 13-inch wide ECS

340 is said to deliver low overall running costs, a short web path with minimal waste and fast set-ups. The five-color version shown used ozone-free UV curing units from GEW, with servo controls for the front-loading anilox/impression cylinder and plate cylinder with sleeve technology. The technical granite core, along with an integrated water cooling system, is said to give the press a long service life, reduced noise and greater stability.

## LABEL MAKERS FINALIZE XEIKON 3030

Bradford, UK-based converter The Label Makers finalized its decision to purchase a Xeikon 3030 digital color label press during Labelexpo Americas in Chicago.

The Label Makers' managing director David Webster said: 'The combination of the Xeikon digital engine and a highly sophisticated finishing line means we can truly satisfy customer requirements for premium-quality short-run work at competitive rates. The market is requiring greater flexibility from its supply base with shorter and variable print runs and this latest investment program means we will have the facility to deliver the expectations of our customers irrespective of run length.'

The new digital line will further extend the company's range of label printing processes, which already includes flexographic, lithographic, letterpress and silkscreen production techniques, all featuring the use of UV inks.

Webster continued: 'We have been watching inkjet developments closely, but still see the need for further work with this technology. The constant improvements being made by Xeikon are keeping these machines ahead of the rest of the market. The latest enhancements in toner quality and performance, including the improvements made to the one-pass white printing component, have kept Xeikon out in front of the market in our opinion. The 1200dpi print quality along with the extended color gamut offered by the enhanced QA-I toner products ensures excellent color reproduction on conventional substrates. Whilst we could wait for ink jet to further improve, that doesn't help our customers. By investing now we can be producing high-quality short-run work – including personalized production – for our customers when they need it.'

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Omet showed the X-Flex 430 gearless combination press configured with twelve UV flexo units, plus two interchangeable rotary screen cassettes and rail-mounted cold and hot foiling units. The multi-substrate press features an exceptionally short web path between units to aid fast make-readies and reduce waste. The press helped Omet win this year's Label Industry Award for Continuous Innovation as part of the Label Industry Global Awards announced during the show.

Codimag introduced the VIVA 420 Aniflo to the North and Latin American markets, with wine label printers as a key market. As the sole offset representative, it uniquely uses an anilox print unit with rubber blanket to distribute the ink volume, so dot gain is not related to the print pressure. The press is claimed to combine consistent offset quality with flexo's ease of use. Demonstrations included a full print shop using EskoArtwork workflow and color management tools, Agfa's thermal CtP system, and a Toray plate processor. Visitors could compare printed jobs with their respective color proofs.

At the show for the first time was a Chinese press manufacturer, Shantou Yiming Holotech Machine Company, which promoted a gravure press capable of printing holograms in-line without the use of foil at speeds up to 150 m/min. The press comes standard at 800mm wide and can print on materials 12 - 300 microns thick.

Stork Prints showed three new RSI (Rotary Screen Integration) printing modules for OEM partners Nilpeter, Mark Andy and Omet, which can be controlled through the main panel of the press. This provides simultaneous, centralised monitoring of all rotary screen positions alongside other printing and converting operations.

## DIGITAL DEVELOPMENTS

Front runners in any given technology like to mark company milestones. The opening of the show coincided with the tenth anniversary of acquisition by HP of Indigo. Since then HP Indigo has installed 1,000 presses - including the original Omnius series - for labels and packaging. The company now claims to be among the top three leading narrow web press makers (conventional and digital). Observing that market conditions have steadily moved the crossover point in digital printing's favor, HP Indigo says its seven-color WS6000 is now well placed to handle the 80 percent of label jobs that now

fall within this threshold. It has installed over 140 versions of this model, which has a shrink sleeving and small carton capability, installed in over 30 countries.

The WS6000 set-up included an A B Graphic Digicon Series 2 finishing line, while the new Digicon Lite supported a similar model during the Technology Workshops. The company has introduced 20 technical upgrades, including a new blanket to improve substrate compatibility, and an enhanced unit for the photo imaging plate. Free upgrades for existing WS6000 users begin in Q1, 2011.

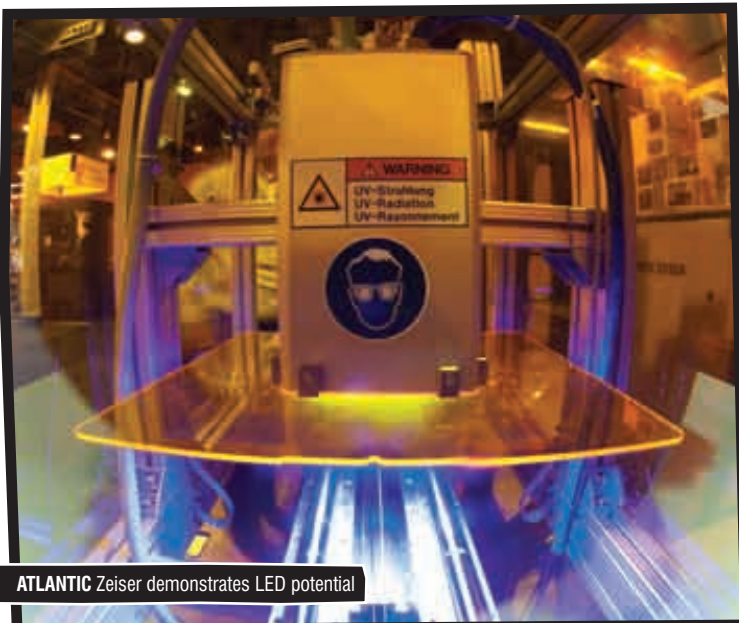
Also shown was the HP Indigo 5500 sheet-fed press for handling square cut and die cut label workflows. An optional thick substrate kit gives it a folding cartons capability. Heidelberg company Polar supported the sheetfed workflow with an off-line LabelSystem, composed of a Polar 78 X high-speed cutter and a DC-M stand-alone die-cutter.

The manually loaded DC-M is designed for die-cutting label stacks and is claimed ideal for semi-automatic offline operation and small to medium runs.

As part of the Xeikon 3000 series, the company introduced the new high-end 3500 model. It handles paper and filmic labelstocks in widths up to 20.3 inches and takes the breakeven point to over 14,000 linear feet. It ran with an automated EskoArtwork JDF-enabled workflow system and CERM management information system. The 3500's top speed is 63 ft/min regardless of the number of colors used or label size. The Ucoat inline finishing system applies flood varnishes and includes slitting and rewinding. The standard version offers CMYK plus spot colors. Options include a security toner for anti-counterfeiting applications, and single pass opaque white.

The new entry-level Xeikon 3050 has a similar maximum web width and a true 1,200 x 3,600dpi resolution with support for extended gamut. The Xeikon 3030, which replaces the 3000 model, is a newly upgraded entry-level press for printing webs up to 13 inches wide at up to 31.5 ft/min. As an industry partner, Newfoil Machinery produced Xeikon-printed wine labels by adding hot foil stamping, die-cutting and embossing.

At a more entry-level Primera Technology introduced



ATLANTIC Zeiser demonstrates LED potential



PRIMERA'S new CX1200 color laser press



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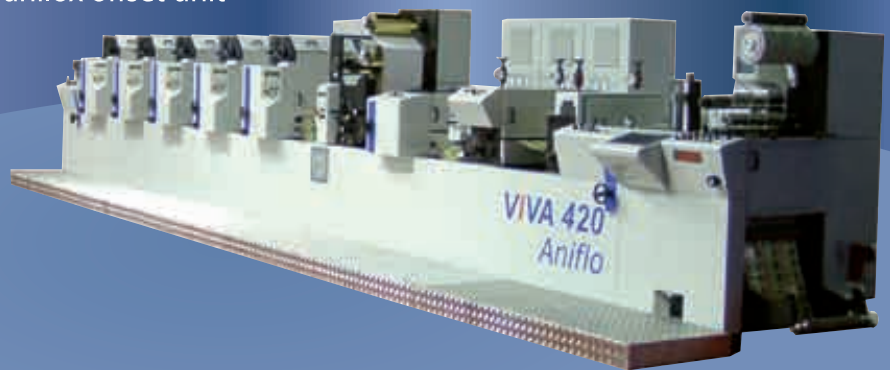


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## ANCILLARIES

### MARTIN AUTOMATES ROLL HANDLING

Martin Automatic featured its new MBSC butt splicer and STR turret rewinder combo dedicated to the narrow web (13in.) market with the ability to run up to 500 ft/min. At the show, Martin Automatic sold three MBSC butt splicers, two into the Western US and one into India. Visitors were also able to see the company's MBSF automatic butt splicer live in action. This demo machine was sold to a converter in Ohio.

### GEW INCREASES UV EFFICIENCY

GEW launched its next generation of energy efficient e-Brick power supplies, allowing converters to select the power level required for the job depending on the properties of the ink, coating or adhesive at the appropriate press speed.

'The tendency has been to use full power to combat the risk of under-cure,' says Brian Wenger, president of GEW's USA operation. 'Our aim is to reduce energy costs and prevent spoiled print jobs by using the minimum power required to cure, with extra in reserve for the more difficult jobs.'

Along with the latest versions of its on-line and hand-held UV monitoring systems, GEW also demonstrated remote diagnostics that enable minor issues that affect UV curing to be corrected via the internet.

### TEKNEK MAKES CLEAN CONTACT

Teknek launched four contact cleaning machines at the show for webs ranging from 150mm to 2500mm wide.

XWCH, aimed at wide web cleaning up to 2500mm, has a patented slide system for easy access to replenish rollers and adhesive rolls. The range is complemented by the new Nanoclean Plus adhesive which introduces a static dissipating function to the adhesive roll and is available in widths up to 2200mm - claimed an industry first.

SL and MWC are designed for the narrow web industry. Available widths range from 150mm to 1100mm and each machine is compatible with all Teknek's cleaning rollers and adhesive rolls, including Nanoclean Plus. The MWC is available in both single and double sided versions and features pull out side access for easy replacement of rollers and adhesive rolls.

