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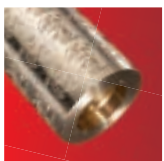
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DESIGN FOCUSED

In this issue of L&L we ask a leading international design agency to talk about trends in label design. The relationship between printers, designers and final customers is a complex one and too often fraught with frustrating delays, reworks, misunderstandings and lost opportunities.

At one end of the spectrum are the agencies which work directly with the client and simply deliver to the converter a final proof and a job file. The converter has no influence on any aspect of the job design or the material on which it will be printed. At the other end of the scale are clients which invite converters in at the concept stage.

There are two problems with bringing in the converter when nothing can be changed:

Firstly, and in the worst case, the job may be unprintable without serious rework. The converter is often expected to undertake this at no cost to the client, even where a contract clearly states that this work is rechargeable. This affects the end user by adding time for the product to get to market, and reduces the converter's margins – a classic lose-lose.

Secondly, significant opportunities can be lost to take out costs and reduce cycle times for the end user – an achievement which makes the converter worth more to that client than a commodity supplier. This may include suggesting reducing the number of colors in a job; replacing non-critical solid colors with process colors; slightly adjusting label dimensions to better fit a press width or cutter availability; or suggesting thinner materials or different liners which may save waste or speed the labeling and packaging process.

All too often, 4-color offset plus specials is the central reference point for a designer. But a roll label converter has an intimate knowledge of the different ways of combining processes on a modern multi-process machine, in a way that would be far too expensive on a multi-stage sheet-fed job. In this way a converter can complement and enhance the creative genius of an agency's design team.

So the key advice is always ask customers to be present as early as possible in the design cycle of a new label. Also, do not be afraid to (tactfully) make designers aware of the possibilities which are being missed and to encourage them to make you part of their concept team.

ANDY THOMAS

GROUP MANAGING EDITOR

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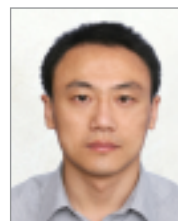
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According to market tendency recent years, the ratio of short-run print with various requirements is getting higher and higher. Many printing entrepreneurs decide to purchase digital printing machines for pursuing short-run print. However, due to the high costs of consumables and special inks, normally digital printing machines are used for sampling but hard to achieve mass production. In order to meet customers' real expectation, Labelmen spent more than one year researching and developing a precision upgraded with SOP and Servo Drive Controlled machine – RS-350PS Full Rotary/Intermittent Offset Printing Machine. The crucial solution is Ani-Print Inking System.

The most advantageous feature of Ani-Print Inking System is the zoneless short inking unit. Via ceramic cell screen inking system with superb dampening circulation solution, operators can easily achieve finely ink-water balance. In addition, it not only provides consistent ink application but also accelerates the printing set-up time, which dramatically reduces make-ready time. Compared to traditional Offset printing machine, the waste can be saved up to 90%. Besides, the costs can also be reduced by ink saving and economical PS Plate. RS-350PS is your best selection of short-run printing market.

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INBOX

Industry overview

Go to labelsandlabeling.com/blog to read the full entries and add your comments

Danielle Jerschefske:

CPGs want packaging like their brands – sustainable and premium

Change is inevitable. CPGs are feeling increasing pressure from consumers to lower the total carbon output of their products' life-cycles. They are evaluating packaging on a macro level – reviewing specific areas within the value chain that can reduce wastage and pollution.

The label industry needs to begin designing labels for products that can be reprocessed and reused easily, helping to reduce their customers' products' carbon footprint. Converters must understand what their customers' environmental goals are and they have to be able to respond with knowledgeable support.

James Quirk:

Latin America's smaller markets are reversing the trend

The foundation in 2007 of Flexo Print, Bolivia's first dedicated narrow web label converter – and its subsequent investment in machinery from Gallus, Nilpeter, Rotoflex and Karlville – is a story representative of three major trends in some of Latin America's lesser developed label markets: the creation of local label converting operations to serve brands owners accustomed to importing labels from abroad; the increasing installations of top quality machinery; and the desire to export.

Brazil, Mexico, Argentina and Chile may dominate the headlines – all four boast local label converting operations that compare favorably in technology and quality with Europe and the USA's finest. But the smaller markets of Bolivia and Peru – even Ecuador and Paraguay – are increasingly attracting high quality machinery as local companies seek to reverse the trend of end users importing labels from abroad.

Carol Houghton: What's in store for 2012?

2011 was an eventful year in the label world. This year, the popularity of 'smart labels' will surely continue to grow and new innovations will be launched accordingly. A recent report showed that consumers are increasingly using mobile technology applications such as QR codes to access information on products, especially to access information such as the product's ethical credentials and origin. 'Eco-labels' have been criticized for causing confusion as many shoppers are unable to distinguish between Organic, Fairtrade and Rainforest Alliance and QR codes offer easy, instant access to such data.

Roger Pellow: China sees increasing quality demands

Returning to China for Labelexpo Asia in Shanghai provided an opportunity to gauge the development of the label industry in the country. Firstly, the quality of manufacturing is improving – the exhibition even saw the launch of a digital press by Taiyo – and many companies are looking at the west as a potential market in the near future.

Secondly, the standard of the labels and package printing being produced is improving all the time. This is being driven in particular by the Chinese FMCG and personal care brands wanting to compete with the likes of Unilever and P&G on the shelf.

The third dynamic is that the universe of package printing and label printers is growing rapidly to meet demand. Attendance at Labelexpo Asia was up by nine percent, to 18,019. If the western brands don't take the game to the Chinese they will come and attack the western manufacturers.



Package Print Worldwide Focuses on Drupa

Package Print Worldwide will look ahead to the next installment of Drupa in issue 2. Following an exclusive interview with show director Manuel Matare in issue 1, the next issue will include a detailed exhibitor preview highlighting key companies to visit during your time in Dusseldorf. There will also be the usual mix of features and comment on the likes of ExxonMobil, Agfa, HP Indigo, Sun Chemical, Bobst, Cerrutti and Heidelberg featured, as well as analysis of the inks and coatings, cartonboard, digital printing and narrow web carton finishing markets.

Your tweets

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New York @mbfashionweek attendees can #SnapandBuy @LOrealParisUSA products in Manhattan taxis <http://dthin.gs/z0714t> #MBFW #nyfw @SpyderLynk

@DanielleJersche Loving @Starbucks' augmented reality cup for V-day. Thanks @packagingdiva @PrintMediaCentr bit.ly/x834mq ♥♥♥♥ #interact #print

More evaluation of labels on PET thermoform containers; guidelines for adhesives bit.ly/wdTfUz @DordanMfg @TLMI #packaging

Trash Tycoon helps teach value of material even when it's considered #trash <http://bit.ly/wiXdqY> #upcycle @TerraCycle @Carbonfundorg

Unilever boss calls for #marketing to be made a 'noble' profession by driving #social progress and business growth ow.ly/8UZcx

"Brand loyalty could be replaced by object loyalty" <http://bit.ly/yA3So0> @greenblueorg #ExtendedProducerResponsibility #product #trends

NEWS

THE INSIDER

A ROUND-UP OF THE LATEST
GLOBAL LABEL STORIES

NEW LABELSTOCK SUPPLIER IN MEXICO

Industrial Papelera Venus, the Mexico-based carbon paper manufacturer, has moved into the label market with the opening of a labelstock plant in Mexico City, *writes James Quirk.*

The 46 year-old business serves customers in more than 20 countries with products manufactured in-house such as carbon paper for business forms, paper cups for drinking water and food wrapping paper, and is also a distributor of specialty papers for the graphics industry. Last year, the company converted more than 160 million square meters of paper products.

IPVenus' new labelstock plant began operations in December 2011 and hosts three new Black Clawson coaters for production of paper and filmic silicon liners and acrylic and hot melt adhesive laminations. Capacity is said to be some 120 million square meters a year.

An inauguration event is scheduled to take place in May after the company takes its label industry bow at Label Summit Latin America in Guadalajara in April.

IPVenus carried out an extensive study of the market prior to its move, and believes there is great potential in a country where much labelstock is imported and per capita label consumption is just two and a half sqm, compared to 13 sqm in the US. Avery Dennison is the only other labelstock supplier to have a local manufacturing presence in the country.

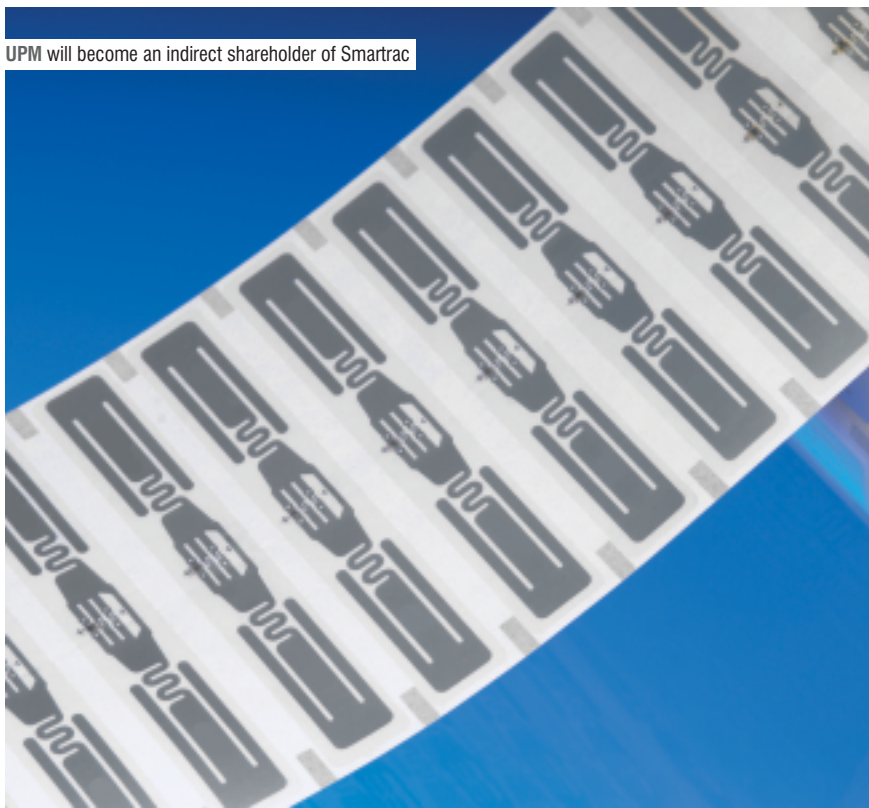
Marco Basurto, CEO of IPVenus, said: 'Our aim was always to design a factory that could count on everything it needed to manufacture high quality products, and which would give us the flexibility to develop products that benefit the converter.'

'Our new plant is unique in the country – it is the most modern facility of its type. We will offer our clients labelstock of the highest quality, with good service and hands-on support, and understanding the particular needs of their businesses.'

GERMAN APPEALS COURT DENIES DURST CLAIM AGAINST EFI

Digital printing specialist EFI has claimed victory in a long-running patent lawsuit in Germany brought by Durst Phototechnik, after a German appeals court ruled in its favor.

UPM will become an indirect shareholder of Smartrac



UPM SELLS RFID BUSINESS TO SMARTRAC

UPM maintains 10.6 percent interest

UPM has reached an agreement to sell its RFID business to Smartrac, a manufacturer of RFID inlays for electronic passports and contactless credit cards as well as for RFID transponders for public transport applications.

'UPM has been developing and investing in its RFID inlay business for a number of years. The business unit has evolved from a small venture to a sizeable business and is now recognized as the market leader in its field. Combining the business unit with a company with the industry's widest RFID business portfolio, we give it new leverage to continue to develop successfully. We see significant value increase potential in this new combination. Therefore we are pleased to become an indirect shareholder of Smartrac,' said Jussi Vanhanen, president, engineered materials, UPM.

'Becoming part of the leading player in the RFID industry opens up totally new possibilities for us. I am convinced that this new setup will be a strong player in the growing RFID market place, ready to

offer support and solutions to customers around the world,' said Marcus Vaenerberg, senior vice president, UPM RFID.

'UPM RFID is a true pioneer in the global RFID tags and inlay business. We are delighted to add such an experienced and capable crew to our global team. The transaction will provide us with a strong product offering for NFC and UHF RFID tags and inlays and will furnish us with favorable additional manufacturing capacities in strategically important markets. The combination of Smartrac and UPM RFID will significantly accelerate our momentum as a developer and supplier of passive RFID tags and inlays for all relevant application fields of today and tomorrow,' said Dr Christian Fischer, CEO of Smartrac.

UPM will become an indirect shareholder of Smartrac with a 10.6 percent economic interest through the company OEP Technologie. The deal is expected to be closed in the first quarter of 2012.

THE SUPERPRINT can be equipped with between two and ten colors



ETIRAMA INAUGURATES NEW FACTORY

NEW FACILITY has capacity to produce 144 presses a year

Brazilian press manufacturer Etirama hosted an open house in December to inaugurate its new 3,000 square meter plant located 100km from Sao Paulo, writes *James Quirk*. The event also marked the launch of the company's new SuperPrint modular flexo press.

Some 150 people were in attendance, including the directors of Netherlands-based press manufacturer MPS; Eduardo Chede, president of Brazilian label association ABIEA; government representatives and label converter customers from all over Brazil.

The SuperPrint press' modularity allows it to be equipped from two to ten colors, while web widths of both 250mm and 350mm are available. The machine, which is equipped with components from international brands such as BST and UV Ray, is said by Etirama to be aimed at the

European market.

Despite a partnership between Etirama and MPS, which began in 2008, the new press has been developed exclusively by the Brazilian manufacturer, with the MPS directors present at the open house in a purely supportive capacity.

'The SuperPrint is ideal for the production of adhesive labels and its main feature is fast and economical set-up,' said Ronnie Schröter, Etirama's commercial director. 'A 6-color job can be set up with only 18 meters of material and in just 10 minutes.' Of the new factory, Schröter commented: 'Relocation to the new facility will strengthen our operations – it's a modern and optimized space which will add more value to products and services.' Etirama's new factory has the capacity to produce 144 presses a year. The company employs 85 people.

NEW FLEXO PRESS MANUFACTURER TARGETS ENTRY LEVEL BUYERS

US-based Flexographic Trade Services (FTS) has opened Legacy Press Company, LLC to cater to the needs of the 70 percent of the industry that is said to be running out of options when it comes to affordable narrow web flexo printing equipment.

The company said, 'Legacy Press Company was created to insure that there will always be a simple,

affordable, shaft driven press available to the narrow web flexo industry. The Legacy 10 or LG10 will be the most mechanically advanced narrow web flexo printing press produced. All details on design and capability of the LG10 can be seen and discussed at FTS now or a complete portfolio on the LG10 will be available on our website in February 2012.'

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



MARK ANDY APPOINTS NEW CEO

Mark Andy has named PJ Desai as its new CEO effective January 1, 2012. He replaces current CEO Paul Brauss, who retired on December 31, 2012.

Desai spent several years of his career in various engineering and manufacturing positions in business units of the Monsanto Company, including an assignment in Europe to design, construct and manage a new plant. During his time at Monsanto he managed several business groups, leading to the positions of CFO, president and CEO. Desai has a master's degree in chemical engineering from MIT and an MBA from the University of Michigan. Brauss came to Mark Andy in 1998 and took over as CEO in 2003. He retains his position as an executive member of Mark Andy's board of directors.

UK ANILOX SUPPLIER INSTALLS LASER ENGRAVING SYSTEM

Anilox Laser Technology (ALT), new supplier of anilox rollers and sleeves, has installed a Fiber Optic Ultra laser system at its 3600 sq ft premises in Manchester, UK. The new system is capable of engraving in excess of 2000 lpi and 4700mm face length. A choice of cell engravings available includes industry standards of 30, 45 and 60 degrees as well as tri-helical. In addition, the new Rainbow cell range has been developed for extended print runs and reduced cleaning cycles.

A volume and cell measurement system, including an AniCam 3D scanning microscope, has been set up using the latest Tri-Plex II plasma ceramic coating system – which guarantees porosity of less than one percent and hardness in excess of 1600 Vickers – to ensure maximum repeatability. Rollers can be constructed in steel, aluminum or stainless steel with a lightweight tube construction for easier handling.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST
GLOBAL LABEL STORIES

CCL APPOINTS SLEEVE LABEL LICENSE HOLDER IN TURKEY

Global label converting group CCL Industries has appointed a new license holder for shrink sleeve labels in Turkey. Dekopak Ambalaj Sanayi Ve Tic. A.S. (Dekopak) started business in 2005 and is headed by entrepreneur Peter Zegir. The company is based in Istanbul and manufactures sleeve labels for customers in the region.

The license agreement is effective January 1, 2012 and provides for the transfer of CCL technologies and the cooperation of both companies. Dekopak will change its trading name to CCL-Dekopak and will operate under CCL Label's corporate identity system. CCL-Dekopak will complement CCL's existing European sleeve label operations in Austria, France and the United Kingdom.

Geoffrey T. Martin, president and chief executive officer, commented: 'We have known and admired Peter's business for some time and are very pleased we have finally been able to cement this new relationship.' Peter Zegir, managing director of CCL-Dekopak, added: 'We are excited to have the support of the world's largest label company to bring new technologies to this fast growing emerging country that bridges Europe and Asia.'



UV LED CURING ASSOCIATION PUBLISHES GLOSSARY OF TERMS

FIRST MAJOR STEP for founders ITL, Lumen Dynamics and Phoseon

The recently established UV LED Curing Association has published its inaugural UV LED Glossary of Terms.

This is the organization's first major accomplishment since founders Integration Technology Limited, Lumen Dynamics and Phoseon Technology announced the formation of the association. The three companies are working to define and establish agreed-upon UV LED-based guidelines for UV LED curing applications. The founders believe the association's work will have a positive impact towards enabling the adoption of UV LED technology within the printing, coating, and adhesive industries.

The UV LED Glossary of Terms provides a consolidated list of curing terminology specific to ultraviolet (UV) light emitting diodes (LEDs) and can be found on the association's website. Curing systems made of UV LEDs, as well as the technology's use in manufacturing processes, have been evolving at a steady pace since 2003, yet this is the first ever consolidated effort to document this unique language for the UV curing industry, say the companies. The association hopes that its glossary of terms will give potential users a better foundation with which to navigate and evaluate UV LED technology options.

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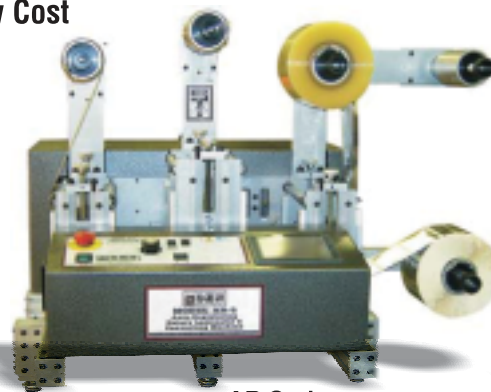
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SMARTRAC ACQUIRES KSW MICROTEC

RFID transponder manufacturer also purchases US-based Neology

Smartrac, a manufacturer of RFID transponders, has signed a contract with Deutsche Effecten- und Wechsel-Beteiligungsgesellschaft, of Jena, Germany, regarding the acquisition of KSW Microtec by Smartrac for 24 million euros.

KSW and Smartrac have similar positions in the global RFID value chain, meaning the acquisition will not create any channel conflicts. The long-term expertise of KSW in the high frequency (HF) and ultra-high frequency (UHF) RFID inlay production and proprietary know-how of KSW are expected to contribute to strengthening Smartrac's technology base.

'We are very pleased to welcome KSW Microtec AG in our group of companies. Thomas Hitzer and his team have a very good reputation in the RFID industry regarding service orientation and product quality,' said Dr Christian Fischer, CEO of Smartrac. 'KSW's product portfolio and technology range ideally complement our strong intellectual property. We are very confident that the acquisition will create value for the employees, global customer base and stakeholders of our companies.'

KSW Microtec is headquartered

in Dresden, Germany, and it serves customers in Europe and North America. KSW manufactures RFID inlays, prelamines and components based on etched and printed antennas deploying advanced wafer processing, assembly, laminating, and interconnecting technologies.

The acquisition of KSW enlarges Smartrac's presence in Germany to three locations, including the group's Corporate Service Center in Stuttgart and the manufacturing facility in Reichshof-Wehrath. KSW and its 72 employees will continue their business activity in Dresden, Germany. Under the new ownership, KSW's operations will be integrated into Smartrac's business unit organization and global corporate structure.

- Smartrac has also acquired US-based Neology, a manufacturer of customized RFID transponders, for 30 million US dollars. Tenedora de Empresas, the current majority shareholder in Neology, will retain a 15 percent stake in Neology. Neology, a Delaware Corporation, is headquartered in San Diego, California, with offices in Mexico City and employs more than 150 people.

HOT OFF THE PRESS

YUPO ADDS IMPACT TO L&L YEARBOOK COVER

The current edition of the 2012 Labels & Labeling Yearbook is now available, containing the industry's most authoritative survey of the key trends in global markets and technologies for the coming year. For the first time, the Yearbook also includes a section dedicated to the winners of the World Label Awards, the industry's most prestigious quality showcase.

A special feature of the Yearbook is the front cover, which is printed on Yupo Synthetic Paper – FEB 250 (250 microns and 200 gsm). Yupo is waterproof, durable, tear resistant and prints with a high quality, as can be seen here. The material is also used in maps, labels and tags where a durable substitute for paper is required.

Yupo points out that its synthetic paper is 100 percent recyclable, waterproof and tree-free. 'We have had a lot of interest from designers and project managers who need a beautiful, smooth, bright white waterproof paper, which must at the same time be highly resistant to tearing or moisture,' says Andre Soterio at Yupo Europe.

'One example is a project that has to be childproof – it can't be torn and can be wiped clean.' Yupo materials are also available for in-mold label solutions which exhibit source reduction and scratch- and scuff-resistance.

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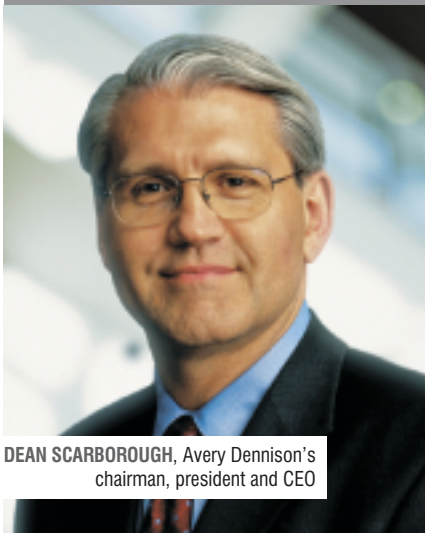
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NEWS

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST
GLOBAL LABEL STORIES



DEAN SCARBOROUGH, Avery Dennison's
chairman, president and CEO

AVERY DENNISON SELLS OCP BUSINESS TO 3M

Avery Dennison has signed a definitive agreement to sell its office and consumer products business (OCP) to 3M for 550 million dollars in cash. The transaction is subject to customary closing conditions and regulatory approvals and is expected to be completed in the second half of 2012.

'The sale of our office and consumer products business to 3M presents the best opportunity to maximize OCP's value for Avery Dennison's shareholders, and complements 3M's global portfolio,' said Dean A. Scarborough, Avery Dennison chairman, president and chief executive officer. 'Our industry-leading pressure-sensitive materials and retail branding and information solutions businesses, combined with our strong balance sheet, make us well positioned for profitable growth and increased return of cash to shareholders.'

Avery Dennison intends to use the proceeds from the transaction primarily to reduce debt, make additional pension contributions, and repurchase shares. It will not negatively impact Avery Dennison's common stock dividend, says the company.

ATLAS INCORPORATES SHANGHAI SUBSIDIARY

Atlas Converting Equipment has completed the incorporation of its new China-based subsidiary, ACE (Shanghai) Trading Company, which is located in new premises in the Pudong business district of Shanghai. This follows the UK company's separation from Bobst Group via a management buy-out in October 2010.



LABEL SUMMIT AFRICA CONFERENCE PROGRAM

INAUGURAL event takes place in Cape Town in March

The conference program for the first ever Label Summit Africa has been announced. Taking place at the Cape Town International Convention Centre (CTICC) from 19-20 March, Label Summit Africa 2012 will examine the opportunities for the label and package printing industry as the rapid growth of supermarkets continues by both local and international chains.

The keynote address will be given by Jay Gouliard, vice president, global segment innovation at Avery Dennison Label and Packaging Materials. Highlighting sustainability, Gouliard will look at eco labels and the innovative packaging market. Other presentations on day one include an overview of emerging trends and the latest developments in the African market by Corey Reardon of AWA Alexander Watson Associates and Gill Loubser of Packaging & Print Media. The virtues of installing a new digital press and creating new business opportunities will be explored through a case study from leading Californian-based wine label printer Jay Tapp, while Calibre Brand Solutions' Nigel Deary will discuss innovative label and packaging design and creating packaging that 'sells'.

Day one will also feature two panel debates chaired by Andy Thomas, group managing editor of Labels & Labeling. Thomas will be joined by Callie de Wet from Paarl Labels, Jeremy Ferrow of Ferroprint, Leal Wright from Uniprint and Interlabels Africa's Sachin Gudka as part of a printer panel discussion. They will address the problems facing label converters and look at export and import opportunities as well as consider South Africa as an entry point for doing business in the rest of Africa. The retailer panel discussion will focus on private labels versus premium brands and per-

sonalization and short run promotions. Panelists include Mark Anley of Shoprite and Adele Carstens and Susane Exsteen from Clicks.

Day two will explore trends in the South African and global beverage labeling industry. Presentations will include Gallus' Kishore Sarkar looking at wine bottle decoration trends and Zoyon le Sueur from Multi-Color Corporation highlighting new innovations in labeling including applications for pressure sensitive labels. The beverage panel discussion will look at new technologies and creating business opportunities. Confirmed panelists include Stefan Gerber of wine producer Boer & Brit.

Supporting the conference program, Label Summit Africa will feature a table-top exhibition with over 30 leading global suppliers. In addition, delegates will also enjoy an exclusive dinner and party on the beach at Grand Café & Beach in Granger Bay on the opening evening and an excellent networking opportunity with a tour, tasting and wine blending session at the Zevenwacht wine estate.

Roger Pellow, Labelexpo Global Series managing director, said: 'We are delighted to be holding Label Summit Africa for the first time. Africa is an increasingly important market and South Africa is the perfect platform from which to explore why the region is showing fast growth across the label and package printing sectors of the printing industry. The event promises to serve African converters well as it will give them the chance to meet international and local suppliers, brand owners, designers and printers, as well as share best practice and learn about global branding issues, advances in technology and materials and what the biggest issues facing them are and how to deal with them.'

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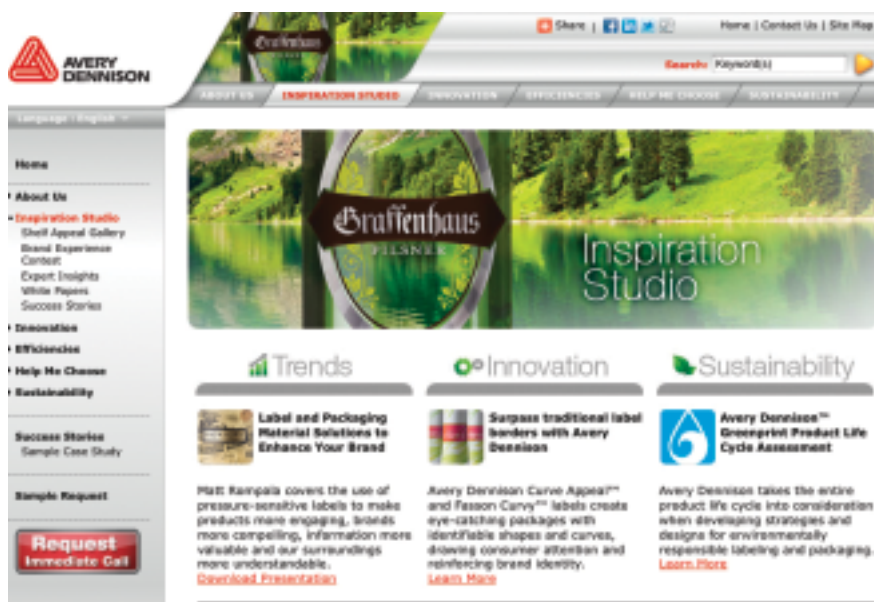
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INSPIRATION STUDIO is a component of Avery Dennison's enhanceyourbrand.com website

AVERY DENNISON LAUNCHES ONLINE TOOL FOR DESIGNERS

INSPIRATION STUDIO provides content on innovation and sustainability

Avery Dennison Label and Packaging Materials has launched the Inspiration Studio, an online tool designed to help packaging designers, as well as brand owners and brand managers, explore ways to get more from their packaging and decoration strategies with pressure sensitive labels.

