

# LABELEXPO EUROPE 2011 PREVIEW

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# L&L

A roundup of the new technology on show at the biggest ever edition of this world-leading labels and package printing exhibition

## CONVERTER EXPANSION

Label converters in mature markets are expanding their operations into fast-growing economies

## DEEP IMPACT

New product launches must fit into brands' social media marketing strategies

## DIFFICULT TO CURE?

What's new in narrow web drying and curing, including a status report on LED

## THE WIDER WORLD OF NARROW WEB

 **Zeller+Gmelin**  
UV Printing Ink

 **gallus**  
Druck und Siebdruck  
für den Etikettenbereich

**KURZ** 

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Coatings and Engraving

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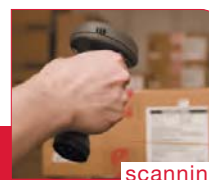
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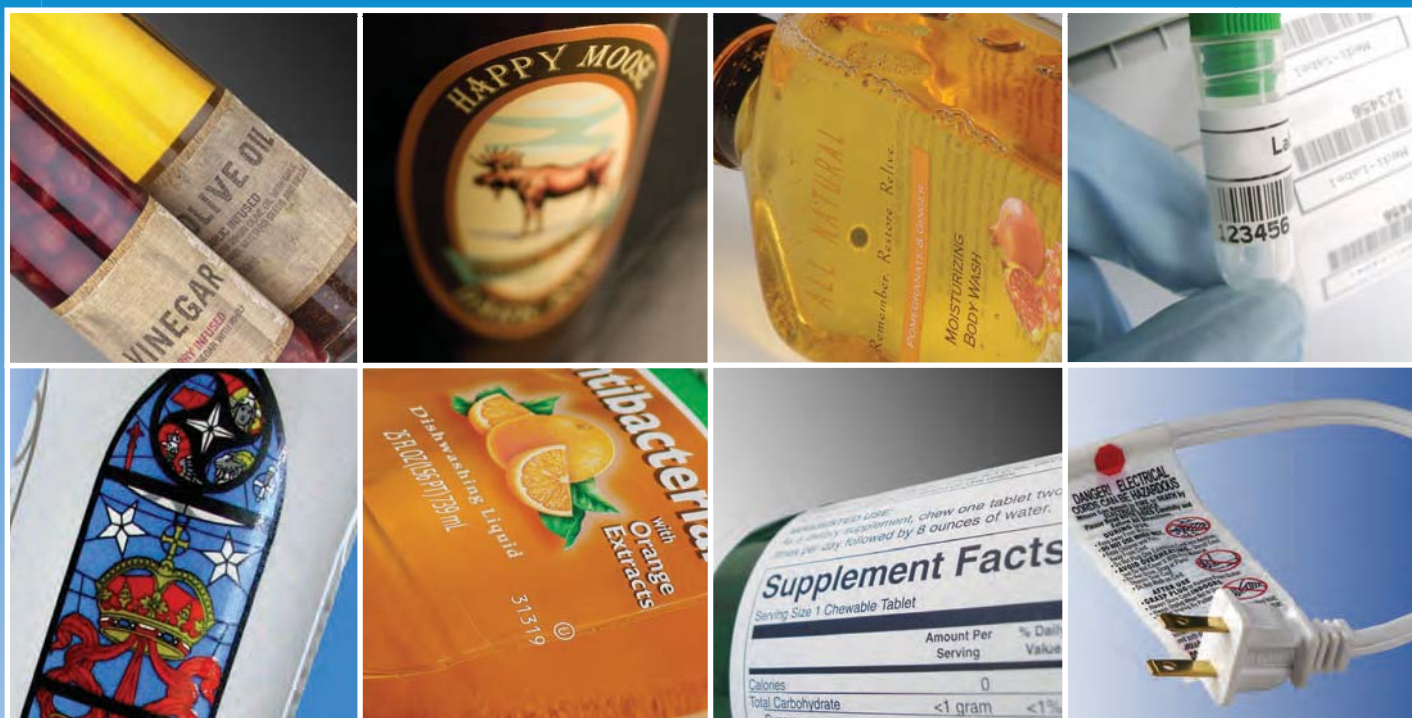
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# L&L CONTENTS



## 142 GET READY TO ROCK!

This year's Labelexpo Europe is the biggest show in the event's history and features ground breaking new launches across all types of technology and materials



## 67 CONVERTERS EXPAND EASTWARDS

Top Central European converter Marzek group is investing heavily in growing markets in the East



## 54 BAUMGARTEN REBORN

Since splitting from its carton division, this leading Brazilian converter has invested heavily in technology

## FEATURES

### 23 ONE COMPANY, TWO BRANDS

Rotometrics plans to integrate the technology of the Gerhardt brand following its acquisition

### 25 MPS UNVEILS STRATEGY

MPS launches variable sleeve offset technology and retools flexo press line

### 41 SUSTAINABLE WINE

A leading French wine producer and its label partners launch an ambitious Green program

### 61 WHAT MAKES A CEO?

A panel of CEOs discuss their experiences running market leading label converting companies

### 71 SLOVAK SUCCESS

Family run wine label specialist Purgina is carving out a successful business in Central Europe

### 77 IRAN SEMINAR FIRST

Tehran sees the launch of Iran's first dedicated label and package printing seminar

### 78 AVERY AND APPAREL

L&L visits Avery Dennison's RBIS retail management business in China's manufacturing hub

### 85 HYBRID PIONEER

Etiquetas Anver is the first Spanish label converter to install a Nilpeter Caslon digital-analog press

### 94 EXPO OPERATOR DAY

European associations come together to promote operator day at Labelexpo Europe

### 101 MAKE MIS WORK

Common mistakes in implementing an MIS – and how to avoid them

### 107 GREEN LINING

Mondi has invested heavily in release liner capacity and expanding global operations

### 109 PHENOL FREE

Jujo Thermal develops new line of phenol-free direct thermal papers as phenol

### 111 METALIZER CAPACITY GROWS

Lecta Group increase production capacity of metalized papers at its Leitz plant.

### 113 BRAZILIAN MIS

Brazilian MIS supplier Metrics increases focus on label and packaging industries



# LEADER



## 88 BRAND BUILDING

The role of the label is changing from a carrier of product information to a key element in brands' broader communication strategies



## 50 FOOD PRODUCER INVESTS

Food processing giant Tyson Foods selects a Mark Andy P-5 to boost capacity and improve efficiencies for its in-house print shop

## 117 DOTRIX STORMS LA

A joint venture in Brazil has resulted in the first Latin American installation of Agfa's Dotrix digital press

## 125 FINAT CONGRESS

Finat celebrates return of growth but speakers warn about rising material costs and training deficit

## 131 SUCCESSION PLANNING

Leading Italian wine house discusses label innovation and running a family business

## 133 PRESS BOUNDARIES PUSHED

Nilpeter and Martin Automatic combine to mount lap splicer on overhead rail

## 134 HEAT WAVE

Using sound waves to enhance drying, and a roundup of developments in hot air and UV drying

## 137 BEST PRACTICE

Eagle inkjet allows printing of 100 percent field-readable HarvestMark barcodes on fresh produce labels

## LABELEXPO EUROPE SHINES

Labelexpo Europe continues to go from strength to strength. As the world's most important showcase for new developments in the world of labels, narrow web converting and now print packaging, it is a must-see event for label and packaging printers, designers and end users.

In writing about the Brussels expo for the last 15 years, I have not seen such a blizzard of important new product introductions. These include not just a raft of new digital print and converting equipment, but also new labels and packaging presses, important advances in press control technology, plant management systems and automated quality control. On the materials front we see exciting new developments in areas like thin films – including a new die-cut system dedicated to cutting the industry's thinnest PS substrates.

There are two new major feature areas at this year's show. The popular Digital Print Workshops, introduced at last year's Labelexpo Americas, will make their debut in Europe. Three printing technologies – dry toner, liquid toner and inkjet – will be compared against each other during live machine demonstrations run by an independent moderator. The technologies will be represented by Xeikon, HP and EFI Jetrion respectively.

And for the first time at any Labelexpo show, there will also be a new feature dedicated to package printing. The aim is to introduce label printers to opportunities in short-run package printing, including flexible packaging, folding cartons, pouches and sachets. Many of these jobs can be printed on narrow to mid web presses and there will be package printing presses and converting systems on display at the show.

Another interesting innovation at this year's show is a dedicated Operators day on the last Saturday, when label company owners are encouraged to bring their pressroom operators to Labelexpo.

L&L will have its global editorial team present at the show from Europe, Latin America, North America, China and India, so please make a point of dropping onto the stand to tell us about any new developments – or just for a chat on what's new.

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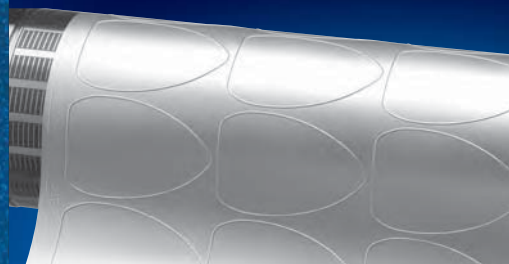
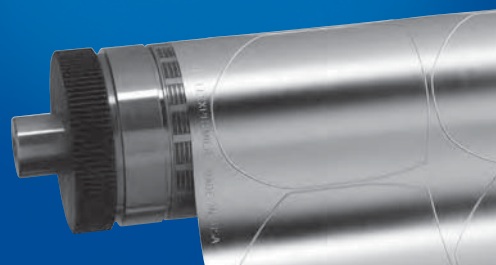
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# FRONT COVER

## Industry team delivers stunning cover

A TEAM OF LEADING INDUSTRY SUPPLIERS came together to print the cover of this special edition of Labels & Labeling. Andy Thomas reports

The front cover of this special Labelexpo edition of Labels & Labeling was produced in a joint project between Zeller+Gmelin, Gallus, Kurz and repro specialist Carl Ostermann. The job was printed on an 8-color Gallus RCS 330 on Allegro Gloss high white (double coated) 170g/m<sup>2</sup>.

This project was coordinated by Zeller+Gmelin, a leading player in UV technology with a long history of focusing on complex combination printing of self-adhesive labels, as well as in-mold labeling and flexible packaging. It uses the company's new Uvaflex y77 radical curing UV-flexo ink series, which was designed for universal use on paper and foil materials for printing labels, in-mold-labels, folding boxes and flexible packaging. 'The new series was developed to realize an excellent runnability and a best possible handling on the printing machine,' comments Michael Große, product manager, printing inks at Zeller+Gmelin. 'In comparison to our old standard-series Uvaflex Y7, the viscosity of Uvaflex Y77 was optimized. Thereby the penetration behavior on papers has improved. The ink series offers a high reactivity and also the curling behavior on foil materials has improved.'

This job not only showcases the flexibility of Zeller+Gmelin's UV-curing printing inks, but also the company's specialty products, including adhesive systems for cold foil transfer. 'These enable new variations in the combination of metallic effects and UV-flexo or UV-offset printing,' says Michael Große. 'Because of the sharp-edged print and very good adhesion between foil and substrate, fine structures, screen ranges, scripts and large surfaces are accurately reproducible.' The L&L front cover also demonstrates Zeller+Gmelin's Uvalux VU242 adhesion-optimized UV-curable screen printing lacquer, which is suitable for coating onto paper, board and properly prepared films or foils.

Printing at this level demands machines of the quality of the fully servo-driven Gallus RCS330 press, which supports six, fully interchangeable printing processes and with a high level of automation which enables printers to produce these kinds of top-quality medium-size runs cost effectively. The press can switch between offset, flexography, screen and hot/cold foil without breaking the web or using tools.

Kurz's Alufin KPW-OP silver foil, meanwhile, is optimized for over-printability with UV inks and UV lacquers. 'This allows for fine definition with easy release and is suitable for fine line and broad area transfer with high gloss and good adhesion on UV adhesives used in the cold foil process,' says a company spokesman. The foil can be used to good effect on filmic materials like PE, PP and PET, and papers with non-absorbent surfaces.

### TECHNICAL SPECIFICATIONS

The first print run of the inside front and back covers was printed at 80m/min with a 4-color ink set supplied by Zeller+Gmelin from the company's new Uvaflex Y77 UV-Flexo series. Anilox specifications were as follows:



<b>Uvaflex Cyan</b>	Y77-S1300A:	400 l/cm	2.7cm3
<b>Uvaflex Magenta</b>	Y77-S1200A:	400 l/cm	4.0cm3
<b>Uvaflex Yellow</b>	Y77-S1100A:	400 l/cm	4.0cm3
<b>Uvaflex Black</b>	Y77-S1400A:	400 l/cm	4.5cm3

The front and back outside covers were printed on the second print run at a speed of 65m/min. Again using Zeller+Gmelin's Uvaflex Y77 4-color UV set, the print sequence was:

<b>Cyan</b>	Uvaflex Y77-S1300A
<b>Magenta</b>	Uvaflex Y77-S1200A
<b>Yellow</b>	Uvaflex Y77-S1100A
<b>Black</b>	Uvaflex Y77-S1400A
<b>Cold Foil Adhesive</b>	Uvaflex U0842 + Alufin
<b>High-Gloss Lacquer</b>	KPW-OP silver foil from Kurz
	Uvalux VU242

### ANILOX ROLLERS:

<b>Cyan</b>	Uvaflex Y77-S1300A:	400 l/cm	2.7cm3
<b>Magenta</b>	Uvaflex Y77-S1200A:	400 l/cm	4.0cm3
<b>Yellow</b>	Uvaflex Y77-S1100A:	400 l/cm	4.0cm3
<b>Black</b>	Uvaflex Y77-S1400A:	400 l/cm	4.5cm3

For Zeller+Gmelin's Uvaflex U0842 cold foil adhesive, the anilox specification was 200 l/cm, 10 cm3. The RCS330's screen printing station used Zeller+Gmelin's screen printing gloss lacquer Uvalux VU242 applied with an RSS-screen with 10my ink lay down.

Repro and printing plate production were handled by leading German pre-press specialist Carl Ostermann Erben (Echterdinger Str. 5770794 Filderstadt; t. +49 711 - 70 70 90 30; email post@coe-stuttgart.de; web www.coe-stuttgart.de) using Dupont Fast DFH 045 digital printing plates.

Taken together, this project is an excellent example of what can be achieved with modern in-line technology and specialist ink, adhesive, varnish and foil systems on a non-label printing substrate.

# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

### MULTI-COLOR ACQUIRES POLISH CONVERTER

US-based converting group Multi-Color Corporation (MCC) has agreed to purchase Warsaw, Poland-based label printer Warszawski Dom Handlowy (WDH).

The purchase price is approximately 9.3 million US dollars, payable in cash. Closing is expected to be on or about July 1, 2011. WDH had revenues of approximately 11 million US dollars in 2010. The company supplies a number of large consumer products international brand owners in home and personal care markets, consistent with MCC's larger customers in the US. The company will be renamed Multi-Color WDH (Poland).

'This acquisition is consistent with our strategy to support international brand owners in more markets, especially developing markets like China and Central and Eastern Europe,' said Nigel Vinecombe, president and CEO of Multi-Color. 'WDH owners Andrzej Piatkowski and Miroslaw Szczesny will continue to run the company they started over 20 years ago. The company specializes in the growing pressure sensitive label market with similar modern technologies to many of MCC's operations. We are excited about the growth opportunities in Poland and in Central and Eastern Europe and WDH provides MCC with an excellent platform for growth in this region.'

### SWEDEV HOSTS DISTRIBUTOR EVENT

Swedev, a Sweden-based manufacturer of doctor blades, welcomed 35 visitors from more than 20 countries at an open house for its distributors at its site in Munkfors.

The event, which marked the company's recent expansion of its facilities and production capacity, began with a tour of the new premises and a review of production methods. Debbie Jorgensen Ågren, R&D manager, and Håkan Olsson, technical support manager, then conducted a technical workshop. Later the group visited Broby Graphic College of Cross Media, which offers educational programs for the graphics industry. The evening ended with a cruise on Lake Vänern, where guests experienced the longest day of the year. According to CEO Erik Månsson, the investment will increase capacity by around 25 percent, while an additional 500 square meters of storage space has been added. Swedev's most recently appointed distributor is Reifenhäuser Marketing, based in Mumbai, India.



**HEADING** the new company is Jan Ruyschaert, who has extensive industry experience after leading roles at Artwork Systems and EskoArtwork

## HYBRID SOFTWARE OPENS EUROPEAN SUBSIDIARY

**MOVE** part of global expansion plans

US-based Hybrid Integration has opened a European subsidiary in Kortrijk, Belgium, named Hybrid Software NV. Hybrid Integration has also changed its name to Hybrid Software as part of its global expansion program.

The European subsidiary will also be responsible for Eastern Europe and Latin America. Heading the new company is Jan Ruyschaert, who has extensive industry experience after leading roles at Artwork Systems and EskoArtwork.

'For 30 years I've worked for major graphic arts suppliers that provided systems and software for pre-press applications and I've never come across an approach to integration in the way that Hybrid Software has taken with its Order Lifecycle Management concept,' said managing director Jan Ruyschaert. 'OLM turns on its head conventional thinking about how to integrate a company's existing hardware, software and workflows. By treating integration as a product, printers have, for the first time, the opportunity for low cost of ownership in this area.'

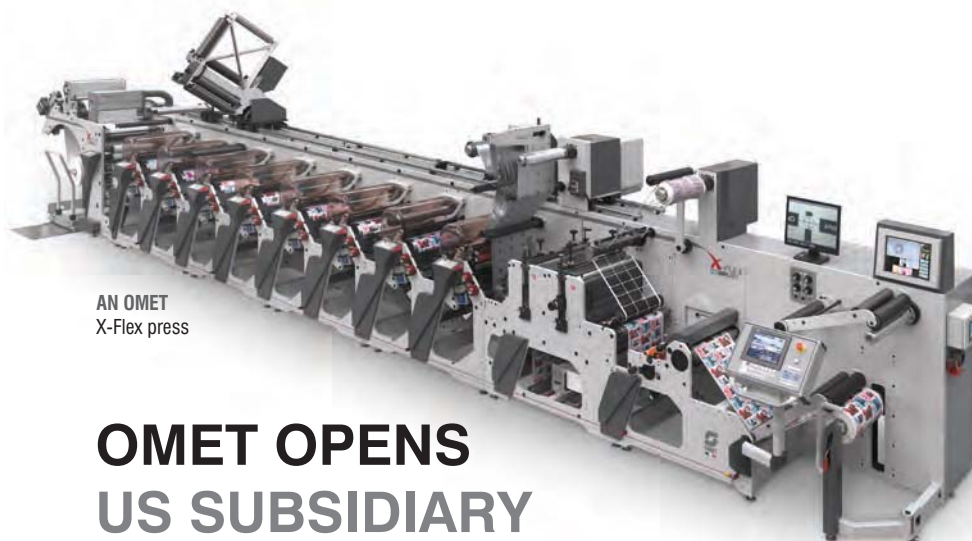
Printing companies, whether they operate in the field of labels, packaging, screen and signage, digital or conventional offset printing, inevitably

end up using a mixture of pre-press equipment and workflows as well as planning, accounting, administration software and databases that have been purchased at different times from various sources. Invariably, these products do not communicate with each other, which often results in significant levels of inefficiency, mistakes and wastage.

'JDF is not compatible with many legacy systems, and traditional integration methods are too expensive and lengthy for many printers to consider' says Ruyschaert. 'With margins today generally so tight, even the smallest error in job specifications or graphics can eliminate the profit on a job, and Hybrid's products prevent this by providing a high level of process automation using a printer's existing production systems. One North American carton printer cut file-related reprints to zero immediately after implementing Hybrid's Job Management System in its facilities.'

The latest versions of Hybrid's products will be demonstrated at Labelexpo Europe. All of Hybrid's products operate via web browser technology and provide vendor-independent solutions based on industry standards such as JDF/JMF and SQL.





AN OMET  
X-Flex press

## OMET OPENS US SUBSIDIARY

**OMET Americas will provide sales and service support**

Italy-based press manufacturer Omet has opened a US subsidiary in Grand Rapids, Michigan. Omet Americas will provide service and support for installations in North America, Latin America and the Caribbean. Located near the Gerald R. Ford international airport, the facility also houses spare parts and has room for expansion.

Angelo Bartesaghi, founder and president of Omet, said: 'We are extremely pleased to have achieved this new milestone in our company's history. Added to Omet's established facilities in Europe and Asia, our American organization further highlights our global presence. The last few years have been very successful for Omet, so we feel the timing is right for this important step. Having this organization in place will emphasize our commitment to our

customers and the market.'

Jean-Pierre Penhoat, vice president of operations, Omet Americas, said: 'Servo technology enables maximum productivity. To help Omet customers accomplish this, we saw the need for a conveniently situated facility. With our Grand Rapids, Michigan, location we can provide the necessary flexibility in service and support, as well as ease of troubleshooting.' Penhoat, who speaks English, French and Spanish, has more than 25 years of experience in the converting industry. Omet says the move will bring a number of benefits, including short lead times on spare parts, readily available technical personnel, local support for press installations, on-demand maintenance visits and training programs, and an online troubleshooting service.

## EFI ACQUIRES PRISM

**FURTHER addition to company's MIS portfolio**

EFI has acquired Prism Group, the developer of Prism Win MIS and Prism QTMS workflow software headquartered in Brisbane, Australia. With further operations in New Zealand, UK and the US, Prism's software is used by commercial, direct mail and packaging printers around the world.

'We continue to actively seek out additional Print ERP/MIS solutions worldwide to consolidate,' said Marc Olin, senior VP and GM of EFI's APPS business unit. 'By concentrating our investment and efforts on Monarch, Radius, Pace and PrintSmith, we can insure that the largest development and support teams in the

industry are delivering the best possible solutions to give our clients the best chance to succeed in today's challenging business environment.' EFI intends to continue supporting and developing Prism Win, which has been renamed EFI Prism, but will no longer offer it to new customers. In addition, EFI will continue to support and develop QTMS (now EFI QTMS) but no longer offers it to new customers. Instead, it will offer new clients EFI Auto-Count DMI for automated shop floor data collection and real-time shop floor production visibility and embed the best of QTMS features into the Auto-Count system.

## HOT OFF THE PRESS

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

### INNOVIA UNVEILS FILM FOR RETURNABLE BOTTLES

Innovia Films will launch a BOPP film for the returnable beverage market at Labelexpo Europe 2011.

'It has been a long and challenging process to find a workable solution based entirely on biaxially oriented polypropylene,' said Mike Taylor, product manager. The new BOPP film, with high heat stability for pressure sensitive labels, will undergo extensive industrial wash off trials in the lead up to the launch.

A key feature of the new film is its caustic resistant top coat which ensures the ink remains on the film during the wash process and does not contaminate the wash solution. The film can be easily extracted from the washing equipment because its low density means it floats in the caustic wash, eliminating the problem of labels entering the cleaned bottles. It also keeps its dimensions in the wash cycle, unlike some other clear label constructions which shrink or curl.

Laboratory caustic wash tests show that with the appropriate adhesives the new film is typically removed in under two minutes. In addition, the adhesive remains with the label facestock film in the washing process.

### HARPER DONATES TO NEW MEXICAN FLEXO SCHOOL

Global anilox roll supplier Harper Corporation of America has recently made a donation to a new flexo printing school in Monterrey, Mexico. The school, which has received three anilox rolls for its Mark Andy 830-7 inch press, was established by Acoban, the Mexican Association of Narrow Web Printers, and Conalep, the College of National Education for Professional Technicians.

'We are excited that the new school looked to us to provide these supplies, as it indicates the importance of Harper Corporation to the industry as a whole,' commented Juan Bermúdez, the sales and service manager for the Latin American division of Harper Corporation.

'Not only will this donation allow Harper Corporation to contribute to the development of the flexo education in Mexico, it will allow us to gain a higher level of international recognition and work to build relationships with the students that they can count on when they graduate and embark on their careers.'

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### TLMI MERGES COMMITTEES

The Health and Safety Committee has merged with the Regulatory Affairs Committee and will operate under the new name of the TLMI Health, Safety and Regulatory Affairs Committee. The new entity will be co-chaired by Jerry Palmer, North American channel manager for DuPont Packaging Graphics; and Kevin Frydryk, sales manager, label materials for ExxonMobil Chemical's films business.

### FERROSTAAL TO REPRESENT MARK ANDY IN MEXICO

Mark Andy has appointed Ferrostaal Mexico, S.A. de C.V. to represent Mark Andy press and Rotoflex finishing equipment brands in Mexico. The Mexico office of Ferrostaal has been providing support to Mexican and Central American converters for more than 50 years. Through the graphic arts division of the group, Ferrostaal will provide sales and support for Mark Andy and Rotoflex equipment in the region.

### SISTRADÉ OPENS TURKEY OFFICE

Sistrade, a Portugal-based supplier of MIS software, is opening an office in Istanbul, Turkey, in order to increase its presence in the local market.



THE marketing and design team collect their award

## LABELEXPO WINS THIRD AEO MARKETING CAMPAIGN OF THE YEAR AWARD

**EVENT** is the only exhibition to win multiple times

Labelexpo Americas, organized by Tarsus Group, has won the 'Marketing Campaign of the Year' award for the third time at the AEO (Association of Event Organisers) Excellence Awards ceremony, which was held recently at Excel London. Labelexpo is the only exhibition to have won this award multiple times (2008 and 2010).

The campaign theme 'Technology to the rescue!' was based on superhero imagery and the entire campaign was personalized and delivered across a variety of different media. Different superhero characters were created to represent different aspects of the label industry.

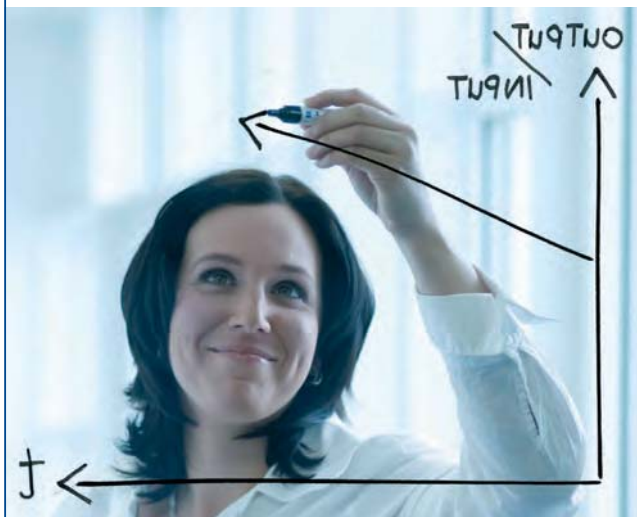
A panel of judges from across the event industry said that Labelexpo 'once again raised the bar with unprecedented levels of innovation, delivering a campaign with unparalleled impact'. This was clearly reflected in the show's results: 12,761

visitors from 80 countries (an increase of five percent); 25 percent increase in attendance from Latin America; even before the show had finished, over 83 percent of exhibition space had been booked for Labelexpo Americas 2012.

In addition to the marketing award, Labelexpo was recognized as finalists in the following categories: 'Best tradeshow exhibition – over net 2,000 square meters' and 'Organizer team of the year'.

Michael Hatton, group communications manager, said: 'We are very proud to have won this award for the third time. The team developed the concept in-house and came up with a creative way to present solutions for the issues facing label converters today. We are grateful for the support from visitors, exhibitors and the media in making the show such a success.'

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ITASA'S expansion will push its production capacity to nearly 600 million square meters a year

## ITASA EXPANSION PLANS

**SPANISH** company to spend 20 million euros

Itasa (Industrias de Transformación de Andoain), a manufacturer of siliconized release liner based in Spain's Basque country, is investing in additional manufacturing capacity.

Following the installation of a custom-built, high-speed 2.3m-wide BMB coater in 2008, the company has just installed a second machine with 1.65m width, capable of running at 800 meters a minute. This brings Itasa's coating capacity to four machines, supported by advanced automatic silicone mixing.

Complementing the coating capacity are a selection of slitters at 2.3m and 165mm widths, plus a new machine capable of slitting narrow-width rolls down to just 20mm; and, since around 20 percent of Itasa's production requires a customer logo, two printing machines, one inline and one offline.

Current production capacity is 450

million square meters per annum which, with the commissioning of the new coater, will be closer to 600 million square meters. 80 percent of the company's production is exported – 50 percent within Europe, and the balance in the USA, Mexico and Asia.

The company is also in the process of completing an extension to its building in Andoain, to create a total of 6,500 square meters of dedicated raw material and finished goods storage – an increase of nearly 50 percent. The project has involved building a special protective retaining wall, since the site is on the side of a hill, as well as a massive underground water tank with associated sprinkler system to meet the requirements of the EU safety regulations. Together with the new machinery, this represents a 20 million euro investment.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

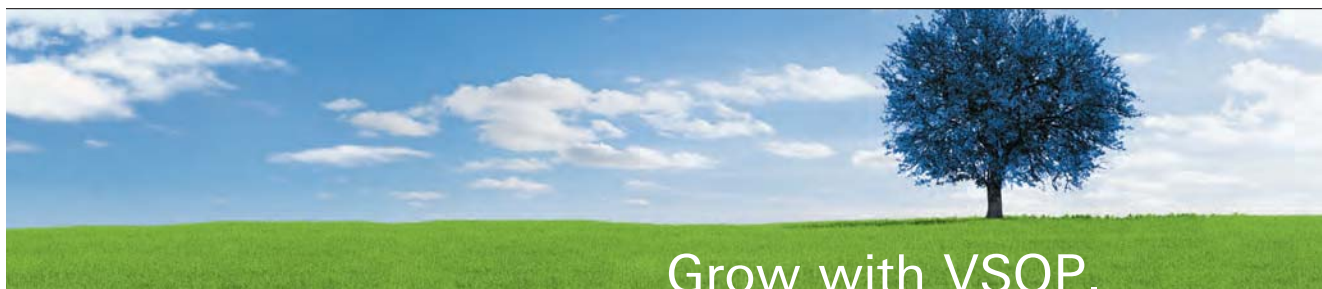
### OKI DATA AMERICAS APPOINTS CANADA AGENT

OKI Data Americas has appointed 3deltaE as Canadian distributor for its proColor Series of digital printers. The OKI proColor Series includes the pro910, pro920WHT and pro930 cut-sheet printers; the pro900DP and pro905DP digital envelope presses; and the pro510DW digital web press. All printers within the OKI proColor Series provide ability to print in full color in conjunction with variable data and/or variable graphics, as well as the inclusion of white toner.

### SCHLENK NAMED COLOR-LOGIC PARTNER

Schlenk Metallic Pigments, a manufacturer of metal powders, pigments and pastes, has been named a technology partner by Color-Logic.

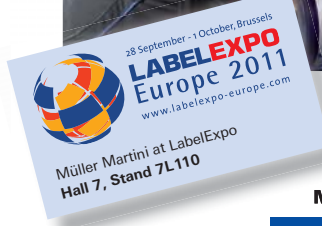
Color-Logic's director of sales and marketing Mark Geeves said: 'Color-Logic has worked with Schlenk Metallic Pigments to develop a superior metallic silver UV flexographic ink that is ideal for use with the Color-Logic Process Metallic Color System. Schlenk Metallic Pigments thus becomes the first Color-Logic technology partner producing qualified Color-Logic UV flexographic inks.'



### Müller Martini VSOP Variable Sleeve Offset Printing



The technology of the VSOP web offset press provides the capability to take advantage of many market trends in packaging: flexible packaging, labels (shrink sleeve, self-adhesive labels, wet glue labels, IML, wrap-around), folding carton and liquid packaging. The press runs up to 365 m/min (1200 ft/min) and produces the complete size range (381–762 mm/15–30") by using lightweight print sleeves. The VSOP is available in web widths of 520 mm (20 1/2") and 850 mm (33 1/2") and offers a great number of hybrid configurations with flexo, gravure, screen etc. – Grow with VSOP.



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**MÜLLER MARTINI**

# NEWS

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

### XEIKON CERTIFIES SELF-ADHESIVE MATERIALS FROM HERMA

A range of self-adhesive materials manufactured by Herma has been approved by Xeikon for its 3000 Series of digital label presses.

The Herma materials run smoothly with the latest generation Xeikon QA-Industrial (QA-I) dry toner based technology, specifically developed for the labeling and packaging market.

Hans Verberckmoes, print media and technology center manager from Xeikon, said: 'Both the paper and film substrates performed really well on all four of the Xeikon 3000 series presses. The tests confirm Herma as a Xeikon AURA partner, referring to the fully-encompassing partner-network that brings together information on all Xeikon partners and their integrated solutions in one central location as a professional networking source.'

The Herma range encompasses four white papers, comprising machine finished (Hermawhite, grade 601), semi-gloss coated on one side (Hermaextracoat, grade 242), glossy coated on one side (Hermagloss, grade 245) and high gloss cast-coated on one side (Hermalux, grade 261). These paper grades are complimented by two white film-based self-adhesive materials. Herma PP white extra tc is a glossy opaque polypropylene film resistant to hostile weather conditions and chemicals.

Herma PETP white matt (grade 996) is suitable for cool and damp labeling environments as well as for temperatures of up to 150 degrees Celsius after dispensing. The 63B adhesive that is used with this material offers very good adhesion, even on critical surfaces, and seawater resistance.

This range, selected for digital printing with the Xeikon 3000 Series of digital label presses, covers numerous regular applications. 'Xeikon is widely acknowledged as a driver of innovation in the toner-based digital printing segment, especially in view of its ability to process standard adhesive materials without any special pre-treatment,' commented Herma's managing director Dr Thomas Baumgärtner. 'We can now offer supremely reliable solutions that are officially approved, as it were, to the growing band of Xeikon users – backed by the product and service quality standards for which Herma has long since established a strong reputation in the conventional printing community.'



THE TEAM at Hoenle UV Technology (Shanghai) Trading

## HÖNLE ESTABLISHES TRADING COMPANY IN SHANGHAI

COMPANY can now sell directly to Chinese customers

Dr. Hönle AG, a developer of industrial UV technology, has established a new trading company in Shanghai, China.

The company opened a representative office in China in 2002 and has now obtained full trading and import rights

to allow direct selling to customers.

The managing director of Hoenle UV Technology (Shanghai) Trading is Dr Kang-Kai Ma, who has been working for the Hönle Group as the sales contact in Asia for many years.

## HEIDELBERG MAKES MOVE INTO DIGITAL LABEL MARKET

COMPANY acquires German digital print systems manufacturer CSAT

Heidelberg has acquired digital print systems manufacturer CSAT, based in Eggenstein near Karlsruhe, Germany. Both parties have agreed to keep the purchase price confidential. CSAT specializes in the development, manufacture, and worldwide sales and service of digital printing systems, including consumables, for the packaging industry. It employs over 70 staff. CSAT is claimed to be one of the market leaders for industrial digital printing systems that can be integrated into production lines.

This takeover expands the existing digital print portfolio of Heidelberg for the packaging sector and widens its customer base in this market segment. Heidelberg also gains access to technology and expertise in the areas of drop-on-demand inkjet (DoD) and electrophotography.

'Acquiring CSAT is in line with the digital print strategy of Heidelberg,' says Stephan Plenz, member of the Heidelberg management board

responsible for the Heidelberg equipment division. 'Parallel to our digital print activities in advertizing printing, we are expanding our portfolio for the cost-effective production of short and variable print runs in packaging and label printing. In doing so, we are strengthening our strategic position in these markets. At the same time, this acquisition is a further step in our plan to build up promising new business areas that offer additional growth potential for Heidelberg.'

CSAT's current portfolio is based on dry toner technology and includes the successful DTS 1200 printing system with a resolution of 1200 dpi which is used in the pharmaceuticals industry for inline or offline printing of blister packs and package inserts. Two years ago, CSAT expanded its portfolio by launching the ITS 600, featuring drop-on-demand inkjet technology. With a resolution of 600 dpi, the system is targeted at high-quality and variable full-color label printing.





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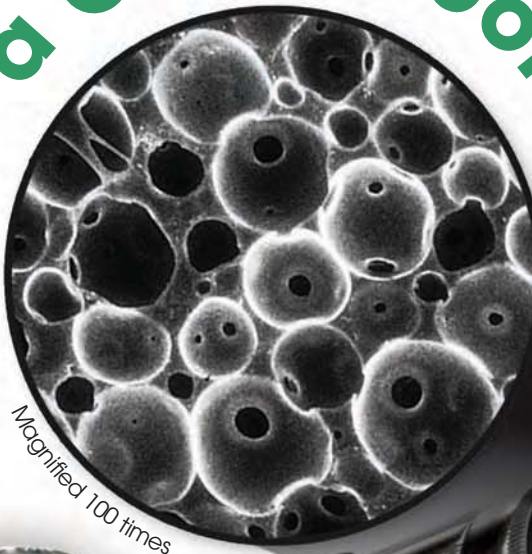


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JOHN BAMBERY, chairman of BPIF Labels, speaks at the seminar

## BPIF LABELS TO SET UP NEW INDUSTRY WORKING GROUPS

UK ASSOCIATION invites converters to participate

Following attendance at a successful seminar on 'Future demands of the Narrow Web Industry', UK association BPIF Labels is to establish two new label industry working groups and would like to hear from UK label converters interested in being involved in establishing a code of practice on food labeling, and in assessing the feasibility of developing a filmic label and filmic release liner waste collection system.

The seminar, organized by Zeller+Gmelin and supported by BPIF Labels and Labels & Labeling, took place at the Barcelo Hinkley Island Hotel, Leicester, on June 29-30 and included speakers from Nestlé UK, Cooperative Supermarket, BPIF, GEW, Herma, Labels & Labeling and Reproflex 3. Topics discussed included label and packaging inks, ink migration in food packaging, trends in ink curing technology, sustainability and waste management, migration behavior of pressure-sensitive adhesives, NXT plate technology, and the Pantone ink system and ink dispensing.

John Bambery, chairman of BPIF Labels, sees on-going changes in EU legislation on materials and articles in contact with foodstuffs, on packaging waste, and the increasing need for certificates of compliance, as having a far-reaching impact on label materials suppliers, label converters and their customers, and that there is an urgent need for BPIF Labels to develop and provide guidelines and recommendations.

Membership of BPIF Labels and the working groups is open to all UK label converters and suppliers irrespective of whether they are members of the BPIF. The new change in membership criteria is already attracting some high profile suppliers to the industry, says the association. Future activities also include an organized visit to Labelexpo Europe and a forthcoming seminar in early November on digital label printing.

Label companies interested in these new working groups and activities can contact John Bambery at john.bambery@bpiflabels.org.uk.

## ITW ACQUIRES TEKNEK

WEB CLEANING product manufacturer enters ITW's Electronics Group

Illinois Tool Works (ITW) has acquired Teknek, a manufacturer of contact sheet cleaning and web cleaning products. Terms of the transaction were not disclosed. Teknek will be a wholly-owned subsidiary of ITW and will become a part of the company's existing Electrostatics business platform, within the Electronics Group.

In 1984, Teknek invented the process of contact cleaning using a combination of rubber pick up rollers combined

with an adhesive roll system. Contact cleaning is used in many critical processes such as printed circuit board assembly, printing, and converting.

'Teknek's strong reputation, product development and worldwide footprint complement ITW's existing electronic and industrial businesses within the Electrostatics platform, marketed under the Simco-Ion, Eltex and Electrostatic Technology brands,' said Michael Oldt, Electrostatics Group general manager.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### ELECTRO OPTIC APPOINTS UK DISTRIBUTOR

Germany-based Electro Optic has appointed Brownett as its exclusive distributor in the UK for its ranges of flexible dies and cutting accessories. Derby-based Brownett offers artwork and design, repro, proofing and platemaking services, among others. The company says that the deal with Electro Optic will allow customers to benefit from combined delivery of plates and cutters, eliminating concerns about whether the plates will fit the cutter that has been ordered.

### DCM USIMECA RECEIVES LARGE ORDER FROM CHINA

France-based DCM Usimeca has received a large order from China for multiple slitter rewinders and shrinkable sleeve machines. The order has been placed by the Hangzhou Pinerich Printing & Packaging Company, part of a large producer and distributor of soft drinks, mineral water and dairies all over China. The scope of supply includes 12 Sleeve Non Stop seaming machines, four Tiger double turret slitter rewinders and three inspection rewinders.

### MERCIAN LABELS REACHES CUSTOMER MILESTONE

The short run labeling division of UK converter Mercian Labels Group has welcomed its 9,000th customer to the business. The company operates digital, hotfoil and flexo technology to meet the needs of its diverse customer base and has recently improved its service offering to deliver a 97 percent On Time In Full (OTIF) delivery performance in 2011 – complete order turnaround within just three working days. Over 80 new businesses a month are becoming customers, says the company.

### SIBRESS TO DISTRIBUTE MICRODYNAMICS' TOOL

Sibress, a manufacturer of measuring and analysis systems for quality assurance, has taken on the distribution of the MD-3DQC measuring microscope from US-based Microdynamics. The Sibress branch in Starnberg, Germany, will be responsible for the business, and the distribution agreement has been concluded for the whole of Europe as well as adjacent countries.

### INLAND LABEL WINS PAC AWARD

US converter Inland Label, headquartered in La Crosse, Wisconsin, received a Silver PAC Leadership Award at the Packaging Association of Canada's biannual awards gala for its Generation II Coors Light label printed for MolsonCoors.

# NEWS



THE 130,000 SQUARE foot facility in San Leandro, California, will give digital press users rapid access to numerous MGX digital-ready stocks

## MGX TO OPEN WEST COAST DISTRIBUTION CENTER IN US

**MOVE QUICKENS** regional delivery

Masterpiece Graphix (MGX), a US-based material manufacturer and digital treatment center, will open a West Coast distribution center in the third quarter of 2011. The new location will give digital press owners in the region quick access to hundreds of digital substrates, including HP Indigo-certified materials, wine labelstocks, sheet materials and custom stocking options. The new location is expected to open by August 1, 2011.

The 130,000 square foot facility in San Leandro, California, will give HP Indigo, Kodak Nexpress, Xerox iGen, Xeikon, EFI Jettron, RapidX and other digital press users rapid access to numerous MGX digital-ready stocks. Masterpiece Graphix customers on the West Coast will be able to receive their desired digital materials in one to two

days. MGX customers will now have access to hundreds of digital-ready stocks in half the time, improving and accelerating their production logistics.

'Masterpiece Graphix is thrilled with our new West Coast expansion plans,' said Dan Lawellin, national sales manager. 'MGX's digital substrate options will be a game-changer for many West Coast digital operations, reducing their freight costs while providing their clients with the latest material options for their press projects.'

Digital press users who utilize custom material solutions will be able to use MGX's new facility for warehousing their custom stocks. Customers can request that MGX stock their desired substrates in their West Coast location to ship quickly for just-in-time delivery.

## MIKE FAIRLEY PRESENTS LABELEXPO WEBINAR

With Labelexpo Europe getting closer, label converters may be wondering what they should be looking to see at the show. To help them make up their minds, industry expert Mike Fairley will be presenting a webinar on September 5. In this, he will be talking about the new Digital Technology Workshop sessions in which three different digital presses will be seen printing with the same label designs, and on the same substrates – providing a direct comparison of dry toner, liquid toner and UV inkjet for the very first time at a European show.

Also covered will be a preview of a **LABELS&LABELING**

new Package Printing Zone in which there will be daily demonstrations of tube decoration and carton printing using digital printing, as well as a daily series of seminar sessions looking at both conventional and digital printing of flexible packaging and folding cartons, new developments in pre-press, food contact inks, packaging materials, and the latest developments in MIS.

Highlights of some of the other new label innovations and launches to be found at the show will also be discussed.

*Make sure to register for the webinar today at [www.labelsandlabeling.com](http://www.labelsandlabeling.com).*



THE Gallus ECS 340 granite-based press

## GALLUS UNVEILS CONFIGURATOR

**DESIGN** your own ECS 340 label press

Gallus has launched an online configuration tool for its ECS 340 press, which allows potential customers to design the specifications of their modular machine and see the results.

Users can create a customized, interactive Gallus ECS 340 configuration in three simple steps, and can produce one or an unlimited number of configurations as required.

The welcome page provides general information on the benefits of the Gallus ECS 340, followed by the first step in the process – defining the basic configuration, i.e. the printing equipment and the number of inking and die-cutting units.

The second, more detailed step means optional accessories can be added to each part of the Gallus ECS 340 marked with a plus sign. Clicking on one of these signs opens a pop-up window listing all the options for extending the press at this point. Clicking the 'i' icon next to each option displays a brief description of the relevant item. Options such as the reel lift unwinding unit, web-cleaning system, corona conditioning unit, delam/relam, ink pumps, laminating unit, cold foil mechanism, die-cutting pressure and depth adjusters, web monitoring mechanism and reel lift rewind unit can be added and removed again as required with a click of the mouse.

Once the configuration has been completed, the third step enables users to print or send the image and the associated configuration details. The configuration can also be sent to Gallus with any questions or to obtain a precise price breakdown/quotation.



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THE 6-COLOR UV FLEXO shrink sleeve uses high-opacity inks to increase color vibrancy

## CHADWICKS CREATES SLEEVE FOR NEW SOFT DRINK

Chadwicks Sleeves has created a six-color UV flexo shrink sleeve for the new soft drink Pep, using high-opacity inks to increase the vibrancy of the colors. Made with Sea Buckthorn Berry, Pep is manufactured for Drinks Brokers in the UK.

As part of the performance films and foils business unit of the flexible packaging division of the global Clondalkin Group, Chadwicks works with sister company Nyco in Switzerland

to deliver packaging solutions to its customers.

Richard Cutworth, business development manager at Chadwicks Sleeves, said: 'We were looking forward to working on the sleeves for the launch of such an unusual drink, and it is always exciting to be involved from the outset. We wanted to produce sleeves which would distinguish Pep from other soft drinks on the market and used the high opacity inks to give a vibrant

pack design with strong shelf presence. The low origination cost of UV flexo sleeves means they are great for product launches like this, and Chadwicks offers high quality sleeves as well as fantastic customer service.'

David Diggins, director at Drinks Brokers, said: 'Chadwicks have been a great asset to our product launch since the beginning, interpreting our need for shelf presence and providing us with bright sleeves that really stand out against other drinks. The launch of Pep has been very successful and we are looking forward to working with Chadwicks again in the future.'

Part of the flexible packaging division of the Clondalkin Group, Chadwicks works with its sister company Nyco, a shrink sleeve manufacturer based in Switzerland, to provide a joint service to multi-site European buyers, meaning Chadwicks, together with Nyco, can provide a wider range of print processes including UV flexo, gravure and offset litho.

Clondalkin Group has more than 40 manufacturing sites located across Europe and North America.

## Braille Printer comes to the dot!

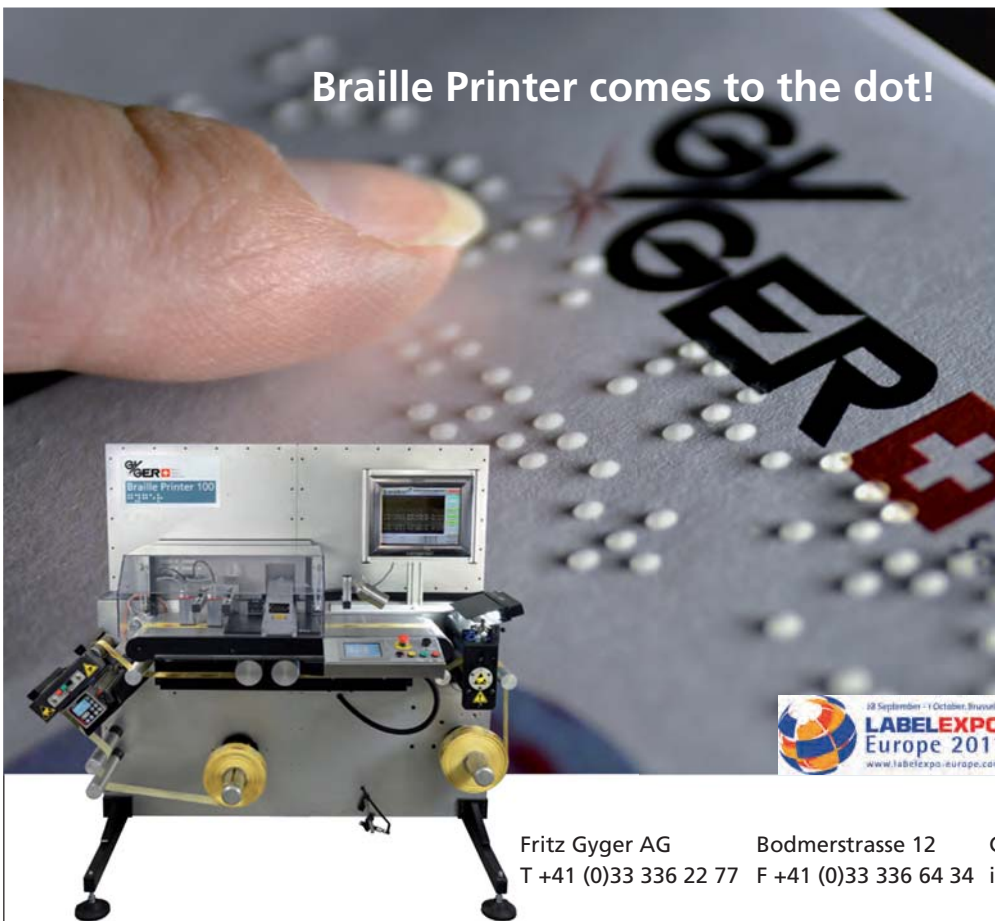


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## NFC ROLL-OUT GATHERS PACE

Near field communication (NFC) products enable simple and convenient transactions in application fields such as access control, NFC-enabled mobile devices, public transport and contactless payment.

Now Smartrac, a Netherlands-based manufacturer of RFID transponders, has launched a range of near field communication- (NFC) enabled transponders. The Smartrac NFC product offering includes inlays for labels, tickets, and cards as well as complete tags.

'We have been looking into the potential of NFC for a while. Now that adoption of NFC is creating substantial demand, we are ready to support our customers with a complete NFC transponder range,' said Dr Christian Fischer, CEO of Smartrac.

Based on the experience the company has gained from manufacturing and supplying more than one billion RFID transponders in all current frequency standards (LF, HF, UHF), in various shapes and sizes for a very broad array of application fields, the company says it is well prepared to support its global customer base in tapping the potential of NFC technology.

We are pleased to be part of this development; we are however also convinced that full adoption requires sustainable business models, and more consumer confidence and better knowledge of the technology,' Dr Fischer said.

## AUTHORS SEEK MEMORIES

NEW BOOK to catalogue label industry history

While some companies and individuals have written accounts of their part in the growth of the label industry in Europe, there has never been any comprehensive attempt to document the companies, associations, exhibitions and individuals that have made the industry what it is today.

To remedy this situation, Mike Fairley and Tony White are proposing to write a book that brings together both the memories of individuals and archive sources from key companies – including those which have either shut down or merged with larger groups.

'Many of the people that have the information or documentation about the key changes to the industry over the past 50 years or so are no longer with us, or retired, or often about to retire – yet have a wealth of knowledge that the industry cannot afford to lose about its heritage and background,' explains Mike Fairley. 'Even some of the pioneering companies from the early history of

the industry have already been lost, merged, acquired or fundamentally changed, again with valuable historical material beginning to be lost.' The book will cover the development of the past 40 to 50 years of wet-glue label, self-adhesive label and new label technology evolution and development in Europe.

'We are not just looking at technical evolution, but also to include interesting anecdotes, characters, personalities, unusual stories, etc, so as to give the book a bit more personality and reader interest,' says Fairley. 'Old pictures of machines, people and factories, old sales brochures, old labels, old sample books, etc, would also be relevant.'

Interested companies or individuals are invited to contact Mike Fairley at [mfairley@labelling.fnet.co.uk](mailto:mfairley@labelling.fnet.co.uk) or Tony White at [tony.white@awaconsulting.co.uk](mailto:tony.white@awaconsulting.co.uk). Provisional publication date is around the middle of 2012.

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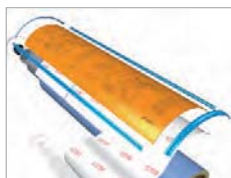
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THE ROTOMETRICS International manufacturing facility in Aldridge, UK

# One company – Two brands

**FOLLOWING THE ACQUISITION** of Gerhardt by RotoMetrics, the company plans to harness the technology resources of both brands in its future product development. Carol Houghton reports

At Labelexpo 2010 rumours were rife about the acquisition of Gerhardt International by RotoMetrics. The philosophy was indeed in place and two months into the transaction, the directors of both companies are confident about their decision. L&L was given an exclusive tour of the Aldridge, UK production facility, focusing on the industrialization and expansion of the Gerhardt production process and ongoing technology advances of flexible die production for both the RotoMetrics and Gerhardt brands.

Gerhardt had been in discussions with RotoMetrics for some time, having recognized the need for a partner to help it become a fully global company. Klaus Damberg, formerly Gerhardt group managing director and now RotoMetrics European managing director, emphasizes that the acquisition was not a cost cutting exercise but a way of 'bringing the two industry founders together to create a market leader.'

Now one company with two brands, RotoMetrics has 950 employees and operations in 17 countries. All Gerhardt equipment and staff from Castle Donington in the UK have been relocated to the RotoMetrics facility in Aldridge. 'The people, brands and products are all still intact,' says Damberg. 'There have been no casualties. Nothing has been taken away, only value has been added.' The acquisition has been a soft, logical integration, which maintains the identity of both companies. Michael Bryant, president and CEO adds: 'This is the best of both worlds. RotoMetrics now has a better geographical baseline and has gained a platform to enter new end markets. The market sales channels have not changed.'

There are now 230 members of staff working at the Aldridge plant, across the combined production line. The company is proud of how quickly the Aldridge line was launched: 'The transaction closed on Friday April 8 and on Monday 11 we were producing Gerhardt dies off the prior line and under one roof,' says Jonathan Park, RotoMetrics Europe operations director. 'With parallel production lines and the ability to draw from the experience and R&D of both brands, RotoMetrics' Aldridge facility has the goal to be not only the largest in capacity but also the most progressive in meeting evolving customer needs.'

Following the successful relocation, Damberg asserts: 'We have maintained the strengths of both companies.' The vision now is

to use dual branding to roll out new products with a global presence whilst remaining locally engaged. Adds Michael Bryant, 'the next step is innovation and this is the part we are really excited about.'

With access to the full product offering of both brands, RotoMetrics is now moving forward aggressively with new flexible die technology development backed up by high levels of onsite support. More sales resources will enable the company to penetrate new market segments such as medical, electronics, industrial, non-woven and hygiene. It is also looking at possibilities beyond the label such as package printing, as well as growth in the more mature tooling markets.

The company's core geographic strength is in North America and Europe, but it has seen rapid growth in emerging markets such as the Middle East, Africa and Eastern Europe. RotoMetrics recently opened a facility in Bangkok and has hopes for further significant growth in both Northeast and Southeast Asia. Supporting this global growth is further investment in RotoMetrics' US-based Converting Technology Center.



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# MPS unveils new press strategy

THE STAR OF LABELEXPO EUROPE for MPS will be the launch of a new variable sleeve offset press. But the company has also made significant changes to its flexo press range, as Andy Thomas reports

MPS has announced the launch of a new variable sleeve offset press, which will also be available in a faster wide web flexo variant. At the same time the company is to equip its UV flexo press range, as standard, with its advanced press control technologies.

The MPS product line will now consist of the following press models: The sleeve offset-combination EXL – which can also be delivered in faster and wider formats for flexo combination packaging applications; the EC, dedicated to labels and film; and the EF, positioned as a multi-substrate press.

The UV flexo EC and EF presses will now incorporate, as standard, MPS Multi Drive servo drive technology, Crisp. Dot, iControl press control system and Automated Print Control (APC). The only difference is that the EF press will have automated control over material thickness setting, which can be stored and recalled for repeat jobs.

The EC press is targeted as MPS' most cost effective system, with chill

drum technology, short web path, Crisp. Dot and converting rail system. The EC machines are built in 11-13 and 16 inch web width. The print settings are carried out with servo positioning technology (APC) and all press and print settings can be loaded into job memory for repeat jobs.

The EF press incorporates servo-driven control over material thickness compensation – an extension of MPS' established APC system. The press can be built in widths up to 20 inches with optional converting modules and inking systems.