### VETAPHONE TREATS FILMS

Vetaphone showed its new Corona Plus VE1A series with an integrated remote control which can be placed in the front of the treater station - easily accessible, and with no cabling needed. The Corona Plus VE1A series is a compact treater station which is mounted inline, with a quick-change cartridge for easy maintenance.



the CX1200 digital label press. Its CMYK laser print engine offers a print resolution of 2,400dpi using dry toner ink cartridges. The press prints 8.5-inch webs at 16.25 ft/min and uses powered unwind/rewind stations. Also new is the roll-fed FX1200 finishing system with laminating, digitally-controlled die cutting, waste matrix remover, and slitting units.

### THE INKJET BANDWAGON

The latest drop-on-demand and grayscale printhead technology from OEM suppliers like Xaar, Konica Minolta, Memjet and Kyocera have increased inkjet's appeal. By the same token, issues in respect of color consistency, compatibility with MIS workflows, and possible limitations with substrates are receiving attention. For example, inkjet systems do not necessarily print on all substrates. Some gloss or semi-gloss labelstocks may require a primer, although not an over-varnish. More focus is being given to the cost of inks, their coverage and ensuring they are properly charged for.

EFI-Jettron promoted turnkey packages based on the recently acquired Radius MIS business for labels and packaging. It offers the Jettron 4000 and 4830 driven by EFI's Fiery XF front-end for printing CMYK with optional white to a web width of 8.3 inches. The facility to re-register webs of die cut labels is seen as a big advantage. EFI-Jettron is seeking more opportunities to sell inkjet presses to brand owners following a breakthrough into the pharmaceutical industry.

The new 4830LED, based on a newly-developed LED-cured flexible ink set, allows users to print unsupported and heat sensitive materials, including shrink sleeve films. It retains the same grayscale printing capability, giving speeds up to 120 ft/min, for producing durable, shrinkable

## HP REWARDS DIGITAL INNOVATION

Using the well-known arsenal of fine finishing touches would not do when Dion Label sought to print an award-worthy digital label; the company had to invent its own on-press watermarking process.

Taking a cue from analogue printing's "bump plate" method, the Westfield, Mass., label converter made a black label stand out by adding black-ink-on-white watermark circles - and was rewarded as one of 11 top prize winners in the Fourth Annual HP Indigo Digital Labels and Packaging Awards Contest, presented during Labelexpo Americas.

The label, for Bullwater Health & Fitness's Pomology Anti-Aging nutraceutical supplement, was one of two Dion Label best-of-category wins in a competition honoring everything from an energy drink label with a macabre, intricately die-cut skull-and-sword design, to a security seal featuring variable text, bar codes and invisible ink.

This year's contest attracted 312 entries, one third more than last year, from HP Indigo customers in 26 countries.

Categories for the contest included label printing for wine, alcoholic beverages, non-alcoholic beverages, food, nutraceutical, and health and beauty products. The contest honoured the best shrink sleeve and flexible packaging entries as well as the best entry produced as a self-promotion of a converter's own capabilities. HP also named four "judges' recognition" winners for design, shelf appeal, security features and two-sided, clear film "sandwich" printing.

Along with Dion Label, Australian converter Supa Stik Labels and US converter Innovative Labeling Solutions (ILS) were top achievers in the contest. Supa Stik earned one best-of-category and one judges' recognition award, and ILS took home two judges' recognition awards.



HP Indigo concentrated on the full range of package converting options



THE new Xeikon 3030 was launched at the show



from label to label. The 13-inch wide DIVA module fully integrates with the Rotoworx 330, which offers semi-rotary die cutting at up to 160 ft/min, laminating and UV flood coating. Existing models can be field upgraded with the varnishing module.

Domino introduced the N-Series line-up to the North American market. It includes both stand-alone UV inkjet presses and modules featuring scalable print-width for OEM integration. The 13-inch wide N600 label press has a nominal CMYK print resolution of 1,200dpi (native 600dpi). It uses an EskoArtwork digital front-end and can operate in-line with a digital finishing line using a dancer roller web infeed. With four grayscales from the Kyocera KJ4 piezo printheads its top speed is 164 ft/min, or 246 ft/min with three grayscales printing onto a range of paper and plastic labelstocks. Standard features include a web cleaner, corona treater and automatic head cleaning. The company says a white ink for filmic labels is in the pipeline. Also new was the single-color K600 for variable data printing to a 600dpi native resolution with up to four grayscale levels for widths from 4.25 to 30.8 inches.

Another Cambridge, UK-based company, Industrial Inkjet, introduced the wider ColorPrint 142HQ (print width of 142mm) using Konica Minolta printheads with variable data software, and with an imaging resolution up to 720 x 720dpi.

Roland DGA offers LED curing for the wide-web VersaUV LEC-330 and 300A inkjet printer/cutters with six and three printheads respectively. Both machines offer variable print resolutions on paper and film labelstocks up to 29 inches. As well as short-run labels, the machine's straight web path allows it to print on semi-rigid board to produce

and flexible peel-resistant images without pre-coating or pattern-coating. LED curing upgrades are optionally available for existing Jetrion presses.

Low heat LED curing with LED pin fusing to give optimum color matching is also standard on the ITS600, a fast and compact stand-alone UV inkjet label press from CSAT America/CSAT GmbH. It runs CMYK or four spot colors at up to 150 ft/min using Kyocera piezo printheads with four-level grayscale delivering 600 x 600dpi. The ITS600 also allows users to re-register webs of die cut labels, with its implications for in-house label production by certain end-users.

Durst featured the new Tau 150-8C. Like the standard Tau 150 it handles webs up to 6.5 inches at 157 ft/min, but in addition to CMYK and White it offers Orange and Violet modules with four Xaar 1001 grayscale printheads for each color to cover 90 percent of the Pantone range. An additional varnish module offers any desired gloss level or spot varnish effects. The color and varnish modules are optional for base configurations. Also shown was the high speed Tau 150 VDP option with a similar top speed for full label-to-label variability.

Durst's Canada division launched DIVA, a digital varnishing module for the off-line Rotoworx 330. It is claimed as the first digital coater unit to produce high gloss, semi gloss, satin, matte and similar coatings using a single fluid in a single pass. It also produces special effects, such as textures and even tactile elements, and can vary the top-finish

## NILPETER iAPP

Nilpeter now has a free iApp that allows operators to access job information from any Caslon, MO or FA series press. Using an iPhone or iPad, operators can adjust production schedules, change job queues, extract data and report on a particular job status.





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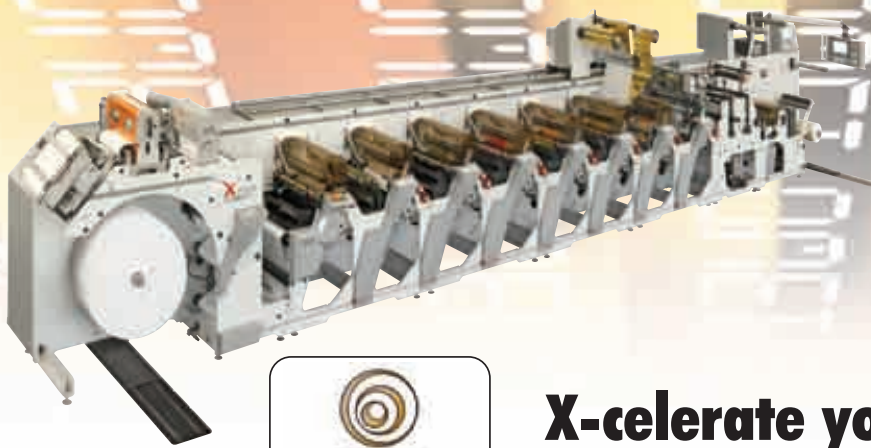
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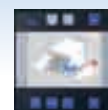
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NILPETER'S Revolver die cut module

prototypes of die cut folding cartons. Roland's ECO-UV cartridges are available in CMYK, White and Clear (for profiled varnish effects). The company was awarded this year's Label Industry Award for New Innovation.

INX International featured a technology demonstration of its NW100 CMYK digital press with shortwave LED curing. It prints at up to 80 ft/min with web widths of 6.3 inches. Like several other presses shown it uses Xaar's 1001 piezoelectric printheads, while the patented Black Diamond LED lights came from Summit UV to cure Inx's own Evolve UV inks. The press will be commercially available in Q1 2011.

Epson's new six-color SurePress L-4030 differs in using water-based pigmented inks and two-stage hot air dryers. It prints up to seven colors across the web with a stop/go movement. This translatable method reduces the top speed to 16 ft/min, but allows webs up to 13 inches wide. Epson's MicroPiezo printheads offer a resolution of 720 x 720dpi on paper and 1,440 x 720 dpi using film for good results with smooth gradations. The hexachrome ink set offers CMYK, Green and Orange, but no White at present.

Epson hosted Rotary Technologies' exhibit, the Servo 3000 Infeed and Reregister unit. Described as an affordable facilitator, it is easily mounted on existing presses or die cutter/rewinds for converting digital workflows. Grafisk Maskinfabrik, which had a similar supporting role, demonstrated its DC-330mini for inline or offline finishing from digital and conventional presses. It offers print-to-cut registration, varnishing, die cutting, slitting and dual rewinding as standard. Options include corona treatment, web cleaning and lamination.

Dice Graphic Technologies introduced the GT-3000, a self-contained UV inkjet unit for retrofitting on equipment with web widths up to 22 inches. Rapid Label Systems showed the Rapid X2 for printing webs up to 25.6 inches wide for running with post-finishing



Durst Rotoworx 330 finishing line

equipment. Options include flexo coating, laminating, semi-rotary and flatbed die cutting. Like the narrower roll-to-roll Rapid X1 compact printer it uses Memjet printheads with water-based dye inks in CMYK plus Black. These give resolutions of 1,600 x 1,600dpi at 30 ft/min.