A component of Avery Dennison's www.EnhanceYourBrand.com website, the Inspiration Studio features content about trends, innovation and sustainability. Each category includes supporting articles and research highlighting the latest trends in package design, strategies for creating shelf differentia-

tion, and sustainability efforts.

'This is a content-rich portal for consumer packaged goods companies, brand managers and packaging designers to turn to for insights about shelf impact,' said Jon Maley, global vice president of marketing for Avery Dennison. 'The Inspiration Studio focuses on helping brand owners win at the shelf, which is the single most critical packaging success factor.'

The Inspiration Studio houses content that offers insights on how national and private-label brands can enhance their shelf appeal in North America and global markets.

DIAGEO PUBLISHES SUSTAINABLE PACKAGING GUIDELINES

MOVE part of global strategy towards increased sustainability

Diageo has published its first Sustainable Packaging Guidelines, representing the company's global policy on ensuring its packaging is increasingly sustainable. The guidelines define Diageo's approach to sustainable packaging based on the common principles of 'reduce, reuse, recycle' and include examples of best practice.

David Gosnell, president global supply and procurement, said: 'This is an important milestone that will ensure a consistent approach to developing new packaging and reviewing existing packs. The guidelines will not only help

us meet our stretching sustainable packaging targets for 2015 but also support our engagement with customers and consumers – and further embed our position as corporate leaders in environmental sustainability.'

Diageo's commitment to sustainable packaging includes identifying the potential for light weighting packaging, increasing the use of recycled content and optimizing packaging for recycling or reuse. Diageo's leading beverage brands include Johnnie Walker, Crown Royal, Smirnoff, Baileys, Captain Morgan, Jose Cuervo and Guinness.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

EFI ACQUIRES CRETAPRINT

EFI has acquired privately-held Cretaprint, based in Castellón, Spain, a developer of inkjet printers for ceramic tile printing.

'As evidenced by our record revenues, we are benefitting from strong traction in our industrial inkjet segment and are excited about expanding into the ceramic tile market, which represents a tremendous growth opportunity for EFI,' said Guy Gecht, CEO of EFI. 'We have been tracking the swift transformation from analogue to digital technology in tile imaging for quite some time, and have been deeply impressed with the fast growth and global leadership position of Cretaprint.'

'We are extremely excited to join EFI and look forward to leveraging EFI's Silicon Valley high-tech DNA, inkjet expertise, workflow, and color management,' said Victor Blasco, CEO of Cretaprint. 'EFI's global presence will accelerate the adoption of our digital technology across the globe and especially in emerging markets.'

Industry analysts continue to project rapid growth in ceramic tile inkjet printing, as noted by Dr Ray Work, Work Associates. 'The tile industry is moving towards inkjet,' said Dr Work. 'The financial incentives are so great that the entire industry is converting rapidly to inkjet. The ceramic tile manufacturer can pay back their investment in an inkjet digital press for ceramic tiles in as little as six months.'

The Specialty Graphic Imaging Association (SGIA) conducts annual membership surveys. Its 2011 Industrial Printing Survey Report indicates that over 75 percent of its members utilize digital printing and also consider ceramic tile printing to be a strong market opportunity.

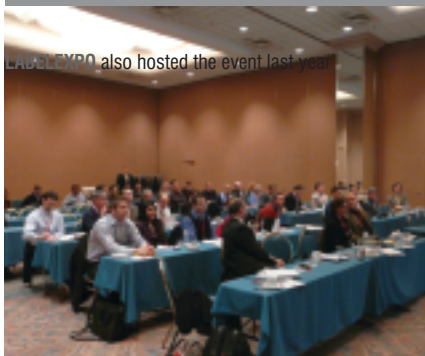
EFI will use its extensive knowledge of inkjet technology to enhance Cretaprint's quality of output, software control, color management and more.

Meanwhile, EFI provided preliminary results for the fourth quarter of 2011, ended December 31. For the fourth quarter the company expects record revenues of approximately 163 million dollars compared to 145 million dollars in the fourth quarter of 2010, marking EFI's eighth consecutive quarter of double digit growth. The company noted that the results were driven by record revenue in both the inkjet and APPS/MIS segments.

NEWS

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST
GLOBAL LABEL STORIES



LABELLEXP0 also hosted the event last year.

LABELLEXP0 TO HOST FREE CONFERENCE IN CHICAGO

The Labelexpo and Labels & Labeling teams will host a free industry conference at the Crowne Plaza O'Hare in Rosemont, Illinois, on Friday, February 24, 2012. The Label Day presentations will run 12:30pm – 5:00pm with a networking reception to follow.

Topics to be discussed include the convergence of the label and package print industries; results of the 2012 North America Label Converter Survey; twelve ways label converters can reduce waste in 2012 (by TLMI); new feature areas at Labelexpo; and a TBD keynote presentation. Space is limited. Reserve your seat by contacting Erin Wilson at erwilson@tarsus.com or (001) 262 754 6916.

HB FULLER TO ACQUIRE FORBO'S INDUSTRIAL ADHESIVES

HB Fuller has signed an agreement to purchase the global industrial adhesives business of Forbo Group. The business to be acquired represents about 80 percent (by revenue) of the Forbo Bonding Systems division of Forbo Group. This business will generate approximately 580 million dollars in revenue for the fiscal year ending December 31, 2011, operates 17 manufacturing facilities in 10 countries, and employs more than 1,100 people globally. Projected EBITDA for the business for the 2011 fiscal year is CHF 31 million, or about 35 million dollars at 2011 actual exchange rates.

The purchase price for the transaction is CHF 370 million on a debt-free and cash-free basis, or about 394 million dollars at current exchange rates. The consideration will be paid in cash at the time of closing. Forbo is a supplier of industrial adhesives, known for the breadth of its product line in all of HB Fuller's core market segments, particularly packaging and durable assembly.



COMPUTYPE Europe's new headquarters on the outskirts of Kingston upon Hull, UK

COMPUTYPE EUROPE OPENS MANUFACTURING FACILITY

COMPANY reports growth in US and Europe

In the summer of 2011 Computype Europe moved its headquarters and manufacturing facility to a new location on the outskirts of Kingston upon Hull, UK.

Computype is a specialist in the automated identification industry, providing customers in a variety of markets throughout Europe, the Middle East and Africa with labeling products that include engineered harsh environment barcode labels, label applicators, printers, scanners, software and bureau services.

John Newton, managing director of Computype Europe, said: 'Later this year our investment will continue as we install a new coating line and upgrade our finishing processes. This move signifies an important landmark in Computype's growth strategy. We look forward to welcoming our customers to the new

facility.'

The new location also provides Computype's engineering and technical team with enhanced facilities in which to design and manufacture its range of products.

Charlie Westling, CEO of Computype Inc, a Minnesota, USA-based company which acquired Computype Europe nearly 30 years ago, said that global growth was the catalyst for this relocation: 'Our business has expanded in both the US and Europe and many of our customers would experience serious consequences if the supply of our critical identification products was disrupted. Moving to a prestigious facility in Hull made sense for us because it enables us to provide an even more responsive and improved service both in Europe and North America.'

NOVAMELT ACQUIRES NOVAMELT-JOWAT

Novamelt has acquired the remaining 49 percent share of Novamelt-Jowat LLC from Jowat Corporation and Jowat AG. The wholly-owned subsidiary will be known as Novamelt Americas LLC, with Jowat and Novamelt remaining allied.

Novamelt Americas will stay at Jowat campus, with separate operations. The two companies will aid each other in their respective market focuses; Jowat in woodworking / furniture, packaging and automotive, and Novamelt in label, tape and medical PSA markets. The company will expand its geographic support role to

include all customers in North, Central, and South America.

Jim Auber, current general manager of the JV, has been named president of the new Novamelt Americas LLC. He said, 'Novamelt has grown significantly in North America since its founding in 2005. It is now independently handling the customer base, the applications support, and the product manufacturing, and is financially mature enough to operate on its own. We look forward to continuing to serve our customers with outstanding products and support.'

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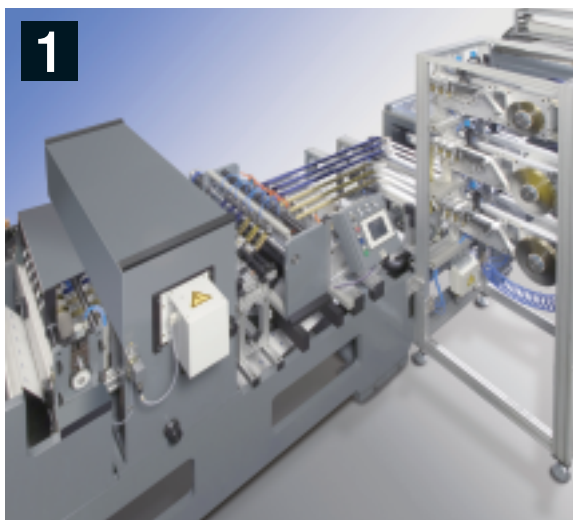
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NEW PRODUCTS



1 ROTARY EMBOSSE AND HOLOGRAM SYSTEM SCHOBER

Schober has introduced its VHFA 2650 rotary heat embossing and hologram system, aimed at eliminating product counterfeiting and piracy while enhancing the aesthetics of product packaging.

Available for in-line or off-line applications, the system is offered in working widths to 850 mm (33.46 in) with speeds to 150 m/min (492 ft/min). Digital drive technology is said to ensure flexibility, smooth start-up and operation, as well as high register precision with minimal waste.

Operating parameters such as temperature, foil registration and speeds can be easily stored, thereby reducing set-up time for future projects. These features make the VHFA 2650 suited to packaging and converting applications within the pharmaceutical, textile, automotive, consumer goods, and food and beverage packaging industries, and others where brand image and reputation are vital.

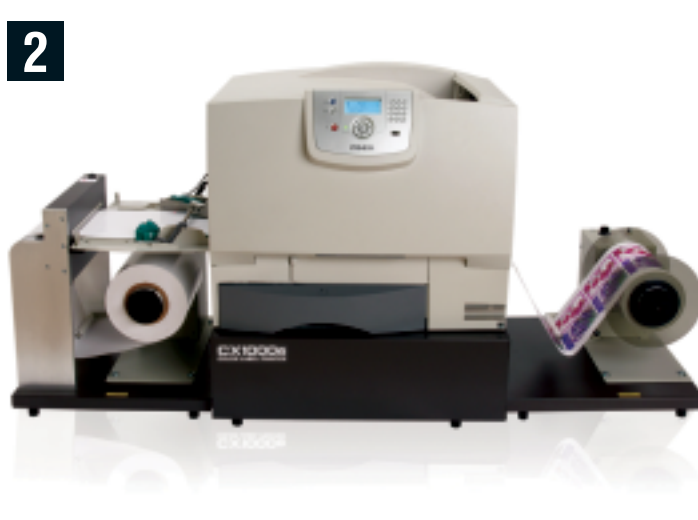
Sealing segments are individually adjustable in radial and axial directions. The foil unwind system allows reel sizes of a maximum diameter of 400 mm (15.75 in). Every reel has individual tension control through dancer/unwind brake system. A foil saver feeding system with servo-driven feed rollers is provided, as is a foil guiding system. A servomotor-driven heat transfer cylinder is synchronized with the register control system of the printing press.

LINERLESS APPLICATOR FOR ANY LABEL SHAPE ETI CONVERTING EQUIPMENT

ETI has announced that its first industrial linerless applicator system will be installed at 'an important household product manufacturer' in Montreal, Canada. The company says the new machine represents a significant change in the concept of linerless labeling.

Up to now linerless labels have been limited to square or rectangular shapes. ETI says its linerless system can handle limitless label shapes and convert them at high speeds on existing production lines without major modifications.

ETI CEO Francois Bayzelon said: 'We have been hearing about linerless for years, but it will finally see the light of day and people in the industry will realize that it does not make sense to waste 50 percent of the material used to make a pressure sensitive label.'



2 COLOR LABEL PRINTER PRIMERA

Primera Technology has added the CX1000e Color Label Printer to its range of industrial label printers. Designed for in-house production of professional-quality product labels, CX1000e has a 2400 dpi print resolution and print speed of five meters per minute.

CX1000e prints onto many different laser-qualified label materials including pressure-sensitive plain papers, white and clear polyesters and more. A wide range of approved matte, semi-gloss, high-gloss and specialty food and beverage label materials are available. Primera has also qualified a new selection of eco-friendly substrates that are made of up to 100 percent post-consumer waste.

Printed labels are said to be waterproof and highly scratch-, smudge- and tear-resistant. Ink is also highly UV-resistant so printed labels can be used indoors or outside. Many of the most popular sizes are in-stock and ready for immediate shipment. Custom sizes are also available.

'Primera's new CX1000e is a best-in-class solution for manufacturers and distributors who want to produce higher quantities of their own high-quality labels in-house,' said Mark D. Strobel, Primera's vice president of sales and marketing. 'Producing your own labels on CX1000e not only saves time and is far more convenient, but it almost always saves you money, too.'

3 NETPROFILER 3.0 SOFTWARE X-RITE

X-Rite has launched the next generation of its NetProfiler software to help customers streamline their workflows by verifying, optimizing and certifying handheld and benchtop spectrophotometers used at locations worldwide on a regular basis.

The new NetProfiler 3.0 allows companies to calibrate spectrophotometers in design departments, on factory floors and in test labs to a single virtual standard, ensuring that color measurements taken at distant locations are accurate and reliable throughout the supply chain. It is said to extend the power of profiling to handheld devices with embedded profiling capabilities.



3



4



5

4 COMPACT ADDITIONS TO MAT RANGE MEECH

Meech International has opened up new applications for its energy-compressed air products following the addition of new compact Air Amplifiers and High Thrust Jets to the Meech Air Technology (MAT) range.

The additions comprise three new sizes of both Air Amplifier and High Thrust Jet, with outlets ranging from nine mm to 37mm. The reduced dimensions of the new products are claimed to allow industrial consumers of compressed air to gain the benefits of air amplification in environments where space is at a premium, with no loss of efficiency. Depending on the model, Meech Air Amplifiers entrain ambient air at ratios of between 12:1 and 25:1, while the Meech High Thrust Jet achieves a ratio of 4:1. Both products reduce noise levels by up to 50dBA and have no moving parts, making installation easy and reducing the need for ongoing maintenance.

Iain Cameron, international product manager for Meech's MAT division, said: 'Uncontrolled compressed air consumption from open pipes not only costs money, it can create noise levels that cause noise-induced hearing loss. In fact, recent analysis shows compressed air is the cause of almost 80 percent of all hearing loss suffered in manufacturing industry. Our air technology solutions can reduce compressed air consumption by an average of 70 percent, increase output by up to 25 times, and reduce noise levels by up to 50dBA. The addition of new, smaller models delivers these benefits to more manufacturers and more demanding applications.'

ELECTRONIC PROOF OF DELIVERY SHUTTLEWORTH

Shuttleworth Business Systems has launched Electronic Proof of Delivery (POD), which is claimed to improve efficiency and accuracy to the delivery of any finished goods or services.

Electronic POD gives the ability to provide delivery information directly to mobile devices for delivery drivers without additional input as the information is fully integrated with their Shuttleworth MIS. The delivery personnel simply request the customer to sign the device upon receipt of any goods. The electronic POD is immediately sent back to the Shuttleworth System via 3G and attaches itself to the job file. Emails are then sent automatically to the end customer to tell them their goods have been delivered.

5 LIGHT-LOCKING SHRINK FILM EASTMAN CHEMICAL COMPANY

Eastman Chemical Company has launched a light-blocking resin for shrink film. The Embrace High Yield (HY) copolyester is claimed to preserve products, reduce packaging resin and boost on-shelf appeal.

Embrace HY shrink sleeves are said to have gained market acceptance in North America due to the white opaque shrink film that blocks intrinsic and UV light for superior product conservation and protection. The material, which is now available for the first time in Europe, also delivers up to 30 percent more film per kg of resin compared to other polyester shrink film materials, reducing the overall amount of film needed to embrace each container. Suitable for packaging beverage, dairy, food, cosmetic, personal care and pharmaceutical products, Embrace HY is said to enable European brand owners to deliver optimum shelf impact and enhanced customer experience through 'eye-catching 360 degree full-body labels with a unique soft texture'.

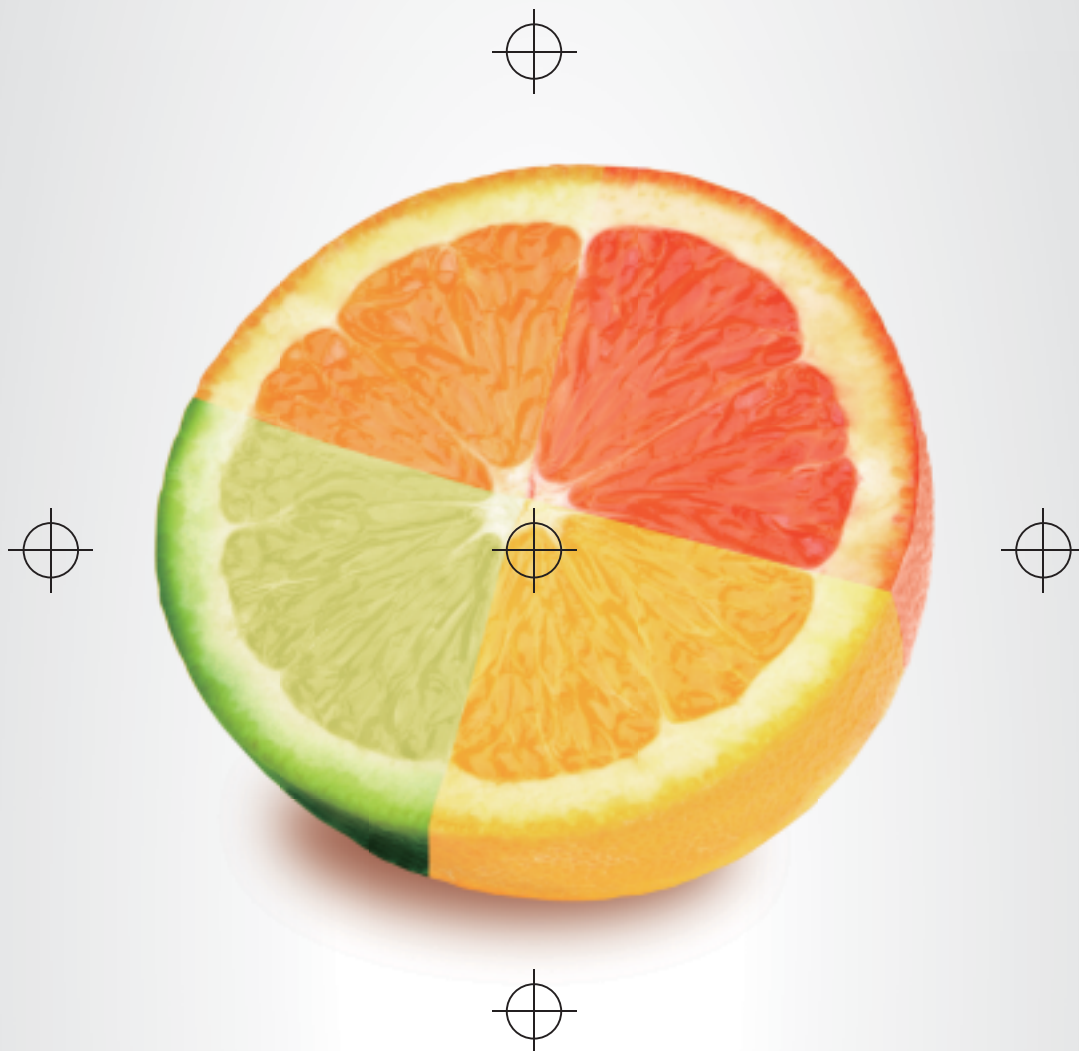
The material, a combination of the company's Embrace LV copolyester and Embrace HY compound, also presents sustainability advantages due to its low density – 30 percent lower than other copolyesters – and high shrinkage rate – up to 70 percent – which means less material is required for the same application. The sleeves also have an 'easy tear' capability for tamper evidence band removal, allowing effective full label removal, which improves the

L-350 LASER CUTTING MACHINE SPARTANICS

Spartanics has launched its L-350 high speed laser cutting machine with a single laser head design, enabling high quality cuts with a 210 micron spot size in a 350 mm cutting field at speeds of up to 80 meters/minute.

The L-350 is said to automate optimization of web speed, eliminate quality issues in many applications that require stitching cuts from two laser sources, enable job changeovers on-the-fly and to be operator-friendly due to its intuitive operator interface and 'behind-the-scenes' control engineering software.

It includes UV coating stations, lamination, slitting and sheeting options. Superior cut quality is achieved with a wide range of materials – such as polyester, polycarbonate, polypropylene, metalized and paper.



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FINAT

INSTALLATIONS



PRATI'S Jupiter 450 slitter rewinder is fitted with an inspection system from Nikka

PRATI JUPITER FINISHING MACHINE EL YAMAN GROUP (LEBANON)

Lebanese printer El Yaman Group has installed a Prati Jupiter 450 inspection slitter rewinder. The sale is the Italian company's third in Lebanon, with more than 30 machines sold in the Middle East.

El Yaman Group is a family company founded in 1987 as a pre-press house in the south of Lebanon. Thanks to the vision of owner Ali El Yaman, the business grew steadily and moved into full color offset printing along with post-press finishing. Other services were incrementally added to offer digital and silkscreen services as well as security printing. With an eye on continued expansion, his son, Mohamad El Yaman, CEO, acquired flexo printing technology. Serving a varied customer base including big names in the food and cosmetics industries, its product range spans brochures and books to labels – self-adhesive, wet paper and in-mold – and packaging.

El Yaman Group invested in Lebanon's first Gallus EM280 and the Middle East's first Kodak Flexcel NX and Schober die-cutter. 'We add investments step by step. Over the last four years we have made four different investments for full turnkey solutions in different departments from digital printing to security printing and packaging,' said Mohamad El Yaman.

For quality control, El Yaman invested in the region's first Prati Jupiter 450 servo-driven inspection slitter rewinder with Nikka Alis L2 video camera. Running at 318mpm, the system features a graphic touch-screen interface and Proxima, the detecting system for improved operator usability and job integrity. As well as a fast set-up, it can detect opaque and clear labels, inspect reflective golden printed labels or those with a variation of surface thickness and detect broken labels and other faults at maximum speed.

'Every label is viewed by a different user and as such will have a key influence on the success of our customer's brand,' said El Yaman. 'This is why we chose the Prati Jupiter fully equipped with camera verification. I expect it will help with faster job turnaround, increased customer orders, the ability to complete different kinds of jobs, improved quality and consistency. But more importantly it will help us differentiate our business and increase growth. Otherwise we would have a weaker proposition and we would not be able to deliver goods up to the standards that our clients expect.'



L-R: Danny Trusbak and Lykke Trusbak, managing partners of Ganket

STORK DSI DIGITAL LABEL PRESSES GANKET (DENMARK) AND ETIQUETAGE LEGAL (FRANCE)

Stork Prints has announced recent sales of its DSI digital label printer to Danish converter Ganket and French printer Etiquetage Legal.

Ganket, located in the Danish town of Dragør, close to Copenhagen airport, specializes in self-adhesive label printing and runs a number of Mark Andy UV flexo presses as well as a Xeikon digital press and Cartes digital die-cutting equipment.

The company opted for a DSI press with five print stations – CMYK and digital white – plus semi-rotary UV flexo and in-line die-cutting. The DSI machine also comes with a variable data printing module for personalized labels and numbering.

'We chose this particular configuration of the DSI because the digital white is of superb quality and we have evaluated the DSI press as best in the industry,' said Per Anderson, owner of Ganket. 'As we have experience with digital toner technology, we have evaluated all inkjet suppliers before we took the decision in favor of Stork Prints. The DSI concept offers a very attractive TCO per printed label and the platform is ready for future upgrades if our future business will require additional colors and functionality.'

'The purchased DSI machine can be retrofitted with extra colors like orange and violet, but also digital varnish is one of the options. The new servo driven chill-drum, in combination with digital in-line primer, offers maximum flexibility to print on various types of special substrates. Printing and converting, all at the same time, let us take care of our clients better and faster.'

'In the end, we all have to perform more with less. Any future investment of Ganket will be found in productive digital systems to address the shorter run length trend in our industry. Our customers want to order in the morning and to be delivered in the afternoon. The industry is changing and with the DSI we are ready for the business today and in the future.'

Another DSI machine was recently sold to Etiquetage Legal, a French group of companies located in Strasbourg and Paris. Etiquetage Legal specializes in producing industrial labels, currently on flatbed-screen printing machines.

As shown at Labelexpo Europe 2011, the DSI is also available as a stand-alone configuration and can be equipped up to a maximum of 10 print positions. This platform opens up a wide range of application possibilities in terms of colors, effects and – thanks to the in-line digital primer – flexibility to print on



special substrates.

Managing director Guillaume Le Coz said: 'Because of the excellent ink properties, the DSI digital label press guarantees industrial labels that are highly resistant to light, scratches and chemicals. For us it was important to know that Stork Prints is manufacturing their UV inks in-house, but also manufactures inkjet nozzle plate for several inkjet head suppliers. In this respect they always are in the driver's seat regarding new

developments and quality.

'The purchased DSI press has a full print width of 330 mm and this is necessary for us to scale up our production. Of course, the DSI machine can also handle smaller widths (165 mm or 210 mm) and this flexibility is considered as a big plus compared to other UV inkjet suppliers. With the smaller systems of other UV inkjet suppliers we are limited in width and flexibility in additional color options.

OMET FLEXY PRESS

MEIKEI PRINTING (CHINA)

Meikei printing, one of the largest printers in South China, has purchased a second Omet press.

Headquartered in Guangzhou, Meikei bought an Omet Flexy S with nine colors in 2007 and has now invested in a Flexy F1 with 10 flexo stations, two cold foil and inline die-cutting, following Labelexpo Asia.

NILPETER FA-4 PRESS AND KODAK SOFTWARE

OPM GROUP (UK)

UK converter OPM Group has installed a 7-color Nilpeter FA-4 UV flexo press at its main plant in Keighley, West Yorkshire. The company has also become the first UK label converter to adopt Nilpeter's CleanInking anilox system. Furthermore, OPM Group is the country's first user of Kodak's Spotless, a software package integrated with its Prinergy system designed to work with Kodak Flexcel NX plates.

The independent OPM Group was established nearly 40 years ago and now has around 60 employees. Current group production divides equally between flexible packaging and label products. Besides commodity food and beverage labels, the company serves added-value markets such as the automotive, security, data processing and industrial sectors. A new project involves producing packaging products, including laminates for pouches and sachets, with low migration properties using dedicated UV-cured inks.

The new servo-driven FA-4 has a web width of 420 mm (16.5 inches) and top speed of 175 m/minute (575 feet/minute). OPM's version is fitted with the new energy-saving MBS-6 lamp modules from IST Metz. The press replaces an existing Nilpeter press and

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complements a 9-color FA-4 installed two years ago at OPM Flexibles. Formed 11 years ago as separate division, it is located outside nearby Bradford.

This plant also includes a servo-driven FA-3300S and an FA-3300, both with nine UV flexo units. The group has a total of six Nilpeter presses.

OPM and its repro partner, Reproflex3, were the UK beta testers for Kodak's Spotless color management software. It accurately predicts spot color requirements to help reduce press downtime, based on Delta E Value 1 to calculate highlight and shadow color differences. Spotless leverages the extended color gamut of the Flexcel NX plates. OPM can therefore obtain 95 percent of all Pantone colors from CMYK, which meant it could specify seven flexo print units for its latest FA-4, whereas nine were required before.