The EXL press showcases MPS' variable sleeve offset technology. The EXL is a highly automated offset combination press using sleeves for the plate and blanket carrier. 'A completely new way of offset print pressure settings and controls allowed the MPS engineers to make use of "normal" sleeve technology without the use of special support bearer rings or any other mechanical compensation to

allow repeat variations,' explains Eric Hoendervangers, managing director at MPS.

'MPS has found unique ways to control and automate offset technology resulting in no-nonsense, extremely short set up times and very low set up waste figures.'

There will be a wider web flexo version of the press called EXL-Packaging. 'This variant is all about faster and wider,' says Hoendervangers. The press can be built up to 26 inches wide and runs at a speed of 300 m/min. MPS has developed a new inking system with an ink-chill option, and the EXL-packaging comes as standard with Automated Print Control, iControl and job memory and recall. The press incorporates high-speed hot air driers for both solvent-based and water-based inks and modular gravure printing units can be added. The press will be launched at Labelexpo, but two sleeve-offset machines have already sold, according to MPS.

# NEW PRODUCTS



## 1 PRESS MANAGEMENT CENTER NILPETER

At Labelexpo Europe on stands 7L60 and 7L90, Nilpeter will demonstrate its MO-4 offset platform press controlled by a new Press Management Center (PMC). Designed to optimize all of the offset functions for fast setups, it has three 17-inch touch screens that allow operators to accurately control UV-curing, electronic registration and remote ink control. Other features include error diagnostics backed by an online service function, job management data and online customer information. The PMC's functions are compatible with the international CIP3 operating standard.

## PORTABLE LABEL PRINTER DURALABEL

DuraLabel has launched a new portable, fully integrated label printing system called Toro. The DuraLabel Toro combines a full-sized flip-down keyboard, large nine-inch tilting touch screen, OSHA-ANSI compliance software and a thermal-transfer printer into one durable, mobile standalone unit. Toro's thermal-transfer label printer produces durable labels and signs from one-half inch to four inches wide at any length needed. Toro prints up to three inches per second at a 300-dot-per-inch resolution.

## ZEBRA-BASED PRINTER APPLICATOR FOX IV

Fox IV Technologies has launched its 5410 Mini label printer applicator, which integrates Zebra's RFID-ready 110 Xi4 printer into a rugged frame that measures just 18in long by 12.5in deep. The latest addition to Fox IV's line of Zebra-based print and apply systems features a 10 inch OD label roll and maintains most of the features of the full-sized unit while providing a cost-effective solution for low-throughput applications. Features include the company's Uniwall design to reduce tracking issues, silk-screened media paths to shorten downtime, swing-away cylinders for easy access, intuitive user displays and dynamic rewind tension control. The unit can print on either thermal transfer or direct thermal labelstock at 203 or 300 dpi, has a maximum print width of four inch (102 mm) and is capable of high-quality printing at speeds up to 10 ips.



## 2 'NAME IT' BOTTLE PERSONALIZATION R SOLUTIONS

US-based R Solutions has unveiled a development which allows customers to personalize any beverage container with their own mark, without using a writing instrument and without damaging the label. 'Name It' uses a thin layer of paraffin wax sandwiched between two layers of plastic to create a writing window. A consumer simply puts pressure on the label with their finger nail to write a custom message. Peeling back the top layer of plastic erases the message; the process can be performed again and again.

The labeling tool is simple and inexpensive to license and produce, allowing companies to offer added value to labeling projects with minimal increase in production expenditures.

## THERMAL TRANSFER POLYESTER OVERLAMINATE ACPO

acpo, a self-wound overlaminate film manufacturer, has introduced 631T, a matte polyester thermal transfer printable PSA roll label film. The company calls the linerless overlaminate highly durable with an aesthetically pleasing low glare surface. It is suitable for labels and tags with flexibility for thermal transfer changeable data required to perform in demanding label applications. 631T is coated with a clear emulsion acrylic adhesive system and offers excellent resistance to abrasion, chemicals, acids, oils sunlight, weathering and aging.

## EXPANDED HP INDIGO PRODUCT LINE FLEXCON

Flexcon, a manufacturer of pressure-sensitive films, has expanded its DigiPro topcoated HP Indigo compatible film range with the addition of 12 new products. The 12 new HP Indigo printable products, which utilize Flexcon's DigiPro topcoats, bring the total HP Indigo printable products offering to 42, to meet application requirements for primary labels, durable goods labeling and graphics applications. The DigiPro topcoats are said to provide consistent printing and ensure excellent ink receptivity for sharp vibrant image quality.





### 3 ELS-D DUAL SERVO PRESS AQUAFLEX

Aquaflex has introduced its new ELS-D dual servo press, which can be equipped with up to 12 colors and with web widths of 13 and 16 inches, expandable to 26 inches. By utilizing advanced pre-registration sleeve technology and a motorized pressure setting, the press is claimed to allow 50-75 percent quicker job set up than on conventional presses. A Complete Job Recall function further reduces time and material waste.

When running film, the Aquaflex ELS-D allows the user to make a 'running measurement' on throw length by telling the press how to adjust without the need to stop to remove and measure material. The job can then be saved and recalled with the throw length adjustment made. The press counts rotary die-cutting, sheeting, slitting, lamination, cold foiling and reverse printing among its capabilities.

'The new Aquaflex ELS-D dual-servo press drastically reduces waste and setup times while providing the best possible print registration in its class,' said the company in a statement.

### AIR-COOLED UV LED SYSTEM LUMEN DYNAMICS

Lumen Dynamics has launched its Excelerate FC-200 Series of air-cooled UV LED print curing technology. Designed for single-pass narrow web applications, the new series offers an irradiance of more than 8.5W/cm<sup>2</sup>, which the company says is higher than any other system for the digital print industry.

The Excelerate FC-200 Series offers a combination of air-cooled and high irradiance via thermal management and a compact design that allows customers to achieve high printing speeds without the need for coolant. The system can be easily integrated into existing printing environments and offers versatility in a variety of substrates.

As the first product of its series, the Excelerate FC-201 was showcased by Atlantic Zeiser at Interpack 2011 in Germany with the unveiling of the company's new Omega and Smartcure Air printing systems for the pharmaceutical industry. Excelerate FC-200 Series is designed to enable integrators such as Atlantic Zeiser to achieve high print quality at speeds of up to 60m/minute on a 36mm printing area.



### 4 RFID SOLUTION FOR SOLAR MODULES SCHREINER PROTECH

For convenient reading of the rating data of solar modules, Schreiner ProTech now offers the rfid-FlagTag Solar as an extended version of the power label for solar panels. The proven label has been provided with an additional RFID functionality in collaboration with Schreiner LogiData. It allows convenient reading of the rating data of solar modules on the back of the panels even after installation.

Thanks to the integrated RFID transponder of the rfid-FlagTag Solar by Schreiner ProTech, the rating data of solar modules can be read during production across a range of up to four meters by means of stationary reader systems. When using mobile readers the range is about one meter. The transponder antenna that protrudes from the application substrate at a right angle not only extends the reading range but also assures reliable identification of the technical data in metallic environments. Consequently, the rating data can be easily read after installation, for instance when performing maintenance work.

The RFID-FlagTag Solar offers long service life, dimensional stability and high quality, resisting harsh UV and weather conditions. In addition, multi-level proof-of-authenticity can be embedded into the RFID-FlagTag.

### SUBSTRATES FOR INKJET PRESSES MASTERPIECE GRAPHIX

Masterpiece Graphix (MGX), a digital material manufacturer and treatment center, now offers a line of ready-to-run inkjet BOPP and paper substrates for the Memjet RapidX digital inkjet press, as well as other digital narrow web water-based inkjet technologies. In addition, MGX now offers substrate consultation, custom treatment options, and toll coating solutions for water-based inkjet and UV inkjet digital press users.

Masterpiece Graphix inkjet products have been trialed and approved to run on the Memjet RapidX digital inkjet label press. All new installations of the RapidX are provided with information on Masterpiece Graphix's available materials for water-based inkjet technologies. As an EFI Jettrion media partner, Masterpiece Graphix has manufactured several gloss and semigloss paper materials for the EFI Jettrion UV inkjet digital press.

# NEW PRODUCTS



## 5 MULTI-LAYER SECURITY LABEL 3S

3S Simons Security Systems, a manufacturer of anti-counterfeiting technologies for a variety of industries, has launched a multi-layered security label which protects products and packaging against counterfeiting. A hologram made of Void or PET foil, optimized by 3S with regards to its anti-counterfeiting characteristics, forms the basis of the product. A Secutag micro color-code is included in the hologram label. This code is microscopically small, consists of different color layers and is manufactured in different sizes beginning at eight micrometers.

Each customer receives an individual color-code which unambiguously identifies the labels and products as originals. The Secutag micro color-code has been forgery-proof for over 15 years and is accepted as evidence by international courts. Secutag offers users worldwide an easy and legally binding identification of their original products by use of a simple microscope. The protection is invisible to the naked eye.

Apart from hologram and micro color-code, the label can be provided with additional security features. These are, for example, tilting and kinegram effects, and serial numbering. Special security stamping further protects against unauthorized removing of the label. In the PET version, recesses for the company logo can be integrated into the upper foil.

Furthermore, the label allows for the inclusion of variable customer data as well as a special UV or infrared marking. The traceability of products and their packaging is also taken into account: track and trace codes like data matrix can also be implemented into the label.

## BIODEGRADABLE TESLIN SUBSTRATE PPG INDUSTRIES

PPG Industries has introduced a biodegradable version of its Teslin sheet material. In third-party laboratory testing to ASTM standard D5511, the substrate broke down into components such as carbon dioxide and water when placed in an anaerobic (oxygen-free) environment containing microbes that break down polymers. Such conditions are similar to those found in most landfills.



## 6 SCREEN PRINTING MODULE SMAG

Smag Graphique will present a range of new screen printing and finishing modules for digital label printing on stand 7K10 at Labelexpo Europe.

The company shows its new high-speed semi-rotary flatbed screen printing station that operates at speeds up to 30m/min. With a maximum print width of 340mm and a 340mm repeat length, the print station will be operating mono-color on a Digital Galaxie, in conjunction with a semi-rotary flexo station and a semi-rotary die-cutting station.

The use of a flatbed screen offers a number of advantages to label converters producing short runs, says the company. Flatbed screens can be prepared in-house, more quickly and cheaper than rotary screens which are usually prepared by outside suppliers. Flatbed screen printing also offers greater ink density, opacity and higher definition images than rotary screens.

'This high-speed flatbed screen printer enables label converters to deliver the advantages of screen printing including opacity, chemical resistance, and tactile effects more easily and cost-effectively than ever before,' said Stéphane Rateau, general manager, Smag Graphique.

## AUTHENTICATION TECHNOLOGY APPLIED DNA AND NISSHA

Applied DNA Sciences and Nissha Printing have combined technologies to produce a unique, highly secure printing system using botanically-derived DNA authenticating markers. Plant DNA ink is a security product from Applied DNA that is claimed to offer 'forensic, absolute proof of authenticity'. The new Nissha system allows this plant DNA ink to be printed directly onto a label or package, using inkjet and other printing systems developed by Nissha. Together, the two technologies result in an 'impenetrable security system' applicable to a wide range of products.

Using this new system, products can be instantly verified as genuine in the field, using a special handheld detector. This could happen at the point of sale or at any point along the supply chain. As is typical with Applied DNA markers, a second forensic level of authentication is also available by sending the suspect product to an Applied DNA lab.





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# INSTALLATIONS



THE 3500 provides a wider media width than other XeiKon label presses

## XEIKON 3500 DIGITAL PRESS LABELSPRINT (UK)

Labelsprint, a North Wales-based converter, has purchased the UK's first XeiKon 3500 digital color label press. The machine provides a wider media width than other XeiKon label presses, allowing Labelsprint to run both wider and longer label runs and to print smaller format products more efficiently.

Gary Lovell, sales director of Labelsprint, said: 'We have to appreciate that our production solution is not simply about producing short runs at a lower cost than everybody else. That is not going to continue as a sustainable business for very long. Whilst other companies in the digital label market only covet short run work, we firmly believe that we can produce substantially longer print runs with the new XeiKon 3500.'

Gary Lovell added: 'Our customers have steered us towards offering this solution. We deal with many clients who regularly purchase longer runs that are just not commercially viable to be printed digitally. However they love the flexibility of the digital solution, including just in time ordering, zero origination costs and higher quality labels. We either walk away and lose this work to flexo printers, or we look to take a larger bite out of the longer run market. The new 3500 press enables us to do just that – this will be a busy machine from day one.'

Labelsprint is currently revamping its website and will publish details of its new internet-based capabilities in the near future.

## FOCUS REFLEX PRESS REGAL CREATIVE (INDIA)

Regal Creative, a label printer based in Delhi, India, has installed a new Reflex 330 Servo flexo press from Focus Label Machinery. The Reflex press is a servo-driven, stand-alone single color press, equipped with auto re-register, UV drying, rotary die-cutting, slitting and rewinding.

Regal Creative will use the press for overprinting and UV varnishing of pre-printed labelstock from hot foil stamping presses, as well as for single color and blank labels. According to Focus, the auto re-register facility enables perfect re-registration for over printing and die-cutting/finishing, making the Reflex a capable partner for digital web presses. All press operations are controlled from HMI operator panels, where job data can also be entered for future retrieval. The press is capable of print and convert re-register speeds in excess of 100 meters per minute.

Rakshit Chawla of Regal Creative said: 'We needed a press which we could use to take single color jobs off our multi-color



TRAINING takes place on Regal Creative's new Focus flexo press

presses, and which we could use to varnish and convert pre-printed stock from our other equipment. The Reflex was the perfect tool for the job. We wanted to apply a high gloss varnish on labels which were printed on hot foil presses. Focus provided some tailor-made modifications for us, which allowed us to achieve a very high gloss varnish and then die-cut in line. We were pleased with the attention to detail shown by Focus, as well as their excellent after sales service.'

Antony Cotton of Focus added: 'I visited Regal Creative's Delhi facility shortly after the Reflex press had been installed and was amazed to see how fast the press was running, varnishing and converting pre-printed labels from various other label presses. It was certainly a very professional operation with high quality printing presses, including a newly installed Gallus press. We are very pleased to be associated with Regal Creative and hope to be able to supply more equipment in the near future.'

## KBA RAPIDA 75 SHANGHAI GUICHAO FASHION ACCESSORIES

KBA is reporting increasing demand for its litho presses among commercial, book and packaging printers in China. One example in the Shanghai metropolitan area is Shanghai Guichao Fashion Accessories, which uses its KBA Rapida 75 to address a lucrative niche market.

Shanghai Guichao Fashion Accessories, established seven years ago and employing 80 people, specializes in the production of quality tags and labels for fashion brands. Around 90 percent of the company's customers are in Europe, mainly in Italy and Spain, but it also exports to the USA and Japan, and has a growing domestic base. Shanghai Guichao Fashion Accessories started up with Chinese mono presses and later added a number of secondhand machines. In 2010 it purchased a new KBA Rapida 75 which came on stream just under a year ago.

Chief executive Tang Gui Chao said: 'We consulted all the major vendors and soon opted for KBA. A step like this demands confidence in press technology and the on-site service provided. An open information policy, convincing reference installations and an impressive service presence have made the Rapida a brand name. When we launched the project in 2009 there were very few Rapida 75 press lines in China, but we had no doubts that we had made the right choice. Quality, productivity and product diversity have been materially enhanced with the new press.'



CHIEF EXECUTIVE Tang Gui Chao with the Rapida 75 (see page 31)

### AB GRAPHIC OMEGA DIGICON LITE THE LABEL MAKERS (UK)

AB Graphic International has sold an Omega Digicon Lite finishing line to UK converter The Label Makers. The system will join a range of existing label converting and finishing lines supplied by AB Graphic over recent years and will be used to take simple jobs from the company's recently installed Omega Digicon Series 2 machine.

The Omega Digicon Series 2 is equipped with flat-bed hot foiling, cold foiling, embossing, screen module and two UV flexo units. These enable the production of a wide range of decorative labels, but make basic jobs less practical. The Digicon Lite will be used to convert simple label jobs for food, food supplements, toiletries and drinks such as those used by micro-breweries and free up the high specification model for more sophisticated work.

'The Omega Digicon Series II line is highly specified and this is fantastic for high embellishment drinks and cosmetics labels,

but we have a large number of jobs that only require a varnish and die cutting,' explained David Webster, managing director of The Label Makers. 'The Digicon Lite has a much shorter web path which means more cost effective production. This coupled with its quick set-up and slitting facilities make it a very good finishing machine.'

'The Digicon Lite combines all the basic functions required for varnishing and die cutting labels and is the perfect solution where there are simple converting needs,' added Tony Bell of AB Graphic. 'The standard machine includes flexo station, UV curing, semi rotary die station and razor blade slitting. We can also supply a range of options for this model including over-laminating, electronic dispro, hot air drying and scissor or crush slitting.'

### EDALE BETA UV FLEXO PRESS THEA (ROMANIA)

Romania-based converter Thea recently hosted an open house to demonstrate its 5-color Beta UV flexo press from UK manufacturer Edale, which was installed in March.

The press is being used for self-adhesive label production after the company decided to diversify its production capabilities away from offset. The open house provided demonstrations of the Beta to a number of potential customers and marked the rebranding of both Thea and Edale's Romanian distributor, Carpatgraf.

Edale's export director, Bernhard Grob, and print application engineer Chris Chappel were present at the open house and also attended a seminar run by the Romanian Printing Association, during which Grob gave a presentation about the company's recently launched FDC-510 inline flatbed die-cutter for the folding carton market.

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ANGHEL FLORIAN, general manager of Thea, alongside the Edale Beta flexo press

#### EFI RADIUS ERP LOFTON LABEL (USA)

US converter Lofton Label is of EFI's first PSI Flexo customers to upgrade its software to EFI Radius, the ERP software system built for the packaging industry. Lofton Label, based in Inver Grove Heights, Minnesota, produces flexo- and digital-printed pressure sensitive labels, including extended content labels, coupons and food and beverage labels.

A PSI Flexo user since 1997, Lofton Label was evaluating Radius Solutions when it was purchased by EFI last year. 'We are excited to remain EFI customers. The decision to upgrade to Radius means we get the premiere product in the packaging industry along with the opportunity to integrate with other EFI systems as we grow,' said Mike Petrulo, executive VP of finance and administration at Lofton Label. 'The fact that Radius was developed from the ground-up for packaging companies, with built-in label and flexible packaging support, is a huge plus. The standard business intelligence capabilities are also impressive

and will enable us to leverage information better, in turn leading to more streamlined operations.'

Petrulo says the company expects to improve workflow and reduce manual processes thanks to the new software, as well as anticipating a significant drop in estimating time per job – by as much as 50 percent – and a streamlined accounting workflow.

#### ROTOCONTROL EDM200 OVERPRINTING PRESS COASTAL LABELS (SOUTH AFRICA)

Coastal Labels, a converter based in Cape Town, South Africa, has installed an EDM200 overprinting press from Rotocontrol, the third such machine to be sold to this part of the country. Onsite support during installation was provided by Pascal Aengenvoort of Rototec, Rotocontrol's South Africa agent, which is also a supplier of tooling to Coastal Labels.

Marius Sullwald, Coastal Labels' managing director, said: 'Within two hours we were running our first print job. The EDM200 provides Coastal Labels leading edge technology to efficiently deliver superior quality pressure sensitive labels to our customers.'

Operating since 1986, Coastal Labels offers a complete in-house service from design to printing of pressure sensitive labels. Also available are A4 pre-cut labels (laser or inkjet), blank labels, barcode labels, price marking applicators and a variety of products for the printing and textile industries.

The EDM200 is a semi-rotary servo-driven UV-flexo machine, using sleeve technology for both print and anilox cylinders, and working with chambered doctor blade technology. It is designed to work mainly as an overprinting machine and has been developed to provide economic production of short runs and fast turnaround for labels, tickets and tags.

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# The Evolution of the Label Provider

**CHANNELING CHANGE**, differentiation, and uniqueness to become King of the Jungle. By Bob Cronin, The Open Approach

It's a jungle out there. And the label industry, and business in general, is like the animal kingdom. Your species must constantly be adapting to its environment – finding ways not simply to survive, but to fight, overcome, and thrive. Despite hearing the call, so few companies embrace the idea of change and skillfully handle it, and even more of them avoid it altogether. Consider how many 'dinosaurs' you see still meandering about the label space. Or how many high-performing enterprises in any venue you have seen brought to their knees by their inability to adapt or change – think Blockbuster, Borders, etc.

Change is tough. It often requires a drastically new mindset and thought process. It is not fun, easy, and cheap. And it is not something that can be accomplished through a 'tweet,' website revision, or email campaign. It requires an unwavering focus on the things that truly drive your company's results – and an understanding that these factors fluctuate daily.

Recognition of the need for adjustment doesn't necessarily translate into equitable results. I can't tell you how many companies we consult with that admit they need to change, but then get blinded by current business to the point of neglecting their future.

It is only through dedicated action and commitment that we can make any headway. The ironic part is that every successful label company changed drastically and unabashedly as it developed. While it may be easier to change when you have yet to make your mark, it is no less important a task to help your business stay vibrant.

Mergers & acquisitions (M&A) are about change. Change in size, scope, capabilities, customer channels... you name it. An effective M&A play is one that helps both the acquirer and acquired become something different from what they were before the transaction. But change for change's sake does not produce any equitable benefit. The idea is to become something better that will not only be embraced by the marketplace, but also command a far better profit than before.

To choose the right changes, you must be in touch with the three greatest drivers of change (and thus M&A) in our industry – customer demands, governmental influences, and competitive dynamics. And you must make sure your changes put you in a better position to answer what these drivers will throw at you.

## THE CUSTOMER EFFECT

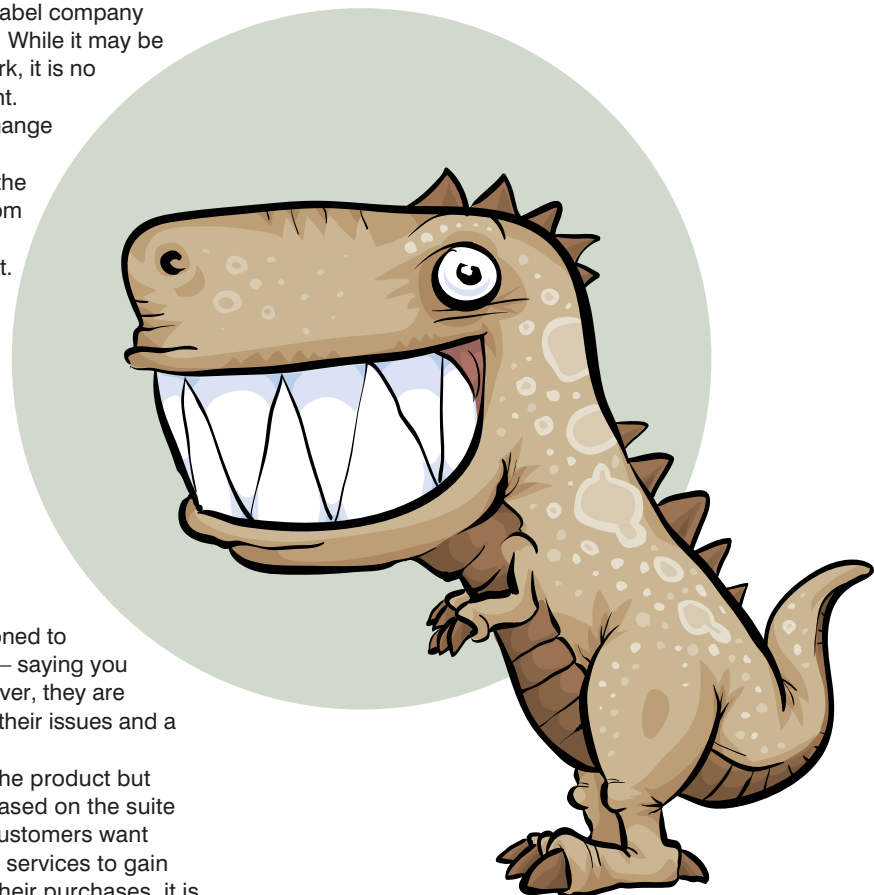
Let's face it. In today's market, customers are conditioned to squeezing every last penny out of your profit margins – saying you are just another commodity purchase. In reality, however, they are buying from providers with the best understanding of their issues and a value proposition that helps grow their business.

The best road to success in the label space is not the product but the resources and value you bring to the customer based on the suite of capabilities you can deploy that fits their needs. Customers want to find ways to continue to differentiate products and services to gain advantage. While cost may be one consideration in their purchases, it is

completely dwarfed by the ability to enhance the customers' business.

Current trends toward lower cost, instant gratification, and convenience aside, customers will pay higher for the bit of uniqueness that differentiates them. This is evidenced across our industry by the success of private brands that have been able to capture a loyal following and get them to pay premium prices for a product with a benefit they see as attractive. Branding, indeed, can be huge, and your ability to harness brand power is vital.

While you can build your brand organically, it may take years to carve out solutions that are prime for your customer base. And often, by the time you get there, customers may be onto an entirely new thing. The question is about how fast you can change to





become the adept provider to answer these demands.

Your best bet may be through acquisition. Current trends toward accountability – protective caps, temperature-controlled labels, RFID/ tamper-evident packaging, and the like – are pervasive in today's purchasing efforts. Customers want more integrity and security in their labels. Moreover, they want their labels to include the large scope of information they are being pushed for. This is making the Extended Content Label (ECL) one of the business's fastest growing segments. The need to disclose information about each production batch will also become the norm. It will lead to shorter production runs and the use of variable technology on the label where it will match the need.

As you consider your growth trajectory and M&A options, you must change to ensure you are aligned with these trends for the future. Are you drastically out of synch? Can you merge with another entity to get back on track? Would you be better positioned as part of a larger enterprise? Customers should be a major consideration when choosing between these options.

#### THE GOVERNMENTAL EFFECT

At the same time, the government is raising taxes and requiring more reporting than ever before. As a group, we are like the desert hyenas, with no clout and no option except to stand in packs howling. And our pack leaders – associations – have been ineffective at protecting us from this.



#### 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.

#### LABELS&LABELING

We are continually being required to spend more money to heighten product security, service new populations, and provide more trackability. We are also being pushed on environmental issues such as increasing compostability of packaging and reducing pressure-sensitive waste and base coatings. If it cannot be recycled or has excess caused by need for the liner and waste, our government is upping the tax on it.

As mandates from predators that can devour us, these requirements are fast-coming factors to which we must simply respond – absorbing development costs and licking our wounds. Those that are not complying are simply dying off. To survive, we must be in a position to change. Governmental mandates too are changing quickly. If an M&A move can make us more nimble and responsive to this ongoing onslaught, we must consider its role in our attacks.

#### THE COMPETITIVE EFFECT

Our competitors continue to be a heavy burden. The label industry will see further consolidation with bigger players emerging and a move toward single-source suppliers for both the container and the label. Some of the largest suppliers will move into packaging, while some of the largest in packaging will move into labels. The territorial battle will ensue, as customers demand more from fewer, and expect their choice vendors to emerge with top-notch, end-to-end solutions. In other words – they want you to change.

There is also a profound movement toward adding geographic and production capabilities with an emphasis on gaining strength within certain verticals viewed as favorable. Increased competition means we will need to grow our capabilities quickly.

Alliances will go from one of those areas of little success to an area of increased focus. The lion will be expected to look after the elephant, and vice versa. The intent will be to form seamless alliances that can provide for the products

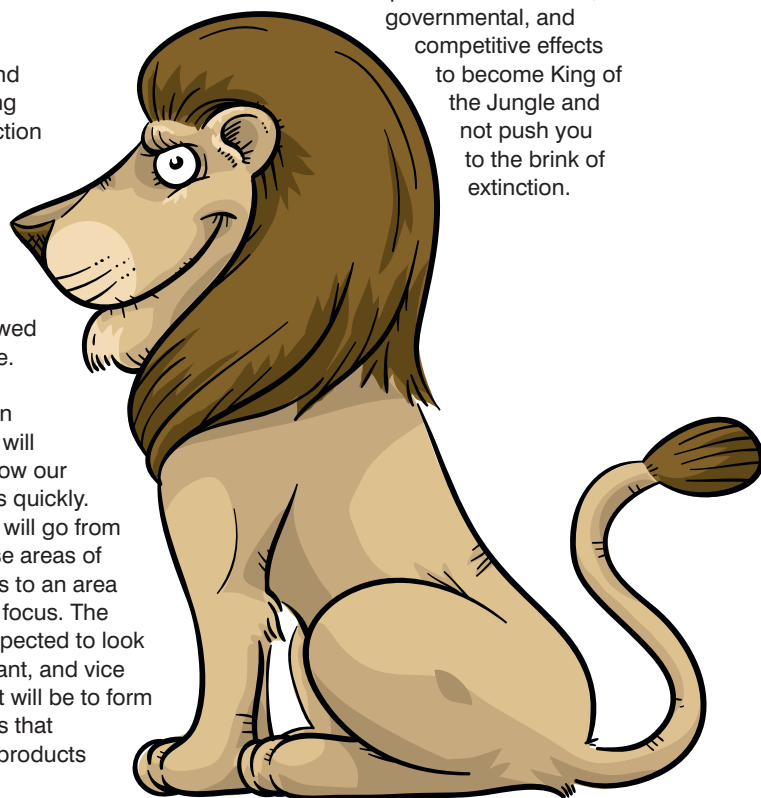
and services required of the bundled offering and ensure the demand of the customer is met with success – easily and cost-effectively.

The label industry will continue to see the need for strong geographic suppliers that understand and support the key vertical markets of the area. However, true national vendors will begin eroding the local preferred base with broader product and service offerings. This will expedite additional mergers, acquisitions, and exits. How equipped are you to fare in the increasingly competitive environment? Will you need alliances or something more? How fast will you be able to change?

When you consider these issues – and the pace at which they need to be addressed – you will understand the need to consider M&A as the logical move in the contest of the survival of the fittest.

Navigating the dangers of the jungle should not seem scary to the modern business owner. You've undoubtedly slayed your share of wildebeests and swung from many a treacherous vine. But most of your actions have been taken to quell the immediate need.

One of the most difficult parts of steering your business is to enact change with a mindset for the future. However, as you evolve, keep in mind the above three most pressing dynamics – change factors – on your business and profitability. The changes you make now will have an even greater effect down the road. Make sure they help you to capitalize on customer, governmental, and competitive effects to become King of the Jungle and not push you to the brink of extinction.



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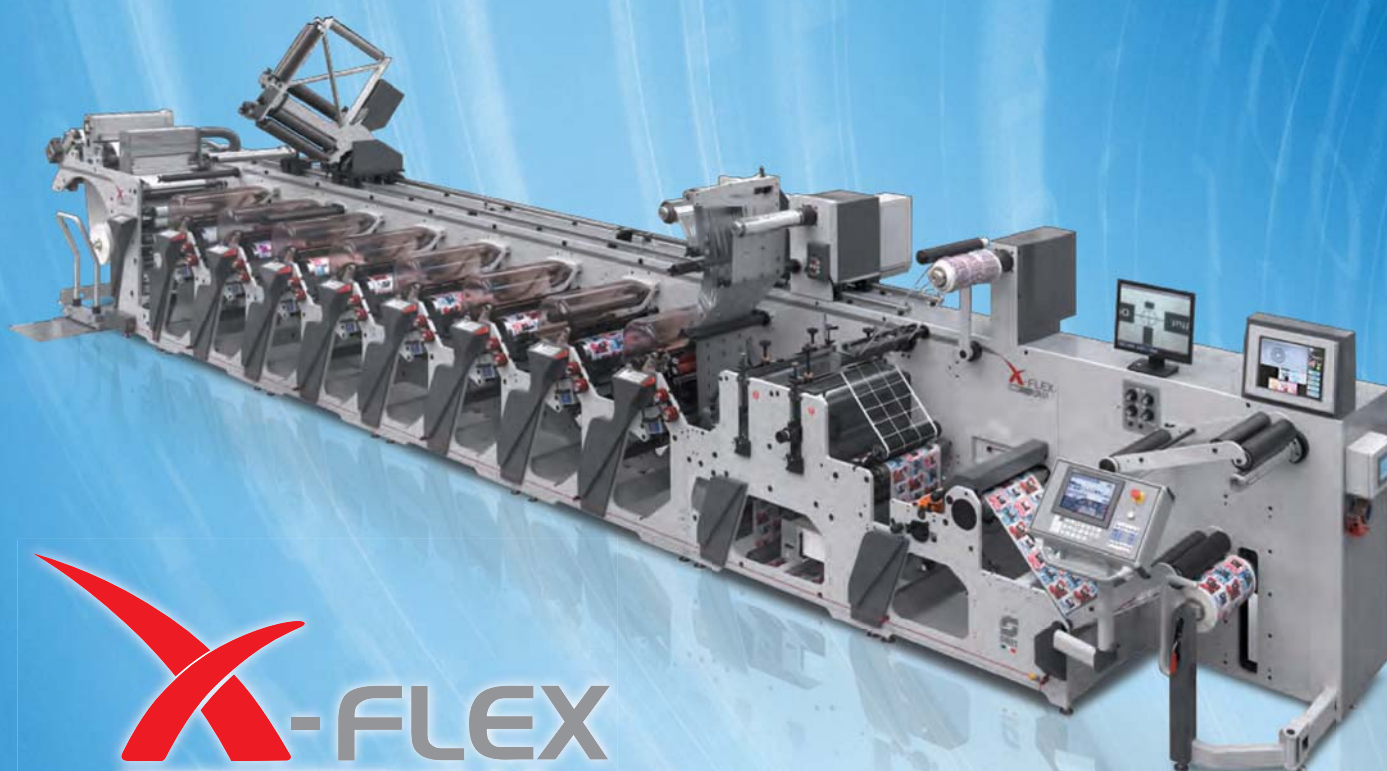


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**Hall 6 - Stand 6H90**



# Making wine sustainable

**THE WORLD'S BIGGEST** producer of French wines has implemented a far-reaching environmental program, and its label converting partners are a strong part of the team. Andy Thomas reports from Bordeaux

Of all the food and drink companies interviewed by L&L in recent years, none has impressed this writer more with their commitment to sustainability than France-based global wine and drinks group Castel.

This family-owned business began producing wine at the end of the 1940s and today grows vines on 1,400 hectares of land across France and another 1,600 hectares in Africa. The group has a turnover in the drinks market of 2.6 billion euros, of which wine accounts for 1.4 billion euros. Castel fills a total of 4.6 billion bottles a year, including 640m bottles of wine.

To give an idea of the scale of the company's operations, Castel's La Chappelle-Heulin site in the Loire Valley is claimed Europe's largest bottling plant measured by volume, with the capacity to fill 200 million bottles a year (75cl or equivalent).

In 2010 Castel launched an ambitious sustainability program, creating the post of environmental manager reporting directly to the board and setting up project teams at the local level.

The Castel Blanquefort establishment is a member of the 1ère Association pour le SME du Vin de Bordeaux, ISO certified 14001. Coded batch numbers now allow full traceability of every bottle of wine the plant produces.

Castel has achieved bio et Terra vitis organic certification for several hundred hectares of domains and chateaux and this program will be expanded. The company is committed to a five percent reduction in energy and water consumption over the next 18 months,

along with reduction in CO2 emissions and chemical inputs.

## SUSTAINABLE PACKAGING

The drive towards sustainable packaging solutions is a key element of Castel's sustainability drive, with a commitment to increase by five percent the waste it recovers over an 18 month period.

Other packaging and labels-related commitments include introducing solvent-free adhesives; trialing PET bottles made with 25 percent recycled materials; using lightweight bottles; and adhesive labels with recyclable backings (for more information, contact: dev.durable@castel-freres.com).

This is where Castel's label converter partners enter the story.

According to Franck Crouzet, communications manager at Castel, the company's use of pressure sensitive labels has been growing, and now accounts for one quarter of its overall wine label usage. It is not only the 'reserve' wines, with their more complex decoration, which have moved to PS, but also the company's mass market table wine brands.

The release liners for these labels had been mainly glassine, but one of Castel's wine label printers, Aset-Bidoit, had started working with UPM Raflatac's new ProLiner PP30 thin film liner and brought the idea to Castel.

'We jumped at it,' says Franck Crouzet. 'The reason for adopting this film liner was both economic and ecological. We can run the application machines fastest with PP30, so it was a part of our optimization plan, and at the same

time we plan to valorize and recycle the liner waste.' Castel is now working on the ProLiner project with a number of its label printer partners.

To deal with the collection and recycling of its liner waste, Castel is joining UPM Raflatac's RafCycle program. The ProLiner PP30 waste is collected and recycled by UPM Raflatac, and glassine liner will go to the French company Vertaris, which recently agreed a joint venture program with UPM to de-siliconize paper liners and make the recyclate available for liner or paper label production.

Castel is now testing collection and sorting systems for its different liner waste streams. 'Sorting must be done well, and it is now showing good returns,' says Franck Crouzet. Under the RafCycle program, UPM Raflatac pays a guaranteed rate per tonne for cleanly sorted ProLiner PP30 waste.

## WIDER BENEFITS

ProLiner PP30 has other environmental benefits for Castel. It allows the company to get up to 20 percent more labels on

## BEYOND WINE

As well as wine, Castel has become a major player in the African beer and soft drinks markets. Its BGI subsidiary owns 41 brewers across 20 African countries, and partners with some of the world leading drinks brands including SAB Miller, INBEV, Diageo and Coca-Cola. It also owns 475 retail stores in France and 55 in Belgium, UK, Morocco and Russia under the Nicolas name.



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FRANCK CROUZET, communications manager at Castel

a roll, reducing waste on the applicator lines with fewer roll changes. Glassine is typically 60gsm against 30gsm for PP30, so there are savings here in transport costs and waste volume.

The filmic liner also allows Castel to run its label application machines faster without having to worry about web breaks. Label printers have more latitude in die cutting with the ProLiner PP30, since any slight cut through to the glassine liner will increase the possibility of a web break on the applicator. A further advantage is the absence of paper dust both on the printing press and the applicator line.

Castel has now been using ProLiner PP30 for two years at its Beziers filling center, and one year in Blanquefort. The company has invested in new high speed label applicator machines as part of the ProLiner introduction and this has allowed an increase in machine speeds from 12,000 bottles/hour to 25,000 b/h. Machines running filmic liner can also accelerate more quickly than with paper without risking a web break.

The face materials used range from standard grades for high volume blended table wines to specialty wine label papers with moisture-resistant treatments allowing seven to 10 years cellar storage for vintage wines. ProLiner is used more for the high volume table wines and PET liners for the premium Chateaux wines.

ProLiner PP30 is currently offered with the latest versatile hot melt adhesive. 'ProLiner is already available on all our most popular paper face materials,' says Franck Accornero, UPM Raflatac France sales manager. 'And filmic face materials are just around the corner. Today Honey Glassine remains our biggest selling liner in France, but ProLiner is growing really fast.'

The example of Castel demonstrates that companies with a high level of commitment to sustainability can benefit in all sorts of ways – increased production efficiency, turning waste into a valuable commodity and bolstering wider public commitments to a sustainable future.

## EXPORT BY DESIGN

Castel's global operations take place in 26 foreign subsidiaries and an extensive network of distributors. The company claims to be the biggest producer of French wines in the world – some 100 million bottles a year. Altogether, sales export increased by eight percent last year, representing over 20 percent of the company's turnover, and Castel has seen a 13 percent increase in international sales of its Castel Chateaux and Domaines wines up to May 2011.

The most important 'mature' export markets are the UK, Germany and Japan. Castel claims to be the leading exporter of French wines to China with some 20 million bottles in 2010.

The label design elements for an export wine are a lot different to the traditional French approach. Selling abroad has involved the creation of a recognizable brand, and the 'Familie Castel' name and coat of arms are prominent at the top of every label. The labels also emphasize the grape variety first and then the Maison.

'The label is the first part of the communication a consumer can see,' says Franck Crouzet. 'France and international markets are not identical, and a product that is good for France might not be especially good for export. There are some markets interested in value the same way as France – Japan for example – but other markets are more interested in the brand. That is why the family Castel created a brand name and an image.'

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## COMPANIES PARTNER FOR FIRST COMPOSTABLE CONFECTIONERY PACKAGING

A team of companies – Innovia Films, BASF and Flint Group, and German flexo printing association DFTA – has partnered to produce the first compostable confectionery wrapper. The packaging is based on a layout from Kalfany Süße Werbung.

BASF provided the newly developed and fully compostable lamination adhesive Epotal Eco which is certified by Din Certco. Also compostable are the NatureFlex lamination films supplied by Innovia Films for the confectionery bags and wrappers.

The printing took place at DFTA's technology center in Stuttgart, using printing inks and plates from Flint Group. The flexo printing plate nyloflex ACE Digital was used in the process, which is particularly suited to the printing of flexible and aseptic packaging. The printing ink FlexiPrint MV used for the project is heavy metal-free and also suitable for composting. High color strength and excellent gloss can be achieved with this ink system that is free of TAA and phthalates.

## EFI AND PRAGATI JOIN VERDIGRIS

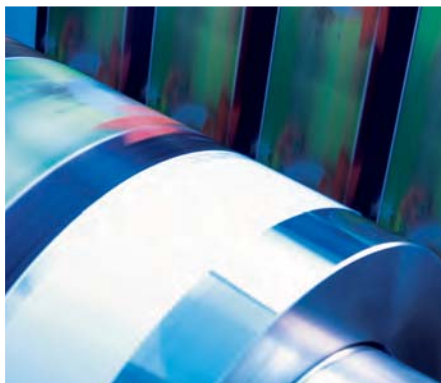
Verdigris, the environmental initiative from Digital Dots, the graphic arts research group, has welcomed Pragati and EFI as associate members. Pragati offers a wide range of offset and flexo print services to its clients in India and around the world from its offices in India and New York. EFI is a producer of digital inkjet printing technology as well as inks and workflow software.

Verdigris is a not-for-profit research initiative designed to help printers and their customers understand more about the environmental impact of print media. The goal is to raise awareness of print's positive environmental impact, through cooperative content development shared with an international network of trade publishers.

## RECOGNITION FOR EFPA

The Environmentally Friendly Printers Association (efpa) has been recognized and supported by the Sustainable Forestry Initiative (SFI).





## Success and security for the labelprinter



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# Closing the Loop on release liner

**MITSUBISHI POLYESTER FILMS** is claiming a world first with a new technology which closes the recycling loop for PET release liners. Danielle Jerschefske reports

The world consumes 1.4 million tons of pressure sensitive labels each year, and the volume is increasing. Release liner, paper and film, makes up as much as half of that volume, but less than 12 percent is recycled annually. With the packaging industry being pushed by legislators and consumers towards zero landfill waste, this situation is not sustainable.

Mitsubishi Polyester Films, an Americas affiliate of Mitsubishi Plastics, with headquarters in Greer, South Carolina, has now developed a PET filmic liner recycling technology called Reprocess that will allow spent liner to be reused to produce first quality liner. The supplier has tested the quality of Reprocess liner in high-speed application lines with Spear for beer bottle labeling, and CCL for high-volume health and beauty products. It works – reliably, and it costs the same as virgin PET liner, according to the company.

The parent of Mitsubishi Plastics, Mitsubishi Chemical Holdings Company, follows Kaiteki, a Japanese term meaning ‘comfort’, in an effort to bring more corporate social responsibility to the various markets in which the company operates. In 2009, MCHC president Yoshimitsu Kobayashi took Kaiteki a step further with the establishment of the Kaiteki Institute, which produces research to help develop more sustainable products.

‘We believe the need for sustainable solutions is a long term trend,’ says Dennis Trice, Mitsubishi Plastics COO. ‘The label market is strategic for us and the investment in Reprocess is an indication of our commitment to the industry and toward growing pressure sensitive technology utilizing PET liners.’

The one million sq ft Mitsubishi plant in South Carolina houses multiple film lines manufacturing 150-200 million pounds of PET liner annually. It is one of the few release liner suppliers that makes its own polymer, specializing in in-line coating of filmic materials from 48–1000gauge (12u to 250u). The advantage

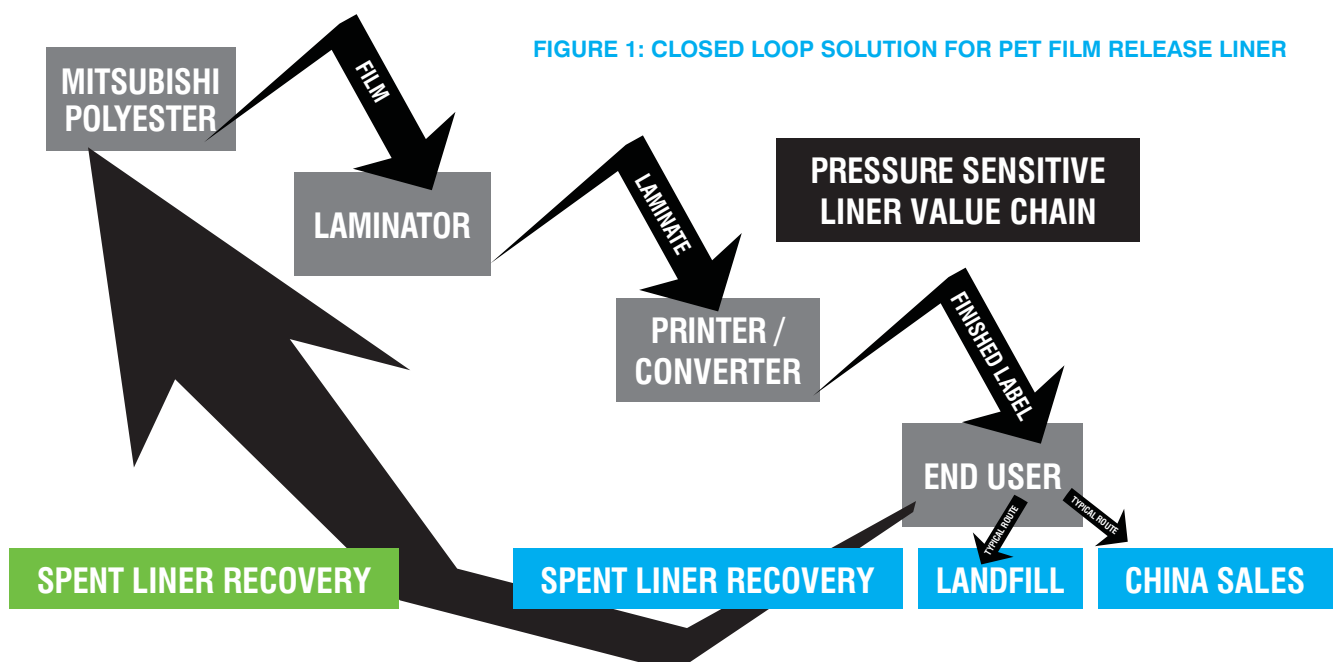
is that the plant can produce several polyesters with different characteristics dependent on application and process. Also at the site is a full R&D center with a pilot facility operating 24/7, dedicated to new product and process innovations where the Reprocess technology was developed.

In the late 1980s the group shifted its focus from adhesion coating to release properties. It now produces release liners on multiple lines and has invested over 200 million dollars at its Greer site in the last 10 years. Its most recent major capital expansion was Line 9, a 100 million dollar investment installed in 2003. Today Mitsubishi claims to be the world’s largest PET film release producer and plans further multi-million dollar investment to support the Reprocess technology.

## CLOSING THE LOOP

Completing the cradle-to-cradle recycling loop relies heavily on buy-in from multiple stakeholders through the value chain (see figure 1). The Greer plant already has a fully functioning, integrated waste material recovery system. ‘We need to have a good internal recycling system to recover waste in our own production,’ says Dr Marshall Ledbetter, Reprocess project director. ‘However, externally the cycle is much more difficult to trace and brings more challenges.’

Mitsubishi is working hard on building a PET liner waste collection system and has enlisted the help of professional ‘waste’ collectors for this purpose. It has distributed Reprocess-labeled containers to participating CPG facilities and packagers to create awareness about the scheme and to try and get the liner viewed as a valuable resource as opposed to waste. After collection, the next step is a visual separation by material clarity and color, and removal of any labels still attached. Because of the difficulties in educating collectors on how to separate Mitsubishi liner from other sources, this is





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done in-house. If Mitsubishi is not able to tell visually whether a liner is theirs, the material is sent to the lab for examination. Ledbetter explains, 'This is a critical step in the process because we must be able to take the material back to its original state.' The purity of the material is essential. Competitor material will be accepted only if its purity can be guaranteed.

### RECOVERY CHALLENGES

CPGs must support the collection of release liner in order for the closed-loop system to work. There must be adequate material recovered, consistently, to meet the minimum reprocessed content required to place Reprocess back into the value chain.

CPGs typically use one waste collection company, for simplicity's sake, for all of production waste removal. Yet recyclers often find it difficult to compete with the price of sending the material to landfill. Higher removal costs are a deterrent

to value recovery options because, typically, the plant manager, who has ultimate say in waste removal, is reviewed solely on their bottom line.

Mitsubishi is encouraging CPGs to work with firms that can divert various waste streams from landfill. Bill Wells, director of marketing for the label sector explains, 'It's imperative that we get the right names within the companies, to reach the person that has the power to make change.'

Many times it's the regional manager of multiple sites who is more closely involved in meeting company-wide sustainability goals and has the ear of the board.

Disposal options for release material, particularly film, in the US and Europe are bleak. If the material is not land-filled, many thousands of tons are downcycled in China or in other emerging markets to produce low value items like toothbrush bristles and other commodity items. Mitsubishi estimates that more than 60 percent of North America's

release liner is shipped overseas.

Wells explains, 'We found that many labelers believe their product is being recycled because their waste is sold, but they have little idea what the "grave" or re-use potential is for their materials.'

The collection project has been active for one year and is looking to expand its sources of spent or used liner. In addition to CPG buy-in, another barrier to recovery is the ability to consolidate a truck load of material to ensure that the recovery footprint and costs are kept to a minimum.

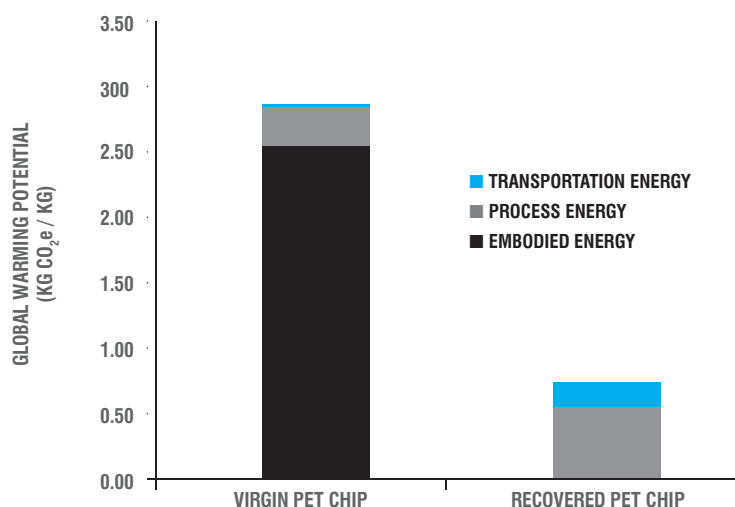
### LCA

A viable closed loop system must provide 're-products' with the same performance characteristics as virgin; the re-product must be cost neutral and have a reliable supply chain, in addition to reducing carbon footprint. Life cycle analysis (LCA) is a means of assessing the environmental impact of a product by looking at all stages from resource extraction, materials processing and manufacture, distribution, use, and disposal or recovery.

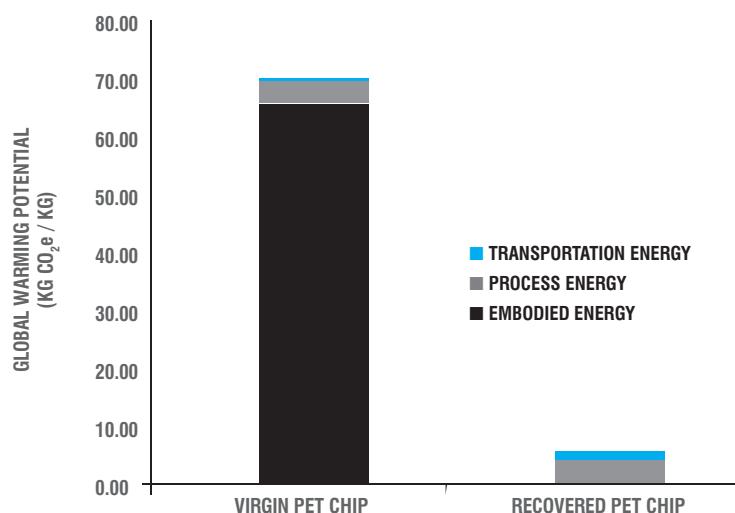
Mitsubishi procured a third-party auditor for an LCA of Reprocess as compared to virgin PET chip production. Variables were restricted to spent liner collection through to new material leaving the plant. The audit found that PET chip produced with the Reprocess system delivers a 91 percent reduction in cumulative energy demand and a 74 percent reduction in global warming potential when evaluated across Transportation, Process and Embodied Energy consumption compared to virgin PET chip. (See LCA Reprocess vs Virgin PET Graphs 1 & 2)

Ledbetter says, 'No matter which type of polyester liner we want to create with reprocessed film, it will have the same qualities as virgin material.' Every property spec – stress, tensile strength, elongation, and modulus – have been tested across multiple platforms. The company believes the introduction of a closed loop recycling process and recycle content liners will help support the continued growth of pressure sensitive labeling applications utilizing PET. Wells says, 'As laminators, converters, retailers, and ultimately consumers, all ask for more environmentally conscious solutions, we believe the Reprocess concept combined with the inherent performance benefits of PET liners will bring value to the entire chain.'

**GRAPH 1: GLOBAL WARMING POTENTIAL FOR PET CHIP MANUFACTURE, VIRGIN VS. RECOVERED MATERIALS**



**GRAPH 2: CUMULATIVE ENERGY DEMAND FOR PET CHIP MANUFACTURE, VIRGIN VS. RECOVERED MATERIAL**



### SUSTAINABLE REVOLUTION

Release liner is today under intense pressure, from Sustainability Scorecards and legislation such as Brazil's National Policy on Solid Waste (PNRS) enacted in August 2010. Mitsubishi Polyester Films' vision is for the various stakeholders to work together to retain value within the pressure sensitive supply chain. Ledbetter says, 'Eventually, we'd like to see Reprocess as an industry standard.'

For the future, Mitsubishi is looking to grow the Reprocess product line and expand capacity, while increasing the percentage of recovered content used in construction from five percent to 25 percent over the next 18 months. It has plans to invest in the capital equipment necessary to keep Reprocess cost neutral, but it must get the economics, particularly recovery participation and collection volumes, in place to keep it this way and continue moving forward.



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**DR ADRIAN STEELE** explains why  
Twitter is a serious business tool

## WHAT'S THE TWEET ABOUT TWITTER



the words of the UK prime minister recently, 'Too many tweets makes a twit'. I now think I 'get' it, and consider Twitter as a core business communication protocol. Twitter is not for children, I was told recently by a social media industry commentator that they prefer Facebook for many reasons. Apparently the principal reason is that Twitter's micro blog post style demands properly constructed sentences, and kids cannot be bothered to write using a degree of correct grammar. Twitter is used for business because it is interactive, easy to digest, and always more up to date than news from email newsletters or printed publications. It offers an unparalleled opportunity for opt-in opportunities to fleetingly reinforce your brand to stakeholders almost every day if you get the content mix right. It has huge potential for business, and early adopters in the global labeling industry are investing in it, including this publication.

In our short run labeling division we have the challenge of interacting with thousands of micro businesses, all really busy entrepreneurs trying

new ideas in new ways. Especially with the online marketing model we use, currency with your target audience is vital, and Twitter helps us relate to our customers. However for me, Twitter's best feature is market intelligence, giving me instant information from businesses I am interested in, and no-one else. No unnecessary noise, just the facts I want from suppliers, industry commentators, customers, competitors and prospects. If I don't need a feed any more, I instantly unfollow them and keep the information flow manageable. Who can suggest a better business information feed?

Of course not every business you are interested in is on Twitter (yet) but I think it's only a matter of time. Twitter will never replace key personal relationships, but as field sales teams become more expensive, smaller and targeted more at bigger accounts, and remote selling and service becomes more common, Twitter offers a new way of engaging with businesses in a credible way. Being up to date with your industry specific Twitter feed has given me a topical point of conversation to engage with other industry professionals I meet whilst networking, and to be blunt, to be informed helps your credibility.

