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Argentine converter in  
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## EARTH SHOCK

There was a shocking moment at the recent Finat congress in Athens when Louis Lindenberg, Unilever's global packaging sustainability director, told delegates that no solution exists to the problem of separating silicone from paper release liners so they can be recycled.

How is it possible, asked delegates, that our industry has been unable to get this important message across to the world's leading consumer product brand? In our industry circle we fully understand that the technical problems of desiliconization have been solved in Europe, with schemes offered by C4G and UPM Raflatac's recently announced RafCycle program. The latter is based around UPM's paper mill in Plattling, Germany, where the liner is processed into pulp to be used as raw material for UPM paper products – a true 'cradle to cradle' option which Unilever would surely welcome.

The fact is that as an industry, we are not good at publicizing our achievements to the wider world, despite all the best efforts of organizations like Finat and TLMI, and now the G9 grouping of the world's major label associations.

What is needed is a forum through which we can communicate directly with the Unilevers and the P&Gs and let them know about the sustainability initiatives we are undertaking and how they can become a part of them.

The biggest problem faced by Europe's liner desiliconization plants is the failure of the big brand owners and their co-packers to collect, sort and return liner waste, even when our industry is offering to set up the logistics network. Too many end users still persist in seeing separation of liner waste as a cost rather than a sustainable solution to an issue which could still threaten the future of this most vibrant of industries.

So after L9, why not L9+? Time to bring the brands into the labeling circle.

### ANDY THOMAS

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# INBOX

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## ALL EYES ON LATIN AMERICA

There has been a plethora of recent announcements from leading international suppliers acquiring local companies, appointing distributors in the region or installing high-tech equipment. The news is not only coming from the usual suspects. While press manufacturers such as Nilpeter, Mark Andy and Gallus have long had strong customer bases in the area – and HP Indigo has a firm grip on digital press installations – they are being joined by companies that have traditionally had a smaller presence in the region, but who are seeing increasing numbers of installations of their equipment among converters seeking advanced technology that would more usually find a home in the more developed markets of Europe and North America.

*James Quirk, Latin America editor, L&L*

## SUSTAINABLE PROGRESS

On recent travels, I have continued to hear more active discussions around sustainability in the label industry. It has been inspiring, fulfilling and pulls the curtain back on what being greener really means. It's far more than selecting a certified paper facestock that costs more and might not perform as well as virgin material.

*Danielle Jerschefske, North America editor, L&L*

## PACKAGING IS KEY

A particular highlight of the first Label Summit Africa, held in March in Cape Town, was the high number of brand owners and designers in attendance. Brand owners and designers represented 15 percent of visitors, and their presence was also strongly felt in the event's conference program. Panel discussion brought together leading names from the retail and wine industries – Woolworths, Clicks and Shoprite; and Cellar, Boer & Brit and Haskell Vineyards. One attendee identified packaging as 'the key customer touch point', saying that without it 'all surrounding marketing activity is wasted'.

*Roger Pellow, managing director, Tarsus Labels and Packaging Group*

## COLOMBIA TO GET FREE TRADE BOOST

The planned free trade agreement between Colombia and the United States came into force on May 15 this year. It is a further boon to a country that has seen a dramatic reversal in fortune in recent years. L&L recently visited a number of companies in the Colombian cities of Bogota and Medellin, and found both industry suppliers and label converters excited by the opportunities presented by the trade deal. With increased stability and solid economic growth, Colombia is one of the region's current success stories and the outlook for the label and packaging sectors is positive.

*James Quirk, Latin America editor, L&L*



## VISUALIZING THE FUTURE OF LABELS

Figures suggest there are 285 million people worldwide with a visual impairment. With this in mind, a number of interesting innovations are emerging within the label industry. Labels are read for primary product information and are also a key marketing tool in getting consumers to notice and purchase a particular product. But for those with limited sight or blindness, how is it possible to access all this? The French seem to be leading the way in terms of related innovations. Stratus Packaging has launched a Braille printed QR code that takes the user to an audio link, allowing them to access product information. Arman Martirosyan, a student, has invented a new barcode scanning technology that is linked to an earpiece, providing similar benefits. Enabling the blind to shop more independently and access the same information as those with full vision, the label just became even more valuable.

*Carol Houghton, journalist, L&L*

## Your Tweets

@packagingdiva RT @DanielleJersche: Consistent scanning of #QR codes from #print #packaging is key to consumer engagement <http://bit.ly/Hgz7N>

@PackageSPEAK: @packagingdiva – so important also that QR codes lead to relevant content, not just fluff, on a mobile-enabled site.

@SustainBrands sponsor @HP develops technology w/ #environment in mind <http://bit.ly/L8Pwof> @LabelsNLabeling #sb12con

Modern consumer response relates 2 man 200,000 yrs ago in Pleistocene Savannah? <http://bit.ly/IHuxXu> #society #behavior

RT @daniellejersche: Packaging is key customer touch point; w/out it all surrounding marketing activity is wasted <http://bit.ly/HpZtMy>

Vineyard owned by @Chanel celebrates 350 years! Label features 1903 painting of chateau in Bordeaux <http://lockerz.com/s/196459636>

# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

### UPM RAFLATAC OPENS LABELSTOCK FACTORY IN US

UPM Raflatac has opened a new specialty products factory in Fletcher, North Carolina, USA. The facility, which began full-scale production in April, will provide UPM Raflatac with the expertise, narrow web coating capabilities and capacity to develop specialty labelstock products for demanding end-uses.

The factory will supply labelstock products for end-uses such as security, pharmaceutical, food, tire and durables labeling and ultra removable applications; provide coat-to-order services; and run small orders. This factory is located just a few miles from UPM Raflatac's existing labelstock manufacturing facility in Mills River, North Carolina, allowing the company to streamline its logistics processes, accelerating production and order delivery.

'With our new label solutions center, UPM Raflatac achieves its vision of offering a full range of standard prime, VIP and specials products to our customers,' said Jouko Lähepelto, senior vice president, Americas and Asia Pacific, UPM Raflatac. 'We can now provide labelstock converters with the industry know-how and production tools they need to supply specialty products to market-leading brand owners.'

### TAGHLEEF INDUSTRIES TO ACQUIRE AET FILMS

Taghlee Industries and Applied Extrusion Technologies (AET Films) have reached agreement for Taghlee to acquire AET Films. The transaction, which was approved by the boards of directors of both companies, is subject to regulatory approval and is expected to close by the end of the second quarter, 2012. Houlihan Lokey is serving as the exclusive financial advisor to AET Films and its shareholders in this transaction.

### TRESU APPOINTS AGENTS

Tresu Group, the flexo printing machine builder and provider of ancillary technology for the packaging printing market, has strengthened its global service network by appointing new distribution agencies in Brazil, Mexico and India. The three agencies are Creagraphics of San Juan del Rio, covering Mexico and Central America; André Gerstmann, based in Mairiporã, São Paulo (Brazil) and Capital Graphic Supplies, based in New Delhi (India).

## STEVE LEE HONORED WITH LIFETIME ACHIEVEMENT AWARD

ROTOMETRICS' VP of technology recognized for 35-year career



Steve Lee, vice president of technology at RotoMetrics has been named the winner of the R. Stanton Avery Lifetime Achievement Award, sponsored by Avery Dennison.

Lee has been a shaping force in the label and tag industry over a 35-year career in the design and manufacture of rotary tooling. The judging panel said that Lee helped grow RotoMetrics from a small, low-tech die supplier in a fledgling industry to being a global, full-service supplier of a broad portfolio of products designed around converter needs.

He has been credited for his role in getting the industry to work together to develop and spread the use of pressure sensitive labels worldwide. He has played an active role in industry associations, especially TLMI, where he has served on the board multiple times

and acts as chairman of the TLMI Annual Label Awards Competition.

The winners of the three other categories in the Global Label Industry Awards will be announced at the awards ceremony and gala dinner on September 11, at Chicago's prestigious Aragon Ballroom during the first evening of Labelexpo Americas 2012.

**The 2012 finalists are:** New Innovation category – AVT, EFI, and Spanish converter Innovaciones Para Etiquetajes; Continuous Innovation category – Prati, Stork Prints, WS Packaging. The winner of the Converter Award for Sustainability/Environmental Responsibility – sponsored by Flint Group Narrow Web – will also be announced on the night.

The judging panel was chaired by Mike Fairley, director of strategic development for the Labelexpo Global Series, and consisted of Kurt Walker, president of Finat; Art Yerecic, TLMI chairman; Andy Thomas, Labels & Labeling; Steve Katz, editor of Label & Narrow Web; and Tony White, editor of NarroWebTech.

## ROTOMETRICS ANNOUNCES GLOBAL MANAGEMENT TEAM

NEW APPOINTMENTS cover CEO, European and Asian positions

Global die systems manufacturer RotoMetrics – which recently completed the acquisition of Gerhardt – has appointed a new global management team.

Robert (Bob) Spiller is RotoMetrics' new president and CEO. Spiller will be based in Eureka, Missouri, USA, and will take responsibility for all global operations, reporting to the board of directors.