BRIAN SCHOULTIES, Mark Bolling, Roger Shelton, Jim Breeze, Jason Bowman and Chris Cash of SGS, and Mark McCollum of DuPont Packaging Graphics

DUPONT CYREL FAST SGS INTERNATIONAL (USA)

A DuPont Cyrel Fast installation at SGS International, a repro house based in Kentucky, USA, is the 1000th since its launch in 2000.

Introduced at the 2000 drupa trade fair and commercialized in 2001, DuPont Cyrel Fast is a thermal flexographic plate processing system that requires no solvents or liquids.

'We were one of the first Cyrel Fast customers for DuPont and we now have 17 Fast units in plants around the globe,' said Marriott Winchester, senior vice president, SGS. 'We initially liked the system because it was a dry process with a small footprint and rapid-access platemaking capability. And, with its improved environmental performance, we could easily expand capacity or start up new operations and with confidence

that we would fall within local regulatory guidelines. When a leading retailer introduced a sustainability scorecard to the industry, the certified Life Cycle Analysis (LCA) that DuPont sponsored confirmed the reduction in greenhouses gases and energy consumption associated with Cyrel Fast, and put us in a position to help our customers meet their increasingly challenging sustainability goals.'

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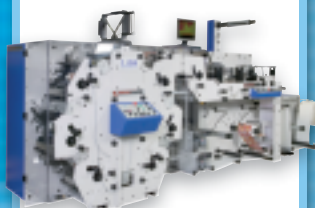


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Planning For a Divestiture: Strategic Wisdom for 2012

BY Bob Cronin, The Open Approach

Wading through the New Year's breakthrough, celebrity-endorsed, 'look like you're chiseled out of stone' weight-loss products is always a joy. With the DASH diet, 'Biggest Loser' cookbook, and BeachBody videos, I think this year's offerings might have set a new world record. But now that they've subsided, perhaps it's time to give their underlying basis some merit. Indeed, there is much to be said about an entity that sheds its unproductive flab, energizing its core and fortitude. Indeed, there is much to be said about a company that takes a realistic approach in re-evaluating its direction and making a conscious move to divest a business unit that simply does not provide the growth and draw anymore.

But divestitures are difficult. For years, there has been a stigma that selling an operation or a business unit was a sign of distress or financial hardship. And

while this may be true in some instances, it's just simply not the case for the majority of today's transactions. Rest assured, potential strategic or private equity acquirers are cognizant of modern-day rationales. Companies start in particular directions and change gears. Others alter their course to pursue more profitable venues. In fact, most companies, at some point, need to radically revisit their trajectory. It's just the reality of our fast-changing business world.

When you look at your company and lay out your next strategic business model, realize you are planning for the future. It's good to think two years out; it's great to think five. I know I've gotten on my soap box before, but the truth is that approximately 75 percent of privately owned label companies operate day-to-day, following no long-term plan, growth, or exit strategy.

Divestitures are all about your future.

They can position your company to create new value, improve margins, or open the door for greater opportunities. But, at the same time, since they are initiatives that permanently change an existing company, they are often more difficult to tackle than selling an entire enterprise. The original company must function better because of the divestiture and suffer at a minimum, if at all. You need to lose a spare tire; you don't need to disengage a limb.

But just like any fitness regime, divestitures are difficult and require commitment to plan, execute, and maintain. You can divest a division today, but inadvertently add 'pounds' to ease the transition – thus finding yourself battling the bulge again a year down the road.

Each step in the planning, execution, and maintenance process requires a solid strategy. There is a great deal to consider, and it will take some time. As long as you're proactive, you can effectively plan your divestiture now and stay in control of the process.

If you think you should consider a divestiture, don't wait. Even the most tenured, powerful companies can be destroyed by delays in getting rid of extra baggage.

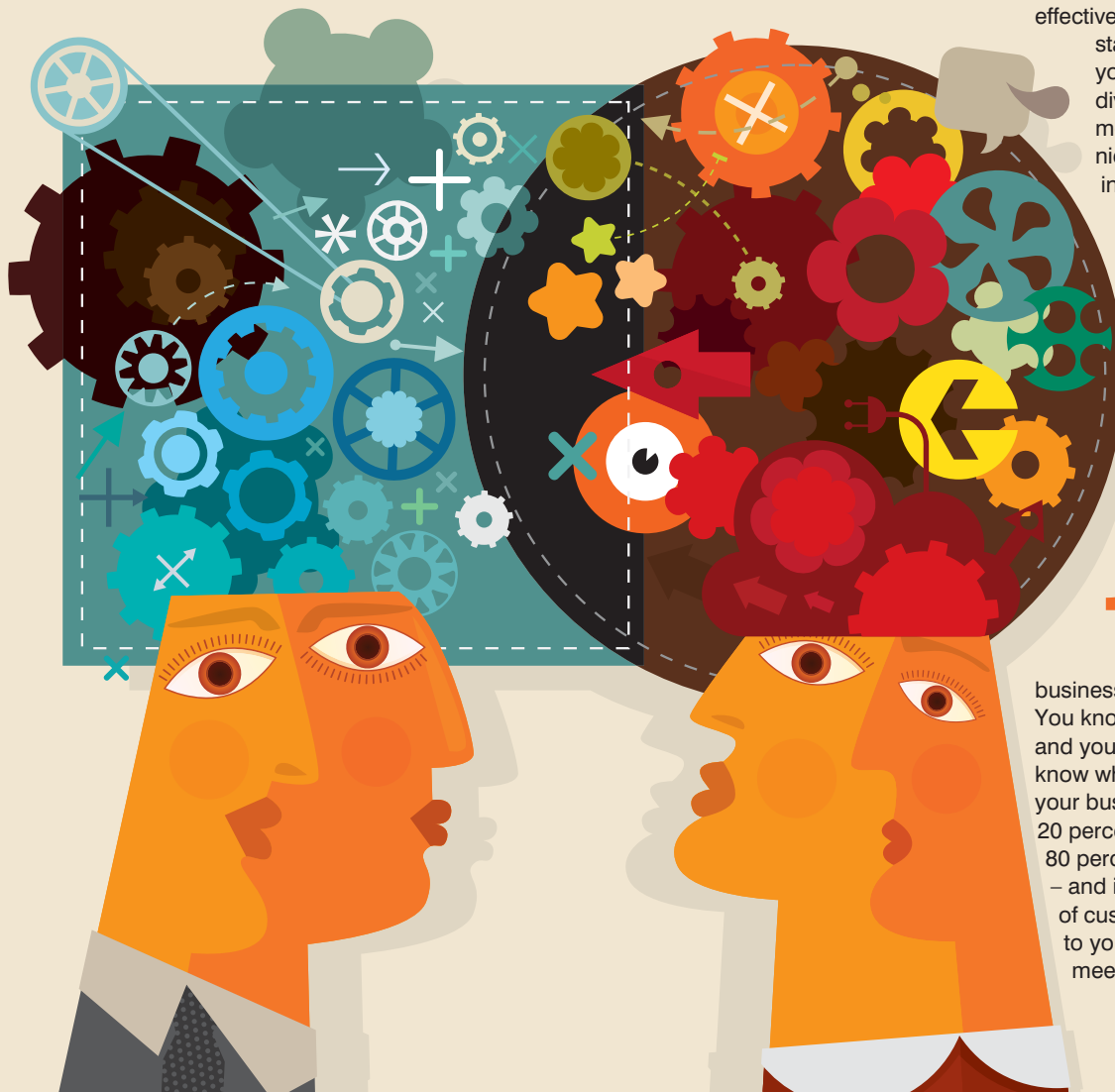
Consider our friends at Kodak – a 100+-year-old business.

Its hesitance in getting out of unprofitable segments and reframing their future will likely be the cause of its imminent demise.

THIS ARTICLE THUS FOCUSES ON THE INITIAL PROCESS. HERE ARE FIVE TIPS TO HELP YOU 'PLAN.'

1 UNDERSTAND YOUR BUSINESS

Understanding your business is about envisioning its growth. You know your customers, your people, and your product lines. But do you know which ones are really growing your business? For most businesses, 20 percent of customers account for 80 percent (often more) of revenues – and it is likely that only 10 percent of customers are actually profitable to you. Most of the time when we meet with clients, we find that their



companies have never really evaluated their 'best' customers or segments. Surprisingly sometimes, they find out their top-revenue customers are their least profitable.

Forget what you think you know about your company, and perform a thorough financial analysis of your 20 largest accounts. Where are you making the most money? Are any vertical markets particularly lucrative to you? What types of products are bringing you the greatest margins? You cannot make a move to divest any operation without first knowing what is truly valuable to you.

2. DEVELOP A STRATEGIC PLAN AND LONG-TERM DIRECTION

Far too many label companies – entrepreneurial and large alike – fail to create and follow a real strategic plan. We had so many years of fruitful business that we didn't have to worry about longevity. Smaller business leadership often are so wrapped up into day-to-day minutia that laying out a long-term vision falls by the wayside. Now more than ever, it is imperative you have a solid plan. Delve into your customers, products, market data, sales strengths, geographic territories, and other assets. Determine what is in place and what is missing. Then take a look at where the label business is headed in general. Are you on track for long-term growth? What are you doing to position yourself for emerging trends and markets? Don't be afraid to enlist an advisor to help you create your plan. An outside perspective of your markets and trajectory can be extremely beneficial – in any situation or economic climate.

3. DETERMINE WHAT TO DIVEST

Perhaps the biggest challenge is determining what to divest. As they say in the M&A business, you can sell your company only once. Certainly that sentiment holds true in the sale of a business unit as well. Customers can accept your choosing to move out of a segment, but if you try to re-enter it, you will be viewed as disjointed and unfocused.

There are a few things to consider. Your wisest bet is to rigorously – and honestly – evaluate your entire operation and see what you are okay with losing permanently. There may be a few targets you will see right away. For everything else, evaluate them from the vantage point of the future.

A proactive sale of a unit that is currently profitable but not taking you where you want to go can be ideal. Its track record and performance will be attractive to potential buyers, and if it aligns with their business model, you'll be able to sell it at a good price.

Likewise, a division that may be a 'dud' for you may be a goldmine for someone else. For example, if you control a good portion of work in a certain area – and it's not very profitable or aligned with your long-term plan – it could be a good divestiture target. With you exiting the segment, another company may see it as an opportunity to increase their share and dominate that particular market.

In either instance, you're creating a win for both buyer and seller, a factor that results in the most successful divestiture transactions.

4. ASSESS THE IMPACT OF THE DIVESTITURE

Once you've identified the portion(s) of your business that might be good spinoff candidates, review how their absence will affect your core operations and position in your segments. Will key technologies, patents, or assets be lost in the sale? Will any products and services central to your future vision be displaced? Will you lose purchasing power or good standing with any customers?

Likewise, if you're spinning off a self-contained plant location, think through its interaction with your central operation. If the target division owns/houses your systems, human resources, or financial activities, what will it cost you to replace? Investments to account for a divested function, personnel, or market position can outweigh the value and objectives of a divestiture quickly.

5. PREPARE YOUR COMPANY

Like a real estate transaction, you need to fully prepare your intended divestiture to 'show' positively – yet accurately – to potential acquirers. Conduct your own due diligence and evaluate it from a buyer's point of view. Get rid of superfluous or old equipment that has nothing to do with its operation. Prepare financial statements for the unit as its own separate entity. And start separating its operations from the collective enterprise.

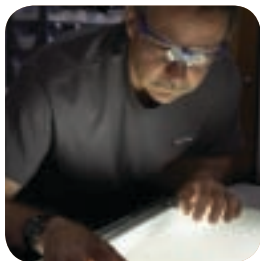
Like integrations, divestitures will have adjustment pains and require a logical action plan. Be prepared for the unexpected and be open to the possibilities. A well-managed divestiture will not also help you shed those extra inches; it can be a good source of funding for future growth. Ironically, the goal of any divestiture is to gain more than you lose.

Navigating the divestiture process can be tricky. Enlist outside counsel and advisors as you need them. Either way, the planning you do is crucial. It is your key to creating options. Success in times like today requires wisdom and flexibility. Preparing early will enable you to find the best buyer, retain the most negotiating power at the table, and realize the greatest value from your divestiture.

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, email Bob Cronin at bobrcronin@aol.com, or call +1 630 323 9700.





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Brand

RETAILERS are looking to create premium private label products which compete directly with the branded alternatives, but at a lower overall cost. Carol Houghton reports on the challenges for designers and converters

Private label (PL) brands are manufactured under a retailer's own name. In contrast to heavily marketed 'name' – regional, national and international – brands, they are not supported by advertising or marketing, enabling retailers to gain a higher profit margin and attract consumers with lower prices.

In the tough financial times of recent years, consumers have abandoned brand loyalty and become more concerned with saving money and getting a good deal. This created space for the rapid growth of private label brands. Amina AlTai, founding partner and marketing director at New York-based brand innovation lab

LABELS&LABELING

Imagemme, says: 'Retailers have felt the repercussions of changing consumer attitudes and PL products across categories have seen steep growth over the last few years.' The Nielsen consultancy reported PL sales were at an all-time high of over 88bn US dollars.

PL products give retailers the potential to establish a direct relationship with consumers, building brand loyalty. Research published in the January 2012 issue of the American Marketing Association's Journal of Marketing suggests that once customers start using PL products, it is difficult for brand manufacturers to win them back, even when the economy recovers.

GOING PREMIUM

Although PL brands are typically associated with cheap, low quality alternatives to name brands, retailers are now starting to develop their own 'premium' ranges. Tesco Finest, for example, uses black and metallic packaging to convey high quality, replacing the white space and basic design we are used to seeing on PL products. Amina AlTai explains, 'PL products were once viewed as inferior alternatives, largely due to the lower perceived value that package designs connoted to consumers. However, we are seeing a trend where PL products are delivering value and quality on par with national brands, and their labels,



according to AITai. 'They aren't looking for inferior products; they are looking for lower price, same quality substitute goods.' A study conducted by Wholefoods found almost 75 percent of consumers wouldn't sacrifice the quality of their food for a lower price.

CREATING A BRAND

Tess Wickstead, strategy director of the international design agency Pearlfisher, foresees a distinct shift from 'private label' to 'private brand' – PL acting like a name brand. Pearlfisher creative partner, Jonathan Ford agrees, 'There is a huge opportunity for PL retail brands to lose their stigma as the 'poor relative' of their branded counterparts.'

Previously only competing with other retailers, new PL ranges are now being launched to compete against name brand products. The UK is at the forefront of this trend but the US is beginning to catch on. In March 2011, Walmart began rolling out a make-up range for teenage girls, GeoGirl, which has no obvious association to the retail chain and acts as a standalone product.

British retailer Waitrose is 'an excellent example of a well thought out retail strategy, fearless retail decision makers and an agency partner that creates compelling design that delivers on the business objective.' Pearlfisher worked with the chain on its LOVElife brand to 'discover the essence of the brand as it is expressed in a natural vibrancy, a brand

based around vibrant colors and playful nontraditional food photography that expresses the essence of the food. The use of stacked foods on brightly colored backgrounds, which perfectly reinforce the design essence, and brightness of the brand.' The brand is also supported by recipe books, a quarterly magazine and print advertising.

In another project, Waitrose and Duchy Originals approached design agency Lewis Moberly to create a new brand 'marque' to unite the two existing identities, communicating the synergy of the partnership to consumers and creating a 'premium, strong, consistent visual identity across diverse packaging'. It was important to communicate the British organic nature of the products and 'let the products be the hero'. The redesign followed a new licensing and distribution agreement between the two companies, which gave Waitrose the exclusive rights to originate, manufacture, distribute and sell products under the Duchy Originals name.

The new identity, 'Duchy Originals from Waitrose', sits alongside the classic Duchy Originals shield which also appears debossed on the lead biscuit products. The range has a neutral 'stone' color with touches of white inspired by the colours of the Cotswolds, a distinctive line of hills to the north of London. The 2011 financial accounts for Duchy Originals showed sales have increased by 133 percent since the re-launch in September 2010. Following the redesign, Duchy Originals

design

bottle forms and package designs are beginning to suggest this value.'

AITai cites Wholefoods, the largest retailer of natural and organic foods, as one of the first PL businesses to abolish the 'generic' look of its products and lead the move to 'premiumization'. 'Wholefoods 360 is synonymous with exceptional quality, value, and innovation and their packages convey this. Their post consumer recycled (PCR) bottles and standards for sustainability have created an industry paradigm that countless PLs are trying to emulate.'

Even where price is important, shoppers are still looking for value – such as organic and natural options – and expect the package to keep pace with the product's level of innovation,





from Waitrose has won Silver in the 2011 Pentawards and has been nominated a finalist in this year's Marketing Design Awards.

INNOVATE, DON'T COPY!

Amina AlTai predicts that 2012 will see retailers improving the quality of their private label packages even more.

'Most PL products abandon brand-building support as it compromises their ability to offer competitive prices and achieve better

margins,' explains AlTai. 'To continue to see this upsurge in private label purchases, PL products are going to have to innovate rather than imitate. National brands have the luxury of supporting marketing programs, but for PL products, the package is often the only consumer touch point, so the labels and package design needs to be even more impactful.'

Indeed, strong packaging is the smartest investment a PL can make, says AlTai: 'Proprietary shapes, textures,

colors, imagery and typography leave a lasting impression with consumers and allow products to stand out from the shelf. Packaging creates a one-on-one personal connection that sets expectations and plants ideas about the quality of your product, and we are seeing more and more PLs coming to terms with this notion.'

Frequent packaging updates will also become more important, says AlTai. 'Packaging used to be updated every seven to eight years, now the cycle

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has shortened to every two to three years. PL products will be updating their packages more to keep pace with their national brand counterparts.'

Focusing on design guidelines, AITai says a PL package should engage all a consumer's senses, with tactile and olfactory trends emerging. 'Sight, is the most important sense when it comes to packages, so we are seeing a move away from generic poorly used white space, to vibrant, colorful, eye catching designs. If you are riding the 'premiumization' wave, don't underestimate the power of touch and rich textures, but be cognizant of sustainability and biodegradability.'

PL products often walk a tightrope between trying to achieve a clean sophisticated look and appearing generic. 'However, with the use of more tactile and sensory elements, they will be able to move successfully in the direction of the premiumization that prestige brands balance so effortlessly.'

Amina AITai points out that there is a dissonance between the idea of quick-to-market, quick-to-respond PL products and the perception of a premium brand. But one of the advantages of a private label brand is its ability to react quickly to new trends, competition, and consumer

demands. 'Thus we see a lot of private label brands using digital printing and stock bottles because they are a low cost, quick turnaround delivery system. But in order to keep pace with the national brand alternatives, private label packaging has to balance the cost-effectiveness of digital printing with the emotional connections and impact created by package design that rouses all five senses. The challenge will always be to create true human connection and evoke emotion while keeping costs to a minimum'.

In her blog, The Power of Creative Confidence – Private Brand?, Tess Wickstead at Pearlfisher, says cost pressures have made personal care one of the most challenging areas for PL, as the design must promote a high quality look and feel but still convey value. 'This can only be achieved when retailers corporately get behind each and every product and ensure that all design communication is cemented back into the core brand strategy.'

Wickstead sums up the new PL mindset: 'We must stop copying, we must stop apologizing for owning brands, we must develop and demonstrate the creative confidence that national brands have for years simply assumed'.

PROFILES

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CAROL Houghton looks at the latest innovations in 'smart' labels aiming to reduce the universal problem of food wastage

As governments across the world debate the value of 'sell by' and 'display until' dates on food packaging, UK company Oli-Tec has developed a smart label which, the company claims, will help reduce unnecessary food waste by giving a realistic indication of when individual food products are no longer fit to eat.

The UK government recently suggested removing 'sell by' and 'display until' dates from food packaging to reduce the confusion amongst consumers and reduce the £12 billion worth of food thrown away each year in the UK alone.

'We want to simplify this so that you can see when a food should be 'used by' for food safety reasons, if it's perishable,' said UK secretary of state for the environment Caroline Spelman. 'Then we want 'best before' as an alternative for foods that simply deteriorate in quality.'

Every year, according to some estimates, Europe wastes up to half the food that passes through the supply chain, which includes producers, processors, retailers, caterers and consumers. Members of the European Parliament have called for urgent

measures to reduce this figure by 2025.

Now Oli-Tec has launched a patented Time and Temperature Indicator (TTI) label developed over the last eight years in response to this issue. The technology is planned for release into the food retail market in April 2012 and will be manufactured and sold by Open Life Packaging, a private limited company based in the UK. The international consortium responsible for the development of the Oli-Tec labels includes investors, machinery manufacturers, label producers and retail experts.

Managing director of County Labels and CEO of Open Life Packaging, Nik Richardson said: 'This label solution combines state of the art technology with a simple visual display that everyone can understand. Millions of tonnes of unnecessary waste will be avoided through the use of intelligent labels that match the life of products. Retailers and manufacturers have relied on simple date codes for far too long, because there was no alternative. Now a solution exists that can not only help consumers to use more of the food they buy.'

INTELLIGENT LABEL

Oli-Tec labels can be programmed to exactly match the 'key dates' set by the manufacturer or producer of the product it is applied to. Time and temperature sensitivity enables it to display accurate 'best before' and 'use by dates' according to actual storage conditions via a traffic light display. Universally recognizable, the color system helps consumers quickly identify what needs to be used and when, as the three colors change to reflect the actual condition of the product. The label is green when the product is 'good to consume', amber when the 'best before' date has passed, and red when the 'use by' date has arrived. The amber phase is said to be key to the process; a 'call to action' for the consumer.

Originally developed for fresh products, Oli-Tec will be available in a variety of shapes and sizes to suit a range of applications, including a delayed activation version for jars, bottles and packets. The technology stays dormant on the primary packaging until the factory seal is broken, causing it to self-activate and monitor the life cycle of

IT'S Fresh is used inside punnets of M&S strawberries



the produce from then on.

The label is activated at the first point of opening and color changes are then triggered by the 'open life' of the product. It is also suitable for pharmaceutical goods, with a green and red indicator to indicate 'good' and 'discard'. The design ensures that any catastrophic internal failure – due to external trauma or otherwise – results in a 'red' state, as a fail-safe mechanism.

THE TECHNOLOGY

The Oli-Tec label is a multi-layer construction; the base is made up of multiple 'reservoirs' containing different fluids, while the middle layer has many 'conduits' of differing lengths filled with High Viscosity Media (HVM), which connect into the reservoirs below to allow the fluids to react with each other. The top layer has 'surface decoration' and a 'viewing window', but also acts as the 'start mechanism' when the label is partially, or peelably, removed.

Once the top layer is partially removed – either at the point of packaging (for fresh produce), or on the point of opening (for pre-processed goods), the Oli-Tec label commences operation.

Explains Nick Richardson: 'An aqueous solvent in two of the reservoirs starts to dissolve down the HVM within the conduits. The time taken to dissolve the HVM is a precise function of the physical length of the conduit, the solubility of the HVM within it and the ambient temperature. During this time the Oli-Tec label presents 'green' in the viewing window.'

When the HVM within the shorter conduit is fully dissolved, enzymes within the aqueous solvent attack and digest a separating plug or barrier which is interspersed between the 'viewing reservoir' and the amber color instigator reservoir. Once the barrier breaks down, the amber color instigator fluid inter-reacts with the fluid in the viewing reservoir to change its color, from the 'green' state, to the 'amber' state.

'When the HVM within the longer conduit is fully dissolved, enzymes with the aqueous solvent attack and digest

a second separating plug or barrier,' says Nik Richardson. 'Once the barrier breaks down, the red color instigator fluid inter-reacts with the now "amber" fluid within the viewing reservoir to change its color, from the "amber" state, to the "red" state.'

The timing of the label – from three days to three months – is unrelated to the speed of color change of the traffic light system, which is claimed much faster than other technologies – measured in minutes and seconds – removing ambiguity, subjectivity, and consumer confusion.

FRESH AS A STRAWBERRY

British retailer Marks and Spencer (M&S) has begun using a self-adhesive strip inside its strawberry punnets to increase shelf life. 'It's Fresh', an eight by four and a half centimeter 'plaster style strip', is manufactured and supplied by It's Fresh!, a UK based company. It does not affect the recyclability of the packaging.

The hormone Ethylene causes fruit to ripen and then turn moldy. The strip – containing a patented mixture of minerals and clay which is 100 times

more effective for ethylene absorption than other known materials – acts as an 'ethylene remover'. It is said to help reduce food waste by keeping the strawberries fresh for longer.

Simon Lee It'sFresh! director said, 'Our technology is focused on food freshness designed to increase consumer satisfaction, taste and quality, through simple, safe, sustainable solutions. We are delighted to be pioneering this British technology with M&S on strawberries and are currently working on other products that will be in-store in the near future'.

Trials of the new technology showed a minimum wastage saving of four percent. According to M&S, during the peak strawberry season this would equate to around 40,000 packs, approximately 800,000 strawberries. It also means that the strawberries taste fresher for longer.

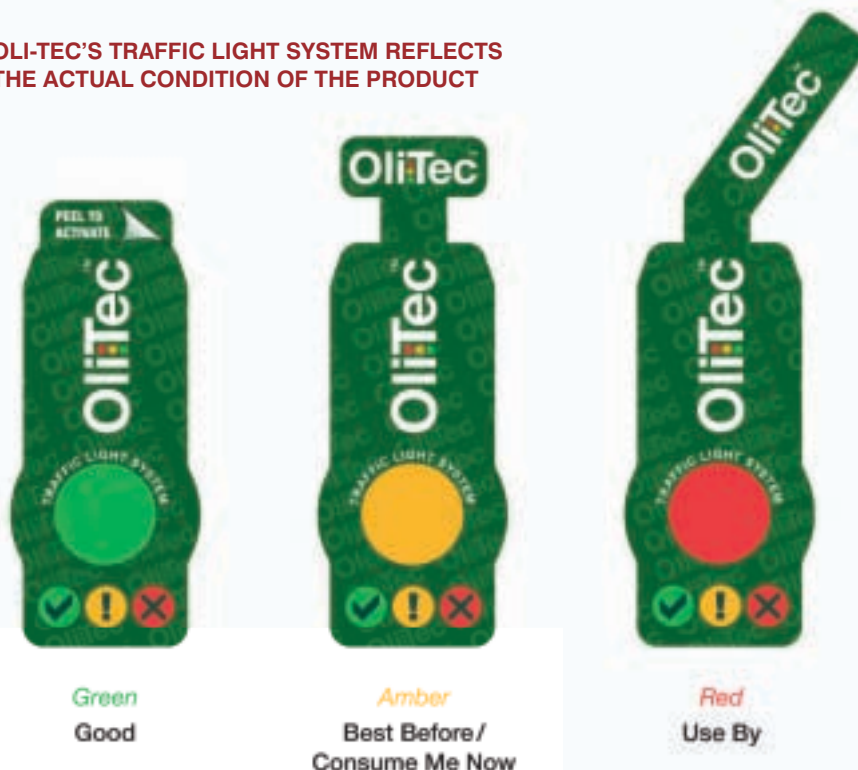
Hugh Mowat, M&S agronomist, commented, 'This new technology is a win-win for our customers – not only will their strawberries taste better for longer, but we really hope it will help them to reduce their food waste as they no longer need to worry about eating their strawberries as soon as they buy them.'

Mowat added, 'This new technology is a very exciting step forwards for the fresh fruit industry and we hope that we can extend the use of it into more of our products during 2012.'

IT'S FRESH!

High tech innovations company, It's Fresh! is focused on delivering comprehensive solutions for food freshness. It has supplied the technology to other UK retailers for transit packaging, but this is the first time it is being used in the packaging of consumer products.

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MATTHIAS and Daniel Ostendorf with MPS EXL offset press

Offset pioneer

OPTIKETT was among the first converters to install the new MPS EXL UV web offset press. Andy Thomas reports on the company's early experiences with this innovative machine

It takes a company with a pioneering spirit to become an early adopter of radical new technology. Optikett is just such a converter, and recently became only the second European company to install the MPS EXL, a variable sleeve web offset press which introduces some novel concepts in print unit design.