B2B adoption of Twitter is about where websites were for business 10 years ago: the early adopters were exploring and benefiting, others had an ineffective minor presence and many just had not grasped the concept. If Twitter is not in your marketing mix yet, maybe it's about time to join the Twitterverse Tweeple.

*Dr Adrian Steele is the MD of the Mercian Labels Group and is @MercianLabels on Twitter.*

Whilst writing this piece I am on a train travelling to a smart packaging seminar. En route I am in two-way dialogue with the train provider giving feedback on the lack of facilities for mobile working business travellers. I'm doing it on Twitter. It's immediate, accurate, interactive and rewarding feedback for both me as a regular customer and their customer services. If they have any sense, and I have no reason to think otherwise, they will style their future service offerings to the marketplace accounting for this feedback from engaged customers. Such is the power of Twitter to affect business outcomes.

I have been using Twitter for nearly a year now, having ventured into the process believing, in





RUSSELL GAYER by the P5 machine

# Tyson Foods acquires new Mark Andy press

**FOOD PROCESSING GIANT TYSON FOODS** selects a Mark Andy P5 to boost capacity and improve efficiencies for its in-house print shop. Danielle Jerschevske reports

Tyson Foods, headquartered in Springdale, Arkansas, near Bentonville, is one of the world's largest food production companies. Founded in 1935, it employs 115,000 people worldwide and is a vertically integrated business producing everything from feedstock to heat and serve meals. It processes a variety of protein items including chicken, beef, pork and other prepared foods like lunch meats, ham, pepperoni and pet foods. It supplies Yum! brands fast food chain restaurants, McDonald's and Burger King, Walmart and Kroger Foods.

Tyson acquired Valmac Industries including its Tastybird division with multiple locations in 1984, followed quickly with the purchase of Holly Farms in 1989. Subsequently Tyson Print Services was established and the print group moved into its current site that was formerly used for egg packaging (a division sold to Cargill in 1982).

It started producing many of its own pressure sensitive labels for Tyson products on a Mark Andy 820, and a seven inch Comco Cadet. The company later added three Webtron 1000s, and uses four Arpeco Tracker rewinders to slit and rewind rolls for its 70+ plants worldwide. In 2010 the group gained corporate approval to acquire a new Mark Andy Performance Series P5, the mid-range servo model, installing an 8-color water-based system in the spring of this year. Russell Gayer, manager of Tyson Print Services, says, 'the move shows that the company is committed to in-house printing, that it realizes the benefits of having access to such a valuable internal service.'

## **LABELS&LABELING**

### **PERFORMANCE WINS**

Each year Tyson Print Services saves the company over 2 million dollars by producing one third of the company's label needs internally, proving that an in-house print department can directly impact the bottom line. To continue driving these savings, Tyson needed a new machine to increase capacity without increasing head count, to reduce waste by ganging runs, and increase production by reducing make ready time and improving press speeds.

To obtain approval, Gayer proved that an investment in a new machine would meet corporate goals to increase throughput by 15 percent. Since installing the 13-inch Mark Andy P5 machine, the converter has increased production output by nearly 16 percent compared to the same period last year.

The converter uses material MSI and tracks purchases to calculate these figures. Spoilage has been reduced and uptime improved. Gayer explains, 'We have more waste on the older machines because we don't have such long runs and the presses do not have the modern engineering geared towards producing shorter runs profitably.'

The plant's supervisors and press operators were in charge of selecting the machine. They developed specific criteria to compare machines objectively. The team chose the Performance Series because they felt it is more user-friendly, very intuitive and simple to operate. Its open design allows operators to easily access the printheads without the need for covers, providing better visibility during the run and making changeover time faster from job to job. The single servo drives and automatic registration control provide more consistency in runs from shift to shift. It was also critical that the machine be able to effectively run repeats smaller than 10 inches.



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## OPERATIONS

TPS generally produces three types of labels: direct thermal, semi-gloss and uncoated paper lithographic. Increasingly the company's marketing arm is shifting from high gloss to a matte finish, in which case the converter utilizes a matte UV coating to save as much as 20 cents per MSI. The majority of process labels are produced with a 150 line screen, although higher screen counts will now be an option with the P5 due to the automatic impression setting system which alleviates over-impression and dot gain.

TPS also has a machine dedicated to over-wrapping labels in a cellophane bag. They're sent to retailers packed with the product and are applied prior to display in the store Deli. Most of the larger Sam's Club 'Daily Chef' private labels for corrugated boxes are produced here, again shifting from gloss to matte finish for consumer appeal. These labels have an aggressive adhesive with the ability to perform in -70 degrees fahrenheit conditions.

The group's specialists worked closely with its ink suppliers to test UV varnishes that would consistently give the visual effect desired. After an extensive RFP, Tyson selected Monarch Color as its primary ink supplier in 2004. Initial projections indicated the company would save 12,000 dollars in the first year of the partnership. Upon reviewing the numbers twelve months later, the annual ink spend had been reduced by 40,000 dollars. The additional savings were a result of a reduction of waste in color-matching process and better overall color consistency.

The in-house label converter employs 54 people, 14 press operators and a number of graphics experts. Three print room supervisors oversee day-to-day production within the department. On average, the plant produces 50 million labels each month, and has produced as many as 89 million during peak times, since installing the new Mark Andy P5.

The 13-inch P5 press replaced a 10-inch Webtron, giving the converter instant capacity in width. It produces a multitude of 3 x 10 inch labels for export leg quarter sales, with typical run volumes between 100,000 – 400,000 labels. Gayer explains, 'We can produce these extremely well now. We quickly realized benefits both on press and in finishing.'

The hot air dryers, and auto registration, on the Mark Andy P5 press has significantly improved press speeds. Jobs that the older machine was typically running at 350 ft/min are now being run at 500 ft/min or faster. 'Our operators are extremely pleased with the new press,' says Gayer.

Besides the training provided by Mark Andy, Tyson enlisted services from FTS (Flexo Trade School) whom it found to be professional and helpful, providing detailed reports for improvements to be made on each shift.

## COMPETITOR PARTNERS

TPS produces around one-third of the entire company's demand for corrugated, retail, and on-pack promotional labels. The rest of the company's needs are met by Omaha, Nebraska-based converting conglomerate York Label, who also purchased a Mark Andy Performance Series press at the beginning of the year.

When Tyson Foods acquired IBP Inc. in 2001, the world's largest producer of premium chicken, beef, and pork, it used 47 different label converters to service its various food production facilities. After a rigorous process the company adopted IBP's single source philosophy and has had a strong working partnership with York Label (formerly Industrial Label) since 2003. With York's multiple locations and advanced machinery, it is an ideal producer of larger volume runs, allowing Tyson to leverage its buying power and reducing spend on materials.

Together the two converters – in-house and outsourced – share best practices and label specs when making decisions on processes, color management and scheduling in order to keep costs down.

**'We have more waste on the older machines because we don't have such long runs and the presses do not have the modern engineering geared towards producing shorter runs profitably'**

## LEAN

The department embarked on a Lean transformation five years ago. It initiated benchmark measurements to uncover areas needing improvement. The converter was able to minimize downtime and actually switch from a round-the-clock operation to two shifts. The changes allowed the company to realize a 20 percent savings in operating costs.

Its operations teams are dedicated to 5S philosophies and continue to utilize them today. Visual management supports the Lean infrastructure with job routing, staging and production planning. The business uses SAP to streamline its ordering and a house-made program to organize all packaging and label specs. York Label uses a web-based scheduling system linked to Tyson Print Services so that all job orders and their progress are transparent. Tyson Print Services is very pleased with the new investment choice. Gayer says he's hoping to gain support for further capital investments as his operators continue to improve production numbers and Tyson Foods' bottom line. While its current Performance Series press is not equipped for hot stamping, foiling and other add-value capabilities, he says that 'next time' he'd like to have a P Series with all of the bells and whistles.

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AN AERIAL VIEW of Baumgarten's 254,000 square meter site in Blumenau, southern Brazil

# Baumgarten invests

**SINCE SPLITTING** from its carton division in 2009, Brazilian label converter Baumgarten has invested heavily in new technology and implemented a world class sustainability program. Now the company has international markets in its sights, as James Quirk reports

When L&L visited Brazilian label converter Baumgarten in 2007, the company had become the first in the Americas to produce offset-printed shrink sleeves. Since then the innovation has continued, with Baumgarten, one of the region's largest integrated package print operations, undergoing impressive expansion, investing heavily in new technology and implementing a world class sustainability program that was given international recognition by Unilever.

The dramatic changes began in 2009 when operations were split: Ronaldo Baumgarten Jr and his uncle Germano Baumgarten took over the five label and tray printing divisions, while Hercilio Baumgarten, also Ronaldo Jr's uncle, turned the carton division into a separate entity known as CartonDruck.

Without stopping production, Ronaldo Baumgarten Jr moved the company to a 254,000 square meter plot of land that his forward-thinking father – the company's former CEO who passed away in 2005 – had purchased in 2001, while it was still operating out of multiple sites. He appointed Fernando Gabel as managing director, purchased the shares of his uncle Germano, and the company embarked on a period of intensive investment which has seen it firmly establish itself in the upper echelon of Brazilian – indeed, global – label converters.

New sales strategies have been adopted, resulting in 70 percent growth last year in Baumgarten's shrink sleeve production, while the company is targeting 20 percent overall growth in 2011. A further shift in culture has seen Baumgarten increase





its focus on external markets, with 10 percent of production being earmarked for export in the future.

#### RAPID INVESTMENT

Of the 15 Nilpeter MO presses installed in Brazil, six are housed in Baumgarten's 20,000 square meter factory in Blumenau in the southern state of Santa Catarina. The company's latest – an 11-color hybrid MO-4 press for printing pressure sensitive labels and shrink sleeves – was installed in January of this year. It followed a plethora of new machines installed in 2009 and 2010: a HP Indigo WS600 digital press with an AB Graphic Digicon Series 2 finishing line; laser engraving equipment from Stork; a Heidelberg XL75 sheetfed offset press; two Peerless cardboard thermoforming machines; a Heidelberg cut & stack machine; a Rotocontrol slitter rewinder with inspection; a Profama material

new to us,' he says. 'We were getting to grips with it for the first few months, mainly focusing on a few small print jobs. It's a completely different business and cannot be managed in the same way as the rest of production.' The digital press is producing pressure sensitive and shrink sleeve labels.

# for rapid expansion

cutter and three shrink sleeve finishing machines from local supplier Polisul – two for die-cutting and one for inspection. A second 8-color Gallus EM420 flexo press with silkscreen capabilities arrived in August. The investment has not been limited to machinery installations: the company has installed EskoArtwork ArtPro software, a new ERP system named Sapiens and added 8,000 square meters to its main factory.

'There was very little investment between 2006 and 2009 following my father's death,' says Ronaldo Baumgarten Jr. 'So we had to spend heavily and quickly to bring the company to a new level in a short space of time.'

The HP Indigo WS6000 was installed in September 2010 to address the short run market – increasing in size in Brazil – which the company hadn't been catering to. Ronaldo Baumgarten Jr reveals that they have taken a careful approach to its integration. 'It has been a deliberately slow adoption, as the technology was completely

This flurry of new equipment joins a raft of existing technology spread between Baumgarten's adjacent facilities in its 'graphics park'. With a monthly capacity of nearly 3.5 million square meters, pressure sensitive labels are produced with gravure, offset, silkscreen, letterpress, flexo, hot and cold stamping, embossing and digital on the Nilpeter, Gallus and HP Indigo presses, with a fleet of finishing equipment from Rotoflex now joined by the AB Graphic and Rotocontrol installations. Conventional and UV offset, hot stamping and digital technologies – from Heidelberg and HP – handle tags, blister pack, cut & stack and in-mold labels, with finishing taking place on equipment from Heidelberg, Polar and Bobst. Baumgarten can produce over 90 tons a month of shrink sleeves, which are printed on Nilpeter, Gallus, HP and Drent Goebel presses; sealing and inspection takes place on Stanford and Polisul machinery.

Since 2000, the company also manufactures thermoformed carton trays and is able to produce 100 million units a year on equipment from Peerless and Feva. Baumgarten's diversified production also includes fabric labels printed on dry offset presses from Italian company CDS.

The company operates three shifts of eight hours, five and a half days a week. Labels make up 78 percent of production; of that figure, just over 60 percent is for the cosmetics market, with food labels taking the next biggest share at 18 percent. The remainder is divided between markets such as



BAUMGARTEN staff gather for the launch of the Viva program



## A SUSTAINABILITY BLUEPRINT

In September last year, Baumgarten implemented a sustainability program called Viva which not only reduces the company's environmental impact, but also focuses on social policies such as improving people's welfare and educating staff and local students.

The program, developed with assistance from consultants, includes PET liner recycling projects and the storage and reuse of 40,000 liters of rainwater. A partnership with Stuttgart University in Germany has seen professors spend 20,000 euros of man hours developing energy efficiency initiatives at the company's plant, which was built to strict environmental and manufacturing standards. Material waste is sold to a local recycling company which separates and sells it for reuse.

The Viva program has been incorporated into the company's sales pitch: a client will be offered a different price for a more sustainably manufactured product. The company has also become member of the Carbon Disclosure Project and Sedex, the Supplier Ethical Data Exchange.

Viva received a glowing endorsement when Unilever invited Baumgarten to speak about the project at a conference in London. 'We are ahead of the curve with regards to sustainability,' says Christiane Iser Nebelung, marketing and foreign trade manager. 'This was demonstrated when Unilever picked us out of all their suppliers in Latin America to present at the conference.'

The program has been integrated into every aspect of company culture, and the name Viva was chosen to emphasize the human side of the initiative. This year, Baumgarten has subsidized the education of 40 students in partnership with SESI, the government-funded industry service initiative that is part of the same confederation as the graphic arts training school, SENAI. The company's canteen is subsidized to the extent that employees pay just 13 reais (eight and a half US Dollars) a month for two meals a day.



CEO Ronaldo Baumgarten Jr

beverage, household goods, pharma, textile and others.

Baumgarten, which employs 350 people and also operates a sales office in Sao Paulo, boasts a large warehouse which holds 45 days of material stock, purchased in both exact amounts and rolls for in-house slitting. 'It's a great competitive advantage and a key selling point to our customers,' says Ronaldo Baumgarten Jr. 'We are extremely reliable in our supply.'

## CHALLENGES AND OPPORTUNITIES

With the company particularly strong in the cosmetics sector – which is predicted to grow at five percent a year until 2015, thanks to the local population's rising disposable income and 'famous vanity' – managing director Fernando Gabel sees industrial and pharma labels as key areas for growth.



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BAUMGARTEN produces labels for a number of Brazil's leading brands

## “We had to spend heavily and quickly to bring the company to a new level in a short space of time”

With a background in the automotive industry, he cites durable products for car tires and batteries as an example. ‘We already have a large market share in cosmetics,’ he says, ‘so growth is coming in other areas.’ He also sees potential in the beverage sector, which in Brazil is dominated by wet glue paper labels. Since Heineken’s acquisition of local company Kaiser in 2010, however, a trend towards self-adhesive is emerging.

Gabel estimates label industry growth in Brazil at 10-11 percent, twice that of GDP, but he is cautious of the international media’s lauding of his country’s recent economic expansion. He believes that, in the long term, it will be difficult to compete if only supplying brands locally. ‘There is great potential for export,’ he says. ‘Currently the company only exports 1 percent of production, but we aim to increase that figure to 20 percent. This is a part of the shift in strategy since the company split.’ As a first step in this process, Baumgarten is actively seeking sales representatives in other South American countries.

Shrink sleeve production is also experiencing rapid growth – 70 percent

last year – for which Gabel credits the company’s new approach to the market. Where previously there was just one member of staff dedicated to selling shrink sleeves, now there is a team of 22. Sales staff no longer compete for the same business, as happened before the company split. ‘This has been replicated throughout our product portfolio,’ says Gabel. ‘It was the first thing we did as part of the professionalization process.’

Gabel also hopes that its commercial results will be aided by its global network of alliances. The company has a long history of partnerships with international converters, with Ronaldo Baumgarten Sr beginning a relationship with Switzerland-based Tesa more than ten years ago. This alliance also involves leading Mexican converter Flexoprint. Tesa’s membership of the Concordia group of allied label companies has also exposed Baumgarten to a global network of partnerships. ‘We always take a global approach to the market,’ reveals Gabel. ‘Historically, the alliances have been a great help with regards to technology, but we are now looking for commercial knowledge-sharing too.’

### HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

#### LEFTECH APPOINTS DISTRIBUTOR FOR TOYOBO PRODUCTS

Argentina-based Leftech, the Latin American representative of Japanese company Toyobo, has appointed Química Vulcano as its distributor in Colombia, *writes James Quirk.*

Química Vulcano will be the exclusive distributor in Colombia for Toyobo’s Cosmolight (flexo) and Printight (letterpress and offset) water-wash plate processors. The technology will be on display at the company’s demo center in Bogota, the country’s capital.

Leftech’s managing director Esteban Cambiasso said: ‘We are delighted to announce the appointment of Química Vulcano as the exclusive distributor for Toyobo’s water-wash plate technology in Colombia. The move will bring us closer to the market with local sales and support.’

Química Vulcano, founded in 1983, represents a number of international brands and distributes a variety of products, including inks and materials, to the plastics and printing markets. The company prides itself on partnering only with suppliers ‘with world-class quality standards’, says owner Dr Alberto Quijano. With research and development laboratories situated throughout Colombia, products are put through rigorous quality and productivity tests. ‘While other suppliers have also developed this technology, none has reached the level of quality, development, cost-effectiveness and perfect functionality as Toyobo,’ said Dr Quijano.

Toyobo’s Cosmolight and Printight systems allow the solvent-free development and washing of plates in just 40 minutes. The technology produces no contaminating liquids, making it a more environmentally friendly process and safer for operators. The Cosmolight system produces an image reproduction of 175 lpi (lines per inch) in conventional format, rising to 200 lpi with digital high definition. Printight, meanwhile, operates at 200 lpi in both conventional and digital formats. Preliminary tests by clients in Colombia show that, while the technology has a higher price for each polymer, its numerous advantages actually bring production cost reductions of at least 50 percent compared to traditional plates,’ said Dr Quijano. ‘There is an increasing awareness of environmental concerns in Colombia and the Toyobo systems will be an important solution for the country’s converters.’



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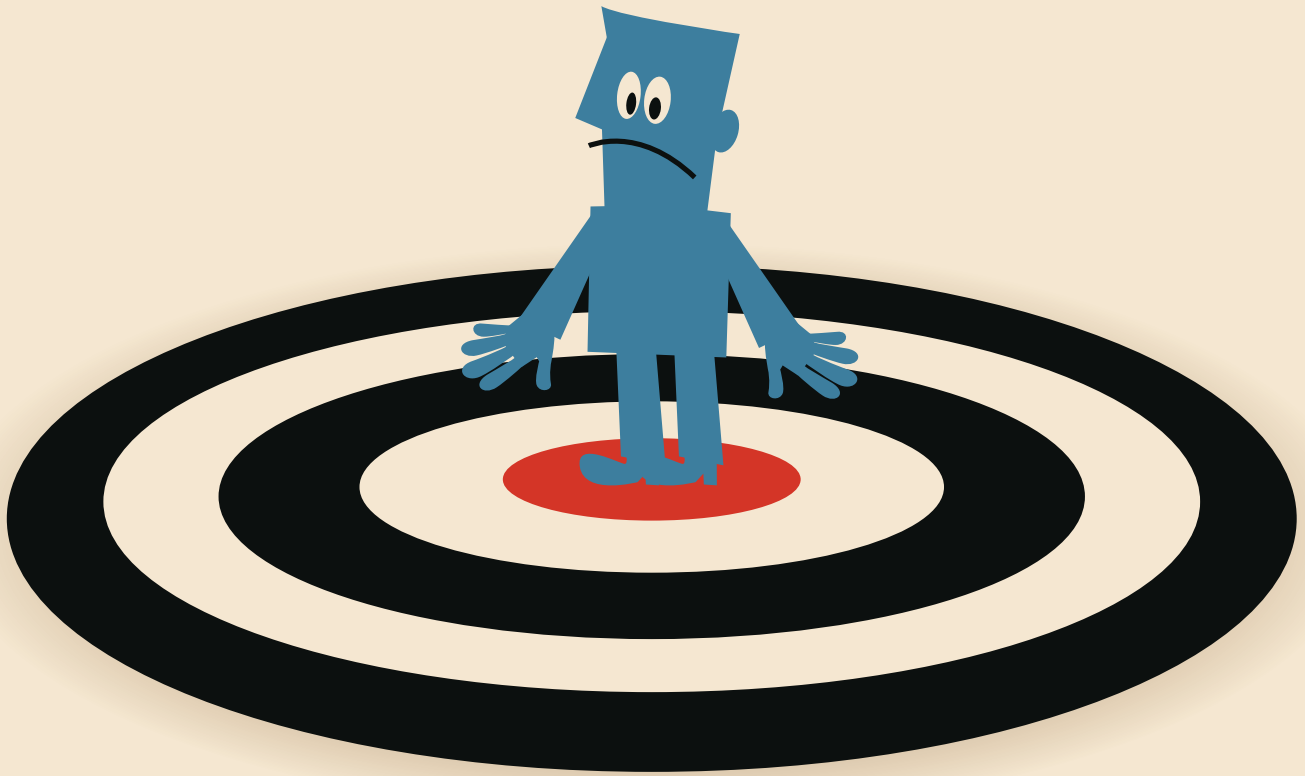
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# CEOs analyze leadership

**DURING LABEL SUMMIT LATIN AMERICA 2011**, Sao Paulo, a panel of label converters CEOs from Argentina, Chile, Mexico, Peru and Spain discussed their managerial experiences and philosophies. James Quirk reports

The conference panel session, which took place in Brazil in May during Label Summit Latin America, brought together Iban Cid of Spanish converter Gemark; Luis Maria Garcia of Multilabel, which has factories in Brazil, Argentina and Mexico; Aldo Gonzalez of Cameo in Chile; Fabian Silva of Etiquetas Anro in Mexico; and Jaime Yoshiyama of Peruvian printer Kuresa. Below is a transcription of the topics discussed.

**L&L:** What are the two characteristics that you believe every leader should possess?

**Aldo Gonzalez:** To choose just two, I would say discipline and emotional balance. Combining these, I think that one can correctly lead a group of people.

**Luis Maria Garcia:** For me, it would be charisma and passion for what you do. Charisma because to be a leader nowadays, you must be aware of a person's soul and heart – a large dose of psychology is needed. Passion, because it's the only way to convey to a group that the need to fulfill an objective is not only driven by salaries or command. A leader must have followers, not subordinates.

**Jaime Yoshiyama:** It is important to have a clear vision of your goals, as well as being optimistic and maintaining a sense of humor. Things happen, and you must face

problems with a positive attitude, otherwise you won't be able to handle so much pressure.

**Iban Cid:** Empathy – a leader must be able to put himself in the shoes of who he is dealing with, whether it is an employee, a business partner or a client. And something that we sometimes forget: honesty. A leader must be an honest person, in order to be able to ask for honesty of those above, below and alongside him.

**Fabian Silva:** A leader must not only have a vision, but a creative vision about the future in order to make a difference. I also agree with Aldo: one must maintain emotional stability.

**L&L:** How would you say your personal style of leadership has evolved throughout your career, and what have been the main influences on this style and its evolution?

**Aldo Gonzalez:** Leadership style changes with the maturity that one acquires over time. If I compare my style of 10 years ago with that of today, it is very different. Then, it was more ego-centric; now it has evolved to the understanding that everyone in the team is linked to the success of the rest and everyone has something to contribute.

**Luis Maria Garcia:** I agree with Aldo. One learns with maturity. A leader must think about those whom he manages, not in himself. Every success must be transferred to his team, and this is learned with time. The other change has to do with technology and the internet: one must be able to adapt to these advances.





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**Iban Cid:** You also learn that you cannot handle everything yourself. You must create a team. When I became a director, the team had been put together by the previous boss, so I had to work with them while I could. But one must then create one's own team and share ideas with it.

**Jaime Yoshiyama:** If I consider myself to be in the middle of my career, I am sure that in the years to come the style will continue to change. One must get involved, in order to get the best out of people and to make decisions after analyzing various points of view. This style has been influenced by my family. Ours is a family business, and I worked from a young age with my father, who helped me learn about different leadership qualities.

**Fabian Silva:** At the beginning of my career, I was very influenced by the American 'make it happen' attitude while working for Proctor & Gamble. The other major influence has been family. Nowadays, I feel I am much more aware of my surroundings: every decision you make, you must know that it will have an impact on the things around you.

**L&L:** Luis Maria Garcia, in your experience of managing people in different countries, do you think leadership is a universal language or do different cultures have to be taken into account?

**Luis Maria Garcia:** I think that leadership is a universal language, but you must remain flexible and adapt to the idiosyncrasies of each place. It is not the same to lead people in Argentina as it is in Brazil. They are distinct cultures and personalities, and each group needs something different to get results, to feel praised. That's an important function of the leader: to make people feel important. A manager delegates; a leader acts.

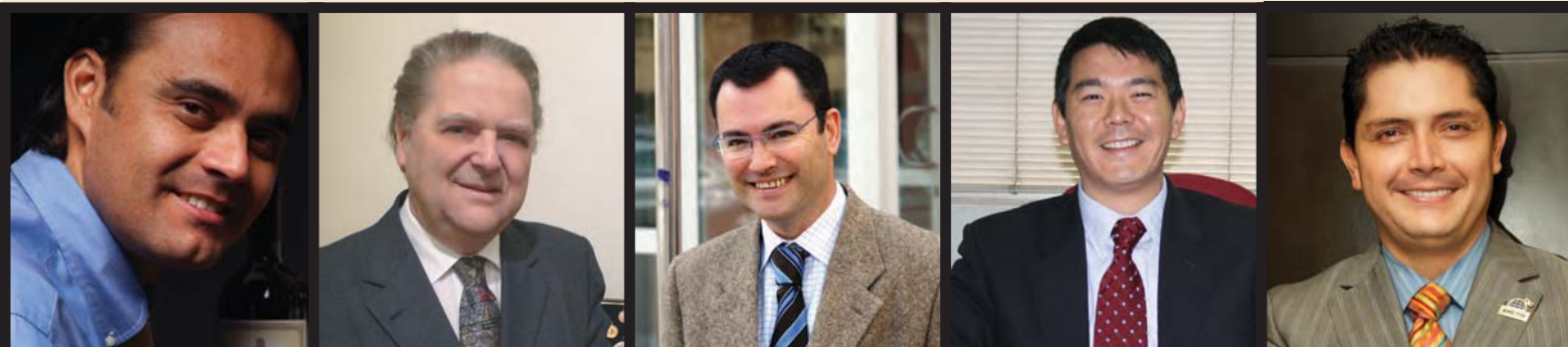
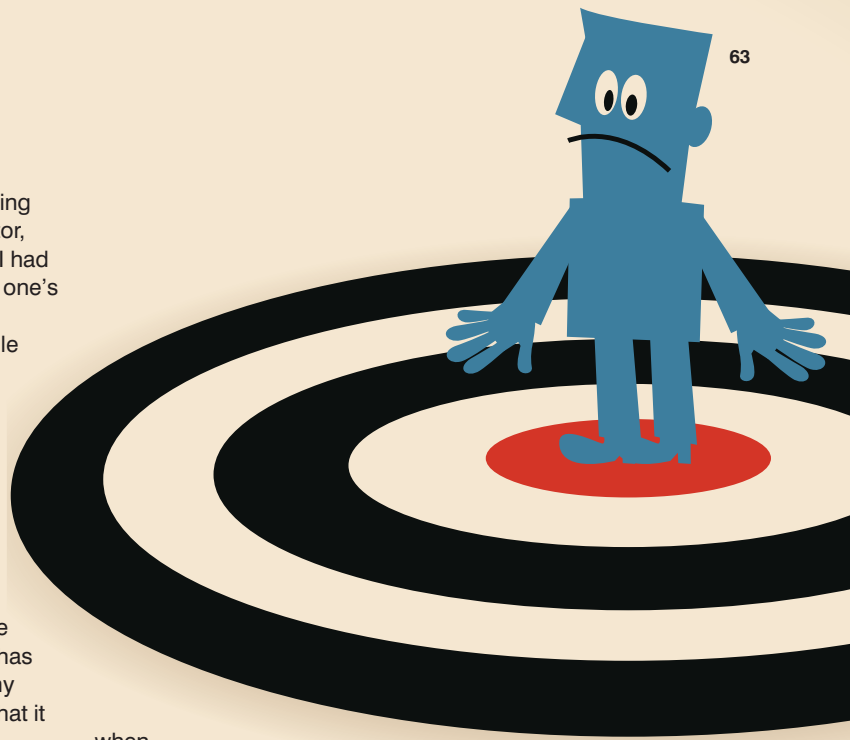
**L&L:** Aldo Gonzalez, you have experience of managing through the merger/acquisition process. What are the challenges of integrating established external teams of people into your own company culture?

**Aldo Gonzalez:** I've been involved in 12 such processes, of which six resulted in mergers or acquisitions. There's a big difference between this integration before and during the acquisition process, compared to afterwards. Before or during the acquisition, you must align certain ideas. For example: what are the things that add value to a company? In each of the companies we have acquired – family companies – the things that are valuable to them are different to what financier sees as valuable. In the old days, companies were bought because of their activities, their machinery, their sales. Today, there are financial concepts that dictate the prices of companies, and these are strictly related to organized data which can be studied. Therefore, the initial alignment of these ideas happens

when the buyer and the seller begin to speak the same language and agree on what brings value to the company. 90 percent of the time, this is the most difficult thing.

This leads us to emotional intelligence. In a conference session yesterday [at the Summit], I heard the speaker say that during mergers and acquisitions, things speed up and people want their money fast. But this is a process that must not be hurried. The internal workings of a company are different to how someone else would view them from the outside. I can say that I have no problems with my workers, but technically I do. What happens is that I know them so well and they look up to me, so I think I will never have a conflict with them. But the person who buys the company might not have the same relationship with them. In the same context, there is the family question. An acquisition is not magic: it doesn't solve family problems that have existed for 30 years. These conflicts have to be resolved before the merger process; the people who arrive from outside are not going to be able to do it.

After the merger, two things change immediately. The first is measurement: a series of efficiency or effectiveness indicators are brought in that weren't used before. The company was an interesting candidate for acquisition because it was already successful in the way it was run. But you now have to add elements to allow someone who is in New York or Hong Kong or Australia to evaluate if the company has the right tools for its future development. In this context, the second element that changes is the reporting, by which I mean the intelligent reporting of the old and new performance measurements



**ALDO GONZALEZ**  
of Cameo Chile

**LUIS MARIA GARCIA**  
of Multilabel Argentina

**IBAN CID** of Gemark, Spain

**JAIME YOSHIYAMA** of Kuresa, Peru

**FABIAN SILVA**  
of Etiquetas Anro, Mexico



that the company must deploy. Half of the companies that I have studied did not have audited accounts. They had an old accountant with his way of doing things, and because he'd been there for 30 years everyone was happy with it. But someone who comes at it from a distance will not necessarily have the same trust. There are usually some bumps while these processes are established, so the leader must keep things running smoothly.

**L&L:** Fabian Silva, what are the challenges of leadership within a family run business? Is the process facilitated or complicated by close personal relationships?

**Fabian Silva:** Family relationships can both help and also makes things more complicated. The ideas of each family member are influenced by their personalities and their ages. In a family business with two generations, you will have two distinct points of view, so you must create a shared and unified vision out of these differences. You must choose a leader who above all sets an example. And you have to remove all sentimentality and measure real results.

**L&L:** Luis Maria Garcia, how do you encourage creative thinking within your organization?

**Luis Maria Garcia:** Creative thinking must be promoted at every level. Firstly, by knowing the names of all your employees, you let them know that you have them in mind. Secondly, by taking the time to speak to them all, irrespective of seniority, to see how they think their role might be developed with more efficiency and less costs. This has given me very good results, as ideas have emerged from all areas to improve the company.

One of the products we manufacture is promotional labels, which are complicated. In this case, I organize a meeting between everyone involved, from the material purchaser and machine operator to the plate producer and the supervisors. The staff feel consulted, not that they are merely carrying out orders. This achieves two things: the product is sent out; and, because everyone is committed, there are no obstacles.

**Iban Cid:** We also greatly encourage innovation. This can happen through meetings, of course, but we also do something slightly different. When there is a mistake, we never look for someone to blame: we look for a solution. This fosters team spirit. I don't care who messed it up; we're going to fix it together.

**L&L:** L&L: Fabian Silva, what are you doing to ensure you continue to grow and develop as a leader?

**Fabian Silva:** I keep abreast of global trends by visiting other countries and building relationships with industry innovators. From a personal point of view, leadership allows you to evolve and see life in a different way. You cannot only influence the area in which you are working: you must be aware of what is going on around you, in your country, in the environment.

**L&L:** Jaime Yoshiyama, how do you help a new employee understand the culture of your organization?

**Jaime Yoshiyama:** When we bring in someone new, we ensure he is inducted into all areas of the company for around a month before taking on any major responsibilities. This allows time to be integrated with the company and familiarized with the people.

**L&L:** What do you like – and hate – about leadership?

**Aldo Gonzalez:** The daily challenge of keeping abreast of what's going on and what might be coming in the future is an enriching experience. I take satisfaction in seeing an idea turned into action, especially when it comes to people: investing time and money in preparing a young person who can bring something to the company. That is what I like most. What I like least is accounting, bureaucracy, and when – as in some countries – politics become a barrier to investment.

**Luis Maria Garcia:** I most like being able to act and create; to see results and run risks; to implement systems within the company and see their effect. What I like least is the stress that one lives on a daily basis and time spent away from family.

**Iban Cid:** I like to watch my company grow – not just in terms of results, but with regards to the people. I like to take on a kid and watch him become plant manager. And the worst is on a human level, when a crisis comes and you have to wield the knife and draw blood. No one likes that and it is very hard.

**Fabian Silva:** I like to have a positive impact on society, to create and innovate. What I like least is wielding the knife, but most of all, firing someone who is apathetic towards life. I don't like to fire anyone, but less so if it is because of attitude, because it means I couldn't do anything to help.

**Jaime Yoshiyama:** The most interesting part is the satisfaction of seeing an idea made into reality. What I like least is firing someone when things aren't going as required. And also constantly worrying about the company, even if you are away. But in general I like it all; the positives outweigh the negatives.

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STANDING in front of the Rotatek Perfect press at the Pechatny Dvor plant in Ukraine are (L-R) Alexander Schneller-Scharau, head of technology and sales at Marzek group; Dr Johannes Michael Wareka, CEO Marzek group; Dmitri Nudel, CEO of Pechatny Dvor

# Marzek Group invests in Eastern promise

**WITH GROWING OPERATIONS** in Austria, Hungary and Ukraine, the Marzek group of companies is investing heavily in becoming a major pan-European player. Andy Thomas reports

Austria-based label and decorative packaging converter Marzek Etiketten has become a major pan-European player with the acquisition of plants in Hungary and Ukraine, and is currently in the middle of an 11 million euro investment program to boost productivity and efficiency across the group's operations.

The Marzek group today has a turnover of 50 million euros and 500 employees across Europe. Its Eastward expansion began with the acquisition of Kner Packaging in Hungary in 2005, an offset converter of both cartons and wet glue labels. In a significant investment, the Hungarian operation will now take delivery of a new Heidelberg CX105 press, equipped with UV and aqueous coating. Additionally, Marzek has started a roll-fed operation at the plant.

Marzek made its first move into the Ukraine as early as 2000, when it entered into a profitable joint venture with a local converting group, which ended in 2005.

This time the deal gives Marzek the major share in a joint venture with Pechatny Dvor, one of Ukraine's leading packaging printers based in the city of

Dnipropetrovsk.

The deal keeps on board the highly entrepreneurial CEO of Pechatny Dvor, Dimitry Nudel, who started his graphic arts career selling carbonless paper before recognizing a growing demand for multi-color commercial printing. His first press was a Ryobi, which is still running. 'I then decided that labels and flexible packaging were more profitable,' says Nudel.

To take full advantage of the growing Ukrainian consumer market and to promote exports to Central Europe, Nudel needed significant investment, so the approach by Marzek was well timed. The JV agreement was signed in 2009.

'Mr Nudel's strengths are spotting new packaging opportunities in the Ukraine,' says Marzek Group CEO Johannes Michael Wareka. 'He has a fantastic eye for market niches.'

The first year of the JV was a great success, with the new company growing over 30 percent. 'We expect the same this year,' says Michael Wareka.

There are estimated to be only some 30 specialist label converters in Ukraine.

'There is a lot of potential, but the market still grows more slowly than it could,' says Dimitry Nudel. 'But with the Marzek connection we have the possibility to export to Central Europe. We are an international group and can serve customers locally where they need to be served.'

## LABOR EQUATION

To what extent is the decision move into a developing economy about relative labor costs? 'A good manager here in the Ukraine costs more than in Western Europe,' says Marzek's Michael Wareka. 'But there is a bigger gap between manual labor, and this means production costs overall are cheaper than in Austria. Hungary has an average 25 percent of the production-personnel costs per capita in Austria, and Ukraine has half the personnel costs of Hungary. The ratio would be 100 (Austria), 25 (Hungary) and 15 (Ukraine). Of course the productivity is still quite different, but in addition people here (in Ukraine) are highly motivated and there is more long-term growth potential.'





DMITRI Nudel and Dr. Johannes Michael Wareka with the Gallus TCS250 press

Current per capita consumption of PS labels in Ukraine is around 2.8 sq meters, which compares to over 12-13 sq m per person in Central Europe. 'We are partly creating a market where today there is still a lot of cheap quality direct print,' says Michael Wareka.

The company's customers are both Ukrainian and global brands – with the business tilting towards international companies – across a diverse range of sectors from food and dairies to wine labels. 'There is a significant wine industry in Ukraine and the Krim region is particularly famous throughout the region for its sparkling champagne-like wines,' says Michael Wareka.

Marzek's current two-year group investment program includes powerful support for the rapid growth of the narrow web business at Pechatny Dvor. The existing plant is overwhelmingly a sheetfed operation, with multiple MAN Roland 300 offset presses and Heidelberg Speedmasters and plates provided by a Kodak Magnus CTP unit.

But the narrow web business was already growing in importance before the Marzek acquisition. Dmitri Nudel had installed a raft of finishing equipment including a Focus Reflex and multiple rewinders, as well as a highly specified Rotatek Perfect press.

The Rotatek Perfect is a fully modular shaftless rotary offset press, and this installation was the first to combine gravure, offset and flexo. The gravure unit is mainly used for whites and metallics, while the six UV offset and two flexo coating units can be switched between solvent, waterbased and UV drying. Web width is 520mm and when L&L visited the plant the Perfect press was printing roll to roll at speeds up to 200 m/min.

## **LABELS&LABELING**

The machine is configured with E+L web guide, Eltromat color control system, Arcotec corona treater and IST UV.

Marzek subsequently installed a Gallus TCS250, a second Rotatek Perfect press with almost exactly the same configuration, and additional finishing and embellishing equipment. 'We worked closely with Rotatek technicians on the press and they took on board our suggestions,' says Michael Wareka.

The two Rotatek presses convert a wide range of labeling and packaging substrates including shrink sleeve labels, wraparound labels, monofoils and aluminium laminates.

'We have already printed films down to 12 microns,' states Dmitry Nudel proudly. 'Rotatek did not believe this was possible – before they quoted 20 microns as the thinnest materials for this press.'

The Perfect presses can be equipped with a sheeter module which allows wet glue labels, among other things, to be printed. A unique roll-fed application is decorated ice cream cones, for which Pechatny Dvor is the biggest supplier in the country and is now moving into the Russian market.

'When we have our new lamination capacity we will move more towards packaging on these presses,' says Michael Wareka. 'We do not want to compete head to head with the gravure printers, but instead to produce niche, short and medium runs of packaging. We are confident we can match gravure quality.'

The lamination capacity that Wareka refers to is now being commissioned. 'First we started at the beginning of the learning curve,' says Wareka. 'Our staff are highly ambitious and we are advancing very fast, already having

developed a high level of knowhow.'

Marzek is also looking to upgrade Pechatny Dvor's sleeve seaming/inspection system. 'We are about to invest in a faster line, as we also see shrink as one of our opportunities for growth,' says Wareka.

With consolidation of converting groups across Europe now a key trend, the Marzek group is well positioned to take advantage of the service it can now offer to pan-European label and packaging buyers.

## **MARZEK PROGRESS**

When L&L last visited Marzek Etiketten in Austria three years ago, the company had just introduced a digital asset management system. Today the company has 75,000 labels stored on the system, with some companies storing over 1,000 label designs and specifications, accessible to authorized personnel anywhere in the world via a secure website. Marzek has also further developed its 3-D virtual prototyping tool to include structural carton design. Designers can see how complex creases will work before outputting physical prototypes on a plotter.

The company's virtual prototyping software capabilities have also expanded to allow the simulation of foil stamping, embossing and other special effects.

'This means we can prototype virtually, and then physically, any packaging design, for a one-stop decorative packaging shop,' says Michael Wareka.

Since 2009 Marzek has had a digital capability, claiming to be the first European converter to install an HP Indigo WS6000. 'We have marketed this as digital offset to mark the fact that the quality is better than regular offset,' says Wareka. 'For example we can reverse print out of four colors. In the first year we ran 1,000 orders and 2,500 in the second year – the first full year of operation.'

The press is equipped with an ABG Digicon finishing unit configured for both off-line and in-line operation. 'Going off-line increases waste, and you have to produce 120 percent of the job to account for 20 percent waste.' The breakeven point averages about 4,000 running meters, 'but longer runs are carried out where it makes sense.'

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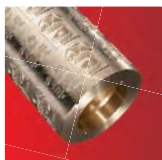
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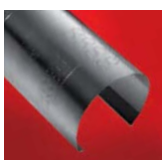
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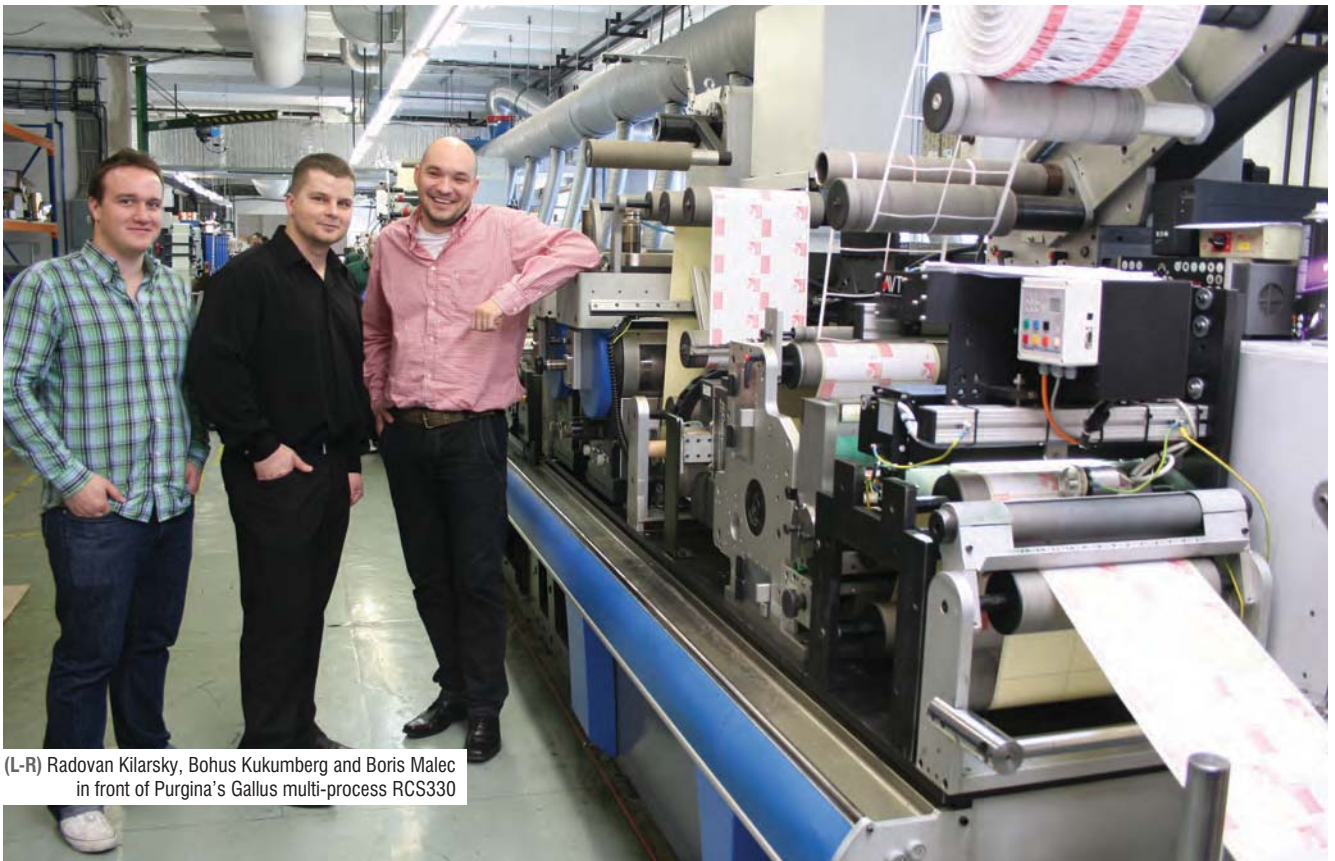
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(L-R) Radovan Kilarsky, Bohus Kukumberg and Boris Malec in front of Purgina's Gallus multi-process RCS330

# Success in Slovakia

**RIDING THE WAVE** of increasing demand for wine and spirits labels across Central Europe, Slovak converter Purgina is committed to adding value to its customers' marketing operations. Andy Thomas reports

Slovak label converter Purgina was founded by Stefan Kilarsky in 1991 in the burst of creative entrepreneurship which followed the collapse of communism in Eastern Europe.

Today the company employs 65 people and has a turnover of eight million euros. It is very much a family business, with Stefan Kilarsky's wife handling the accounts and daughter Dana and son Radovan already providing impressive technical and marketing input across the operation.

Purgina has long been a member of Finat, and both Dana and Radovan are active in the organization's Young Managers Club.

The business is currently growing by around 10 percent after a slow recovery from the global recession last year. Says Stefan: 'We're winning new clients all the time in wine and spirits, particularly in Slovakia, Hungary and Austria.'

## RAPID EXPANSION

Stefan Kilarsky founded Purgina with a loan of just 4,000 Deutschmarks (2,000 euros) to buy his first machine to convert simple PS labels, and by 1995 was in a position to buy his first professional

converting system – an 8-color waterbase flexo Nilpeter F2400, followed by a second, 4-color machine a year later.

'The 1990s was a time of huge expansion,' recalls Stefan. 'But our company was expanding too quickly – from 1.3 million euros in 1995 to six million euros in 2000. It was out of control. Between 1998 and 2000 I pulled the handbrake and started to look for fewer, better qualified people and to restructure the company.'

Part of this restructure was a move towards higher value label production, leading to the purchase of a Gallus R250 UV letterpress in 1998. In 2000, Purgina moved into a new 3,000 sqm manufacturing facility in Bratislava, the capital city of Slovakia.

By 2004, Kilarsky had started looking beyond Purgina's food label business as price competition increased. 'In 1991 there were no other label converters in Slovakia. Today there are seven strong converters in the country and some 27 in the Czech Republic.'

Having made the decision to move into higher margin work, in 2005 Purgina replaced the letterpress with a Gallus TCS250 intermittent UV offset press with

screen, embossing, flexo coating and hot stamping. This immediately opened up new markets in cosmetics, wine and liquor labels.

This was followed in 2007 by a modular Gallus RCS330 press, a prototype machine and the first in the region to combine UV offset, flexo, screen and cold foil. The press also has an inseting capability.

An Agfa Autolith LDT85 CTP system was installed to provide plates for the offset presses.

'The RCS fulfilled all our requirements,' says Stefan Kilarsky. 'We can change between flexo, offset, screen and cold foil modules which gives us great flexibility. The press has eight fully interchangeable printing positions.'

Bohus Kukumberg, production manager at Purgina, adds: 'After four years, we are still learning about the RCS. We do both long and short runs – down to 500 linear meters – on the press, and similarly we can do longer runs on the TCS.'

The team's only regret was that they did not have the space to add a Martin automatic roll splicer. 'It would have saved us 20,000 sq meters of waste,'



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(L-R) Stefan Kilarsky, Jana and Dana Kilarska, Radovan Kilarsky

laments Stefan's son, Radovan.

Given the trend towards shorter runs, has Stefan Kilarsky considered digital? 'In fact three to four years ago we did consider digital, but then the global crisis struck. Now we feel that our short runs are handled better on the TCS250 and RCS330, and the quality is better than digital.'

#### JDF PROJECT

For quality control purposes, the presses are equipped with AVT cameras controlling the rewinders via AVT's Workflow Link. This generates a virtual 'roll report' of errors on the printed web, which is used to automatically deliver faulty labels to the rewriter splice table. The web is synchronized by a barcode printed on the press after the inspection camera.

Dana Kilarska provides the company's expertise in this area. Her next plan is to supply the AVT cameras their reference image from the master PDF files held on the EskoArtwork Backstage server, via JDF. She also plans to link the Backstage server with her Cerm management information system.

Die cut profiles are already downloaded directly from pre-press to control the Digimask die cut verification system, which is particularly useful for ultra-clear materials and complex die shapes.

#### ADDING VALUE

Purgina employs eight sales staff, each of whom is trained technically in the capabilities of the presses, and taught to act as consultants to their customers. 'We have to change our peoples' thinking,' says Stefan Kilarsky. 'In the past it was easier to sell longer runs of food labels – now it is about quality and service. Today our strategy is to have fewer, higher value customers.'

Currently around 20 percent of the company's business is low value logistics labels, which Stefan is looking to replace.

'Half our business is in food labels. We don't want to lose our food customers but we do want to do more wine labels. Five years ago wine accounted for three percent of our business. Today it is 30 percent.' Labels for spirits such as schnapps and vodka has also been a good area for growth, with almost all the work using ultra-clear PP film.

#### CO-OPERATION IN WINE

Stefan Kilarsky says Purgina has been 'largely responsible' for moving the Slovak wine industry very quickly from wet glue to PS labels. 'Before we entered the wine market, 95 percent

## ELESKO ESTATE

Purgina's biggest wine label customer, and Slovakia's most advanced wine producer, is the Elesko estate, an astonishing Slovakian-invested operation which covers 110 hectares, and was a massive construction project taking two years to complete. The 'Elesko wine park' opened in October 2009.

The Elesko vineyard produces some 600,000 bottles a year, mostly for hotels and specialist wine shops, with some 25-30 percent of production exported.

The wine estate is part of a range of luxury-branded undertakings which includes several upscale restaurants. The wine park includes a superb Elesko-branded restaurant, crèche facilities, and what is possibly the world's biggest collection of Andy Warhol prints housed in a specially built gallery. Warhol was born in Slovakia.

Elesko's main technologist is Jozef Repa, a graduate of the Wine School in nearby Modra and of the Slovak University of Agriculture in Nitra. He is a man with a lifelong passion for wine and the Elesko wine park project was his brainchild. The Elesko estates use only organic components, with no chemical inputs.

Until last year, the Elesko company was sourcing its labels in Italy before switching to Purgina. 'We chose Purgina because of its quality and service. Purgina dedicates one employee full time to Elesko. The delivery date is very important – previous suppliers have been sued for late delivery,' says Katarína Gaťašová, head of Elesko's marketing department.

With her marketing background and Repa's lifetime experience in the wine industry, they both fully understand the importance of highly quality pressure-sensitive labeling. 'The label is what positions the bottle – it reflects the price of the bottle. The label should convey old and new values – both tradition and a contemporary approach,' explains Gaťašová. 'We are building a brand here from nothing. The label designs must chime with this wider image.'

There was never any question of using glue applied labels. PS labels were specified from the start of the project, and the Elesko site has highly automated label applicator lines. 'PS labels are like a business card – they are the first step for the customer in recognizing the Elesko brand, which also goes across our food labels,' says Gaťašová.

The first trials are now taking place with clear film labels for a new range of wines targeted at younger consumers, who want more 'catchy' marketing and are used to drinking products straight from the refrigerator. 'It needs to be something they would grab to take to a party,' says Gaťašová. Supplying wine labels is highly dependent on the weather, which determines the final quality and alcohol content of a vintage. This means Purgina needs to be very flexible, supplying labels with a printed background then overprinting the final information at the last possible moment.



THE ELESKO wine park features a museum of Andy Warhol art, a crèche and 110 hectares of vineyards





THE JAGNET wine series in co-ordinated colors

of labels in the country were wet glue. Today 97 percent of Slovakia's wine labels are PS. We feel that we drove this change by showing our customers the advantages of PS and how it helps them compete in new markets like the high level catering industry or with organic wine, and helping them deal with EU legislation. We showed them how other wine producing countries like Australia, the Czech Republic and Chile were using PS labels.'

Purgina is at the center of a network which brings wine makers and label designers together. 'This year for example, we are connecting the five best Hungarian and Slovakian wine makers to learn about marketing wine internationally and how to promote the industry through activities like wine tours,' says Stefan.

'We explain how in Italy and France, wine makers co-operate to promote the region. We also plan to bring in top designers from Austria and Hungary to teach wine label designers and wine makers here the design possibilities for narrow web presses.'

Where requested, Purgina can also provide a label design service, supported by its EskoArtwork Visualiser 3-D tools. These now come with a wide range of wireframes representing wine bottle shapes. The company will also work with a client's designers to translate flat artwork to a digital format.

'We explain that we are not "cheap", and what services we can offer, and that they take the same approach. We are not trying to compete with cheap New World wines. Our target should be medium and high quality wines sold to specialist wine shops or directly at the cellar.'

### THE FUTURE

For the future, Purgina is looking at new production facilities – plans which were put on hold during the financial crisis. There is also a continued push on sustainability issues. 'Ten years ago nobody in Slovakia cared about waste,' confirms Stefan. Today Purgina is having its liner waste collected and is a partner in Sony's Green Partner Certification program.



L-R Margita Sebova, Stefan Kilarsky, Roger Pellow

### KARPATSKA PERLA

After they were married, Ladislav Sebo and his wife Margita started helping their parents with wine-making. They founded in 1991 their own winery, later called Karpatska Perla (Carpathian Pearl). Nowadays they grow high quality varietal wines on 46 hectares of vineyards located in Slovakia's biggest and most famous wine district, The Small Carpathian Wine Region.

The high quality of the Karpatska Perla brand has been recognized by a string of prestigious awards, and as well as selling its wines domestically, the company exports wine to restaurants and hotels in Netherlands, Germany, the UK, Czech Republic and even Japan.

Karpatska Perla wines are offered in collections called Jagnet, Varieto, Dilemúre and 4 Živly. Each collection has its own design. The Jagnet wines feature different colors of stripes on screw caps matched with distinctive label colors. 'This could help educate people about the wine. Generally young people can be attracted by colors,' says Margita Sebova.

Before turning to Purgina for its wine labels in 2006, Perla was printing its own, incorporating art motives inspired by the work of students of Slovak artist Albin Brunovsky. 'It took us a long time to find a good Slovak label printer,' says Margita Sebova. 'With Purgina, you feel they help us understand what we need to do. We work closely with their designers to make sure our designs can be printed and sold properly on the market.'

It seems that customers value continuity in the design of wine labels. 'We used to change our label designs every year, but then people rebelled, because they had to keep getting used to a new label. We now have four types of label with 30 different wine types,' says Margita.

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ROGER PELLOW addresses attendees of the label and package printing seminar

# Iran holds first Label and Package Printing Seminar

**BOBAK ABEDIN**, vice chairman of IPIEU and CEO of Cybak Group provides a round up of the event in Tehran

The Iran Print Industry Exporters' Union (IPIEU) and Iran Chamber of Commerce hosted the first label and package printing seminar in Tehran on July 14, 2011. In cooperation with Roger Pellow, board member and director of the labels division of Tarsus Group, Siamac Dori, director of press and pre-press at Tehran Print University and Mohammad Baghbani Jam of Bahamin Pouya company – exclusive dealership for Labelmen, Riyobi and Horizon in Iran – the event was held at the Iranian Chamber of Commerce, Industries and Mines. The Iran Chamber is the largest private sector organization in the country, with over 400 unions, associations and chambers as its members.