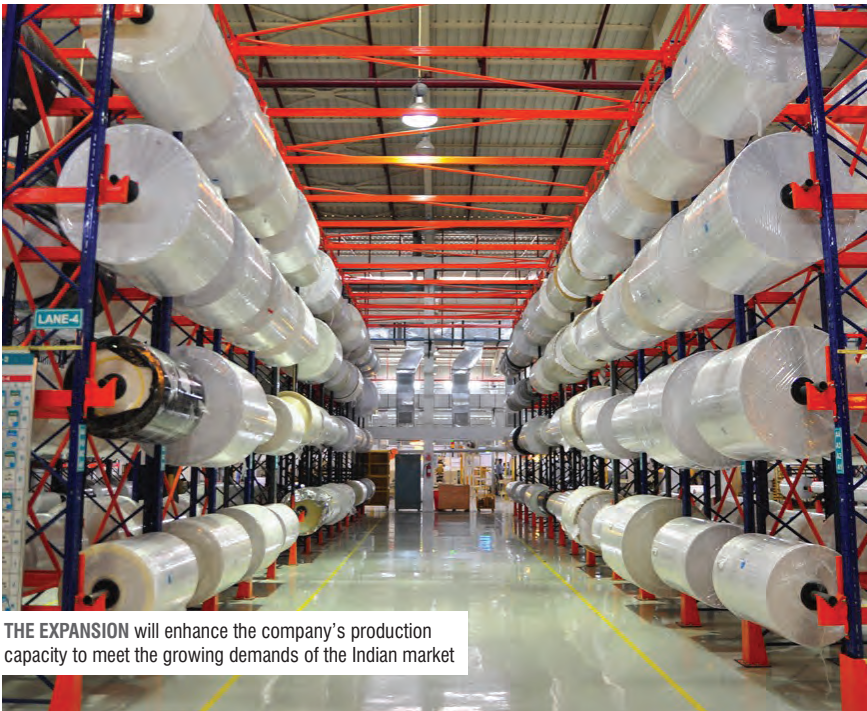
Most recently president and CEO of SCT International, a provider of security and anti-counterfeiting technology for commercial and government customers, Spiller has also served as senior vice president of Graphic Packaging International's performance packaging division, where he oversaw a USD 315 million P&L targeting new product development in consumer packaging segments. In addition, he spent 12 years at Avery Dennison within the engineered films, Fasson Roll and specialty tape divisions, including seven years based in European markets.

Dr Peter Emerson becomes managing director, RotoMetrics Europe. Emerson also has extensive labels industry experience, having served as managing director of label paper manufacturer Smith & McLaurin, as well as senior research and technology roles with Avery Dennison's UK base materials division. He will be based at the company's Aldridge, UK site.

Completing the global team is Shaun Pullen, who becomes general manager, RotoMetrics Asia. In this newly created role, Pullen will have responsibility for the firm's Thailand manufacturing operations as well as sales and business development throughout Asia.

RotoMetrics has successfully scaled-up Asia's first narrow web rotary die manufacturing operation. 'Shaun has been instrumental in leading this start-up effort, taking a 'green-field' site to a facility that now supplies the majority of customers in Asia with 24 hour delivery,' said Bob Spiller.





THE EXPANSION will enhance the company's production capacity to meet the growing demands of the Indian market

## AVERY DENNISON EXPANDS FACILITY IN INDIA

PUNE SITE is said to be one of company's most advanced

Avery Dennison has completed a major expansion of its production facility in Pune, India. The investment is to enhance capacity in response to the rapidly growing Indian market demands for label materials, as retailers increasingly recognize the importance of packaging and branding to differentiate products and drive consumer choices.

The ISO-certified facility produces technically advanced pressure-sensitive materials for labeling and packaging and is said to be one of Avery Dennison's most advanced operations. The expansion, housed in a 100,000 square-foot site adjacent to its current facility, includes a new state-of-the-art, high-speed materials coating machine which together with finishing equipment and coater comprise a full production line.

'With this latest expansion, we continue with the next big chapter in our development in India,' said Anil Sharma, managing director of Avery Dennison label and packaging materials in India. 'Our customers across India and South Asia have been our primary focus since we first established operations here in 1997. By expanding in Pune, we will

be able to better serve the increasingly discerning requirements of this fast-growing market.'

The move further underlines Avery Dennison's commitment to India, bringing the company's total investment in the country to approximately 55 million US dollars. The plant has undergone three phases of capacity expansion since the plant opened in 1998. This fourth expansion puts the facility at 130,000 square feet – four times its original size.

During the opening ceremony, the company announced two more developments in India: the establishment of a new Innovation Center in Pune and a Knowledge Center in Bangalore.

The Innovation Center will be the third of its kind for Avery Dennison, which has existing centers in the US and China. It will provide dedicated research and innovation development services for Indian converters and original equipment manufacturers, as well as growth opportunities for India's pressure-sensitive labeling industry. The Pune Innovation Center will be operational by mid-2012 and is expected to grow significantly in terms of dedicated resources over the next two years.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



OSMAR BARBOSA is now general manager of EFI Business Software, Latin America

## EFI ACQUIRES BRAZIL-BASED METRICS

EFI has acquired privately-held Metrics Sistemas de Informacao (Metrics), a supplier of ERP (MIS) systems for the printing and packaging industries in Latin America. Financial terms of the transaction were not disclosed.

'The addition of Metrics's high-caliber team and the extensive customer base they have built in South and Central America combined with EFI's software portfolio will allow us to provide a higher value proposition to customers, along with creating a platform for EFI to introduce our unique digital eco-system to the region,' said Guy Gecht, CEO of EFI. 'Latin America is a vibrant market with exciting growth opportunities for the entire EFI portfolio ranging from our Fiery workflow, to our cloud and customer-hosted ERP software, all the way to our industrial inkjet production printers.'

Based in Sao Paulo, Brazil, over the past 14 years Metrics has built a base of more than 250 customers in Brazil and Latin America. Under the leadership of Osmar Barbosa, co-founder and CEO of Metrics, it will become part of EFI's software applications portfolio. EFI intends to integrate support and operation of Metrics into the existing Business Software organization, while continuing to enhance the product offerings.

'Metrics is excited to join the world-class team of EFI employees and become the centerpiece of EFI's strategic focus and investment in Latin America,' said Barbosa, now general manager of EFI Business Software, Latin America. 'Our customers will now have access to an extensive portfolio of industry-leading technology, with more options to grow their businesses, while continuing to receive the same high-level of support and attention they are accustomed to.'

# NEWS

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES



**ALDO GONZALEZ** has been appointed general manager of the new operation

### CCL INDUSTRIES FORMS JOINT VENTURE IN CHILE

CCL Industries, a provider of specialty packaging for the consumer products and healthcare industries, has opened an operation in Chile to serve the wine label market. Acrus-CCL, based in Santiago, is a joint venture between CCL and a newly created Chilean investment holding company, which has two groups of shareholders: Mitchell Kendall and David Goodman, both veterans of the label industry as former principals of Cameo Crafts Graphic Industries; and Jose Mingo, Aldo Gonzalez and members of the Marinetti family, who have a long history in packaging and the wine and spirits market in Chile. CCL and its partner will each have a 50 percent interest in Acrus-CCL; Aldo Gonzalez has been appointed as general manager.

The partners will initially invest approximately USD 10 million between them, financed by a combination of debt and equity, to create a state-of-the-art label production plant in Santiago dedicated to the wine industry. Chilean wine exports have more than doubled in less than a decade and are estimated to have reached 50 million cases in 2011. CCL's initial equity investment of USD two million will be matched by its joint venture partner. Acrus-CCL will eventually expand its presence in the wine and spirits market to other Spanish speaking countries in the Mercosur trading zone.

Aldo Gonzalez, general manager of Acrus-CCL, commented: 'We are excited to bring new leading edge supply chain and label converting technologies to the very specific needs of Chilean wine exporters. We have a highly experienced local management team that knows the wine industry intimately, supported by the technologies and global leverage of the world's largest label company. I believe such a powerful combination will bring many benefits to our customers in Chile.'



THE ACQUISITION will add significantly to the Security Labels product portfolio

## SECURITY LABELS GROWS UK PORTFOLIO

Security Labels International, a UK-based manufacturer of tamper evident security devices, has acquired Geoffrey Waldmeyer Associates, a supplier of plastic and metal C-TPAT security seals, asset labels and tamper evident bags.

This acquisition will add significantly to the Security Labels product portfolio, particularly its Label Lock range of labels and tape. Used extensively by the police as well as logistics and security managers, Label Lock products can be applied to everything from vehicle doors and windows, aircraft hatches and panels, and shrink-wrapped pallets to laptops, CD and DVD cases and almost all boxes and packages.

Security Labels' managing director, Dr Adrian Steele, said: 'The acquisition of Geoffrey Waldmeyer Associates, an important player in our market, will

enable us to build even further on our ability to meet customer expectations. The security label industry is constantly evolving and the level of R&D required to address the on-going technical challenges calls for a scale of operation that this acquisition will help us to achieve.'