Telstar Engineering introduced the CAD-to-GO retrofit service which allows converters to mount variable information inkjet systems from Digital Printing Solutions & Technology between any flexo press print unit. Alternatively, Telstar provides off-line platforms using its own unwind/rewind equipment.

Atlantic Zeiser's Gamma print engine modules have CMYK, plus White as standard. They deliver 8-level greyscales, with a native 360dpi resolution, at up to 80 ft/min. Gamma 70S and 70P versions have print widths of 2.75 inches, while the 140S and 140P have widths of 5.5 inches. Users can install the modules inline to existing equipment, or specify customized roll-to-roll platforms with integrated UV LED dryers.

Although not shown, Stork Prints promoted the DSI 4330L launched last year in Brussels. The modular hybrid system prints UV-cured CMYK to a maximum web width of 13 inches at a top speed of 114 ft/min. Depending on the level of greyscales, the drop-on-demand printheads offer an apparent resolution of 1,000dpi (360dpi native). Configurations include stand-alone operation, integration with conventional presses, or with in-line semi-rotary flexo and die cutting, slitting and matrix removal.

A smaller showing of conventional presses compared with previous shows was more than counterweighted with the impressive displays of digital printing in its various guises. There were still plenty of developments among the heavy metal displays, but more significantly it reflected the start of an important stage in digital's relatively young history.



## FINISHING

Among a wide range of products launched on the ABG stand were new modules for the company's Omega Digicon Series 2 range, including, booklet insertion, foil hologram registration and semi rotary folding carton production using Rotometrics Multi-Score flexible dies.

The Digicon FB flat bed unit allows a constant dwell speed irrespective of running speed. Applications include flat bed hot foil, flat bed die cutting, flat bed embossing modules and flat bed screen units. The entry level Omega Digicon Lite was shown for the first time in the US. It incorporates semi-rotary die cutting, UV varnish and laminating.

ABG's new B5010 Booklet machine can process up to 36,000 booklet labels per hour with a registration accuracy of +/- 0.5mm. It uses a special chain system to quickly switch between booklet sizes, while the machine itself can handle booklets ranging from 30 x 80 and 380 x 280 with up to 60 pages per booklet. The B5010 also allows the customer to choose his application methods by having hot and cold gluing as well as lamination application as standard. The fully modular design allows the B5010 to be integrated into any converting line or digital converting line from ABG.

Also new are the Omega 2010 and 3010 booklet inspection rewinders, with optional inspection units for barcodes and Braille.

The new Omega RTS Sheeter is designed to run both offline and inline with a converting line or press, and will run at speeds up to 40 m/min. Available in 330, 410 and 510mm widths the RTS can achieve a cutting tolerance of 0.15mm regardless of running speed.

It will cut to label length, cut to register and also cut to length for plain paper work.

AzTech Converting partnered with Longford International to introduce its rotary die cut system for off-line ECL booklet production. It also demonstrated its DieMaster dual-servo web re-registration rotary die cutting system for digital finishing and blank label production.

In the Opportunities Beyond the Label arena, Delta Industrial demonstrated a medical process web converting solution. In operation, its Island

**LABELS&LABELING**

Placement module was placing pre-die cut materials such as gauze or medicated patch material onto a high speed heat sealable web before in-line sealing on a flatbed station. At the end of the system, cameras scanned and rejected defective product.

Also featured for the first time was the Spectrum II semi-rotary digital label finishing system, with a shorter web path and operating at speeds up to 180 ft/min.

EskoArtwork introduced an auto feed attachment for its Kongsberg flat bed cutting system, Kongsberg XP Auto. The system's iCut digital registration system verifies the die by reading a printed barcode from a die database. It then matches the selection to printed registration marks, and cuts. XP auto allows for full digital production workflow for POP displays and short-run packaging work.

This was the second time that Italy-based Prati participated in Labelexpo Americas; the big change for this year was the opening of a Prati sister company in Clarksville, Indiana to provide localized support

for the North American market. Prati demonstrated the capabilities of its Vegaplast Booklet offline booklet maker that is available in widths of up to 450mm. It has inspection, can print variable data, laminate and die cut. The booklet labels are laminated with a Longford rotary lamination unit.

This was the first North American show in which Mark Andy featured Rotoflex finishing equipment at its booth. It demonstrated the Vericut finishing system with a new semi-rotary print head which allows for easy removal and replacement of anilox rolls, meter rolls and ink trays without tooling. The Vericut can run up to 165 ft/min.

The BLI-440 slitter/inspection/rewinder was shown with its new and far more powerful, Genesis inspection controller. The system can not only identify defects within a stream of a single label or image shape, but independent lane configuration provides the converter the ability to run multiple sizes and shapes of labels on one roll, detecting defects regardless of label contour, size or color. The software

## IN-HOUSE RFID

Mühlbauer demonstrated its RFID inlay insertion line IL 15000. The flexible insertion system can upgrade existing standard labels into self-adhesive RFID labels, and can also process multi-layered products. The IL 15000 can handle labels with all frequencies, HF and UHF, as well as single or multi row application. The system runs at up to 60 m/min and has an integrated testing unit with marking station for quality control. The IL 15000 is also available as a fully equipped RFID baggage tag line, ready to enter markets in the aviation and logistics sector. With this optional module the machine is able to perform all process steps from punching over slitting to perforation fully automatically.

Mühlbauer's Gerald Steinwasser said: 'There has been a tremendous growth in RFID in the last six months, particularly in the apparel sector.'

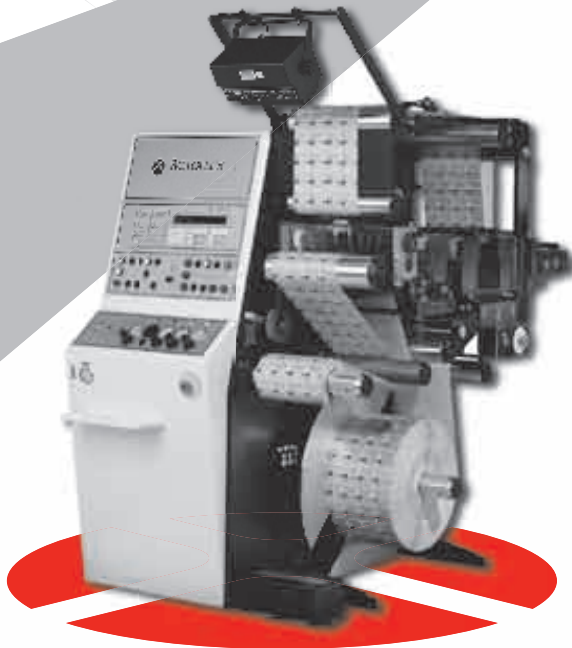
The company also promoted its TAL 15000 inlay production system and CL 60000 label converting system. The CL 60000 performs the same functions as the IL 15000, but with additional capabilities such as running 'dry' material, applying the adhesive, die-cutting and more.



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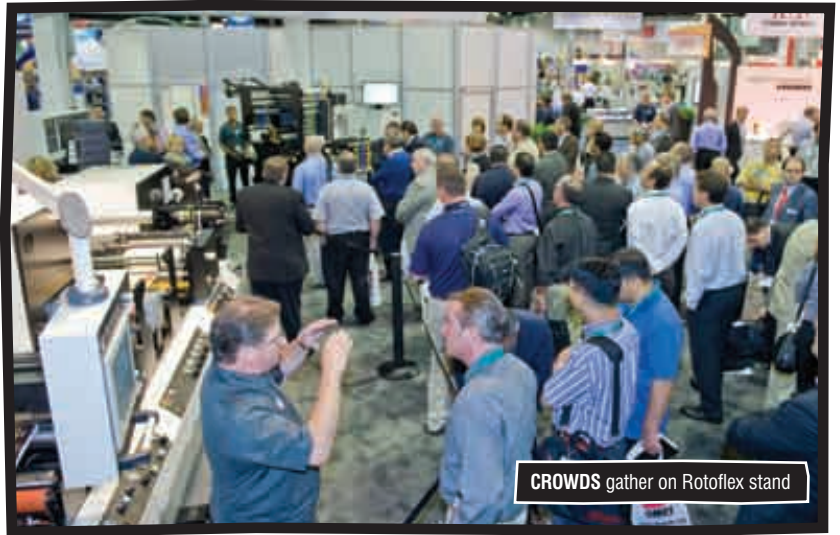
**BROTECH** Graphics demonstrated its Eurotech I FS330 slitter rewinder

platform allows interconnectivity with systems such as barcode readers, MIS systems, 100 percent inspection, production management and inkjet printers.

Arpeco was acquired by Mark Andy at the beginning of 2010. The product line has been rolled into the Rotoflex brand, but technical support is still available for all 4,000 current global installations under the Mark Andy MAX program. The established Tracker and Tracker Premier were promoted and Mark Andy will continue to invest in its new Arpeco models just as it did with the Rotoflex lines.

Smag, represented in North America by KPG, showed a Digital Galaxie press with a semi rotary UV flexo head, a flat bed screen, a flat bed hot stamping and embossing station and semi rotary die cutting station. The press exhibited at the show was purchased by Imprimerie Sainte Julie of Quebec, Canada.

Chinese company Shenzhen Brotech Graphics demonstrated its Eurotech I FS330 slitter rewinder with an AVT Helios inspection systems. The company also announced that Scantech is now the exclusive distributor for Brotech's products in North America. 'We intend to work toward the betterment and



**CROWDS** gather on Rotoflex stand



**GRAFISK** Maskinfabrik DC330 converting line with a laser module installed

improvement of each of the two parties' product ranges, and it will also provide more channels for Brotech bringing its products into international markets,' said Brotech managing director Ramon Lee. Also shown was a Eurotech II FS 330 variable data inspection system.

The Eurotech systems are fully modular, including the option for single or multi-color inkjet variable data printing. Grafotronic showed its latest servo inspection machines and its flagship model Grafotronic 280 die cutting machine for blank label production. This was also the first showing in the US for the company's Pharmaline 100% inspection machine with Braille and Inkjet numbering. The machine includes a high tech booklet buffer that allows the machine to run six booklets across the web in bi-directional production. Also new is Easy-Braille, a compact 100% inspection machine for Braille printing in up to six rows of labels.