Bobak Abedin, vice chairman of IPIEU and CEO of Cybak Group, welcomed 190 attendees – including printers from label, sheet offset and flexible packaging companies, directors from government printing companies, 40 students from Tehran Print University, IPIEU board of directors, heads of Tehran Printers Union and Cooperative, vice chairman of Iran Exports Confederation and 14 reporters from agencies and printing magazines and guest of honor, Roger Pellow. Abedin announced IPIEU's midterm plans and explained the importance of making smart investments in printing sectors such as label and package printing – which are growing around the world – and their potential in Iran.

Dori presented on label types and applications, providing Pira statistics on label usage and production in the Middle East; showing Iran to have the highest demand but not the

highest production of labels in the region. Therefore, providing investment opportunities in the country.

Pellow introduced Tarsus Group and discussed the current label market, investment possibilities, new label technologies, samples of how using labels can aid in business development and the future of label and package printing in the world. He used real examples of investor achievements alongside statistical information from around the globe. Labelexpo trade shows and summits around the world were also announced, inviting the Iranian printers to visit or hold a stand at Labelexpo Europe 2011. The presentation was well received. Following the show, news coverage called the seminar a success and said it was the right step towards improvements in the printing industry of Iran.

Baghbani Jam made a technical presentation using visuals to show the label production process. He explained the vast capacity of narrow web printing machinery and how they can reduce production costs and out-sourcing for printers. While introducing Labelmen printing machinery, he discussed various printing techniques and explained the IML, tube and shrink label production in detail.

The seminar was followed by a Q&A session. Pellow received most of the questions and stated that he was impressed by the development of the industry in Iran and would like to make more visits to the country. Abedini also expressed gratitude to the audience for participating.





FINISHING Department in Nansha

# Avery Dennison simplifies complex retail branding

L&L NORTH AMERICAN EDITOR DANIELLE JERSCHEFSKE travels to one of China's main manufacturing hubs to visit Avery Dennison's apparel services division

Everyone in the label and packaging industry knows Avery Dennison as the creator of PS label technology and a world leader in the development and distribution of label and packaging materials globally. Yet few realize that Avery Dennison is one of the key global players in the production of labels, tags and full retailing solutions for top US and European retailers, and many of the world's leading apparel brands, through its Retail Branding and Information Solutions group (RBIS).

International giants like Nike, Zara, Kohl's, Timberland, Tesco and Calvin Klein require color, quality and service consistency from their suppliers and demand rapid response to serve the world's growing consumer population.

The global RBIS team effectively manages retail apparel branding needs from design to fulfillment. Its forte is being

**LABELS&LABELING**

'close to the needle', providing location-based production in 50 countries with an integrated network of design, manufacturing and technology solutions.

Dean Scarborough, chairman, president and CEO of Avery Dennison, says, 'We offer retailers and brand owners true end-to-end solutions. Not only do we enhance the brand you see on a label or tag, we also accelerate supply chain performance with pricing and inventory management systems. Our branding and information solutions work together to help our customers satisfy consumers at the "moment of truth" in the retail store.'

Fully servicing its customers to help them catch a consumer's attention and manage their long, complex supply chains, entails solutions much broader than dependable manufacturing and





fulfillment. It requires significant globally integrated information management systems that automate customer data collection and maintenance and streamline production of cohesive variable information barcode price tickets for accurate item level marking.

Deon Stander, RBIS vice president and general manager-Global Commercial explains, 'Our global infrastructure and proprietary software solutions enable retailers and brand owners to connect directly with garment manufacturers. These solutions allow the manufacturer to print the data in their factory using Avery Dennison hardware and consumables or request an Avery Dennison service bureau ship them. Additionally, the system provides visibility of the garments throughout the supply chain – from factory gate to the store floor.'

The RBIS infrastructure not only allows for rapid response and flexibility, but also provides brand protection through 2D or sequential barcodes, additional anti-counterfeit and covert security features, as well as track and trace capabilities and inventory control.

### CHINA

It was agreed that the best way to gain a greater understanding of what RBIS encompasses was by visiting two of Avery's largest plants in the Nansha and Panyu Districts of the Guangdong Province in southern China, where every product line is manufactured.

The plant in Nansha is the largest hangtag production facility within the group. Opened in 2002 to produce offset, flexographic and thermally printed tags, the plant has tripled in size and now has an extensive platform that includes heat transfer and digital printing capability.

Its 3,000 employees fulfill over 10,000 orders each day, producing more than 60 percent of the total volume output using Heidelberg offset and Arsona flexographic presses. Retail variables – size, color, style, price – automatically load into a data management system where the information is organized, then sent to pre-press where plates are made, the job is scheduled and sent to press.

### EMPLOYEE INTERACTIVITY

One of the ways that the Nansha plant manages such volume and complexity with success is because of its employee engagement. There are 1,500 employees in the offset department alone. Senior plant management recognized that workflow would benefit from positive peer interaction. Therefore they initiated a 'best employee' peer selection process much like American Idol where associates introduce and market themselves to one another over part of the one hour lunch period.

Kam Yew Chew, Nansha plant operations director, explains, 'The sessions made employees more comfortable with one another driving Lean success as a unified team. They became more engaged and confident, and participate more actively in Kaizen projects.'

### STRICT ENTERPRISE LEAN SIGMA (ELS)

Over the last two years, the Nansha plant underwent a Lean transformation to cut delivery time to its customers in half. Each tier of the workforce from the shop floor on up reviews the plant's MDI (manage for daily improvement) board before shift-start, looking closely at productivity in hours to best control shift and daily production, and maintain a hit rate, or accuracy, above 90 percent.

Management explains that ELS removes complexity, making daily tasks easier to manage. Says Chew, 'It gives regular transparency into scheduling what work is completed and what needs to be done, allowing for shifts to be added in order to meet delivery times.'

Finishing and fulfillment are important steps in the production process and an area that has historically required a lot of manual labor, which can slow down the process. Therefore Avery built machines to automate some manual details like adding a grommet and string to a card. The implementation of these machines in the final stages of production increased daily output of particular products from one million to three million.

Quality Control in the shipping department matches hangtags correctly to order and delivery details. This must be exact. Customers must have accurate pricing, size, product and color details. There is no room for error.

This strict adherence to ELS principles

and employee dedication gives the plant an average lead time of just over four and a half days with an over 98 percent on-time delivery rate of 35 million tags and labels each day.

'Our game is responsiveness,' adds Scarborough. Dropping the lead-time helped customers reduce inventory during the recession and continues to allow more flexible and less costly inventory control.

### FLEXIBLE PLATFORM

Since 2008 the Nansha plant has used HP Indigo 3050 and 5500 sheet fed digital print technology to meet the needs for the more frequent production of more varieties of tags by leading apparel retailers like H&M who supply 'fast fashion'.

Most recently the location incorporated HP Indigo 4000 series roll fed machines to service the increase in size of the pressure sensitive part strips desired by its customers, and the need to have both multiple colors and variable information on them.

The Indigos service a piece of offset business that had typically been produced in a two-step process. Scarborough says, 'We are increasingly producing everything in one pass on the digital presses. The Indigo presses enable us to respond quickly and effectively, especially as order sizes decline. Our utilization of the digital presses is really high. And we see more opportunity with the technology moving forward.'

Digital print technologies complete a seamless digital solution that lends to short run work, multiple SKUs and a rapid turnaround time. The set up time between each job can typically be done faster without sacrificing quality and the process removes intensive manual steps where human error has significant impact.

The inclusion of digital gives the business ultimate flexibility to effectively serve clients across their POS branding needs. Jobs are scheduled for production depending on the volume and variability, and the inks and embellishments required.

Since the digital machines cannot produce jobs with UV, fluorescent, or metallic inks, this work is automatically scheduled to a conventional press. Likewise, if a job has a large number of sheets with low variability, it is typically more effective to produce on a conventional press. As a general rule, digital is selected for runs of about 700 sheets and below per order. The Heidelberg offset presses run 5000 sheets per hour.

The plant's total volume produced digitally has more than doubled in the last three years and continues to grow rapidly. Orders processed on the HP Indigos have an average of 200 sheets. More than 400 orders per day are produced on them.



## CONSISTENCY

The majority of customers order apparel lines from multiple locations, with similar requirements for trim components, garment assembly with labeling, and regional distribution capabilities. Avery Dennison's RBIS group can provide the same brand image in India, Bangladesh, Turkey, Mexico and China, wherever the apparel is sourced.

No matter which print process is used, RBIS press operators at each location, globally, abide to the same strict processes and regimens for color matching within a reference of 1.5 Delta E. When a job is moved from one process to another, a profile is created and color is signed off on between the two prints.

Ninety percent of jobs printed digitally use 7-color process to re-create any brand colors. While most customers have accepted process colors, spot colors are used in a few instances for large repeat customers. Operations are working with HP to have spot colors pre-mixed since in-house mixing was found to add variability to the process.

Many of the same materials are used in both the conventional and digital machines to further enhance consistency across product lines and regions.

A global Avery Dennison RBIS Creative Services team consisting of designers, R&D engineers, trend and color forecasting experts, support customers in carrying through innovative concepts to outperform the competition at retail.



A variety of clothing labels and brand packaging designed and manufactured by Avery Dennison

## SUSTAINABILITY

The RBIS group has a number of locations in every region certified to global environmental standards. The Nansha plant meets environmental requirements with ISO 14001 and FSC chain-of-custody certifications. Under the auspice of Lean, a dedicated management team assessed the plant's energy consumption rate versus production output on a micro to macro scale, finding opportunity to be more efficient by combining two shifts.

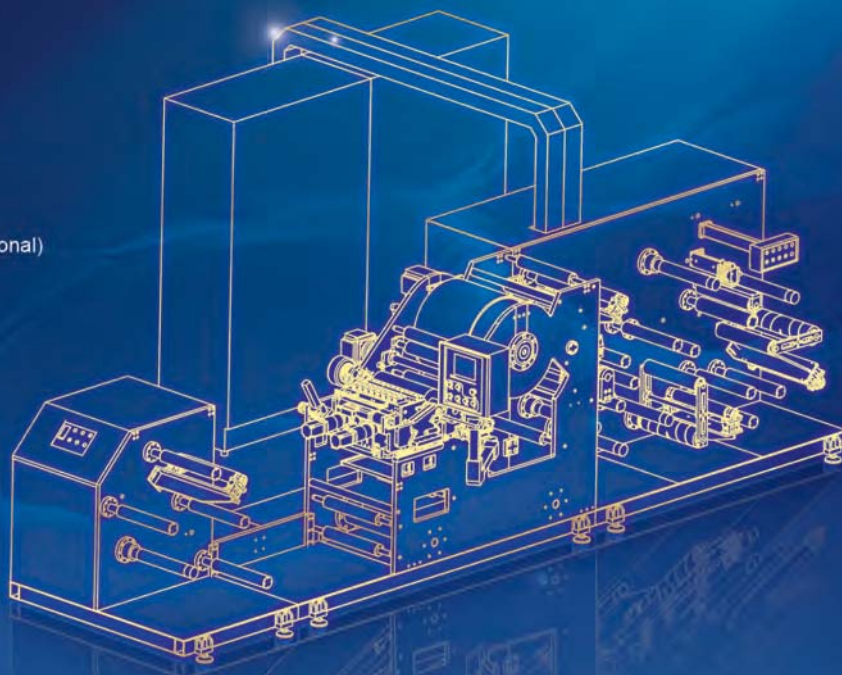
The group developed and launched its Greenprint packaging assessment tool in spring to assist customers in making an informed review of the overall environmental impact of their apparel branding across six measureable categories – fossil material, tree use, water use, energy use, GHG emissions and solid waste. Beginning at the design stage, Greenprint helps brand managers construct a more environmentally friendly apparel branding scheme.

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## EKOFA MC Series



### EKOFA Flexo

MC Series is designed for multi printing combinations purposes. Platform structure with removable printing tower makes flexible inline solutions. With sturdy, reliable press structure and servo motor drive, press can run at a maximum web speed 200m/min (650fpm). MC type is available in 260mm, 330mm, 420mm, and 520mm width.

#### MC Series Features:

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##### Multi Processing

- 2nd Pass Printing
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##### Others

- IR and Hot air dryer standard in Each printing station
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## EKOFA PT Series



PT Series is EKOFA Flexo's standard type. Mechanical drives for normal label process. Easily changing and cleaning on each printing station with cassette design. Options as cold lamination, cold stamping and turn bar, etc for different printing situations. Machine made individually for each customer with choices of 1-12 colors roll to roll or with rotary die-cut stations and other options.

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### SMART POS

A number of studies have proven that RFID or smart enabled item level tags and reading systems improve retail inventory control greatly. Stander explained how item level RFID data provides unit level tracking that follows all the way from manufacturing to distribution to the retail store network. At the store level, automating the process relieves sales clerks of the time-consuming manual process, providing inventory accuracy above 99 percent and therefore more dependable product replenishment, so the racks are constantly stocked with every item a buyer could want to purchase.

Scarborough sees RFID as a growth area for this market. He says, 'Sales increase, employees are happier and the overall in-store experience is taken to another level.'

The RBIS group consolidated five to six steps of the RFID embedded tag manufacturing process to only two to three steps. Cost per unit has come down significantly, making all the value benefits of this logistics solution a modern viable investment for supply chain accuracy and efficiency.

### QUALITY

The plant in the Panyu district is a major producer of woven fabric labels and heat transfer labels servicing the same market sectors as the Nansha products. It's the epitome of Chinese scale, employing a whopping 4,500 people. (Each company New Year party is hosted in a large stadium, the only facility in the area than can accommodate so many.)

The art department automatically receives pdf artwork files with Pantone color requests from customers. A Hong Kong developed software system evaluates the graphic image of the horizontally and vertically woven yarn and selects the proper yarn to color match the weaving based on the global Avery Dennison RBIS yarn book. Systems are in place to ensure color consistency across the woven apparel labels and the hangtags produced in Nansha.

There are two types of weaving looms for fabric labels: needle looms and board looms. After weaving the labels move to the finishing department for slitting and counting. This area is a key point for

Quality Control, ensuring that the cutting and folding of each label is accurate so they're exactly the size required to fit the clothing application machine. Acute sorting, counting, measuring and weighing occur here. Each step is a security measure so no labels leave the plant to be used in a counterfeit ring.

It has dedicated machines to produce Uniqlo labels, a Japanese clothing chain similar to H&M, but more widely known for superb quality.

### HEAT TRANSFER

Art files are prepared and jobs batched together by color and due date to make the most efficient use of the plate material. The silk screen graphics are then transferred onto paper or plastic backings. Next the film and mesh are exposed together and washed out to create the screen. Then the screens run through the press where adhesive is applied and the transfer labels are sent to the controlled humidity drying room.

Pressure, temperature and dwell time are the three things that can most affect the quality of the heat transfer label. A barcode system is used to track the racks in the temperature-controlled rooms to ensure that each set of labels is receiving the proper dwell time. An improper cure will affect the bond quality on clothing.

Most heat transfer labels range from 120-160 degree heat, and pressure is as low as 1.5 kg/cm square for application. A special system is used for stretchy material. RBIS offers seven types of application systems to its customers. Product is regularly tested in the 'laundry room' with commercial washing machines. The label must be able to wash 50 times without breaking down.

Lastly finished product runs through a 100 percent inspection process to check logo and graphics accuracy, is guillotine cut and checked again in QC with the near exact system used for woven labels before distribution.

### SUCCESS IN EMERGING MARKETS

Avery Dennison has found great success as a US-based firm manufacturing in a foreign country both in its RBIS business and on its core business of Label and Packaging Materials for consumer product labeling. Much of the success can be attributed to its valiant execution of ELS principles. Management explains that its employees there are eager and willing to provide the best, and says that the demand for quality product is higher in China than in the US. It has an advantage as a Western company; European and US firms trust its business and ethics.

Says Scarborough, 'There is a real culture of development here in China. We've been able to invest and grow in the Chinese market and we see more opportunity for expansion in our materials businesses as well as Retail Branding and Information Solutions. We are proud of what we've already accomplished and feel that with our strong local leadership and dedicated employees we're well on the way to reaping more success.'

Avery is well positioned with solutions that can serve as the backbone of virtually any global apparel business. 'We are passionate about our ability to both elevate brands and accelerate their performance,' Stander adds.



AD'S RBIS division uses HP Indigo 4000 series digital machines at its Nansha plant



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ANTONIO VERGÉS, owner of Etiquetas Anver

# Caslon first for Spain

**ETIQUETAS ANVER** is the first label converter in Spain to install a Nilpeter Caslon hybrid digital/analog press. Andy Thomas reports from Barcelona

Founded in 1990 by Antonio Vergés, Etiquetas Anver is a 14-strong privately owned company which counts some of the biggest global brands in its customer portfolio.

Vergés started his business converting blank labels before purchasing his first flexo press, a 6-color Nilpeter FA2400, in 1996. This was the first such machine installed in Spain.

With label sales increasing rapidly, Vergés moved Etiquetas Anver into a new, wholly-owned factory, and in 2005 purchased his second press, an 8-color FA-3300. 'Working two shifts, the

machine has not stopped from that day to this,' says Vergés.

When trends towards shorter run lengths and increased sorts pushed Vergés to consider digital, he turned to his long time press partner and in October 2010 finalized the decision to acquire a Nilpeter Caslon hybrid digital/flexo press.

'It was very important to us that the technology was in-line, so we can do the complete job in one pass,' says Vergés. 'We wanted the print 100 percent in register with the die cutting and any other processes. Working with paper it is easy enough to maintain register, but with films holding register is very difficult in these cases. Register control is excellent in the Caslon.'

Etiquetas Anver's Caslon press is configured with four flexo units, two in front of the 4-color Caslon inkjet module and two following. The press is equipped with turnbar, cold foil, de- and re-lam and two die-cutting units, with ancillary equipment including Vetaphone corona treater, Kelva web cleaner, BST inspection system and GEW UV.

Another reason for purchasing a hybrid machine was the company's extensive use of special colors. 'We are able to reproduce 95 percent of all colors we need with the Caslon, far more than we ever dreamed to imagine. The remaining five percent we produce with flexo,' says Vergés. 'The L'Oreal label, for example, has to be the correct Pantone reference, but at the same time there are different languages, and more and more short runs for different hair color references. For this label we would print a label where the top remains the same and the variable image and text are digitally printed below. So a combination of digital and UV flexo is the perfect solution for customers like L'Oreal, Schwarzkopf and Henkel.'

Vergés points out that the clear materials typically used in the cosmetics market require an opaque white flexo print. 'We can then print digitally on the variable image part of the label,'

For particularly complex jobs, the Caslon has a second pass facility, and Vergés may even consider retrofitting additional flexo units at a later stage.

## GROWING IN HARD TIMES

With the Spanish economy going through a difficult time, Antonio Vergés is looking to find new export markets in the nearby south of France and in Switzerland, where his brother has lived for the last 20 years. 'Our information is that we can be very competitive. We have Swiss quality with our Nilpeter presses, but with our lower costs we can still produce a label for three times less, even with the transport costs.'





(L-R) Damián Gelabert, printer, Sergio Porcel, production department

It is not just cosmetics where the question of solid colors comes up. 'We have the same issue with labels for paints, where the colors must be unique solid colors and there are a lot of short run text changes,' says Vergés.

Vergés calculates that on particularly complex jobs where both color and text are variable elements, plate savings alone could be up to 100,000 euros.

The Caslon press also allows Etiquetas Anver employees to use the expertise they have built up in high quality flexo printing. 'We have switched from 60 lines/cm to 80 lines/cm anilox and using digital plates we can achieve offset quality on the FA-3300. 70 lines/cm is where offset quality technically begins and we are reproducing it here with UV flexo. It is important to us that we can match this quality on the Caslon flexo units.'

On the other hand, Vergés says there are some things digital can do better than flexo: 'digitally printed vignettes, for example, are much better than flexo.'

An interesting question for companies like Etiquetas Anver which have gone down the hybrid analog/digital route is whether they will ever again buy a conventional flexo press. In another year it will be interesting to ask Antonio Veraés for his answer.

## NEWS IN BRIEF

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

### DOW AND MITSUI AGREE JOINT VENTURE IN BRAZIL

Dow Chemical Company and Mitsui & Co of Tokyo, Japan, have formed a joint venture in Brazil aimed at serving the global flexible packaging, hygiene and medical markets. The deal is Dow's largest investment in Brazil, where it has been present for over 50 years.

Andrew N. Liveris, Dow's chairman and CEO, said: '[The deal] combines the strengths of two global companies, creating the unique combination of world-leading technology and renewable feedstocks to meet needs in an important, rapidly growing region of the world.'

Under the terms of the agreement, Mitsui becomes a 50 percent equity partner in Dow's sugar cane growing operation in Santa Vitória, Minas Gerais, Brazil. The initial scope of the joint venture includes production of sugar cane-derived ethanol for use as a renewable feedstock source, bringing new, biomass-based feedstocks to Dow while diversifying the company's raw material streams from traditional fossil fuels. When complete, Dow and Mitsui say they will have the world's largest integrated facility for the production of biopolymers made from renewable, sugar-cane derived ethanol.

Once operational, the platform will be integrated with renewable sugar cane, enabling environmentally sustainable production of plastics with a reduced carbon footprint. 'We are proud to strengthen and grow our already-strong partnership with Dow, a company with a proven track record of innovation and market-leading brands,' said Masami Iijima, Mitsui's president and CEO. 'This venture advances Mitsui's goal to contribute to industry and society by securing a stable supply of renewable resources and providing sustainable solutions from those resources.' The first phase of the project includes the construction of a new sugarcane-to-ethanol production facility in Santa Vitória. Construction is expected to commence in the third quarter of 2011.

The transaction is expected to close before the end of 2011. Financial details are not being disclosed.

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## THE ROLE OF THE LABEL

is changing from a carrier of product information to a key element in brands' broader communication strategies. Carol Houghton reports

# Brand

It takes seven seconds for us to make a decision at the point of purchase; we don't read labels but respond to the look and feel of a product and its packaging. The label provides a visual shorthand.

A company which understands this very well is Procter & Gamble, and Mike Ferrari was at the center of P&G's marketing and innovation team during his 32 years at the company, completing his career as R&D associate director. Today he runs a consultancy, Ferrari Innovation LABELS&LABELING

Solutions, which seeks to understand and quantify rapidly changing consumer habits.

Ferrari points out that shoppers know more than ever before about the source and production process of the products they buy. They demand information that will impact their buying decisions and it is often left to the label to convey these facts. 2D or QR codes are increasingly appearing on labels. Currently used mostly for advertizing and promotional

purposes, it is likely they will eventually provide the safety and nutritional information previously printed on the label, removing the need for two-ply or booklet labels.

Madelyn Postman, from branding design agency Grain Creative, says 'less printing is happening' – more information is being provided online instead. 'The physical label is still needed in order to direct the consumer to that information, but this has become a marketing tool

rather than the primary carrier of information, making it more important than ever for the label to stand out.'

These trends have led to a burst of creativity, typified by companies like Rolling Optics AB from Sweden, which has developed a micro-optic technology which creates stunning 3-D effects by printing different patterns on consecutive layers, creating a magnifying effect.

To assess the impact of his technology, company CEO Fredrik Blomquist commissioned a study using eye tracker technology to monitor a respondent's gaze in store – where they looked and for how long. Results showed that the 3D labeled product received 70 percent more attention than that same product with the original label. After applying a Rolling Optics 3D optical illusion label, sales of Grazette of Sweden's XL hair care product range increased almost 90 percent.

Another company which understands the importance of shelf impact is Sun Chemical, which recently launched its SunInspire range of 'printable sensory graphic design effects' combining color, touch, aroma and interactive effects. Comments the company: 'Traditionally packaging was designed to stand out through its visual appeal, but today tactile coatings, aromatic technologies and interactive solutions are enabling brand owners and designers to design new concepts into their brands, thus further engaging with the consumer through printed effects.'

## GOING DIGITAL

The emergence of social networking means that the 'first moment of truth' is now in a virtual world rather than on the shelf. Brands are leveraging between two worlds, as well as changing their labels and packaging more frequently to remain relevant. Michael Ferrari says this trend will drive the mass adoption of digital printing technology.

Digital printing allows brand owners quickly and easily to change graphics and data to keep up with consumer trends and current events, as well as short runs for seasonal promotions. Ralph Bates, HP Indigo UK labels and packaging says 'digital is driving change in the market but change is coming from the brand.'

Digital offers faster response times, shorter supply chains, faster time to market and reduces inventories and waste as well as cost for short runs. According to Bates, packaging and label buyers are waking up to these benefits. Coca-Cola Israel recently ran a campaign using digital technology to increase brand awareness and extend the customer's experience. For four weeks consumers visiting the 'My Coca-Cola'

## MATERIAL WORLD

In the competitive frenzy to gain and hold the consumer's attention, products can switch rapidly between label materials, and nothing can be taken for granted. Shrink sleeves, for example, have been the biggest growth area in the label sector recently, but Christoph Geppert, founder of branding design agency Grain Creative, points to a major disadvantage: 'although shrink sleeves create a high impact at the point of purchase, they are left unsightly or even a hindrance once the product has been opened. The consumer is left with this 'mess' during the ongoing use of the product and this results in a negative brand experience.'

Avery Dennison Corporation recently introduced a technology which allows brand owners to achieve some of the impact of shrink sleeves in labeling complex, curved surfaces, while retaining the print quality of top quality PS labels.

The Fasson Curvy film label combines a wraparound look with the shelf appeal of PS graphics and is said to create up to 30 percent more space for primary labeling than flat surfaces. Larger back panels can carry more information and this also reduces the need for two-ply labels.

'Avery Dennison Curve Appeal allows marketers and package designers to profoundly affect consumers' decision-making,' says Renae Kulis, Avery Dennison's global marketing director, health and beauty, home care. The Curve Appeal system combines Fasson Curvy film labels with dedicated label applicator systems.

bond with consumers.

Alon Bar-Shany, vice president and general manager, Indigo Division, HP, points out another benefit of digital printing: 'Many brand managers have also discovered the benefits of using digital printing for prototyping and market trials, where cost-effective test products may be produced on final substrates.' Driven by brand owner demands for variability and immediacy, HP is now expanding its technology from labels into flexible packaging and folding cartons.

Neil Goodman, creative director at Direct Design, however, sees limitations for digital in packaging applications: 'Litho is still the cheapest option for large runs and best for color matching and spot color, which cannot be achieved with digital.'

## BRAND COLOR MANAGEMENT

Color profoundly affects the consumer's view of a product. Research has shown that secondary colors are more calming than primary – yellow evokes cheerfulness whilst red makes food more appealing as well as encouraging a quick purchase. Forest green and burgundy appeal to the wealthy and raise the perceived perception of price.

# Building

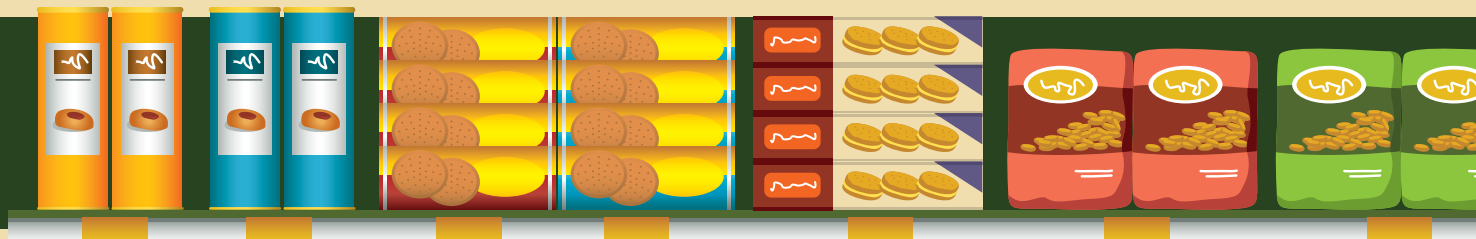
website could upload pictures and use online tools to design backgrounds and effects to be printed on their own, personalized shrink sleeve can design. Thousands of consumers were involved in the production of 50,000 separate designs. Using an HP Indigo WS6000, the company says digitally printing shrink sleeve labels rather than directly onto the can meant designs from the website were printed on a seamless workflow.

This level of personalization is an expensive undertaking for both the consumer and the brand, however, and Kodak's David Croft suggests that versioning of labels is a more cost effective solution. Brands can vary the data depending on the country or region rather than the individuals to stay relevant and create a

Barbara Pellow, group director at Info Trends, says color is symbolic of value and should be chosen carefully to remind consumers of the brand's value proposition. As an example, Walls recently rebranded its products, using blues to give the package a traditional feel and extend its appeal to the target family market.

Studies into consumer behavior have shown that if a color is consistent across all of a brand's products the consumer will immediately recognize it amongst competitors. 'Packaging and labels are the main carriers of the brand identity and are often referred to





as the ultimate interface between the consumer and the product. Consistent brand color is therefore vital in making packaging stand out on the shelf,' says Patrice Aurenty, business leader color management at Sun Chemical. The challenge is to keep the color consistent across all elements – multiple substrates, ink suppliers and printing methods.

'Matching color across processes and substrates is an ongoing aspect to print packaging and design. It's something that is very important to any brand owner and an easy way to understand the printer's capability and approach to quality,' says Stuart Lendrum, Sainsbury's head of packaging.

Manufacturers need a 'reference library' of colors to achieve the same results across various printing processes and substrates. Brand color variation can be caused by the restrictions of different label substrates as well as standards varying from country to country for a global product.

It can also be attributed to the method of defining the color to begin with. Pantone is the definitive reference for specifying brand color, recognized across marketing, design, pre-press, converting and ink color manufacturing sites. However, variations in pantone-based guidebooks show the tool isn't as accurate as it needs to be and over time variation in printed labels can result in an unrecognizable brand color.

Often in direct contact with brands, Sun Chemical has been working to improve the color communications workflow for label converters. The SmartColour

system allows brand owners to see the results on the final printing press at an earlier stage of the product development process. Existing products can also be reassessed to improve color consistency across multiple pack types. Globally, brands can review their existing palette of colors and remove the duplicated colors that cause unnecessary problems and costs. The database makes it possible for converters to reorganize their ink room to develop a specific palette of colors that they know will run correctly on press. Digital proofs are then used as color standards for each press to work to.

Color issues are not only related to solid colors. Designs are becoming more elaborate to create a higher impact, using vignettes and spot color overprints which vary depending on the print process, substrate and ink formulations. Sun Chemical can now evaluate color to ensure optimal consistency across a brand's range and flag up any potential issues at an earlier – and therefore less expensive – stage.

The demand for higher quality and more complex graphics is driving the need for higher pigment inks and more colors per job, but brands are still concerned with reducing costs. New flexographic plate technology, such as Flexcel NX plates from Kodak, can achieve greater print density with no additional ink. Users typically report savings in excess of 25 percent in set up costs, according to David Croft, packaging segment manager for Kodak.

'Package artwork is a key consumer communication at the point of purchase decision,' says Croft. 'CMYK is often not enough to meet these demands, but when greater ink density is combined with improved process stability and the ability to hold finer resolution dots, Flexcel NX plates increase the available color gamut, making more colors available out of the four process color set.'

The addition of extra spot colors or standard orange, green and blue inks (CMYKOB) further widens the color gamut. Working in a fixed palette color space reduces the amount of down time between jobs and wastage of ink and materials involved in washing up of individual print stations between jobs. By increasing the number of colors that can be printed by CMYK, Kodak says its plates can remove the need for spot color ink.

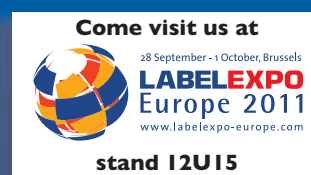




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### PRIVATE LABELS

Richard Barkaway, creative director at the One Eleven design team at Berlin Packaging, confirms that private labels are big news in the UK and beginning to emerge in the US market. Mass grocery chains are realizing that good packaging design sells. The market is becoming more competitive as products themselves improve. A good design will convey the quality of the product and also has a huge impact on sales. He also identifies a huge trend in filmic PS labels for 'no label look' applications in a sector traditionally seen as based around 'value' packaging.

The use of color and finish is one way of creating a premium look for these brands. Neil Goodman, creative director of Direct Design says 'Tesco finest packaging features silver and deep black on thick card with an uncoated rustic feel to create a premium element. The brand's packaging also features a cut out window so consumers can see the product itself.'

British supermarket Sainsbury's recently relaunched its private label brand 'by Sainsbury's', introducing new products and improving existing products and their packaging. Stuart Lendrum, Sainsbury's head

of packaging, says for brands 'It's the product offer that counts and packaging and design are but two parts of this.' The label design reflects Sainsbury's working closely with suppliers and customers to ensure it follows ethical values when sourcing ingredients.

Consumers want sustainable, environmentally friendly and responsible products and this extends to the processes and materials involved in creating the label and package.

### SUSTAINABILITY

The cost of raw materials has risen steeply in recent months and brands are concerned with reducing packaging in order to reduce cost. This is being supported by initiatives such as the Worldwide Responsible Accredited Production (WRAP) program. There is also a trend towards 'right sizing'; ensuring the optimum materials and dimensions are used in consideration of the packaging's purpose.

Numerous studies have shown that consumers are becoming more concerned about how and where products – and their packaging – have been produced. They may even be likely to switch to a new/rival brand based on its green credentials. David Croft, packaging segment



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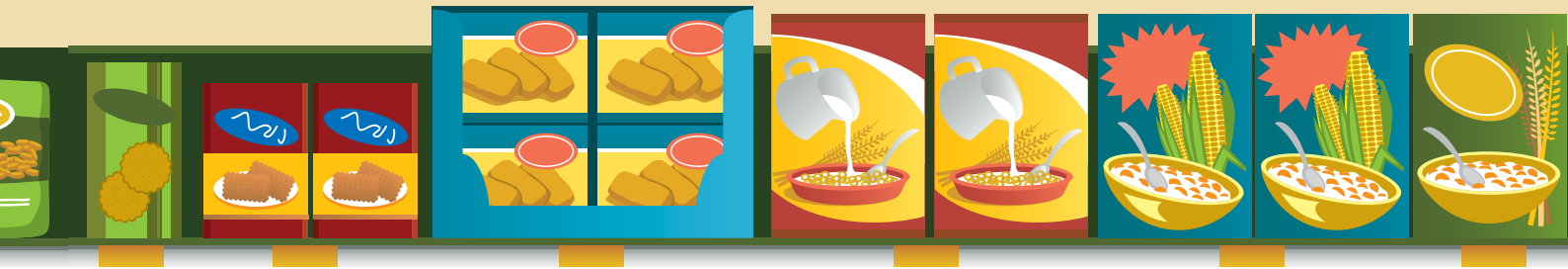
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manager for Kodak, says it may not actually be about the most sustainable product but more a case of which product looks more sustainable. For example a sandwich box may be made from recycled cardboard but the plastic window is overlooked. He adds another example; whilst the plastic wrapping on cucumbers is perceived as environmentally irresponsible, it has actually been proven to increase shelf life, thus reducing food waste. Indeed, loose vegetables result in 27 percent more waste.

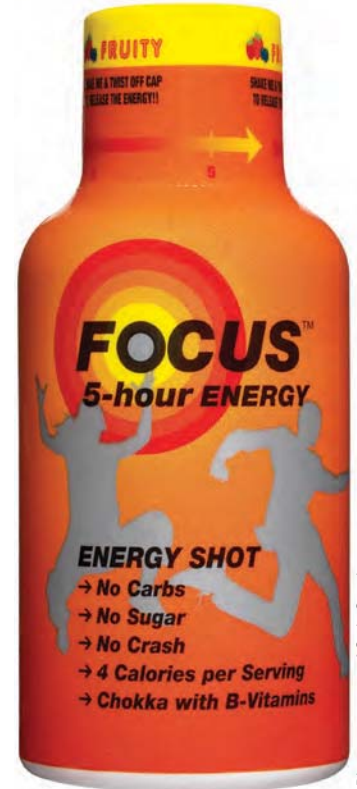
### NATURAL FEEL

Madelyn Postman at branding design agency Grain Creative has noticed brands wanting to achieve a more 'natural' feel to their packaging to better connect with consumers. Design elements include using a 'handwriting' style font to suggest a reaction against technology. 'It adds a more human aspect to the brand, suggesting it is a small, friendly and honest company that cares about its consumers and the environment.'

Another example is corn starched-based laminates replacing plastic as a more sustainable option, despite many experts arguing that this takes land directly from food production at a time of rapidly rising food costs and land shortage.

Neil Goodman, creative director of Direct Design says his big brand clients are opting for printers that use greener production methods, looking at areas like plate making, waste reduction and use of sustainably sourced papers. The Forest Stewardship Council (FSC) is an independent organization established to promote the responsible management of the world's forests. FSC certification provides a credible link between responsible production and consumption of forest products, enabling consumers to make purchasing decisions that benefit the environment. Using FSC papers allows a printer to be certified even if they are not recycled.

Madelyn Postman of Grain Creative says brands are asking for sustainable materials and inks to be incorporated into designs. She adds; 'Consumers want to be a part of an environmentally friendly company.' Grain Creative donates one percent of its turnover to charities working for a more sustainable future.



Picture courtesy of Grain Creative

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# OPERATORS DAY

**IN A MAJOR DEVELOPMENT** for Labelexpo Europe, the final Saturday of the show has been designated a day for press and other factory operators, a move supported by key European label associations. FINAT's Jules Lejeune introduces the concept

Who better to promote the benefits the Operators' day at Labelexpo than three 'volunteer ambassadors' from countries neighboring Belgium, as Labelexpo unites the label community in Brussels.

Meet Yohan Peyronnet, operator at Stratus Packaging, France; Jan Kerkwijk, foreman at Kolibri Labels, the Netherlands; and former press operator, Michael Jagiella, who is now technical director at Gundlach Logo Etiketten, Germany. Between them they have an impressive number of years experience working at the heart of the labeling industry.

## PROFILING THE OPERATOR –

### 'TAKING THE RIGHT TIME TO DO THINGS RIGHT'

These are not just the men behind the machines, but they have to manage the daily pressures of getting orders up, running and delivered, flawlessly and as fast as possible. When asked what they perceive as the primary qualities and requirements for their roles, we end up with the following:

#### MASTER OPERATORS PROFILE:

- Solid graphical and technical background to master the machine
- Will to learn to master the 'blind spots'
- Meticulous to master the assignment
- Clean and well ordered to master the working environment
- Concentrated to monitor and master the quality
- Anticipating to master the time
- Problem solving to master the situation
- Soft skills to master the people
- Flexibility to master the changing demand

*Or to quote Peyronnet's conclusion, 'An operator takes the right time to do things right.'*

## LEARN BABY, LEARN

Even where one has a graphical background and/or printing degree, it has been indicated that the job is actually learned on site. There is no particular school/education that prepares youngsters to become a (self-adhesive) label converter. 'Permanent education, personal and technical development is crucial in our industry,' says Jagiella. 'Our company invests a lot in internal training, also because it is hard to find the right level of expertise on the market. And of course, there are the suppliers who invest a lot in training as to make our people operational on their machines, as fast and efficient as possible.' 'You don't get bored in this industry,' Kerkwijk adds. 'Due to the fast changing technology, the learning process is never ending, hence knowledge transfer is crucial. The better you know the machines, the easier they become to deploy.'

Beyond internal education or training at suppliers' sites, Peyronnet, Kerkwijk and Jagiella all agree that they invest a considerable amount of extra time in 'staying abreast of the latest developments'. They monitor and address a

## LABELS&LABELING



JAN KERKWIJK,  
foreman at Kolibri Labels



MICHAEL JAGIELLA,  
Logo Etiketten



YOHANN PEYRONNET,  
Stratus Packaging, France

variety of information channels: internet, manuals and brochures, proofing methods, industry publications. Last but not least it is the networking opportunities with peers they value most and this during events from local or global associations, trade shows, seminars; it's the personal interaction that helps in making their job interesting, challenging and rewarding.

## WHEN TECHNOLOGY PREVAILS, CLIENT REMAINS KING

'The automation of our industry has both simplified and accelerated our work,' says Kerkwijk. 'As our work goes easier, the output is faster. The advanced technology has increased our production capacity with some 30 to 40 percent compared to former days.'

Peyronnet adds: 'Despite the automation, there remains a very important human intervention that can bring slight but significant differences in the end-results'.

Simultaneously and clearly related to the major technology shift, there is the relentless pursuit for perfection at the client's end. 'The customer has matured, and has become ever more demanding on all levels, not only the labels, but also the packaging, the service, the delivery. And quality always prevails, regardless,' comments Peyronnet.

## HERE TO STAY

Although the industry has many challenges, our operators remain motivated, dedicated and committed. Peyronnet has ambitions to further develop his career at Stratus Packaging and hopefully become responsible for internal training and education for the entire group one day. 'I take pride in my work, and in particular when we have been involved in the making of award-winning labels as this is truly a balancing act of innovation, design and technicality. Or as only French can say ... it is "un beau métier".' With 26 years of service at Kolibri, Kerkwijk takes pride in making sure his team gets the work done correctly and timely. 'In our company, everyone is invited to contribute to the optimization of our production since we implemented the WCM (World Class Manufacturing) tool'. Kerkwijk feels well respected as foreman and being part of the advisory steering group in support of new investments.

Jagiella resonates his colleagues positive sentiment as 'even after 16 years in the labeling industry, I still enjoy my work and have a lot of fun in my job.'

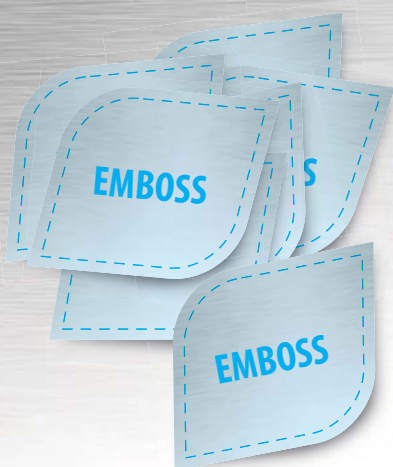
## JUST BE THERE

No surprise, all three labeling ambassadors strongly recommend their colleagues and peers to attend the Operators' day on the Saturday of Labelexpo this year.

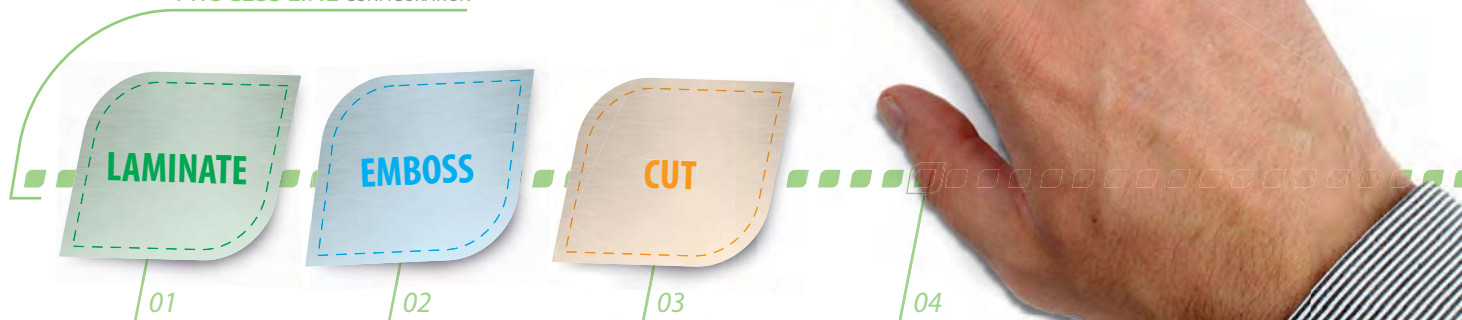


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L-R Christian Plenge, Metro group; Rik Olthof, Cartils; Arno Melchior, Reckitt Benckiser; Geoff Martin, CCL Label

# Understanding the consumer

**CONSUMER BUYING BEHAVIOR** is changing with the advent of the Social Networking revolution. A Finat congress panel brought together a global retailer, brand owner, converter and design agency to discuss the implications. Andy Thomas reports

A very interesting panel session at the Finat 2011 congress brought together a leading designer, brand manager, retailer and converter to discuss the future direction of the labels industry.

Christian Plenge, who runs German-based Metro's Future Store initiative, conceded that retailers are struggling to come to grips with a tectonic shift in patterns of consumer behavior.

'Our problem is that we need to look deeper into our consumer base and identify new trend categories. Social networking is the new reality, but most of us still think in terms of the traditional store paradigm. We can't control these new structures by our traditional marketing methods – advertizing campaigns or customer relationship management – because the new structures are de-centralized and people are free to do what they want.'

Plenge pointed out that social networking is NOT an activity exclusive to young people. 'That is another mistake. The average age of a YouTube user is 39. Half of e-Bay users are over 50.'

Retailers have to fight for customers' attention on this new terrain. 'You need to provide games, or attract people to put themselves on YouTube, for example. You need to be present where and when the customer wants to play.'

This new paradigm has brought changes in how people consume. 'Quality of life becomes more important than product ownership, and experience and emotions replace value for money. In other words, traditional values no longer sell products. We need to understand how to make buying an experience.'

Metro has set up an 'open innovation network' which allows partners to test new ideas in a real store environment.

Rick Olthof of Dutch branding agency Cartils is already carrying our design projects in the beer and spirits sector targeted at the new 'Experience Society'.

'In a time of crisis, like the banking crisis, consumers react to events outside their control by buying things of value to their personal life.' Brands are responding by linking the 'off-line world' to the social networking world. He cited Heineken's 'Thanks a Million' campaign, where it hired 'Heineken girls' to visit bars in Amsterdam and embrace anybody they found drinking Heineken. The video went viral with one million 'likes' on Facebook. 'Heineken was thanking consumers for liking them and consumers liked them back on-line.'

Critically, Olthof said the label is the key carrier for these messages. He used Smirnoff's successful launch in Brazil of a limited edition drink which combined a new apple flavor reflected in the clever packaging and label design as an example. 'You can peel a full body label off like a green apple skin. So you combine packaging with a new flavor and a new experience.'

Arno Melchior at global household, health and personal care brand Reckitt Benckiser explained how the company's strategy was to concentrate on 19 successful 'power' brands with global growth potential, and focus innovation there.

'Now we generate 40 percent of our revenue from products launched in the last three years. Our power brands represent 70 percent of our turnover.'

Because innovation can be focused, these products have higher margins than 'bread and butter' products. Melchior gave as an example the typically low margin household cleaning sector. 'If we can make something with a customer benefit, they will spend more money – for example pump actions sprays



instead of aerosols and "no touch" hand soap dispensers, we launched at height of bird flu epidemic.'

In the case of the Harpic cleaning product, the company moved to shrink sleeve labels to increase the surface area to communicate with the consumer. 'In cosmetics we are moving away from cheaper to higher quality packaging, which carries the message "this product is worth the money". This of course means you have to have better quality labels with high quality design.'

Geoff Martin, president and CEO of global converting giant CCL, said the 'digital transformation' had profoundly affected CCL and its relationship with end users.

'To be successful in today's tough economic climate, brands need to be intelligent with their marketing campaigns. By applying cost-effective strategies to promote themselves online, brands can strengthen their international presence, retain existing customers, and attract new clients.'

CCL Label therefore launched CCLIND. TV – a multimedia content website with video images and updates on the latest CCL news from around the world.

CCL set up a digital marketing team which produced a series of short films on every aspect of running a label company and buying and using labels, with a library currently totaling 1,000 clips. The first one was filmed in 2009, the year the H1/M1 virus broke. 'That first video went to the makers of carbonated drinks, talking about a label that allowed you to personally identify your bottle of mineral water by writing indelibly on a panel,' said Martin. The company's annual video budget adds up to around 45 thousand dollars.

In a Q&A session, the panel agreed that when operating in global markets, it is crucial to understand local differences in packaging and label formats. Arno Melchior pointed out, for example, that in India the 200 milliliter sachet is the biggest selling category, while in Europe this is just a promotional size.

Arno Melchior said that in the developing markets 'we are moving all of our products into higher quality'. Products such as Detol, shower gels and shampoos launched recently use a lot of clear labels and hot foil stamping. 'Local companies are improving their quality and if you do not follow as global company you will be out.'

Geoff Martin said the challenge for FMCG companies is to get both a global look and local customization. 'An example is that in China most people

have black hair, so label design is focused on properties like anti-dandruff etc, rather than on hair color.'

A discussion on the importance of 'Sustainability' produced some interesting comments. Christian Plenge rather stunned delegates when he said that although sustainability is very important for Metro on a corporate level, 'for German consumers it is not important at all.'

Arno Melchior agreed: 'at the end of the day, consumers say yes in marketing panels, but if they have to make a decision in shops, it's a different story! All over the world people say one thing and do another.'

At the same time, Reckitt Benckiser has a range of in-house initiatives, including co-shipping products with competitors. 'We would rather have just one truck full of competitor products than three partially full trucks.'

Melchior said replacing oil-based with plant-based plastics was not necessarily the best option. 'This is good for Coke, but for an aggressive domestic household cleaner it does not make sense. People would then say, "why are you are selling chemicals in environment friendly bottles?"'

Geoff Martin said that in emerging markets there is very little interest in sustainability. 'Quality of life is most important. When we get an audit in Brazil, the questions are about child labor and how much we pay people. Sustainability is more an issue for North America and Europe.'

One converter asked how easy it was to get involved with new product design.

Melchior said he likes to work with suppliers at an early stage. 'Development departments and purchasing departments have different views of the world! So involve us as soon as possible in your new ideas. When we develop something we have a website where you can put ideas on. We also discuss our innovations with consumers and our customers to make sure the product will be listed. And we do a lot of consumer testing, so we need to work closely together.'

For Metro, Christian Plenge welcomed new ideas. 'Even a worldwide company like us cannot know all the global trends that can harm us or help us. That's why our open innovation network is so important.'

Rick Olthof said his designers would welcome more input from converters. 'We need to keep up with new techniques, but we can't make all the running.'

## INSTALLATIONS

### A ROUND-UP OF THE LATEST INSTALLATION STORIES

#### SISTRADÉ MIS SOFTWARE PREPACK (THAILAND)

Prepack Thailand, one of the country's largest rotogravure and flexography flexible packaging companies, has installed an MIS system from Portugal-based Sistrade. The deal was concluded by Paradorn Chulajata, MD of Prepack, and Paulo Souto, Sistrade's business manager, during the Portuguese company's visit to Prepack's facilities in Thailand.

Prepack Thailand was founded in 1977 to produce a multi-layer film for the pasteurized milk industry and has since become an expert in co-extrusion of blown film. Sistrade's MIS system will allow the flexible packaging converter to manage and control its business and production processes, including data-sheets, estimates, invoicing, job ordering, production supervision, and cost control through comparative reports.

#### GALLUS EM 260 PRESS SHANGHAI RAILWAY PRINTING (CHINA)

Shanghai Railway Printing, based in Shanghai, China, has purchased a Gallus EM 260 press. The company, founded in 1983, plans to use the press, equipped with five flexographic printing units, for high-speed train tickets. It says that the label press's high quality and stability, as well as the company's excellent previous experience with Gallus, were key factors in the purchase decision. Installation is planned for September 2011.

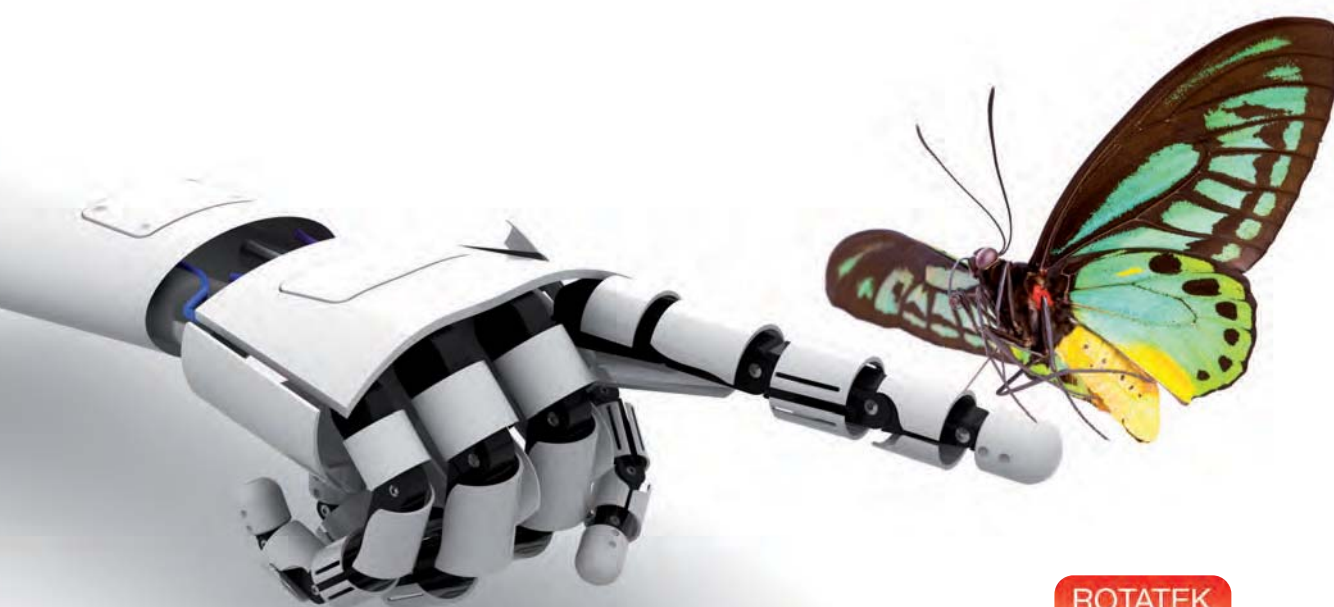
#### DACO DTR330 LABEL REWINDER ACORN LABELS (UK)

UK-based converter Acorn Labels has purchased a DTR330 label rewinder from long-time supplier Daco Solutions. The sale is Daco's two hundredth, and coincides with Acorn Labels' purchase of a tape manufacturing operation. 'We have now sold six machines to Acorn Labels,' said Daco sales director Mark Laurence, 'including other DTR300s, a 330mm wide combi turret, a die-cutter and a stand-alone rewinder.'

'Our experience shows us that Daco's back up is the best we have found,' said Acorn Labels' spokesman Sam Heneker. 'We always get a quick response if we have an emergency – and who doesn't – and Daco machines are built to last and put in month after month of hard work without letting us down. When you have grown to a GBP £4 million turnover with 30 employees you need that kind of reliability.'

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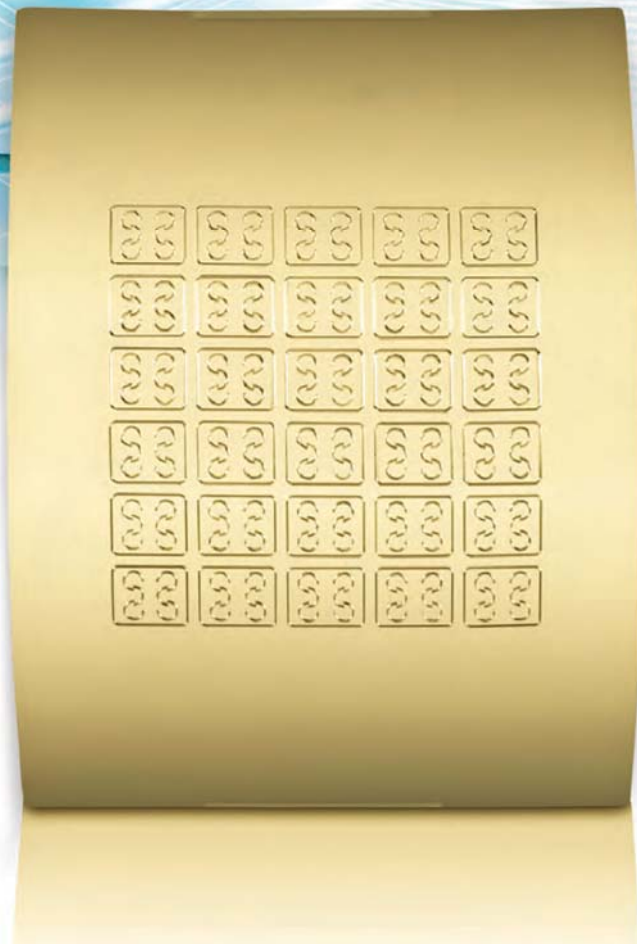


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# Making a success of MIS

A PROPERLY INTEGRATED MANAGEMENT INFORMATION SYSTEM boosts efficiency and profitability. So why have so few packaging converters implemented it, and what are the factors for success? David Taylor reports

A recent survey of nearly 200 packaging companies throughout North America and Europe, by Vanson Bourne, a leading technology research firm, found that the level of sophistication and adoption of ERP (Enterprise Resource Planning) systems was an indicator of better business performance.