Geoff Waldmeyer added: 'I should like to thank our customers for the pleasant way in which we have conducted business over, in some cases, nearly 25 years. In Security Labels International we have found a company that will work to the highest standards to provide the level of service our customers are entitled to expect. Although I shall now retire, I remain available to the company to ensure the smoothest of transitions. I wish our customers and business associates every success in the years ahead.'

## UV RAY AND GIDUE ANNOUNCE PARTNERSHIP

UV Ray is to continue an existing agreement with Nuova Gidue, which will see the company equip the press manufacturer with UV curing equipment.

The UV systems are said to ensure the maximum results required by this range of machines, such as low costs, simplified management, security as well as high levels of quality, productivity and reliability.

UV Ray has also launched a dichroic reflector, whose small dimensions mean it can be incorporated into any machine. It adopts PF technology, employed for the first time by UV Ray to enhance the reflector. The reflector is available with water cooling, maintaining the same dimensions and characteristics.

A new curing option with a chill roll has also been unveiled. Designed with a dual chamber system, it was designed for film applications on semi-rotary machines or offset presses.

Meanwhile, the company has announced its move to a new facility, located in Pregnana Milanese, Italy, which will double production capacity. The site will host a warehouse and a new production line will be added to the existing equipment.

The production lines related to analogue systems will be replaced by new digital system production lines, as well as test lines in two separate areas.

The R&D center will operate independently from production.



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**HOT OFF THE PRESS**A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES**FLEXCON MOURNS FOUNDER  
MYLES J. McDONOUGH**

Flexcon has announced the passing of its founder and chairman of the board, Myles J. McDonough, on March 30.

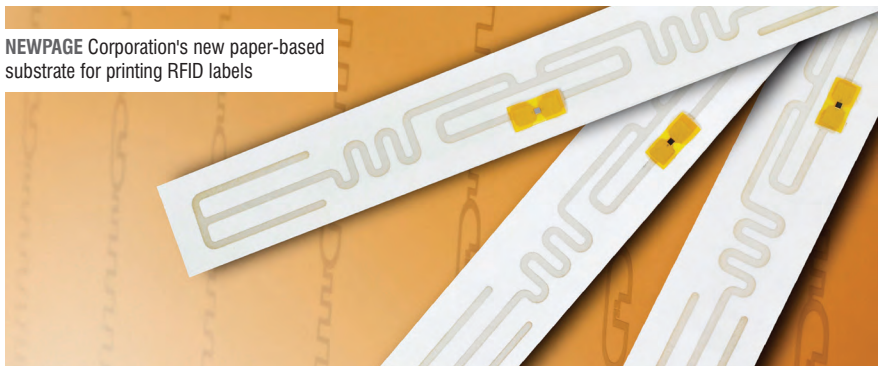
A resident of Worcester, Massachusetts, and The Carnegie Abbey Club, Portsmouth, Rhode Island, McDonough was an innovator and leader in the adhesives and coatings industry, and an honored philanthropist who was a passionate supporter of a number of charities.

He founded Flexcon Company in 1956 at the age of 26 as a flexible converter of plastic films. He grew the company from a two-person garage operation in Spencer, Massachusetts, to a leading manufacturer of pressure sensitive film products with 1,500 employees worldwide.

McDonough built his first equipment using parts from dismantled washing machines and created a multi-million dollar company in one lifetime without venture capital or bank loans. With characteristic humility, he once summed up his management style as, 'I hire people smarter than myself and let them excel'.

'My father was a dedicated, honest and hard-working leader who was a role-model to me and everyone that worked with him,' said Neil McDonough, president and CEO, Flexcon. 'His loyalty to customers and commitment to constant innovation remain the cornerstones of the company today.'

NEWPAGE Corporation's new paper-based substrate for printing RFID labels



## NEWPAGE AWARDED PATENT FOR POINTTRAC TT RFID

**NEW** paper-based substrate makes RFID 'more affordable'

NewPage Corporation has been awarded US (8,096,479) and Canadian (CA 2678556) patents for its new paper-based substrate for printed RFID labels.

PointTrac TT enables RFID label manufacturers to combine thermal transfer printed variable analog information with advanced RFID chip technology. This technology facilitates low-cost production of printed paper RFID labels when compared with traditional multi-layer plastic film substrates.

'The NewPage PointTrac TT technology will allow RFID chips to become more widely used in shipping, tracking and transactions by making conversion to this

technology more affordable,' said Jim Sheibley, director of specialty business and product development.

RFID uses a wireless non-contact radio system for the transfer of data for automatic identification and tracking. PointTrac TT has special dual functionality built in so that printed barcodes on the label face can be read with a line of sight optical device or by using an out of sight electronic device.

PointTrac TT is available with third-party chain-of-custody certifications, providing customers with high performance RFID products, while maintaining a level of both sustainable and renewable attributes.

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RICHARD BLACKWELL (left) seals the deal with Karl Seeley of Willowbridge Labels – a Denny Bros Group company

## DENNY BROS ACQUIRES UK CONVERTER DITAC

A LARGE PART OF PRODUCTION will move to Willowbridge Labels

The Denny Bros Group has acquired fellow UK converter Ditac Limited, based in Harlow, Essex. Ditac, established by Richard Blackwell in 1984, supplies specialist labels and systems to a wide range of customers nationally. The Ditac name will be retained.

The company will continue to have a presence in Harlow, but much of the production is being transferred to Willowbridge Labels, operating from Rougham near Bury St Edmunds under the control of managing director Karl Seeley.

Richard Blackwell will continue in the employment of the company for an agreed period before retirement. There will be no job losses, and the company hopes jobs will be created in due course at Willowbridge as the operation expands.

Willowbridge Labels was purchased by Denny Bros Group in 2005, and since then it has benefitted from significant investment including new premises and new equipment, the latest of which being a SpeedStar digital label press and AMS label system.

### HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

#### UPM TO BEGIN IN-HOUSE RELEASE LINER RECYCLING

UPM has developed an in-house method for recycling paper-based release liner back into pulp and paper. Release liner is the siliconized backing material that is an essential part of self-adhesive labelstock until the printed labels have been taken into use.

Packers and brand owners can now have their used release paper recycled at UPM's paper mill's de-inking plant in Plattling, Germany, instead of sending it to incineration. At the UPM facility, the liner is de-siliconized and processed into pulp to be used as raw material for UPM's paper products.

'This innovative solution serves the entire industry. We are very happy that our constant aims to minimize solid waste and maximize the reuse of raw materials are coming true also in the label value chain. With four million tonnes of recovered paper per year, UPM is the world's largest user of recycled fiber in graphic papers and therefore we have access to various types of recovered papers – now also including release papers. This is truly one part of our Biofore thinking coming alive,' said Marko Haveri, portfolio manager, fine and specialty papers.

## Good Reflections

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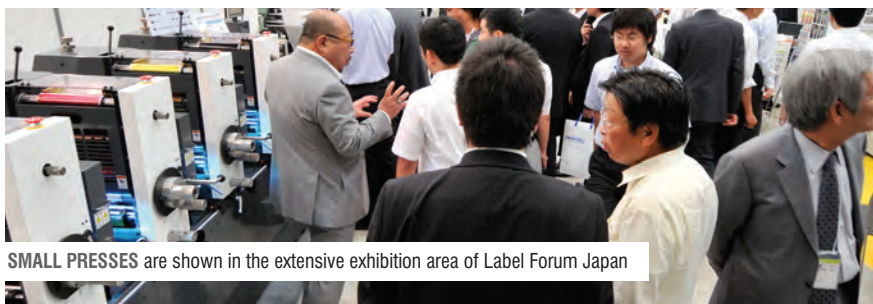
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SMALL PRESSES are shown in the extensive exhibition area of Label Forum Japan

## JAPAN LABEL FORUM 2012

JAPANESE label converters focus on export markets and 'green' products

Label Forum Japan 2012 will be held 26-27 July at the Bellesalle Shiodome in Tokyo. With the theme 'A new era for the label industry', it includes two days of high level industry presentations and a major table top exhibition featuring leading industry suppliers from across the world. Conference sessions include presentations by major Japanese brand owners Kewpie corporation and Bridgestone, with expert commentaries on the Japanese market from Natsuki Uchida, editor of Japan's leading label magazine, Label Shimbun, and AWA's Cory Reardon. There will also be presentations on smart labels and Near Field Chips from NXP semi-conductor, the world's leading developer, and from Akihiko Ohuchi, president and CEO, Lintec Corporation.

Label Forum Japan is organized by Label Shimbun magazine and Labelexpo Global series and supported by the Japanese Federation of Label Printing Industries (JFLP). For more information, visit [www.labelforum.jp/page/english](http://www.labelforum.jp/page/english), or email [info@labelforum.jp](mailto:info@labelforum.jp).

According to Uchida the disastrous earthquake and tsunami cut economic

growth by one to two percent this year after a slight rise in 2011.

'After the earthquake, until this summer, demand for PSA label stock was increased temporarily following a shortage of materials. But the market then rapidly declined. Many brand owners were damaged by the earthquake, and the market had stagnated.'