The Ostendorf group of companies was founded in 1968 in Vechta, Germany, as a sheet offset company. In the mid-1980s Ostendorf expanded into business forms, setting up the Optiform division. In 1989 the company's biggest customer moved from sheetfed to self-adhesive labels, and to keep the business, a new roll labels division was established with Arsoma flexo presses and a Rotoflex rewinder. There remains today a small amount of sheetfed labels business – mainly for honey and jam labels – but overwhelmingly the labels business has moved to pressure-sensitive rolls.

In 1994 Optikett consolidated its operations onto one site and sold the Optiform division as the business forms market slumped. In the same year the company constructed its own UV offset machine based on a Rotatek RK100, because at that time a UV offset machine for labels was not commercially available.

'My father came from an offset background and was looking for that quality in the roll-fed press,' says Daniel Ostendorf, who along with brothers Mathias and Frank runs the Optikett business. 'We were the first company in Germany to print labels and foils in UV offset, and in the beginning it was not an easy thing to do, because of the lack of the right inks.'

As the quality of UV flexo improved, Optikett bought its first MPS press, an EP410, in 1999/2000 in combination with a laser

engraving system for flexo plates. A key factor was the ability to print high quality flexo and screen in the same station.

'And we switched many customers from the offset quality to this new flexo quality,' says Daniel Ostendorf.

'But the demand for best printed labels was still rising, so Optikett decided in 2006 to get a new offset machine with sleeve technology,' continues Daniel. 'The machines in the market didn't satisfy Optikett, so we started in 2006 a new machine technology with Rotatek. This ended in 2008 with the new Rotatek 520 Universal, specifying variable sleeves for the machine rather than fixed cylinder inserts.'

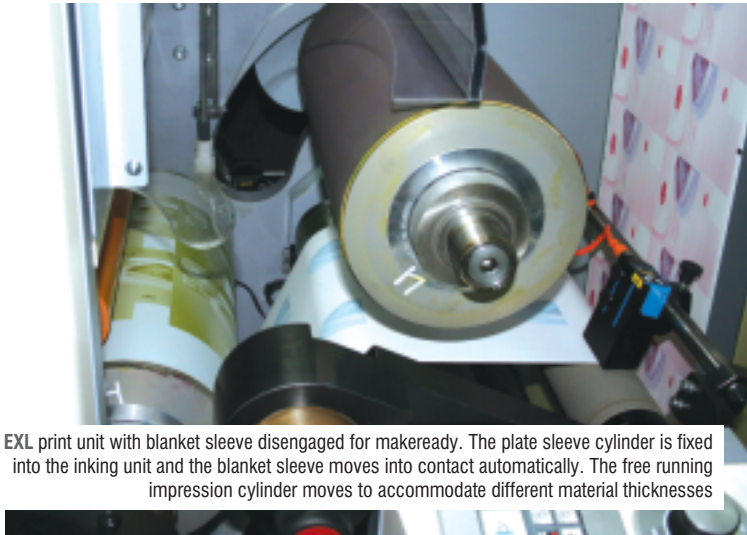
By the end of 2011 Optikett employed 75 people, working two shifts on the sheetfed side and two to three shifts on the labels side.

BACK TO THE FUTURE

With UV flexo proving such a high quality print process, why did Optikett choose another UV offset press? 'Over the last year the market has started to change,' says Daniel Ostendorf. 'More customers wanted UV offset. Lidl in particular now requires UV offset, and Aldi will probably go the same way.'

A key requirement for the new offset press was variable sleeves to cope with the wide range of label repeat sizes required by the company's food industry customers. After extensive trials, Optikett opted for the new MPS EXL offset press, which was installed in October 2011 shortly after its launch at Labelexpo Europe. This is now the fourth MPS Press at Optikett.

'We decided for this machine concept, because the change over time is quicker compared to the Rotatek and the printing



EXL print unit with blanket sleeve disengaged for makeready. The plate sleeve cylinder is fixed into the inking unit and the blanket sleeve moves into contact automatically. The free running impression cylinder moves to accommodate different material thicknesses



ADDITIONAL print units are rail mounted above the press

quality is on the same level,' says Daniel. 'We wanted to have a machine for the middle run length jobs. Our Indigo is for the short run, and the Rotatek for the big jobs.'

The 7-color 410mm (16in) MPS EXL press measures 12 meters, compared to the 25 meters for the 9-color Rotatek. The EXL press prints at speeds up to 200 m/min and repeat size is infinitely variable between 18-25 inches. 'The machine is in register and color within 250 meters,' says Daniel Ostendorf. 'Another advantage of the machine is the ease of use, so we brought one of our flexo press operators with no previous offset experience to work on the MPS EXL press and he was able to set up and run the press within a few weeks. We are also very satisfied with the service from MPS. If you have got a machine problem, it is mostly solved by MPS in one day.'

VARIABLE SLEEVE

While MPS' first offset press was a traditional fixed cylinder machine with inserts, the EXL is built from the ground up as a sleeve-based, variable repeat press using MPS patented technology.

Most importantly, the EXL press does not require bearers to 'lock together' the plate, blanket and impression cylinders to give the press stability. Instead, the plate cylinder is locked into the inking train – with inking roller contact controlled by pressure sensing technology – and the blanket sleeve is moved automatically into contact with the plate. Changes to blanket position can be made on the fly without stopping the press.

The free running steel impression cylinder moves independently to adjust for changes in substrate thickness. 'This is the same technology used in MPS UV flexo presses, a free running impression cylinder to create a frictionless print momentum and removing a potential source of gear marking or barring,' says MPS joint managing director Eric Hoendervangers.

This design concept, with automated print pressure setting, allows the printer to make use of 'normal' sleeve technology without the need for special support bearer rings or any other form of mechanical support.

LABELS&LABELING



MPS worked with AV Flexologic to develop the Sleeve Service Station off-line print sleeve mounter

Optikett, for example, is using the latest 'off the shelf' lightweight aluminum sleeves from Spilker, which are mounted off-line on a Sleeve Service Station, which MPS developed together with AVFlexologic.

This cylinder arrangement also eliminates the differential build-up of heat between bearer and sleeve, which can affect the stability of the print unit and requires constant correction by the press operator.

AUTOMATION

The EXL is highly automated, and inherits from the MPS UV flexo press line both APC (automatic print control) and iControl. MPS recommends that users undertake calibration of the different substrates the press will run. This variable affects a range of parameters including ink key setting, impression cylinder setting, ink/water balance curves, and the frequency and dwell time of the ductor roller, automated per material and job. All pressure, ink, and water balance settings are servo driven and can be uploaded from the job memory.

The EXL is a combination press, and like the other machines in the MPS press series, uses a rail system to change the position of any print process unit. Optikett's EXL press is configured with five offset color units, one fixed flexo unit and rail-mounted flexo and cold foil units with a turnbar. Rail mountable screen and hot foil units are also available, along with a fixed gravure station.

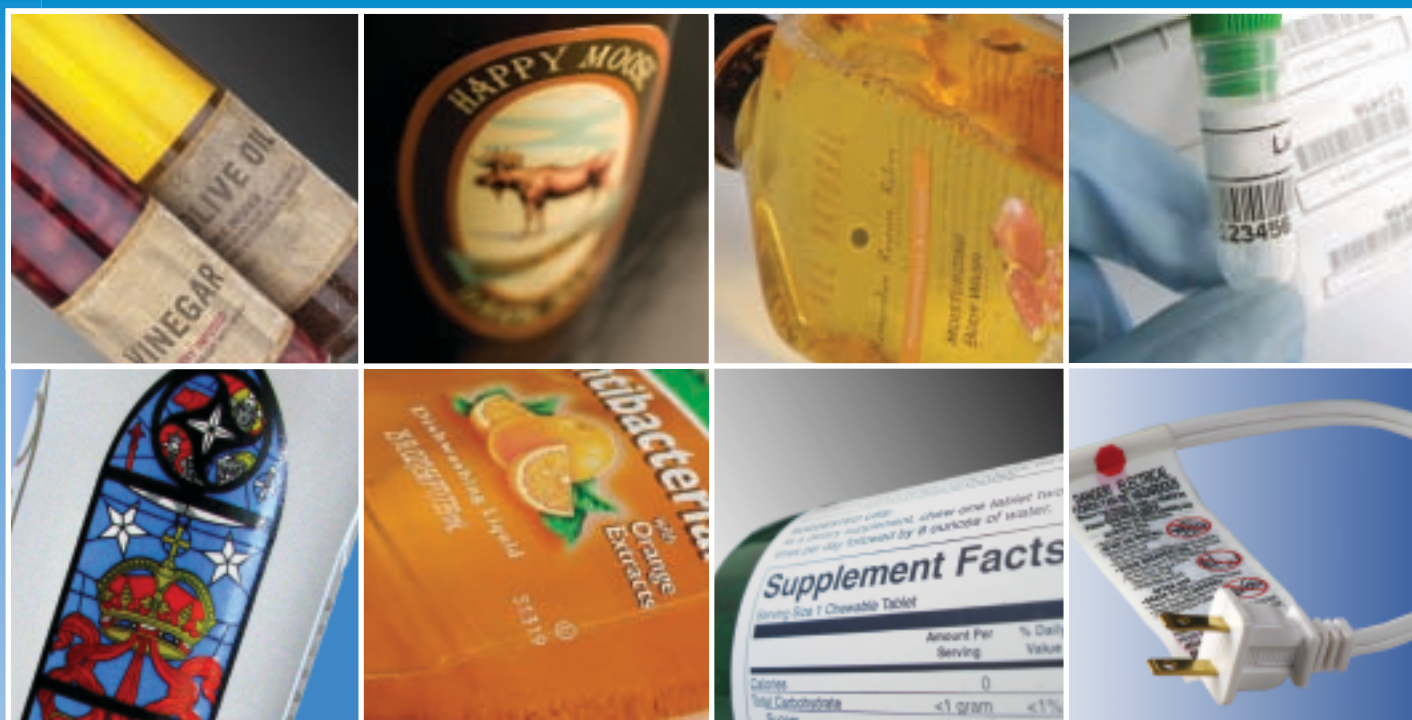
DIGITAL OPTIONS

Complementing Optikett's conventional label presses is an extensive digital offering for both labels and commercial print. This includes wide format inkjet printers, a sheetfed HP Indigo 3050 and an HP Indigo WS6000, which replaced a WS4050, with finishing handled on a GM unit.

'The cut-off against flexo for the HP Indigo WS6000 is somewhere around 2,000 meters in 7-colors,' says Daniel Ostendorf. 'Although it does depend on format and the amount of different designs.'

Optikett is also equipped with a complete pre-press facility, starting from design to digital plate production for flexo, offset and screen printing.

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Avery Dennison and Artmark invest in Russia

THE RUSSIAN MARKET is hungry for new label materials as consumers are increasingly influenced by shelf appeal. Investment by Avery Dennison in a new Moscow DC supports the infrastructure for brands to excel, writes Danielle Jerschefske

According to European label association FINAT, Russia experienced 20 percent growth in pressure sensitive material volumes in 2010 – an astonishing rate considering how badly hit the nation was by the global economic crisis of 2009. Consumer confidence has meanwhile improved consistently: the nation has a highly urbanized population and the highest GDP per capita of all the BRIC (Brazil, Russia, India, China) countries.

International branded goods companies (CPGs) recently started taking shares in Russian companies to take advantage of this market growth. Most recently Unilever purchased a majority share of Concern Kalina, Russia's largest cosmetics firm, placing it at number two in the market. L'Oreal, PepsiCo and Danone have all made billion dollar investments

in the last five years. Gearing up for significant growth, CPGs are eager to build world-class value streams here supported by reliable local procurement and globally integrated systems.

Vodka is the great Russian drink. There are 3,500 national brands of vodka and at the average retailer an entire aisle is dedicated to shelving the ubiquitous clear bottle filled with the citizen's choice liquor. Bottle prices range from three dollars to 100 dollars. Competition is tough. The rewards for successful brands are huge.

The alcoholic beverage industry was recently hit by a government ban on alcohol advertizing via TV and print, and by a potentially crippling proposal categorizing beer for the first time as 'alcohol'. This has placed a greater emphasis on the label and package





RUSSIA FACTS:

- 140 million people
- Eighth largest economy in the world
- 1.8 times the size of the US
- Nine time zones
- World's 10th largest packaging market
- World's eighth fastest growing packaging market
- Zelenaya Marka is most popular vodka brand
- 40 foreign beer brands brewed locally

as the key communication stream. Domestic and international brands are eager to stand out in a crowded market and are willing to invest to maintain equity in the prosperous Russian market.

SERVICING A GIANT

Russia's per capita consumption of PS labels is estimated at just two and a half sq meters, compared to 15-18 sq meters in Western markets. This is the same as Turkey but considerably more than China, where consumption sits at 0.9 sq meters. From 2003–2010 Avery Dennison experienced 15 percent average annual growth in the Russian market. Looking ahead to 2015, the global label material supplier expects to achieve growth of five to 10 percent, in line with forecasts for the general economy.

Russia's two largest cities, Moscow (population 12 million) and St. Petersburg (eight million),



together account for 20 percent of the overall FMCG market. Distribution is key for success in any emerging market, and with nine time zones, in Russia this is particularly so.

Artmark Label Systems is the exclusive Avery Dennison distributor in Russia. Last November, the partners opened a state-of-the-art distribution center in Moscow. In addition to this new facility, Artmark operates four distribution centers across Russia – in Ekaterinburg, where the Kalina/Unilever plant is located, Rostov-on-Don, Saint Petersburg and Novosibirsk.

The joint eight million dollar investment increased the building size to 5,000 sq meters and includes a fully automated packaging line, dust-free systems to support high quality

BEER IN RUSSIA

REUTERS 4/21/11

Government may ban sale of beer in plastic bottles by 2013; aimed at big bottle, high strength beers and night sales to minimize alcohol abuse. Beer sold in plastic bottles represents about half of total volume.

JUST DRINKS 6/21/2011

Beer sales drop to 2005 levels. Carlsberg 40 percent share, ABL 16, Heineken 14, Efes 10

FINANCIAL TIMES 7/11/2011

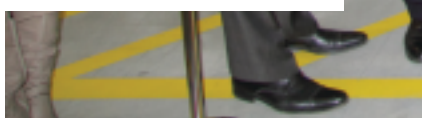
New bill classifies beer as alcohol and will curb sales between 11 pm and eight am and ban it from kiosks, airports and train stations (effective Jan 2013)

RUSSIA BEYOND THE HEADLINES
8/15/2011

Beer market grew 40 percent in past decade, but contracted 15 percent, moving market to fourth largest globally



RUSSIA DC ribbon cutting Jeroen Diderich, Don Nolan, Dean Scarborough, Ilgar Mamedov, Kamran Kian, Angelo DePietri



printing, new capabilities to prevent telescoping in film and clear-on-clear applications, new automation systems and other capital investment to improve quality control and boost overall production. Operating with two shifts, the facility has already doubled its previous per month capacity to convert 170 million sq meters of material annually. It now can supply a wider portfolio of specialty materials to help Russian converters differentiate themselves in areas such as exclusive spirits brands, security applications for high-end products and anti-counterfeit pharma applications.

Additionally, Avery Dennison's popular EXACT cut-to-fit roll materials program now includes clear-on-clear rolls up to 6,000m, which should help Russian clients reduce their costs and waste. The company says there is 24-hour service to customers in a 300-kilometer area around each DC.

Angelo Depietri, vice president and
LABELS&LABELING

general manager, label and packaging materials – Europe, says: 'We are creating the environment for brands to enter the market and find the same product that they use in mature markets and all over the world.'

Avery Dennison and Artmark Label Systems recently celebrated the 15th anniversary of their business partnership. Ilgar Mamedov general director of Artmark Label Systems says, 'I am proud of what we have done at Artmark and the history of the partnership with Avery Dennison. We have built a great team.'

Jeroen Diderich, VP sales, label and packaging materials – Europe, says, 'From a design and technological perspective, Russia is a very advanced market. For instance, in the spirits category, the penetration rate of pressure sensitive material is already very high. We expect other segments such as beer and wine to follow in this development.'



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Opening Ceremony



OPENING ceremony of the biggest ever Labelexpo Asia show in Shanghai

Labelexpo Asia review

A RECORD ATTENDANCE at Labelexpo Asia in Shanghai showed the Chinese labels market moving into a new phase of maturity. Andy Thomas reports

Labelexpo Asia, held in Shanghai last November, was the biggest event in the show's history, attracting over 18,000 visitors – an increase of nine percent over the 2009 show. The show also boasted 270 exhibitors, up by 21 percent on 2009, and attracted the highest level of space rebooking for 2013 as exhibitors enjoyed high levels of on-site sales of machinery and materials.

Picking up on this buoyant mood, Roger Pellow, Labelexpo managing director, commented: 'Not only has the show matured, it has grown to a new level where it is attracting top level executives and decision makers to do business on site. Interestingly, we are seeing Chinese manufacturers increasingly look at opportunities outside of the domestic Chinese market as we've taken exhibitor bookings for our other major international shows.'

David Jones at anilox cleaning specialist Alphasonics, has been exhibiting at all five Labelexpo Asia shows in Shanghai, and agreed the visitor mix has changed significantly: 'At each event we've seen a steady increase in the number of serious potential customers. The 'tire kickers' are gone for sure. The Chinese printers are becoming more sophisticated in their equipment requirements, so as to be able to deliver good, consistently high quality labels to an increasingly discerning market. There will always be locally produced ancillary equipment on offer in China, but we see a growing awareness among the higher end label producers that buying the best helps to keep him ahead of the competition, even if you have a locally made press. Without doubt we'll be going back in 2013.'

LABELS&LABELING

Another important factor in China today is the impact of government five year plans, which impact directly on the labels industry. For example, the new plan states that every form of pharma packaging should have a unique ID, down to item level. This will create major new challenges and opportunities for the inspection industry among others.

MATERIALS

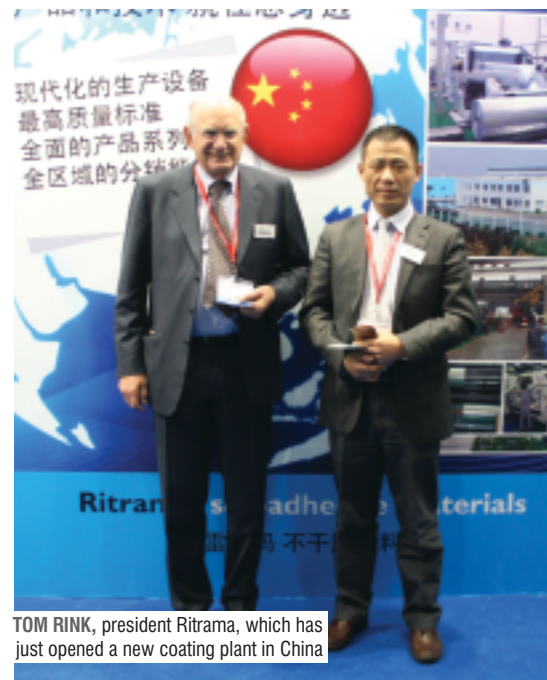
The growing sophistication of this market can be seen from the high end materials being promoted by the leading international materials suppliers. A lot of high end manufacturing already takes place in China, particularly in the consumer electronics sector, and it is the demand for high performance PET substrates for computers, tablets and smart phones which attracts companies like South Korean substrate manufacturer Saelim. This company was promoting its range of durable labels and launched at the show its Water Peel label series, a line of clear films designed to peel off returnable beverage containers in an alkaline solution without leaving any adhesive residue behind.

China already has an extensive network of retail stores owned by the big global players like Carrefours and Walmart which have helped the global FMCG brands establish strong positions. But Chinese brands are fighting back and in the process raising the quality of their labels and packaging.

These trends led Avery Dennison CEO Dean Scarborough to introduce the same range of new technologies launched at the Labelexpo Europe in September. This includes Global



OMET showed a Flexy F1 entry level flexo press



TOM RINK, president Ritrama, which has just opened a new coating plant in China

MDO Clear, a clear, co-extruded film with a new permanent adhesive and PET liner specifically developed for the HPC market; the Curve Appeal system and ThinStream 12 micron liner die cutting system developed with Gallus. Avery Dennison has also brought its global sustainability commitments to the China market. The company's Guangzhou coating plant, for example, now sends zero waste to landfill.

Similarly, UPM Raflatac felt the time was right to launch its Proliner PP30 thin filmic release liner range at this Labelexpo show, part of the company's new Thin range of downgauged materials.

Ritrama president Thomas Rink was meanwhile promoting the company's new 14,000 sqm factory in China, which is entirely under the management of Chinese nationals. 'Our main problem is getting approved at mid-sized and large printers and end users here. These companies are very conservative,' Rink says the major Chinese brands are pushing back hard against the multinational FMCG groups, which will have to fight hard to retain their growing market share in China's increasingly sophisticated retail market.

Material supplier SAS Coat was at the show promoting the specialist self-adhesive products from its new factory in Vietnam, which started production in March last year.

Dow Corning's Christian Velasquez spoke about the pressures the coating industry in China is under with the increasing cost of raw materials, particularly platinum, along with rising energy and labor costs. Dow's strategy in China as elsewhere is to reduce platinum useage in its second generation Syl-off Advantage system, which also exhibits reduced misting for the high

coating machines now being installed in the country. Food contact Advantage formulations are now available, and the system is suitable for lamination with water-based acrylic and hot melt adhesives.

In terms of liner materials useage, PEK remains popular in Asia, says Velasquez, but is being gradually replaced with films and locally made glassine papers. As environmental issues become more important in China, solvent-free release liner modifiers are becoming more popular.

PRESS TECHNOLOGY FLEXO

Flexography is still slow in coming to China, and this is one significant reason why Western press manufacturers are struggling here. Omet was the only Western press manufacturer exhibiting a working press at Labelexpo Asia, showing its latest entry-level Flexy F1 press with the same shorter web path seen on the X-Flex range. The press is specified with both water-based and UV flexo stations, silk-screen, and inline hot and cold foil units. The machine on the stand at Labelexpo was sold at the show.

Omet has now stopped manufacturing presses in China, apart from specialist converting units for presses shipped from Italy. The company will continue to operate its demo center in Shanghai and to hold educational training days with other flexographic equipment and consumables suppliers.

DuPont was demonstrating its latest plate exposing and processing equipment and had samples of high quality flexography on its stand. Particularly impressive was a job jointly produced with Chinese plate maker CymMetrik using an EskoArtwork CDI imaged at 200 lpi/80

lpcm screen ruling, then printed using Cyrel DPR45 plates on Avery Dennison AW1130 substrates with a 1,000lpi anilox.

OFFSET AND LETTERPRESS

There were many offset and letterpress developments on show. The Donghang company based in Weifang City, launched a new intermittent offset press using top quality European components including Rexroth servo motors and BST camera equipment system. The DH320L press is designed for short to medium runs of high quality labels with fast changeover, and its heavy duty cast iron base provides a high degree of print stability for printing at up to 180 m/min.

Print register is controlled in real time by independent motors for vertical and horizontal adjustment and the press incorporates computer-controlled storage and pre-setting of repeat length for print and die cutting cylinders. Optional extras include flexo varnish station, rotary die station, cold foiling unit, overlaminating station, ozone emission unit, slitting unit and sheeting station with belt stacker or conveyor. The company reported multiple press sales directly from the show.

The press will be shown at Drupa in May as part of a major push by Donghang into the European market. A new technical support and sales network is now being set up by Richard McGuire, who set up

CONFERENCE SPECIAL

The keynote speaker at Labelexpo Asia 2011 was Jouko Lähepelto, senior vice president, Americas and Asia Pacific at UPM Raflatac. The lead presentation on the second day of the show was delivered by Dean Scarborough, chairman of Avery Dennison Corporation. A full report will appear in the next edition of L&L.



HP Indigo HP5500 sheetfed digital press



ABG finishing systems



HP Indigo showed two digital web presses: the WS6600 with in-line coater, and the WS4600



KAMA CEO Marcus Tralau with the ProCut short run, high quality carton finishing machine, partnered with a sheetfed HP Indigo HP5500 digital press



WEIFANG Donghang DH320L intermittent offset press

DIGITAL PUSH

HP took a big stand at the show – a measure of the company's commitment to this fast emerging market. As can be seen from the report on Eternal Printing in this edition of L&L (p.73), converters in this fast developing market are now making the first investments in digital printing.

HP Indigo demonstrated its top of the line WS4600 with in-line coater as well as a WS6000, a sheetfed HP5500 and a wide range of finishing and workflow systems.

Andrew Ng, graphic solutions business marketing manager at Hewlett-Packard Asia Pacific, commented: 'Having the coater in-line with the new WS6600 digital press takes away some of the materials issue we find with converters in China.'

HP Indigo now has some 20 digital presses installed in China, mostly older series One machines and WS4000-series presses. The first WS6000 was recently installed in China at Avery Dennison's Kunshan converter training center.

HP Indigo brought to Shanghai an interesting range of partner suppliers, demonstrating fully

the versatility of its presses.

Among the company's finishing partners was Kama – a partner of Heidelberg – which showed on the HP Indigo stand its ProCut 53 short run carton converting unit, converting very high quality carton blanks printed on the HP5500. Among other HP Indigo partners were Color Logic, showing a digital metallic printing system, and Advanced Track & Trace, a French-based group offering an innovative security print system which will be covered more fully in a future edition of L&L. ABG was showing its advanced digital label finishing systems. It can also operate as part of an ABG digital web finishing line

Xeikon, meanwhile, showcased its 3030 entry-level digital label press in a roll-to-roll configuration. The press is 330 mm (13in) wide and prints at a maximum speed of 9.6 m/min (31.5 ft/min). For companies in developing markets, it can be upgraded in the field to handle wider web widths (516 mm or 20.3in) and/or faster print speeds (19.2 m/min or 63.0 ft/min) to match the business as it grows.

equipment. One such company exhibiting at Labelexpo Asia was Beijing Lusterlight. The company's core market is inspecting products like fibre optics and circuit boards, and it was making a major move into label inspection with the launch of its Label Roll 330S inspection rewinder.

Company general manager Yates Yao cites the specification of an Intel Inside label as typical. 'We are inspecting 30–50 micron dots and pick out scratches less than 20-30 microns wide, because that is what the human eye can pick up. This level of resolution means we can also pick up die strikes.'

The Lusterlight system can inspect reflective and 3-D features using multiple cameras and a high power diffused light source. 'This is required in cigarette packaging, for example, where there is extensive use of foiling and holograms even on mid-market packs, as well as for Braille verification,' said Yao. 'We can even generate pictures of the structure of a foil or hologram. We use the same technology and imaging system to test scratches and bubbles and adhesive ooze on the label surface.'

Chinese government print body PEIAC has asked Lusterlight to formulate a national quality standard for labels, and the company is already working closely with leading suppliers like Avery Dennison, UPM Raflatac and ExxonMobil.

Another Chinese company launching ancillary products at the show was Wenzhou Rhyguan Machinery, which showed a modular intermittent die cutting machine with options including digital printing, flexo printing, cold stamping, hot and cold film laminating and slitting. The machine runs up to 280 impressions/min.

Among Western ancillary suppliers at the show RotoMetrics was exhibiting for the first time in China with flexible dies developed jointly with the Gerhardt design teams. The AccuStar flexible die is for thin film and thermal transfer applications. Shaun Pullen, RotoMetrics' recently appointed regional sales director, commented, 'Most importantly for our customers in Asia, RotoMetrics now produces the entire line of flexible dies from our state of the art facility in Bangkok, Thailand, offering unbeatable lead times.'

the European agency network for Ko-Pack in the 1980s. Donghang moves into a major new factory 660,000 sqm complex later this year.

Taiyo Kikai recently signed a manufacturing and distribution agreement with Martin Automatic, and showed a new press running continuously with Martin Automatic splicers and rewinds. On the stand was a Taiyo central-impression cylinder letterpress with a Martin MBSC butt splicer and STR turret rewind. Martin also supplied a Model MBS butt splicer and LRD transfer rewind on a new Taiyo offset press. Taiyo Kikai also demonstrated a new digital inkjet press.