The more sophisticated users, with fully integrated ERP systems, enter data only once and then leverage it throughout the entire order-to-cash cycle.

These users could monitor and mine their system's data for proactive decision-making, including 'what if' analyses to see the impact that changing variables, such as materials costs, would have on a job. They could then plan ways to minimize the impact and maximize profitability. They could also easily identify their most and least profitable jobs, clients and plants, and split production across multiple facilities to maximize their resources, while easily managing the associated job costs – a benefit that is magnified greatly for companies with many production facilities.

Companies that are not leveraging modern systems struggle with basic areas that the more sophisticated users easily address. Fewer than half were able to offer customer relationship management tools, such as a customer portal, via their systems. Less than two thirds of these respondents indicated they were able to leverage their system for estimating or job costing – two

critical areas for packaging companies to automate and closely manage in order to be profitable. Only 14 percent of them had supply chain management and vendor managed inventory capabilities and were able to leverage them.

**There are several reasons companies do not invest in modern ERP/MIS systems:**

- **Hardware vs Software** – A new software system is considered secondary to purchasing new equipment. It is usually easier to calculate the ROI from a new machine, based on additional production capabilities or new offerings to clients, than to understand the improved efficiencies and cost savings that can be achieved through software automation. Software can also expand the capacity of existing resources and allow visibility into business operations, so they can be further improved. In order to realize the full benefits of a new system, however, it must be fully integrated, properly implemented and effectively utilized within an organization.
- **One-off purchase or strategic Investment?** – Without a 'compelling' reason, many companies lack the desire to invest in a new system if an

old one is still functioning, even if there is empirical evidence to suggest a new one would greatly improve their operational efficiency and lead to greater profitability.

- **Implementation** – Surprisingly, over half of all ERP implementations fail – going over time, over budget and/or failing to meet the original objectives. This is perhaps the largest reason why companies hesitate to invest in new systems.

**What are the critical success factors for successfully implementing an ERP/MIS?**

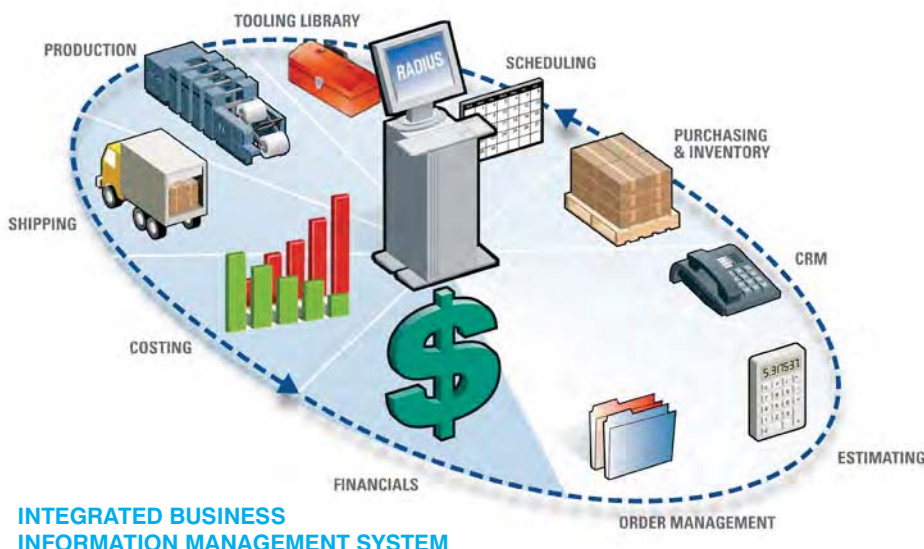
## 1. Clear project scope

Define your project goals, business processes and expected outcome.

Clearly define your company's goals from a new system – department by department and benefit by benefit. The business processes to be addressed by a new system should be outlined for each step of your operations, from estimating and production to inventory management, customer relationship management, procurement and billing. The more effort you put into this initial and critical phase, the fewer changes to scope you are likely to have, making it more probable that you will be able to keep your project on track from both a timing and budget perspective.

Clearly defined scope also enables your organization to complete the project and make the commitment to the new system. It is not uncommon when scope is poorly defined to see organizations go through prolonged or perpetual implementations. Poor scoping can even lead to parallel processing, when organizations use their old systems for some things and their new ones for others. These outcomes can cause disruptions to daily business operations as well significantly increase IT expense.

## 2. EXECUTIVE SPONSORSHIP



**INTEGRATED BUSINESS INFORMATION MANAGEMENT SYSTEM**



The company's leadership must instill use of the ERP/MIS as part of the company culture.

It is important for company leaders to articulate the value of the new system and processes to the entire organization. Change is often hard, particularly when people have been used to doing things a certain way for a long period of time. Typically there are enough positive changes from automating processes and gaining ready access to key business information, to offset the discomfort of learning a new system and adapting new processes in day-to-day operations. But, there will nearly always be some resistance along the way at some point in an organization's implementation. Not every system is a perfect fit for every organization, and many companies using outdated systems have become proficient at workarounds, leaving some of the personnel to wonder why they are being forced to make changes.

### 3. Committed users

The value of a new system will not be fully realized if not properly leveraged by those using it.

Getting users to fully leverage the new system is key to maximizing the return on your software investment. It is critical to have a defined hand-over process, since this is when the software moves something 'owned' by the provider, to something owned by the employees implementing the system. Transition software ownership with a 'train the trainer' approach, where key people in each area of an organization are trained in-depth on the application, and they in turn train the other members of their department. Not only does this provide a greater level of initial acceptance, it provides local resources for expert help and can reduce overall training costs. Make the investment for several users of

the software, from different parts of your organization, to attend your vendor's annual users' conference. It cannot be overstated how much users of a system can learn from one another, especially if they are running the system in a similar type of business.

### 4. Business-led project

System software should be led by business units and not IT

The IT group's job is to ensure that systems are up and running – they are not experts on the operational aspects of an organization. They can configure a system, but it is the business units that define the needs they have for ERP software – and which are critical. Help the IT group and implementation consultants understand your requirements. Additionally, IT groups tend to be more focused on technology, rather than the key elements that will make it successful for business operations.

### 5. Pragmatic project management

Remember the 80/20 rule; striving for perfection is a recipe for a perpetual implementation.

An implementation, like any other aspect of business, is about focusing on what's most important. Like any other asset in your business, a new software system may have more requested projects for it than the resources allow. It is essential to identify the critical items vs. the 'nice to have' items, or you risk a wish list that blows the budget and the timeline for the project. It is important to prioritize the processes that are essential to running the business, and which ones belong on a wish list, so you can keep things moving ahead according to schedule. If you absolutely feel you must modify the software, make modifications minor and try to keep them to a minimum. This will keep the project moving forward more quickly and ensure that future upgrades are faster



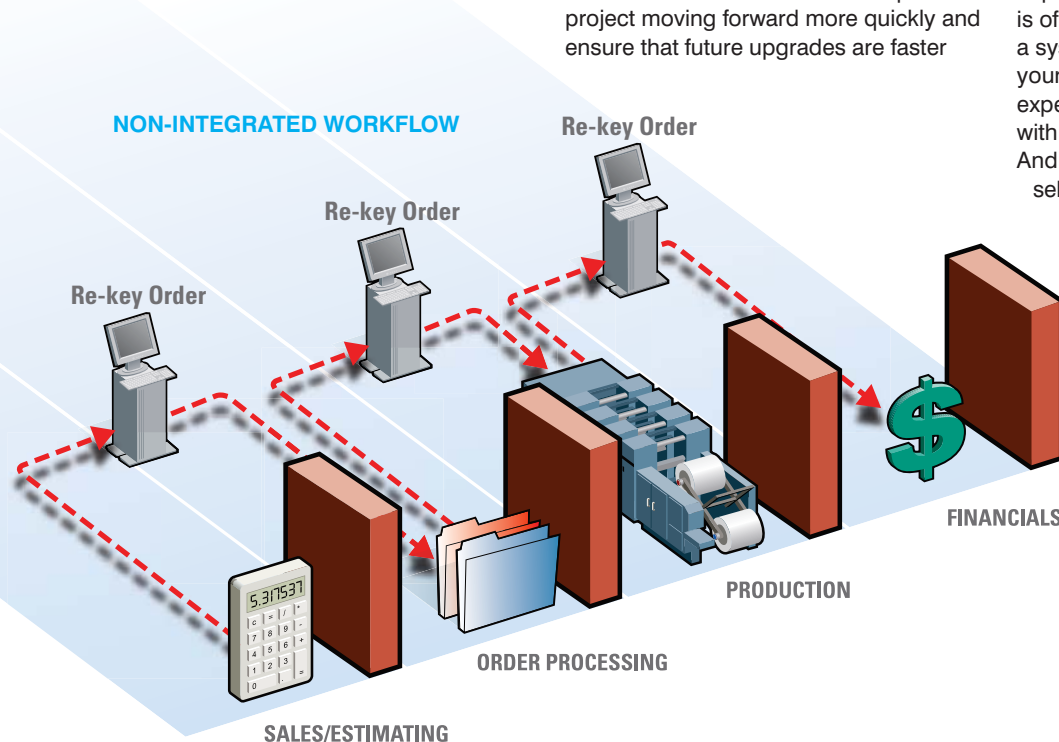
### ABOUT THE AUTHOR:

David Taylor is responsible for all global strategy, communications and business development for EFI Radius – enterprise software for the packaging industry. He brings more than 18 years of professional and managerial experience in software applications and the printing and packaging industry. He is an active contributor in many industry associations, such as the Tag and Label Manufacturers Institute (TLMI) and the Paperboard Packaging Council.

and require less work. Another reason to put things on a wish list is so they can be used as input for the software vendor. Many of the changes a software company will make to the system are based on user input. Providing that input is yet another reason to make sure your company is represented in both the vendor's user community and at the vendor's users' conference. A users' conference is typically where user-driven input for enhancements to the software is formalized, and voting on which items will be included in the next release, typically occurs.

### CONCLUSION

All of the factors above can help to ensure your next system software implementation is a successful one. This is of course assuming you have selected a system that closely fits the needs of your organization and that you have experienced implementation consultants with extensive expertise in your industry. And on a final note, when starting the selection process for a new system, ask to see a software vendor's implementation methodology, and ask for resumes of the consultants who would be assigned to your project. A successful implementation will allow your organization to experience the many benefits of a modern ERP system – not least of which is the ability to join the ranks of the industry profit leaders.





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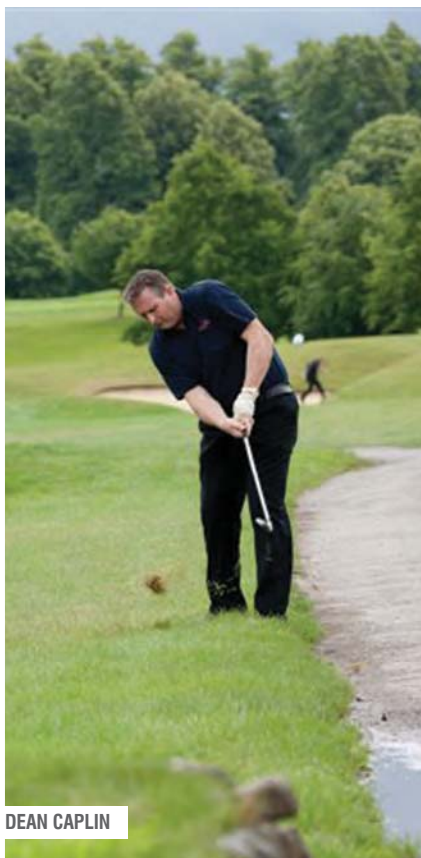
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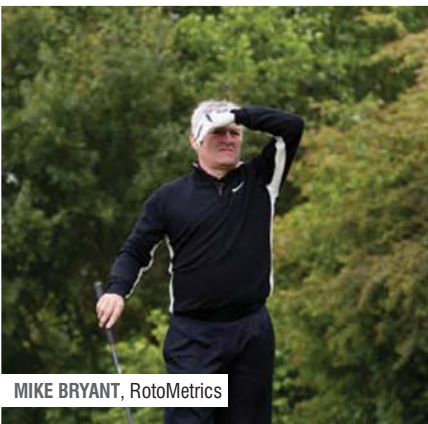
WINNERS – Martin Gearing, with Colin Phillips, Herma and Nick Hughes, Nilpeter



DEAN CAPLIN



COLIN PHILLIPS (Herma) and Will Parker (Reflex)



MIKE BRYANT, RotoMetrics



DEAN DAVIS, Trick shot

## Herma and Nilpeter Golf Day 2011

**HERMA AND NILPETER** recently hosted their annual Golf Day in the beautiful surroundings of Donnington Castle in Newbury, England

The event started in 2000 as the Herma golf day and joined with Nilpeter three years ago to become the Herma and Nilpeter Golf Tournament. Major sponsors include RotoMetrics, Flint Group, GEW and Tarsus. Colin Phillips, MD of Herma UK said: 'We have been very lucky in the past few years that several major industry suppliers have wanted to sponsor and participate in our expanding event.'

This year saw 72 golfers attend the day, beginning with nine holes Texas Scramble, followed by 18 holes individual and team events after lunch. The afternoon competition, 'Mission

Ball' sponsored by Mission Labels, was said to add great fun and some very high scores resulting in a close finish between first and second place. A grand finale was presented by trick shot expert, Dean Davis, showing how to really play golf.

MD of Nilpeter, Nick Hughes and MD of Herma, Colin Phillips presented prizes to the overall winner, Martin Gearing from Mission Labels, Ian Winman of Chesapeake in second place and Marc Bradley of Labels Unlimited in third. Finat president Kurt Walker also presented the special Finat prize to Gearing, who will attend the Finat congress in Athens 2012.





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# A greener lining

**CAROL HOUGHTON** reports on Mondi's recent European release liner investments and global expansion plans

International paper and packaging group Mondi has installed a new coating machine at its German release liner plant in Jülich.

Part of a strategic modernization process to strengthen its position in the European market, the BM 12 will produce release liners for the pressure sensitive label and tape industry.

The Jülich plant is designed for one straight flow of material to create an 'ideal workflow', according to managing director Patrick Lennertz. Installation of the new coating machine allows Mondi to offer its customers enhanced production speed and quality at a competitive cost. 'As an important complement to our existing coating machine BM 10, the new BM 12 provides the quality and capacity to fully support our customers' growth in a promising market,' says Lennertz.

The base for the BM 12 was a former CM1 coater, with machine length reduced from 80m to 34m and speed upgrade from 550m/min to 800m/min. Mondi claims this makes it the fastest machine of its kind in Central Europe. A 31m floatation dryer was also installed, making the machine more compact.

The BM 12 is equipped with a five-roll coating station for solvent free silicone systems for the production of one-sided siliconized release papers.

'The new air floatation dryer supports the 2.3m wide siliconizing line by optimizing energy consumption and efficiently controlling production temperature,' says Patrick Lennertz.

## GLOBAL PRESENCE

The new Jülich coating line forms part of a major investment program designed to reinforce Mondi's status as a global player. The 29,000 strong group recently acquired a new site at Pleasant Prairie, Wisconsin, now being developed into a state-of-the-art release liner plant to go live in August.

'This is a further important strategic step into the US,' says Carsten Lange, managing director Mondi Release Liner. 'Our customers want global quality and local supply.' Mondi has five release liner plants in Europe, four in the USA and four converting terminals across Asia-Pacific and the US.

## A SUSTAINABLE FUTURE

Mondi has made a strong public commitment to integrating sustainable development into its business model, an effort recognized in the FTSE4Good UK, Europe and Global indices in 2008, 2009 and 2010 and the JSE's Socially Responsible Investment (SRI) Index in 2007, 2008, 2009 and 2010.

Sixteen of Mondi's paper mills are certified to ISO 14001 and the company is committed to adopting production methods which reduce its carbon footprint. The group is fully integrated from the growing of wood and the manufacture of pulp and paper to conversion into a range of products including corrugated, industrial bags and liners, making it easier to control each step of the process.

Mondi's latest project is to collect and recycle its customers' release liner waste. This recycling service will include pick-up of liner waste from customers' facilities and the separation of the silicone from the paper.

At the same time, Mondi has extended its Green Range, designed to promote environmentally preferable purchasing.



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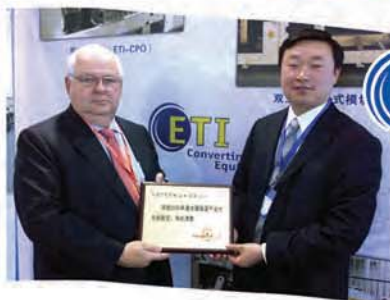
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# Safety First

## AS CONTROVERSY CONTINUES

to surround BPA, a key component of direct thermal papers, Jujo Thermal has developed products based on alternative chemistries. Carol Houghton reports

Jujo Thermal has responded to concerns about Bisphenol A (BPA) – a component found in direct thermal papers – with the introduction of products produced without BPA and products produced without any phenols.

'These new paper grades offer the same properties as their predecessors, and are thus suitable for various label applications', says Maria Konttinen at Jujo Thermal, a supplier of durable direct thermal papers for label, tickets and tags and point-of-sales use.

'As a relatively small paper mill we have the possibility to produce speciality paper grades in short notice and we are more flexible than bigger mills' says Konttinen.

The non phenol-based AP58KM-NL grade was built on knowledge gained with the company's patented KJ-R grades, and is now being used in self-adhesive direct thermal applications. It is claimed highly resistant to external stress, and features reduced abrasiveness for longer print head life. Supported printing speeds are up to 300mm/s.

Technically, the chemical used in the NL series is a urea-derivative compound, which according to manufacturers' research is not bio-accumulative and has no irritation, sensitization or genotoxic potential. There is claimed no adverse effects on reproductive performance and hormonal balance.

### STORM OF CONTROVERSY

Fears were first raised around Bisphenol A when elements were found in the plastic used to make some baby bottles. Research by Monica Lind, at the department of Occupational and Environmental Medicine, Uppsala University, highlighted concerns that BPA was a hormone-disturbing agent that could cause infertility. Tomas Östberg, environmental chemist at the Jegrelius Institute, says there could be a 'hidden flood' of the dangerous substance and it is important for alternatives to be developed.

Investigations in Sweden, meanwhile, are claimed to have shown that receipts and tickets can contain 'dangerously high'

levels of BPA.

But government and industry bodies continue to insist that BPA is safe. In 2008, the German Federal Institute for Risk Assessment stated that handling products containing Bisphenol A carries no risk to human health. The UK's Environmental Agency has stated that the substance poses no risk to the environment – for example through the recycling of direct thermal papers.

**"Despite these findings, the anti-BPA movement is gaining force, particularly in North Europe. Sweden is leading calls for the permissible limit to be raised, and there is possibility of a national ban"**

This conclusion was supported by migration tests conducted at the University of Zurich which indicated that only very small quantities of Bisphenol A, if any, are absorbed through the skin and enter the bloodstream.

Not surprisingly, the European Thermal Paper Association (ETPA) considers the use of Bisphenol A for the production of direct thermal papers to be safe and responsible. A statement says 'direct thermal papers are safe to use and do not pose a risk to human health or the environment.' The industry body argues that because the BPA is chemically bound into the paper, it is unlikely to be released.

The European Food and Safety Association (EFSA) says it is considering 'sharper laws', but insists current levels are safe, a decision it reaffirmed after further research last year.

Despite these findings, the anti-BPA movement is gaining force, particularly in North Europe. Sweden is leading calls for the permissible limit to be raised, and there is possibility of a national ban.

Against this background, the development of both a non-BPA direct thermal paper and non-phenol paper by Jujo seems like a far sighted move.



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# Lecta group invests in metalizer

**THE LECTA GROUP** is looking to increase production capacity of metalized papers at its Leitza plant. Andy Thomas reports

The Lecta group has invested in a new metalizer which will provide a 70 percent increase in metalized paper production capacity at its Leitza plant in Spain.

The installation of the machine, which is due to become operational in early 2012, will enable Torraspapel to increase total metalized paper production capacity to meet the needs of a growing market, especially those of the labeling and packaging sectors and to position the company as a leader in the metalized paper segment.

'By going for metalized paper, Torraspapel's aim is to boost production of its range of high added value products and extend its leadership to other segments of the market,' says Xavier Fortea, business manager metalized materials. 'With this investment, we seek to provide a better service and offer high quality products with advanced technology and a high degree of specialization.'

The new machine represents a qualitative leap in the Leitza plant's competitiveness, as well as a making a major contribution to the social and economic development of the region, both through the direct creation of new jobs and the indirect employment generated by increased activity. The company is proud of its deep roots in the territory. 'We have created stable employment and manufacturing high added value special papers supports the development of important expertise,' says Fortea.

The Leitza plant began operations in 1959, and was at the forefront of industry innovation and development as the first paper metalizing plant in Europe. 'This commitment is still a key aspect of the success of the Leitza plant, whose technological enhancements have led to a more competitive mill in terms of both capacity and research and development, as well as a range of high quality metalized papers,' says Fortea. 'Our mission is to continue upholding our commitment to quality and service in order to meet our customers' needs.'

Today, the Lecta group's plant in Leitza has a 139,000 tonne production capacity, a 160,000 meter square total floor space and directly employs 460 people. The products manufactured

at the Leitza plant are sold in 79 countries and 80 percent of its output is exported.

In these times of environmental awareness, Torraspapel extols the advantages of high vacuum metalized paper as a fully recyclable product. 'Owing to its production process, it is much more sustainable than other alternative products such as aluminium laminate, since metalized paper only contains 0.08 grams of aluminium per metre square on its surface,' says Fortea.

Metalvac is targeted at the decoration of beer, spirits and general beverage labels, as well as inner liners, gift wrap and flexible packaging. 'It is suitable for food applications and, due to its excellent performance in industrial washers, for labeling returnable bottles,' says Fortea.

Torraspapel has been part of the Lecta group since December 1999. The paper companies Cartiere del Grada (Italy) and Papeteries de Condat (France) and Torraspapel jointly form the second largest coated paper manufacturing group in Europe. Together, they have a two million tonne total production capacity and a strong client portfolio with over 14,000 customers worldwide.

Torraspapel's total production capacity exceeds just over one million tonnes and it manufactures pulp, coated and uncoated paper, backing paper and specialty products such as metalized, carbonless, thermal, cast-coated and self-adhesive papers. It has seven plants in Spain in which major investments have been made, and each of them specializes in specific product lines with a high degree of integration.

Torraspapel has made numerous investments in a variety of environmental projects, the most notable of which are the production of ECF cellulose, the installation of cogeneration plants and reductions in water consumption and wastewater, in CO2 emissions and in waste sent to landfill.

In addition, the entire group's plants have PEFC and FSC Chain of Custody certification, which ensures that the wood used in the production process comes from responsibly managed forests. They also have ISO 9001, ISO 14001 and Eco-Management and Audit Scheme (EMAS) certification.



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# Brazilian MIS supplier increases label market focus

**METRICS'** highly automated Printware management information software is being tailored to the label and packaging industries, where the company sees great potential for growth. James Quirk reports

Metrics, founded in Sao Paulo in 1998, has established a firm foothold in developing ERP systems for large printing enterprises in Brazil and other countries in Latin America. Some two thirds of its clients are companies of more than 200 employees, with some of 1,000 plus. But Metrics is now increasing its focus on the label and packaging markets and has tailored its software specifically for this shift in strategy.

The company, founded by current CEO Osmar Barbosa, offers both horizontal and vertical MIS technology – aimed at large companies – and special packages of its Metrics Printware system for smaller businesses with more targeted needs. Editorial Abril, one of Brazil's largest magazine groups, which prints 120,000 tons of paper a year, runs Metrics' system to manage its entire production. Argentine newspaper company Clarin is another customer, using Metrics software to manage its commercial printing division, which also carries out work for other companies.

'There are different challenges between our bigger and smaller customers,' says Osmar Barbosa. 'Small businesses want tools to automate tasks and reduce costs, and our software can help with this automation. Bigger companies are looking at process integration and improving communications across a large enterprise'.

The increasing priority within the printing industry, according to Barbosa, is the label and packaging sectors. This is partly an acknowledgement of the enduring strength of these markets: certain products will always need packaging and labels, whereas a book, for example, can also be purchased digitally through a tablet device.

Metrics has this year focused on tailoring the software to these new priorities, and Barbosa says that the company's clients have played an important part in the process. 'All of our software's functionality comes from customers' requests. It's an interesting time for our customers, therefore, because there's a lot of development taking place within our company.'

## ADVANCED AUTOMATION

Metrics employs 90 people its native country and nine in Mexico, where a sales office was established in 2006 and where it has most software installations – around 40 – outside Brazil. Metrics also counts companies in Argentina, Peru, Colombia, El Salvador, Costa Rica, Chile and Ecuador among its clients.

In Sao Paulo, many of the company's staff work in product development and have technical backgrounds in software programming. Some are graduates of SENAI, Brazil's leading graphic arts school. Barbosa's background is in artificial intelligence.

The Metrics Printware management system integrates a company's commercial, production and administrative activities. Tailored to the printing industry, it can be applied to a wide range of applications, such as editorial, promotional, packaging, digital, security, labels and flexo, and can be used with any printing process.

The system is capable of automating complex functions, as well as defining the best production options, estimating costs and applying pre-determined commercial policies. Detailed data about sales, customers and jobs are available to aid decision-making. Production orders are carried out automatically.

'The system helps people to better manage their businesses, allowing greater automation, adherence to best practice and more effective data analysis,' says Barbosa. 'Our software is like Lego: it is modular, so it can be upgraded as a company grows.'

An advanced planning system, Metrics Planner, automatically distributes work across the factory's equipment, taking into account time, capacity and priority. Production orders and scheduling can be accessed directly from the machines, where the JobTrack module records a job's data, such as quantity produced, time taken and frequency of occurrence. It then automatically updates the plant schedule and provides information about production costs, which can be used for the system's post-calculation analysis. 'Metrics has a very advanced scheduling system that can fully automate the



BRAZILIAN label converter Alphacolor began to adopt Metric's workflow system two years ago

## CUSTOMER CASE STUDY

Brazilian label converter Alphacolor began to adopt MIS technology from Metrics two years ago. The company wanted to automate its production processes and business management, and solidify its impressive growth, which reached 38 percent last year. The company, which produces more than five million square meters of labels a year, recently invested in digital printing technology from HP Indigo and now offers a range of shrink sleeve film products.

The workflow system was first integrated into Alphacolor's sales and client service activities. This was expanded in 2010 to include planning and production control, purchasing and accounts. The company reports increased production efficiency thanks to the system's analysis of its pre-press, printing and finishing resources, which allows Alphacolor to compare data easily and use it to make informed decisions.

Furthermore, according to Alphacolor's Cristiano Zuca, the system has provided strategic information about outlay on materials, performance of operators and levels of efficiency in communication with a client. 'One of the advantages of the integration is that it provides our staff with a practical guide to all the processes involved in our business,' he says. 'We have been able to adjust our management vision according to the system's analysis of the company's growth. By the end of the year, we will also be ready to adopt the system's post-calculation analysis tool, which will bring to light all the points of efficiency and where adjustment is needed in the strategic planning of production and costs.'





OSMAR Barbosa, founder and CEO of Brazilian MIS supplier, Metrics

planning of production,' Barbosa explains. 'We have many customers that are using Metrics Planner on a daily basis, to build and maintain their schedules. But to have success, the system must be very easy to use. The first Metrics product was the scheduler, so we have learned something about the way people work in this area and the best way to manage this kind of process to make it accessible for users.'

The system manages all sales and production processes and prepares the information required to control the administrative workflow – billing, inventory and purchasing – as well as automatically flagging when a customer needs to be contacted. Customers can have access to production information from an iPhone, Blackberry or Android, and the company is working on a tablet interface for next year.

### INCREASING IMPORTANCE

Barbosa admits that selling the idea of management software can sometimes be a challenge, but says that companies are increasingly seeing the need for process automation. 'Industry trends towards shorter runs, more printing processes and wider product variation mean there is an increasing need to bring automation to a company's activities,' he comments. 'Often it is easier to sell to the younger generation and to those with production backgrounds, who are quicker to see the value. But in general, we see more companies interested in the implementation of MIS as they start to understand that buying new machines is not enough to stay on top of business. They need to improve management and achieve world-class performance and the implementation of a good MIS can help run the business more efficiently.'

Metrics' increased focus on the label and packaging market has been aided by a new strategy to be more proactive in speaking to potential customers. As a part of this, the company exhibited at Label Summit Latin America in Sao Paulo in May, with Osmar Barbosa taking part in a panel session dedicated to MIS. Metrics will be present at Drupa for the third time next year.

Metrics was the first company in Latin America to have its products certified for JDF, and has been a member of CIP4 since 2004. 'JDF is the base for process automation and integration and many solution providers are already offering support to this technology through their systems,' says Barbosa. 'This makes it possible to create more automated workflows with less resource consumption and faster production cycles. Also, it allows the possibility of integrating the workflow with the internet. For printers, the potential benefits are cost reduction, improvement on the quality of products and services and better response time to customers. JDF can also make it easy to implement a web-to-print solution that may open new market opportunities for the print service provider.'

In 2011, Metrics became an HP Indigo partner, while the company's technology has also been integrated with EskoArtwork software.

### LABELS&LABELING

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### ACTEGA OPENS NEW LABORATORY

Actega Kelstar and Actega WIT have opened a joint laboratory to serve the NAFTA region. The new facility will accommodate Actega Kelstar's R&D and technical service labs for its aqueous, UV and fountain product lines, and also be home of a newly formed 'Innovation Team'. The new facility represents an investment of close to one million US dollars. It is scheduled to accommodate up to 14 chemists and technicians.

'Our brand new, state-of-the-art lab facility emphasizes our continued commitment to superior products and services for the printing industry,' said Jim Wittig, vice president of innovation, who will lead the team.

Wittig will be accompanied by Dr John Arnold, who adds extensive knowledge and experience in the formulating of UV-curable coatings and adhesives. The teams bring a total of 60 years of experience to the newly formed organization and jointly hold 10 patents.

### DOW AND MITSUI AGREE JOINT VENTURE IN BRAZIL

Dow Chemical Company and Mitsui & Co of Tokyo, Japan, have formed a joint venture in Brazil aimed at serving the global flexible packaging, hygiene and medical markets. The deal is Dow's largest investment in Brazil, where it has been present for over 50 years.

Andrew N. Liveris, Dow's chairman and CEO, said: '[The deal] combines the strengths of two global companies, creating the unique combination of world-leading technology and renewable feedstocks to meet needs in an important, rapidly growing region of the world.'

Under the terms of the agreement, Mitsui becomes a 50 percent equity partner in Dow's sugar cane growing operation in Santa Vitória, Minas Gerais, Brazil. The initial scope of the joint venture includes production of sugar cane-derived ethanol for use as a renewable feedstock source, bringing new, biomass-based feedstocks to Dow while diversifying the company's raw material streams from traditional fossil fuels. When complete, Dow and Mitsui say they will have the world's largest integrated facility for the production of biopolymers made from renewable, sugar-cane derived ethanol.

Once operational, the platform will be integrated with renewable sugar cane, enabling environmentally sustainable production of plastics with a reduced carbon footprint.

'We are proud to strengthen and grow our already-strong partnership with Dow, a company with a proven track record of innovation and market-leading brands,' said Masami Iijima, Mitsui's president and CEO. 'This venture advances Mitsui's goal to contribute to industry and society by securing a stable supply of renewable resources and providing sustainable solutions from those resources.'

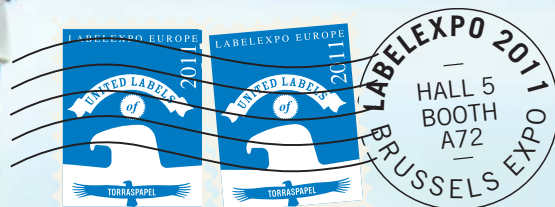
The first phase of the project includes the construction of a new sugarcane-to-ethanol production facility in Santa Vitória. Construction is expected to commence in the third quarter of 2011.

The transaction is expected to close before the end of 2011. Financial details are not being disclosed.

### ATLAS APPOINTS GERMAN DISTRIBUTOR

Atlas Converting Equipment has appointed Wiku Plastic as distributor for its range of Atlas and Titan slitter rewinders in Germany. Wiku Plastic is located near Nürnberg in southern Germany and has been established in the plastics converting industry for around 25 years.

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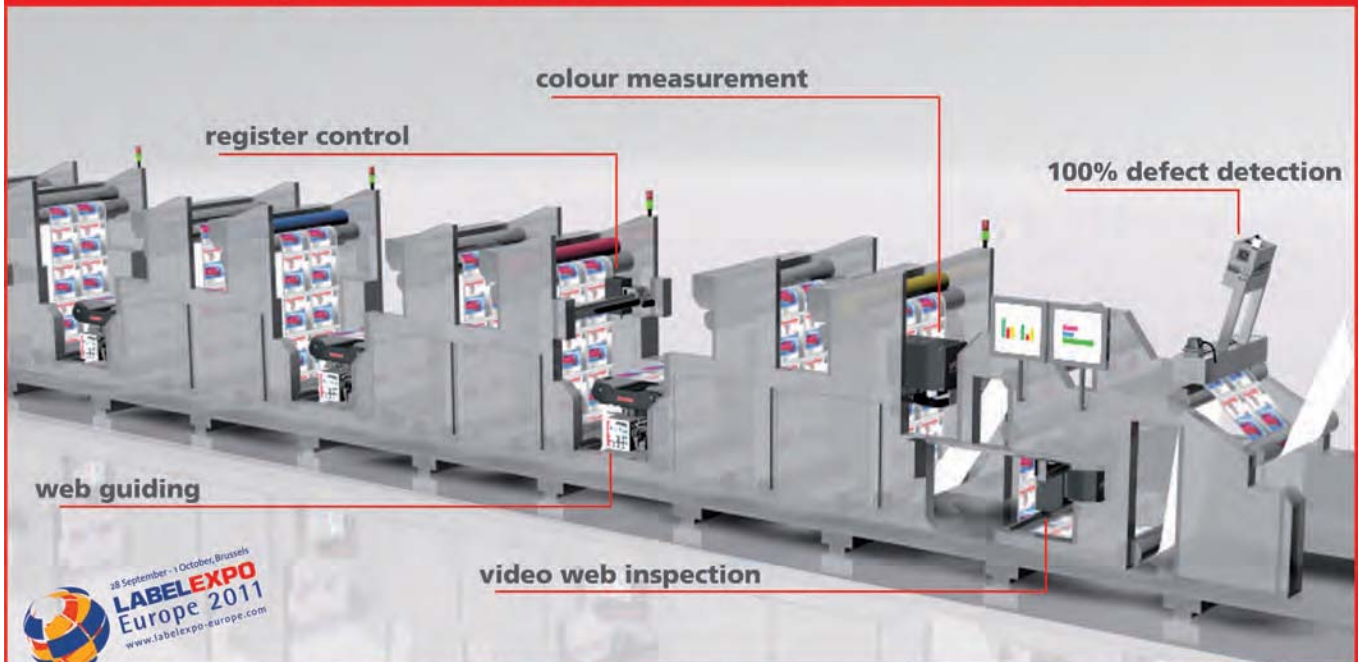
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THE AGFA DOTRIX Modular press

# First Dotrix success in Latin America

**AN** innovative joint venture between three companies in Brazil resulted in the first Latin American installation of Agfa's Dotrix modular digital press last year. James Quirk reports

The first installation in Latin America of Agfa's Dotrix press took place in Sao Paulo, Brazil, last year. With three companies joining forces to purchase the press – using it to both serve their existing businesses and tackle new sectors together – the installation provides an interesting blueprint for print companies looking to take advantage of the machine's ability to serve multiple markets.

Unigraph, a provider of pre-press services to the label and packaging industry; Geograf, a supplier of POS materials, displays, signage and folding cartons; and Insight, a printer of banners and posters for food retailers and supermarkets, purchased the Agfa Dotrix together and founded a new company, SMS Impressao Digital, out of the joint venture. The companies' joint investment, which included Insight and Geograf installing additional equipment for packaging and POP display production, totaled 10 million US dollars.

The modular press is housed in Unigraph's facility and produces a wide variety of products – from labels and flexible packaging to displays and signage; even being put to extensive use during the 2010 Brazilian government elections – which have helped the companies increase the competitiveness of their own businesses while also allowing entry into new markets.

## INVESTMENT DECISION

Unigraph, Geograf and Insight began talks in 2009. The companies' owners were firm in their belief that packaging market trends necessitated investment in digital printing equipment, and set themselves a series of targets before making a decision. They wanted to be the first with UV digital inkjet in their market; required high production speeds to increase capacity and allow them to produce short and medium run work profitably; and were keen to increase their flexibility to turn work around in shorter time frames and be able to offer UV-quality print on a wider variety of substrates.

'We looked at all the different digital press technologies available,' says Michele Lopes, owner of Insight, 'but the Agfa Dotrix was the one that combined high speed with UV and variable data. UV is important because of the wide variety of materials it can work with – it gives us the ability to innovate. Solvent inks will disappear in a few years for environmental reasons and performance issues: we had to choose UV.'

'We needed more capacity at the right quality. We need to produce multiple orders of short jobs. In Brazil the trend is towards shorter runs, and more of them. It is a big problem for offset,' continues Lopes. 'We knew we needed additional manufacturing capacity with speed and quality to profit and grow in the coming years. We liked the flexibility of the Dotrix: it can work with such a variety of substrates. The Dotrix will be the automatic choice for all printing on vinyl and plastics, but it will also allow us to remain profitable for short and medium run length work in general.'

The machine was installed in May 2010. Within a month, the Agfa Dotrix was exclusively dedicated to printing posters and displays for the Brazilian election, running 24 hours a day until December and supplying the two principle political parties. At the beginning of 2011, SMS Impressao Digital turned to the label and flexible packaging markets, working with leading brands such as Proctor & Gamble, Carrefour and Johnson & Johnson.

'As the first installation in the region, it required a leap of faith,' explains Sylvio Serra, the managing director of Unigraph who heads up the SMS Impressao Digital project. 'Strategically it was a risk, but it is also a great competitive advantage that we are the only company to run an Agfa Dotrix press in Brazil.' As the first Brazilian company to install computer to plate technology 12 years ago, Unigraph is no stranger to innovative investment.

'The machine's versatility is a great advantage, but it brings challenges with regards to finding its niche and its role in the





SYLVIO SERRA of Unigraph heads the SMS Impressao Digital project



A close up of the Dotrix's digital print units

market,' Serra continues. 'The Dotrix's concept is not easily defined, so it takes time for the market to adjust.'

Serra says that the machine may end up specializing in one area, but for the time being the company is taking advantage of the press's ability to face the Brazilian market's trends towards shorter print runs and increasing need for variable data, as well as the challenge of decreasing profit margins. Serra cites flexible packaging and POP displays as the markets with most potential for growth. A further advantage has come from the biodegradable inks used by the Dotrix. Brazilian company CRP Plasticos has been testing a biodegradable polypropylene film, Vitopel, at SMS, which Serra describes as an 'excellent value-added product'.

Prior to the installation, the directors of Unigraph, Geograf and Insight made multiple trips to Agfa's headquarters in Belgium for consultation. They also visited Gardners, a digital printing business located in Cardiff, UK, which runs two Dotrix presses for the production of posters, displays and packaging. 'I saw the Dotrix working all day long without stopping and the owner told me it was the most important machine he had,' says Michele. 'At that point, I was happy.'

#### HIGH PRODUCTION CAPACITY

The Dotrix modular digital UV inkjet press, with a printing width of 63cm, is able to print with high production capacity on a wide variety of substrates including flexible foils, self-adhesive materials over 20 microns, and folding cartons up to 600 microns. With its modular construction, traditional UV flexo printing stations that can serve as coating and varnishing alleys can be added to the basic roll-to-roll configuration. Slitting and die-cutting, as well as sheeting, hot stamping and tooling units, can also be integrated to complete the system. Targeted at short- to medium-runs of packaging and POP jobs, the machine turns out over 1,200 square meters per hour at full speed.

Dotrix employs piezo drop-on-demand print technology across multilevel Agfa print heads. The base unit configuration includes a jumbo unwinder and rewinder, substrate pre-treatment options as well as Corona, web cleaning and anti-static specifications. The jumbo unwind and rewind system can handle rolls of up to 1,250 mm (49in) diameter, weighing up to 800kg, allowing long and uninterrupted print runs.

#### LABELS&LABELING

## **"It is a great competitive advantage that we are the only company to run an Agfa Dotrix press in Brazil"**

At SMS Impressao Digital, the Dotrix prints four colors digitally, though the machine can produce up to six. Meech equipment cleans the material prior to printing, before a Vetaphone Corona-Plus provides corona treatment and web guiding. The material then passes through a flexo unit, the digital printing section, a second flexo unit and equipment for reverse printing. Die-cutting accommodates both vertical slitting and sheet cutting and the printed result can be either stacked in rolls or sheets. Further finishing takes place offline.

The Dotrix at SMS Impressao Digital runs at 24m/min and produces 900 square meters of products per hour. The company produces 300,000 square meters a month, though the machine is capable of achieving 500,000 sqm/m. Such is the productivity of the Agfa Dotrix, SMS initially struggled to keep up with finishing requirements, says Serra.

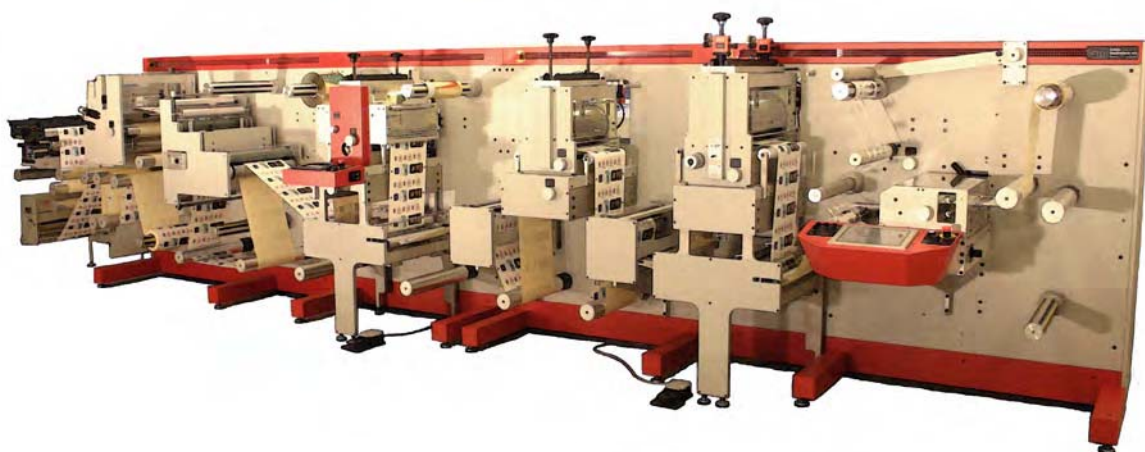
Unigraph employs 25 people at its facility in Sao Paulo, both for its existing pre-press services and the SMS Impressao Digital unit. The Dotrix is handled by two operators and runs one shift.

Claudio Gaeta, Dotrix sales manager of Agfa Brazil, admits that prospective clients can be overwhelmed by the machine's scope. A deal with SMS Impressao Digital, however, not only allows potential customers to see the machine in action, but also to produce an example of their own print job. It's an important strategy which lets converters from around the region test the machine and get a feel for its results, without having to invest in the technology first.

'At SMS Impressao Digital, we can see the opportunities available in the three different areas for which the Agfa Dotrix was really built: POP and POS, folding cartons, and flexible packaging and labels,' says Gaeta. 'It is a unique proposal that shows the Latin American market what our digital UV print system can produce.'



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# Wine trends

**THE LONDON INTERNATIONAL WINE** fair provided an opportunity for Carol Houghton to discuss industry trends with Fabien Bourgies, recently appointed global wine and spirit director at Avery Dennison

The wine industry is booming; the 13,754 visitors to the London International Wine Fair in May were proof of that. L&L used the opportunity to catch up with Fabien Bourgies, recently appointed Avery Dennison's global director, wine & spirits – label and packaging materials – Europe.

First up for discussion was the global problem of counterfeiting, which has been a particular issue for European wine brands. Earlier this year, hundreds of fake bottles of Jacob's Creek wine were found to be on sale in the UK. Believed to have been from China, the bottles looked identical to the genuine product except for a mistake on the label claiming it to be a 'Wine of Austrlia (sic).'

Bourgies says Avery Dennison judges the security needs of a product on three levels, depending on the value of the brand, and collaborates with printers to make the label harder to copy.

The lowest level of brand protection includes features like holograms, security threads, security papers and destructible films and void materials, which form part of Avery Dennison's tamper evident range. The security level can be enhanced using features like customized UV print and 2D holograms. The top level offers protection to high value products with personalized security features using IR or DNA taggents. Trusted by the Court of Justice, this uses plant-based DNA to provide a forensic chain of evidence that can be used to prosecute counterfeiters.

## GROWTH OPPORTUNITIES

Above all, the wine sector continues to offer many opportunities for value-added growth. Bourgies cites the continued shift from wet glue to self-adhesive labels as a major source of competitive opportunity, citing a report from consultancy group AWA which notes that penetration of pressure sensitive labels in the wine sector has doubled in six years, up from 27 percent in 2004 to 55 percent in 2010.

Bourgies puts this down to pressure sensitive labels offering a total solution, including application. 'Wet glue (applicator) machines are coming to the end of their working life and are expensive to replace. A switch to self-adhesive technology could offer an efficient, cheaper, light weight solution, as well as

being suited to large and small runs,' says Bourgies.

'Self-adhesive labels bring a premium look to the label whilst providing operational advantages such as faster reel changeovers, less waste, reduced clean up and flexibility to accommodate different label shapes and sizes, innovative design and split or multi-label options. More than one label can be applied in the same pass on one liner, for example.'

Among new PS decoration options for the wine label industry, Avery was promoting Frozen Orion Diamond Plus, a metallic coated paper which limits the penetration of water, providing wet strength in ice bucket conditions. In addition, a laminate on the back helps avoid bubbling and wrinkling when the paper expands in the water. It is being used by champagne brands but is slowly filtering to other luxury products such as sparkling wines and rose.

Meeting consumer demands for sustainability presents another business opportunity, which Avery is meeting through its eco-range of tree-free paper and cane fiber papers for the wine industry. Away from the label, there is a trend to decrease the weight of the wine bottle itself.

## DESIGN EXPERTISE

Bourgies points out that product differentiation in the wine sector creates big opportunities for creative design and print solutions, and he sees an important role for digital printing: 'Wineries are trying to capture the consumer's attention with small batches and promotions on the label, and this is something digital is well adapted to.' In light of the increasing growth in digital technology, Avery has developed Centaure blanc which can be specially treated for use on an HP Indigo digital press.

Bourgies cites a case where Avery Dennison helped Banknote Wine Company, Napa Valley, California to increase the shelf appeal of its products using digital printing and premium substrates.

Pete Nixon, Banknote Wine proprietor wanted a first-rate label for the launch of his brand, The Vault. Says Nixon: 'I needed an unusual, prominent package

design that would complement the distinctive Napa Valley red blend. It was vital that the labels not only be different from what the competition was doing, but the labels also had to express the quality of the wine itself. I believe anything that sets you apart from the crowd, if done correctly, is an advantage in any retail environment.'

Nixon created 12 graphically complex banknote-theme labels. Unable to choose one design he decided each of the 12 bottles in a case would feature a different label. The labels are run on an HP Indigo WS4050 press with a line screen of 230 lpi and printed CMYK with a double hit of black in the solid areas. The labels are embossed and foil stamped with black and gold, printed by Tapp Technologies. A bright white, uncoated vellum material, Fasson Estate Label, was used. According to Nixon 'digital offset is the only way to print multiple labels because of the ability to sequentially image on the same roll. In addition, each bottle of Banknote Wine is individually numbered. The entire process allows a case of wine to be automatically packed on-line with 12 different label images.'

Travis Pollard, digital business manager for Tapp Technologies, says 'The label is ultimately what will sell the wine. Having a wine label that's unique and printed with fine quality differentiates the brand in the marketplace. And that ultimately drives the growth of the brand.'

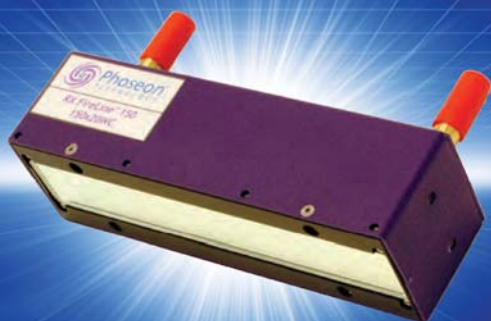
## ACT GLOBAL, THINK LOCAL

The UK is a major market for wine, with one of the world's biggest per capita consumption rates. L&L recently reported on the increase of bulk shipment of wine into the UK for bottling locally, which includes label design, production and application. Although cheaper and more sustainable, the option has caused concern among converters in markets like South Africa where much of this labeling work has been lost. 'Innovation is the key here,' says Bourgies. 'Printers and suppliers must work together in providing solutions. As long as there is innovation in packaging, the business will remain local.'





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GALLUS ECS340 'Rock' press demonstrated as part of APR's education day

# Gallus hits the pavement in North America

AS GALLUS USA tours its 'Rock' press around North America, the company's president talks to Danielle Jerschefske about a novel representative structure across the country

Gallus has established a network of specialist representatives across North America to help promote its ECS340 'Rock' press.

Brian Bishop, president Gallus USA, explained the changes to L&L during a recent stop of the Granite press road tour. 'We felt some confusion in the marketplace and want to set the record straight. Whether a customer works with a new Gallus representative partner or direct with Gallus – we're jointly working together as a team.'

Gallus USA has chosen to work with companies like All Printing Resources, which already offer other high end products to label converters. In addition to APR, Gallus has partnered with the Hesser Group to support the East Coast and Neil Livesey of Technoflex to cover the South East. Rick Young of Fairway covers Minnesota and Wisconsin, while Marco Schaeuble, Fast Technology, covers the South West and Mike Golas of Apium the West Coast.

All traditional Gallus lines for label production – EM 280, EMS, RCS and TCS – remain exclusively represented by Gallus associates in the region.

Rob Wray, Gallus ECS 340 product manager, trained each 'Rock' representative on the opportunities the machine offers in the commodity labels sector. They are charged with finding new opportunities and bringing potential new

clients up-to-speed with ECS specs.

The Gallus ECS 340 'Rock' press made its North American debut at Labelexpo Americas 2010. The show, in Chicago, was the first stop on the machine's road trip across the continent.

Constructed from granite, the press is bolted to the floor of an 18-wheel semi-trailer and has made its rounds in Georgia, North Carolina, Florida, Texas, New Jersey and Toronto with their next stop in California. The purpose is two-fold: one, to show the stability of the rock frame as it's basically plug and play once the truck parks. And secondly, to promote the press that serves a wholly new market sector for the long-established press manufacturer.

The servo driven ECS 340 is positioned as a basic label press, which only offers the essential options. No foiling or screening. It's built to effectively service the commodity market with jobs that require multiple colors without multiple processes. It has a different price point than traditional Gallus machines designed for the production of complex label constructions, and is meant to serve this specific niche in the flexographic market.

So the press is all about reducing changeover time and waste, incorporating anilox sleeves, a chambered doctor blade and with a web path of just 1.1m.

## OPEN HOUSE BOOSTS FLEXO PRODUCTIVITY

The All Printing Resources open house featured a Gallus ECS 340 'Rock Press' and presentations focused on increasing productivity. *David Lanksa reports*

All Printing Resources, Inc. (APR) hosted an Open House on June 15th and 16th to introduce flexographic professionals to some of the latest technology, as well as numerous technical presentations designed to offer productivity improvement ideas. Productivity solutions available to preview and demo at the event included equipment, supplies and software from over a dozen industry providers, such as Flint, Esko, and Epson.

The event included an open air display on wheels of the Gallus ECS 340 'Rock' Press and a full presentation agenda on both days featured sessions that covered topics such as standardizing anilox inventory for consistent profitability, using the right doctor blades, and solutions addressing bounce gear marks, flat top dots matching custom spot colors and more.





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# FINAT congress welcomes recovery

**ALTHOUGH** the European labels industry has returned to pre-crisis growth levels, delegates to the 2011 Finat congress were warned about the need for continued innovation in the face of rising materials prices and generational change. Andy Thomas reports

The 2011 Finat congress, held this year in Sicily under the shadow of Mount Etna, struck an optimistic note as the European labels industry continues its recovery from the worst days of the global economic recession.

Kurt Walker, CEO at leading Swiss converter tesa Bandfix, was appointed the new president of Finat and made it clear one of his key goals will be to embed Finat in an international network of organizations to meet the challenges of a globalized world. This was emphasized by a welcome speech from Mitsuo Komiyama, president of the Japan Federation of Label Printers and a strong TLMI delegation including board chairman Art Yerecic.

In his farewell speech, outgoing president Andrea Vimercati warned that the European industry is failing to invest enough in training: 'human capital is as important as investment in machinery.' Continued Vimercati, 'if label converters are to survive, they need to organize their operations in ways which encourage creativity and shorten the innovation lifecycle'.

Vimercati's presidency saw the launch of the Young Managers Club, and he stressed the challenges still facing family-run businesses. 'The first generation was always the innovator. How to deal with continuing change is the challenge of their heirs, who need a new vision and resources. They need to embrace the complexity of change.'

The theme of successfully managing generational change was continued in the keynote address from Marcello Lunelli, vice-president of leading Italian sparkling wine producer Ferrari Spumanti, a 110-year old company now in its third generation (see full report on page 131). Opening the second day of the congress, John Hickey of Smyth Industries gave

a presentation on the history of his family-owned company through three generations.

## EUROPE RECOVERS

Jules Lejeune, managing director of Finat, gave his annual review of pressure sensitive labelstock demand in Europe. Lejeune noted that demand in 2010 finally returned to pre-crisis levels, showing an 11.4 percent increase over 2009 and three percent increase over the 2007, the year the crisis started.

This 'solid recovery' affected both paper and film rolls. Paper demand grew by nine percent, but PS film continued to outstrip paper, growing by an impressive 15.3 percent over 2009. Since 2000, PS film consumption has grown by 50 percent and film now accounts over 20 percent of European PS label consumption.

Southern Europe remains some way behind in its use of filmic PS labels, at some 30 percent of North and Central European levels. Paper labels represent 80 percent of the PS market in the South against 70 percent in North and Central Europe.

Geographically, demand in 2010 was strongest in East and Southern Europe, with Turkey, Russia, and Bulgaria the star performers with over 20 percent growth. This compared with an average 4.5-8.5 percent growth in the developed North and Western markets, with Germany alone showing double digit growth.

'Demand for PS labelstocks in Eastern Europe has more than doubled in 10 years, while regions in the North and West have remained stagnant over the same period,' noted Lejeune.

Last year Eastern Europe crossed the one billion sq m benchmark for the first time. But this represents a per capita





consumption of only 3.3sq m against 15-18 percent in North and West Europe, so there remains huge growth potential.

'It seems clear that in North and West Europe demand has reached maturity, although German, Austria, Sweden and Benelux have increased per capita consumption,' concluded Lejeune.

The outlook for 2011 is for continued, if slower growth compared to last year. Growth slowed to 3.3 percent in Q1 2011, with film labels growing at over twice the rate of paper (8.9 percent vs 3.9 percent).

'We have seen a gradual tempering of business optimism in our quarterly market survey,' said Lejeune. 'Less than 20 percent of our survey group remain optimistic amid concerns about the risks that remain in the European economy and the continued rise in supply chain costs.'