Uchida adds shutting down the Fukushima nuclear power plant caused electricity shortages which forced some production lines to stop, with production moving overseas.

'In 2012, label demand is gradually recovering – we estimate the Japanese label market will have recovered by two percent in 2012 – but the market is still in a severe situation. But this disaster changed our minds about our use of energy and is making us pay more attention to 'green' products. Specifically, the Japanese label industry started to pay attention to linerless labels and LED-UV systems. Some label converters have already installed conventional label printing presses with full LED-UV systems, and are using this to increase their appeal to brand owners.'

## NEW 'SMART' PACKAGING ASSOCIATION FOUNDED

The Active and Intelligent Packaging Industry Association, AIPIA, based in The Netherlands, has already signed up over 40 'blue chip' companies from the food, pharmaceutical, cosmetics and logistics industries, to drive the technologies out of the R&D phase and into commercial use.

Director of the new association Eef de Ferrante commented, 'We have been delighted by the reaction to the formation of AIPIA. It seems the industry agrees the time to look at the commercial applications for active and intelligent packaging is right.' Companies joining Motorola, NXP and Avery Dennison RFID – and logistic companies such as UPS and retailers Marks & Spencer – in supporting AIPIA include Dow Performance Packaging, DSM and Bayer.

AIPIA will be a 'hands-on' organization

which is already well placed to bring together all parts of the supply chain to develop standards, implementation processes and communications platforms between production, packaging, logistics and the retailers.

'Companies have spent many years developing RFID, Track & Trace, gas scavengers, sensors and antimicrobial products and materials. We now have the ability to bring these to a huge market, along with developments such as Nano-technology, NFC and mobile commerce. Thanks to the advances in telecommunications and mobile technologies consumers can now use their mobile and smartphones to communicate with the products on supermarket shelves and this is achieved through the packaging,' continued de Ferrante.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



TAMAR LABELS' managing director Robert Lee

## TAMAR LABELS ACQUIRES IRELAND-BASED LABELIT

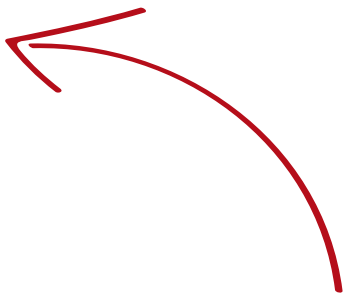
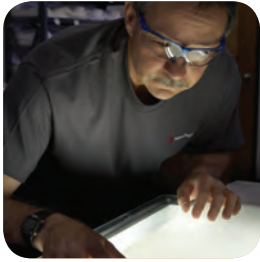
Tamar Labels, a Devon, UK-based label manufacturer, has acquired the assets of Irish self-adhesive label converter Labelit, which serves the European food, beverage, pharmaceutical, automotive and pet care sectors.

Tamar has enjoyed success in similar UK-based markets to Labelit, so the move will not only enable the company to expand its current service offering into Europe, but will open doors to new European markets such as the diverse pet care sector, as managing director Robert Lee explained: 'North America is by far the largest retail market for pet care products. It is also the most mature market, with the average household expected to spend USD 225 per household on pet care products.'

He said, 'In contrast, Eastern Europe and Latin America are relatively immature markets with average household expenditures of less than USD 50, less than a quarter of those in North America. However, household expenditure on pet care has risen tremendously over the past five years, and in Eastern Europe, household expenditure has grown by more than 60 percent over the past five years. Therefore the European pet care sector, which is an industry sector worth an estimated 127 billion euros, represents a substantial growth opportunity for Tamar labels as we move our business steadily forwards.'

Equipment included in the Labelit deal includes three 8-color Nilpeter UV flexo presses and a range of Omega finishing equipment and pre-press systems. These now sit alongside Tamar's fleet of Edale narrow web flexo and HP Indigo digital label presses at the company's British Retail Consortium/Institute of Packaging accredited production facility near Plymouth.

The move sees the number of employees increase to 36, while creating five new jobs at the Gulworthy plant and annual turnover is expected to increase to a projected five million euros in 2013.



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# OKI press fits digital gap

**LAUNCHED LAST YEAR**, OKI's proColor pro510DW digital press has found a niche between the entry level and bigger industrial digital label presses. Danielle Jerschefske reports on an early installation

OKI Data Americas has reported the first installations of its proColor pro510DW roll-fed digital label press – part of the proColor Series of digital printers – launched in mid-2011.

Electrophotography is the core foundation of OKI Data digital print technologies, as it is with both HP Indigo and Xeikon. The press uses a drum and toner model with LED imaging for smaller dot production and print clarity. Its consumables are based on OKI dry toner that adheres to a drum roll where the image area charge is neutralized by small LED printheads. The image is then transferred from the drum to the media. The company's Microfine Spherical Toner chemistry is claimed to deliver a high gloss and smooth tonal gradations.

The OKI pro510DW digital web press has four color stations and a print width up to 12.9 inches. It runs up to 30 ft/min (10 m/min) with fully variable data where required. A three inch core holds up to 300 feet of material.

The press is equipped with auto insertion hardware and software that allows converters to 'cut-on-the-fly', so when multiple jobs are run on a single roll, each can be cut and cored while the material is automatically held and set for the next run. This frees up the operator from manual intervention.

Currently machines are delivered with a Compose front end based around a Harlequin RIP, which handles color management, workflow, media type and cost estimates. It can print pre-converted labels or labels can be finished on a wide range of off-line cutting systems.

'With a small footprint and low investment cost, this OKI system can bring great value to a small converting business,' says Rich Egert, GM of strategic technology partnerships (STP), part of the new business development group that leads the graphic arts and production division of OKI Data Americas. 'The pro510DW is ideal for promotional runs within a full service flexo house giving the capability to complete short run, profitable, high quality solutions for less than 15,000 labels.'

## PROFITABLE ROI

Tim Newton is the manufacturing director for Thomco Specialty Products & Converting in Suwanee, Georgia, a company that distributes a wide variety of materials for industrial markets like automotive, aerospace, offset printing, signs and graphics and metal shops. The company also creates complex custom converting solutions for applications including testing, design, prototypes, and manufactured parts.

Thomco currently uses Roland UV and solvent inkjet technology to print small quantities of decals on vinyl substrates, mostly for prototype and testing work, using tool-less dies to cut the materials. This business has expanded exponentially for Thomco over the last five years, and led the company to expand its digital



OKI pro510DW digital web press for labels

offering with an OKI Data pro510DW digital web press to support its flexographic label production.

Most of the work coming off the OKI press is sheeted, with cutting done off-line using a tool-less die flatbed plotter. The converter estimates that it must be printing 700-1,000 feet of labels to justify the cost of finishing labels in rolls.

Explaining the thinking behind his digital investment, Newton says, 'We had to be able to justify the spend on the equipment. The OKI system and its technology are appropriate for our current needs and the investment cost fair for the expected ROI.'

Thomco ran an assessment between a Xeikon system and the OKI platform using the same image before a decision was made. 'When we reviewed the two runs, we felt the quality was eighty percent of a Xeikon, while the cost of the OKI system is only 10 percent of the price of a Xeikon. And while the OKI press isn't high speed – it's a similar speed to entry level competitive systems and about half the speed of higher end models in the marketplace – we don't really care about that right now.'

The pro510DW is producing runs at Thomco up to 5,000 feet, in three- and four-color process work with multiple SKUs that are simply too costly to take-on with flexo. The converter has been able to call on small accounts where it previously could not compete – for example producing 250 labels for a chemical spray, with three flavors that required three-color work. Thomco has validated and standardized substrates into five general groups: board eight to 13pt, matte paper, gloss poly, matte poly and matte vinyl.

Newton concludes that the OKI system does a very good job, and is likely to pay for itself within six to 12 months of operation, given current workload and usage.

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# Sustainability and performance from stretch sleeve labels

**THE LATEST DEVELOPMENTS IN STRETCH SLEEVE LABELS** offer exciting new options to address environment and sustainability issues, are highly efficient, and provide a rapid return on investment. Mike Fairley reports on the new Triple S sleeves introduced by CCL Labels

Look at any of the recent market studies on the size and growth of the label industry and it soon becomes clear that one of the fastest growing label technologies over the past few years has been sleeve labels. Latest estimates give sleeves around a 12 percent market share out of a total global label market of 76 billion US dollars.

Yet this figure is perhaps misleading. Sleeves are more than just a label that competes with other types of labeling. They can also compete with direct printing in some cases; they do offer 360 degree decoration, but so does wrap-around film or even glue-applied labels; they can provide tamper-evidence and security sealing, but then so does self-adhesives.

What sleeves do offer that is different to most other types of labeling and decoration is a cost-effective method of decorating highly complex shaped containers. They may also enable the wall thickness of plastic containers to be reduced, eliminate the need for colored containers, and provide new types of promotional opportunities. Such benefits mean that sleeves have often become a first choice for new product launches.

They are able to achieve these benefits through the sleeve conforming tightly to the container shape. Traditionally this has mainly been obtained by using a shrinkable film which has been pre-printed on a gravure or flexo press. The web is then formed into a tube, cut to size and placed over the container, and then passed through a steam, hot air or infra-red shrink tunnel, enabling the film to shrink to the container shape and provide a high quality decorated bottle or container.