Rotocontrol launched its RSP single pass 100% security inspection machine on the AVT stand, running with the Helios II 100% vision system. The machine has a small footprint of 1.2 x 2.6 meters.

Advances in laser die cutting were an important element of this Labelexpo Americas. Spartancis demonstrated its Finecut 350mm combination sheet/roll-fed laser die cutting machine, and also had a system on the EFI Jettrion booth, while Italian company Cartes showed updated versions of its laser converting systems for self-adhesive labels and its combination machines with silkscreen, hot stamping, flat die-cutting and laser converting units.

Cartes sold a number of machines at the show, including to Brazilian converters Automação and Flexoprint, Canadian printer Factor Forms and Mexico-based printer Impresora Silvaform, as well as Argentine converter Multilabel.

Grafisk Maskinfabrik (GM) unveiled its DC 330 converter with options for both laser die cutting and conventional semi-rotary die cutting. The system can work both in-line and off-line. Also on display was the DC330mini







## TECHNOLOGY WORKSHOPS

A major innovation at this year's Labelexpo Americas were the Technology

Workshops, writes Andy Thomas. Taking place in a dedicated feature area in Hall F, four working presses ran alongside each other with a neutral moderator, Jiju Johnson, founder of ProDsine Engineered Solutions running the demonstrations. The lineup was a conventional press from Nilpeter running HD Flexo, an EFI Jettrion 4830, an HP WS6000 and Xeikon 3030.

Each press was set up to produce the same job on identical substrate qualities, supplied by Avery Dennison, UPM Raflatac and FLEXcon. 'The aim was to show attendees how to set-up and run label presses – whether conventional or digital printing - to optimize label print performance and quality, to demonstrate to them how to assess new product and market opportunities and to compare print quality and performance across different conventional and digital printing processes,' said Mike Fairley, who was responsible for organizing the event.

Three jobs were demonstrated – a personal care label, a food label and a pharma label. As well as demonstrating how the presses were set up to print each job, there were workflow presentations from EskoArtwork, which handled the origination of the jobs, and from MIS suppliers LabelTraxx, CERM and Radius/EFI. These were particularly interesting in showing the extent of automation in pre-press and file handling to press which is available from JDF-enabled workflows. It was shown how jobs can be automatically routed to either conventional or digital presses depending upon parameters supplied by the MIS system, and automated costing modules for the digital presses were also demonstrated, along with advanced color management techniques – once again, all fully automated.

**LABELS&LABELING**

To help converters make judgements on the value propositions of the presses involved to go alongside their evaluations of print quality, Mike Fairley devised an information grid (see below), which included questions on substrate compatibility, cost factors, wastage rates and makeready times.

The workshops were well attended and received excellent feed back from both visitors and suppliers.

	HP	EFI	HP	XEIKON
1. Does substrate require pre-treating / primer before printing?	No	No	A wide range of pre-treated substrates available. Some of the most common are: white, yellow, and clear. (See also: www.xeikon.com)	No
2. Any substrate pre-treatments to print on?	No	No	Recommendation: Use a pre-treatment on all substrates. (See also: www.xeikon.com)	No
3. Production control required?	No	No	Recommendation: Use a production control system. (See also: www.xeikon.com)	No
4. Is the cutting/finishing on-site?	Yes	No	Recommendation: Use a production control system. (See also: www.xeikon.com)	No
5. Can printing be done on pre-cut labels?	No	No	Recommendation: Use a production control system. (See also: www.xeikon.com)	No
6. Average time for print set-up from file to printing	10 minutes	10 minutes	10 minutes	10 minutes
7. Average set-up waste (cm²/run)	1000	1000	1000	1000
8. Average cost of data/file/print	\$0.01	\$0.01	\$0.01	\$0.01
9. Eco-check	No	No	No	No



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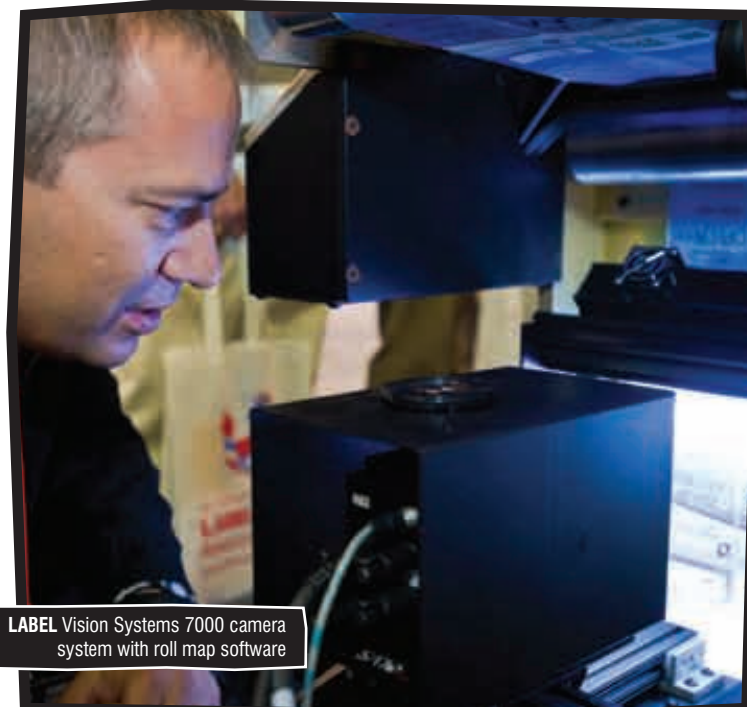




## HITTING THE ROAD

Jason Miskiewicz, supply chain manager at The Kennedy Group, was the lucky winner of the Harley Davidson competition at LabelExpo Americas 2010. The competition was sponsored by Xeikon; EFI; Sonic Solutions; Maxcess International companies Fife, Magpowr and Tidland; Sonic Solutions; Frimpeks; and Actega WITT. To win the bike, competitors were required to visit the sponsors' stands and collect labels on a card. Ten cards were pulled from a hat and each contestant given a key, only one of which turned on the headlight of the 2010 Sportster Forty-Eight. Jason was the first competitor to step forward.

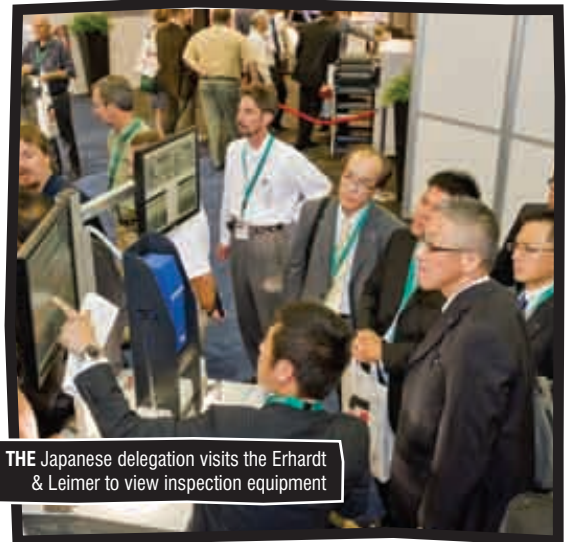
'I have actually never owned a motorcycle before, so I am very much looking forward to taking it out. First things first, I need to get a license!', says Jason. 'The whole experience was surreal, and I still cannot believe that I won. I did not expect to win at all. Funny thing though, I was actually a finalist for the bike 4 years ago at LabelExpo as well, and I missed winning it there by just "1 key". I really don't have any plans, other than to show it off to friends and family, and use it locally (the Cleveland area), and to do some recreational riding. I can't wait until spring!'



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DIGITAL PRINTING



**THE** Japanese delegation visits the Erhardt & Leimer to view inspection equipment



**BST** demonstrates Shark 100% inspection with PDF verification function



**ROTOMETRICS** introduced a heavy duty die cutting unit



# Industry award winners honored

**DURING** Labelexpo Americas, the Label Industry Global Awards evening recognized the achievements of individuals and companies in a range of categories from lifetime achievement, to innovation and environmental stewardship. Andy Thomas was there

The Spirit of Chicago cruise liner at Navy Pier, Chicago, was the venue for the award to Terry Fulwiler, CEO WS Packaging, of the R Stanton Avery Lifetime Achievement Award.

The Label Industry Global Awards evening, held on the first night of Labelexpo Americas, brought together the industry's leading global suppliers, converters, trade associations and media to celebrate and reward excellence in the label industry.

As well as Terry Fulwiler's Lifetime Achievement award, winners were announced in the categories for continuous innovation, won this year by Omet; new innovation, won by DG Roland; and the Converter Award for Sustainability/Environmental Responsibility, won by Mrs Grossman/Paragon Label.

Winners of the Label Industry Global Awards are selected by an impartial panel of leading industry judges, whose chairman this year was Frank Gerace, former CEO of Multi-Color Corporation and chairman of the board TLMI. He was joined by Andrea Vimercati, international sales and marketing manager Pilot Italia and FINAT president; Tony White, industry consultant and editor NarrowWebtech; and this write on behalf of Labels & Labeling.

The judges emphasized that for the Lifetime Achievement Award, they also took account of on-line votes for each candidate. The final selection process took place during the FINAT congress in Valencia, Spain, in June 2010.

Don Nolan, group vice president of Roll Materials at Avery Dennison, which sponsors the Lifetime Achievement Award, explained how Stan Avery's quest for innovation and social responsibility were critical attributes possessed by Terry Fulwiler.

The next speaker was Frank Gerace, who said Terry Fulwiler 'personifies the spirit of this award, in that Terry has spent his entire working career in the label industry.' Gerace told guests that Fulwiler started out working in his father's small label business, Wisconsin Label Corporation, immediately upon graduating from the University of Michigan in

July 1972 and became CEO of Wisconsin in 1987. 'Over the next 20 years he was instrumental and is credited for merging Wisconsin Label with Superior Label and forming WS Packaging Group, one of the largest label companies in North America with sales in excess of \$400 million, 1,775 employees, and 17 locations. Terry was successful in building WS Packaging Group while preserving his family's values and maintaining his "people-friendly" management style.'