Lejeune pointed out that in the year January 2010 to 2011 pulp prices increased by 20-25 percent, and resins by 25-35 percent. The constituent chemicals for adhesives rose by a staggering 65 percent and for inks by up to 30 percent. At the same time increases in the price of oil increased transport costs.

Another interesting result of the Finat quarterly survey is that converters are investing more in productivity improvements, and new sources of value added are being sought. 'This includes clustering through strategic alliances, or making acquisitions to gain access to new technologies or global markets,' explained Lejeune. 'At the same time customers are outsourcing non-core operations, which presents new opportunities, as does customers' search for sustainability. We have to embrace change to offer new value to our customers.'

#### ITALY BOUNCES BACK

Alfredo Pollici, president of Italian Label Federation Gipea, gave delegates an overview of the recovery in one of Europe's most important label markets.

The Italian labels industry suffered along with the rest of Europe from the global recession, said Pollici, with converters showing negative growth of 3.7 percent, and with smaller converters particularly hard hit. But the industry recovered quickly last year, with a growth rate of nine percent – over 12 percent for smaller converters.

Italy has some 450 label converters, 80 percent of whom convert PS labels with a total sales value of 900m euros. Exports are worth around 73m euros. Gipea's converter membership represents 20 percent of the Italian industry, but 64 percent of Italian turnover.

#### LABELS&LABELING



FINAT delegates relax and network against a Sicilian backdrop



MITSUO Komiya, president of the Japanese Label Association

#### US OUTLOOK

Art Yerecic, chairman of the board of TLMI, gave delegates an overview of the situation in the US label sector.

Yerecic said the US had recovered quite well from the recession, with overall sales growth of over 12 percent last year. Smaller converters showed particularly strong sales growth after three very bad years.

2011 is also off to a good start, noted Yerecic. Sales are up compared to Q4 2010 and Q1 2009 and profits are up over one year ago. 'A particularly encouraging and surprising sign is that over one third of converters reported increasing headcount – an indicator of confidence moving forward.'

Yerecic said the TLMI had learned from Finat's Young Managers program and with their advice had set up their own Young Leaders Organization, which now has 28 members and its own events program.

Yerecic said TLMI's LIFE environmental accreditation program had been a great success. Twenty-five facilities in the US are currently LIFE certified and 10 more are in progress. 'We are now promoting LIFE to retailers and brands. We presented to the Walmart expo in April and have a presentation to the Sustainable Packaging Coalition coming up,' said Yerecic.



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## Benefit to the fullest: Connect!

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Members that already had a profile on the former FINAT website can just fill out their e-mail address and click on the button 'Forgot password'. Other members can create a new profile via the button 'Register'.

### Step 2: Complete your profile

An updated profile will enable other members to know who you are and this function will therefore optimize your network possibilities within the FINAT online community. When you are the main contact of your FINAT membership, you may also edit the company profile.

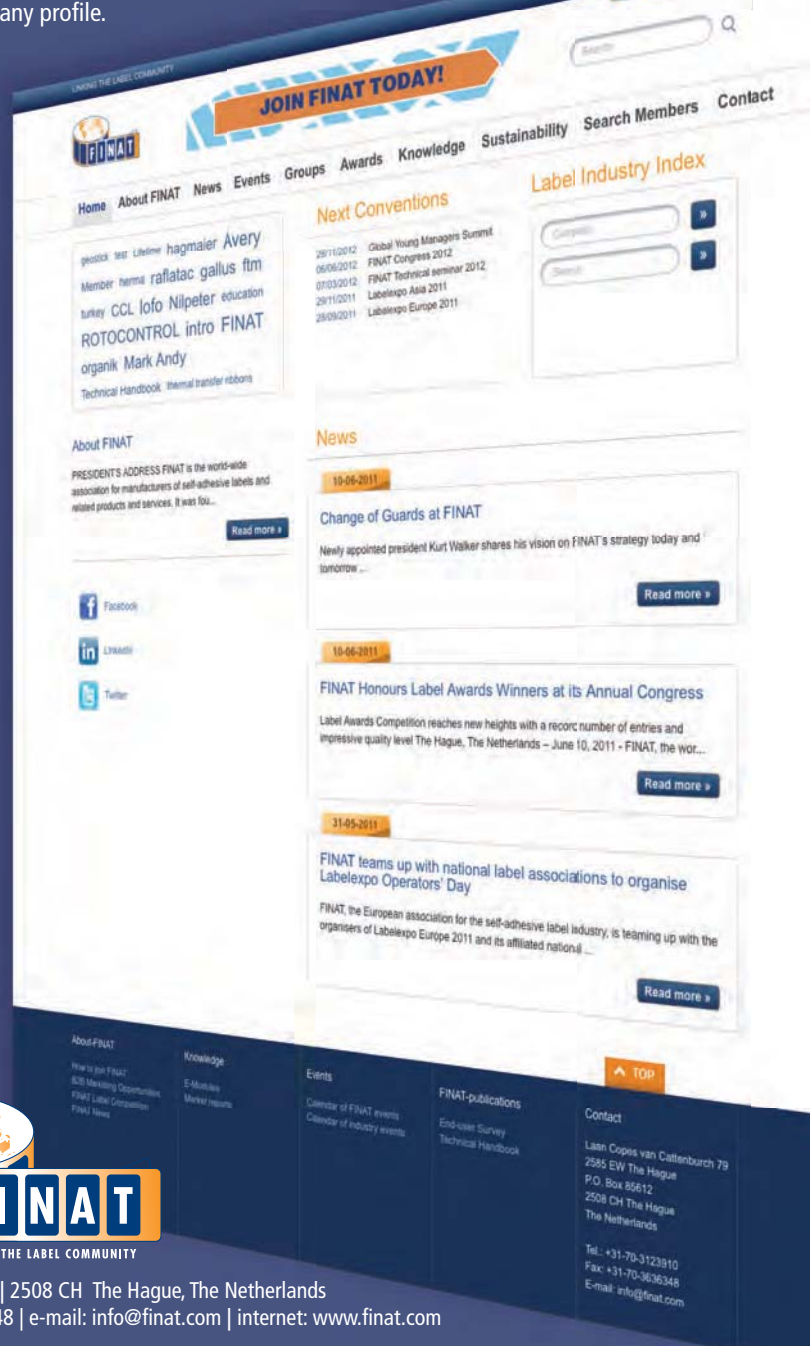
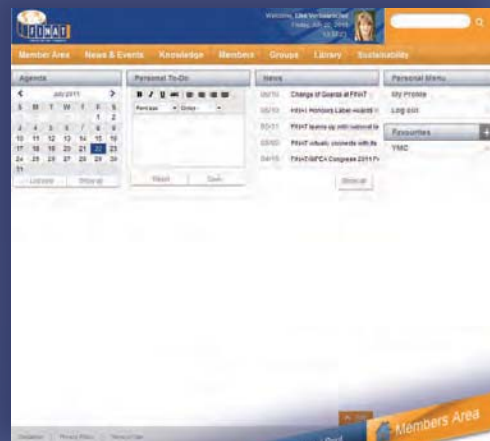
### Step 3: Ready to go and get the most of your FINAT membership

Congratulations! You have now completed the registration procedure and have access to all content and the member database.

### Tips to get the most out of your FINAT community

The new FINAT 2.0. site is a first step towards enabling all FINAT members to network online on a global and a 24/7 basis and thus strengthening the label community. We encourage you to browse around in both the open access section and in the "members only" area. Below you will find a few hints on how to benefit from the FINAT 2.0. website:

- You can locate other FINAT members using the map view in the members area. This will help you to find FINAT colleagues in your area and develop your network.
- The map view option may also be helpful to check whether regional or national colleagues are in fact already a FINAT member and, in case they are not, encourage them to join FINAT.
- Every member company has the possibility to edit and enter a short company description. This can be done by the individual within the company holding the admin access rights. A good company description will help other FINAT members to learn about your company and its services and specialties.
- Using member search you can also see which individuals from any member company has created a personal record. You can find contact details to build and strengthen your network.
- In the member area, you can use the "favourites +" button located at the right hand side of the interface, to add sections and create short cuts to your favourite pages. This will enable you to return quickly to specific sections of the website.



LINKING THE LABEL COMMUNITY

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## HANDLING EMERGING MARKETS

Speaking in a panel session, Geoff Martin, president and CEO of CCL Label, made some interesting observations about setting up successful operations in emerging markets. Martin said it is essential to use local management and the latest technology. 'There needs to be a focus on customers, markets and products you already know and understand, and you need to be ready for rapidly developing local competition.'

A local operation needs a sound financial structure – preferably with owned land and buildings, and the parent company needs to be ready to expand rapidly if successful.

'You need to understand taxes and the legal structure for investment and cash movements and be ready to spend time on the ground well beyond initial "business tourism."

The Italian industry remains fragmented. Among Gipea's 87 members, 56 have a turnover of less than five million euros, and just 12 a turnover over 10 million euros. However, the biggest 10 converters account for 20 percent of the Italian market, demonstrating consolidation at the top end.

Gipea converter members have spent the last five years upgrading their print technology. In that period the share of letterpress has reduced from one half of all installations to just 15 percent, and its place has been taken by (UV) flexo. Most astonishing is the rise of digital printing from just one percent of installations in 2005 to 11 percent by 2010.

Pollici finished with a message of appreciation for Andrea Vimercati's term as Finat president: 'He built strong international relationships and made the Italian label people very proud. He was a source of inspiration to us all.'

## ACTION ON LINER WASTE?

A key area of concern for Gipea is the European Waste Directive and a possible

crackdown by the EU on liner waste. 'We are meeting with Channeled Resources on a scheme for collecting liner waste and are also in contact with the Italian government on liner waste issues,' said Pollici.

This reflected a new level of urgency on liner waste issues at the congress. When two years ago at the Finat congress in Turkey, a presentation was made on 'cradle-to-cradle' thinking, the speaker was widely dismissed as an idealist, or even a crank.

Today, cradle to cradle is fast becoming the new orthodoxy, championed by the chair of Finat's sustainability committee, Herma's Dr Thomas Baumgartner. 'If the EU re-categorizes liner waste as packaging waste this will have a negative impact on our industry. We must get rid of this negative image and use these high value materials again.'

Dr Baumgartner looked at how the Cycle4Green (C4G) glassine liner recovery system is working. C4G will collect paper liner waste for free if it is over 3t. 'This amount requires only six to eight stacked Europallets, so requires only two to three Europallets space.'

The material is delivered to Lenzing in Austria, which carries out the de-siliconization and makes the recovered paper available for the manufacture of new label papers.

'The glassine and Kraft liners must be sorted and clean. There is a five day notice period for collecting containers and Lenzing does all paperwork for cross border traffic,' said Baumgartner. Current capacity at Lenzing is 50,000t, but this can be increased.

'It is very important to support these systems,' he concluded. 'But we have to include the whole process chain, since

the big quantities are at the label end users. It is the printer's job to contact their customers and Lenzing directly.'

UPM Raflatac used the congress to announce a major paper liner recycling initiative with French company Vertaris.

Vertaris already produces fine paper from mixed office waste and will now handle the de-siliconization of glassine waste and deliver it back to UPM as raw material for use in both label and liner manufacture.

Vertaris has a capacity of 200,000 tonnes, 'enough to absorb all the material we can collect,' said Erkki Nyberg, UPM-Kymmene director, business development, Engineered Materials Business Group. The collection system will operate throughout Europe.

'The technology is now tested and we can use our own logistics system for liner collection. Now we need to find enough companies to use the service, as they too will gain financial benefits,' said Nyberg.

UPM Raflatac already operates a filmic liner recovery system called Rafcycle, which pays up to 370 euros per tonne for clean PP filmic liner waste – providing a minimum tonnage can be collected.

'Oil price rises and increased demand in the developing world mean that using recycled liner waste as a raw material will become more and more important,' said Nyberg.

For the last five years UPM has been converting its own film liner waste into 'Profi' wood composite, a building material with 40-70 percent label waste content. This year the project started to receive customer waste for the first time. 'We also use labelstock waste as fuel in combined heat and power plants.'

FINAT'S footballers take on the Italian label association in what has become a regular fixture for the European congress



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# Family business

**TWO PRESENTATIONS** at the Finat congress in Italy gave powerful insights into how successful businesses have dealt with the issues of succession in a family business. Andy Thomas reports

The great majority of label converting businesses are small and medium-sized family owned companies, and with the founder generation now approaching retirement, the issue of handing the business to sons and daughters is becoming more urgent. Two presentations at the Finat congress in Italy brought these issues into sharp focus – one from an old-established Italian wine maker, and one from John Hickey, CEO of Smyth Industries.

Marcello Lunelli is vice-president of leading Italian sparkling wine producer Ferrari Spumanti, a 110-year old company now in its third generation of family ownership.

Lunelli started with the extraordinary observation that 70 percent of family owned companies in Europe close down in the third generation. To survive, the family's values need to define the style of the company and its products and maintain continuity between generations: 'the challenge is to change without changing.'

For Ferrari, each individual bottle and its label has to transmit these values – 'quality, elegance, a prestigious but friendly spirit.'

Lunelli spoke of the difficult transition in 2007-8 when his father and uncles stepped back from the business. 'They stimulated us to follow different study paths. I am the technical part, other children studied economics and law and PR so we all have different roles. You need to create areas in which you can all operate and make mistakes, and give heirs the freedom of action to see if they have the capacity to manage a certain situation. My father and uncles give us the freedom. But at the same time we have tried never to have a confrontation with the older generation and try to take them with us to the future which they can't imagine. My father is 75 and it is a big effort to think how the world will be when you are 85. It's harder the older you get. So you need an older generation that will give way, but the young must appreciate this and respect it.'

Lunelli spoke in more detail about the hard road of innovation in a 'tradition-led' family brand. 'In the 1980s the company was resistant to innovation. Our labels used wet glue paper without varnish and which were not water resistant.' The 1990s saw a more modern labeling spirit – laminated gold labels, embossing to make the name pop out. 'But at the same time the lettering has never changed. The label must be a bridge from past to present.'

Today the company has fully embraced the advantages of self-adhesive labels. 'These have so many advantages. As one example, it can take our products two weeks to reach Japan, and quality is very important for Japanese consumers. Now with a PE label it is in perfect condition when it reaches the retailer.'

Family members have to 'imagine the future' in which their products will be used. 'Our products come out in 10-15 years time so we have to be proactive towards a future difficult to

imagine. But also not forget past, which gives us our roots and strength.

As an example of innovative thinking Lunelli cited a bottle designed with a cone-shaped base, meaning it will not stand up. 'This is not only a striking design, but also educates the consumer how to keep and consume the wine properly. The bottle simply has to be put in an ice bucket! At the same time the bottle has technical requirements which must also be met – resistance at six atmospheres means it is under a lot of pressure. We only made a few of these bottles for vintage harvest years, but it keeps up our branding concept and positions us as innovators and guardians of traditional values at the same time.'

Finally, Lunelli reminded delegates that family members must be proactive in personally marketing the company and its values. He recalled how lucky his father had been to get the Italian World Cup team photographed celebrating from a bottle of Ferrari Spumanti. The latest coup is to have the Italian president celebrating the 100th anniversary of Republic with a specially produced anniversary bottle.



MARCELLO LUNELLI, vice president of Italian sparkling wine producer Ferrari Spumanti



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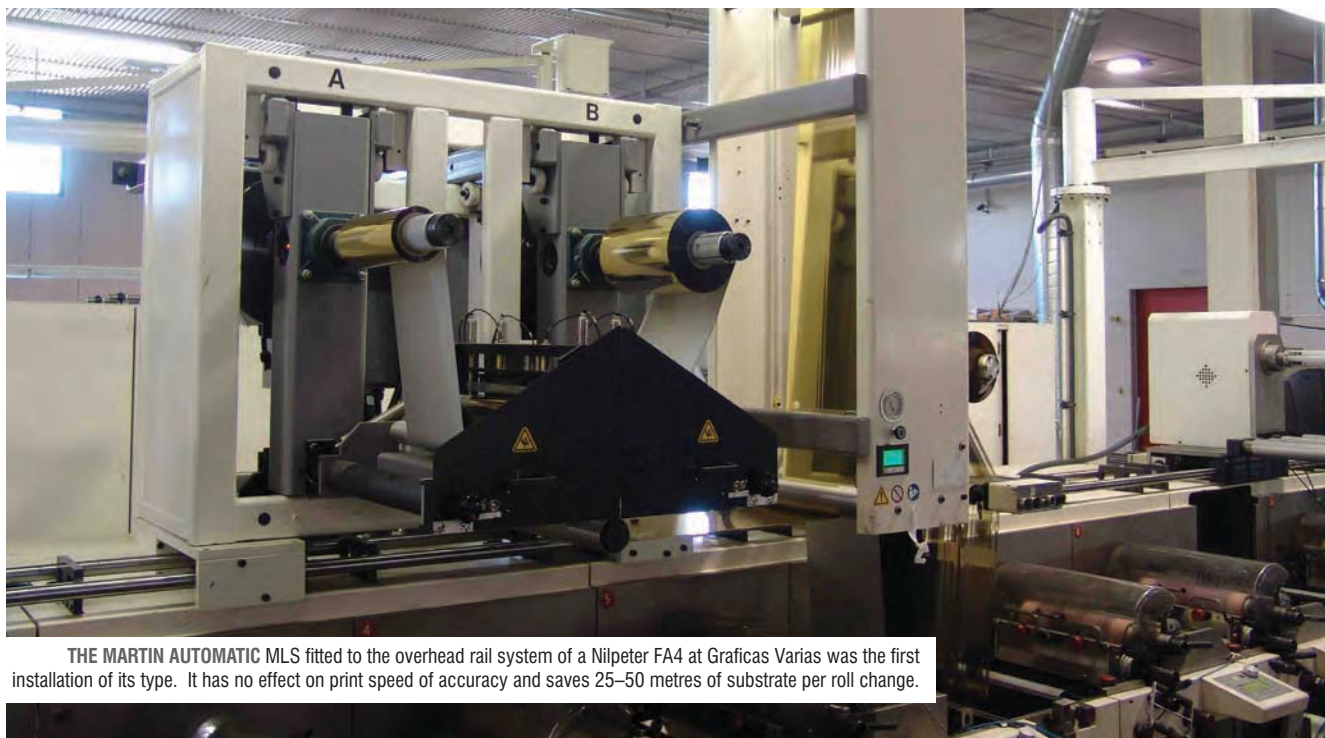
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THE MARTIN AUTOMATIC MLS fitted to the overhead rail system of a Nilpeter FA4 at Gráficas Varias was the first installation of its type. It has no effect on print speed or accuracy and saves 25–50 metres of substrate per roll change.

# Efficiency rules

MARTIN AUTOMATIC and Nilpeter have combined in a unique engineering partnership. Andy Thomas reports

Gráficas Varias, located in Spain's Catalonia region, produces more than 650 million labels a year for the liquor trade, with a particular specialty in the region's Cava industry (see LL3 p 67).

In order to move into longer run work, the company invested in two 8-color Nilpeter FA4 lines to work alongside its battery of letterpress and offset machines. Both Nilpeter presses are 420mm wide and include two-position hot and cold foil capability, rotary embossing, a moveable screen printing capacity, die-cutting, and the facility to over-laminate.

'The Nilpeter presses immediately attracted longer run work, taking us for the first time into millions of labels, but they also posed a problem – that of waste management, which on the type of substrate we use can be very costly,' explains managing director Josep Varias.

In addition, over-laminating was a new technique for the company, with further potential for expensive waste. 'We knew we had to run non-stop to maximize the productivity of the presses, but needed a system that would cope with laminating and foiling,' he adds.

After investigating the options, the company made its choice based on the experience of an existing user, and signed a purchase order with Martin Automatic at Labelexpo 2009 in Brussels. The package of equipment consisted of an MBSF (F for Film) automatic unwind/butt splicer, an MLS automatic lap splicer, and an LRD automatic turret rewinder. However, the choosing and ordering of the Martin equipment proved to be the easy part.

The installation was pioneering in that an MLS unit had never before been mounted on the Nilpeter overhead rail system, and it took careful negotiation and close cooperation by the two engineering departments to ensure that all machine tolerances were not exceeded. To prove the integrity of the calculations, the Martin MLS unit was installed in sections. At each stage, print tests were carried out and measurements taken of any

press deflection caused by overloading of the rails. There were none, not even when the roll loading took place, with the spindles extended to overhang the rails.

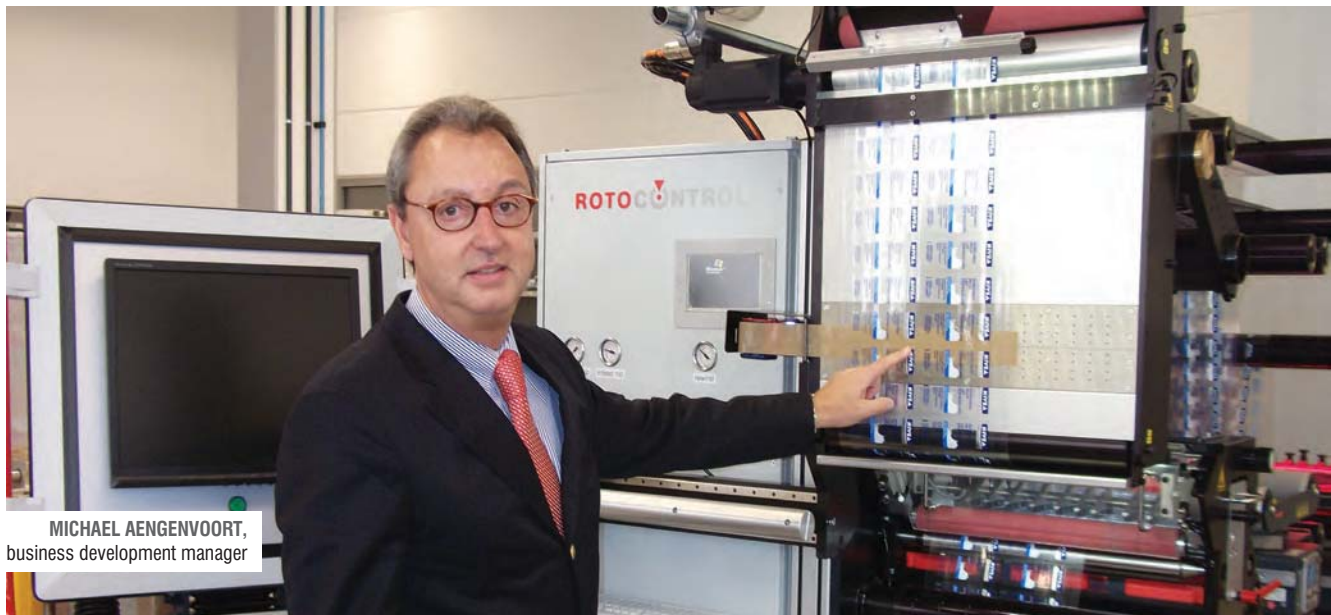
The result was a triumph for the Martin engineers, whose calculations that the MLS would not de-stabilize the Nilpeter proved well founded. 'Even when using full rolls at maximum leverage, there is no drop in press speed nor print quality, and crucially, the Martin system has reduced wastage by 25–50 metres per roll on substrate costing one euro per sqm,' comments Varias. Non-stop operation gives more consistent quality labels, and with lower wastage, more labels of saleable quality on the production floor.

Run lengths at Gráficas Varias range from 5,000 to 5 million, with 50,000 as a typical job size on the Nilpeter FA4s. According to the company, a one million run would require around 30 roll changes, so on an investment close to 300,000 euros, Josep Varias sees a pay-back period of three to four years on double shift working. 'I base this calculation purely on the reduced material wastage on-press – it excludes saved production time and the downstream savings enjoyed on processes like inspection and rewinding, which would add significantly to the benefits, and improve the ROI still further,' he adds.

The Martin MLS at Gráficas Varias is only the second to be installed in Europe. On complex jobs it runs at 30–40 m/min, so roll changes are infrequent, but the substrate being used is very expensive, according to Varias. 'We shall continue to focus on the wine and liquor business as our plant is purposely equipped to produce the high quality, value added labels that this market demands. We installed an HP-Indigo line in 2007, and we see narrow web as the future,' he concludes.

Gráficas Varias has placed an order with Martin Automatic for an identical three-unit package of equipment for its second Nilpeter press.





**MICHAEL AENGENVOORT**,  
business development manager

# Taking control

**NOW A WELL-RECOGNIZED BRAND**, Rotocontrol has over 80 inspection, slitting, rewinding and die-cutting machines installed worldwide. Carol Houghton reports on the company's global expansion plans

Once a partner in Rotoflex's European and African set ups, Rotocontrol was formed three years ago by Michael Aengenvoort, business development manager and his son, Marco, managing director. The company aims to provide 'efficient machines designed around the operator' for the narrow web industry.

Office headquarters are in Ahrensburg, Germany, near the 'engineering hub' of Hamburg. The total workforce is 22 people. Aengenvoort's other sons, Pascal and Patrick, manage sales for South Africa and are based in Cape Town and Johannesburg.

Rotocontrol has grown into a globally orientated company with agents and distributors in Africa, Benelux, Turkey, France, Spain, Portugal, Czech Republic, Russia, Slovak Republic, South and Central America, New Zealand, Finland Thailand and India. There are plans to set up a local office in Atlanta in Spring 2012 as well as to expand further in Africa, particularly Nigeria, Kenya, Mauritius and Ghana. New agent agreements in other countries are being finalized and will be announced soon.

Rotocontrol's design philosophy might be described as 'operator-centric'. 'If the operator is comfortable, a higher quality can be achieved,' says Michael Aengenvoort. The operator has total control from a central, height adjustable control panel, or 'cockpit', enabling them to inspect, rewind and splice the labels without moving up and down the machine. There are plans to launch an automated splice positioning system at

Labelexpo Europe 2011.

Aengenvoort claims the machines are so simple that just two days training is required and icons on screen are used to overcome language and cultural barriers. Fully servo-driven with Bosch Rexroth drive and control technologies, Rotocontrol machines incorporate a full remote diagnostics package and can run at speeds up to 320m per min.

Recognizing the trend towards digital printing, Rotocontrol is now offering finishing equipment designed to follow digital presses.

Vision systems are increasingly demanded not just in pharma applications, but in other high quality markets, says Aengenvoort; 'fail safe operations are needed to remove the possibility of human error where an operator might become distracted.'

Aengenvoort has noticed a trend for inspection to be done on press to maximize speed. The company is working closely with AVT on integrating press inspection with rewinder control. In this system, all defects detected by the press camera are recorded in an SQL database, where they can be viewed and edited. This data is used by the WorkFlow Link control station on the rewinder to stop the web at the exact location of the defect for removal. 'The workflow is simple and easy to implement,' says Aengenvoort.

Rotocontrol sales this year are said to have averaged six machines per month. The company is working to improve its turnaround time, with

lead times averaging from one to two months. Aengenvoort says 'we are more concerned with quality than number of units. All products lines can be custom built to order.'

## MACHINE LINES

Rotocontrol's machine lines include the RSC series inspection slitter rewinder, running at speeds up to 320m/min at web widths from 340-620mm; the RSD series die-cutting, finishing, slitting and rewinding system, operating at 250 m/min at web widths from 340-540mm; the RSP single pass 100 percent security inspection system, available in three security levels and running at speeds up to 320 m/min in web widths up to 540mm; and the DRM semi-automatic turret rewinder which can be fully integrated into any Rotocontrol finishing machine; the EDM200 Series over-printing Press, the world's first ever designed semi-rotary, servo-driven UV-flexo machine providing economic production of short-run and fast turnaround labels, tickets and tags.



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**THE REQUIREMENT** to print 100 percent field-readable HarvestMark barcodes on fresh produce labels led Best Labels to invest in an MCS Eagle UV inkjet system. Danielle Jerschefske reports

# Best practice

Best Label is a broad range supplier of pressure sensitive labels to a wide variety of industries. With three plants, including one in Mexico, it is one of the largest label manufacturers on the US West Coast, supplying labels to pharmaceuticals, agriculture, health and beauty and food and beverage industries.

One of its most accomplished achievements was to be among the select label producers to attain certification for HarvestMark. Harvestmark is the tracking barcode used to identify and make fresh produce easily traceable, tracking it back to the grower, the field, and the date of packaging. There are now 40 such certified partners in the world.

The HarvestMark application requires a small two-dimensional data matrix barcode to be scanned quickly and accurately in the field. This means that a high print quality is required, preferably with a high dpi.

To meet these requirements, the company acquired an MCS Eagle UV inkjet system.

Says John Crammer, general manager of Best Label, 'Going through MCS's entire pre-install process, they were very thorough, and it was obvious that they were a quality company through and through.'

Although the system has not long been installed, several jobs have already been produced and gone out the door. 'We had been looking for a higher dpi output and better speed. MCS is higher on both accounts than any other product out there,' says Crammer. 'The print width is unique to anything in the industry. And the product uses much less ink, so we're saving roughly 50 percent on ink.'

The MCS Eagle UV Inkjet system can produce barcodes, numbering and graphics at up to 600x600 DPI, at speeds up to 325 feet (100 meters) per minute. With four and a quarter inch and eight and a half inch print heads, barcodes



and graphics can be printed in any orientation without concern about the problem of stitching. They can be combined for a total width of 17 inches. The drop size is just 14 picoliters, which would account for the ink savings Best Label is enjoying.

The MCS equipment is moved, as required, between presses and re-winders, 'so we don't need multiple units in one location,' says Crammer. 'Overall, I would say we can do more with less, in a faster, more efficient way.'

Crammer says his operators have noted the consistency of output. 'It's very substrate-friendly, and extremely flexible. There are no dropping jets, no skipping marks, no stalling out – all of the things we had grown accustomed to with other equipment.'

Sales manager Travis Gilkey says the main benefit of the equipment is consistent printing of the HarvestMark. 'Of course just having HarvestMark has helped us. But there are other applications we can now sell, in new markets that we have not served before. For instance, the gaming industry. We can print the game pieces, such as scratch off cards, and print a 600dpi image under the scratch area. This is huge. Until we got the eight and a half inch web width (with MCS Eagle), this capability was non-existent,' says Gilkey.

Concludes Crammer, 'I have actually pursued a digital color print solution, going to Labelexpo year after year with checkbook in hand and expecting to spend hundreds of thousands of dollars for the solution I was looking for. And then we found MCS. It's like having an inline black digital press.'





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# Heat wave

**GENE PLAVNIK**, president of Heat Technologies, explains how sound waves help the drying of water-based inks

While the quality of water-based inks has continued to improve, drying these inks is a challenge because of the increased residence time when a heavy load of inks or coatings is applied. This really translates into slowing the web speed of a press to accommodate the drying.

The reason for more residence (drying) time is the formation of a boundary layer on the material during the printing process.

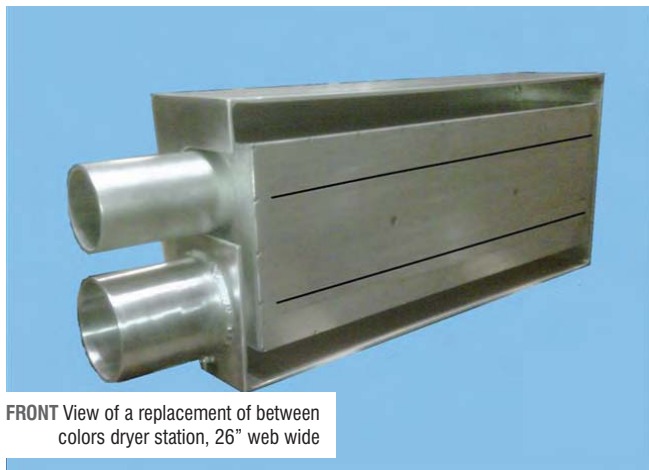
What is a boundary layer? Imagine a large lake. In the summer, the sun comes up and begins evaporating moisture off the lake. After a few hours, a sunny day turns into a cloudy day because as the moisture rises from the lake, clouds are formed. These clouds then act as a barrier. So later in the day the sun is above the clouds delivering the same amount of energy but less of the sun hits the lake directly so less moisture is removed. In a similar way, a boundary layer forms on the surface of the material as it moves through the press and acts like an invisible shield against hot air coming from the drying station.

This invisible shield does not allow air to penetrate the surface of the ink and start the evaporation process. Increasing heat and air increases the amount of moisture that is evaporated but at a lower efficiency until the process flat lines. OEMs of printing equipment used increased volume of air, increased temperature, even angle of attack, to tackle this problem, but it had rather limited effect.

## USING ACOUSTICS FOR DRYING

So how can sound technology benefit drying? First some background. Think of sound that you experience at a loud rock concert—sound that you feel as you walk closer and closer to a large speaker. That feeling is in fact a pressure wave brought about by the movement of air created by the speaker. Now, certainly, no manufacturing operation is looking to increase the amount of noise. However, that sound power can be harnessed in a very careful way, so it is harmless to human hearing and is safe in the workplace.

In addition, you might notice that the pressure as you approach that speaker wasn't constant. Rather, it fluctuated or varied. The oscillation of pressure is another important thing to consider. Think of things where pressure is not constant—a jackhammer, hammer drill and impact wrench, for example.



FRONT View of a replacement of between colors dryer station, 26" web wide



CONTROL panel, blower on a movable cart with dryer section in background on right

These devices make it possible to achieve a result that the same amount of constant pressure couldn't achieve. It is the same with drying – the oscillation of ultrasound adds to the effect. Heat and air are more efficient at removing moisture in the presence of sound because the oscillating pressure wave affects the boundary layer.

In the Spectra HE Ultra convective system, the hot air acts like a skilled massager, providing the boundary layer formed on the material with 'micro massage' to make it more pliable, and as a result, it makes drying more efficient. These systems can use hot air derived from indirect or direct heating processes, or pre-heat the air by an in-line electric heater. Most important for accelerated drying is its ability to efficiently disrupt the boundary layer formed on the material during the printing process, and thus allow the process to be conducted with a lower operating temperature of the hot air at advanced web speeds.

Acoustic technology has application for both narrow and wide web operations as a replacement to existing between-colors drying sections (usually with heavy ink load or adhesive loads), or as a booster section, where physical space allows an installation. In both situations, throughput can be increased from 50 to 85 percent with 17-20 percent of added energy. Accelerated speeds have been registered on shrink film, thermally sensitive papers. It is important to note that other factors besides press speed must be taken into consideration. Improved drying is possible, but in most cases it was maxed out by limiting factors of maximum speed, wind and unwind and sufficient ink laying.



# DRYING NEWS



1

## 1 AAA PRESS INTERNATIONAL COMPACT COMBO UV/IR DRYER

Where converters need to use UV Inks in combination with water-based inks printed in-line, in one pass, AAA Press has developed a module which combines the Lighttouch UV with Maximizer IR drying systems for a compact in-line solution that is easily retrofitable to most converting lines. The combo dryer offers space savings as it incorporates a piggy-backed IR dryer with in-line UV, one small electronic control cabinet and a shared exhaust system for either drying method.

This system combines the UV lamp cassette offered in the Lighttouch UV line with the Maximizer Electric Impinged Air Infrared drying system in four, six or nine bulb configurations. Both systems are PLC Controlled allowing the operator to select either UV or IR in each station for the desired ink system.

From the color touch screen menus, the operator can adjust features including UV shutter timing, and 'Auto-Ramp' for both the UV and IR systems, allowing operators to set the curing/drying intensity proportional to press speed at each station.

The PLC-controlled intake and exhaust blowers maintain ambient temperature inside the lamp housings during line stops to prevent web overheating.

## XERICWEB DRYING SYSTEMS IMPROVED iRAIR SYSTEM

XericWeb Drying Systems has introduced an improved version of its iRAIR drying system for water-based inks and coatings, claimed three to four times smaller, and easier to install and operate, than a comparable hot-air convection system. The iRAIR system combines infra-red heat with air to dry a wide range of substrates, including film and board. In addition to saving energy, the iRAIR system is easily adapted for wide and narrow webs.

## PHIDASTIEN UV / IR HOT AIR COMBO DRYER

Canadian company Phidastien is offering a new combination dryer design for retrofitting on existing machines. A press can be converted with these compact and flexible UV/ IR curing dryers at low cost and without drive modification to the machine, says the company. Options are available to handle heat sensitive material.

The IR cassette provides power up to 300 watt/in. Nozzle velocity of the hot air is 12,000 fpm (4,000m/min) with a recirculation loop with fresh air to save energy – only a fraction of the circulating air is exhausted from the system. Back

## LABELS&LABELING

2



web low drag idler support prevents unwanted deflection of stretchable materials.

The UV cassette delivers 400 or 500 watt/in and features optional quartz filters and dichroic reflectors. An optional UV emission sensor monitors and keeps the curing process at optimal efficiency.

## 2 BALDWIN WATER-COOLED LED UV MODULE

Baldwin UV has introduced a water-cooled LED UV module called the UVed, delivering up to 16 W/cm<sup>2</sup> at the printed surface at an efficiency above 25 percent. The company says UVed provides 'very intense UV output with an ultra uniform distribution in two planes.' The lamps are available in single wavelengths of 395, 385, 365 and 405mm.

The complete package weighs just 450g (15oz) for a 62mm (2.45 inch) single module, with a compact footprint of 62mm x 57mm x 92mm (2.45 x 2.25 x 3.62 inches) for a single module. The lamps are fully modular, allowing array lengths of up to 1984mm (78 inches).

Intelligent networking of the modules provides even radiation to the substrate and allows for width switching. PWM control allows the user to infinitely vary the power while maintaining peak intensity.

## LUMEN DYNAMICS EXCELERATE AIR-COOLED UV LED TECHNOLOGY

Lumen Dynamics has introduced its new Excelerate FC-200 Series of air-cooled UV LED print curing solutions. Designed for single-pass, narrow format applications, the Excelerate FC-200 Series delivers an irradiance of more than 8.5W/cm<sup>2</sup>.

The Excelerate FC-200 Series offers a combination of air-cooled and high irradiance via thermal management and a compact design that allows customers to achieve high printing speeds without the need for any coolant.

Atlantic Zeiser is the first manufacturer to incorporate the Excelerate FC-201 in an inkjet system, with the unveiling of its new Omega and Smartcure Air printing solutions for the pharmaceutical industry.

Excelerate FC-200 technology allows integrators to achieve printing speeds of up to 60m/minute on a 36mm printing area. With an air-cooled system and small form factor, the Excelerate FC-200 Series is a simple replacement to existing lamp-based or water-cooled LED systems 'while achieving faster cures with greater versatility of substrates,' according to the manufacturer.

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**THIS YEAR'S LABELEXPO EUROPE**, taking place from 28 September to 1 October at Brussels Expo, is the biggest event in the show's history. Andy Thomas previews the highlights

Labelexpo Europe continues to go from strength to strength. As the world's most important showcase for new developments in the world of labels, narrow web converting and now print packaging, it is a must-see event for label and packaging printers, designers and end users.

In writing about the Brussels expo for the last 15 years, this writer has not seen such a blizzard of important new product introductions. These include not just a raft of new digital print and converting equipment, but also new labels and packaging presses, important advances in press control technology, plant management systems and automated quality control. On the materials front we see exciting new developments in areas like thin films – including a new die-cut system dedicated to cutting the industry's thinnest PS substrates.

There are two new major feature areas at this year's show. The popular Digital Print Workshops, introduced at last year's Labelexpo Americas, will make their debut in Europe. Three printing technologies – dry toner, liquid toner and inkjet – will be compared against each other during live machine

# LET'S HEAR IT FOR



demonstrations run by an independent moderator. The technologies will be represented by Xeikon, HP and EFI Jetrion respectively. There will be four sessions per day, three of which will see the different companies printing the same job on the same material – a food, pharmaceutical or personal care label. The fourth session will allow participants to print a label of their choice. There will also be commentaries on each job from MIS and materials suppliers.

For the first time at any Labelexpo show, there will also be a new feature dedicated to package printing. The Package Printing Zone will consist of 15 seminar sessions and working machinery demonstrations. The aim of this feature is to introduce label printers to opportunities in short-run package printing, including flexible packaging, folding cartons, pouches and sachets. Many of these jobs can be printed on narrow to mid web presses and there will be package printing presses on display at the show.

Another event not to miss is The Label Industry Global Awards. Held on the first evening of the show, they honor both individuals and companies who have played

significant roles in the development of the industry. The winner of the R Stanton Avery Lifetime Achievement Award has already been announced – Helmut Schreiner, CEO of Schreiner Etiketten. The winners of three other awards will be announced on the night. The finalists for the New Innovation award are Color-Logic, Durst, EskoArtwork, Nilpeter, Pantec, Primera and Roland DG; the finalists for the Continuous Innovation award are Flexcon, Mark Andy, Martin Automatic, MPS, Novelprint, Prati and Tailored Solutions/Label Traxx. There will also be an award for European Converter of the Year.

Another interesting innovation at this year's show is a dedicated Operators day on the last Saturday, when label company owners are encouraged to bring their pressroom operators to Labelexpo.

L&L will have its global editorial team present at the show from Europe, Latin America, North America, China and India, so please make a point of dropping onto the stand to tell us about any new developments – or just for a chat about what's new.

# LABELEXPO EUROPE



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# LABELEXPO PREVIEW

**AN A-Z GUIDE** to new products at Labelexpo. Please check [labelsandlabeling.com](http://labelsandlabeling.com) regularly for product launch news after *L&L* went to press

**3M** will announce the recognition of UL/cUL approval of most core global Performance Label Materials on a variety of digital inkjet print systems. The company will showcase many products that have been approved as well as showing new films and adhesives for security and industrial applications, compatible with digital print systems. The new Smooth Cling Films with the new 1200 and 1250 removable adhesives for rapid self-wetting will also feature. Applications include super clear overlaminating films and have fewer bubbles than standard pressure sensitive adhesives. Another new adhesive is the SE100, used in the automotive industry for labeling on difficult surfaces. 3M will also show 76717 polypropylene that is used in demanding environments where chemical resistance is paramount. For narrow web screen printers and specialty die-cutters 3M will also have two new products on display: 360 Quick Bonding Adhesive, used for reverse printed label applications, and the 91022 silicone adhesive transfer tape that is used on challenging substrates. Stand 11Q110.

**ACPO** will show its self-wound overlaminate film ranges on stand 12T155. It will display its original linerless pressure sensitive adhesive film as well as self-wound polyester and polypropylene overlaminate films in clear and matte finish in various mil thicknesses. Specialty PSA films include easy release, FDA compliant, photoluminescent, removable adhesive, thermal transfer printable, UL recognized, UV screening and overlaminates specifically designed for digital print equipment. In addition, acpo offers PS laminate on liner, form/tag reinforcements in narrow width rolls and paint mask.

**AERO**, a producer of Aerotac branded

self-adhesive materials, will show its new linerless labelstock on stand 11P35. Linerless labels offer benefits such as more labels per reel, less time for reel changes, less storage space required, lower transport costs, lower costs of label and no release liner waste.

**AGFA** will show its Dotrix Modular digital press on stand 12W13, which can be integrated with all commonly available units for varnishing, slitting, die-cutting and sheeting. The machine's modular design can be configured with any combination of tooling units, hot foiling, hot stamping, lamination etc. The heart of the system is the single pass inkjet color engine which houses a high speed and high quality UV inkjet system. The Dotrix itself turns out over 1200 square meters per hour at full speed and can run a wide range of substrates, from the thinnest of 25µ foils up to 450gsm heavy paper.

**ALPHASONIC**, will mark its 10th year at Labelexpo Europe with a new technology for pressroom cleaning. The company's current Dual Frequency ultrasonic technology, or Alphasound, has provided a safe and effective way of cleaning anilox rolls, parts and flexo plates for nearly 20 years. However, in a move to progress cleaning technology, the latest development to come out of its Liverpool production facility will see Alphasonics systems incorporate multiple cleaning methods utilized in one cleaning tank simultaneously.

This development, which will be known as Betasound, aims to reduce cleaning cycle times while providing a cleaning action that is increased in its power whilst maintaining safety.

Christopher Jones, UK and Ireland sales manager, said: 'Betasound marks a significant progression in pressroom cleaning technology. Alphasound is already the most advanced cleaning method on the market but only allows the user to choose one frequency setting per cycle to suit their anilox rolls, plates and parts. This new technology enables the user to select a program that simultaneously combines multiple frequencies in one cycle. Alphasonics have developed this technology specifically for the flexographic pressroom.'

The company says that tests have indicated a marked improvement in results in terms of cleaning time due to Betasound's ability to tackle problematic ink contamination which would usually require more strenuous cleaning methods. The multiple ultrasonic frequencies, alongside the Supersweep capability of the generators, allow for an aggressive and thorough cleaning action which remains gentle enough to prevent damage, irrespective of screen counts or delicacy of parts.

The team plan to include this technology in all systems as standard in the near future.

'We have continually worked hard to improve our technology and this investment in R & D is the bedrock of the company,' said Jones. 'We are confident that we are simply improving on a cleaning method that can only be described as consistently effective. 'Betasound is without doubt the future of pressroom cleaning.'

Alphasonics will display its range of improved anilox cleaners, parts washers and plate cleaning systems at stand 7L97 at Labelexpo Europe 2011. The company will also unveil details of other ongoing projects and



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developments for both flexo and digital label printers that are due to be launched in the coming year.

**APEX GROUP OF COMPANIES**, on stand 11P105, will show its Genetic Transfer Technology for the UniFli anilox roll, as well as its other anilox roll product lines. The company recently received HD-flexo certification from EskoArtwork.

**API FOILS** will showcase its new range of metallic foil and holographic decorative solutions on stand 6F12. Holonique is a bespoke holographic design which can combine numerous holographic patterns with an almost unlimited number of styles, effects and colors to provide customized 3D product enhancement. With mock ups produced in a matter of days and at reduced costs, Holonique allows companies full control over the whole holographic design process. API will also highlight the benefits of its new double embossing machine which can produce 'shim free' designs and patterns.

French company **ARMOR** will show its ranges of thermal transfer ribbons on stand 6F120, with a particular focus on the environmental sustainability of its products. Live demos of the company's Extranet system will be run.

**ASHLAND PERFORMANCE MATERIALS** will unveil a new portfolio of varnishes, adhesives and coatings for narrow web printing on stand 11S85. Benefits of Ashland's Pureseal 23322E water-based synthetic cold-seal adhesive for flexographic food packaging printing are said to include shorter specialized runs, which are of particular importance in the confectionery bar market, and that the product can be applied as an overall coat or pattern. It seals packages comprised of biaxially oriented polypropylene, white-oriented polypropylene (OPP), metalized OPP, polyester and other substrates suitable for food packaging. It also releases from release-treated films or release lacquer-coated substrates and complies with US Food and Drug Administration regulations for food packaging. Other new technologies are Ashland's UV curable low-migration varnishes and laminating adhesives for food packaging applications. The products are designed specifically for flexographic printing but are also suitable for other application methods including gravure and multi-roll coating equipment. Ashland's UV curable low migration varnishes and laminating adhesives are suited to use with many different types of substrates such as packaging films, foils and papers.

**ATLANTIC ZEISER** will demonstrate its drop-on-demand (DoD) inkjet printing technology in security and commercial label printing on stand 11R95. On a Digiline Web 300, the company will highlight the technology's versatility by using a high-speed Delta 105i grayscale printer, a Gamma 70 P four-color inkjet printer and a Vericam camera-based verification system. The company will demonstrate specific applications, showing visitors how to code tax labels and excise stamps with common, individual barcodes and plain-text information at speeds of up to 150 m/min, always on the same transport unit.

**AVERY DENNISON** will show four main developments while also launching a number of new products.

Strategic partnerships with machine manufacturers have opened up a range of new applications for Avery Dennison. Its Curve Appeal system, featuring Fasson Curvy film, provides labels that can be applied to curved surfaces, creating unique bottles and containers to maximize shelf appeal. Avery Dennison and Gallus will launch a new technology at the show that cuts liner caliper into a 12-micron/0.48 mil; half of the current market minimum limit,



ATLANTIC ZEISER  
Digiline-Web-300 BS

according to the company.

As a result of collaboration with the meat and dairy industry, a patent pending label design named Shrink PS will be presented. The new label, pre-applied on a shrinkable bag, does not wrinkle during the shrinking process in heated water, allows superior definition graphics and is water resistant.

Finally, Avery Dennison will launch a Global MDO film label with a new adhesive for a no-label shelf-look and high speed manufacturing applications. The conformable film delivers a combination of clarity, conformability, rigidity, sustainability and productivity, says the company.

For those visitors looking for ideas in specific markets, the booth offers over 20 recently introduced and over half a dozen new innovations spread over seven different segments. They vary from blood bag labels for the pharmaceutical industry, and sustainable cane fiber material for wine and spirits, to roll fed shrink technology for beer and beverage and a new entry level food film for clear-on-clear applications. Specific attention will be on digital applications, sustainable products and performance and efficiency-enhancing technologies. On stand 5A40.

**AV FLEXOLOGIC** introduces the new Aqualine processor for digital water washable flexo polymer plates. The Aqualine operates according to the 'flat washout' principle. Due to maximum brush contact, the wash out results are fast and of high quality. Thanks to the inline system, continuous plate processing is possible and compared to conventional processing equipment capacity is increased. During Labelexpo, Cosmolight QS will be processed live on the Aqualine. Toyobo will also show a new generation Cosmolight NS. In addition AV Flexologic will demonstrate the AquaSuper 500x700 and the AquaSupreme 800x1050 for processing water washable flexo printing plates and the Mount-O-Matic Table Top for mounting flexographic plates in the narrow web industry. A demonstration on the Sleeve Service Station will be done for mounting and de-mounting variable repeat offset plates. Stand 11P38.

**AVT** will present its new Braille inspection technology on stand 6H60, which enables printers to inspect both print and Braille using the same system and interface. Concurrent with print inspection, the system is able to inspect 100 percent of the printed Braille dots, and detect evolving problems by matching the dots against the original PDF file. The new European Union legislation for adding Braille to every pharmaceutical product requires label printers to add printed or embossed Braille to all labels or packages so that blind or partially-sighted people can identify medicine names and dosages.

**BAR GRAPHIC MACHINERY** will show its latest digital finishing converting line on stand 6G128. The BGM Elite FDTR Flexo Die Cut is able to start and stop without producing waste. Other standard features are being able to print to re-register, die-cut to print re-register and print to print re-register; the servo-driven print stations are equipped with self-positioning print cylinders enabling automatic print registration set up. The machine is fitted with interchangeable UV and IR curing cassettes, while dual



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servo-driven die stations with removable anvils enable all converting options to be achieved. Other models to be exhibited from the Elite Range will be a filmic inspection slitter rewinder, inspection slitter rewinder, rotary die-cutting rewinder and die-cut to register slitter rewinder.

**BST INTERNATIONAL** will show its ranges of quality insurance systems for the web processing industry on stand 11Q100. The company will offer consultancy, communication and information about the BST products for web guiding, video web inspection, 100 percent print defect detection, register control and color measurement. It will run live demonstrations of the Shark4000 LEX and Shark1000LEX (100 percent print defect detection), CompactGuide, CLSPro600 (web guiding), PowerScope 4000, SuperHandyScan4000 (video web inspection), AR 4000 (register control) and IDM4000 (color measurement).

**CALOR** and **REGMA** will be showing their range of thermal transfer ribbons on stand 7N35. New colors have been added to the range, enabling the offering of 75 different colors and qualities, ready to be shipped as finished ribbons in standard dimensions or as jumbo rolls to be slit to measure. Specific colors can be developed according to pantone requirements for a minimum quantity of 10,000 square meters. The companies will present a new high resistant resin quality for applications demanding good smear and scratch resistance.

On stand 5B10, **CARTES** will show a number of machines from its HS CombiLaser Series, which includes integrated technologies such as laser converting and die-cutting, varnishing and primer, silkscreen printing with

automatic feeding system, hot stamping, embossing, lamination, hologram application. The Co2 Cartes Laser allows everlasting laser source, constant power, high speed, precision, accuracy and low maintenance costs. Laser cutting speed can reach up to 700 meters a minute, while the web speed can run up to 80 meters a minute. The laser unit can be supplied inline with a variable data printing unit.

### CHESHIRE ANILOX TECHNOLOGY

will launch its high precision laser engraved roll at Labelexpo Europe on stand 6H45. The roll has been manufactured using the company's latest generation of engraving technology, Proflo, which is specifically developed for HD Plate technology. It features a new improved cell profile that will provide a more consistent ink lay down while also eliminating the chance of uncontrolled dot gain. This unique cell angle profile now allows printers to work with the expanded tone range of offset and rotogravure printing techniques.

Cheshire Anilox Technology will also present a wide range of engraving technologies to suit the most challenging metering applications in flexo, including EasyFlo HD for high opacity whites, which allows printers to achieve the opacity of screen whites at faster speeds in one single pass, and MaxFlo, which offers high color densities and dot reproduction at higher line counts, increasing print resolution without the dot gain typical of high-volume anilox rollers. The company claims combination print jobs can now be done with one anilox roll, achieving outstanding color densities in the solid areas and sharper and cleaner vignettes.

Cheshire will also show its Airlox light-weight roll design constructed with high-grade aluminum and thin wall steel, which is up to 60 percent lighter in weight than comparably sized steel hollow rollers.

Cheshire technicians will be performing live anilox cleaning demonstrations using the new freestanding range of Flexsonic ultrasonic systems.

**CODIMAG** will show the new VIVA 340 press with Aniflo print unit. The keyless anilox offset unit is now available on both VIVA 340 and VIVA420, and both presses will be running on booth 11R30. The VIVA 340 will run several offset jobs everyday to show live job changes (including plate-making), day-to-day

reproducibility. A digital colour proof will be available for print result evaluation. The VIVA 420 will run Aniflo units in combination with hot-foil.

The Aniflo technology has been a great success with over 15 presses installed. 'The main point of interest for our customers is the implementation of a colour management system and each time more of a multi-colour process system. As there is no ink key control or roller setting, no ink/water balance, the Aniflo unit offers a predictable and repeatable print system,' says the company.

Codimag will also have a "Waterless Corner" on the booth, in cooperation with Toray, the main supplier of waterless offset plates. It will be an opportunity to demonstrate the various applications of waterless offset in the graphic industries: plastic cards, newspaper printing, commercial and security printing... Indeed, Codimag will have Le Figaro on the booth everyday of the show. Le Figaro is the first French newspaper to be printed on a KBA Cortina waterless press.

**COLLANO** will present adhesives for labels, adhesive tapes and specialty packaging on stand 12U75. The company will be focusing on new product lines for transparent film labels and tapes, a printable pressure-sensitive adhesive, the latest generation of deep-freeze adhesives and a specialty adhesive made from renewable sources.

**COLOR-DEC** will show two new doming machines on stand 11Q65. The 6070WBR is a three axis full automatic model designed with the latest CAN-BUS technology, including production-reporting capabilities permitting to track the cost of every drop of resin dispensed. It has a stainless steel construction and a vacuum working table 700x400mm. The 300M is designed to drop resin onto regular shaped labels. It has been integrated into a vacuum table of 460x360mm to ensure all labels remain flat during production, avoiding resin overflow.

**COLORGEN** will unveil two new UV flexo ink ranges. CG Flex FLM is the company's flagship UV flexo low migration ink system. CG Flex FLM inks are free from all low molecular weight/highly mobile components and use only raw materials listed as low migration under EuPia (Group 1A and 1B) and Swiss Ordinance Annexe 6, making them appropriate for food packaging where a low migration profile is essential. Also on show will be the CG Flex XF700 range, which exclusively contain photoinitiators



BST – CompactGuide





DCM – Non-stop sleeve seaming machine



DRELLOSCOP 5118

that comply with EuPIA and Swiss Ordinance guidelines. Both of these ranges have been developed for use on low volume anilox rollers; their increased strength means that ink mileage can increase by as much as 30 percent, says the company. Improved reactivity means that press speeds in excess of 200mpm can be achieved. ColorGen will be recruiting distributors to allow further expansion into the global market.

**CONVERTEC** will unveil its new modular unit for digital Braille printing for labels at Labelexpo Europe 2011 in Brussels in September. The unit, called DigiBraille, has a modular design that can be retrofitted to any printing press or converting line for either in-line or off-line Braille production. The central impression design allows booklets and labels to be printed with greater accuracy while inspection is also done on the

same drum.