Lintec had a Chinese built LPM-300 intermittent letterpress on its stand and announced the press will be available with

LED curing from 2013. The LPM press series is already commercially available with LED curing in Japan, but the units are still too expensive for the Chinese market.

DG press ServiceS, a specialist in refurbished Drent Goebel presses, made their debut at the show. 'We have seen a high interest in our machines, especially the Vision SP and Gazelle presses,' said Peter Kloppers, director of DG press ServiceS. DG recently installed a used Drent VSOP press in China, coming from Mexico.

ANCILLARY PRODUCTS

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Mission rises above the competition

MISSION LABELS has established itself as a supplier to the supermarkets through a commitment to service and BRC accreditation. Andy Thomas reports

Selling labels to the notoriously price and quality-conscious UK supermarkets is one of the toughest challenges any label converter can face. But Mission Label has carved out a successful niche based on the highest quality water-based flexo production and investment in BRC/IOP hygiene accreditation.

This 11-strong company is run by four directors: Dave Humphrey, technical director; Fiona Humphrey, finance; Martin Gearing, operations; and Sue Gearing, pre-production. 'We've always been hands on. Sue and I have rewound all night, and we can all cover each other,' says Fiona Humphrey.

The four came together in 2002 following the collapse of Wabe Labels. Fiona Humphrey continues, 'We wanted to make a go of our own label company, and we had only one week to get the bank to back us'.

The part of Sussex where Mission Labels is located has always been something of a labels powerhouse, and all four Mission directors had previously worked at Arun Labels, a company which was later bought by Tinsley Robor and spawned the Wabe Labels operation.

Sue Gearing and Fiona Humphrey were both working at Tinsley Robor in pre-press and production respectively, and Dave Humphrey was working as an engineer when he heard the liquidators were going into Wabe. 'The customer base was the same as at Arun, and we all thought, "the four of us can make a go of it".' Their enthusiasm was well founded: the company went from a turnover of 400,000 pounds in the first year to 1.7 million pounds in 2010.

SERVING SUPERMARKETS

From the outset, the four directors were focused on the UK supermarkets and their regulatory requirements, in particular the British Retail Consortium's hygiene standard (BRC/IOP). 'It was

obvious which way the industry was going – if you did not have BRC you could not work for the supermarkets, so BRC was next on the horizon,' says Dave Humphrey. 'It became a central part of our 10 year plan.'

Undertaking BRC looked a daunting proposition for a company the size of Mission. But once the process started, the company's employees realized it fitted with the wider goal of making the business more efficient.

'When you look at it, a lot is standard operating practice, such as consistent quality standards,' explains Martin Gearing. 'BRC at first seems too much paperwork. But then it becomes smoother and works more efficiently and people start getting the hang of it. We are more efficient and generate less waste as a result. The lads on the workshop floor understand that doing the paperwork keeps their jobs secure.'

Most of Mission Label's work comes through recommendations rather than a sales process. 'Now BRC will keep the customers we have and help us get more,' says Martin Gearing.

SUPPLIER PARTNERSHIPS

Mission Labels bought its first Nilpeter press five years ago, then another in 2009. 'I can't reiterate more how Nilpeter have helped us out,' says Dave Humphrey. 'They are such a good team of people with their backup, training and support and it's important to have equipment you know will function consistently.'

'Herma has helped us out as well. This just demonstrates that it is necessary today to have suppliers that are prepared to work in partnership.'

Dave Humphrey picks out John Hill at Herma for his technical support. 'He is superb. He helped us out tremendously in establishing our traceability regime. It shows that BRC makes partnership pay,

because suppliers have to supply to given set up standards. The Herma facilities are open to us, and they often say 'we will find out for you' and you know it will be done.'

Another supplier picked out for praise is inks and coatings supplier Pulse, which has provided ongoing advice on migration and adhesives issues. Pulse used Mission's labels on its stand at Labelexpo Europe to demonstrate the state of the art in water-based flexography.

WATER EVERYWHERE

Mission Label's two Nilpeter presses have replaced all their previous machines. Both are 8-color FB3300s, and the latest is the 'S' model, with servo-driven plate cylinder. 'They are both great machines, but with the servo press we are in registration straight away and it runs that much smoother,' says Martin Gearing.

The press is fitted with a turnbar, and de-lam and re-lam unit. 'We can print on the adhesive where necessary and where the film needs to act as a total barrier to migration,' says Martin Gearing.

The presses print some of the best water-based flexographic work this writer has seen, and all out of four process colors. UV is used only on the varnish station. Dave Humphrey says some of the company's labels have been mistaken for offset by print buyers.

'Sue is a genius on pre-press, and this is what makes the difference,' says Dave Humphrey. 'For instance, we can get a solid black and process black on the same plate.' The company has recently invested 10,000 pounds in pre-press equipment – roughly one quarter of the total investment in buildings and services.

Plates are analogue, and although CTP is always under consideration, 'with the new Harlequin RIP we are already approaching that quality,' says Sue Gearing.

Daylight lamps are on all day throughout the plant, which costs a lot of money, but allows accurate color matching between proofs and press output.

The choice to use water-based inks came from the team's industry experience. They have all been involved in the labels industry for 25 years and have used water-based inks since being at Arun Labels. 'With waterbased inks we have no migration issues at all and are able to offer keener prices,' says Dave Humphrey. 'We have no emissions and the anilox is much easier to clean – in fact it's easier to clean down the press as a whole.' Aniloxes and press parts are cleaned in a FlexoWash system. 'Color matches absolutely depend on the cleanliness of the anilox.'

As well as Sue Gearing's pre-press expertise, Dave Humphrey puts the quality of Mission Label's output down



(L-R) Martin Gearing, operations director; Scott Cornwall, printer; Sue Gearing, pre-press/production director; Mark Catley, printer; Heidi Pannel, stock control; Graham West, re-wind/warehouse team leader; Jo Grove, office co-ordinator; Rob Woodley, rewind; Fiona Warwick, financial director; Dave Humphrey, technical director

to the new plates and inks available. 'Water-based plates are much better than they were. They are more expensive but much better.' Plates are mounted on a Heaford plate mounter.

Although run lengths are generally decreasing, Mission Label will not consider digital. 'Despite making plates, we are still cheaper than digital on runs above 1,500 labels,' says Dave Humphrey. 'What sets us apart is the speed we can make high quality plates. We can produce six plates in an hour and go from PDF to production in one hour 30 minutes! This allows us to make very late changes. If we do need digital, we have Marsh Label down the road.'

SERVICE IS KEY

A company the size of Mission Label only survives in the ferociously competitive world of the UK supermarket industry through service. 'Everything is handled in-house, allowing full control of quality and a high throughput from PDF to production,' says Sue Gearing. 'We do both short and long runs, but service is the key. We have all come in at two in the morning to finish a job.'

The company operates mostly in the food and fresh produce sector and around 20 percent of jobs are 8-color. The ability to respond quickly to an early crop of lettuces or strawberries, for example, is key. 'Most fresh produce work is on a three day turnaround which requires a flexible production board,' says Sue Gearing. 'We do not aim to be the cheapest and we can't be a Paragon. We survive through our service.'

The press operators make a key contribution to the overall efficiency of the operation, being fully involved in how the presses are run and the workflow around them. It was their suggestion that all the cutters are numbered, for example. All tools are now color coded – even the brooms, 'so we know that a

broom will always be there!' laughs Dave Humphrey. 'The onus is now more on the group. Everybody takes responsibility and we sort problems as they arise. If one shift leaves the press dirty, they have to clean it up.'

On the finishing side, installing the two Nilpeter presses meant moving from roll widths of 250 to 330mm and production speeds increasing from 50 to 80-120 m/min, finishing three rolls an hour and not two. This required further investment and in 2010 Mission installed new rewinders from Rotoflex and ABG.

Mission also offers an after sales technical service. 'It is vital that all customers have confidence in the fact that Mission will ensure all of their labels are fit for purpose,' says Martin Gearing.

INTO THE FUTURE

Mission Label is one of those inspirational companies which demonstrates why this industry has still not undergone the mass consolidation seen in the other segments of the package print industry. Small converters can move fast in implementing new technologies and workflows, can focus completely on service and work closely with key suppliers to achieve top quality output, allowing them to find a niche and thrive in the complex supermarket eco-system.

SUSTAINABILITY

Mission Labels has not come across demands from its customers for 'sustainable' products, but is always preparing. 'We have trialed sustainable adhesives from Herma, which can be recycled, but it does not yet include hot melts,' says Dave Humphrey.

For liner recycling, Mission is promoting the Finat-sponsored Cycle For Green (C4G) initiative to its customers.



Sustainable Transformation

NEW YORK CONVERTER Label World has transformed itself with a move into the prime label market and by adopting an ambitious environmental strategy. Danielle Jerschefske reports

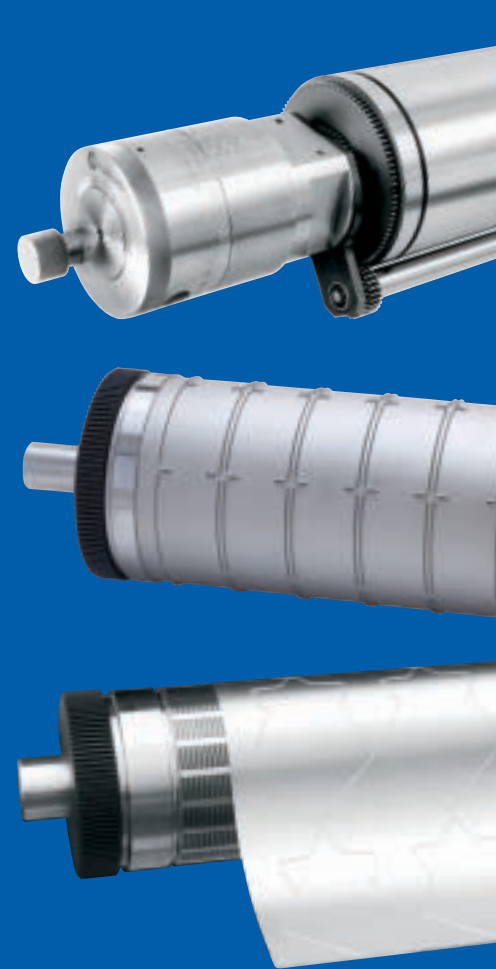
Label World in Rochester, New York, has experienced a wave of change since president John McDermott took the lead of the formerly family-owned business. Primarily in the commodity label business in 2006, Label World now has a number of key prime label accounts and is eager to capture more.

The company has taken a strong environmental stance, finding a competitive advantage on many levels: waste reduction, increased profit, new business, and business leadership.

Although pressure sensitive label manufacturing is the converter's primary focus, it is capable of producing tags, inserts, plow fold and extended content labels to suit the needs of multiple markets. Label World uses a unique format letterpress for complex label constructions and also has

digital printing capability. The mix has served the business well. Only six years ago orders for clients in the H&B, wine and nutraceutical markets accounted for one percent of the business. Now it is 25 percent.

Before making its strategic move into prime labels, virtually the whole of Label World's business had been basic paper labels. The converter catalyzed change around the Five Business Pillars (People, Planning, Process, Performance, Profit) and TLMI's project L.I.F.E. environmental management system. John McDermott explains: 'There was a total overhaul of the business. We established our strategic plan, set goals and made operational changes that would help us move from A to B.'



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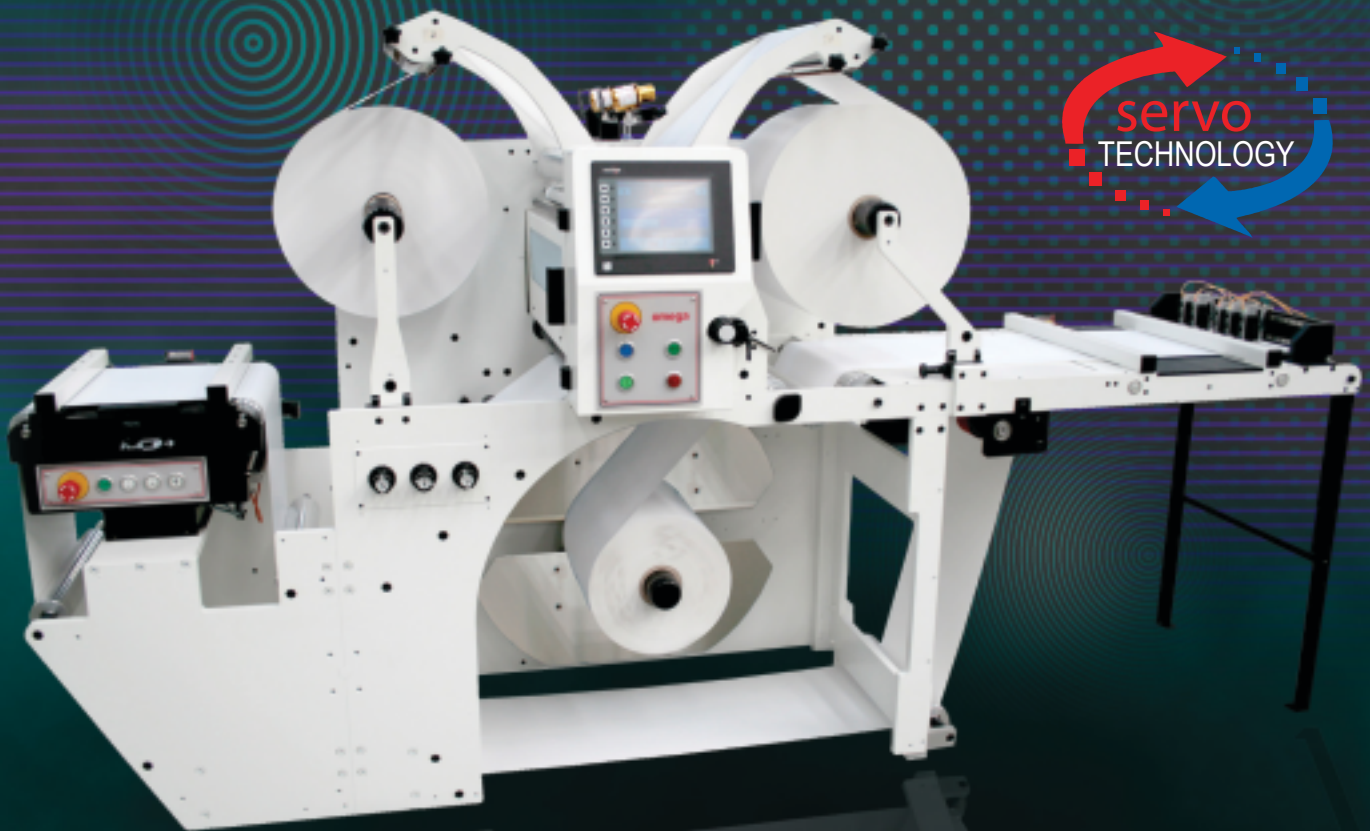


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LABEL World wins the TLMI 2011 Environmental Award

With the right systems now in place, a capital investment plan set, and sustainable values integrated into its business objectives, a modern Label World is well positioned for the future.

MAKING CHANGES

Label World uses narrow web water-based Mark Andy and Aquaflex flexo presses to make both commodity food and industrial labels, and, increasingly, prime labels. But it was the investment in a used CID 12-color Ko-Pack letterpress from Singapore, capable of running UV, that helped the converter rapidly pick-up business in the complex prime label market. In addition, an all-new DuPont Cyrel CtP plate-making system, installed in 2008, gave the converter more control over its flexo process.

To improve quality, Label World started an ECR (error cause removal) program that highlights errors flagged in production. Each workday associates discuss the situation to find the best solution for preventing the error in the future. The ECR program has established new communication channels between the 'front' and 'back' lines. Key production numbers are regularly collected to calculate the cost of quality as a percentage of sales.

Label World's sustainability policy – prominently displayed on the company's website – states that it will strive to eliminate waste, to power its operations through renewable energy and to create products from sustainable natural resources. It vows to maintain a sustainability scorecard to identify wastes within the label production process, and to regularly evaluate, measure and set new goals for continual improvement.

Label World is a certified member of TLMI's Project L.I.F.E. – Label Initiative For the Environment – scheme, which serves as a guideline for improving

environmental performance in line with Lean manufacturing and six sigma principles. McDermott explains, 'Having an environmental management system like L.I.F.E. has improved us as a company in several important ways. First, it has allowed us to identify forms of waste that we never thought about before and that has helped us reduce cost.

'Secondly, we are now finding customers who want to partner with us on innovative environmental solutions that are good for their brand and their customers. This makes us more competitive and differentiates us in the marketplace in very positive ways. This has led to retention of major customers as well as acquisition of new ones.'

Label World is the 2011 winner of TLMI's Environmental Award for Process Improvement. The company was selected for its leadership in making sustainability a core element of its business strategy. McDermott says, 'we are seeing results in terms of more motivated associates and new customer opportunities for whom sustainability is a corporate commitment. L.I.F.E. has been a key driver in our transformation.'

Investments have been made to conserve energy and water usage within the plant. Lighting systems have been replaced with T5 bulbs, reducing lighting costs by half. An instant hot water heater has replaced a traditional heater using smaller bursts of energy on-demand. Since 2008 natural gas, water and electricity consumption have decreased by 40, 28 and nine percent respectively per 1000 sq. ft. of material converted. Label World offsets 100 percent of its electric and gas consumption with wind power renewable energy credits through the Renewable Choice Energy program, preventing 612 tons of CO2 emissions from being released into the atmosphere last year alone.

LABEL WORLD ACHIEVEMENTS

2011 TLMI Environmental Leadership Award for process improvement

2010 HP Indigo Digital Labels and Packaging Awards Contest Wine Category winner

2008 TLMI 'Best of Show' First time a digitally printed label wins coveted award

2006, 2007, 2008, 2009, 2010 'Best of the Best – Best Workplace in America' – awarded by PIA

SOLID WASTE

Label World's initiatives have enabled the business to divert all its label material waste and office waste from landfill since 2009. This waste is collected by Covanta in nearby Buffalo, New York, and used to generate energy through incineration with other domestic wastes. The heat from this process boils water and the energy is harvested and put into the grid. Label World diverted 250 tons of solid waste from going to landfill in 2011 because of this Energy from Waste (EfW) partnership.

The company has recently started pulling specific waste items out of the flow that goes to Covanta and is redirecting it to alternative recycling streams wherever possible. In the past few months this diversion has become about 10 percent of the total waste diverted.

Select customers have enlisted in a packaging reduction program with reusable plastic totes or bulk packaging on pallets. Reducing the packaging and increasing the amount of sellable material shipped can reduce the total carbon footprint of logistics operation.

Volume, logistics and cost are usually the main barriers to a successful 'reverse logistics' system to recover manufactured materials. Label World acted as a beta site for DuPont's plate material recovery program, a 'take back' program for DuPont customers to return all of their plate and packaging materials at no cost. To participate in DuPont's program converters must separate the PET cover sheets from the plate materials, sorted by unprocessed and processed, with some configuration guidelines. In order for the system to work Gaylords must be a minimum of 800 lbs.

LINER RECOVERY

Label World actively promotes the benefits of unbleached kraft liner because it can be easily recycled in current corrugated recovery streams. Green Bay Packaging supplies pressure sensitive label stock with unbleached kraft liner and 30 percent PCW facestock.

The converter is moving to make this construction of white semi-gloss material its house stock.

Already, in collaboration with key customers, Label World has helped divert over two billion square inches of liner material from going to landfill. Increased volumes in kraft liner labels sold will improve the potential to increase recycling rates wherever Label World customers are located.

Per billion square inches, kraft liner reduces wastewater output by half, uses 30-40 percent less energy and releases as much as 20 percent less Greenhouse Gases (GHGs) into the

CONVERTERS: SUSTAINABILITY BRANDS

Q: What's the most difficult part of educating your clients on sustainability? How do they respond to L.I.F.E. and your internal changes to reduce the company's impact on the environment?

A: For most of our customers, sustainability is not a high priority yet. They need us to provide a good quality product on time at a competitive price. Yet we are finding that if they can get all that AND a positive sustainability story on top of that, they want to hear more and find out how they can use that to improve their brand. This is a slow, patient process.

Individual discussions are very helpful here. In other cases, some customers have already made a significant commitment and are willing to pay a premium for a unique sustainable solution because it is important to their brand. This is not very often, but it is happening and we are looking for those types of customers.

Q: What about suppliers supporting sustainable innovation?

A: There will be no significant industry improvement without the commitment and effort of our suppliers. The key will be finding ways to encourage collaboration between brand owners who need the changes and can commit specific volumes with converters and suppliers who can develop innovative, affordable solutions. We have had wonderful support from several of our suppliers working in partnership with us and our customers.

Q: Have you ever had a customer select sustainability over price?

A: Yes. As an example, this past year we had a customer launching a new product whose branding was totally linked to sustainability. They paid a significant premium for a particular material that had unique environmental claims.

TABLE SHOWING UNBLEACHED LINER BENEFITS TO THE ENVIRONMENT PER BILLION SQUARE INCHES

	1 bsi Bleached Kraft	1 bsi Natural Kraft
Wood use	230 tons	181 tons
Total energy	2,385 million BTU's	1,649 million BTU's
Purchased energy	1,051 million BTU's	753 million BTU's
Sulfur dioxide (SO ₂)	1,557 pounds	1,115 pounds
Greenhouse gases	319,684 lbs CO ₂ equiv.	285,492 lbs CO ₂ equiv.
Nitrogen oxides	1,091 pounds	798 pounds
Particulates	778 pounds	489 pounds
Hazardous Air Pollutants (HAP)	141 pounds	180 pounds
Volatile Organic compounds (VOCs)	358 pounds	322 pounds
Total Reduced Sulfur (TRS)	23 pounds	10 pounds
Wastewater	1,180,856 gallons	633,721 pounds
Biochemical Oxygen Demand (BOD)	417 pounds	208 pounds
Total Suspended Solids (TSS)	672 pounds	340 pounds
Chemical Oxygen Demand (COD)	6,081 pounds	2,277 pounds
Adsorbable organic halogens (AOX)	62 pounds	0 pounds
Solid Waste	129,752 pounds	105,049 pounds

atmosphere. Says McDermott, 'So far we are getting very positive feedback from our customers, with occasional testing for specific applications. Once the conversion to kraft housestock is effective we will have to figure out ways to encourage and measure customer recycling of the liner.'

Label World also talks to its clients about the new innovation from Mitsubishi Polyester Films that allows PET release liner to be recovered from brand owner application streams, sorted and reprocessed into new liner. Reprocess, as it's called, holds the same performance characteristics and price point as 100 percent virgin material.

The converter also offers a special label stock for the wine market featuring environmental benefits. The white textured facstock is 100 percent PCW with PET liner to close the loop. This material has been engineered to print, emboss and foil stamp beautifully while maintaining its strength and brightness even when wet.

DIGITAL BRAND CASE STUDY

Label World helped its client, The Vitamin Shoppe, gain control of its brand, using digital print technology to enhance the shelf appeal of the product lines, streamline the ordering process and manage inventory more efficiently. The brand required regular orders of labels in a multitude of sizes with as many as 1000 SKUs. Due to the accuracy required on nutraceutical labels, the brand's hands were tied when a change had to be made

at the last minute and it didn't have much flexibility when it came to re-designs and run lengths.

The converter worked closely with the brand to simplify its ordering process, which is now completely digitized. Brand procurement places orders remotely, signing-off on all artwork through the use of EskoArtwork's Automation 10 software working in the background of Tailored Solutions Label Traxx ERP software. There are no checks or proofs required. The customer owns the quality.

All of the labels are printed digitally on an HP Indigo 4050 or 6000 dependent on run length and are stored and shipped as needed. McDermott says, 'It has worked to put the ownership into the customer's hands.' Label World has a finishing line to convert digitally printed labels off-line. Its AB Graphic Digicon II has a rotary die station and two flatbed embossing and foiling stations.

The converter helps control the traceability of the labels by linking customers to its e-commerce system where supply chain data is readily accessible.

Moving forward, McDermott says, 'We'll continue to find more business in multi-ply and premium label categories.' About 30 percent of current work is digital, so the converter sees lots of opportunity there as well. And sustainability will continue to drive profitable operational changes and create a unique brand for Label World among its customers and the wider industry.



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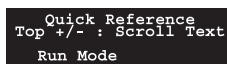


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Driving growth

LOGMATIX TAGS & LABELS has made the transition from barcode service bureau to fully fledged color labels and packaging converter with a strong VIP capability. Andy Thomas reports

Located in Marietta, Atlanta, Logmatix Labels & Tags is a great example of a converter which has continually diversified to meet the challenges of growth in a highly competitive marketplace.

A measure of Logmatix' success is three successive record years from 2009-11, much of that during the worst economic recession on recent record. 'This is because we always have chosen customers that are also growing well,' says company president Phil Angevine.

Logmatix began life in 1983 as a barcode service bureau founded by Angevine and his wife, out of a spare room above their garage. Its offering soon expanded to barcode scanners and software as well as consumables including blank labels, tags and ribbons. The next step was to add a 3-color 10in Mark Andy press for flexo color printed labels.

By 1993 Logmatix had grown to a nearly two million turnover operation, specializing in servicing the barcode requirements of companies with government contracts. But although sales were high, margins were relatively low, and Angevine realized he needed to reengineer the business if it was to move to the next level of profitability. In 1994 he met experienced finance expert Craig Timony, and after working together informally for a year, the two signed an equity partnership agreement for Timony to become Logmatix's chief operating officer, a position he still holds today.

Their new strategic plan looked to target the high end of the color label printing market. Timony had plenty of experience buying and selling companies and began looking for a suitable acquisition target. Coast Graphics seemed to fit all the criteria: it had the right equipment to service the 8-color label and tag market, a completely different customer base, and with almost two and a half million dollars in revenues and 20 employees, its size fully complemented Logmatix, which by 1997 was generating something over three million dollars.

With the acquisition completed, in 1998 Logmatix

moved the combined operation into its current climate controlled 20,000 sq ft facility. Setting up in a new plant allowed Angevine to design a more efficient workflow

and a LabelTraxx system was installed to handle front office and plant management duties.

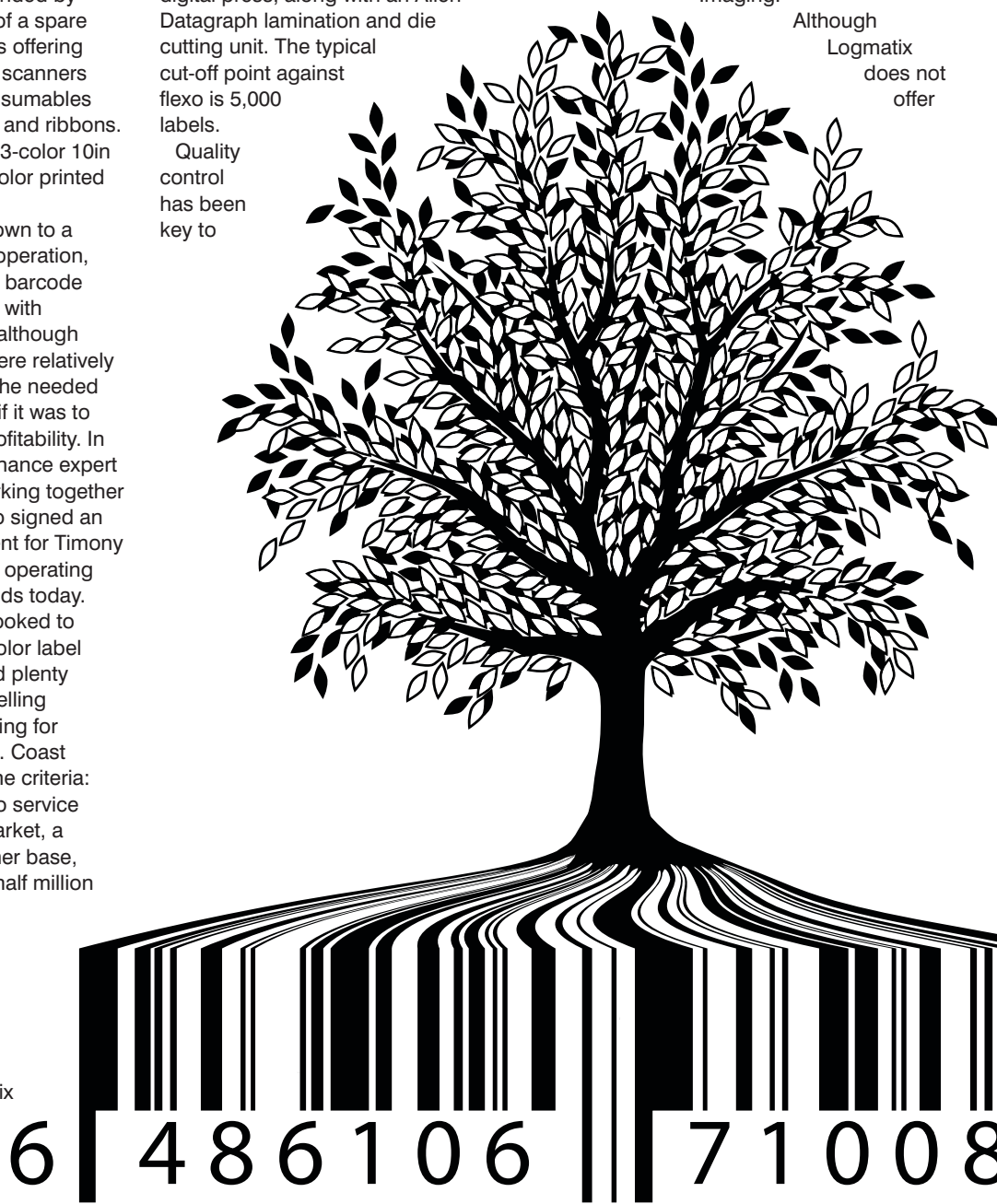
In 2008, Logmatix further expanded its high end capabilities, adding a 17 inch, 8-color Mark Andy press with an additional in-line inkjet unit to handle variable data printing. As demand for short runs increased, Logmatix invested in a Degra digital press, along with an Allen Datagraph lamination and die cutting unit. The typical cut-off point against flexo is 5,000 labels.