Gerace also congratulated the other shortlisted candidates for this award: Jeffery Arripol of Novelprint, Stan Chess of RR Donnelley and Geoffery Martin, CCL.

The Lifetime Achievement award was presented by last year's winner Mike Fairley. In his acceptance speech, Terry Fulwiler paid particular tribute to his family and his associates in the WS Packaging Group, and reflected on what it takes to make a successful business which is also aware of its social responsibilities, while fulfilling commitments to family and friends.

## INNOVATION REWARDED

The Label Industry Award for Continuous Innovation, sponsored by Flint Group Narrow Web, was won this year by Italian press manufacturer Omet. Already well established in Europe, the company has, over the last few years, has made significant impact on the US label and film converting market, with press sales to key North American converters.

This award is for a long-established supplier or converter company within the label industry with a consistent history of innovation and creativity.

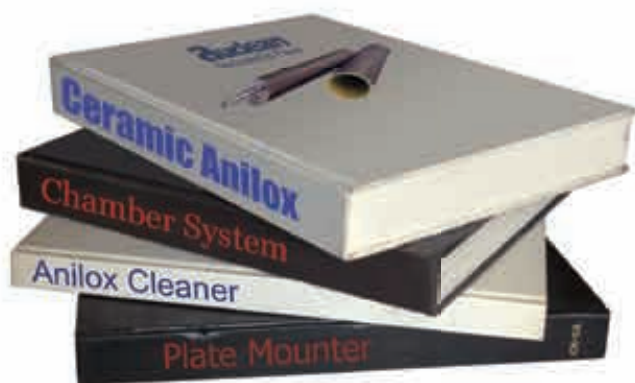
In a statement, the judging panel said Omet had 'demonstrated a long-term commitment to producing innovative print technology for the label industry since 1963.' As an example, Omet's Varyflex flexo printing press was the first to employ sleeve technology in the narrow web market. The Varyflex press was also one of the first presses to utilize gearless/servo technology. In 2004 Omet pioneered its first combination print platform equipped with flexo, rotogravure, silk-screen, and holographic units in the same press line. The company has also been among the leaders in developing



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(L-R): Mike Fairley, Frank Gerace, Terry Fulwiler, Don Nolan



TERRY FULWILER



OMET wins Continuous Innovation award (l-r): Andy Thomas, editor Labels & Labeling; Marco Calcagni, sales manager Omet; Jack Kenney, editor Label & Narrow Web; Wolfgang Klos-Geiger, editor Etiketten



NEW INNOVATION award winner Roland DG (l-r): Niklas Olsson of award sponsor Flint Group Narrow Web; Rick Scrimger, VP Roland DG; Andrea Vimercati, FINAT president



THE CONVERTER AWARD FOR SUSTAINABILITY/Environmental Responsibility went to Paragon Label – Mrs. Grossman: (l-r): Brian Wenger from award sponsor GEW; Gary Cane, Paragon general manager; John Hickey, CEO Smyth Companies



THE GLOBAL LABEL AWARDS guests meet up on the deck of the Pride of Chicago



TERRY FULWILER celebrates winning Lifetime Achievement award

multi-substrate capabilities, with presses installed converting cartons, shrink film labels and flexible packaging.

The other nominees were Collano, Tailored Solutions and Xeikon.

The Label Industry Award for New Innovation, sponsored by Labels & Labeling, NarroWebTech and Label & Narrow Web, was won by inkjet specialist Roland DG. In a statement, the judging panel said, 'With the development and introduction of the VersaUV inkjet printer, Roland DG have demonstrated themselves worthy of this award. The innovative utilization of LED UV lamp curing lamps, mounted and staggered in a unique configuration, enable the creation of a wide variety of 'layered' UV coatings, special effects, custom finishes and textures, and a variety of gloss levels. Roland's VersaUV curing innovation also substantially reduces energy requirements and is Energy Star certified.'

The other nominees for the award were CERM, Gallus and Primera.

#### SUSTAINABLE REWARDS

The Converter Award for Sustainability/Environmental Responsibility, sponsored by GEW, went to Paragon Label – Mrs. Grossman. This award recognizes the label converter who, in the opinion of the judging panel, has introduced and maintained the most sustainable and environmentally acceptable working practices into their purchasing and manufacturing operations and can demonstrate key materials, production, performance or consumer benefits.

Commented the judging panel: 'Paragon Label – Mrs. Grossman has demonstrated a long-term ongoing commitment to sustainability and the environment for over a decade. Paragon Label takes a comprehensive approach to sustainability including energy conservation, waste recycling, purchase practices focused towards Forest Stewardship Council (FSC) certified suppliers, waste water treatment, building construction, and the use of solvent-free, 100% non-toxic inks. In summary, Paragon Label is the ultimate example of "green" as not only a way of doing business, but as a way of life.'

The other nominees were Spear, Specialty Printing and Vintage 99 Label MFG.

The next Label Industry Global Awards takes place at Labelexpo Europe in Brussels in September 2011.



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# INKS

Actega, a division of Altana, acquired Water Ink Technologies in early 2010, forming Actega WIT and marking the company's first ink acquisition. Dedicated to the production of water-based and UV flexo inks and coatings, Actega WIT has combined operations with the Actega Radcure division that specializes in the production of UV specialty coatings and adhesives.

Actega WIT introduced a new water-based bright metallic ink designed to have extended shelf life and press stability as well as advanced trapping capabilities. It promoted its two new water-based gloss and matte finish varnishes targeted particularly at the wine label market, and hot stamp receptive and the new Pharmaflex Signature Series, a UV Flexo ink that is part of the Pharmaflex line.

Flint Group Narrow Web introduced its Flexocure Force line of UV inks, which offer a lower viscosity and the ability to transfer more ink from anilox to plate. It is designed to work effectively with HD (High Definition), delivering high print densities, advanced pigment technology, and little foaming.

Also new was Flexocure Anchora, a low migration UV flexo ink. The call

for low migratory inks is a trend in the packaging industry that is primarily, at this point, of concern in Europe. Flexocure Anchora inks meet IOBPP requirements. It is available for Beta testing now and will be commercial in 1-2 months.

Looking towards sustainability, Flint Group also talked about its BioCure line of inks made of ten percent renewable ingredients. And a new partnership was announced with Breit Technologies which brings cast and cure coatings into the Flint Group's platform. Cast & Cure is a decorative coating process that integrates 'casting' and 'curing' techniques to create holographic, ultra high gloss, or matte finishes on select areas of a printed piece and is suitable for a wide variety of substrates.

Sun Chemical launched a new series of inks, kicking off with Solarflex SL UV Flexo for applications where low odor is important, and Suncure FLM, a low migration UV offset ink. For converters moving to electron beam curing on offset presses, there is Sunbeam ELM. As the quest to find UV flexo whites approaching the opacity of screen inks, Sun Chemical launched its Plantinum White ink. Suncure TPO, a UV offset and letterpress ink particularly suited to converters using combination presses. It also promoted the SunSpectro line for flexographic and water-based offset surface printing of shrink materials.

In an interesting development on the rotary screen front, Sun launched its NTC Vioroll Colours and whites series. Vioroll NTC SunMatch Blending Colors consist of nine mono-pigmented shades together with blending white, black and mixing clear to form a complete blending system which allows for the matching of virtually any shade, including simulations of all Pantone colors. Vioroll NTC SunMatch Blending Colors can be applied directly onto roll label substrates, however, they are more commonly printed over the top of a first-down layer of NTC-W70 opaque white.

On the sustainability front, Sun Chemical's SunCare program is reportedly progressing well in cooperation with consultancy EnviroN.

Fujifilm Sericol presented a new UV flexo ink series for narrow web applications. The new line includes the 'ultra opaque' SuperNova White, a shrink sleeve ink, lightfast flexo ink, and a wide range of topcoats and new metallic and fluorescent inks. The company has also been working on an in-depth environmental comparison between UV and waterbased inks.

Nazdar promoted its line of UV inks with low odor and low migration characteristics meeting EU standard for food contact. The ink manufacturer has spent much time focusing more on the color side of G7 (extended color gamut) printing that is growing in popularity in the narrow web flexo world. G7 has recently been added to the Flexographic Trade Association's FIRST program for standardization of the flexo printing process. Nazdar's G7 experts are available to talk with converters about becoming a G7 master printer.

Nazdar also discussed its water-based inks for re-useable bottles; the inks are able to wash out in a caustic solution without harming the integrity of the paper label waste stream.

## SPOT COLOR HANDLING

EskoArtwork, Sun Chemical and GMG announced a color management partnership which will allow accurate brand colors to be achieved without the expense of spot color press trials, and without erroneous color expectations.

Under the new system, EskoArtwork's Color Engine connects to Sun Chemical's SmartColour ink database and uses the spectral ink profile data to calculate spot color overprints. GMG will integrate the EskoArtwork technology to connect its ColorProof proofing solution to the SmartColour Engine.

At any stage of the packaging pre-production process, from design to print, SmartColour ink profiles can be used to communicate color information more efficiently, preview spot inks on screen and produce color-accurate inkjet proofs.

SmartColour spot ink definitions assigned in a packaging job, including brand owner color definitions, will be automatically recognized by the GMG proofing solution. Production jobs stored electronically contain a reference to SmartColour data so that recurring jobs are processed quickly and consistently.