Historically dominated by PVC shrink films, which in many markets have been increasingly faced with environmental considerations, new types of non-PVC shrinkable films have come into common use, including PET/PETg, PLA and OPS – which, in turn, can provide a challenge when recycling PET bottles.

Using the water separation technique which is commonly used in Europe and the USA, the shrink sleeve material needs to have

**FIGURE 1: EXAMPLE OF TRIPLE S STRETCH SLEEVE PROVIDING LESS FILM WEIGHT PER SLEEVE WHEN COMPARED TO A SHRINK SLEEVE**



a specific gravity below one so that the material floats on the water while the PET bottle flakes sink to the bottom of the tank. The non-PVC materials mentioned above all have specific gravities of about 1.25 to 1.4.

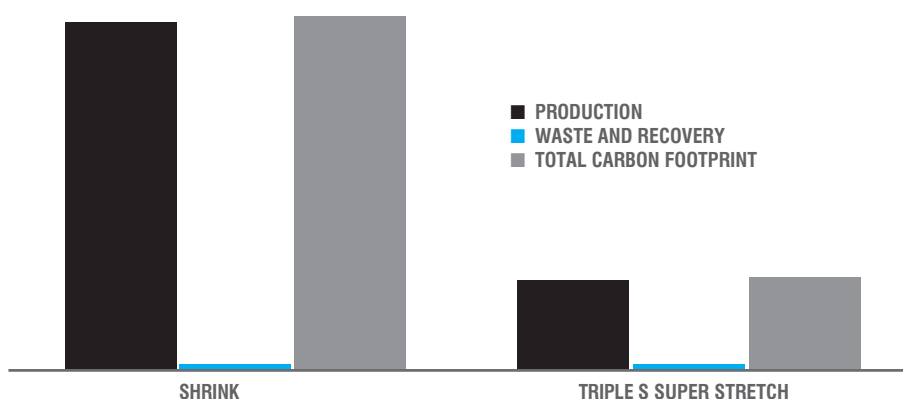
Such recycling challenges, particularly the need to meet the latest European PET Bottle Platform Guidelines, combined with other environmental pressures such as the need to reduce film usage – both in volume and weight, reduce the significant energy usage found in shrink tunnels and eliminate glue usage, have led to a growing interest and usage of alternative forms of sleeving, such as the Triple S stretch sleeve label option introduced by CCL Label, Austria.

Instead of taking an oversize shrinkable PVC, PET, PLA or OPS printed film tube and shrinking it to a tight fit using a shrink tunnel, the Triple S sleeve technology takes an LDPE printed film tube and stretches it over the bottle or container. It then contracts to guarantee a tight fit without any need for an energy-intensive shrink tunnel. It therefore uses less film and requires no shrink tunnel – potentially more than 50 percent like-for-like weight reduction per sleeve label. This can be seen in Figure 1.

Being a stretch film option, the film is also able to expand or contract with the bottle (an important requirement for carbonated beverages), is ideal for squeezable bottles, and always fits tightly and perfectly flush. Not being heat sensitive, the stretch sleeving operation helps to stabilize and counteract bottle distortion, or 'belly-drop' which is common with hot-filled containers.

What's more, the LDPE stretch film used has a low density (0.91 gr/ccm) allowing easy and cleaner

**FIGURE 2. CARBON FOOTPRINT OF A TRIPLE S STRETCH SLEEVE COMPARED TO A CONVENTIONAL SHRINK SLEEVE**







# Labelexpo Americas 2012 opens for registration

Registration is now open for Labelexpo Americas, the world's largest label, product decoration, web printing and converting tradeshow. The show takes place at the Donald E. Stephens Convention Center, Rosemont, Chicago, between September 11-13 and is supported by the TLMi.

According to show organizer the Tarsus Group, Labelexpo Americas 2012 is already significantly bigger than the last show two years ago, demonstrating the return of confidence to the US market, with over 400 suppliers confirmed including 67 brand companies showing for the first time.

As well as a comprehensive conference program, Labelexpo Americas 2012 also features a master class led by Mike Fairley aimed at converters looking to invest in digital printing for the first time. The three and half hour session will highlight the main printing technologies, label substrate requirements, workflow and color management as well as sales and marketing in a digital environment.

The popular technology workshops return with a live demonstration and comparison of four machines in the Laser Die Cutting Workshop in Hall F. Sei Spa, Spartanic, AB Graphic International and Delta Industrial will be running jobs cutting blank office product labels, prime product labels and industrial labels to a design specified by an independent moderator.

A significant new feature is the Package Printing Zone in Hall

C, with supporting conference sessions for converters looking to diversify into cartons and flexible packaging. The Ecovillage meanwhile showcases the sustainable products and services.

Labelexpo Americas also plays host to the prestigious Label Industry Global Awards on the first night of the exhibition.

For social and networking activities, the Park at Rosemont opened in spring 2012. This new entertainment development boasts bars and restaurants with live music, casual dining, bowling and outdoor patios only a block from the Donald E. Stephens Convention Center. The development also includes a movie theater complex, hotels and the Rosemont Theatre.



## Müller Martini VSOP Variable Sleeve Offset Printing



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

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# Reducing carbon emissions in the label industry

**MIKE FAIRLEY** looks at the challenge faced by the label industry to reduce carbon emissions and argues for more joined-up thinking, industry collaboration, and carbon footprint reduction measures for the future

One of the key challenges facing the label industry today is that of reducing its carbon footprint. Pressures on the packaging and label industries to reduce carbon emissions are being driven by governments, brand owners, major retail groups and consumer organizations; more and more demands are being made for carbon footprint labeling on packaging, while packaging users are looking to significantly reduce their carbon footprint in the supply chain.

In the UK for example, the Climate Change Act in 2008 made the UK the first country to set out a framework for the transition to a low carbon economy – with a plan to cut carbon emissions by 80 percent by 2050, and an intermediate target of a reduction of between 26 percent and 34 percent by 2020.

Many of the national and international retail groups have also set out ambitious carbon reduction plans. Tesco, one of the world's leading retail groups, aims to slash its environmental footprint by 30 percent by 2020. Trials began a year ago to set up a supply chain collaboration hub, overseen by consultancy 2degrees. Major suppliers such as Diageo and Coca-Cola have already joined the group and Tesco is now looking to get its top 1,000 suppliers involved by the end of 2012.

In the USA, Wal-Mart, the world's biggest retailer and owner of Asda, has long pledged to slash its carbon footprint by barring products that contribute to global warming from its shelves and is looking to its suppliers to reduce 20 million metric tons of greenhouse gas emissions by the end of 2015. The company has already been working with suppliers in the past few years to reduce its packaging footprint.

In France, the French government launched a pilot program to get multinational firms involved with carbon footprint labeling. Already companies including Unilever, Heineken and Proctor

& Gamble are applying carbon labels to products. Indeed, the pilot has proved to be so popular that some companies volunteering to take part even had to be turned down.

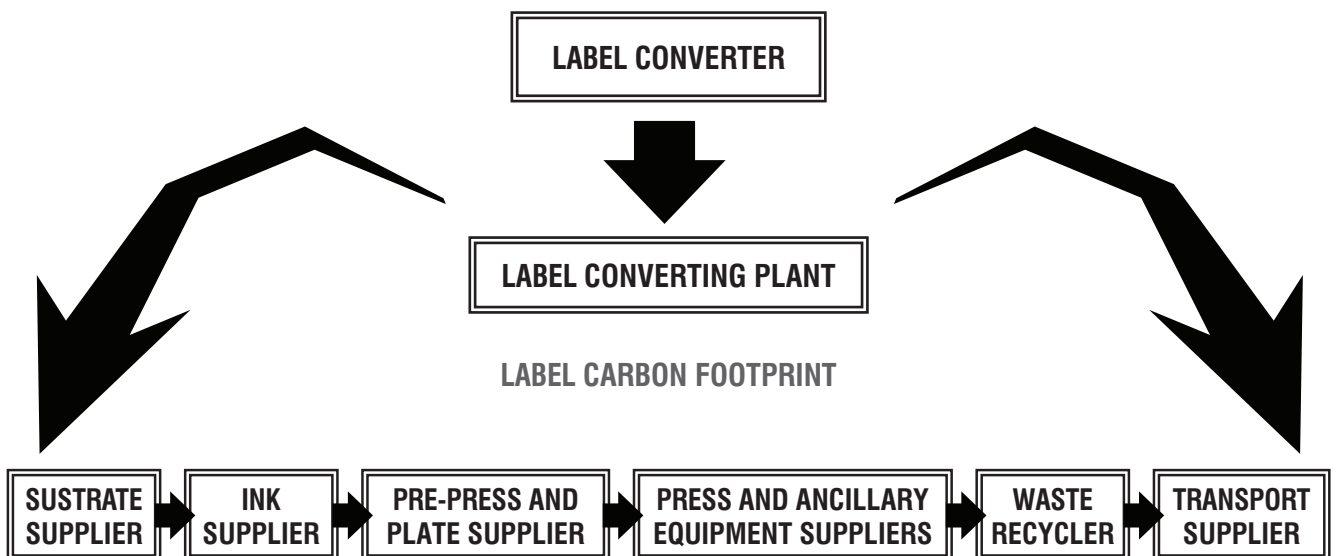
Back in the UK, Sainsbury's supermarket is introducing new on-pack information aimed at helping shoppers make what it calls 'more sustainable purchasing decisions.' New packaging designs introduced by the supermarket are reported to have already generated an 11 percent reduction in packaging weight over the past two years.