Quality control has been key to

the success of Logmatix in the high end market. The flexo presses generally run at 175 line screen and Trucolor video monitors integrated into the press analyze and verify colors using a dedicated color mix computer.

Logmatix makes its own flexo plates, both analog and digital. Equipment includes a Kodak Thermoflex Narrow CTP unit imaging MacDermid digital plates with a Mekrom plate processor and Rip-It workflow system. The company's pre-press equipment partner for the last five years has been JV Imaging.

Although Logmatix does not offer





(L-R) Craig Timony, COO at Logmatix and president Phil Angevine

a service to design labels from scratch, it will help customers compose designs and make them printable.

TARGET MARKETS

'High quality print plus the ability to image variable data in one pass has been the key to our success,' says Craig Timony. 'We want to find applications that are project driven and difficult to do. That has helped drive what we are trying to accomplish.'

The company's main areas of operation are in the ethnic haircare and food sectors and its key customers are located in Georgia and around the South Eastern United States, although there are some major accounts in California and the North East.

For the ethnic haircare market Logmatix produces promotional self-adhesive stickers which help salon owners promote value added products and services.

In the food market Logmatix recently branched out into laminate pouches, but finds very tough competition from printed rolls coming in from China and South Korea. 'They can buy cheap materials and use cheap solvent inks,' says Angevine. 'And if you order from China it will take five to six weeks, which is going to be a major problem if your ingredients change in the meantime.' Other flexible packaging products include shampoo samples.

The Mark Andy press has given Logmatix a strong offering in the ticketing market. A typical example is a multi-million series of highschool football tickets, now being produced for the fifth year, printed four over four and incorporating unique numbering.

Despite this successful growth into the high end flexo market, Logmatix' original barcode service bureau business remains an important part of the company's sales mix. Indeed, Logmatix claims to run the biggest barcode operation in the South East.

Printing on such a wide range

of materials – including PS labels, unsupported film, tags and tickets – requires the use of multiple materials suppliers. But one key supplier, Avery Dennison, offers short-to-medium run supplies of a wide range of packaging substrates including laminates and board under its Rapid Roll program (so far available only in the US).

Customer service is key to making these kinds of application work. 'Customers stay with us because we really empower our customer service reps,' says Craig Timony. 'As sales manager, Phil insists on a long sales cycle and deep knowledge of the end user market. Customer service reps are trained to use both their sales skills and intelligence.'

This attention to detail has seen Logmatix recognized with two major TLMI awards: a 2009 Best of Show award for the Red Bull energy drink, and a first place in 2010 in the promotional labeling category for the Soy Oyl skin conditioner. Much of this success is down to the fact that Logmatix has managed to retain its most experienced employees: at least three operators have served at the company for 20 years.

Logmatix' success has been down to management's willingness to adapt to changing market requirements. Indeed, the company is a model of how this process should be handled. It started with Angevine's honest recognition that he needed to bring in outside financial expertise to move away from low margin work; led to the development of a strategy to target the high end flexo market; and was followed by a targeted acquisition and investment in facilities, machinery and skills. In the meantime, the Logmatix staff have demonstrated a willingness to learn new applications where value can be found, including flexible packaging and variable data printing. And this spirit of bold enterprise at Logmatix shows no sign of diminishing.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

ROTOMETRICS OPENS INDIA OFFICE

Rotary die manufacturer RotoMetrics has opened a sales office in Mumbai, India. Shaun Pullen, regional sales director, said: 'Expanded local commercial and technical support allows us to react very quickly and to provide the highest levels of service in the industry.'

LABELXPO EUROPE 2013 DATES

Labelexpo Europe 2013 is set to return to Brussels Expo in Belgium on September 24–27. Now in its 32nd year, the biennial fair is regarded as the label industry's flagship event and is again supported by Finat. 2013's show moves from its traditional Wednesday-to-Saturday slot following visitor analysis and consultation with exhibitors. The Labelexpo Global Series team anticipates the 2013 show growing beyond six halls of floor space for the first time.

OMET OBTAINS HD FLEXO CERTIFICATION

Omet has become one of the few machine manufacturers to obtain the HD Flexo printer certification, issued by EskoArtwork. Marco Calcagni, Omet sales director, said: 'When we print on one of our combination presses, we see that their potential is enhanced by the use of HD Flexo.'

KODAK ENTERS BANKRUPTCY PROTECTION

Eastman Kodak has filed for Chapter 11 bankruptcy protection. The bankruptcy filing in the Southern District of New York does not involve Kodak's international operations.

The company has reportedly begun discussions with banks over a new line of credit that would allow it to continue to trade while reorganizing its finances under Chapter 11 of the US bankruptcy code.

US CONVERTER ACQUISITION

Windmill Tapes and Labels has acquired fellow UK converter Commercial Label Products.

The acquisition brings together CLP's expertise in short run label production using both digital and inkjet technology and Windmill's experience in medium to long run flexographic label printing.

SATO ACQUIRES ARGOX

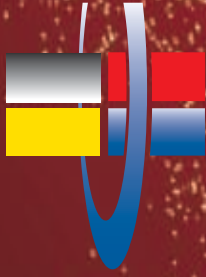
Sato, a manufacturer of barcode printing, labeling and EPC/RFID products, has acquired Argox Information Co Ltd, a supplier of barcode printers, barcode scanners and portable terminals, making Argox a member of the Sato Group of Companies.



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TONY HEIDL, VP Repacorp (R) and operator Chris Lovely with the company's EFI Jetrion 4900 with in-line laser die cutting

Repacorp expands

INTEGRATION of the Aladdin Label business and continued investment in leading edge digital equipment is propelling business at Repacorp, as Danielle Jerschefske discovers

Repacorp Label Products has expanded significantly in the last two years, acquiring a long-standing prime label converter, purchasing a third Jetrion digital press and expanding both Midwest locations by more than 17,000 sq feet each. Headquartered in Tipp City, Ohio, the converter also has locations in Wisconsin and Arizona. At the core, the company is family-owned with roots in the re-sale business. Today, according to plan, the converter is evolving the business, developing the digital side and providing customers with more effective production options to meet their needs.

ACQUISITION

Repacorp finalized the agreement to acquire the assets of Aladdin Label at the close of 2010. Aladdin Label had two facilities west of Milwaukee, and a strong customer base in the prime label market for food, dairy, beverage, as well as health and beauty labels. The sites have since been closed and the people and capital plant moved into the existing Repacorp in Franklin, Wisconsin.

Multiple presses from seven and a half – 20 inches wide and up to 12 colors convert long runs of children's stickers, address and charity labels. To improve productivity the 20 inch machine is equipped with a KTI splicer and rewind system. To improve print quality, the Wisconsin plant installed a full CTP DuPont Cyrel digital platemaking system.

A matrix recovery system has been set-up throughout the plant, automatically collecting the waste from every machine through a lubricated vacuum and directed through pipes to be shredded in a baler and compacted. The material is collected by Channeled Resources Group and shipped to northern Wisconsin where it's turned into fuel pellets that can be used to replace coal. Tony Heidl, VP says, 'We're

evaluating the numbers and cost of the process here in Wisconsin versus Ohio to decide if a similar investment there would be worthwhile.'

DIGITAL

When L&L first visited with Repacorp in 2009, the converter had invested in two Jetrion digital inkjet presses, a 4000 and 4830 finishing off-line with two Spartanics laser die-cutting units, to move business in a new direction. At the time Repacorp believed that digital was its best opportunity to find organic growth. The converter experienced 80 percent growth in its digital business last year.

Following through its plan to invest in digital printing for its Wisconsin facility, Repacorp installed Jetrion's newest UV inkjet 4900 press with in-line finishing in the fall, 2011. Jetrion had introduced the digital converting system to the world at Labelexpo Europe, reflecting its end-to-end approach with dual laser cutting, festoon system, web slitting and automatic turret rewinding. The new press has the same web width as the 4830 model at nine inches and is supported by EFI's Fiery XF RIP.

Heidl explains, 'We have had great success in Ohio with digital printing and laser die cutting since we started in 2009. Because of that success we decided to purchase the 4900 press.'

In-line finishing reduces the number of steps required to produce the labels, says Heidl. 'In Ohio digital printing is a three step process. We print first, then cut with the laser and then rewind the labels on a table top rewinder. One of the main advantages of the 4900 is that only one operator is required to print, cut and rewind whereas with off-line finishing it takes three people to do the same thing.'

The press prints CMYK plus opaque white using Xaar 1001 grayscale printheads and Jetrion's specially formulated inks.



REPA CORP dedicated 20 inch press for kids stickers and address labels



BALER for matrix material

When using white, it is printed first and LED cured before process colors are layered on top. The OEM laser cutters are made in Italy by SEI Laser Converting. Repacorp is pleased with the inking system upgrade and the ability to use UV inks.

'We've had virtually no issues with printheads clogging,' says Heinl. The EFI Jetrion systems suit the needs of existing Repacorp and Aladdin customers and promises to continue capturing new business. Already some of the work done flexo for Aladdin customers has been moved over to the digital machine and more will be shifted.

SET TO GO

With the business consolidated into three locations across the US and a swelling database, Repacorp will integrate a Seradex ERP system to streamline the various business lines and processes. Seradex is a Microsoft based program that is designed to handle multiple SKUs, automatically loading and sending data, which removes human error from the equation.

The system aligns nicely with the converter's ongoing e-business by directly tying into the current system. Repacorp's online quote module allows distributors to post a link on their own website for customers to obtain answers instantly to queries. With the new systems only one server is needed to support every location, simplifying production from the order through fulfillment.







Repacorp's RFID business has also experienced some pick-up recently. The converter attributes this shift to the adoption of item-level tagging by some leading retailers to improve inventory control and replenishment rates, and an increase in custom orders for a variety of markets.

With a total of 160 employees, it's possible that the converter may continue expanding westward as its client base increases on the West Coast. After successful growth and consistent investment in digital printing and finishing of labels over four years, Tony Heinl still says, 'We're only just scratching the surface of digital.' No doubt, more is yet to come.

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Tapp focuses on growth with seasoned label executive

JOHN ATTAYEK is the new CEO at Tapp Label Technologies, charged with integrating the group's operations. Danielle Jerschefske reports

Tapp Technologies restructured and recapitalized its business last year and officially became Tapp Label Technologies as of December 31 2011. With a location in Napa, California, it is one of the region's leading label converters, entering the wine label market in the early 1990s with waterless offset technology. The converter's diverse portfolio of technology now includes flexography and liquid toner digital, which supports a varied customer base and gives the converter a competitive edge.

Tapp Label Technologies has been a leader in breaking into the under-developed boutique wine market in California. Its history of service and innovation has made it a great brand name in the wine market and the company is now looking to move to the next level under new leadership going into 2012.

CEO John Attayek brings 25 years of label industry experience to the business. Commencing his career with Avery Dennison, Attayek most recently served as a VP of sales and marketing at York Label, playing key roles in guiding the business into prime label production, building strong growth and a global business.

Attayek explains, 'We've already made numerous and significant changes within the Tapp organization and are ready to grow and expand. We will continue to enhance our capabilities, provide superior service and invest in new business development initiatives and technologies in order to attract more business growth and maintain our core customer base; we're simply focusing internally, setting operations up to match the Tapp reputation. I have a great team and we are clicking well, re-building the structure of the business and moving in the right direction.'

Tapp Label Technologies' headquarters and main plant is located outside Vancouver in Langley, British Columbia, Canada. Private equity firm Pender West Capital Partners is prepared to support the converter achieve long-term growth, both organically and through acquisition.

COMBINED FORCES

York Label acquired LSK and Cameo Craft in 2006 and 2007 respectively, both with footholds in the West Coast wine industry. Multi-Color Corporation acquired York Label in October 2011. While Multi-Color/Collotype serves many of the higher volume accounts, Attayek explains that Tapp Label Technologies will continue to service the estate and boutique wineries while developing the larger brand markets. 'Tapp will strive to be the other option in the marketplace while maintaining the personal service its account base expects.'

Read more about Tapp Technologies here <http://www.labelsandlabeling.com/news/features/adding-value-to-california%E2%80%99s-wine-industry>.

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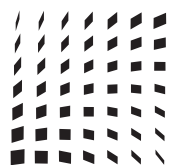
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Improving QR code scans

IN the first of a regular series of articles on implementing new media strategies, John Foley Jr, CEO of Interlink1 and GrowSocially, looks at how to make sure QR codes are actually used by the target audience

Did you think that Quick Response (QR) codes were everywhere in 2011? If so, you should expect to see more of the same in 2012. They will continue to add a lot of value to printed products, including labels, packages, mailers, and more.

Yes, there are going to be other mobile technologies – such as NFC, perhaps? – that will push a bit further into the mainstream in the near future, but with QR codes, the momentum has reached a tipping point. Now is the time for companies to use them to make their printed materials interactive.

Of course, QR codes should not be incorporated only because they are popular. They should help a company to achieve business goals – and that starts with getting people to scan them. It goes without saying that QR codes need to be printed correctly so that they work effectively. If the code fails, the user becomes immediately disinterested.

Here are four tips for increasing QR code scans which will be useful to you, as well as to any clients who seek your input:

1. PROVIDE INSTRUCTIONS NEAR THE QR CODE

Awareness of QR codes has increased dramatically over the past few months but there are still plenty of people that don't know what they are or how to use them. To assist them, provide instructions near the QR code on your printed materials.

This could be done by including text (i.e. 'Scan the QR code with your smart phone') or by incorporating an image that displays a smart phone pointing to the QR code, or an image showing how the QR code could point to a smart phone that is displaying a website.

BEST PRACTICE

Carol Houghton shares an example of how to make QR codes work:

There is increasing evidence that the wrong use of QR codes – for example, links to poorly executed websites – is putting consumers off using them altogether. But one good example of how to make QR codes work comes from mobile network operator Verizon, which increased sales by 200 percent by encouraging in-store customers to scan a QR code that shared a competition on social networking sites. If a friend used the link to buy a Verizon mobile, the original customer won a smart phone. The company gained a 35,000 dollars return on a 1,000 dollar investment and greatly increased brand awareness.

At the moment QR codes are still a novelty. But as we become accustomed to seeing them on increasing numbers of products, brands need to do more to ensure they have an impact.

2. GIVE PEOPLE AN INCENTIVE

As marketers first become familiar with QR codes, they often rush too quickly to incorporate them. Thus, they'll skip over fundamentals such as 'Why would my audience want to scan this?'. Rather than just slapping a QR code on your printed materials, develop a reason why you should have one. Will it make it easier for your audience to access a map or directions? Will it make easier for people to contact your company or to make a purchase?

Include that reason somewhere on your printed materials to let people know what benefits they'll receive by scanning the code.

3. EDUCATE YOUR AUDIENCE AHEAD OF TIME

QR codes exist primarily to make print interactive but you can use other media to increase awareness about them. Create blog posts on your website that talk about them. Produce a video that demonstrates how someone could successfully use their smart phone to scan them. Put one on your social media pages or in your email signature. Talk about them in your eNewsletter.

By taking those steps, you not only create curiosity, but increase the chances that your audience will know what to do with them when they see your QR code printed.



4. SHORTEN THE DESTINATION URL

This one is very important. QR codes can hold a lot of data but the more data that you have in a QR code, the harder it may be for someone to scan it quickly. Be sure to use a service that shortens your URLs before generating the QR code.

ABOUT THE AUTHOR

John Foley Jr, is CEO of Interlink1 and GrowSocially. Both companies help clients integrate social media and new print technologies – like QR codes – into initiatives which leverage new communication channels. Connect with John Foley Jr. and his team on Twitter @InterlinkONE @GrowSocially @johnfoleyjr @jasonpinto @QreateandTrack or Facebook



STEVE Baker watches the live demo with customers

Making digital

BAKER SELF ADHESIVE LABELS used its recent HP Indigo-sponsored Open House to demonstrate a one-stop-shop for all things digital – from trade printing services to supply of coated and custom slit reels. Carol Houghton reports

In 1993, Benny Landa, founder of HP, said: 'Everything that can become digital, will become digital. And printing is no exception'. Baker Labels became the first UK operation to invest in HP Indigo's WS6000 digital press in 2009. 'We are proud of what we do and we do it well, which is why we are hosting the day,' says Steve Baker, managing director of Baker Self Adhesive Labels. 'We are very open and honest and visitors appreciate that.'

HISTORY

Roy and Marian Baker founded Baker Self Adhesive Labels in 1973 in Kings Cross, London, where they established and built up the business, specializing in

LABELS&LABELING

flat screen, hot foil and sheet fed printing. The company – now run by their son, Steve Baker, from a new facility in Essex – serves a range of customers, from large international companies to small businesses. Among the 46 employees many have been with the company for over 10 years, a great source of pride to Steve Baker.

Today, 60 percent of Baker Label's six million pound turnover is generated through label sales, the remaining 40 percent is made up from selling raw materials to other label printers – Bakers is an official distributor of Fasson products plus a stockist of all the other major suppliers. Of the label sales figure,

60 percent is digital. On the decision to purchase the WS6000, Baker explains: 'Five years ago the choice was between Xeikon and HP. We believed HP offered the best quality and widest choice of substrate.' A large percentage of orders were less than 1,500 meter runs and the company wanted to reduce changeover between jobs as conventional origination costs were having a negative effect on smaller orders.

The company has been able to reduce stock through its digital printing investment. It takes an average of 250 orders a month, and material costs are less than 20 percent of turnover in the digital operation.



THE HP Indigo WS6000 printing on a 12 micron film

count

Baker also notes that the company has experienced a change in the ratio of admin to printing staff since going digital, 'The mix is now 50 – 50 and the emphasis in the production is more on specialist finishing than the actual printing.'

Bakers digital business covers a lot of bases. It offers a materials coating service for other HP press users; acting as a 'contingency supplier', providing back up for digital converters who require temporary additional capacity; and it does digital trade work for converters who do not currently have their own press. 'Customers can use us as a trade partner to develop their business through us to try digital. When the investment pays off, they can take business back themselves,' says Steve Baker.

Nick Theobald, representing Denny Bros at the Open Day, believes that Baker Labels has developed an interesting niche in the market, selling ready coated and slit materials for short run digital printing so companies like Denny Bros do not have to buy, coat and slit their own master rolls.

Summing up, Steve Baker confirms that digital has 'massively changed' his

company's business. '2010 was a record year for us and our turnover speaks volumes in what has been a bad year for a lot of companies,' says Baker. The digital part of the business has grown at a rate of 20 percent year-on-year, but Baker expects flatter growth this year as more companies take up digital. Indeed, Baker believes that the profit margins on digital label converting might already have peaked and companies will need to reinvest and find the new 'next big thing' to keep the business successful.

THE OPEN HOUSE

Visitors to the Open House saw various live demonstrations: the WS6000 printing on 50 micron shrink film, 450 micron board and a 60 micron film. Press operator Richard Stokes comments, 'As long as pre-press do their job, it is a dream to run. Wasteage is five meters, if that.' Stokes says the press needs to be well maintained, and HP provide 'good quick service and support.'

One of the highlights from the event was the WS6000 printing on a 12 micron film. Tony Bell, AB Graphics International, comments, 'What the press can do forces us to do more on the finishing side.' ABG

HP – A VIEW FROM THE TOP

The Baker Labels Open Day began at Greenwoods Hotel in Essex, with an overview of the digital print market from the event organizer HP Indigo. The company has installed over 1300 presses worldwide in the labels and packaging sector. Stijn Simoons, business manager, labels and packaging, HP Indigo, predicts continued high growth driven by powerful market forces.

'Brands are looking for alternatives as the moment of truth is shifting from the supermarket to online advertizing, virtual supermarkets, social networking and blogs.' Digital printing can form an important component of this new paradigm. 'One example is Wingman beer, printing variable data labels to display a different 'pick up' line on each bottle, creating a memorable experience for the drinker. HP believes there is a much wider need for such interactive labels.'

Simoons says some converters had made the switch to digital for its sustainability benefits, with one company citing a 96.2 percent reduction in materials wastage since making the move. This fits in with requests from brands for their suppliers to reduce their environmental impact.

demonstrated both a Digicon 2 and short run carton cut/crease unit.

Other technologies on show included EskoArtwork's Automation Engine 10. The EskoArtwork technology was installed a couple of weeks prior to the event and chosen to ease job throughput, increase capacity and profitability. The ability to preset repetitive tasks and make automated decisions within the workflow eliminates errors and saves time and money, as Steve Baker explains, 'We wanted EskoArtwork to be involved because while we have been working with them for a number of years we have just decided to invest in Automation Engine. We chose the technology because runs are getting smaller and variants increasing, which meant administration of jobs such as preflighting and proofing was taking up more time. We wanted to reduce that.'

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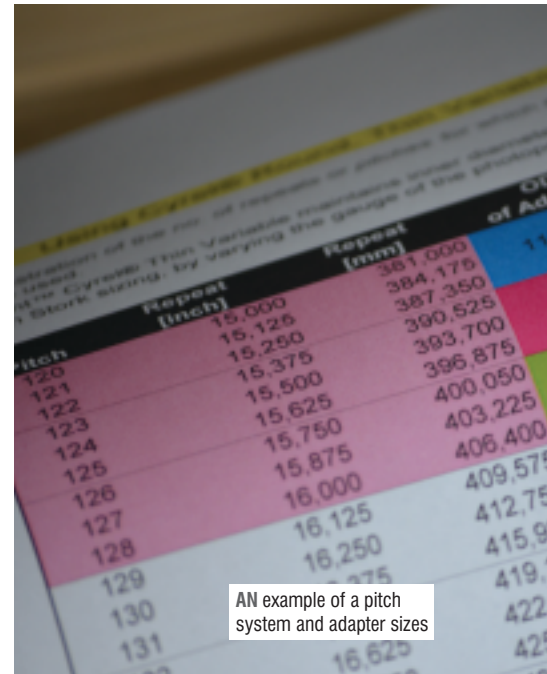
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COMPARISON of registry accuracy of same image processed with plates and with sleeve



AN example of a pitch system and adapter sizes

DuPont targets labels with round sleeve technology

ALTHOUGH COMMONLY REGARDED as a wide web format, DuPont Cyrel is now targeting its round sleeve technology at narrow web label and packaging converters

The CDI Round system uses either plates pre-mounted onto the sleeve before imaging, or sleeve material which can be imaged directly. After imaging, on the DuPont Cyrel Digital Imager (CDI) the sleeves are processed 'in-the-round'.

The maximum sleeve length on the CDI Round imaging unit is 1.45m, and a dedicated tool allows this to be cut into multiple lengths. It can image both plates and conventional sleeves, and changeover between the two is a matter of minutes, simply a question of changing the clamping mechanism. A 6-color job can be imaged in one and a half hours. 'These machines will make more sense being next to the press for rapid remakes,' says Jan Scharfenberg, Cyrel FAST product manager, EMEA. Scharfenberg says in the future these will be matched with FAST in-the-round thermal sleeve processors, significantly speeding up platemaking times and eliminating chemicals from the sleeve development process.

RIISING DEMAND

Andreas Segelken, CEO at leading German pre-press service provider Bremer Carl Ostermann Erben (COE), says he is seeing a major trend towards in-the-round processed sleeves: 'Our customers are increasingly asking for sleeves. The higher print quality and

quick job changes in the flexo printing machine save the company money previously spent on machine set-up and change-over. With increasingly shorter runs, but an increasing number of orders, this can bring a distinct market advantage.'

Segelken notes that the direct imaging of sleeves 'reduces the risk of registration problems and color variations in the grid area to zero. This advantage has been crucial in convincing many of our customers due to the increasing demands on quality and the trend towards even finer grids in flexo.'

Certainly there is a clear trend towards the use of sleeves by the major narrow web press manufacturers, for the reasons Segelken outlines above – sleeves reduce press setup time and eliminate fitting work and enable the press to be ready for production within a few rotations. Significantly improved registration accuracy over manually mounted plates can reduce material waste by anything up to 10 percent, according to Gerald Rettberg, one of DuPont's Tag and Label specialists.

A key advantage of round sleeve technology is the reduction in the number of printing cylinders and adapters found in a conventional plate mounting operation. Rettberg notes that using the Cyrel round sleeve process,

only one adapter is required for several sleeve sizes (repeats). 'If there are approximately 96 classes of pitch in a pitch system, then the printer needs only about a third of the number of adapters. If the printer uses, for instance, pitches between 120 and 128, then he needs just three adapters for the nine pitch classes. This simplifies handling and reduces inventory costs.'

In-the-round sleeves do not require the printing plate to be pre-distorted, so the compensation factor can be omitted at the pre-press stage. A flat-lying flexographic printing plate lengthens during mounting to a printing cylinder, meaning the image must be corrected in pre-press. With sleeves, the round surface is imaged directly, which ensures that a correct representation of the actual image, with correct dimensioning, is achieved.

DuPont also says that sleeves can have a longer life than conventional plates. 'Not only can they be mounted and de-mounted a virtually limitless number of times, but the elimination of mounting tape and the uniform surface of the adapter mean that lower impression weight is required and this makes a significant contribution to the useful life of the round printform,' says Stephan Riechert of DuPont's tag and label team.

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(L-R) L&L China editor Kevin Liu, managing director labels and packaging group, Tarsus, Roger Pellow and Eternal director, Liu Wei, with the new HP Indigo WS4500

Digital specialist in China

THE CHINESE ETERNAL group has pioneered digital printing of security labels and flexible packaging, as Kevin Liu reports

Eternal Anti-counterfeiting Technology is one of the pioneers of digital package printing in China, and in 2011 the company installed its third HP Indigo digital press.

The Eternal Group was established in 1992 and now has six divisions in various regions and industries around China. These include Shanghai Eternal Printing, Evans Data Processing, Eternal IT, Eternal Anti-counterfeiting Technology, Shanghai Yisui Paper and Beijing Eternal Printing. Eternal is mainly active in four industries: commercial banknote printing, business forms, pressure sensitive label printing and packaging.

Compared with similar companies in China, the Eternal group started digital printing quite early. Before the establishment of Eternal Anti-counterfeiting Technology, Eternal Printing could already carry out barcode inkjet printing for customs bills using a Scitex inkjet press and Océ and Kodak digital presses.