## Still waiting for the signal?

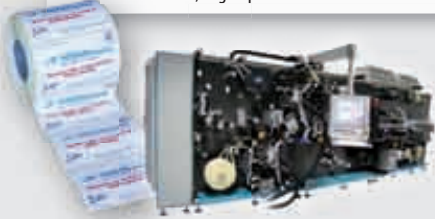


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## DIES AND FOILING

Bunting Magnetics introduced its Spiral Cylinder 'extreme' series, featuring curved magnetic rows which give higher holding power than conventional mag cylinders. The supplier also featured Repel, a new coating for flexible dies. Repel is designated for cutting substrates with thick, sticky adhesives. Bunting said visitors to its stand were interested in making the switch to flexibles to reap the cost saving benefits – an increasing trend in North America. Around 15 percent of the company's business is exports, with a particular focus on India, Latin America and Europe.

Gerhardt featured its Texture Flexi dies that put a texture on commonly used wine label stock, saving converters the cost of specialized material. The company's High Blade Flexi dies designed to cut through thick substrates were also promoted. With a cutting height of up to 0.9mm, thicker materials can be converted with rotary tooling including booklet labels, cardboard and folding cartons. Gerhardt Air Flex flexible dies have an advanced coating that requires less frequent sharpening of the die to cut effectively.

RotoMetrics introduced its new heavy duty die stations for converting folding cartons, blister boards, tickets, labels and other specialty applications. Unique to the design is a hydraulic pressure

bridge and a cooling system that keeps the die and anvil at room temperature for optimum cutting and extended die life. The company also promoted the Pantec Electroman hot foil stamping system, an electrically heated and sealed mandrel that contains encapsulated oil. This patented product provides even heating across the entire cylinder and has no pumps or hoses, eliminating the risk of hot oil exposure. RotoMetrics showed its AccuPrint Sleeve Cylinder designed as a match for the industry's advanced servo driven presses. It has a polycarbonate inner core and a proprietary hard case coating lending to high scratch resistance. The die is hollow between the two layers making it light weight and easier on operator changeovers.

Pantec GS Systems launched its Rhino flatbed hot foil embossing system onto the US market, demonstrated in-line with the Cheetah hologram inserter. Production speeds of up to 80m/min on textured or 120m/min on smooth materials are claimed, while the less expensive foils and tools used in flat embossing and the foil saver technology result in cost savings over rotary systems. Pantec says that the 3D embossing patterns exhibited on its stand were of most interest to wine label printers. Multi-colored designs can be embossed in a single process with several foils on the Rhino.



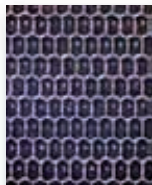
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# MATERIALS

In a major move to diversify into the non-PS film label business, Avery Dennison launched Polyphane Fit at Labelexpo Americas. Described by the company as 'a potentially disruptive, polyolefin material developed to compete with shrink sleeves', the new material is a shrinkable wraparound film offering shrink rates of up to 50 percent and an operational speed of up to 50,000 bottles per hour.

'It gives brands full, 360 degree coverage around packaging containers with the capability for high quality printed graphics over compound curves,' says Don Nolan, group vice president Roll Materials, Avery Dennison. Avery partnered with the Polysack company to extend the global reach of this product.

Another 'breakthrough' product Avery launched in Chicago was Fasson Curvy, an advanced PS material claimed to behave like shrink film, allowing packaging designers the freedom to create and label complex curved bottle shapes. It forms part of the company's Curve Appeal System.

A new thin film PET release liner technology, called ThinStream, was also demonstrated. It reduces liner thickness by more than 50 percent compared to typical 1.2 mil (25 micron) PET film liners used today, allowing 20 percent more labels on a roll. Avery Dennison hopes to introduce a full range of label constructions using this liner in the next four to six months.

Converters must use a special die cutting module to cut laminates using the ThinStream technology. This can be a stand-alone unit, or added to an existing press. The supply of the specialized die stations is managed directly by Avery Dennison with the support of equipment partners, while the new die tooling is claimed to be similar in design and cost to conventional tooling, and will be available from the leading industry die manufacturers.

UPM Raflatac, meanwhile, announced the launch of an ultra-removable product range, which for the Americas market includes five paper and film labelstocks for four major end-uses including news labeling, multipurpose labeling applications, page tab marking and wall labeling. Jean-Marc Borel, specials business director, UPM Raflatac, Americas, said, 'These paper and film products' endless repositionability enables perfect label placement or item reuse, while their clean removal means that they can be trusted with fragile

surfaces such as newsprint, glass or drywall.'

## DIGITAL FOCUS

A key theme of Labelexpo Americas in the materials sector was an increased range of specialist products for all digital print processes – from HP Indigo through Xeikon to UV inkjet – and an increased concentration on environmental credentials and performance benefits of value added films and papers.

MACTac promoted its Indie line of specialty coated papers certified for HP Indigo liquid toner presses, and announced an expansion of its range of products dedicated to the Xeikon 3000 series of dry toner presses. The company is also expanding its line of UL-certified durables - an area where it sees high growth potential.

In an interesting 'cross fertilization' move, MACTac has assigned experts from its medical products division to work more closely with its label materials side to help identify new applications for converters and end users.

UPM Raflatac introduced a new digital product range for the Americas which includes several high quality paper and film labelstocks approved through the HP Indigo Media Certification program, while FLEXcon also focused on the its latest offering for HP Indigo and Jettron 4000 presses, while demonstrating the reflectivity properties of its microprismatic products.

Hanita Coatings reported a high demand for its films optimized for UV inkjet printing and in its glossy and matte PET films topcoated for dry toner mono/color laser printers. Hanita's wide selection of films with anti-counterfeit, product validation, tamper-evident and other security features were also on show, including void films with unusual developments such as total transparency, destructible print, colored UV tagging or unresealable color change, particularly with smooth dry-peel release.

Masterpiece Graphix showed its ranges of HP Indigo-certified materials and recently-launched matte and gloss substrate coatings for the EFI Jettron UV inkjet label press. The company has finalized plans to more than double the size of its Fenton, Missouri, facility, and to add a fourth digital coating line. These improvements will increase capacity and allow coating at higher speeds. Plans for another sheet coating line are underway, as demand for MGX digital sheets 'has increased dramatically', says the

## LEXPO NEWS

A ROUND-UP OF THE LATEST  
LABLEXPO NEWS STORIES

## POLYONICS MAKES MARK

At the Polyonics stand new products on display included XF-300 & XF-301, 5mm nylon cloth label materials, offering multiple print options including thermal transfer, dot matrix or write-on printing. Applications include wire and cable marking, terminal marking for the electrical industry as well as slide, tube and vial labeling for cryogenic applications in the laboratory markets.

## MONDI INCREASES LINER CAPACITY

Mondi announced that it is to open a new release liner manufacturing plant in Pleasant Prairie, Wisconsin in 2011. The company currently operates manufacturing facilities in Menasha, Wisconsin, and Lancaster, Ohio. 'It represents a big expansion,' said business development manager Dan Alt, 'and will bring additional capabilities to target our core markets.'

## ETI ADDS HOT MELT

ETI Converting Equipment presented its new UV hot melt technology, allowing the in-line manufacture of value added products such as wet wipes. The company's Danielle Brunet said, 'overall ETI Converting Equipment had a very successful Expo, signing 4 new contracts and organizing soon many new demonstrations all over the world.'

company.

Innovia Films announced the extension of its HP Indigo Preferred Media Partner status to Asia Pacific and Japan. Recent additions to its proprietary water-based topcoat range are Rayoface CZDI 220 (56  $\mu$ m), a clear, high gloss film, and Rayoface WZDI 220 (56  $\mu$ m), a white high gloss non-cavitated film. Both offer squeezable biaxially oriented polypropylene (BOPP) label facestock film properties.

acpo introduced a new overlamine product line designed for protecting digital print - and highlighted its removable adhesive film for pouch labeling and secondary liner usage.

IML specialist Propyplast, a French company making its first appearance at Labelexpo Americas, showed its LMG IND range of clear and white PP cast films developed for digital printing, and certified by HP Indigo. LME, LMG and SPC SC 60 are lines of clear and white PP cast

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GATHER on the Green showcased the latest developments in sustainability

films designed for various in-mold labeling applications, while its SPC MSA-MSB ranges are also suited to outdoor in-mold applications.

Last year the company opened a distribution center in Chicago and six months ago installed new machinery at its French facility to boost production capacity for films for in-mold labeling.

Ritrama showed the latest products in its Digital Roll Range, aimed at converters running HP Indigo presses. At the same time, the company introduced new products for industrial applications, including polyester-based face materials and promoted its Wine Range.

Ritrama also used the show to announce a US-based trimless program, operated out of the company's slitting and distribution center in Cleveland, Ohio. And with a large number of visitors to the show coming from Latin America, Ritrama emphasized its increasing focus on the region, having recently opened a manufacturing plant in Chile and distribution centers in Guatemala and Costa Rica.

Joseph Petri, product marketing for 3M Performance Label Materials, reported particular interest in the company's digital on demand products and cited the rise of inkjet technology as creating new opportunities in durable applications. Its protective overlaminates are now HP Indigo-certified.

Picking up on the move to filmic release liners, Turkish film specialist Polinas introduced a new BOPP-based silicone coated liner film, with all its inherent advantages of dimensional stability and stiffness. BOPP liner waste can be easily recycled.

And in alliance with BEP Hologram, Polinas launched HRI transparent holographic films as BOPP, PET or paper substrates. BEP's paper hologram has an embedded machine readable code as a high security feature.

## COATINGS AND ADHESIVES

Fujifilm launched its CodeStream laser markable coating in the US, enables the imaging of high resolution tamper resistant

marks on labeling and packaging. Codestream is applied by a flexo print station as a translucent coating in preparation for activation by a low power, high speed laser, which creates a high density mark.

Bluestar Silicones introduced the Silcolease Optima II series of polymers and crosslinkers, which allows coaters to reduce platinum catalyst by up to 50 percent, down to 25 ppm.

Bluestar also featured its latest developments in epoxy cationic cure (Silcolease UV Poly 200) and acrylate free radical cure systems (Silcolease UV Poly 100 series) as alternatives to thermal solventless systems, claiming reduced energy consumption and suitability for a wider range of printing substrates.