So how are all these initiatives impacting on the label industry? Certainly some of the leading label companies and groups have achieved significant sustainability and/or carbon reduction targets. Spear is undoubtedly a good example of this. Many of the main industry suppliers have also been working on initiatives, developing new or modified products, looking at new solutions, calculating carbon emissions, or introducing new materials. The industry has certainly moved forward over the past few years.

The publication by Tarsus in September last year of the 'Environmental Performance and Sustainable Labeling' handbook to becoming a greener label converter has also helped to raise awareness and guide the industry into taking further steps towards a more sustainable future. Any label company, whatever its size, should be able to make use of this publication to good benefit.

Having said that, the label industry cannot afford to rest on its laurels. The number of label converters or industry suppliers that have documented carbon footprint reduction targets is probably a small fraction of the total industry. Indeed it is perhaps difficult for the many smaller label converters to dedicate time and cost to creating and implementing such targets.

## SUPPLIER AND CONVERTER COLLABORATION TO OBTAIN COMPARATIVE CARBON FOOTPRINT ANALYSIS AND REDUCTION OF THE LABEL FOOTPRINT IN THE PACKAGING SUPPLY CHAIN



ALL SUPPLIERS TO PROVIDE A CARBON FOOTPRINT RATING ON THEIR PRODUCTS IN THE FUTURE

And this is at a time when governments, brand owners and retail groups are stepping up their demands and looking to move forward more rapidly with carbon reduction in the packaging and labeling supply chain. Certainly, the next few years will see an even bigger push on reducing carbon emissions – and the introduction of global ‘carbon credits.’ The label industry has yet to feel the full brunt of these new challenges.

Yet, if the label industry is to convince brand owners, consumer groups and governments that labels are not a part of the problem – as it is often portrayed, and particularly for self-adhesive labels and release liner waste – then labels need to be promoted more as a means of carbon reduction. This is going to need a more collaborative relationship between industry suppliers, more positive marketing and PR, more good news stories, and definitive steps towards significantly lowering emissions.

As Jussi Vanhanen, president of UPM Raflatac, stated at the recent L9 global industry forum in Tokyo, ‘It is more important than ever for the industry to focus its efforts on the efficient use of raw materials and resources. Doing nothing is not an option.’ His presentation was part of an L9 initiative aiming to stimulate global awareness and collaboration for recycling and sustainability in the self-adhesive labelstock industry. He also invited label printers and end-users to

join labelstock suppliers in supporting the efficient use of raw materials and resources by promoting environmentally sound options.

While the main labelstock suppliers are already starting to measure and reduce carbon emissions in their manufacturing and distribution chain, there are many other areas of label printing and converting where carbon emissions have an impact. How much do we really know about all of these? Inks and ink manufacture have a carbon footprint; label presses and the printing process have a carbon footprint; UV-curing has a carbon footprint; waste disposal and recycling has a carbon footprint; despatch of labels to the customer has a carbon footprint.

From talking with many of the leading industry suppliers at the recent Finat Technical Seminar it seems that many of them are already starting to calculate the carbon footprint of their part of the label manufacturing supply chain. For example, Sun Chemical is working on this for some of its inks; Avery Dennison for substrates; GEW for UV ink drying; EskoArtwork for pre-press; Gallus for presses; Channelled Resources for recycling waste. Others are also embarking on measuring and recording CO2 emissions.

However, what the industry really needs now is to achieve some joined-up thinking and improved supplier collaboration to fully understand where

carbon emissions are created in the label industry supply chain, what elements of the label manufacturing process have the main impact, where reductions can and should be made, and then fully promote and market every major step forward in carbon reduction.

Maybe label industry suppliers in the future will have a carbon footprint figure for their products on their own labels when despatched to the label converter. After all, if the major retail groups are putting a Carbon Footprint value on the product labels, why shouldn't label industry suppliers be doing the same?

It will probably also be necessary to work closely with label application and end-user companies. This way, the carbon footprint of the applied label might eventually be determined, and a true comparison against other forms of labeling obtained. Certainly, the applied label carbon footprint of shrink and stretch sleeve labels is already being promoted. How does the carbon footprint of self-adhesive and other forms of labeling compare with these, or with wrap-around film or in-mold labels?

How can we effectively market and promote self-adhesive labels in an ever-more demanding carbon footprint reduction world if we don't have all the answers? Let's embrace the challenge and move forward to a more collaborative, joined-up, informed and positive future.

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# Greek Label Association formed

**LEADING** converters make announcement at FINAT's 2012 Athens Congress

The recent Finat conference in Athens, Greece, saw the official launch of the Greek Label Association. The announcement was made by Dimitris Skordakis, president of Greece's longest established label converter, E. Skordakis & Co. (Hermes).

The move followed an invitation from Turkish Label Association president Aydin Okay for Greek label converters to attend the Turkish Association annual congress in January. Okay also worked hard to involve Greek design students in the Finat logo competition and designed a Finat membership badge for Greek association members.

'We did try to form an association three years ago, but without success,' said Avgerinos Chatzichryssos, general manager at leading Greek converter Forlabels. 'But following the visit to see how the Turkish association worked, we invited 20 companies to agree the formation of a Greek Label Association.'

Association members will visit converters in Northern Greece to invite them to join. 'We must think positively and not as in the past, simply as competitors,' said Dimitris Skordakis. 'We want to open up to the world.' There are estimated to be around 45 dedicated PS label converters in Greece.

The formation of the Greek Label Association was welcomed by Finat president Kurt Walker, who praised the warm welcome Finat delegates received from their Greek hosts at the Finat Athens Congress.

As well as being represented by Finat on the global L9 group, The Greek Label Association will also be invited to attend the half yearly meetings of Finat's National Associations' Board, bringing together the national label associations in Europe. One was held on May 29 which was attended by organizations from Germany, the UK, France, Italy, Spain and Sweden. Turkey normally attends these meetings but was held back by a strike at Istanbul airport.



DIMITRIS SKORDAKIS, president of Greece's longest established family-run converter, announces the formation of the Greek Label Association at Finat 2012 congress.



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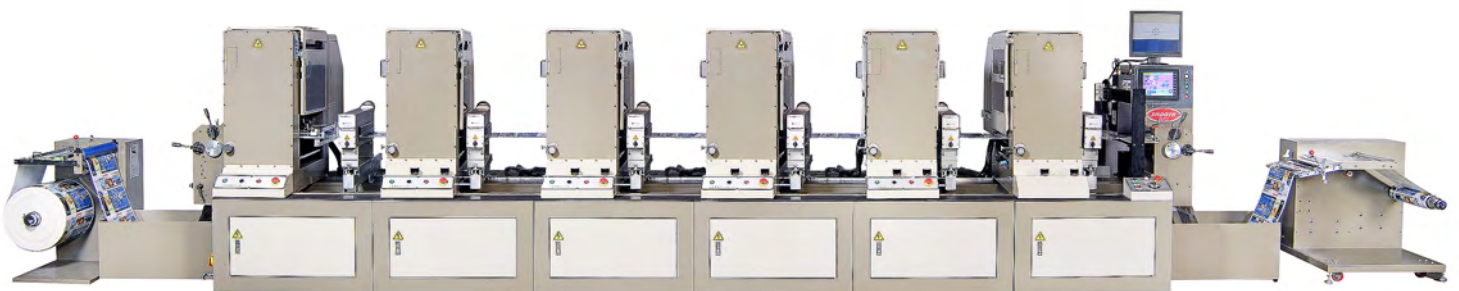
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# Unilever pushes sustainable growth

**REDUCING THE ENVIRONMENTAL IMPACT** of its products from materials sourcing to encouraging new consumer behaviors was the key message of an historic Unilever seminar. Danielle Jerschefske reports

Unilever hosted an intimate group in Washington DC, and simultaneously in London and Sao Paulo, in April to boldly announce the progress made with its Sustainable Living Plan launched in November 2010. One of the world's largest consumer product companies, Unilever set around 60 targets to be achieved by 2020 through a structured plan around its value chain. Partners and stakeholders in attendance included regional leaders from NGOs such as Greenpeace, World Wildlife Fund and the Rainforest Alliance, GreenBiz.com, government officials, press and analysts. Kees Kruijthoff, president of Unilever North America, said: 'At Unilever we are making sustainability a driver for growth. We have made it a part of our vision and executing it is at the heart of our strategy. We are finding that when you look at the normal business processes – product development, sourcing and manufacturing – through the lens of sustainability, it actually opens up a way for innovation and also cost reduction.'