Eternal Anti-counterfeiting Technology was established in 2005 and it is mainly engaged in printing PS security labels and flexible packaging such as potato chips bags. The company purchased one HP Indigo WS 4050 digital press in 2005 – the first such machine installed by HP Indigo in the country – and started to provide a labels and package printing service to a wide range of demands from its customers. Key end user markets are prototyping, proofing and helping customers market and launch new food products. The WS4050 was followed by an HP Indigo WS4500 digital press in 2009 and a second machine just recently.

'Digital printing helps solve some problems where traditional offset and flexo printing always failed, such as short run printing, variable data printing and personalized printing etc,' explained the company's director Ms Liu Wei. 'The HP Indigo press accomplishes all the customers' demands in a very short time so that the transportation and delivery can be finished in a short time, which assists the company in stock reduction efficiency.'

'The customers usually need samples before the conclusion of a contract and will win purchase orders as long as the samples meet their demands. By traditional technology, the cost of these samples are high. Once the machine is started, the cost of one piece is the same as that of 1,000 pieces. Digital printing solved this problem quite perfectly, with very little expense on paper and ink.'

The HP Indigo presses have been used for variable data printing, including product and security codes. The company has also made use of invisible ink readable by ultraviolet light. They are printing variable security codes with invisible ink which require a specialized decoder to read. Eternal has printed micro security text as well as digital watermarks on labels and packaging.

This branch of the company's activity brings together all its security expertise across the group. The range of products includes anti-counterfeit and security labels for logistics and supply chain management and control. This links product packaging to secure databases via digitally printed codes that allow track and trace through the whole supply chain from raw materials, production, logistics and sales to consumers.

As well as digital security printing, the Eternal group's Shanghai Eternal division has become one of world's the top RFID packaging converters.

Anti-counterfeit label and packaging is provided for many of the top global 500 brands, including Canon, Johnson & Johnson and P&G, as well as leading Chinese brands.

Because of the wide range of packaging and label materials Eternal prints, it dedicates a coating machine to pre-coating HP Indigo press materials, as well as using pre-coated PS stock from Avery and Raflatrac.

FLEXO PRINTING

Eternal is not limited to providing digital anti-counterfeiting



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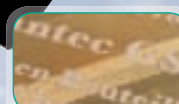


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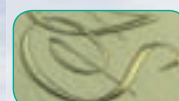
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WEI in front of the Gidue E-Combat M1 flexo press

packaging, but is also involved in the pharmaceutical and food label market. At the beginning of this year, Eternal installed one Gidue E-Combat M1 flexo press. 'We introduced this machine targeting customers of pharmaceutical and food,' says Liu Wei. 'The press has eight color units, with one rotary die cutting unit, a printing width of 370mm and average production speed is 110m/min.'

China is still overwhelmingly an offset and letterpress market, and it is very difficult to find good flexo technicians. How did Eternal solve this problem? Liu Wei explained: 'The operation of Gidue equipment is easy, which is the key reason we chose it. Before purchasing the machine, I went to visit the plant of the manufacturer in Milan, Italy where I also tried to run it. Then I found it is highly automated and very simple for the operator's work.'

'Our present flexo press leader is selected from our internal employees, but he has never run flexo nor traditional presses before. After simple training by Gidue, he can already operate this machine quite smartly.'

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

AVERY IN SOUTH AMERICA APPOINTMENT

Avery Dennison has appointed Jorge Luis Orejuela as general manager for Spanish-speaking South America for the company's label and packaging materials division. Orejuela began his career with Avery Dennison Colombia in 1999 as general manager for roll materials, and a year later took up the same position in Mexico. In 2002 he was transferred to Brazil, where he had been based since being appointed to the new role, which now sees him take charge of Argentina, Chile, Colombia and the Andean region.

NAME CHANGE FOR AMAGIC

Amagic Holographics has changed its name to K Laser Technology (USA) Co., Ltd. Amagic Holographics is the North American subsidiary of K Laser Technology, a publicly traded company in the Taiwan Stock Exchange.

SHRINK FILM DEMAND FORECAST

Demand for stretch and shrink film in the US is forecast to rise by just over three percent yearly to 2.4 billion dollars in 2015, according to a new study from The Freedonia Group, a Cleveland-based industry market research firm.

COLOR-LOGIC SUPPORTS EXTRA LANGUAGES

Instructions and other technical support information for Color-Logic's Process Metallic Color System are now available in French, German, Spanish and Italian, in addition to the original English.

KURZ UNVEILS STAMPING GUIDE

Stamping foil manufacturer Kurz has published an in-depth guide to the print finishing technologies of hot stamping and cold foil transfer. The new book, 'Hot Stamping and Cold Foil Transfer – A Comprehensive Guide for the Graphics Industry', is directed towards all those who apply or are interested in these decoration techniques.

NIMCOR EXPANDS DISTRIBUTION NETWORK

NimCor has appointed Grosel Industrial Sales to serve customers in Ohio, Indiana, Michigan and Kentucky. Located in Cleveland, Ohio, Grosel has specialized in paper, film, foil and rubber processing equipment for over 40 years. NimCor will be represented by Dotray & Associates, located in Minneapolis, Minnesota, to serve customers in Minnesota, Nebraska, North and South Dakota. For over 17 years, Dotray and Associates has supplied converting customers with tension control, web guiding, waste removal systems, web cleaning and static control. All NimCor customers and/or operations in Mexico will now receive product sales and service from Omnifibra C.A., a rep firm with over 30 years serving web handling and converting companies throughout Mexico.



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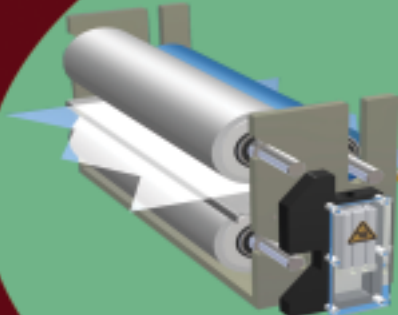
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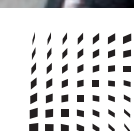
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New opportunities for film

NEW functionality for filmic substrates continues to offer converters exciting business opportunities. Andy Thomas reports

Innovative engineering of filmic products is opening up new opportunities for label converters to offer groundbreaking solutions to forward-thinking brand owners.

Avery Dennison has been at the forefront of these developments with the commercial release of a range of new films, some of which required the co-development of new label application equipment with partner companies.

The company's Curve Appeal/Fasson Curvy film system is just such a machine and label combination that creates a wraparound look on complex container shapes with the same print quality as a pressure sensitive label. Using label application equipment developed for the purpose by Harland Machine Systems, the Curve Appeal system delivers improved lay-down quality for large-format designs and enables larger back panels to carry more product or multi-language information.

Because this is such a unique application, Avery Dennison has set up a team to work with packaging designers to prototype Curvy labels for existing containers, or help them redesign packages to use the more complex curves that Curve

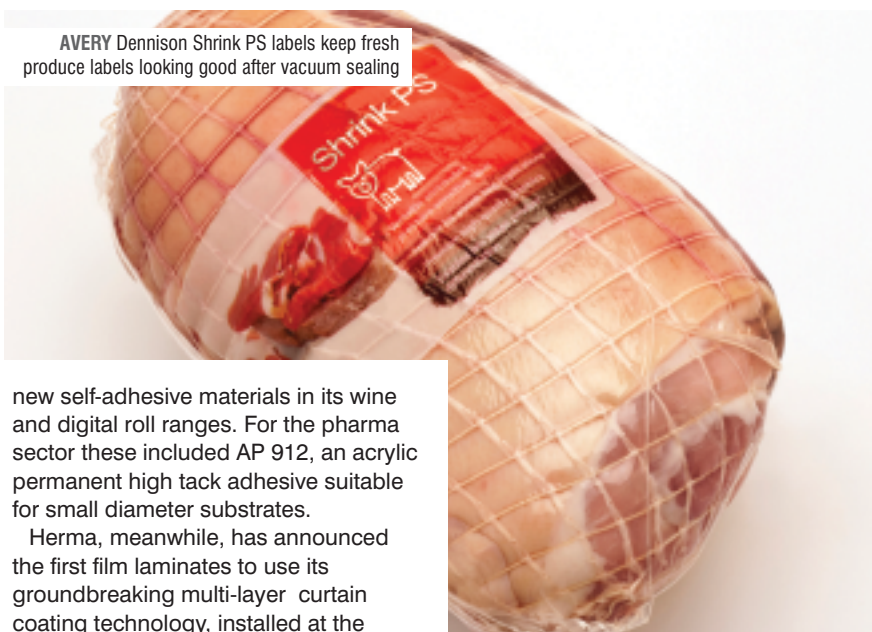
Appeal makes possible.

Another machinery/film co-development is Avery Dennison's Shrink PS labels, designed to be applied to shrinkable bags prior to filling and vacuum sealing using an applicator custom built by Tronics. The labels shrink with the bag without wrinkling, greatly improving the look of the pack compared to current alternatives. Potential applications include the labeling of fresh and processed meats, poultry and cheese products.

Avery has also filled a gap in its Global MDO (machine direction oriented) film range with a conformable laminate that sits between its current MDO film and PE85. Properties claimed by the company include up to 50 percent less ooze, a high level of printability and more labels per roll compared to standard PE-based products, along with the high level of clarity demanded for 'no label' applications in the home and personal-care (HPC) sector.

The HPC market continues to drive innovation, with Ritrama unveiling at Labelexpo Europe Soft Touch, a thin (17μ) printable laminating polypropylene film providing a velvet feel for personal care products. The company also showcased

AVERY Dennison Shrink PS labels keep fresh produce labels looking good after vacuum sealing



new self-adhesive materials in its wine and digital roll ranges. For the pharma sector these included AP 912, an acrylic permanent high tack adhesive suitable for small diameter substrates.

Herma, meanwhile, has announced the first film laminates to use its groundbreaking multi-layer curtain coating technology, installed at the company's German production base last year. HERMAperfectCut is an adhesive material system claimed to significantly reduce die cutter wear and enhance general convertibility without affecting the adhesion characteristics of its 62X adhesive.

Two layers of adhesive coating are applied, one of which 'breaks down' faster and thus facilitates the die-cutting operation, allowing die-cutting pressure to be decreased by 15-20 percent. Cohesion – the internal force that holds together the adhesive layer – has been significantly increased, resulting in less adhesive bleeds, says Herma.

HERMAperfectCut is available initially with six PE and PP films: as a white or transparent glossy standard PE film, and as white or transparent glossy PE and PP film with surface treatment for better printability. HERMAperfectCut will eventually be rolled out to all the company's film products.

Hanita Coatings continues to develop niche specialist products, and its latest is a water-indicative PET label face film which reveals a color change from blue to white on immersion or dampening, but without reacting to humidity. The company has also developed a 23 micron UV stabilized clear polyester overlaminate film with a proprietary anti-graffiti/scratch resistant dry-erase coating that retains gloss, clarity and dimensional stability in hostile environments.

An interesting niche application from Japan-based Lintec, meanwhile, is the Venti label, an adhesive film which allows the gas generated from the plastic molding process to be released. The company has also further developed its core tire label adhesive technology and launched a new adhesive for siliconized and other low energy surfaces.

Polyonics, another industrial films specialist, is promoting a new

temperature resistant overlaminate with clear and amber options for thermal and flexo printing. The company's latest high temperature clear label materials have a resistance to shrink up to 220 degrees celsius.

An area of filmic development attracting increasing interest from global beer brands is clear patch labeling. These are clear filmic glue-applied labels which act as a cheaper alternative to clear-on-clear pressure sensitive labeling for brands wanting to move beyond paper labels. The main challenges include providing a sufficiently clear adhesive, and avoiding unsightly wrinkling and air bubbles on the applicator. Super Film is the latest supplier to enter this market, with the launch of a BOPP film for patch labeling matched with a new water-based adhesive. A water receptive layer applied to the back of the label allows the adhesive to key.

GETTING THINNER

The trend towards downgauging continues. Innovia recently introduced a series of white coated and uncoated BOPP facestocks using 50 micron films instead of 60 micron. This allows costs and material useage to be lowered, while maintaining the stiffness that many applicators require. Innovia's digital facestock, Rayoface WDI51, has also been reduced in calliper while retaining certified performance status from HP. Rayoface CPA39 and MCPA39 are clear and metalized films with reduced calliper, and optimized for use with thin filmic liners in high volume applications such as beverages.

Innovia says its squeezable BOPP films offer a significant reduction in thickness and weight compared with PE films traditionally used in the HPC sector. New here are the uncoated Rayoface CZ Plus and WZ Plus films for printers with the



INNOVIA'S Rayoface CZ Plus film in use on a shampoo bottle

ability to corona treat in line.

Mactac's U Coex55 line of thin film synthetic face materials was jointly developed with its parent Bemis group, a global specialist in flexible packaging. Other developments from the company include MP318N and MP318N UV pharma-approved adhesives, now available with a 30 micron 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.

On the filmic release liner side, UPM Raflatac continues to promote its 30 micron Proliner, while Avery Dennison and Gallus have announced the first installations of the Cold Die system which allows liners down to 12 micron to be die cut without risk of die strikes. ETI has meanwhile sold its first MiniLiner system which also allows 12 micron liners to be die cut.

INDIAN PERSPECTIVE

At Labelexpo Europe two Indian materials suppliers exhibited, giving an interesting window on developments in this rapidly growing market. SMI Coated Products exhibited a range of filmic products including clear on clear, filmic liner-based labelstocks, as well as low migration products for the pharma industry. Ajay Mehta, managing director, said the Indian label sector is experiencing a shift from paper to filmic liners. He added: 'it is an exciting time. The transition is a challenge for the whole industry and suppliers must move ahead. Companies must be proactive to defend self-adhesive technology and keep on being flexible.'

And long-time Labelexpo Europe exhibitor Weldon Celloplast demonstrated a range of security and tamper evident paper and filmic products. 'This will be the future focus of the company going forward,' said CEO Harveer Sahni.

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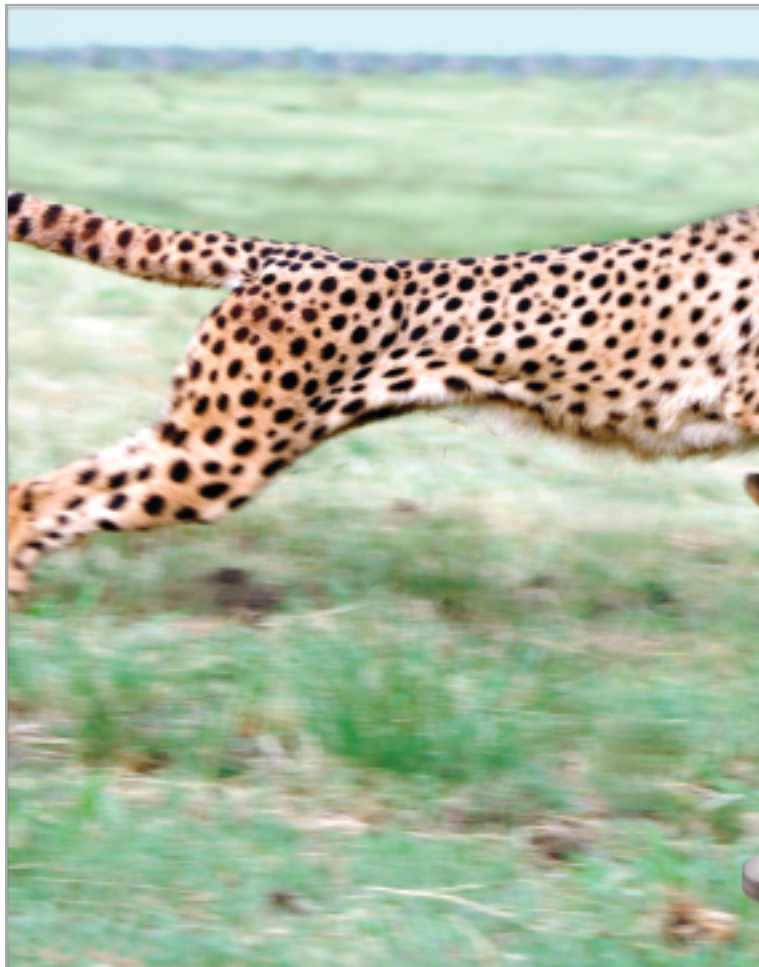
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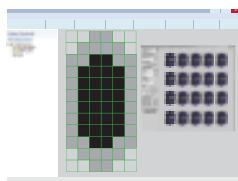
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MODERN INKS need to be highly versatile to key to the wide range of substrates now being handled by label and packaging converters. Images courtesy of Domino Printing Sciences



Ink developments

ANDY THOMAS rounds up the latest developments in ink technology, where key trends include low migration UV inks, opaque UV flexo whites and use of renewable resources to formulate inks

Flint Group has made a major push in low migration ink technology with the launch of its Flexocure Ancora UV flexo line of inks, which comply with the Swiss Ordinance on Materials and Articles (SR 817.023.21). The Flexocure Ancora line additionally provides good adhesion and scratch resistance on synthetic materials, says the company. Flint has also announced the global availability of its BioCure F UV flexo inks made up of 10 percent renewable linseed oil acrylate in place of traditional resin.

Sun Chemical has meanwhile introduced SolarFlex Nova SL, a low odor ink system based on Nestlé's 'positive list' of photoinitiators. The company's best practice guide to low migration printing – 'Designing Packaging with Certainty' – is now available in Italian, Turkish and German in addition to the English version launched last year.

Sun has also launched SolarFlex Lightning white UV flexo ink, as well as its SolarScreen range of UV screen whites. 'This indicates that the market still requires solutions for both these print processes for clear label applications,' says Jonathan Sexton, sales and marketing director, Narrow Web Europe.

From Ruco comes UVFX/MA, a line of low-migration and silicone-free ink systems which comply with Nestlé's EuPIA Photoinitiator Suitability List 1A and SR 817.023.21. The UVFX/MA line offers high opacity, printability and chemical resistance, says Ruco.

Siegwerk now has a complete line of low migration inks, varnishes and coatings for UV flexo, UV offset and waterless UV offset printing, and for all substrates including paper, plastic and carton board. The Sicura lines are supported by low-migration gloss and matte varnishes and a metallic ink series, providing label converters and package printers with a wide range of options for the food packaging market.

Looking at sustainable ink solutions, Siegwerk has launched its Sicura ECO series of UV flexo inks, manufactured from

50 percent renewable raw materials. The company is also promoting its Fast Match color management system which automatically calculates the amount of ink required for a given job and provides formulas to create the necessary color from left over ink.

Zeller + Gmelin has its own low migration products for UV flexo and UV offset printing and coating systems. The UVAflex Y71 series includes a high opacity UV flexo white ink for standard materials and a high opacity white ink specially designed for shrink sleeve applications. The UVALux series U41 is designed for UV offset and screen printing on papers and films while the U71 series is tailored for UV offset printing on thin film materials.

Marabu is promoting its low migration UltraRotaScreen UVSF 174 rotary screen white ink for combined UV screen and UV flexo printing applications. The company is also promoting its recently launched UV LED curable inks.

Actega WIT has introduced a low migration UV ink called Pharmaflex Signature UV, as well as Performa Classic, a water-based system with enhanced rub resistance. In addition the company has assembled a complete package of inks, coatings and adhesives specially formulated for wine label printing. The range includes inks for high definition printing, matte and gloss coatings with high rub resistance, and lamination and pressure sensitive adhesives.

Pulse Roll Label Products has launched a new silicone-free UV screen white ink. SF010 is formulated as a first-down white for subsequent over-printing by flexo, letterpress and litho, screen inks or varnishes, and can be used with a number of screens including Gallus and Stork. A wide range of substrates can be processed including coated/treated PE/PP, PVC, Polyester and some foils.

FujiFilm Sericol is promoting its UVivid Flexo JD Supernova white as an alternative to UV screen white. The company also



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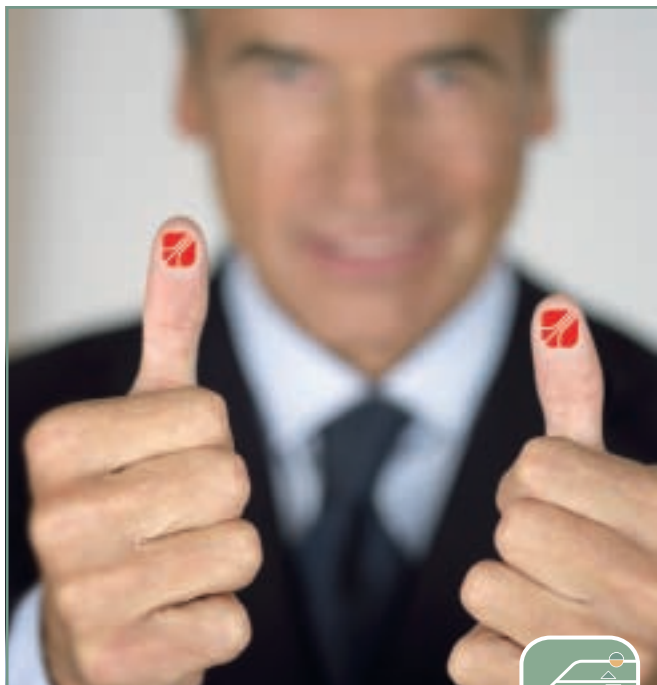
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claims its JD flexo inks series can produce opaque prints on clear filmic materials without the need for a backing white.

Belgian-based UV Curable Systems (UCS), meanwhile, has introduced a range of products including primers and overprint varnishes for low migration food packaging applications, UV-curing primers to improve the adhesion and print quality of digital UV inks; and a white ink which can be overprinted with digital UV inks. Interestingly, the company is also offering LED-curing varnishes.

Inkjet specialist Domino Printing Sciences has added new inks for its high speed coding equipment. First up is a fast-drying black ink for plastic-based substrates for its A-Series range of CIJ (continuous ink jet) printers. The ink does not require an air dryer and remains moisture-resistant even in pasteurization and chilled storage situations.

The second new product is a black Ethanol-based ink for Domino's G-Series thermal ink jet (TIJ) printers. BK107 is resistant to abrasion and deterioration after application to a range of filmic substrates including PE, POPP, Cast PP and Polyester/PET. Both inks conform to EuPIA Guideline for Food Packaging Inks.

DNA SECURITY

A new printing system using DNA ink, derived from plant DNA, will be used by Nissha Printing in Japan to mark and authenticate labels on high value food products.

The DNA ink was developed by Nissha in partnership with APDN, and can be applied by offset, gravure and inkjet. Nissha has signed an exclusive agreement with APDN to become the sole provider of these ink products in publications, fish and fruit applications in Asia.

Counterfeiting of Japanese branded sea foods is a growing problem throughout Asia, and Nissha says its DNA ink printing system will allow instant verification of genuine products. A special handheld detector is used to identify the anti-counterfeiting ink, either at the point of sale or along the supply chain. A second, forensic level of authentication is also available by sending the suspect product to a secure lab. It is claimed to be entirely safe and non-invasive, and food is not altered.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

OMET VARYFLEX FEATURES IN INDIAN OPEN HOUSE

An Omet Varyflex, printing and converting cartons in-line, will be on show at an Open House and seminar to be held in conjunction with leading Indian converter Pragati Pack on April 20 2012. The venue is Ista Hyderabad, located in the new business district of the city.

Speakers for the event include Ganpathy Thillai, application expert EskoArtwork, Singapore; Gururaj Kirsur, sales specialist Dupont, India; Hardik Patel, marketing specialist Dupont, India; Paolo Grasso, international sales manager Omet, Italy; David Ho, international sales manager, Martin Automatic Inc; and Hemanth Paruchuri, director, Pragati Pack, India.

The seminar and Open Day are being co-ordinated by Pawandeep Sahni of Weldon Celloplast. Sponsors include Omet, Tarsus' L&L, India Label News and Package Print Worldwide magazines, Print Week, Kurz and ITC. For further information contact Pawandeep Sahni pawan@weldoncelloplast.com

GALLUS OPENS SALES AND SERVICE CENTERS IN ASIA

Gallus is restructuring its organization in Asia by opening two new sales and service organizations in South-East Asia and India.

'Following a long and successful sales and service cooperation with Heidelberg in the Asia region and the expansion of both companies' respective portfolios for their own customer groups, the next logical step for Gallus is to focus on the target group of label printers by establishing its own sales centers,' said the company in a statement.

Singapore-based Gallus South East Asia is taking over all local sales and service activities for Singapore, Malaysia, Thailand, Indonesia, the Philippines and Indochina. Dario Urbinati, who has worked at Gallus for many years, will head up the Gallus SEA sales center for the entire region. In his role as managing director, he will be supported by a team of sales, service and print professionals.

Based in Mumbai, the new sales and service center in India will be led by a team with many years' experience of Gallus products. Gallus India in Mumbai will be responsible for India, Sri Lanka, Bangladesh, Pakistan, Burma and Nepal. Samir Patkar, who spent many years in charge of Gallus products at Heidelberg India, will take on the role of managing director. Narendra Kulkarni will be in charge of service and technical support. Additional support will come from local service engineers in Mumbai, New Delhi and Bangalore.

XEIKON ACQUIRES FLEXOLASER DIGITAL PRESS MANUFACTURER TARGETS FLEXO CTP MARKET

Keikon, a manufacturer of digital label presses, has acquired the Flexolaser technology and business from RSD Technik GmbH and Flexolaser GmbH, manufacturers of computer-to-plate (CtP) devices for both flexo and letterpress applications. Keikon has also acquired the rights to the Trademark Thermoflex from Eastman Kodak.

Both these individual transactions were signed towards the end of 2011 under conditions that all the involved parties agreed to keep confidential. These acquisitions are in line with Keikon's strategy to introduce a new product line for its CtP business and to be a leading digital technology provider in the flexographic market place. Keikon will be expanding its sales, marketing and service teams worldwide to further these objectives.

Martin Rasenberger, CEO of Flexolaser, stated: 'Keikon has all the trump cards to continue the success of Flexolaser: knowledge of the labels and packaging markets, strong R&D, lean and experienced CtP manufacturing facilities, and, most of all, a clear dedication to grow.'

Avery Dennison improves traceability and productivity

VERY DENNISON implemented its Traceability Manager technology to help French cheese manufacturer Domalait improve traceability and increase customer satisfaction. Carol Houghton reports on the benefits

'Food Law' – European Regulation No.178/2002 – requires traceability and the recording of information throughout the agri-business production process. Domalait wanted to comply with this legislation as well as meet customer expectations regarding origin and quality of its products. When it reviewed its traceability system there were no links between the raw materials used and production orders placed, making management of raw material stocks very complex. In addition, despite batch numbers on the product packaging, a significant amount of data was lost during the traceability process because of unsuitable data management equipment.

The subsidiary of the Les Maîtres Laitiers du Cotentin group, buys wholesale cheese which it then cuts and packs it into portions, mainly destined for the catering industry. Its production site in Savigny le Temple, south-east of Paris, employs approximately 40 people and packs an estimated 100 million products each year, generating a turnover of 11 million euros.

Julien Lefranc, maintenance technician at Domalait says: 'The use of the existing traceability system caused hours of lost production as a result of downtime due to failures in the system. We needed a more efficient solution that could bring improvements to our production processes and could also enable us to comply with Food Law.'

MAKING A CHANGE

Domalait approached Avery Dennison in 2009 to help it develop a new, improved traceability system. Having carried out an assessment of the production site's needs, Avery Dennison proposed a tailored implementation of Traceability Manager – a complete and modular option based on software that includes ascending, internal and descending traceability as well as product labeling. The computer aided software engineering can be adapted to a customer's need without any updating, meaning it can react quickly to fast changing demands of the food industry.

Pascal Wopperer, market segment manager, says 'it is a real time software mode that also has marketing and communication benefits for end users. It elevates the brand.'

An additional challenge was presented as the changeover to the new system

coincided with an increase in production at Domalait. This meant production could not be reduced or delivery schedules would not have been met. According to the cheese manufacturer, Avery Dennison's experience and commitment meant it could benefit from the new, operational traceability technology in less than two months.

Of the successful implementation Lefranc says: 'The management of commercial data through an Oracle database is required by our parent group for harmonization between the different divisions, so it was essential that our production data was compatible with this system. Achieving compatibility was not easy, but thanks to the responsiveness of all those involved and the commitment of Avery Dennison, this problem was resolved effectively.'