3M's expanded range of structured adhesives includes a new 'bubble-free' adhesive which removes trapped air. The booth also featured the latest 3M laminating adhesives for electronics, transportation, appliance, medical device and other applications.

Ashland Performance Materials launched a laminating adhesive which allows narrow web converters with flexo presses to expand into printing for food packaging. Purelam Fastcure is a two-component urethane solventless laminating adhesive which includes a fast-curing technology that promotes cure within 24-48 hours at room temperature. The adhesives are aliphatic polyurethane-based and Food and Drug Administration-compliant and contain no aromatic amines.

Ashland also launched Aroset 1177, a high performance emulsion adhesive for the coating and laminating industries, said to provide high adhesion to low energy surfaces while maintaining high cohesive strength. It is resistant to high humidity and remains tacky at low temperatures, says Ashland.

Franklin Adhesives & Polymers, a division of Franklin International, introduced its 'most repositionable

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THE winner of the Green Award, sponsored by Xeikon, was Channeled Resources

adhesive', Micronax Microsphere, and unveiled two 'environmentally-safe' adhesive technologies: Covinax APE-free permanent PSAs; and Acrynax acrylic polymer hot melt PSAs.

Collano showed a new line of solventless hotmelt pressure-sensitive adhesives particularly suited to producing wash-off, clear-on-clear labels for glass bottles.

Spinnaker Coating featured its new SureLock adhesive for textured surfaces and AmpClamp adhesive for batteries. SureLock works where adhesive needs to flow to fill in a textured surface. Applications include labeling onto lumber, carpets, plastic woven bags, ABS plastic, plywood, tile, burlap and cement. The company also launched iGO, a range of HP Indigo-ready materials.

Evonik showed its line of Tego RC

radiation curable silicone systems, acrylate and epoxy modified silicones, designed to cure with ultraviolet light or electron beam energy.

Kurz Transfer Products launched its Luxor/Alufin KPW-OP cold foil product line for web printing, said to improve the ability to overprint foil stamped images with UV-cured inks. The range includes holographic foils, designated Light Line KPO, which are equally suited for both overprinting and lacquering with UV-curing systems.

### ENVIRONMENTAL CHALLENGE

With the introduction of the Gather on the Green section at Labelexpo Americas, environmental issues were pushed to the fore.

Channeled Resources Group announced at the show a supply

agreement with Greenwood Fuels. Already in the process of finding non-recyclable materials for Greenwood Fuels in Green Bay, Wisconsin, CRG will now provide 10,000 tons per month of material for Greenwood's latest plant in Hamilton, Ohio. The Ohio plant will be fully operational by September 2011 but will begin to take some materials from the first quarter of next year.

Typical materials used to make fuel pellets are pressure sensitive matrix waste, polycoated papers, flexible packaging, film waste, waxed corrugated and other waste paper and films. Vinyl and metals are not consumable. Greenwood has also uncovered a way to recycle and re-pulp silicone coated release liner. It already has run 1,000 tons and has a goal set to run 20,000 tons each year by 2015.

Calvin Frost, CRG group CEO, said: 'With our two new solutions, we are coming really close to closing the loop on the industry's biggest problem – waste.' Frost reported that two European paper mills 'have really embraced' the re-pulped

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release liner, but said that 'it is harder to find mills in the US that will try the product'.

AET Films displayed two new BOPP film products using post consumer recycled (PCR) content.

The initial offering of facestock films, branded under the SynCarta name, includes transparent, solid core white and metalized films for a variety of pressure sensitive labeling applications such as food, beverage, health and beauty and durable markets.

Clarifoil, meanwhile, claimed a lot of interest in its new tamper evident cellulose film.

Plastic Suppliers exhibited EarthFirst biopolymer film and Polyflex, an oriented polystyrene film. Both products are currently being used in the shrink sleeve label, tamper evident band, labeling, flexible packaging and windowing markets.

Dow Corning highlighted its sustainability program, with a 25 percent reduction in carbon dioxide emissions per kg of product. Alternative energy has been introduced at various sites, including solar panels in Wiesbaden, Germany; wind power in Seneffe, Belgium; and solar power at the company's headquarters in Midland, Michigan, USA.

Further environmental benefits are claimed by Dow Corning from its Syl-Off Advantage line of low-platinum, solventless release coating products and emulsion release coating series.

## PAPER, SYNTHETICS AND THERMAL

NewPage Corporation launched OptiLabel HB, a 54lb general purpose label paper.

The company also featured its recently expanded OptiPrime range of pressure sensitive facestocks. New to the range, OptiPrime Matte and OptiPrime Digital Matte are designed for applications requiring a high-end durable paper-like gloss, but without the glossy look.

Designed for pressure sensitive applications, OptiPrime Matte's basis weight is 74 grams per square meter (3000ft<sup>2</sup>). A pressure sensitive grade, OptiPrime Digital Matte, is certified for printing on HP Indigo presses. Its basis weight is 81 grams per square meter (3300ft<sup>2</sup>).

Hop Industries launched its white matte Hop-Syn XT synthetic paper, aimed at both industrial and prime label applications where extreme temperature and durability is required.

Appleton introduced a new imaging chemistry for its topcoated direct thermal label facestocks. The patent-pending technology has been deployed across Appleton's core direct thermal label grades, Résiste 900-3.0 and Résiste 190-3.2. The improved label grades now offer enhanced performance in high heat and humidity conditions. In testing, the Résiste 900-3.0 demonstrated more than 45 percent higher image darkness after exposure to 70 deg C with 95 percent relative humidity, while Résiste 190-3.2 image darkness enhanced more than 100 percent over previous technologies.

The upgraded label facestocks each hold the highest rating (A grade) for overall quality and performance as established by



the American National Standard Institute, even after exposure to high heat and humidity conditions.

DNP IMS America Corporation unveiled a new thermal transfer ribbon and

Ricoh introduced a new direct thermal film material, 135WRx, claimed capable of withstanding daily exposure to soaps, hand sanitizers and cleaning products without the need for over-coating or varnish.

## BEYOND PS

Innovia Films introduced a new range of BOPP in-mold label films under the RayoForm banner. RayoForm IW is a solid white film designed to give a gloss effect on containers after molding. Available in thicknesses of 230 gauge (58µm) and 290 gauge (72µm), RayoForm IW enables downgauging from cast polypropylene and offers a more robust performance during both the printing and molding processes.

A clear version of RayoForm is also available. RayoForm IC offers a clear effect on containers after molding and is available in 230 gauge (58µm).

For flexible packaging, Propafilm XDI and XBFI 210 (53 µm) films have been added. These are thicker clear and white films respectively for single web horizontal flow wrap and vertical form fill and seal applications.

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# Labelexpo India preview

**ANDY THOMAS** reports on the first Labelexpo India show in December, which is attracting major interest from leading global manufacturers and showcasing Indian suppliers to an international audience

Labelexpo India will be held in New Delhi at the Pragati Maidan Exhibition Centre for the four days between December 8 and 11. Having changed its name from the India Label Show to Labelexpo India, there are great expectations riding on the event.

Already, the show is attracting more interest from the leading European press manufacturers than last year's Labelexpo Asia show in Shanghai, China.

Mark Andy is to make Labelexpo India the occasion for the global launch of the latest press in its highly successful Performance series. As L&L goes to press, we understand it will be a 6-color P3 machine. At the same time, Mark Andy will show a 'Pit Crew' two-station P5 unit which will allow attendees to have a hands-on experience with the Performance Series platform. 'It's very interactive and is what fully engages printers to experience the technology first-hand,' says Mary Sullivan, director of global marketing at Mark Andy. 'We did the same thing in (Labelexpo) Chicago, so it should be a highlight for the show!'

In another first for the region, Xeikon has confirmed it will show its new 3500 press – a wider and faster version of the established 3000/3300 digital press. Xeikon, a division of Punch Graphix, recently announced a partnership with Flexo Image Graphics (FIG), one of India's leading sales and service solutions suppliers. Under the

terms of the distribution agreement, FIG will support Xeikon in the label and packaging printing market, providing sales and service support for the Xeikon 3000 family of digital presses as well as Xeikon's finishing, workflow and substrate solutions for the label market.

'Being in the label printing market for almost a decade, we closely monitor new trends and expectations of our customers,' says Gourav Roy, managing director at Flexo Image Graphics. 'During a recent market survey, we identified that large label converters are looking for high quality, short run applications. We wanted to work with a partner who could deliver excellent print quality for short runs – and who scores better than competing products on productivity and cost effectiveness. The only name that came to mind was Xeikon.'

Hans Gerinckx, international channel director for Xeikon, sees significant market opportunities in India during the coming years. 'With an annual growth rate of 30 percent, the label market in India – followed closely by the folding carton market – is rapidly becoming a very important market for us.'

Flexo Image Graphics was founded in 2000 and today has operations across India with nodal offices located in the business hubs of Delhi, Chennai and Mumbai. It is also the







**ABOVE:** Mark Andy launches the P3 Performance Series press at Labelexpo India

exclusive sales and service partner for Mark Andy/Comco, Brandtjen & Kluge, Stanford, Rotoflex/Valco Melton, Tools & Production and CTC International in the Indian Sub-Continent.

HP Indigo will also be at the show, however details of what machinery would be on display were not available, as L&L went to press (though it is certain aWS6000 will be on display). With the first digital presses now going into India – Webtech has just announced the purchase of two Xeikon label presses – interest in the technology is clearly growing. Accordingly, industry expert, Mike Fairley will be running his highly regarded Digital Printing Masterclass on the day before the show. The presence of EskoArtwork at the event will also bring one of the world's leading digital pre-press solutions providers to India.

Nilpeter is now manufacturing its FB3300 presses in India in partnership with Proteck, which will also distribute and service the machines countrywide. The company will demonstrate an FB3300S press at Labelexpo India fully built by Proteck.