## THE PLAN SETS OUT THAT BY 2020 UNILEVER WILL:

- help more than one billion people improve their health and well-being
- halve the environmental footprint of the making and use of its products
- source 100 percent of its agricultural raw materials sustainably

Already Unilever has reduced its overall environmental footprint by 10 percent through efficiencies in the supply chain and has realized 250 million US dollar cost savings with its program. What's unique about the international consumer product supplier's strategy is that it is taking responsibility not only for its direct operations, but also for its suppliers, distributors and – most crucially – consumers who use brands like Dove, Knorr, Lipton, Lifebuoy and Pureit every day of their lives. 'Coordinating communication, education and value to consumers is the only way Unilever will find long-term success,' said Kruijthoff.

The consumer use phase of a product's life cycle is the most challenging because there is no certainty that people will properly place a plastic container in a recycle bin rather than the trash. So inspiring consumers to adopt new sustainable products and behaviors is fundamental to achieving the goals set out in the Unilever Sustainability Living Plan. Indeed, changing behaviors of consumers is the main barrier to Unilever reducing the carbon footprint of its products.

The same message came across at the Sustainable Brands conference in San Diego, which showed that business is collaborating to drive

change and particularly consumer awareness.

Suzanne Shelton of the Shelton Group rightly talked about 'The Power of We'. She said: 'We've got to wake people up and disrupt them!'

## UNILEVER HAS ALREADY MADE SIGNIFICANT PROGRESS IN ITS SUSTAINABILITY CAMPAIGN:

- Today, globally sources 20 percent of energy from renewables; 100 percent in Europe
- On way to reaching goal of 40 percent renewable energy sourced by 2020
- On track to meet 2015 commitment to cover all of its palm oil requirements from traceable, certified sources
- 35 million people gained access to clean water with Pureit; goal to reach 500 million by 2020

A key theme has been products that direct consumers, through clever packaging design, to reduce energy and water usage whenever possible.

At the recent Finat congress in Athens, Louis Lindenberg, director of global packaging sustainability at Unilever, suggested one possible method of directing consumers to spend shorter times in the shower – thermochromic inks which change color after a set period of heat buildup.

Unilever CEO Paul Polman concluded: 'Sustainable growth will be the only acceptable model of growth in the future, Unilever grew well in 2011, but what is encouraging is that the brands which put sustainability at the center of their propositions, like Lifebuoy soap, grew faster than the average.'



# Making the most of your sticky business

**BY BOB CRONIN** of the Open Approach asks whether you are investing enough in making your employees and customers 'stick'

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Pressure-sensitive, cut-and-stack, shrink sleeve, packaging, product identification. Whatever your business, you likely spend a large percentage of gross annual revenues on the adhesive properties of your products. You review suppliers, evaluate environmental and recyclability issues, and test formulations. And you are likely look to at *Labels & Labeling* to introduce you to new possibilities to achieve greater manufacturing success. Indeed, glues and adhesive substrates are key to what you produce, and they deserve every bit of attention and cost you wish to expend.

But what about the 'stickiness' of your customers and employees? What expenses are you dedicating to ensure their adhesion to your business? What programs and opportunities have you established that specifically address these constituencies and their needs? You can market yourself by products, services, equipment, and capabilities. You can boast about your competitive advantages and your cutting-edge digital press or unique die-cutting ability. But it all boils down to your people. This is how you are really judged in the marketplace.

Every credible M&A transaction centers on an examination of customers and employees. And no discussion about company preparation – on either the selling or buying side – would be complete without addressing these crucial resources.

Though less tangible than the xxx-per-minute output device, the human element remains the essential factor in the ongoing health – and growth – of every business. In today's electronically driven world, this can be easy to forget. You may think your neighbor's next-generation systems platform will automatically give them a higher value. Or that more equipment will be more attractive to prospective investors. But the truth remains: Nothing drives prosperity in the label industry more than your customers and employees. And thus, any wise acquirer is going to review both of these, just as thoroughly as they do your financial data and value proposition.

## THE STICKY CUSTOMER

When you put your company up for sale, every acquirer will ask for information on your accounts. Reviewing your customer list, length of relationships, and retention rate/account turnover can tell an acquirer about how you are viewed by the client and the marketplace at large. It can indicate where you stand competitively and how you compare to similar properties. Your top 10 customer list and historical performance can also help give them a picture of the value of the business based on the ability to secure and retain customers and the cash flow they generate.

Surprisingly, very few selling companies have this information readily available. In fact, many times, this information is relegated to the chief financial Rottweiler or company auditor. Yet, understanding your best customers is something that really needs to be done by everyone in a customer-facing position – sales team, customer service reps, etc. And it's not just a matter of determining who they are, it's about finding out what

## LABELS&LABELING

it is about your company that keeps them onboard. In order to create new sticky customers, you really should understand what you're doing right – or wrong. From there, you can apply that same thinking as you develop new relationships.

Many companies neglect their long-time loyalists or top 10, focusing efforts on winning new 'whales' or trying to fight the never-ending bidding wars. True, in today's marketplace, we are all confronted by the issue of price. And it's an important topic to confront. Never do you hear you are not charging enough, but often you hear that you are charging too high, or not competitive. You'll hear this from every type of client, with the intimation being that they might change suppliers. But change equals risk, and the reality is that conversion to a new label provider can be extremely painful to the customer – and not likely the path they want to take. Their negotiation with you may simply be a strategy to keep you competitive and keep their management teams assured they are spending wisely.

At the same time, there are dozens of prospects that you have been calling on for years that have never done business with you – even though you know you can price more competitively than their current supplier. Truly, price is not the end-all, be-all. This may be the reason we hear for not getting a particular project or landing a particular client. But that's simply because it's the easiest answer to give – by the client and by the sales rep. Price may be an issue, and sometimes concessions may be necessary. Overall, however, there are at least 10 other factors that weigh heavier on the typical purchasing decision.

As you view your customer list, you likely have a group of companies that have been with you a long time. In many ways, their success has been the basis of yours. Somehow you have aligned your goals with theirs, and that alignment creates the value that transforms a relationship from 'vendor' to 'partner.' You do not treat them simply as 'revenues,' and in turn they do not judge you simply on 'price.'

So what is it that you bring them? Perhaps it's a full solution. Perhaps it's the ease of dealing with you. Perhaps it's the knowledge you have of their unique business or the appreciation you show them for their work. Whatever it is, it's the adhesive you need to be formulating for use in all your customer development and retention strategies – efforts that should be every bit as tangible and meaningful as other operational activities.

## THE STICKY EMPLOYEE

Likewise, your employees are not simply with your company 'because they are getting paid.' People invest a good portion of their waking life at work and choose to be at their respective workplaces for varying reasons. Sure, a paycheck is important, but the most valuable employees are those that are connected – 'sticky' to your company – by means other than the mighty dollar.

Employee tenure is another big consideration in the acquisition process. Immediately, it can speak to your company's experience, and thus to the ability to integrate new





offerings. It can prove or disprove the respect for (and effectiveness of) your management team. It can tell a potential buyer about your culture and how easy or difficult your people may be to assimilate into an existing portfolio holding or strategic enterprise. It can also signal to a potential acquirer whether the people who are closest to your mission and opportunities believe in the company, or not. And finally, if there is a lot of turnover, it may indicate a weak competitive position. If you are on the buying side, you should be thinking through these things as well. An uncooperative or challenging employee pool can quickly derail an otherwise valuable transaction.

Too many businesses today chug along without any measurable loyalty effort. And again, too many entrepreneurs don't know what their employee retention curve looks like without asking human resources to run a report.

Just like for customers, businesses must be cognizant of what they can do to keep employees 'sticky.' If you have a great retention record, evaluate what it is that you are doing to keep talented employees around. If you don't, waste no time in adopting a workable initiative.

Whether it means opening up advancement opportunities, implementing 'lunch and learns,' assigning an employee of the month parking space, or simply making sure to express appreciation, every company should be making

conscious efforts to build, inspire, and harvest the loyalty of its many talented staffers.

Listen to office chatter. Watch how employees treat customers and vice versa. Talk to your staff. Your success in recruitment can provide a gauge for your efforts as well. Part of any prospective acquisition will be a site visit. While an acquirer may not explicitly say it, they will be watching your people and dynamics and taking these into consideration. And if you are on the buying side, make sure you are analyzing these things as well.

Preparing for a merger, acquisition, or sale is not just a process that spans equipment and financial performance. It's one that requires an explicit focus on human assets – customers and employees alike. The value of customer and employee loyalty cannot be underestimated. Their loyalty will be key in estimating your company's value.

#### ABOUT THE AUTHOR

Bob Cronin is managing partner of The Open Approach, an M&A firm/consultancy focused exclusively on the world of print. In addition to spearheading several large label industry transactions, the firm regularly handles value-enhancement initiatives and organizational workouts/turnarounds. To learn more about The Open Approach, visit [www.theopenapproach.net](http://www.theopenapproach.net), email Bob Cronin at [bobcronin@aol.com](mailto:bobcronin@aol.com), or call 001 630 323 9700.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### ACCRAPLY ACQUIRES TURPINS PACKAGING GROUP

Accraply has expanded its line of shrink sleeve labeling equipment with the acquisition of Turpins Packaging Group. Turpins, located in Clacton-on-Sea, England, specializes in the design and manufacture of high-performance shrink sleeve applicators marketed under its Sleeveit brand. With a wide range of standard and custom-configured sleeving systems, Turpins sells to a global customer base that spans a broad range of industries.