It was possible to make the CI unit due to an innovative printing head design. The smaller printing head also allows for increased speed and tighter tolerances. The basic software for the new DigiBraille module can handle up to twelve labels across the web, printing up to 24 text lines of Braille simultaneously. The extended software can handle upload of PDF's and XML data to avoid operator programming errors.

A separate camera inspection system is available that can cross-check the printed Braille text image against a master image. If any errors occur, they can be marked and taken out further down the process.

'We continue to improve our technology and the tests made so far have exceeded our expectations,' said the company in a statement. 'DigiBraille

makes it now possible to produce digital Braille Inline in printing presses and converting lines with greatly reduced costs.'

**CONVERTECH EQUIPMENT** will launch its Sureprint Excel line of doctor blades, which is claimed to offer a long blade life and excellent properties to eliminate streaks and drag outs. The range is suitable for gravure and flexo printing. Stand 6G150.

Germany-based **CSAT** will show its digital printing systems for in- and offline printing of blister packs, labels and leaflets, including variable data and anti-counterfeiting features, at an image quality of 1200 dpi by 1200 dpi. Its latest model, ITS 600, is designed as an all-in-one machine to be run in-line or as stand-alone for a wide range of applications. Utilizing the most advanced DOD-technology coupled with UV-LED

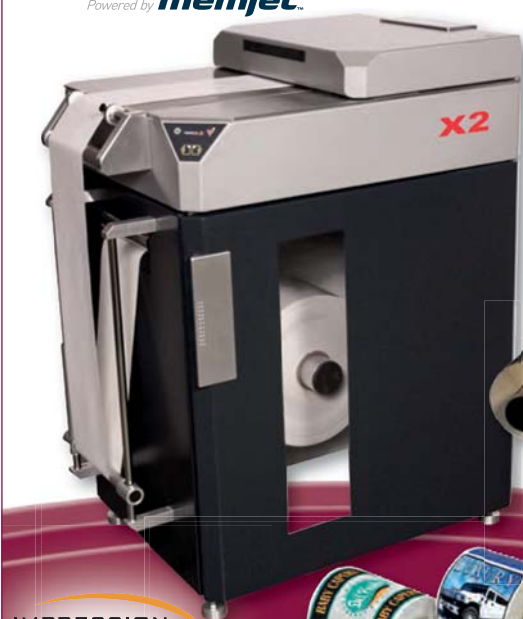
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curing, application highlights of the ITS 600 include 600 dpi by 600 dpi resolution with a print width of up to 420 mm at speeds of up to 50 m/min. Stand 9F10.

**DACO SOLUTIONS** will launch the Spectrum servo-driven single color flexo press with re-register capabilities on stand 7K135. The Spectrum can take digital print from a variety of digital presses, apply a varnish or overlaminate and die-cut to register. It is also capable of producing single color flexo labels and die-cut or using the re-register system add further colors, or simply die-cut plain labels. The company's DTD250 table-top finishing machine has had various upgrades, with an air mandrel for the unwind, a new draw / nip roller configuration, guarding modification enabling RotoMetrics Hydra Jacks to be fitted at a later date by the client and a Daco designed back scoring system. A PLD250 semi-automatic turret rewinder will also be on display with upgraded software.

**DAETWYLER SWISSTEC**, on stand 11P7, will show its One Step, Soft and Goldstar doctor blades that are specifically designed for label printers. The company will also show its ranges of consumables, such as end seals and a new cleaning product line for anilox, plates and gravure cylinders.

**DALIM SOFTWARE** will preview the latest developments in its ES technology at Labelexpo Europe on stand 7L95, along with the latest releases of its media production workflow engineTwist and color communication tool Dialogue Engine.

ES is a complete web-based tool set for planning, executing and controlling any aspect of media production. Based on standard technology, ES allows seamless integration with third-party applications, ranging from MIS or ERP systems to specialized pre-press applications for label and packaging production.

Being able to set all necessary milestones – such as



DOMINO N600 group samples

project setup, artwork delivery, pre-press tasks, soft proofing, approvals, output and final print, to name a few — for files independently from projects, syncs the different stages of a workflow with the business process life cycle.

Assigning deadlines to each of those milestones helps all participants track progress, anticipate delays and reallocate resources, if necessary. Meanwhile, milestones can coordinate entire production facilities, by triggering interactive actions of third-party applications or devices, like RIPs or color management servers. ES receives data updates from these systems, allowing a real-time view of job progress.



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ES offers an intuitive and responsive user interface in a standard web browser, along with apps on mobile devices such as the Apple iPad.

**DCM USIMECA** will display a non-stop sleeve seaming machine and a quality control machine on stand 6H140, alongside a Serval narrow web slitter rewinder and a sleeve perforating and sheeting machine, SleeveCut.

**DIGIFLEX** will launch its Flexojet1724 inkjet computer-to-plate system for flexographic and letterpress plates on stand 11Q119. The FlexoJet1724 inkjet CtP jets DigiFlex bi-component ink on any flexographic analog plate.

**DOMINO**, on stand 9H10, says it will confirm its transition from supplier of part-personalization technologies to fully-fledged digital press manufacturer. Domino will display the K600i single color modular print bar, which can be integrated into an existing press or finishing line, or supplied as a stand-alone roll to roll machine, and its N600i 4-color 13 inch (333mm) web UV inkjet digital label press. Both systems are based on UV curable inkjet technology and operate between 50 and 75 meters per minute, printing 600dpi. Exhibiting for the first time in the digital press area (Hall 9), the company will demonstrate the latest technology for fast and efficient digital label personalization and short to medium run printing.

**DRAGON FOILS** will show its newest cold foil on stand 7L135. The China-based company manufactures customized holographic cold foils and other special effect cold foils.

**DRELLO** will show its Drelloscop V5000 video-web inspection system on stand 6F35, alongside Drelloscop 5118, a universally applicable stroboscope suited to visualizing fast mechanical processes on production and printing machines. Also on display will be the Drelloscop 5125 compact stroboscope for homogeneous light sensitive illumination, designed for label inspection slitter rewinders.

On stand 9H57, **DURST** launches the Tau 150 8C UV inkjet label press and the new digital printing modules for Rotoworx 330 finishing systems offering digital varnish and VDP capability. Tau 150 8C is designed for short- and medium run narrow web applications, reaching a printing speed of 48 m (157 ft) per minute. The press can be configured with up to eight color modules, with an additional module for spot varnish applications also available. The Rotoworx 330 is a modular finishing system aimed

at the short run label print market and supporting all print-processes with a width up to 13in. Based on semi-rotary die-cutting technology the HS version (High Speed) has a top speed of up to 160 ft/min. The machine features the Diva digital varnishing module which provides customers with the ability to produce different gloss levels as well as special effects with one single fluid in one single pass.

**EDALE** will showcase two new products: the FL-350, a versatile label, film and ticket printing flexo press, and a new gearless flexo print head aimed at the mid-web packaging printer.

Edale will be staging live demonstrations of the FL-350 on each day of the show. The new machine utilizes the latest servo technology and is claimed to achieve high print quality whilst reducing job change times and set up wastage. It also employs Edale's Pit Stop Color Change system, enabling operators to complete a full color change in less than one and a half minutes per station. The FL-350 has a 350mm web width, substrate capacity from 30 to 450 microns and a maximum speed of 200m/min. At Labelexpo Europe on stand 7M60,

**EDP EUROPE'S** ATM/Colorflex division will be showing its range of on-demand labeling and filing systems using computer generated, sequential, color and barcode label printing on stand 11P80. Its on-demand strip label software has evolved and the latest version, the web based LabelsAnywhere.com, makes it possible to print color strip labels from any workstation to a standard color inkjet or laser printer. ATM/Colorflex also offers the modular MasterTrak Plus tracking software package. MasterTrak Plus can be integrated with the latest RFID and barcode technologies.

MasterTrak Plus offers

document imaging and also has a module that allows it to control vertical carousels from manufacturers including Kardex.

**EFI** says it will make a major new product announcement on the first day of Labelexpo Europe 2011 on booth 9H55. The company will also run demonstrations of its Jetrion 4830 UV inkjet system. The recently developed white ink is the industry's first single-pass, overprintable white to offer opacity and brightness rivaling flexo, and is superior compared to other digital devices. EFI will also unveil developments in its workflow software, which includes its EFI Radius product range. The company's Fiery XF software series, used in the Jetrion series, has been upgraded to include cutting-engine support, powerful RGB print workflow and latest spot color enhancements.

**ELECTRO OPTIC** will show its Gold-Line extra sharp magnetic dies on stand 7M90. Thin liner materials such as PE or PET with dimensions of 20μ and less demand highest standards of precision from all the components involved in the cutting process. Gold-Line extra sharp is designed to face this challenge. Best height parallelism due to the patented back grinding system and optimized cutting ability ensure best possible cutting results on ultra-thin liner materials. Also on show will be its Dura-Line Special C, which due to an extremely resistant black ion coating provides long life performance and is suitable for materials like Tyvek, laminations and cutting through abrasive colors.

**EMAX**, a new joint venture between Chiasa and MultiStiq, will present its ranges of label materials for garment, mattresses, carpets and shoes, with



DURST – Rotoworx Diva digital varnishing unit



a special focus on digitally printable materials, on stand 9F31. The company combines the label industry activities of Spain-based Chiasa and Netherlands-based MultiStiq, and will open branches in Turkey, Mexico and Bangladesh this year, followed by Hong Kong, China and Brazil in 2012.

**ENERCON** will display its wide range of surface treating systems for narrow and mid-web applications on stand 11R120. Compact designs offer powerful treatment levels for integration into any narrow, mid or wide web OEM press. These Compak power supplies rely on the latest IGBT technology and are loaded with features that optimize productivity for any output requirement. For difficult-to-treat materials and surfaces requiring stringent surface specifications, Enercon offers its Plasma3 surface treater. Plasma3 can improve hydrophilicity and surface coating performance. This atmospheric plasma web treatment system is also adept at improving the performance of adhesives.

**EMIS** will show its Flexor line of inspection slitters, rewinders and die-cutting machines on stand 11Q60. Flexor STACRW4-12 is a fully servo four spindle turret reloader with a width of 410mm. Flexor 440IS is a 440mm wide inspection machine equipped with the latest Nikka D1 camera system. Flexor 380 2C+ is a 380mm wide machine equipped with a double die-cutting unit and a re-register module to die cut pre-printed labelstock. Flexor Lexjet 350 is an industrial inkjet machine for printing low volume jobs or variable data, equipped with the latest Konica Minolta KM1024 heads and GEW UV curing.

**ERHARDT + LEIMER** will show its improved TubeLight illumination system on stand 11S65. Due to the new LED light, homogenous illumination is possible even in the wide web sector. TubeLight features have been improved for better inspection of difficult printing and web conditions like embossing, screen printing, metalized materials, and holograms. The company also shows its Nyscan range of inspection systems. During pre-press the Image:Inspector checks the press proof from a production process against the customer's PDF file to make sure there are no deviations. During the printing process the 100 percent inspection system Web:Inspector detects defects and reduces waste. In addition, the Roll:Scheduler allows accurate positioning of the detected

defects on the finishing machine.

**ERREPI**, a manufacturer of narrow web flexo printing presses and finishing machines for the label industry, will show its automatic cores cutter machine, Vittoria, suitable for plastic or cardboard cores of various diameters and lengths; and its Leonardo 350mm automatic non stop turret rewinder. The company will launch a new flexo printing unit, Flexoturbo, which will be shown on a two-color modular machine. Stands 12Y90 and 12W90.

**ESKOARTWORK** demonstrates the latest version of its HD Flexo high resolution digital plate imaging system on stand 5B30. HD Flexo 2.0 improves the screening to deliver enhanced printing quality throughout the tonal range including highlights with gradients down to zero, stable mid-tones, and higher ink density solids, according to the company. Also demonstrated on the stand is a CDI 2530 digital flexo plate imager and Kongsberg cutting table. EskoArtwork also previews new 3D design tools in its Studio Toolkit for Labels, while Store Visualizer allows users to envision packaging embedded in 'hyper-realistic store shelf simulations'.

On stand 5C30, **ETI CONVERTING EQUIPMENT** will introduce its Emulsion acrylic Cohesio technology, which brings label printers the flexibility of emulsion and solvent acrylic adhesives, as well as hot melt and UV hot melt adhesives, in one Cohesio multifunctional inline coating and printing system. The self-computerized multifunctional printing and coating equipment provides users with the benefits and cost savings of converting pressure sensitive material and/or printing pressure sensitive labels all in one pass. The company also shows the new Miniliner, an ultra-thin clear PET or BOPP liner of 12 microns which is said to substantially reduce waste and increase productivity. The Miniliner can be die-cut at speeds up to 150 meters a minute and is adaptable to ETI's Cohesio technologies.

**EVONIK** will showcase Tego RC 702, a new one-component UV curing silicone system, on stand 12U110. Tego RC 702 is a ready-to-use product with the photoinitiator already included. Because there is no silicone mixing required, it is of special interest for label printers and converters who want to capitalize on in-house siliconizing with Evonik's TegoRC silicone technology.

**FAG GRAPHIC SYSTEMS** will show its FlexPro flexo plate analyzer on stand 7N129, jointly developed with Peret, which can analyze all types of flexo plates. The

companies have also developed a sleeve station accessory for the FlexPro, called Rount, which is equipped with two transmission light sources compatible to the transmission light source of the standard device. The FlexPro software is used to capture and analyze images; Rount works for all sleeve formats.

**KODAK** introduces its Flexcel Direct technology on stand 9F70, which removes the need for chemical processing and is claimed to be ideal for round applications. Also demonstrated are Kodak's Flexcel NX letterpress and analogue plates, Prinergy Powerpack workflow system and its Packaging Layout Automation software. The Insite Prepress Portal System will be demonstrated, providing secure web access for remote job submission, progress tracking and approval. For private label-based brand owners in particular, Kodak will feature Design2Launch, an end-to-end digital workflow for marketing and creative teams that organizes assets across brands, departments and suppliers. Kodak also shows a suite of products to protect, track and secure high value products in the field.



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The presence of **FINAT**, the international association for the self-adhesive label industry, at Labelexpo Europe will mark the 20th anniversary of its partnership with the trade show.

The association's stand, P40 in Hall 11, will serve as a meeting point for members and prospective associates and will feature a series of new and existing programs aimed at the international self-adhesive label community. This year's edition will see the release of its revised Educational Handbook, that will be made available in electronic pdf version edition to members as part of the association's on-going education program. The Handbook will be added to Finat's virtual library of educational, technical and marketing documentation that is available to (prospective) members at the association's website.

This year's Finat stand will also feature the 'Sustainability and Recycling Desk', that will allow visitors to obtain information about the growing number of liner recycling programs available across Europe.

During the show, Finat staff and members of the different committees and groups, including FINAT's Young Managers Club, will be available to inform visitors about the association's activities and programs coming up next year, such as the Technical Seminar in Barcelona in March 2012; the Finat Congress in Athens in June 2012; and the first global Young Managers Summit in November 2012. Visitors will be offered Finat's Yearbook 2011 as well as a pocket guide about its on-going activities and services. A small meeting room will be available upon reservation for brief private meetings.

The day before the show, on 27 September, Finat will welcome its global counterpart associations for fifth edition of the 'L9' Summit. Apart from FINAT, the associations from USA, Mexico, Japan, China and India have already confirmed their attendance.

Finat managing director Jules Lejeune said: 'Labelexpo Europe is the world's showcase event for the label sector. With 600 members in over 50 countries, Finat has proudly been supporting this event for the past two decades. Together we



FLEXO WASH PK Eco Parts Washer

provide a unique global meeting platform for companies with a single common interest: to promote the development of the label sector worldwide. We look forward to welcoming visitors to this year's edition.'

**FLEXO WASH** will exhibit its latest developments in its wide range of fully automatic cleaning equipment for parts, anilox rolls, screens, sleeves and plates on stand 7L45. The FW Handy XLA anilox roll cleaner is now made in a version to wash print sleeves as well as anilox rolls like the company's other anilox roll cleaners. The machine will leave the print sleeves ready for immediate use after the washing. Within parts washing, the Flexo Wash Parts Washer PK Eco has been made into an XL version, making it able to wash larger press parts.

**FLINT GROUP** will show a number of new products within its ranges of inks, plates and sleeves on stand 5B45,.

'For the 2011 show Flint Group has more new products to show than ever before,' said global product director Flint Group Narrow Web, Jennifer Joyce. 'Thanks to a focused and intense R&D effort over the last 12 months from our global team we are able to introduce many new products that we know will be of high interest for many customers.'

On display will be Flexocure Ancora, a low migration UV flexo ink which is said to offer good press performance, color strength and adhesion while still meeting the demands of the food packaging industry. Lithocure Premium, meanwhile, is a new UV offset ink suitable for most label substrates and narrow web applications.

UvoScreen Elite is a press-ready UV screen ink for high end label applications, tailor-made for rotary screen printing using either Stork or Gallus screen systems. UvoScreen Elite is said to offer vibrant colors, excellent adhesion to a wide range of films, perfect printability and press stability also over long runs. UvoScreen Elite can be used in combination with any of Flint Group's other ink ranges, and prints perfectly over CombiWhite – Flint Group's opaque



FLEXO WASH SL Handy XLA Sleeve Washer

white screen ink.

BioCure F is a UV curable flexo ink based on bio-renewable resin technology. The company says it is 'compliant with current sustainability efforts' and provides high color strength and excellent mileage; good press stability and good dot sharpness at high printing speeds.

Flint Group Flexographic Products will show its broad portfolio of printing plates and sleeves, including nyloflex FAB and FAH plates which are claimed to show outstanding performance when using UV – and solvent-based inks. The nyloflex ACE hard flexo plate, as well as the medium hard plate nyloflex ACT, are suited to water-based inks. Also on display will be rotec label sleeves, developed specifically for narrow web printing.

In addition, printers can also learn about the benefits of its Cast and Cure UV coatings, EB-cured offset inks, low migration coatings and UV primers and coatings dedicated to digital printing.

Flint Group Narrow Web will also host the seventh Annual Narrow Web Print Awards on Thursday September 29 at 4:00 pm on its stand. The award celebrates excellence and innovation in the wider world of narrow web printing. Label converters from all over the world are encouraged to submit sample labels of their choosing for evaluation by a panel of industry judges.

**FRANCIS BÜHLER** will show its range of Big-Jet printers, which provide coding and marking with HP technology, on stand 9F48. The systems, which can be installed directly onto a web press, produce coding with text, graphics, codes, lottery numbers and addresses on labels, packaging, tickets and newspapers with up to 600dpi at up to 2m/sec.

**FUJIFILM** will exhibit its new B2 direct laser engraving (DLE) flexo CTP system at Labelexpo Europe on stand 7N25. By developing a new DLE flexo plate and multi-channel CTP platesetter, Fujifilm has created a system for flexo label and packaging print applications

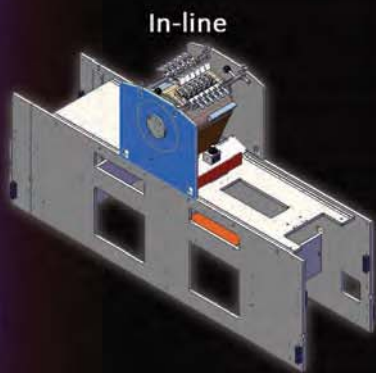
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that reportedly achieves extremely high quality image reproduction.

'Compared to common Laser Ablation Mask (LAM) systems, Fujifilm's DLE flexo CTP system has been optimized as a quick and eco-friendly way of making flexo plates,' says the company.

The Fujifilm DLE flexo CTP system eliminates the multiple processing steps (UV exposure, solvent or thermal processing, drying) required with current Laser Ablation Mask (LAM) technologies. A highly-cured plate, manufactured using a unique polymerization reaction, combined with a digitally controlled engraving process, means the dot profile is very accurate, resulting in extremely sharp image reproduction and superb fine detail.

The Fujifilm DLE flexo CTP system is eco-friendly, removing the need for the multiple pieces of equipment associated with the current LAM platemaking process, and is completely 100 percent free of VOCs. As there is no need for a lengthy, high temperature plate drying process, energy consumption is also reduced.

Latest developments in the UVivid UV ink range will also be displayed. Key products include UVivid Flexo Supernova White, an ultra opaque flexo printable ink

that can replace rotary screen white ink, and allows fine text and opaque solids to be combined on the same plate.

The high opacity UVivid flexo color inks produce opaque prints on clear film label materials without the need for a backing white, which can be hard to register, and allow opaque solids and text to be printed in a single pass.

This opaque white ink has been specially designed for reverse printing onto shrink sleeve labels, combining the necessary slip properties with high opacity and can withstand high shrinkage without cracking.

In addition, Fujifilm will showcase its range of flexo color inks (available as Pantone, process or metallic colors), and its range of rotary screen and flat screen products developed specifically for the label industry.

The range of low migration coatings will also be displayed, complying with the demands of ever-stricter food packaging regulations.

**GALLUS** will launch its EM 430 S with short web. A shorter web path in the press and faster response times for register adjustment significantly reduces waste and leads to a substantial improvement in productivity, says the company. Gallus will show the

Heidelberg Linoprint DriveLine B reel-fed press, a digital workflow solution and a new converting unit for processing digitally printed labels. Thanks to its modularity and wide range of applications, the Gallus EM 280 offers the ideal conditions for the production of multiweb labels. Together with its industry partner Longford, Gallus will be exhibiting a multiweb solution in the shape of the Longford booklet inserter. Together with industry partner Avery Dennison, Gallus will present a new die-cutting unit, while the company will also show new developments for its ECS 340 press.

#### **GRAFICON MASCHINENBAU**

will show on stand 12V160 the new Graficon RPS 220 booklet and processing machine, demonstrating the inline production of booklet labels. A new feature on the machine is the merging of three different pre-printed materials in register. Also on display will be the sheeting machine, Graficon BSM 340, for processing from roll to sheet, with new options and extension possibilities such as intermediate cut, waste shift and stacking options. As a supplier of overhauled Gallus machines, GM's program of spare parts, units and services will also be presented.



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**GRAFISK MASKINFABRIK**

shows its new Digital Converting Line 500 (DC500) on stand 9H52, which is capable of web widths from 100mm up to 515mm. The die-cut station is fitted with optional GapMaster by Kocher+Beck. Print-to-cut registration in just one rotation, no station movement or mechanical set-up required; semi and full-rotary die cutting. Adjustable repeat lengths from two inches to 22.5 inches; line speeds up to 72 meters per minute in full rotary. The DC500 comes with UV flexo-varnish station with registration and super-gloss varnish capabilities. It's also fitted with the optional semi-rotary hot foil station with GapMaster that will be demonstrating high quality gold- and silver-printing during the show. GM will also be running various jobs on its smaller digital converters, the DC330, fitted with Zenna laser die-cutter, and the DC330-mini. The entire range of GM digital converters as well as other

finishing machinery – re-/unwinders, core cutters, roll lifters/turners, sheeters and waste management machines – will be available for testing at the show.

**GRAFOTRONIC** will show its new Converting Line 380 CL in a modular design that includes two flexo units, die-cutting and a new automatic turrent rewinder on stand 11P70. Each module is servo driven and works independently. Extra units, such as lamination, inkjet, labeling, 100 percent inspection, hotfoil and varnishing, can be added. The company also launches a new high speed slitter with a Nikka 100 percent inspection system and a new servo-driven automatic turrent rewinder with core and tail glue systems. Also on display will be the 550mm wide die-cutting machine, 280mm wide printing and die-cutting machine, and more.

**GRAPHI MECC GROUP**, on stand 7N105, offers consulting, project design, in-house software development,

machinery production (reel to reel, reel to sheet and sheet to sheet) and after sales support relating to numbering and variable data applications in the fields of product identification, authentication, traceability, anti-counterfeiting and security printing.

**GSB WAHL** shows its range of printing inks, varnishes and adhesive for all label applications on stand 5D65. A variety of UV inks for offset, letterpress, flexo and screen printing machines will be demonstrated, as well its newest formulations of water-based flexo inks. Water- and UV-based varnishes for applications such as food packaging will be on show, while the company also launches a metallic ink for offset, letterpress and flexo.

**GSE DISPENSING** will show how its automated ink logistics systems offer ink-yield increases of over 30 percent



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HERMA will show new adhesives at Labelexpo

and improvements in color preparation and ink procurement as well as spot color accuracy on stand 12U68.

GSE also introduces new software tools that bring further improvements in color formulation efficiency, cost-analysis and traceability, says the company. GSE's Ink Management Software IMS allows the printer to store a database of commonly used, complex ink recipe formulations. Standard integration with a Management Information Software package provides the production manager real-time information about recipe availability, enabling quick response printing. The integration with MIS also allows detailed ink cost-analysis of each order, and the ability to trace inks used on every job to the original base ink batch number.

The company offers a wide range of modular gravimetric ink dispensing systems, tailored to the printer's specific ink volume requirements, from label to corrugated board applications. There are also products for a wide range of conventional printing processes.

The Colorsat Match dispenser, for flexo, gravure and screen label printing situations, has nearly 60 installations worldwide. The system specifically enables clean, fast and waste-free recipe preparation in batches of one to five kg.

The Match reduces ink usage by dispensing the exact amount needed for each job. They calculate the volume requirements for the most challenging spot recipes, and dispenses batch to an accuracy of one gram, in less than four minutes.

Furthermore, any excess ink remaining after a print run can be easily reused, located and retrieved from stock. 'Press return' inks, normally too complex to be calculated manually into new recipes, are thus included in future print runs.

**HANITA COATINGS**, on stand 6H122, will introduce a variety of specialty label face films, including novel water indicative and tamper indicative products; high security films; overlamine films with scratch resistant and anti-graffiti properties, and a range of new films for digital print. Hanita's new water indicative PET label face films reveal a clear color change from blue to white on immersion or dampening, without reacting to ambient humidity. Hanita will also show new overlamine films, including a 23 micron UV stabilized clear polyester film with a proprietary dry-erase coating that retains gloss, clarity and dimensional stability also in harsh external environments.

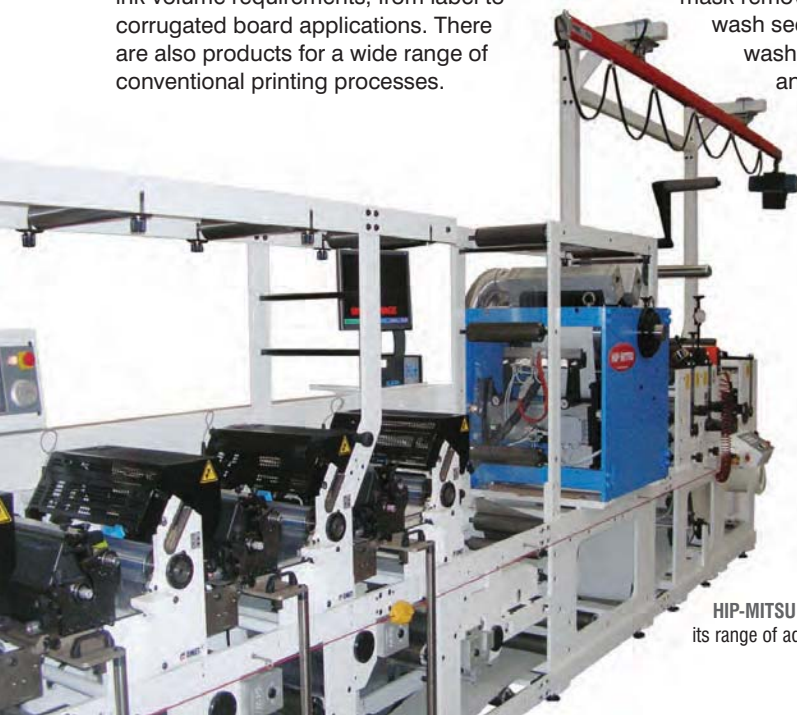
**HEIGHTS UK** will launch the Heights 660 letterpress and water wash flexo processor on stand 7N20. The unit is fully equipped and has an optional black mask removal system, main wash section, finishing wash section for flexo and drier post

exposure unit all built inline for increased productivity and consistent platemaking. The unit can be made to wash any type of water washable letterpress or flexo plate on the market today with the ability to easily change brush types and wash parameters. The company will also launch a 950 unit in January 2012.

**HERMA** will show its HermaperfectTack adhesive at Labelexpo Europe on stand 11R100.

Multi-layer coating technology is used to apply an additional, second layer, which further enhances the initial tack of labels applied in testing conditions, such as low temperatures and moisture. The second layer influences the flow behavior of the adhesive and ensures that it bonds faster and better with the surface to which the label is being attached. One growing field of application is the blow-on method of applying labels to pre-packed food. The HermaperfectTack 62Gpt adhesive has been tested to ISEGA standard for direct food contact. The adhesive layer is suitable for direct contact with dry, moist and fatty foodstuffs (reduction factor four).

Herma will also exhibit Lam, a label paper for printing with a CO2 laser (black color change). Since CO2laser printing is a contactless technology, the new Herma material cannot be damaged, and neither smudgeable nor volatile particles arise. The use of a CO2 laser allows the labels to be individually inscribed anywhere in the process – within or outside of a production line and either before or after the labels are dispensed. Thanks to its protective coating, this material is suitable for all applications that call for a non-smudge and scratchproof label paper that also resists oil and grease. Herma Lam is suitable for demanding and dusty production environments.



HIP-MITSU will be showing its range of adhesive systems

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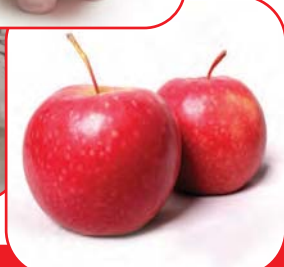
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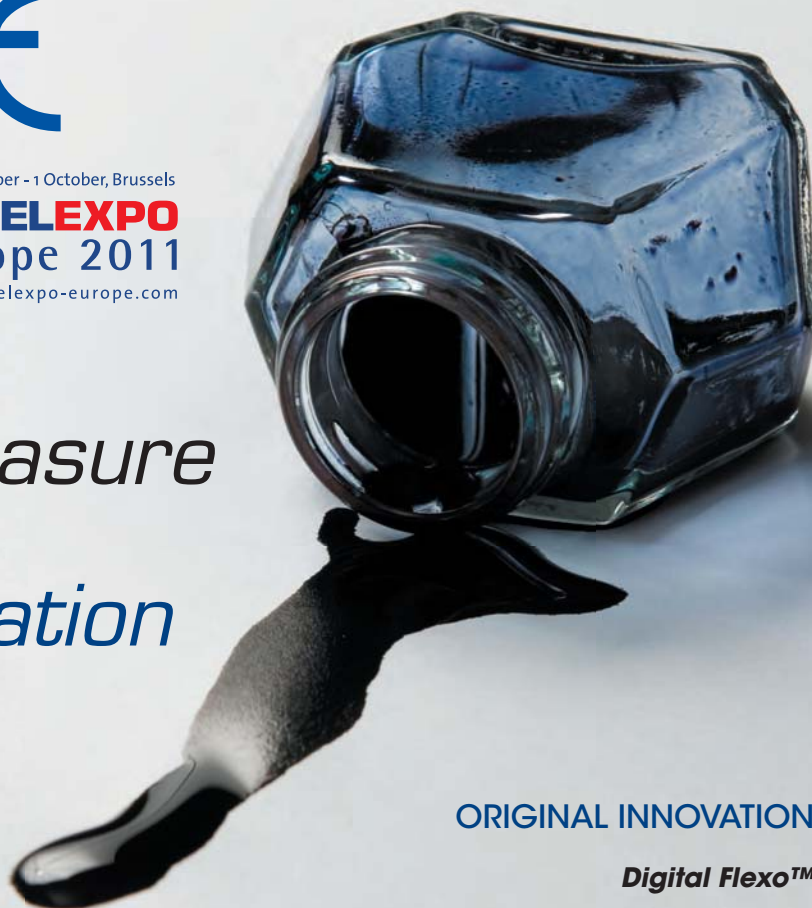


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Given that inscription with a CO<sub>2</sub> laser is a low-maintenance operation, downtimes can be reduced.

**HIP MITSU** will be showing its range of adhesive systems on Stand 7K22. The systems enable a reduction in production costs and costs related to complex waste material; full independence from major label stock producers in terms of purchase volumes and price increases; and an adhesive application without the need for an adhesive neutralization system.

Poland-based **HKM** will show its 380 and 280 ranges of rewinders on stand 11R7. An additional rotary die-cutting station on the HKM 380 inspection rewinder enables production of clean and printed labels, while modular construction offers a wide range of options. The HKM 280 rewinder can automatically stop after counting down a defined number of labels regardless of the machine's speed, a function which increases speed and productivity.

**DR. HÖNLE AG** and rotary printing specialist PrintConcept will display their UV products for label printing and narrow web applications on stand 7L75.

On show will be Hönle's Uvaprint series of UV dryers, machines available with many options and, due to their compact design, suitable for inkjet applications. The Hönle pureUV is a latest generation UV dryer. Specific design and patented reflector geometry prevent direct radiant heat from reaching the substrate. In addition, the unwanted IR ranges are accurately filtered out. Altogether, this leads to a high intensity irradiation with a minimal temperature load and makes the pureUV suitable for curing temperature-sensitive materials.

The UV system PC1-A-ECO by PrintConcept is suited to label and narrow web applications between 150 and 550mm. It is said to guarantee a highly effective curing, even of temperature-sensitive substrates. The ECO-systems are available with air- or water-cooling.

The LED Powerline is a water-cooled line for intermediate curin es the concentration of photoinitiators and thus reduces migration in food-package printing. A special characteristic of the PrintConcept technique is that air- or water-cooled

UV units can be easily retrofitted with nitrogen-inertization.

Another highlight at the Hönle Group stand will be a live presentation of an inkjet LED-curing in inert atmospheric conditions on a roll-to roll printer in collaboration with Solex of Nuremberg, Germany.

**HP INDIGO** will present its ranges of digital printing technology on its stand (9F65, 9G65) at Labelexpo Europe.

The HP Indigo 'Digital Supermarket' will feature hundreds of consumer items with labels and packaging printed by HP PSPs for their customers on WS6000 and WS4500 digital presses. Labels and packaging for household, healthcare and beauty and pharmaceutical products will be displayed as well as many examples of wine and beer labels. Products on show include items that have been personalized with consumers' images and messages, uploaded via brand websites, printed with HP Indigo presses and delivered.

A large number of HP Indigo digital presses will be operating on the stand, including the WS6000, and in the adjacent Digital Print Workshop. Visitors will have the opportunity to see labels, flexible packaging, shrink sleeves and folding cartons produced using the latest HP Indigo presses and finished with end-to-end technology from HP partners to create high-value products for consumer and industrial markets. Among HP partners on the stand are EskoArtwork and AB Graphic International which will be presenting digital pre-press automation and modular finishing technology respectively.

HP is a sponsor of the Digital Printing Workshops that will be presented in Hall 9, opposite the HP stand. Label converters have the opportunity to take part in a variety of sessions, including seeing the same job run on different digital presses, using identical substrate qualities.

China-based **HUZHOU SINY LABEL MATERIAL** will show its label fabric materials on stand 11S120. Among the range are a number of specialty products, including fire retardant, stone wash, garment dye, non-fluorescence, security and environmentally friendly. The company says it chooses environmentally

sustainable raw materials such as recycled polyester, cotton and linen, for customized applications, and its products are certified to the Oeko Tex Class 1 international standard.

On stand 7L125, **HYBRID SOFTWARE** will show its Order Lifecycle Management concept for integrating existing pre-press equipment and workflows with systems such as planning, accounting, administration, databases etc. OLM allows inexpensive and fast integration across one or multiple sites.

### IMPRESSION TECHNOLOGY

**EUROPE** will show the Rapid Label Printing Systems on stand 12T75, as well as launching a new Rapid finishing line. Built around the Memjet printhead, the table-top X1 and the floor-standing X2 printers both produce full color labels at a rate of 18m/min. As the machines run from a standard PC, each label can be unique, making them suitable for applications such as tracking or stock control. With virtually no set-up cost, the unit production cost per label remains the same whether printing one or 1,000 labels. The new Rapid finishing line currently details is expected to include a varnishing



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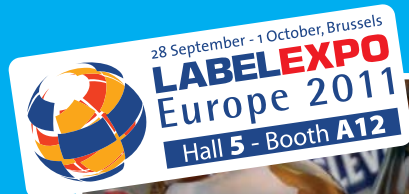
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and semi rotary re-registering system.

**INNOVIA FILMS** will be promoting its existing product range alongside the European launch of two additions to its squeezable BOPP film range – non-top coated clear and white films for home and personal care applications; low-distortion IML films; Rayoface NB films for linerless label applications; films for the returnable glass bottle market and developments in durable BOPP films for the PSL market. Stand 5A05.

**ISRA VISION** introduces the new ProofStar inspection system on stand 11Q59. Everything that matters in packaging printing will be inspected – the print, hot foil or varnish, matt or glossy or combined. The customer's PDF file from the pre-press stage is used as master for the comparison to the first printed sheets. At the same time immediate feedback and visualization of damages to the printing plate or cylinder is provided. The company will also show the PrintStar inspection system for premium printing products, which offers 100 percent monitoring and documentation of the print quality, in-line or off-line, for each repeat, for the entire web or for a production batch. PrintStar may be installed directly on a narrow web press and used in conjunction with the Rewind Manager system to remove the waste at the slitter. For off-line inspection, PrintStar can be installed on the slitter or doctor machine.

**IST METZ** will exhibit new developments within its MBS UV curing series at Labelexpo Europe on stand 7M20.

The MBS series provides an energy saving UV system where there are multi-process print applications. The MBS-5 LI version is used as end-of-press-drying within digital inkjet printing. This unit can be combined with the LED UV system VTTwin Plus as a pinning solution and the LUV unit, an LED UV system, provides UV drying to meet the highest coating requirements.

New developments within the MBS UV series has enabled curing results using a lamp output of 140 W/cm where this could previously only be achieved previously using 160 W/cm, or in some cases 200 W/cm. Future developments in IST systems will further reduce energy consumption with the introduction of lamps at 120 W/cm.

'The digital printing market is looking for energy efficiencies due to rising energy costs. High performance UV technology of the MBS-series can be used for fast drying inkjet applications using a single lamp system,' said the company in a

statement.

IST Metz has also developed a new water-cooled advanced UV LED through an alliance with UK company, Integration Technology. When printing labels on an the Mprint inkjet machine, an LED UV interdeck dryer (for pinning) can be achieved using the ITL technology and the MBS5 Inkjet UV from IST can provide end of press drying with a single lamp.

**ISYS LABEL** will show its Apex 1290, a digital press designed for short to medium run label production on stand 12T110.

Live demonstrations will show the system's quick changeover technology coupled with management workflow software. The machine prints at speeds of up to 9.14m a minute and is equipped with a rewinder and optional slitter.

iSys offers a variety of conventional or die-cut media from its Certified Media Library.

**J M HEAFORD** will be exhibiting and demonstrating its range of TT Cobra plate mounters with sleeve dedicated, cylinder only and combination mounters in Hall 5 (E85). Heafords will also be showing a new plate mounter for those who prefer to mount plates flat.

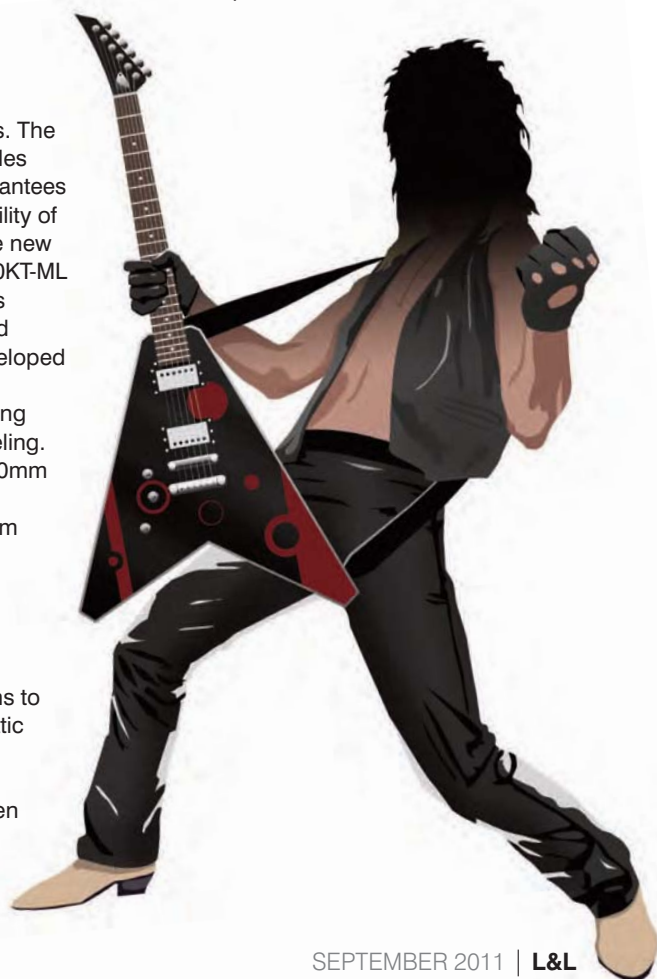
**JUJO THERMAL** will display its new thermal label facstock produced without phenols on stand 6H25. These new non phenol eco grades offer the same properties as their predecessors, and are thus suitable for various label uses. The new AP58KM-NL grade enables high printing speed and guarantees good fine texture and readability of barcode information. Also the new non biphenol topcoated AL60KT-ML offers high definition printouts – even with full varnishing and overprinting. Specifically developed resistance compositions give strong protection in challenging conditions, such as food labeling.

**K2 FLEXP** will show a 440mm wide FastAction flexographic printing press for label and film production on stand 11Q55. The press will feature full UV curing and IR drying at each printing station and includes chill drums to permit a wide range of thermo-sensitive films to be processed. A fully automatic register control and servo assisted drive system ensure accurate print registration even on very fine extensible films. Equipped for high speed operation, the

FastAction press includes die station with side adjustment and rotary crush cut slitters, print cylinders driven by helical gears, inks pumps, de-laminating and re-laminating with turn bar, video web inspection and Corona treating system.

**KARLVILLE DEVELOPMENT** will show its SteamBox portable steam tunnel for shrink sleeve prototyping on stand 7N130. The SteamBox simulates the shrink tunnel process by using a progressive steam pulverization system along the container in a transversal movement. The portable unit works for full body applications, half body applications, tamper-evident applications and multipacks, and can be adapted to different sizes of containers.

**KG DIGITAL SOLUTIONS** will introduce new products for label application businesses on stand 9F36. The KGdigital Desktop Inkjet Color Label Printer (one of the Swift Color printer series) features high speed printing with single pass, high-resolution and a variety of applications. It can change all monochrome labels to color. The EM-250A Label Printing System adopts a high-resolution and single-pass inkjet technology from Iwatsu, and realizes print resolution of 600dpi or 1,200 dpi with a maximum printing speed of 50 meters per minute.





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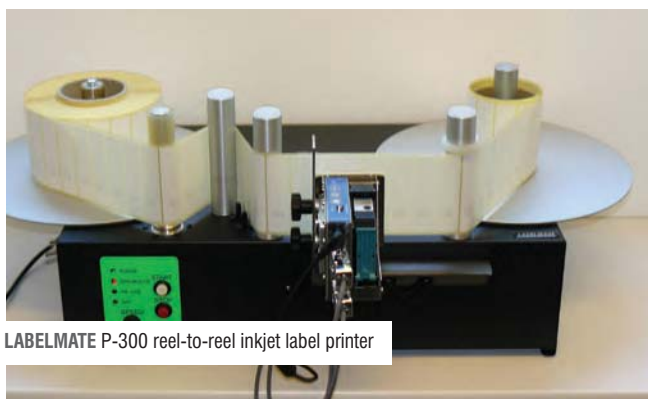
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LABELMATE P-300 reel-to-reel inkjet label printer

**KONGSKILDE** will show its pneumatic trim and waste removal systems for the labeling industry on stand 6G110. The company, whose background is in the paper and plastic industries, has developed a system with non-stick components and simple design which is targeted specifically at the label sector.

**KUGLER-WOMAKO** will present new developments for the cutting of plastic labels as well as a concept for efficient label matrix removal for pressure sensitive labels on stand 7K92.

The company's existing LabelCut 102, launched 10 years ago, enables customers to professionally convert wet glue labels from reels into strip piles. Its new development, a cutting capability for plastic labels, is targeted to the stringent requirements of this demanding niche market.

The LabelCut cuts plastic labels with a thickness of 50  $\mu\text{m}$  to 105  $\mu\text{m}$  at a speed of 2,000 cuts/min or 200 m/min. Even at the highest speed, the cutting accuracy is  $\pm 0.1$  mm, both longitudinally as well as transversely.

This is a performance that is even unmatched with paper, claims the company. Nicolas Herd, technical director at Kugler-Womako, said: 'To meet our usual quality standards, even with these delicate materials, we have adjusted almost all individual stations.'

The company developed a collating area that makes it possible to collect sensitive plastic labels in strips smoothly and precisely. Even during operation, the collating area can be adjusted from outside to millimeter accuracy. 'To meet the tolerance range of the connected machines, exact positioning of the strip piles, which are up to 110mm high, is critical,' said Herd.

Another innovation focuses on efficient label matrix removal for pressure sensitive labels. Kugler-Womako's system for the converting of thinner label webs reaches a speed of 200 m/min and a width of 650 mm, without damaging the substrate. 'Together with our customers and industry partners, we have developed a highly efficient concept for the label market and are now eagerly awaiting feedback from the knowledgeable audience at Labelexpo,' said Dr Hakan Ispaylar, managing director of Kugler-Womako.

**LABELXPO EUROPE** will introduce a phone app at this year's show, making it easy for visitors to search for exhibitor information, keep up-to-date with show news and plan their time at Brussels Expo. It will also include schedules for the free sessions taking place in the Digital Print Workshop and Package Printing Zone. The app – sponsored by Avery Dennison – is free to download from the show website and will work on iPhones as well as Android and Blackberry phones.

**LEOMAT** will promote its ranges of used label printing and converting machinery on stand 7K57. No presses will be displayed, but the company will offer advice and knowledge on technical and production requirements. Flexo, offset, screen and letterpress machines are all available. The company reports sales in recent months of an MPS EPW560 to South Africa; a Nilpeter MO3300 to the Far East; a

Nilpeter FA3300 to Russia; a Kopack 250 to the Philippines; and a Gallus EM280 to Vietnam.

**LABELMATE** will launch its P-300 reel-to-reel inkjet label printer on stand 12T33. The machine uses a standard HP inkjet cartridge and can print texts, logos and variable data at speeds of up to 150cm a second at 300dpi and up to 250cm/sec at 150dpi. The print height is 12.7mm. The printhead can be placed to print anywhere on a label of up to eight cm by 14cm.

**LABEL TRAXX**, the print business management software for flexographic narrow web label converters, will launch Version 6.1 at Labelexpo Europe 2011 on stand 9F47. Now in beta testing and scheduled for full release following the exhibition, Label Traxx Version 6.1 includes:

- Expanded JDF integration and communication between Label Traxx and digital partners HP Indigo and EskoArtwork.
- Upgraded database engine technology, for increased speed and functionality.
- A new Label Traxx E-Traxx module, providing a web portal through which brand owners can access and manage their label orders and quotations online.
- A new report writer, offering expanded capability and a simple user interface.

In addition to the Version 6.1 features, Label Traxx will also demonstrate a new Visual Scheduling module scheduled for release in a subsequent version update.

Label Traxx will be a featured venture in the Digital Print Workshops at Labelexpo Europe 2011, where visitors can compare the performance of three different digital presses printing identical files.

Label Traxx president Ken Meinhardt said: 'At Label Traxx, software enhancements are driven by our very active user group. Users continuously make their needs and desires known, and we respond with software updates twice each year or more often. At Labelexpo Europe 2011, Label Traxx will roll out our latest version, and we will also preview features to be incorporated in subsequent upgrades. The Labelexpo shows – in Brussels and Chicago – are important venues for Label Traxx, and offer us the opportunity to meet customers and prospects from around the world. We are expanding our efforts in Continental Europe, and expect the 2011 exhibition to be particularly productive.'

**LEMMACO**, the Central European hot stamping and TTR confection center, will offer its service of high quality products and wide range of product series on stand 11P142.

**LEOMAT** will show the latest model of its digital finishing machine, Digitakt 330 SFR, on stand 7K110. The Digitakt 330 SFR has a matrix rewind, printing unit, semi-rotary die-cutting unit, an AVT camera inspection system, cutting



LABELXPO Europe will introduce a phone app at this year's show



unit and rewinding unit. The machine is assembled modularly and allows the simple subsequent integration of additional modules like hot and cold stamping, screen printing, additional die-cutting, in-mold delivery system, label dispensing systems etc. LeoMat will also show its Practice 430 I inspection machine with a new concept on the AVT booth 6H60. The Practice 430 I has a matrix rewind, AVT camera inspection, inspection table, cutting unit, two rewind stations and two web advance devices (also suitable for thin and sensitive materials).

**LEONARDUS** will be showing its range for holographic production on stand 5E50. It offers patterns on different materials such as paper (70-80gsm/m<sup>2</sup>), polypropylene film (20-30-40mi) suitable for food contact and polyester (12mi) film, which are mainly supplied in reels for flexible packaging, converting and decoration applications. The products can also be supplied and laminated to paper or cardboard or self-adhesive for labels and stickers application.

**LEVITEKS** will exhibit a wide range of textile label products on stand 6J35, including label fabrics such as polyester, nylon, satin and cotton suitable for various printing methods, jean labels and consumables like thermal transfer ribbons, hot stamping foils water wash plates and more.

**LINTEC EUROPE**, a supplier of pressure-sensitive adhesive materials, will showcase its full line up of durable self-adhesive labelstock and printing equipment on stand 6F90 at Labelexpo Europe.

Highlights of the Lintec stand include the company's unique outer tire label adhesive technology range and a new adhesive for siliconized surfaces. Lintec's outer tire label range has ultra aggressive adhesion chemistry and offers advanced options for both standard and winter tires.

Visitors to the stand will also be able to see Lintec's newest addition to its silicone adhesive range. It offers

excellent tack levels and sticks well to all siliconized and low energy surfaces.

'Lintec continuously expands its rich heritage of innovative label solutions, and Labelexpo is the perfect European showcase,' said Kusakari Kazuhiro, general manager at Lintec Europe. 'Our extensive range of durable, high end, self-adhesive labelstocks offers customers a wide range of solutions, and we look forward to showing this when we welcome visitors to our stand.'

**MACTAC EUROPE** will present materials for a wide variety of market segments on stand 5C20. Velvet EF and Maccoat EF are the first FSC semi-gloss coated face paper grades including 60 percent of recycled fibers. They are complemented by the Mactab Biodegradable / MP198 adhesive (compliant with ISO14855 and EN13432 norm onto compostable packaging). A large selection of new products aimed at digital printing technologies will be on show, including the proprietary Indie range of HP Indigo certified paper and filmic materials as well as the range for Xeikon type dry toner presses. Other products include Mactac-Bemis U Coex55, the first thin film of a range of synthetic face materials jointly developed within the Bemis group. MP318N and MP318N UV are new versions of adhesives approved for some of the most demanding labeling applications in the pharmaceutical industry, now also available with a new 30 µm PET liner.



To serve the food industry, FA103 is a special adhesive for direct contact with fatty food, available with several paper and filmic face materials.

**MARABU** is to unveil its new low-migration, silicon-free ink, UVSF 174, on stand 11Q80. Opaque and versatile, the product can be used as a white base or to print text on product labels on cosmetics packaging. The ink is the latest addition to Marabu's UVRS and UVSF ranges, which the company will also be exhibiting. Marabu will be showcasing selected products with its partner Paragon, which will be available to answer visitors' questions about its UV flexo inks offering. Marabu has also prioritized the development of LED UV inks for flatbed and rotary screen printing, and the company is now ready to market its finalized formula after successful tests with industry partners.

**MARK ANDY** will show the latest models in the Performance Series line of flexo printing machines at Labelexpo Europe on stand 5C10 – P5 and P3. These models will be on display for the first time in Europe, along with the premier machine of the series, the P7, which made its debut at Labelexpo Europe 2009. Nearly 100 Performance Series printing machines have been sold



MARK ANDY P5

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worldwide. The range includes the P3, a conventional label press driven by a precision-engineered direct drive train; the P5, a servo-driven, productivity-focused machine and the highest selling of the series; and the P7, the most advanced model with dual servo controls and fully-automated registration system.

**MARTIN AUTOMATIC** will show a MBS butt splicer and LRD rewinder on stand 7K90. The MBS has become an industry standard for non-stop splicing in narrow and mid-web processes of a variety of substrates from labels to flexible packaging and carton board. Fitted with a built-in roll loading device, the MBS has a maximum splicing

speed of 305 m/min on web widths up to 660mm. Maximum roll diameter is 1270mm. The LRD rewind features a moving cantilevered spindle arrangement that allows rewinding and automatic doffing of rolls as small as 203 mm in diameter, with only two spindles. The AC vector drive package, with dancer tension control, adds tension accuracy and flexibility. The LRD is designed to minimize cycle time and is compatible with a variety of substrates.

**MATHO** will show its upgraded CB-100.1 mobile waste extraction system in combination with a die-cutting and slitting line on stand 11R75. The machine, part of the company's Cuttobag series, gathers self-adhesive label matrix waste and edge trims in

plastic bags or small containers, which ensures easy handling.

### **MEECH INTERNATIONAL**

will highlight its products for web cleaning and static control on stand 6G120. Meech's web cleaning portfolio includes both contact and non-contact technologies. Labelexpo will see the debut of an enhanced version of Meech's Tornado contact system. Aimed at label, digital and carton printers, the Tornado is available in two versions, the F4 and F5, featuring compact extraction or vacuum fan extraction respectively. The F4 is capable of single-sided cleaning of webs up to 1,650mm wide and double-sided cleaning of webs up to 750mm wide. The F5 will clean single- and double-sided webs up to 3,900mm. Both versions utilize highly-polished stainless steel faceplates, twin ionizing bars to neutralize static on entry and exit, and brushes to aid breakup of the boundary layer. The ShearClean represents Meech's non-contact technology. The system is suitable for sectors ranging from narrow web label printing, including litho, gravure and flexo, as well as converting, food packaging and pharmaceutical applications where contact cleaning systems are not feasible

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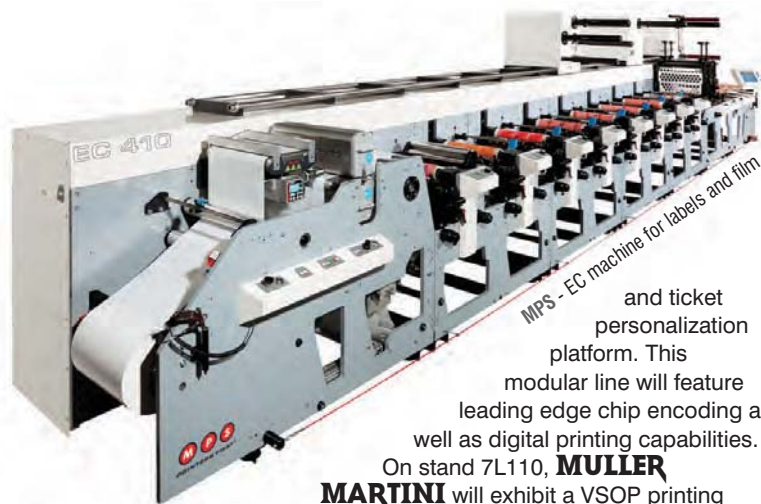
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due to scratch-prone surfaces such as special coatings or decorative labels on for premium consumer goods. It is available in reel-widths up to 2.1 meters and for web speeds in excess of 450 meters/min.

**MELZER** will show its SL-600 RFID converting line on stand 6H15. With up to 60,000 products/h, the machine is designed for industrial production of small RFID labels, such as those required for alcohol brand protection, pharmaceutical fraud protection, vehicle identification and other high quality mass applications. The testing and selection of UHF transponders can be performed reliably in a 6-track stop and go process.

**MPS** will show three press models at Labelexpo Europe on stand 11Q40, including the launch of its EXL Sleeve-Offset press. Also on display will be the EC machine for label and film and the EF multi substrate press. All three lines make use of the same user-friendly press design and are equipped with intelligent servo technology including the company's Automated Print Control (APC), iControl, Crisp.Dot and Multi Drive settings.