In the build-up to the show, Italian label press manufacturer Omet announced the appointment of New Delhi-based Weldon Celloplast as its agent in India, Sri Lanka and Bangladesh. 'This association will enable us to add value to the list of our offerings for label printers,' said Pawandeep Sahni, director of Weldon Celloplast. 'The technical excellence and engineering capabilities of Omet are well recognized by printers in India; we hope to promote the sale of Omet products in a big way.'

Paolo Grasso, export manager at Omet, said: 'We are very happy with this partnership with Weldon. India is a growing market and a reliable economy. We

will endeavor to contribute to the growth of the label and packaging industry in India by offering technically advanced equipments and excellent local support through Weldon.' Omet will be running a Flexy press at the show.

Interestingly, Chinese press manufacturer Zhongtian will be bringing a press to the show, as will leading Asia-Pacific-based manufacturer Iwasaki. Lintec has already announced it will display a press at the show for the first time.

Turning to Indian suppliers, Apex Rototech Industries will demonstrate an APDM-63-260 6-color flexo press featuring a new waste remover/re-winder section targeted at converters die cutting complex shapes. It also incorporates slitting and missing labels detector. The press comes loaded with six printing towers and three die-cut towers, along with web monitor and UV system.

The AWR5-260 combined waste matrix remover/slitter re-winding system with auto label counter will be the 'highlight of the exhibition', says the company. ApexRoto Tech has also been manufacturing its own magnetic cylinders for the last ten years, and claims to have been the first Indian supplier so to do.

Another Indian press manufacturer to watch out for is Multitec, which will be showing the new incarnation of its Ecoflex press. Among other Indian-built machinery at the show is Precise Graphic (India) demonstrating its magnetic and print cylinders as well as a video plate mounter and 'a very economic post-press slitter rewinder.' The company will be looking to expand the number of foreign manufacturers it represents in India.

On the materials side, along with key global suppliers Avery Dennison and UPM Raflatac, there is a major Indian materials contingent including SMI Coated Products – a leading Indian pressure-sensitive materials coater-laminator recently recognized by the Indian government for its export success – Holostik India Limited, Holoflex, Kaygee Loparex India Pvt Ltd, Stic-On Papers Pvt Ltd, Jesons – who have taken a very big stand to promote their range of adhesive products – and Weldon Celloplast.



**PAWANDEEP SAHNI**, director of Weldon Celloplast and LMAI Young Managers Club Secretary

## YOUNG MANAGERS

The Label Manufacturers' Association of India (LMAI) has founded a Young Managers' Club (YMC), along the same lines as the initiative launched by European association Finat. It plans to run an exchange program and networking event with the Finat YMC during Labelexpo India. The LMAI has appointed Sandeep Zaveri, treasurer of LMAI, to be the president and Pawandeep Sahni, a board member Finat's YMC, to be secretary of the YMC.

YMC members are first generation founders, second or third generation owners or managers below the age of 40 from LMAI member companies. 'Members are those who would like to exchange experiences, initiate common projects, and participate in exchange programs focused on topics like succession, leadership, intercultural management, lean management, innovation and more,' says Sandeep Zaveri.

LMAI president Vivek Kapoor comments: 'We need to recognize the potential of our young managers and provide them a platform to exchange ideas, network and eventually lead the industry to growth and prosperity. The new platform is created for the next generation of label industry leaders, I call upon all those who fall in this category to come forward and join the LMAI Young Managers' Club.'

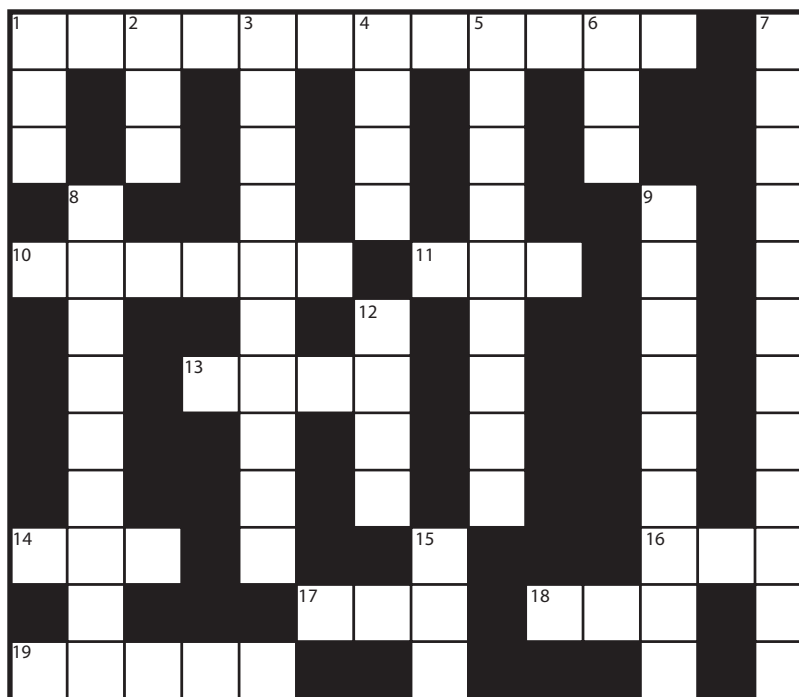
Labelexpo India 2010 now has a very wide base of support from associations within the country, including the Hologram Manufacturers Association India, All India Federation of Master Printers (AIFMP), LMAI and the Delhi Printers' Association. More information on Labelexpo India can be found at [www.labelexpo-india.com](http://www.labelexpo-india.com).



# If you can't complete this crossword...

## DOWN

- 1 The individual element in the halftone printing process (3).
- 2 The contact point between two driven rollers (3).
- 3 The image transferred from the printing plate or cylinder to the label substrate (10).
- 4 Occurs when the adhesive squeezes out from under the backing in a pressure-sensitive laminate (4).
- 5 The process of raising a design or image above the label surface using a set of matched male and female dies (9).
- 6 Estimated time of arrival (3).
- 7 A set of characters or bars in a bar code which represents both alphabetic and numeric characters as well as symbols (12).
- 8 The areas of a printed image which are nearest to white (9).
- 9 Metal roller or drum that is cooled internally with water (5 and 4).
- 12 Abbreviation commonly used for capital letters (4).
- 15 Label placed inside the mold before a plastic bottle is blown (3).



## ACROSS

- 1 A photoelectric instrument that measures reflected or transmitted light on colors or printed products (12).
- 10 A term used to describe various printing defects, such as spots or imperfections in the printing (6).
- 11 International Organisation for Standards (3).
- 13 The administration in the US Department of Labor that ensures a safe and healthy workplace (4).
- 14 The acronym or abbreviation used for primary colors of light (3).
- 16 A method of reading (scanning) printed text copy with software capable of recognizing and converting the scanned images into an electronic equivalent (3).
- 17 Original equipment manufacturer (3).
- 18 Thickness measurement of thin materials used in some countries (3).
- 19 Material to be printed or converted. Also referred to as the substrate (5).

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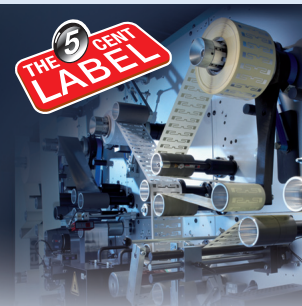
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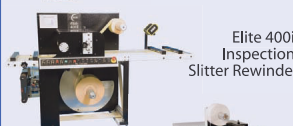
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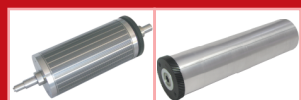
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# CORPORATE CULTURE



## Keeping your best Talent

**ANDREW** Lester explains how to hold onto the great people who are key to generating sustainable growth

### SO WHAT ARE SOME OF THE KEY PRINCIPLES?

**1. Identifying who is talented?** Too often we just look to people who are very efficient and effective at what they do. They are great 'operators'. They work quickly, rarely make mistakes and deliver. The trouble with this common view of 'talent' is that it fails to measure people's overall impact on an organization. Great 'operators' may well deliver the cash, but identifying talent is not just about who delivers today, it is about who delivers today and grows tomorrow. Identifying talent must therefore include those who deliver results today and those who drive new business tomorrow. Often these are different types of people. Those who are more 'left brained' thinkers: they prefer a structured and controlled way of working, and those that are more "right brained" thinkers, who prefer open styles and enjoy change.

**2. How can the company help the talented?** Talented people want to progress in winning teams – and progress is the key motivator for all of us (more so than salary or remuneration). So helping talented people involves the company responding positively to their ideas. Consequently, increasing efficiency and effectiveness on the current business and defining and implementing new growth initiatives are essential management tools. It's not really about reward and recognition, it's about achievement and progress.

**3. Managing Personal Careers and Company Careers.** The rise of project driven personal careers has created less company loyalty. So employees and managers need to work together to help manage their different expectations. Managers need to respect the ever increasing

fluidity of labor and use it to their advantage: balancing personal (project based) careers where possible to company careers for competitive advantage. Holding onto your talented employees means accurately picking those who can develop the skills and experience needed for the company's future needs whilst taking specialist support from others who will come in, do the role and move on under their own steam.

**4. How to hold onto great talent?** Teams that win and grow are great places to work. They attract and retain the best, continuously raising the bar and pushing new ways of working, new products and new services. Simply put, success breeds success. So the key to holding onto great talent is to provide the environment for them to develop and progress in line with the growth of the company. But growth has to be managed. Growing by working harder not smarter drives stress and you risk losing your best people first. When companies lose good talent they often dismiss it as an aberration. They find some specific reason for the loss rather than truly evaluating what the circumstances were that lead to the employee leaving.

In the same way that people buy what they like, people increasingly work where they like.....just as you set your products out on the market stall for your customers, you need to set your employment stall out to attract and retain the most talented employees.

**Andrew Lester** is managing partner of Carr-Michael, business growth specialist. He was MD of Jaguar Cars UK from 1996-2001 and wrote 'Growth Management: Two Hats are Better Than One'. For more information contact [andrewlester@carr-michael.com](mailto:andrewlester@carr-michael.com) or visit [www.carr-michael.com](http://www.carr-michael.com).

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