THE TECHNOLOGY

The Traceability Manager allows management of traceability data to be customized at all stages of production, optimizing deployments. It also means factory operations can be aligned with the Hazard Analysis Critical Control Point (HACCP) method, to meet quality control requirements. In addition, software scripts can be customized to create simple interfaces for each operator, making daily operation quick and easy.

It includes an ETL (Extract Transform Load) module for real time communication and in both directions with business systems – such as ERP, MES, WMS – already used by customers. Today, Domalait uses Traceability

Manager to manage traceability throughout its factory to directly monitor the entire output of its 11 production lines, as well as its stock of raw materials. The quality control department compiles daily statistics of production orders to help improve manufacturing processes. Accurate tracking history for each product, from goods inward to product dispatch can also now be maintained.

'The reliability of Traceability Manager enables us to control each step of our production chain and improve our processes,' says Lefranc. 'This solution has solved our production downtime problems and enables us to be much more efficient in comparison to the previous system. It also enables us to comply with industrial food production laws.' 'The Avery Dennison team has been highly responsive in adapting this solution to our specific needs,' concludes chief executive of Domalait. 'In addition to improving the processes in our factory, Traceability Manager ensures the quality of our products to customers. This solution is beneficial to our activity not only in terms of productivity, but for our business as a whole.'

The implementation of the Traceability Manager has resulted in automatization, risk reduction and an overall increase in effectiveness, productivity and turnover for Domalait. Avery Dennison believes the traceability reliability gives the company a competitive edge, adding to its future prospects.



FRENCH cheese manufacturer, Domalait improves traceability

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THE ADHESIVE COATING MACHINE from German manufacturer Olbrich

Kuresa opens new factory

PERUVIAN label and adhesive tape converter Kuresa inaugurated its new 23,000 sqm site in November. James Quirk reports from Lima

Kuresa welcomed 377 visitors – including representatives from the Peruvian government – to the inauguration of its new facility in Lima in late November 2011. The event marked the completion of a three-year project into which the company has invested some \$25 million dollars.

Among the guests at the ribbon-cutting ceremony were Salomón Lerner Ghitis, Prime Minister of Peru, Dr Kurt Burneo Farfán, minister for production, and Dr Daniel Blansjaar, Kuresa's chairman. Seventeen countries were represented among the attendees, including Argentina, Italy, Canada, Chile, Colombia, Germany, Japan, Mexico, Venezuela and the US.

The 23,000 square meter site, which

was purchased in 2007, is located in Centro Poblado Santa María de Huachipa, in the district of Lurigancho in Lima, the Peruvian capital. Construction began in May 2010 and was completed in around 12 months.

The \$25 million dollar investment covered the purchase of the land, construction of the facilities, investment in new machinery for adhesive tape and prime label production, new warehousing and offices, as well as safety precautions and other infrastructure. The company claims the plant is now the best of its type in the Andean region of South America.

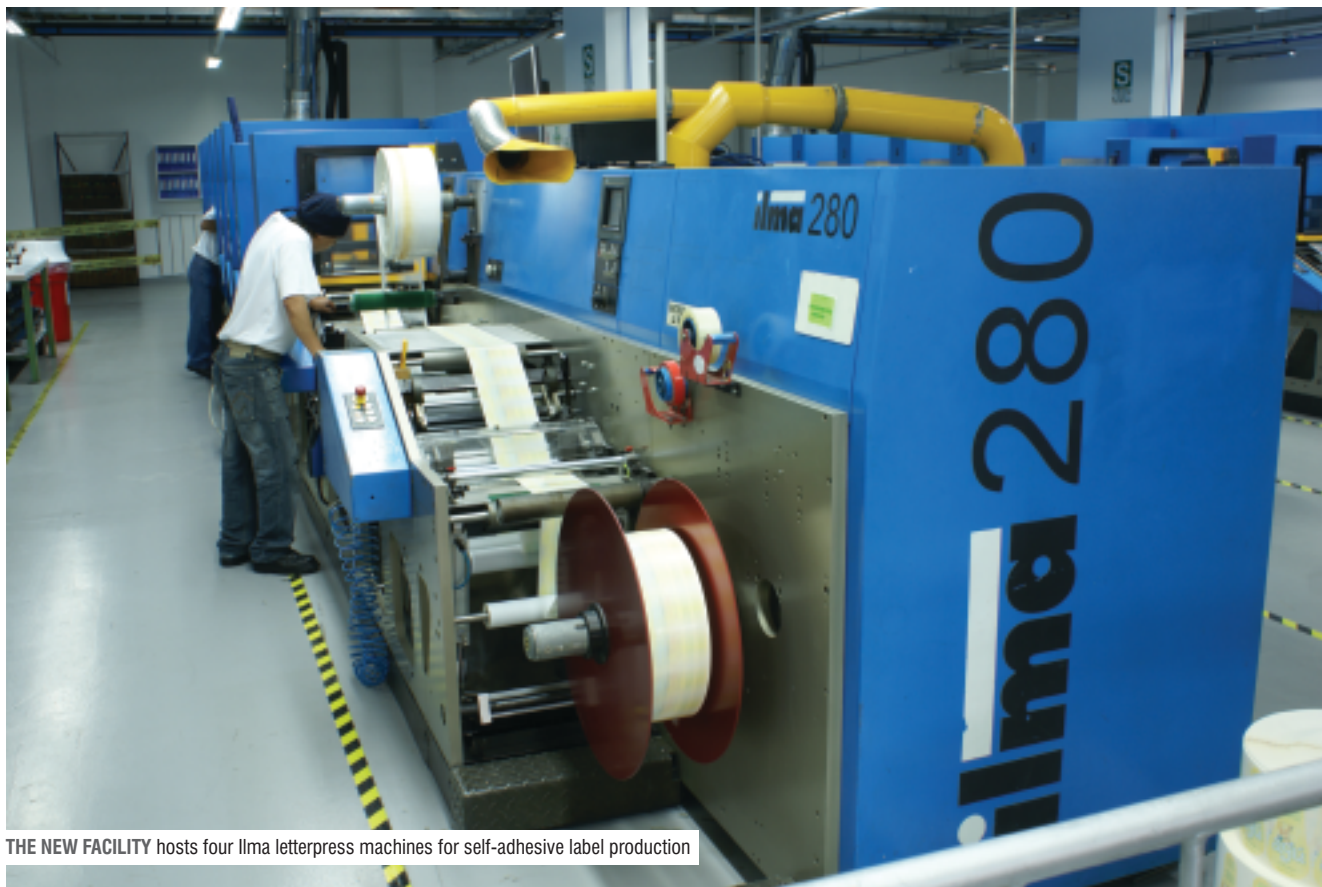
The new facility houses a new adhesive coating machine from German manufacturer Olbrich – the company's largest ever single investment at USD 9.5

million – which will benefit both Kuresa's label printing and adhesive tape divisions. A fourth Ilma letterpress machine, for production of prime labels with which Kuresa serves the cosmetics, personal care, food and beverage markets, is another new addition. Prime label production capacity is estimated at 5 million sqm per year.

The move to the new plant will generate 100 new jobs, taking the total number of employees to 350.

SWISS PRECISION

In his speech to mark the inauguration of the new facility, Jaime Yoshiyama, Kuresa's managing director, thanked the attendees for their presence, outlined the company's history and paid tribute to his



THE NEW FACILITY hosts four Ilma letterpress machines for self-adhesive label production



A close-up of an Ilma letterpress machine



KURESA'S new 23,000 square meter plant in Lima

employees.

He told how the company was founded 46 years ago with a small coating machine for adhesive tapes, which was nicknamed 'the bicycle' because of the simplicity of its technology. Over the years, the company grew its Pegafan tape brand into one of the biggest in the country, beginning to invest in modern equipment in the late 1970s.

At the beginning of the following decade, a shift in government policy towards importation saw the arrival of foreign tape brands in the local market. This, said Yoshiyama, encouraged the company to rethink its strategy and sow the seeds for the growth that would eventually see Kuresa arrive at its new facility.

The company began to search for a technology supplier, modernized its

production facilities and invested in the training of its workforce. 'This is how technology was acquired from Swiss company Cellux, whose president is here with us, and who is now president of Kuresa,' explained Yoshiyama.

'When Dr Blansjaar and his engineers arrived at Kuresa in the 1980s, the performance of our machinery and the quality of our products began to improve enormously. Because of our lack of technical knowledge at the time, the existing machinery has not been used efficiently. The addition of Swiss precision to the enormous practical talent of the technicians and mechanics from Peru quickly gave Kuresa a strong competitive position.

'Kuresa's workers played a key role in this transition. It was not so difficult for them to master the new techniques, and

furthermore served to illustrate the innate capacity that Peruvian workers have to adapt foreign sophisticated technical concepts to the materials and instruments of Kuresa.

'Since then, more than 30 years have passed. Kuresa, in the meantime, has expanded its product range. Since the late 1990s we are engaged in self-adhesive label production and are printing labels of the highest quality – we can say without any doubt that the quality of our products has nothing to envy of any label produced in Europe. Our clients in this market are multinational companies with international operations.

'When you visit places like Colombia or Ecuador, or the Central American countries, and you enter a supermarket, you will see that many of the products of household care, personal care, beverages



SEATED ON STAGE l-r: Dr Kurt Burneo Farfán, minister for production; Dr Daniel Blansjaar, Kuresa's president; Salomón Lerner Ghitis, president of the cabinet; and Jaime Yoshiyama, Kuresa's managing director



ATTENDEES numbered 377 from 17 countries

and food carry labels printed by Kuresa, on sophisticated narrow web machines using diverse printing techniques.'

Dr Daniel Blansjaar – a Dutchman who has lived for many years in Switzerland – spoke of his conviction in Peru's 'enormous potential' and described how he had made some 50 visits to the country over the years. He spoke of the 'exemplary relationship' between Cellux and Kuresa, with technicians from the Peruvian company travelling to Switzerland every year for training.

Salomón Lerner Ghitis, Peru's prime minister, said: 'I am very happy to see such investment in Peru.' He spoke of having known the Yoshiyama family for many years and even worked alongside the company in its early days. 'It is a great honor to say that Kuresa now has the facility that it deserves and is a role model for label and tape manufacturing.'

SOLVENT RECOVERY

The Olbrich adhesive coating machine, which runs at 150m/min with a 1,600mm web width, brings Kuresa's annual production capacity to 80 million

LABELS&LABELING

square meters of adhesive tapes. At 40 meters in length and 7m high, it runs at ten times the speed of the Kuresa's previous coater, and will also allow the company to produce its own specialty self-adhesive label material. A thermal oxidizer prevents solvents from being released into the atmosphere.

The tape manufacturing facility counts on a dedicated area for slitting and packing the different types of adhesive tapes produced by Kuresa – which include office, packaging, masking and specialty tape products. The prime label printing facility includes a dedicated pre-press department, label printing press shop, laboratory for quality control and separate warehousing.

Label production is carried out on four letterpress machines from Ilma. Each of the presses has flexo, silkscreen, reverse printing and hot and cold stamping capabilities, and can print variable data for promotional applications. They are equipped with inspection systems from BST, web cleaning equipment from Teknek and Kelva, corona treatment and lamination. Proofing and mounting

equipment comes from JM Heaford, while finishing is handled by Rotoflex machines.

Kuresa is in the process of being certified to ISO 9000 and its products pass through exhaustive quality control and adhere to global quality standards. Yoshiyama was keen to emphasize the environmental credential of the new facility. 'A particular aspect of the production process which we want to highlight is that the factory minimizes its impact on the natural environment,' he said. 'In the fabrication of adhesives, benzene solvents are used. In a traditional plant, when a tape is coated, the solvent is released into the atmosphere and contaminates the air. In our case, this solvent is recaptured and reused, avoiding contamination, and also permitting a substantial saving in costs.'

Kuresa, as well as being the leader in its local market, exports its products to Chile, Bolivia, Ecuador, Colombia, Venezuela, Central America, Mexico, Holland, the UK and the USA.

During 2011, the company experienced growth of 18 percent compared to the previous year, mainly due to increasing sales in foreign markets. Some 75 percent of Kuresa's sales come from products manufactured in-house, while the remaining 25 percent come from imported products, such as the Japanese brand of office supplies, Pilot, which are imported from Japan and sold in Peru.

According to Yoshiyama, the new site allows six times the production levels of the previous factory.

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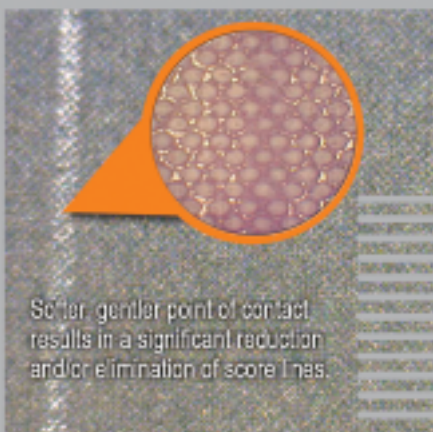
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Placing consumers at the heart of label design

STERGIOS BITITSIOS at consumer research specialist MMR Research Worldwide takes a view on consumer-centric label design

Packaging and its components play a crucial role in the success or failure of products and brands and labels are an integral packaging component. Nevertheless, packaging – and therefore labels – seems to be the poor cousin in the marketing mix, especially when it comes to consumer research. Whilst products have enjoyed the attention of sophisticated research methods, packaging has been overly forgotten by brand owners.

When packaging research is conducted, it is often at a superficial level: locating liking and propensity to buy. Research is mostly used to validate the pack at the end of the innovation process. This leads to a situation where the familiar and comfortable thrive and true innovation is driven out. The result is packs that appeal to the masses or at the other extreme, packs that fall outside of category conventions, or where a creative/equity route is taken that can't be supported by the brand. With so many 'good' products on the market, packaging is a fantastic opportunity for brands to differentiate their products and enhance the consumption experience. Consumer research has the power to extract and define the packaging elements that really matter; those that will be successful and that will guarantee a healthy return on investment and those that will not.

A CLOSER LOOK AT LABELS

For years labels acted as platforms for delivering product information and usage instructions. Soon marketers realized that labels offered a fantastic opportunity for brand communications. Today, labels are seen as one of the important, if not the most important, components of packaging – a portal for spelling functional and emotional cues – from product benefits claims to creative imagery that captures shoppers' imagination.

But on today's swarming shelves, do label designs get the level of attention that brand owners expect and demand? With the sheer volume of packaged goods readily available, do labels really stand-out on shelf? Do they truly help consumers quickly spot their favorite brands among dozens of others? Not entirely. Take the breakfast cereals category as an example. In the astonishingly long-term lack of structural excellence that strikes this category, cereal brands have labels as the only means of differentiation. When you walk down the cereals aisle though, the vast majority of boxes look almost identical and somewhat predictable. This is a situation that maybe Finish (dishwashing brand) and Activia (yoghurt brand) have managed to escape so far but other than those two it proves very hard to instantly think of any other brands that manage to achieve supreme stand-out through label design.

On the contrary, it can get quite worse. Remember the infamous Tropicana (orange juice brand) case where a label design change in the US caused massive financial loss and hurt the brand on many levels. And all because a bunch of creative gurus decided to rule consumers – the ultimate judges of a pack – out of the creation and validation process. Research has shown that consumers spend just one sixth of a second looking at a grocery pack in a supermarket. This means that labels have to work faster in a more crowded environment and getting it right the first time is vital.

LABEL DESIGN: ART OR SCIENCE?

Thomas Hine in his 1995 book 'Total Package' noted that certain critics have argued that packaging design is a type of folk art, anonymous and universal, a response to aesthetics that are unspoken but widely shared. He also underlined that most packaging designers have an art school background, often in

graphic design, rather than a qualification in a scientific discipline. Whether or not that is representative today, the truth is that in order to successfully capture and materialize all that labels represent and are expected to deliver, design requires at least some scientific input. Packaging designers need a way to leverage and manage consumer needs and desires, product qualities and brand equities and to accurately embed these in the design process. Such precision in the design execution is feasible but requires a well-disciplined collaboration between psychology, consumer research and technology. So, it is possible to scientifically analyze and evaluate the elements that make a label design effective. But it also requires artfulness in the way that those elements are integrated. A mixture of art and science is possibly the right way forward, but still the science part is too often overlooked. The more science is pushed into the background, the more label design risks becoming a beauty contest.

WHAT SHOULD BE DONE NEXT TO ENSURE LABEL DESIGN IS EVOCATIVE YET SUSTAINABLE?

Recognize that there's life beyond the first moment of truth. It's time to realize that the impact of packaging extends beyond grabbing customers' attention at the supermarket shelf. In fact, the relationship between

consumers and packaging becomes more meaningful and intimate at the point of use. Product information and instructions come handy at the point of use too and the better those are communicated the more satisfied and comfortable consumers will feel using the



product. The brand also gets extensive exposure at the point of use. A shampoo bottle stands proud in consumers' bathrooms for weeks; an energy drink bottle regularly makes an appearance at the gym; a cereal box poses every day at consumers' kitchens. Repeat purchase should be at the heart of every brand's strategy.

CONDUCT CONSUMER RESEARCH THROUGHOUT THE DESIGN PROCESS

Understanding how to create impact throughout the consumer journey and a product's lifecycle is of paramount importance. Bringing consumers in at every stage of the design process is therefore essential. Consumer research does not aim to replace creativity but to make sure it's not stifled by misleading opinions which quite often lead to disastrous decisions. Research intends to generate objective consumer data and through filtering and rigorous analysis to produce actionable guidelines that help place a framework around the creative process. Sensory and affective sciences coupled with consumer psychology and behaviour techniques have been successful in helping to deliver profitable products in the areas of food, drink, personal care, electronics, automotive and even architecture. Why not use them in label design too?

ACCEPT THAT 'LIKING' ISN'T ENOUGH

Consumer research must be done properly. Measuring 'liking' is just not enough these days. The subconscious, emotional impact that a label can have on consumer reactions is extremely important, as is its delivery against core design and brand aims. It's often hard to articulate why we like a label and why we choose to buy the brand that features it. Understanding the psychology of choice and the relationship between the drivers of behaviour and liking is vital. Brands must therefore dig much deeper into the brains of category users and deeply analyze their interaction with packaging in general and more specifically with labels. At MMR we believe that the consumer should drive innovation and set the brief, supported by marketing and R&D, and not the other way around. They need to shape ideas at the earliest stage of packaging development and help to uncover the rules of success for a product and to assess how appropriately packaging and indeed labels meet their expectations of the brand.

USE INNOVATIVE RESEARCH TOOLS AND TECHNOLOGIES TO SUPPORT THE DESIGN PROCESS

There are various advanced, proven research techniques that are used to extract consumers' personal beliefs, their emotional, functional and hedonic values and the vocabulary they use. Most importantly, they can translate these findings into meaningful actions for the packaging innovation process including label design. MMR Research proactively scans for and develops new ways of supporting packaging innovation and sees that label design should and will unravel in three distinct phases:



1. IDENTIFYING EARLY RULES OF SUCCESS

An effective way of injecting consumer insight at the beginning of the project is to bring all the concerned parties together under the right conditions. Participants should be consumers – carefully screened, highly articulate and creative category users – the marketing and R&D teams and label designers and illustrators. Via a collaborative and intensive workshop-style environment, facilitated by consumer researchers, the initial creative brief is first explored in detail. Basic executions are rigorously profiled in order to measure appeal, brand fit, emotional and functional delivery. Designers and illustrators can work directly with consumers to create new executions and arrive at a really tight design brief for graphics and label format, ensuring that success is built in from the outset of the process. It all takes only one week from preparation to delivery and it doesn't cost the earth. Getting it right the first time is priceless especially in today's economic climate and helps avoid expensive guesswork or nasty surprises at the validation stage.

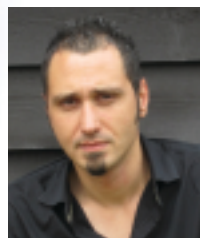
2. EMBEDDING INTERACTIVE TECHNOLOGIES

Teaming up with experts and providers of relevant new technologies is becoming crucial. Technologies such as QR codes, augmented reality and printed electronics can be embedded/printed on labels and truly elevate a pack's performance and impact on-shelf and beyond. Labels that emit light, change color, vibrate, make sounds, are all plausible design routes today and will become even more accessible in the years to come. The emotional, functional, social and environmental benefits can be tremendous. A great example of technology exploitation with great emotional, functional and social impact is Bud Light (lager brand) in the US. The brand developed a label that incorporates what they call a 'metal activation technology', allowing consumers to type anything they will on the label with the use of a coin or any other metal component. That way, consumers can customize their bottle, creating a social effect and also avoid the problem of drinkers mixing their bottles in bars. It's a good start.

3. EVALUATION, VALIDATION AND OPTIMIZATION

After designers have refined the emerged label design concepts the final piece of the puzzle is evaluating and validating those to either provide guidelines for optimization or to confirm that brands can push the 'go' button. Bringing consumers back into the process and just before the final choice is made is vital. Advanced research techniques can be used here for a holistic evaluation and validation to ensure that all aspects of the label work optimally. Eye tracking, for example, can be used to really understand shelf standout and message delivery. On-line fixtures or even real time, physical shelf mock-ups can be used to record 'findability' and to spot the design areas that consumers like and/or dislike. All that can be then supported with direct questions for benchmarking and for gauging overall appeal as well as emotional profiling for assessing conceptual delivery and brand fit. Finally, facial coding could be optionally employed to access the instant emotional reaction of consumers to a new pack design. This is a lean, low investment process and is designed to deliver results in two to three weeks.

The future of label design looks bright considering all the great consumer research methodologies and technologies available today to support the creative process. Even in tough economic times packaging and labels can shine – it's just a matter of adapting our thinking process and approaches to design in ways that echo the diverse and ever-increasing demands of the modern society and embrace the behavioural models of the contemporary consumer.



ABOUT THE AUTHOR

Stergios Bititsios is associate director, packaging and design, MMR Research Worldwide, a leading research partner for food, drink and personal care companies with profound expertise in sensory research, product testing, packaging innovation, NPD and emotion-based research.

INSTALLATIONS



REPRO Busek's management has reported excellent customer feedback with its Kodak Flexcel NX system

KODAK FLEXCEL NX SYSTEM REPRO BUSEK (AUSTRIA)

Repro Busek, a Vienna-based pre-press and platemaking specialist, has reported success using its Kodak Flexcel NX system.

Reinhard Deim, sales manager and board member at Repro Busek, said: 'Brand owners and printers are astonished when I show them the flexographic print quality we're achieving with the Kodak Flexcel NX system. It's the biggest quality leap I've seen in more than 30 years in the profession. The Flexcel NX plates give us results that rival gravure in every respect – and in many cases are superior.'

The imaging system was delivered to Repro Busek in June 2011, with preparations beginning six months before the installation. 'We started to align our workflow to the new imaging technology in early 2011,' said Gyula Marlok, managing director. 'Previously the data was sent to Munich to make the plates, which were subsequently delivered direct to the customer.' The first orders were completed on it in just three days.

Deim added: 'The reaction from customers has been overwhelming. Without exception, every printer I've spoken to has had a huge smile on his face, as if he'd just won an Olympic gold medal and broken the world record for quality. In the past, print shops had to fork out a lot of money to see a significant increase in quality. Customers are delighted with the plates we produce with the Flexcel NX system. Even with low-priced substrates, the potential to improve quality is remarkable.'



BROTHER and sister team Scott Pillsbury, president, and Whitney Pillsbury, VP

PRIMERA PRESS AND FINISHING SYSTEM ROSE CITY LABEL (USA)

US-based converter Rose City Label has installed Primera's CX1200 color label press and FX1200 digital finishing system.

The company reports an easy transition from its existing flexo printing operations for Rose City Label's press operator, who runs the machine on a daily basis.

'Having the machine in-house and really being able to learn its capabilities has been a great way to broaden our product line,' said Scott Pillsbury, president of Rose City Label. 'I can tell you that the machine has been busy: there is no shortage of demand and I think we are pricing the products competitively, but we are making money. If we haven't paid for the machine yet, we are really close.'

ESKOARTWORK CDI 5080, HD FLEXO, DIGITAL FLEXO SUITE AND KONGSBERG XL24 DIGITAL FINISHING TABLE PUNTO GRÁFICO (ARGENTINA)

Punto Gráfico, an Argentina-based pre-press house specializing in manufacturing photopolymer digital and conventional plates for corrugated and flexible packaging and labels, has revamped its operations with the installations of EskoArtwork's CDI 5080, HD Flexo, Digital Flexo Suite and Kongsberg XL24 digital finishing table. In its 15th year, the pre-press service provider is the first South American company to use EskoArtwork's Digital Flexo Suite, which delivers tools for automated platemaking while reducing plate waste. The newest CDI works alongside a CDI Spark XT 4835, which the shop has used for several years.

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Questions please!

ANDREW SOBEL explains how 'power questions' build relationships

In this post-Madoff era of unpredictability and suspicion, people are looking for deeper, more intimate, and more engaged relationships – the kind that reduce risk. When times are tough and the future is uncertain, people want to put down roots and partner with people they truly like and trust.

In today's markets, the most valuable commodity is the ability to connect with others and rapidly build trust. And that begins by asking the right questions. Asking questions and letting people come up with their own answers is far more effective than spouting facts or trying to talk someone into something. Telling creates resistance. Asking creates relationships.

Good questions light fires under people, challenge their assumptions, help them see problems in productive new ways, and inspire them to bare their souls – which, of course, strengthens the bonds in the relationship.

Clients stick with people they like. Bosses hold on to team members they feel passionately about. Your expertise and competence get you in the door, but it's the personal connection that then builds deep loyalty.

Just one - non-obvious - example of such a 'power question' comes from the late Steve Jobs, notorious for pushing employees and constantly asking people, 'Is this the best you can do?' It's a question that infused Apple's corporate culture from the beginning. It's one that helped revolutionize the desktop computing, music, and cellular phone industries. And it's one that you can use too – sparingly and carefully –

when you need someone to stretch their limits and do their very best work.

Often, we settle for mediocrity when we need to do our best. Mediocrity is the enemy of greatness. Asking, 'Is this the best you can do?' helps others achieve things they did not believe possible.

Another power tip: Interactions get off on the wrong foot, and someone gets angry or offended or just shuts down. But people are forgiving. They want to have a great conversation with you. Asking, 'Do you mind if we start over?' will disarm the other person and make him smile. That smile will ease the way to a new beginning.

All business interactions are human interactions. Part of being human is acknowledging that you don't know everything about everything – and that you certainly don't know everything about the other person and her needs. Questions help you understand these things more deeply.

The right questions unleash a cascade of innermost feelings and vibrant conversations. They help you bypass what's irrelevant and get straight to what's truly meaningful. They make people like you, trust you, and want to work with you – and once you've achieved that, the battle is already won.

ABOUT THE AUTHOR

Andrew Sobel, is author (along with coauthor, Jerold Panas) of *Power Questions: Build Relationships, Win New Business, and Influence Others* (Wiley, February 2012, ISBN: 978-11181196-3-1, \$22.95).

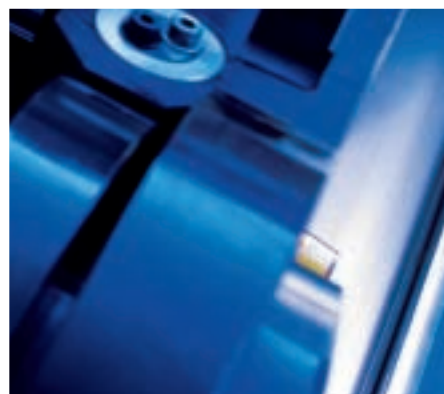
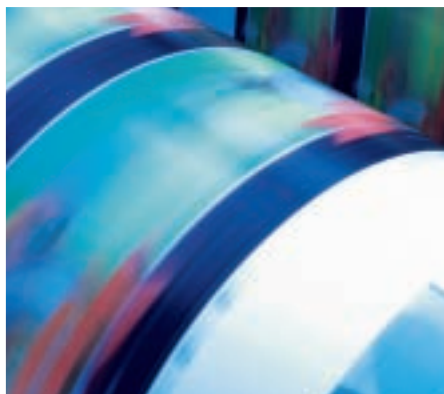
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