**MÜHLBAUER** will show its new TAL 9000 on stand 11S105, a flexible start-up machine for direct chip attachment which is suitable for small to mid-volume inlay production. This mid web system facilitates throughput of up to 5,500 UPH while achieving assembly yields of = 99.7 percent. The key technologies featured in TAL 9000 have already proven successful in Mühlbauer's TAL 15000, a machine for high volume inlay production with up to 15,000 UPH. The company will also show its CL 60000 RFID label and ticket converting machine, which covers a wide range of applications in one modular system. Mühlbauer is also in the process of developing an RFID label



and ticket personalization platform. This modular line will feature leading edge chip encoding as well as digital printing capabilities.

On stand 7L110, **MULLER MARTINI** will exhibit a VSOP printing unit to show variable size web offset printing and its potential applications. The VSOP web offset printing press features sleeve technology, meaning the print size can be changed quickly: two light sleeves are the only parts that need to be exchanged to change the print size. Another highlight at the show will be information on printing safe foodstuff packaging using electron-beam curing, to be presented by Muller Martini on Sun Chemical's stand 5E80. The stand will be showing industrially manufactured packaging that has been printed on the VSOP by combining offset and flexo printing techniques. Additionally, Muller Martini will give visitors an insight into how efficiently web offset printing can be used in the package printing segment at the Package Printing Zone (hall 12, stand V10).

On stand 7M110, **NEWFOIL** will show the latest addition to its range of label converting and finishing

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machines: the Newfoil SF330 servo driven flexographic varnishing unit. Designed for varnishing digitally printed webs, the machine will spot varnish in register or flood coat webs up to 350mm wide. It has optional unwind and rewind units for stand-alone operation or can be interfaced with Newfoil hot foil, embossing and die-cutting machines for inline use. Dual UV and IR drying units are incorporated as a standard feature of the machine, thereby increasing the potential use of the system.

On stand 5A35, **NICELY MACHINERY** will present the latest design of its EG-7008A slitter rewinder with auto knife positioning and advanced twin fork unloading device to reduce machine downtime during each production cycle. EG-7008A can handle minimum slit widths of 50mm and maximum rewind OD of 800mm with auto knife positioning, thereby arranging 22 knife sets within three minutes.

**NIKKA RESEARCH**, camera inspection specialist will showcase its product line for print quality control, pre-press verification, process automation, variable and security printing and data collection on stand 7M120.

A new member of the Alis automatic label inspection family is the compact L1 model. This wedge shaped camera is designed for inspection on printing presses and rewinders.

The established Alis L2 line of print quality inspection now covers all popular web widths: 330, 420, 520, 600 and 760

mm. Many combinations of camera resolutions, B/W or color cameras are available to match any application.

PDF-to-Print verification technology has become even more accessible and easy to use, says the company. The ODRI offline scanner inspection system adds support for A1 scanners, thin leaflet paper and reflective surfaces. Other options are ISO-conform barcode grading, color measurement as well as multiple artwork inspection.

For all products, Nikka Research will introduce its new 'applet' concept. Applets are modular functions, which can be easily added to existing systems in order to extend their functionality. Applets for barcodes, Datamatrix, Delta E color monitoring, in-image measurement, OCR and variable data are ready to mix into a system exactly matching customer requirements.

In addition to inspection products for pre-press, press and finishing, Nikka Research will present its integrated solutions for inter-process optimization. Presented will be electronic job tickets, 'inspect on press then repair on rewinder' workflow, offline review and edit capability for roll maps and a job tracking and analysis reporting system.

**NILPETER** will demonstrate its MO-4 offset platform press controlled by a new Press Management Center (PMC) on stands 7L60 and 7L90. Designed to optimize all of the offset functions for fast setups, it has three 17-inch touch screens that allow operators to

accurately control UV-curing, electronic registration and remote ink control. Other features include error diagnostics backed by an online service function, job management data and online customer information. The PMC's functions are compatible with the international CIP3 operating standard.

The fourth-generation MO-4 has a web width of 420 mm (16.5 inches) and features a lightweight sleeve system. It handles both long and short runs of premium-quality labels and packaging products, using freely configurable offset, flexo, hot/cold foiling, rotary screen or gravure print units. Like other Nilpeter platform presses, the MO-4 can also include HoloPrint, which allows users to produce print-registered holograms for brand security or promotional applications using a UV-cured varnish technique.

Nilpeter will also introduce two new features for the servo-driven FB-3300S modular UV-flexo press. The CleanInking system incorporates a newly-designed open/close doctor blade chamber for obtaining clean and easy anilox roll changes during long or short runs.

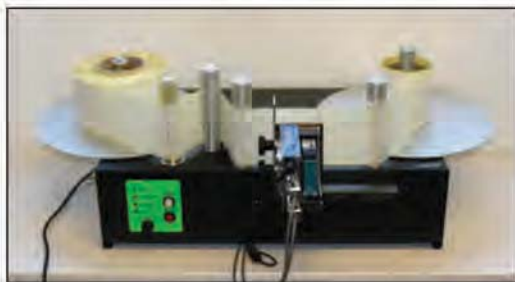
The FB-3300S label and packaging press also runs with the new Revolver Die System, based on the SMED concept (single minute exchange of die). This allows operators to load successive solid tooling, or magnetic flexible die plate cylinders, into the module and index them within seconds. Revolver therefore saves both set-up times and reduces



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The printhead can be placed to print anywhere on a label of up to 8cm by 14cm.

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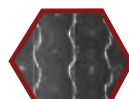
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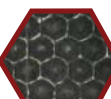
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start-up waste. Stand-alone versions for MO-Line and FA-Line presses will also be shown.

Nilpeter will also demonstrate a complete modular Caslon press that combines conventional printing and converting with CMYK inkjet printing. The Caslon single-pass inkjet module uses Xaar's 1001 grayscale printheads for variable data printing on the fly, or printing single copies of full-color labels. One or more of Nilpeter's FA-3 UV-flexo units can print varnishes, solid colors, and/or white opaque inks for filmic labels, backed by inline web finishing, to a maximum web width of 340 mm (13.5 inches). Inkjet speeds vary from up to 50.7 m/min at 180 x 360 dpi to 12.6 m/min at 720 x 360 dpi resolution. Caslon modules can also run in a stand-alone mode with separate unwind and rewind units.

The company will introduce the FA-6 to the European market, which was launched last year at Labelexpo Americas. It has a maximum web width of 570 mm (22.5 inches). FA-6 presses can run with both UV-curing units and hot air driers for producing various film packaging, labels and carton board products. The module on show will be loaded with high-end flexible packaging film printed in Japan on an FA-6 press to show its print quality.

**NORDSON** will show its hot melt application systems for label coating on stand 7L100. The new generation of Nordson application systems, Slot Applicator TCHP TrueCoat Rotating bar, with its quick-change nozzle design, enables simple modification of a flexible, conventional coating system to rotating bar technology for clear-to-clear quality. Full applications and stripe applications are possible with the conventional nozzle as well as with the rotating bar nozzle. The nozzle applicator TCHP TrueCoat is designed for narrow applications up to 500 mm as well as for applications up to 3500 mm. Application widths of 10-100 g/

sqm can be achieved.

**NOVAMELT** shows newly developed UV curable acrylic hotmelt adhesives with very high tack and peel for security labels, as well as new conventional PSA hotmelts on stand 7L35. Suitable for labels that are applied at very low temperatures far below the freezing point, Novamelt will present two new deep freeze adhesives with excellent adhesion even to difficult surfaces such as cardboard or packaging films. The new adhesives feature an outstanding tack performance in cool condition down to -25 degrees Celsius.

**NUOVA GIDUE** will show three presses and a static offset module. Firstly, a Combat M1 (370mm, 8 colors UV) featuring short web path and with several drying configurations and multiple lamination accessories. Die-cutting stations and outfeed are individually servo-driven. A new QN Coupon module will be shown in full operation, producing "live" a three layers coupon label.

Second is the Combat M3 (430mm. 8 colors UV), which can print on a wide range of substrates and features servo driven print cylinders, chilled drums and the Gidue ARC Automatic Register Control as standard.

Finally, the Master M5 (430mm. 8 colors UV, 1 IR) can print on any substrate from film to carton, in four web widths up to 630 mm. The Master M5 can use print cylinders or sleeves – the 'New Flower' technology – and features the company's full Digital Flexo technology to perform fully automated printing and register operations without manual intervention.

A module of the Xpannd M7 will also be shown, to preview Gidue's new Offset Cube technology, a compact, highly automated, movable offset print unit, featuring the new Mini-Cassette, with comparable costs to offset print sleeves.

**OMET** will show its new XFlex range, featuring the X6 with 'electronic sleeve' technology, a new moveable hot foil system that can be located at any point



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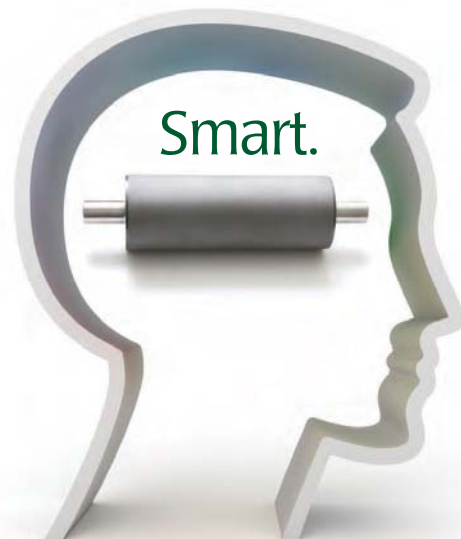


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in the press line, and high performance waste-extraction unit. The X6 will also preview a new fast change offset unit integrated within the line. The X6 will be joined by the new XFlex X4 line, which features the same electronic register control, and has a new impression roll assembly on stand 6H90.

A Varyflex V2 will be shown with a new high-speed register control system, known as VISION-2. Omet's new Machine Management System, will also be demonstrated.

**ORTHOTEC** label press manufacturer, demonstrates its CSL3022 intermittent rotary machine with the company's '3 Sections' inking system, claimed to be an upgrade in terms of quality against the previous letterpress inking system.

A rotary hot stamping station makes its debut at the show, while Orthotec also launches its RH4040 continuous rotary machine, aimed at film printing. According to the company's John Huang, around five orders are expected from visitors to the show.

Orthotec introduces its innovative TWP3550 label press on stand 11R110, a hybrid machine which can switch between continuous flexo mode and intermittent letterpress mode. The flexo inking stations will run in continuous mode at 100 m/min, while letterpress operates in intermittent mode for medium and short runs. The letterpress stations incorporate a 3-segment inking system with ink volume compensation to give more consistent inking during speed change. There is computerized cylinder pre-positioning in continuous mode, and servo pre-positioning of print stations in intermittent mode, all controlled from a mobile touch panel. Orthotec also shows its intermittent offset press, CFT3536,



SOMA - Pluto II

now incorporating chilled water circulation. The press includes a four segment servo controlled inking system, which the ink kneading section now incorporates circulation of chiller water to maintain consistent ink viscosity. On the print section, Orthotec shows a new touch screen-driven register adjustment system, and the blanket cylinder is now engaged and disengaged automatically. The dampening system includes a plate dirt removal function. The press also incorporates a second pass scanner.

**PACK VISION** will show its ranges of specialty foil products: metallic hot stamping and cold foils in gold, silver and colors, holographic foil, matt/gloss (coding) pigment foils, license plate foil, pearl foils, holograms and special effect foils. Stand 6F25.

**PANTEC GS SYSTEMS** will present Rhino, an inline flat-bed system for the hotfoil embossing of labels. With a maximum mechanical speed of 120 m/min, Rhino can be integrated to label printing presses without any loss of press performance. Stand 6F145.

**PAMARCO GLOBAL GRAPHICS** will show its latest generation of EFlo engraving technology,

a precision laser engraved roll branded EFlo-HD, on stand 5E55. The EFlo-HD technology cell structure has been developed and created using custom cell software application that creates a bitmap file which controls how the laser beams create not only the cell shape/profile, but also the inner cell geometry, an application file created exclusively by Pamarco. The EFlo-HD cell geometry is suitable for narrow web and label applications and is an advanced version of the EFlo brand. This cell geometry and angle profile now allows printers to expand on their color gamut and contrast range making images come to life.

**PC INDUSTRIES** shows the Guardian PQV 100 percent print defect detection system and the Guardian OLP offline PDF proofing system on stand 9F32. The combination of Guardian technologies provides complete print quality process control from conceptualization to shipment. Graphic-Vision RX Series web viewers will also be on display, now standard with ultra high-resolution digital cameras and flat panel LCD monitors. Additionally, ANSI/ISO 1D and 2D barcode verification, register controls, repeat length monitors and strobe lights will be shown.

India-based **PERFECTO** will show its G3 and G4 series of label inspection slitter rewinder machines using brushless servo-driven technology on stand 11S5. G4, the newest series, offers maximum slitting speeds of 300m/min and 100 percent inspection at 150m/min. Perfecto LabelSpect (G3 and G4) label inspection slitter rewinder machines complement the 100 percent defect detection system from BST International. Integration of both systems, says the company, results in precise and synchronized stopping of labels on the splicing table and provides ease of operation for the user.

**PHOSEON TECHNOLOGY** will display a wide range of UV LED



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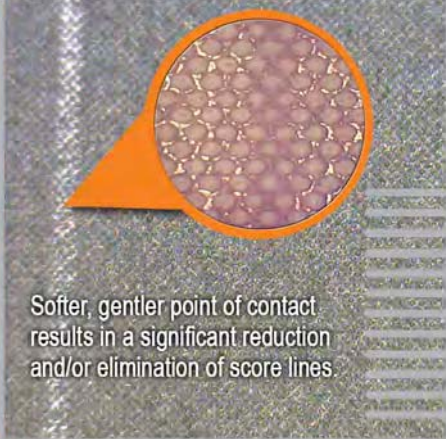


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curing products on stand 9G45, while the company's technology will also be showcased at OEM partner stands throughout the show. Phoseon builds on the inherent advantage of UV LED technology benefits by maximizing performance, UV energy and reliability. Phoseon's range includes both air and water cooled products based on patented Semiconductor Light Matrix technology that utilizes proprietary packaging, optics and thermal design.

**PLATINGTECH** will show its new PlatinPlate screen printing mesh on stand 11S125. PlatinPlate is a nickel alloy reinforced precision mesh with UV-Diazo coating which is said to enable high variability in product design.

**PRATI** will display eight finishing and converting machines on stand 5C60: four slitter rewinder inspection machines, two Vegaplast converting platforms, the Pharmachek and the Vegaplast booklet maker. In addition, three other slitter rewinder machines (Type Saturn), equipped with digital inspection cameras, will be demonstrated at the booths of the camera manufacturers AVT, Nikka and BST.

**PRAXAIR SURFACE TECHNOLOGIES** will show its new generation of Novaline open-cell engravings on stand 9F30 – NovaSilver, NovaGold, UVGold and ArtGold. Also

on display will be Praxair's range of Proline rolls, including Lightlox anilox rolls, sleeves and carbon fiber composite anilox rolls. The company will show its URMI-I range of ink volume measuring equipment together with its full range of cleaning products.

**PRIMERA TECHNOLOGY** will demonstrate its RX900e Color RFID Label Printer on stand 9F72, a full-color, on-demand label and tag printer that

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also has built-in RFID encoding technology. The company will also show its FX1200e Digital Label Finisher with its partner machine – the CX1200e printer. FX1200e performs all finishing steps including die-cutting, optional laminating, slitting and rewinding to finished rolls. Finishing speeds of up to just over six m/min are accomplished with Primera's QuadraCut technology, using up to four knife blades at a time across the web.

**PULSE ROLL LABEL PRODUCTS** will feature the latest developments in its range of inks and varnishes at Labelexpo Europe on stand 6F120.

Recent developments include EL165 a UV flexo, varnish for linerless applications with minimal noise levels. Extensive blocking and ageing tests have shown the long term release is the same and in some cases better than the standard cationic product. EL165 also gives a cost saving of 20 percent over the cationic varnishes and eliminates the danger of free radical contamination making it easier to handle press side. From an environmental standpoint, the amount of label waste is significantly reduced, but so are paper consumption, freight, and storage costs, as well as the cost of waste disposal.

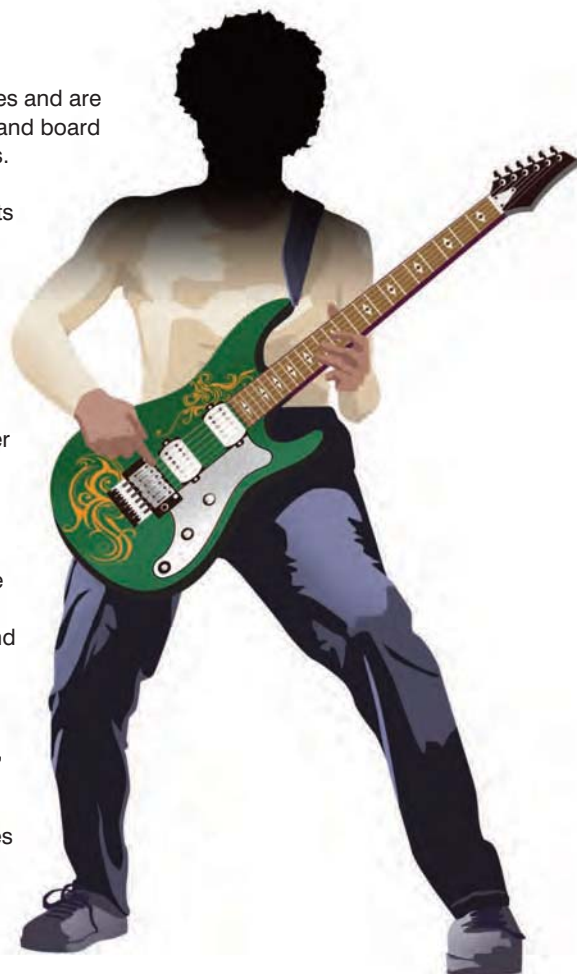
EL165 is complemented by EL088 a UV flexo, semi-gloss release varnish for peel and read applications. Both products offer good

adhesion and resistance properties and are suitable for use on coated paper and board and treated PE and PP substrates.

**RECYL** will show its ranges of cleaning machines for anilox, parts and plates on stand 71119. The Media'clean 800 automatically cleans an anilox roll in five minutes without water or chemicals; Ultraclean cleans up to six rolls with an ultrasonic system. Also on display will be the Simplex and Flat Plate Cleaner 45 NG units.

**RICOH INDUSTRIE FRANCE** features the new light resistant thermal paper on stand 6F60. The company will introduce this year its new direct thermal paper dedicated to warehouse and inventory applications with a high resistance to indoor lightning. Ricoh will also make a focus on its thermal transfer ribbons range, with a special highlight on the merits of B110CU.

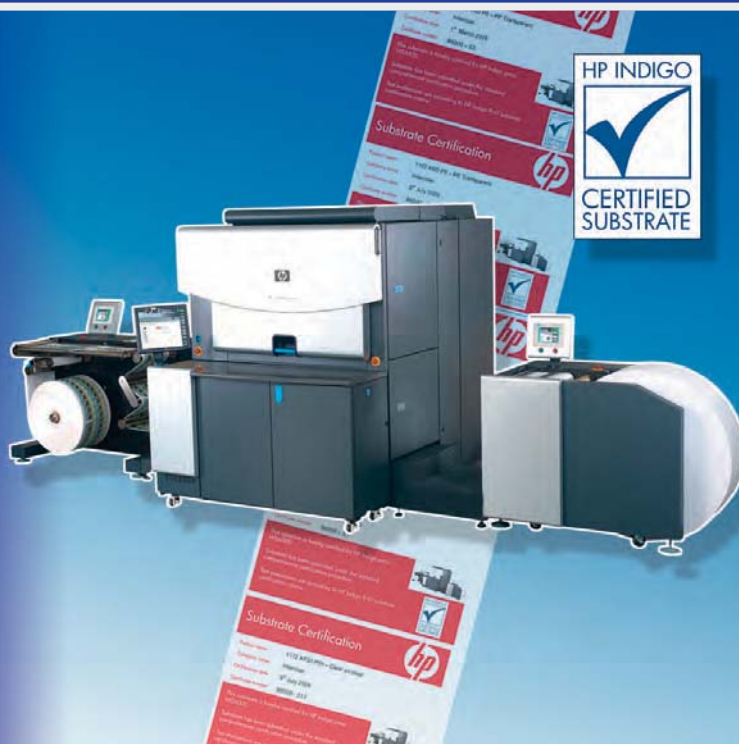
**RITRAMA** will show its ranges of special adhesive papers and 'no label look' films on stand 5A12. The company will show new releases of self-adhesive



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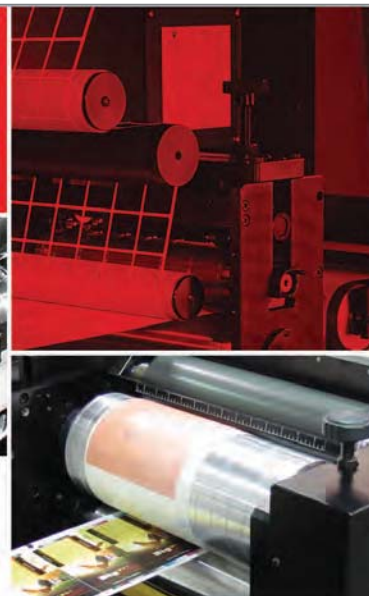
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materials based on natural and gloss papers, polyethylene, polypropylene and polyester, in its Wine Range and Digital Roll Range. New products in the Pharma Range include special face materials and adhesives, said to meet the stringent requirements of the pharmaceutical industry, such as the AP 912, an acrylic permanent high tack adhesive suitable for small diameter substrates. The Beverage Range offers a wide choice of PP materials, while the new Soft Touch, a thin and printable laminating polypropylene film of 17 $\mu$ , provides a velvet feel for personal care products.

**RK PRINT COAT INSTRUMENTS** introduces its new GP100 high speed gravure proofer on stand 7K75. The GP100 is a compact bench top device for the production of high quality proofs using gravure inks of press viscosity. With the GP100 any flexible substrate can be printed; it incorporates a microprocessor controlled servo drive and offers a high degree of controllability with variable printing speeds of between one to 100 meters per minute.

**ROLAND DG** will present a range of combined printers/cutters on stand 9G24. All these machines allow proofing, prototype printing and printing of small label runs. Roland DG shows its UV machines that, thanks to LED-UV technology, print on all standard label materials. The lamps don't produce heat so printing on heat-sensitive materials is possible. The UV printers are available in widths from 76 up to 163cm and feature up to six colors: CMYK, white and transparent. This transparent ink creates matte, glossy and relief effects such as Braille and structures. The company also demonstrates its printers/cutters with metallic silver ink. The VersaCamm VS series is available in widths from 76 to 163cm and the new VersaStudio BN-20 is 52cm wide. All these machines are able to print hundreds of metallic colors. The VS machines use CMYK, metallic and white ink, while the BN-20 only uses CMYK and metallic ink.

**ROTOCONTROL** will show its flagship RSC vertical inspection slitter rewinder, RSD die-cutting, RSP single pass 100 percent security inspection and the EDM200 over-printing press. Servo drives from Bosch Rexroth assures precise, automatic tension control and high speed. The company will launch its SVS (Sensing and Verification System) option, which features powerful

algorithms to detect repeated printed images on most material types including clear on clear, IML and butt-cut labels to provide missing label and matrix detection feedback to the machine. Also featured is the Vacuum Splice Table option enhancing operator efficiency by automatically placing mill-splice/flags, matrix/missing labels and vision detected defects right on the vertical inspection plate for reworking. On stand 7M105,.

**ROTOFLEX** displays its most popular models of inspection/rewind equipment on stand 5C10, focusing on core product lines including the VLI, VSI and DSI. Rotoflex will unveil its Genesis advanced control system for the first time in Europe. With a simple HMI, operators can monitor all functions and clearly identify faults and issues from a single screen. Integration of the system into multiple machines on the production floor allows operators to easily transfer from one machine to another without relearning the intricacies of a new control system. With sophisticated missing label and matrix detection, the system can detect missing labels in multiple lanes as well as detect the presence of a matrix.

**ROTOMETRICS** will show its latest rotary die and tooling products on stand 5E45, including the ranges of recently acquired tooling manufacturer Gerhardt. The new AccuStrike Anvil with dual adjustment technology allows press operators to adjust blade clearance on press with extreme precision. Controls enable the operator to adjust bearers independently or together for excellent control over die strike on

various liner thicknesses. The company introduces AccuStar flexible dies, which are laser finished to master challenging applications such as thin film liners and thermal transfer substrates. Also on show will be a die station module capable of embossing, creasing and die-cutting with solid or flexible dies.

Labelstock manufacturer **SASCOAT** will show the latest additions to its synthetic product range, including materials designed for the beverage industry. A new generation of removable adhesives will also be launched. Stand 12U72.

**SDI** will show its next generation of clamshell contact cleaners on stand 7K126-127. WCN4 provides an affordable base machine while allowing the end user to add only the additional features that are needed. The WCN4 cleans down to sub-micron particle size. Specially formulated polymer rollers lift and transfer contaminants from your product surface to adhesive rolls. No special chemicals, wipes, or handling are needed.

**SERLEM** demonstrates the CFB 550 on stand 12U15, an offline machine designed for the production of labels



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from reel to stack of various shapes and thickness. From the printed reel, it can cut materials such as OPP, PVC or paper. The machine is particularly suitable for IML production.

**SHIKI** will demonstrate its new full color Pico Jet digital inkjet printing press on stand 9H40, a UV inkjet printer based on four and a quarter inch Kyocera piezoelectric print heads and UV-LED curing system. Basic specs can print on webs from 120mm up to 350mm wide at speeds of up to 50 meters per minute. The system can be configured as needed with a range of in-line or off-line finishing systems.

**SHUTTLEWORTH** will show the latest label industry-specific developments to its integration MIS package on stand 6F147. A new user interface, based on an Outlook style, makes the software easier to operate while providing a customizable view for each user. The MIS package also ensures the production planning system has real-time feedback from the shop floor. Visitors will also be able to see the new Supply Chain Management software, a web-based tool designed to enable manufacturers to get prices from their suppliers quickly. Hosted by Shuttleworth, it requires no infrastructure investment to take advantage of the functionality. It is all delivered over the

web.

**SISTRADÉ** will launch version 4.2 of its Sistrade Print MIS system on stand 9F58. The upgraded software enhances the specification, manipulation and management of design and production of labels from raw material to final product. The new release improves various features, such as the graphic process and technical data sheets, combined as specific estimating (parameterized) by product type (label type) versus production control in real time.

**SMAG GRAPHIQUE** will present a range of new screen printing and finishing modules for digital label printing on stand 7K10 at Labelexpo Europe.

The company shows its new high-speed semi-rotary flatbed screen printing station that operates at speeds up to 30m/min. With a maximum print width of 340mm and a 340mm repeat length, the print station will be operating mono-color on a Digital Galaxie, in conjunction with a semi-rotary flexo station and a semi-rotary die-cutting station.

The use of a flatbed screen offers a number of advantages to label converters producing short runs, says the company. Flatbed screens can be prepared in-house, more quickly and cheaper than rotary screens which are usually prepared by outside suppliers.

Flatbed screen printing also offers greater ink density, opacity and higher definition images than rotary screens.

'This high-speed flatbed screen printer enables label converters to deliver the advantages of screen printing including opacity, chemical resistance, and tactile effects more easily and cost-effectively than ever before,' said Stéphane Rateau, general manager, Smag Graphique.

'Visitors to our stand at Labelexpo will be able to see this printer in action, along with our full range of products for label converters.'

Also on display will be the new I-Cut 330, part of the company's entry-level finishing and converting series for digital label converters. The I-Cut 330 (330mm) offers speeds up to 40m/min. The new unit complements the established I-Cut 250 (a 250mm, more compact model delivering speeds up to 15m/min).

Also new is the Foil Saver, designed to save foil – and costs – by electronically calculating the pulling length of the foil used by the Smag flatbed foil press.

The stand will also host a broad selection of the company's finishing equipment for conventional and digital label converters, including the Smag Digital Galaxie and Smag Galaxie Classic

**SMOOTH MACHINERY** will launch its SPM-450OR web-fed shaftless intermittent offset press with converting

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stations on stand 5B25 at Labelexpo Europe.

The press, with a maximum web width of 450 mm (17.7in), has a printing area of 430 x 410 mm (17in x 16.15in), which the company says is the largest in web-fed intermittent offset printing. The standard model can be equipped with four to eight print stations (maximum six for offset), which can be extended up to ten stations in a tandem configuration. Maximum printing speed is 12,000 impressions an hour.

The independent digital multi servo drives secure the stability of registration accuracy, speed, ink kneading etc. The intermittent technology facilitates fast job changes without standstills and minimum waste, therefore offers high profitability for short and medium runs, says the company. The temperature-controlled wet offset printing unit with advanced damping system assures high print quality. Beside fully-automatic web tension control, the tension ratio can be set for web material specification variations. The synchronization between electronic and mechanical parts avoids speed variations and reduces start-up waste to a minimum.

Converting stations include hot foil stamping, die-cutting, embossing, perforating, laminating, screen printing, slitting and sheeting. Beside labels, cards, tickets, tags, badges, boxes or lids, the press can also be configured for A3 paper and A4 pages booklet printing.

**SOMA ENGINEERING** will feature live demonstrations of its Pluto II slitter rewinder and Bulldog offline die-cutter on stand 7N05.

Brand manager Pavla Kusa said: 'Soma is well known for its role as a manufacturer of equipment for the wide web, flexible packaging industry, but we have also quietly been supplying mid-web presses and converting equipment to label printers. We feel it is time to let this industry know that our common impression presses and converting lines also have a role to play in label printing and Labelexpo Europe offers an ideal platform from which to strengthen our position in this market.'

The new 1350mm wide Pluto II slitter rewinder is designed to reduce waste and down times. With its larger unwind and rewind diameters and simplified job changeovers, Pluto II is a high performance machine for long runs with in-built features for operator comfort. These include automated slit edge removal, 'knife positioning assistant', shaft-less unwind system with integrated loading and programmable rewind core positioning.

The Bulldog die-cutter is a roll to stack, off-line machine optimized for producing aluminum and plastic foils and laminate lids for in-mold labels, beverage labels, yoghurt cartons and similar applications. Print to die registration ensures high precision cuts with optimum edge quality. The flatbed die-cutting system consists of multiple long-life dies that also permit punching of different configurations at the same time. Depending on the shape of the lid and the number of die tools in use, typically up to 75,000 lids per hour can be produced and delivered to the stacker. The Bulldog handles unwind diameters up to 450mm with a maximum width of up to 320mm or 510mm. An embossing unit prior to die cutting permits various patterns to be achieved. The machine is equipped with splicing table for continuous operation.

**SPIPKER** will show high-precision cutting and stamping tools as well as special purpose machinery for rotary cutting and converting on stand 11Q90. The company will unveil

#### **LABELS&LABELING**

its newly developed converting machine series S-Con Vert, which offers digital adjustment of the longitudinal cutter for a comfortable adjusting of the machine and a significant reduction of material waste. An integrated new roll-handling-system enables it to perform the role change without lifting the material. The S-Con Vert 550 has a simple manual inspection and optional 100 percent inspection system. Classic tools such as magnetic cylinders, flexible dies, rotary cutters, cutting units, printing, hot stamping and embossing cylinders will also be displayed, as well as special tools like aluminum sleeves, the Sonic series – a tool system operated with compressed air and, if necessary, vacuum – the folding box technology Boxit and the height-adjustable counter pressure cylinder Variabase. Spilker also shows its modular S-Con Starline 550, which allows various cutting, embossing and laminating processes to be combined.

**STARFOIL**, a Netherlands-based manufacturer of finishing equipment, will demonstrate the ValueLine 1300 spooling-slitting machine and an efficient foil cutting machine as well as a completely new cantilevered CLC-400 machine, designed to spool or slit 3in hot-stamping rolls to 1in or 3in rolls by means of shear slitting. Stand 6H18.

**STORK PRINTS** will demonstrate its ranges of digital and screen label printing technology on stand 6H40, including a digital label printer and engravers as well as rotary screen printing modules and screens. The DSI digital label printer produces labels with excellent color strength at speeds up to 720 square meters per hour. Its combination of photographic quality and a rotary screen 'look and feel' makes it suitable for everything from short- to medium- and even long-run jobs. It achieves visual resolution of up to 1000dpi, as well as 3D effects that resemble screen printing. Printing on many different types of substrates can be accomplished and the new digital primer enables printing on machine-coated paper. The DSI is modular in design and therefore suitable for everything from stand-alone digital printing to use in complete lines with in-line (semi-rotary) converting. It is supplied with four print heads as standard, although an additional six can be added to enable options like digital white, digital primer



## Gallus Machines

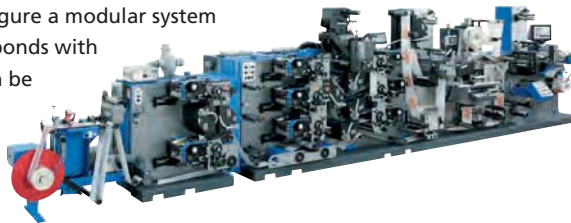
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and an extended color gamut. Also on display will be a range of modular printing units based on Stork's Rotary Screen Integration (RSI) technology. On the stand there will be four RSI printing units, the RSI 2 16 inch, RSI Compact and RSI printing modules for OEM partners Nilpeter and Omet. These units are easily repositioned in the printing sequence with the help of an optional sliding rail, and reach speeds of up to 100 m/min. Other rotary screen highlights include the re-engraveable RotaMesh screen for RSI systems, and the re-usable RotaPlate screen for non-Stork Prints systems. The company also shows direct laser engraving technology. The rotaLen is a direct engraver for in-the-round processing of RotaMesh and RotaPlate screens. The rotaLex is a compact desktop unit which uses laser exposure to engrave RotaPlate screens held in position on a magnetic drum.

**SUN CHEMICAL** will show a number of new products for the narrow web market on stand 5E80, including Solarflex Nova SL, Solarflex Lightning White, Solarscreen Silicon free whites, and laser marking Sunlase. The company will also provide information on printing safe foodstuff packaging using electron-beam curing and low migration inks in offset and flexo. Sun Chemical will participate in the Package Printing Zone in hall 12, stand V10.

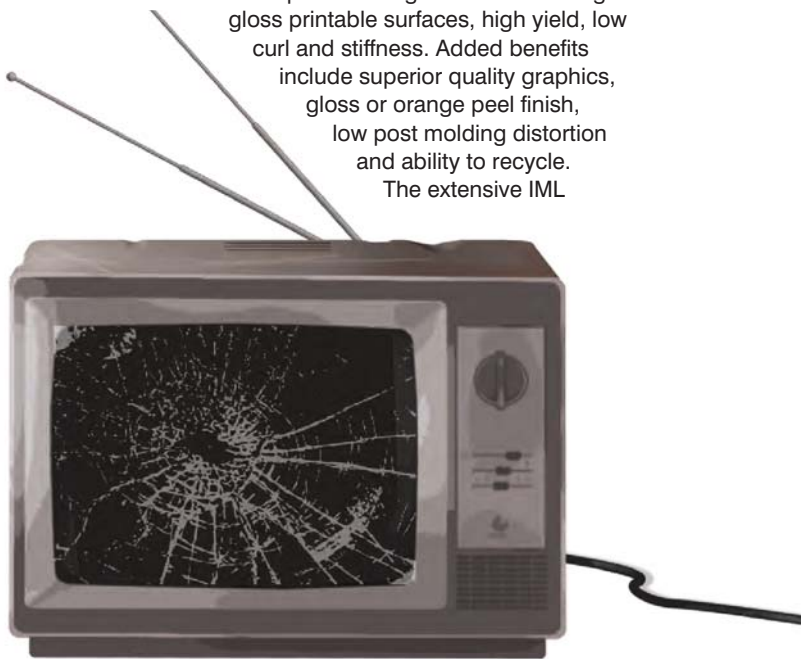
**TAGHLEEF INDUSTRIES** will show its label film portfolio offering a wide range of BoPP films for in-mold, wrap-around reel-fed/cut & stack (WAL) and self-adhesive labels (SAL) at Labelexpo Europe on stand 5A75.

The newly introduced BoPLA based film Nativia can be used for WAL and SAL applications. The current Nativia range includes clear NTSS and metalized NZSS grades: both films are fully compostable according to EN 13432 and are certified bio-based by Vincotte. Other significant developments include high barrier and thermoforming IML films.

Tifilms for self-adhesive labels are uncoated and are commonly used as face material as well as liner for the production of facestock. LSA is a face film featuring transparency specially tailored for no label look applications. LSE, a white voided grade, combines high yield with white opaque appearance to satisfy the simple decoration applications such as household, body care, etc. The high glossy solid white LSW film gives a perfect base for superior graphics.

The Ti product range for IML offers high gloss printable surfaces, high yield, low curl and stiffness. Added benefits include superior quality graphics, gloss or orange peel finish, low post molding distortion and ability to recycle.

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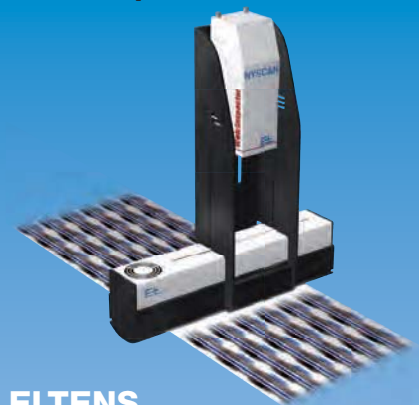


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WAL reel-fed and cut-stack applications, LTN and LTS offer an excellent transparency whereas LRD, LGL, LCS and LZL, white voided and metalized films are appreciated for their high yield.

**TECTONIC** will show the K3digital, which expands its flexible print inspection system range, on stand 5E35. K3digital has an icon-based, intuitive menu system and touch screen navigation which facilitates quick set up including one-touch camera controls and repeat length position control. The color monitoring tool found on the K2colour-check system is expanded on K3digital and provides an even higher level of color monitoring of regions of interest – analysis based on CIE Lab color model – and includes alarms for color monitor error notification. K2's image transfer feature is enhanced, providing the print manager with immediate live access to current activity on the press. K1, K2colour-check, Jaguar and the Flexico V5 range of plate mounting machines will also be on show, along with register control systems for the company's OEM customers.

On stand 6F150, **THEURER.COM** will show its new C3 web portal, specially tailored to customers in the printing and packaging industry. With this portal, customers of C3 users can manage their articles and brands themselves 24-hours a day and keep up to date with the current status of their orders. In addition to the time and financial saving this platform provides during order processing, it also offers a secure and transparent workflow for both customers and suppliers. theurer.com is also presenting the new electronic Direct Machine Interface (DMI). Built on the existing C3 shop floor control system, DMI will enable the automatic recording of production times and volumes in the future, using electronic machine counters.

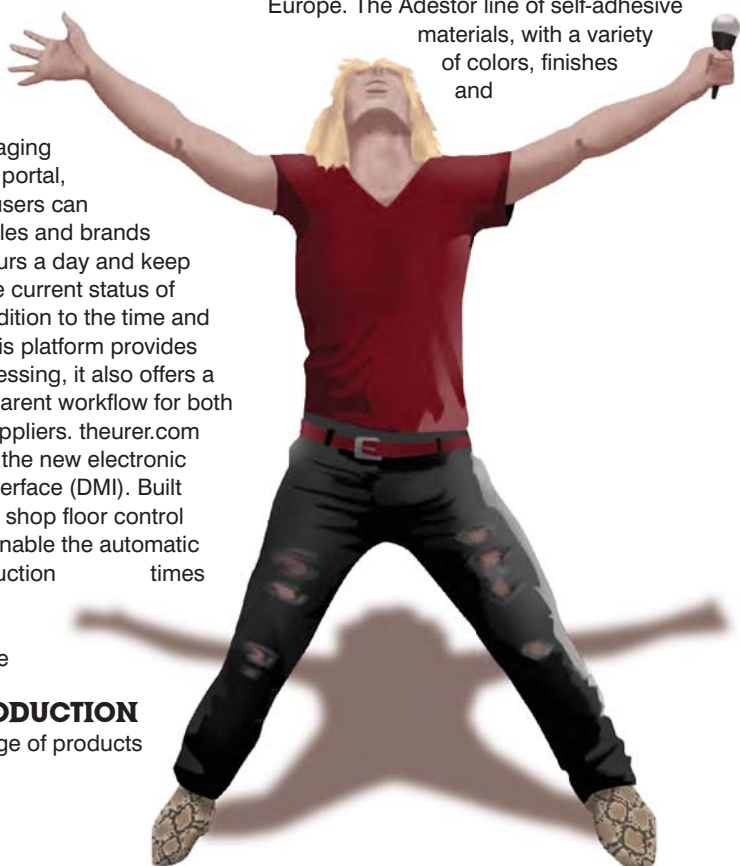
**TOOLS & PRODUCTION** will display its range of products



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including male/female punching capabilities for several industries including transportation tickets, tea tags, envelopes and EDP labels. T&P staff will be available to discuss specific requirements for applications from single rotary punch units to complete converting systems. Stand 5E15.

**TORRASPAPEL** will show new developments in its one-side coated, metalized, cast-coated and thermal label papers as well as its self-adhesive label materials on stand 5A72. The company is currently investing over 26m euros to increase production capacity of its Metalvac and Adestor specialty paper ranges. A new machine will be brought on line in Almazán, Spain, doubling current self-adhesive production capacity, and a state-of-the-art logistical center has been opened in Central Europe. The Adestor line of self-adhesive materials, with a variety of colors, finishes and



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textures, are tailored to the food and beverage, retail, logistics and transport, and personal and home care markets. Metalvac is a line of recyclable high-vacuum metalized papers. The new investment will allow for an increase in production capacity of approximately 70 percent in order to meet rising demand, specifically in the label and packaging segment. Metalvac is designed for high-end beer and beverage labels, inner-liners and flexible packaging.

On stand 11P125, **TROIKA SYSTEMS** launches a 3D scanning microscope, the AniCam-LS, that meets the requirements of the coating, die-stamping and embossing markets. The AniCam-LS complements the current range of quality assurance tools which are used for gravure, anilox and flexo plate quality control by printer converters, engravers and plate makers. Furthermore, Troika will present three enhancements to its current range of quality assurance tools and two new software developments for the printer/converter market and for the anilox manufacturers: a battery pack for use on the 3D scanning microscopes

removes the need for external power whilst checking rolls and cylinders; Stylus angle measurement for gravure engravers to quickly check the condition of styluses prior to engraving; Z-axis calibration tool for calibration of the scan depth of AniCam units, which is often required for ISO certification; Multi-site Anilox management system, a new software application to complement the single site application; and an application developed in conjunction with Applied Laser Engineering which demonstrates the results of engraving topography adjustments for anilox manufacturers to ensure the symmetry of engravings.

**UBIQUE.TAG** will show its ranges of RFID antennae and tags on stand 12T95. The China-based company owns nearly 150 national RFID patents and provides a one-stop shop for RFID products and services.

**UPM RAFLATAC** will show latest developments in its ranges of self-adhesive label materials on stand 5D60, with particular emphasis on products for demanding, specialty applications and thinner substrates.

**UV RAY** will show its new i-Power D UV curing system containing a digital electronic power supply controlled by a microprocessor. The digital technology allows instantaneous start-up and stepless power without waiting and the curing is immediately available. The lamp synchronizes with machine phases: on when printing; off when it is stopped, with no energy and warmth dissipation because the lamp turns on only if needed. The adaptable power, depending on the application, (the lowest in international view), allows an unlimited range of configurations. Thanks to minimum dissipated power it does not need a cooling unit and no adjustment of the electric system. Stand 5D45.

On stand 7K55, **VALCO MELTON** will show its range of stations to be incorporated into both existing production lines, including retro-fittings into most label presses, or new OEM supplied lines. These stations include web control, tension control devices, nip roll configurations and integration into existing control systems as required. Valco Melton systems precisely coat with a wide range of adhesives such as PSA, UV hot melt, heat-seal adhesives, barrier adhesives or water based acrylic emulsions.

**XEIKON** will show for the first time its 3500 digital press in-line with a DCoat500 finishing line on stand 9H45.

The DCoat500 has a 500 mm (20in) web width and can be used either in-line or off-line. Modules include UV varnish, lamination and a die-cut station able to operate in full rotary or semi-rotary modes, along with slitting and rewinding.

Xeikon will demonstrate its 'Digitube' applicator for decorating flexible seamless tubes, aluminum closures and similar articles. This is a heat transfer system developed in co-operation with its machinery partner Moss, and allows decoration of a variety of plastic

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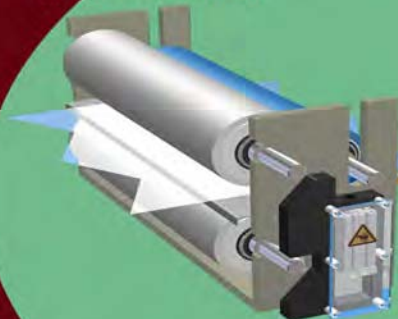


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XEIKON 3300 DCoat

containers using digital printing technology. The Xeikon 3500 first prints the exact numbers of heat-transfer labels required for the decoration. In the next step, the roll of printed transfers is fed into the Moss applicator which applies the label via a heat transfer process onto the container.

Xeikon also shows its 3300 with in-line DCoat330 finishing at the Digital Print Workshop and a Xeikon 3050 press in the Package Printing Zone, where it will convert a range of short-run packaging applications including wet-glue labels, heat transfer labels, folding cartons and POS/POP.

**WINK** will present several developments in its range of dies at Labelexpo Europe on stand 6G92.

Four non-stick coatings – black, grey, white and silver – are suitable for flexible dies, solid rotary dies and other machine parts. The non-stick coating minimizes glue residues on cutting tools and increases productive efficiency during die-cutting. Wink will show the advantages of all four coatings live at the show and be able to advise on choosing the right flexible die finishing for client's specific application, also in combination with laser hardening or MC coating.

The newly developed ProShift system enables label converters to optimize their printing and die-cutting processes. By using a special configuration and cutting line geometry, ProShift flexible dies are said to bring excellent cutting results to perfection at high production speeds and working with very thin liners. In addition, ProShift facilitates matrix stripping and reduces noise

exposure.

Wink offers two products for cutting and suction of various shapes, FlexAir and SolidAir. Depending on the application, either the FlexAir system (magnetic cylinder with flexible die) or the solid rotary die with compressed air system come into operation. Both systems have been optimized by a novel air flow design which allows more precise cuttings. In addition, Wink shows new optional accessory for the air systems, which simplifies the air outlet regulation for the operator.

Die-cutting booklets and multi-layer labels with magnetic systems can be a challenge. Through co-operations with machine manufacturers and extensive testing with customers Wink has developed special flexible dies for cutting thick materials and other problematic labelstock.

**ZELLER+GMELIN** will show its updated ranges of UV printing inks and varnishes on stand 11P100, including low migration UV inks for food packaging. New and upgraded products in its Uvaflex, Uvalux, Optiscreen and Toracur will be on display.

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# CORPORATE CULTURE



## Back to work

**BACK INJURIES** are one of the most common causes of absence from work. Ame Noesser at specialist health consultancy Concentra gives tips on how to avoid the problem

There are six leading causes of back injury: traumatic events, poor posture, poor physical condition, improper body mechanics, lifting awkward objects and assuming awkward positions.

There are a number of safe lifting techniques and body mechanics to remember: Plan your lift mentally before you do it physically and test the object's weight before lifting it. If you will need to carry the object any distance, check that you have a clear walking path and ask for assistance from a co-worker when appropriate. Use the stronger leg muscles by bending the knees, not the back and support the back by maintaining 'core' strength with the abdominal muscles while maintaining a neutral lumbar spinal curve. Keep the object close to the body, avoid twisting and bending and rapid, jerky movements. Maintain good balance by keeping the feet apart approximately shoulder width – and remember to breathe.

Also think about changing positions frequently to avoid prolonged and awkward postures, and take time to think about your work tasks and determine if there is a better, safer way of doing them with less risk.

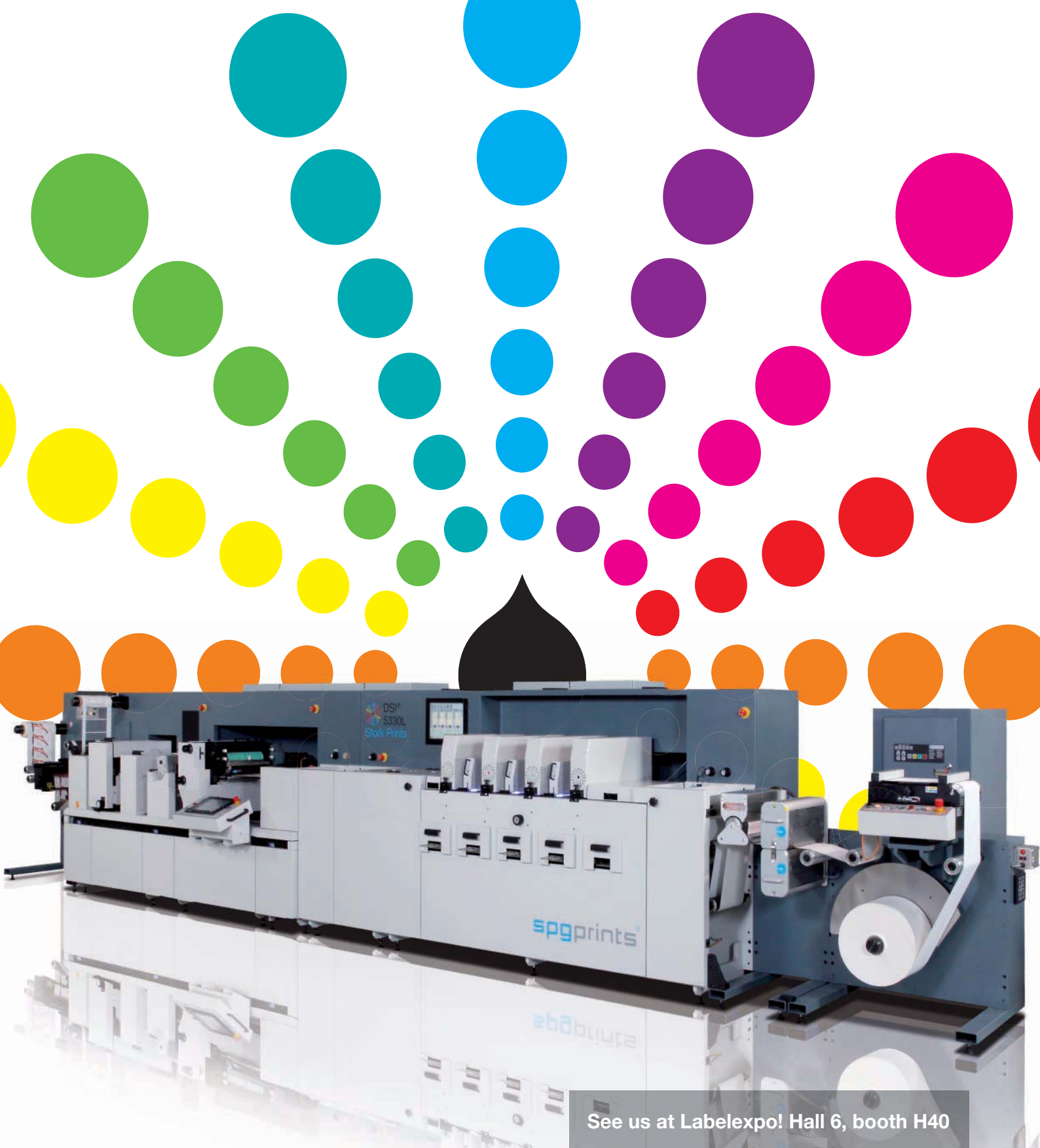
Remember that regular exercise is the best way to prevent back pain and back injury, and is the key to recovery from simple strains, aches, and pains you might experience. Always warm up and stretch prior to heavy physical exertion.

If you do encounter back pain, maintain normal activity as much as possible, even when in pain, and avoid bed rest.

*Concentra is a healthcare consultancy based in the US. For more information on back protection visit <http://www.concentra.com/>*

## AD INDEX

AB GRAPHIC	62	LABELMEN MACHINERY	76
AERO	165	LARTEC	29
AHLSTROM	193	LEOMAT	192
ALLEN DATAGRAPH	195	LIEBEN DIES	169
ALPHASONICS	56	LINTEC	147
ALTANA	161	LOMBARDI CONVERTING	179
ANDERSON EUROPE	37	MACHINERY	
APPLETON	103	LUSCHER	184
ARCONVERT	70	MANTER	87
ARMOR	175	MARK ANDY	163
ATLANTIC ZEISER	191	MARTIN AUTOMATIC	130
AVERY DENNISON	IFC	MCS	124
AVT	21	MDC MAX DAETWYLER	176
BERHALTER	53	MEECH	64
BRUSHFOIL	145	MELZER	116
CALOR	196	MITSUBISHI POLYESTER FILM	19
CMR MACHINERIES	116	MLC INDUSTRIA MECANICA	135
CODIMAG	175	MPS	65
CONTACT	57	MUHLBAUER	180
AUSZEICHNUNGSSYSTEME		MULLER MARTINI	13
CONVERTEC	161	NDC	80
COUNTY LABELS	199	NEWFOIL MACHINES	177
DAETWYLER	183	NIKKA	136
DANTEX	112	NILPETER	96
DCM GROUP	195	NUOVA GIDUE	166/167
DOMINO PRINTING SCIENCES	92	OKI PRINTING SOLUTIONS	75
DOW CORNING	104	OMET	40
DR HONLE	198	ORTHOTEC	120
DUPONT PACKAGING GRAPHICS	34	PAMARCO	181
DURST	84	PHOSEON TECHNOLOGY	122
ECKART	30	POLINAS	200
EDALE	149	POLYMAGTEK	197
EFI JETTRION	159	POLYTECH	199
ELECTRO OPTIC	165	PRIMERA	60
EMIS	33	QINGZHOU EKOFA	82
ENCYCLOPEDIA OF LABELS	183	R.C. LAMPS	124
EPSON AMERICA	48	RE SPA	122
ERHARDT & LEIMER	194	RICOH	1
ESKO ARTWORK	162	RITRAMA	169
ETI CONVERTING EQUIPMENT	108	RK PRINT	181
EXXONMOBIL	52	ROGERS	16
FINAT	128	ROLAND	145
FLINT GROUP	66	ROTATEK	99
FOCUS LABEL MACHINERY	170	ROTOCONTROL	3
FRITZ GYGER	20	ROTOFLEX	186
FUJIFILM GRAPHIC SYSTEMS	151	ROTOMETRICS	8
GALLUS	44	RUCO INKS	104
GEW	138	SASCOAT	24
GRAFICON	191	SCHOBER	159
GRAFISK	119	SEKISUI	2
GRAFOTRONIC	197	SERLEM	91
GRAFOTRONIC	199	SHUTTLEWORTH BUSINESS	181
GREEN BAY PACKAGING	6	SYSTEMS	
GSE DISPENSING	176	SIEGWERK	186
GUIDOLIN GIROTTO	135	SMI COATED PRODUCTS	155
HARPER CORPORATION	179/181/183	SMOOTH MACHINERY	106
HERMA	172	SOHN	132
HOLFELD TOOL & DIE	189	SPARTANICS	172
HOUSE AD	81	SPIKER	95
HP	42	STORK PRINTS	IBC
HUECK FOLIEN	58	SURON	100
IGT	149	SWEDEV AB	110
IMPRESSION TECHNOLOGY	154	TAGHLEEF INDUSTRIES	15
EUROPE		TAILORED SOLUTIONS	156
INTERCOAT	185	TECH CELL LIMITED	179
INX	93	TESA	22
IST	12	TESLIN SUBSTRATE	51
ISYS	46	TORRASPEL	115
JUJO THERMAL	183	TRANSAM	156
K2	135	UNIVACCO	170
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KOCHER & BECK	69	UV RAY	141
KODAK	72	UVITERNO	86
LABELXPO EUROPE	38/39	WACKER	32
LABELXPO EUROPE	188	XEIKON	127
WEB APPLICATION		YUPO	152
LABELMATE	179	ZELLER + GMEIN	130



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