'This acquisition strengthens Accraply's commitment to the shrink sleeve labeling industry and expands our footprint in Europe,' said Rob Leonard, president of Accraply. 'The addition of Turpins and the Sleeveit brand within the family of Accraply, Graham, Trine and Stanford brands complements our position as a global provider of a complete range of labeling and converting equipment, backed by an extensive service and parts support network.'

### MATRIX WASTE FROM LABELEXPO AMERICAS TO BE RECYCLED

In a trade show first, matrix waste and finished rolls from the show floor at Labelexpo Americas will be collected and recycled with the help of Greenwood Fuels and Channeled Resources.

The material will be collected every few hours and taken to the show's Ecovillage area to showcase the amount of waste that could potentially be recycled instead of being put into landfills.

After the show, all waste will be compacted and picked up by Greenwood Fuels to be made into fuel pellets. Greenwood's fuel pellets are a direct substitute for coal yet can have a higher BTU content, is more cost-effective than land filling and reduces the overall environmental footprint of producing labels.

Danielle Jerschefske, L&L's North America editor and co-author of a 'How to' guide to sustainable labeling, said: 'As consumers more frequently review and purchase products based on their environmental footprint, the supply chain will inevitably be held more accountable for its sustainable stewardship.'

'In collecting these label materials at Labelexpo Americas, the show is demonstrating to the industry – and its investors and the value chain – a viable closed-loop solution for solid waste. The process maintains the value of such material throughout manufacturing by finding new opportunity at the "end of life" stage and creates a renewable energy alternative to coal.'

'This waste-to-energy system is an excellent resource for label converters to drive zero waste manufacturing, to reduce their own carbon footprint and to gain competitive edge.'

Also featured at the Ecovillage will be a selection of exhibitors who offer products and services to support a better performing, more environmentally conscious label industry.

### ETI NAMES INDIA AGENT

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SOME EXAMPLES of Eurostampa North America's work

# Italian converter succeeds in US heartland

**IN FIVE YEARS** Eurostampa North America has established itself through its broad portfolio of both sheetfed offset and flexographic presses. And that's not all, writes Danielle Jerschefske

Eurostampa North America was founded in Cincinnati, Ohio in 2007, expanding from company headquarters in Cuneo, Italy where label converting operations have been in place for 40 years. An Italian converter opening-up shop in the heart of America where some of the nation's best label converters reside sounds bold, and it is. But it also made great sense and the business has experienced staggering growth over the last five years.

Initially the intention wasn't specifically to locate in Cincinnati, but after searching from sea to sea for over a year president Gian Franco Cillario found PepperPrint, a sheetfed offset label printer, with compatible synergies to serve as a basis for establishing Eurostampa's US operations. PepperPrint was a 15 year-old company that serviced some of the Jim Beam accounts with a number of sheetfed Heidelberg presses.

Eurostampa North America president, Gian Franco Cillario says, 'In this way we focused right away on cut and stack label production and after moving a few Gallus machines from Italy, we started producing in-line flexographic pressure sensitive labels.

'With multiple locations there's global insurance for servicing the needs of large international brands. The location is central and close to the nation's foremost bourbon manufacturers, so products can be delivered quickly locally and nationally. And it's a big enough city to find good, hardworking associates and has universities in the area.'

In five years with US operations, Eurostampa has earned business from a number of large multi-national liquor, beer and beverage brands with big values that require reliable communication. 'Our goal was to create a name in the market,' explains Cillario, which is precisely what Eurostampa NA has done.

## COMPANY GROWTH

The acquired facility was tight with 25,000 sq ft. Today manufacturing is housed in a built-to-need 70,000 sq ft state-of-the-art facility with offices housed between two channels of open window panels that carry light through to the shop floor. The converter is in operation five to six days each week running three shifts with a total of 100 employees – up from 35 at its inception.

Starting in sheetfed offset, transitioning into flexo, Eurostampa NA in many cases shifted brand labels from wet-glue to pressure sensitive. Cillario says, 'The pressure sensitive business has grown extremely fast.' Funny though, at the same time a number of big brands have retreated from using pressure sensitive labels, in which case the converter has been able to hold onto the business with its dual technology platform.

The main section of the plant is effectively divided into two wholly separate work streams for sheetfed and roll-fed production. Through the acquisition, Eurostampa gained two Heidelberg machines, both of which have been upgraded with UV capability. A number of Bobst embossing machines finish labels to one complex piece that can also include foil and hot stamping. The converter estimates that 35 to 40 percent of its sheetfed business is also hot stamped. Three Blumer Atlas die-cutting lines complete the labels before an automated, proprietary system checks quality.

Most recently Eurostampa NA installed the new Gallus EM 410S launched at Labelexpo Europe 2011. The machine is a 16-inch, 12-color all UV monster equipped to convert the most complex of pressure sensitive labels using hot stamping, rotary screen heads, embossing and foiling inline. Registration on the



(L-R) Giuseppe Cillario, Gianmario Cillario, Luciano Cillario, Gian Franco Cillario

press is automatic and visually checked for quality using BST's inspection system just as the presses in Italy do. Currently it is the only press of its kind in North America.

Cillario fully intends to increase both PS and offset capability in 2013. He says, 'This strategy gives clients options rather than our business being un-switchable.' One of the main advantages to pressure sensitive labels is the improved efficiency in bottling application. Wet-glue labels must fight for performance, but in some cases can be more cost effective. Much of the organic growth in the business has come from wet-glue opportunities while new business has typically been pressure sensitive. By offering both technologies, Eurostampa NA is able to deliver whatever a client prefers.

#### SERVICE INNOVATION

'The first two years starting out was tough,' admits Cillario. 'To establish a relationship with confidence it took three years to prove that Eurostampa was in fact capable of helping big brands find solutions.'

It was only a matter of time before potential clients realized that service, reliability and credibility are taken seriously within the Eurostampa culture. Cillario says, 'It's a challenge to be a leader. Quality is a fact. You have to be able to offer service.'

For this reason Eurostampa uses a proprietary system to ensure there are no mixed labels. The repercussions found with applying the incorrect label to a package, particularly bottles of alcohol, can be devastating and put the brand in serious trouble. When servicing such massive businesses with huge volumes of labels, accuracy and security on delivery and on the shelf is imperative for a brand's equity.

If a customer chooses they can include a discrete data matrix code, or QR code, on any Eurostampa printed label, which holds the part number and the job number of the label and brand. All labels are run through a specially

engineered Prati conveyer machine equipped with vision systems where the codes are automatically scanned and incorrect labels tossed aside. This highly effective process eliminates any possibility for labels to be mixed.

#### SOCIAL RESPONSIBILITY

Cillario explains Eurostampa's 50 percent growth last year: 'It's about the culture; we make sure everyone is engaged. With more machines and continued investment, we need our employees to embrace flexibility and be willing to put in the overtime – and feel good about it and the company.'

'The customer is the core of our business and the mentality of our people both in Europe and the US reflects on our service. Satisfied employees are naturally customer oriented and are willing to pay attention to the little details that make a big difference.'

The company regularly reinvests profits back into the business, making associates feel their importance and experience first-hand that the business is more than just a profit center.

For production consistency, general quality and associate comfort, the entire plant is monitored closely for humidity and temperature. The converter recycles what it can and is powered 100 percent by wind, paying extra for this alternative energy sourcing. Any solvents are re-cleaned and used again and again.

#### INTERNALLY GLOBAL

Communication is essential. Being linked closely to headquarters in Italy, standardizing and improving quality together has allowed the US operation to produce at the same level as its European operations. The parent plant provides ample support both through modern media and by transferring employees between locations for regular training and knowledge sharing. The plants have a set weekly video conference to promote camaraderie and a sense of unity.

Eurostampa NA recently transitioned to use a proprietary ERP system developed by the company's Italian engineers. The shift has helped to further settle the lines of communication between the two locations. The changeover required seven people from Italy to install the system, staying in the city for a few weeks. Cillario says, 'Training is extremely valuable.'

Some 400 employees work at the headquarters in Cuneo, Italy, found in the northern region of the country best known for truffles and real Parmigiano cheese, in a 300,000 sq ft facility. It too earned its stripes in the market through wet-glue production, eventually investing in flexographic capability. For consistency and effectiveness the R&D process and investment, and high-level training will remain in Italy, from where resources can be extended to other locations.

In February 2011 Eurostampa acquired a Glasgow, Scotland-based converter, further expanding its geographic footprint. Its longer term global outlook includes Brazil, where the company has had a presence since 2004. Already the Italian company has a sales office in India and is planning to have manufacturing capability by 2013. Mexico is viewed as a possible opportunity as well.

With the continued investments made in capital equipment and human resources, a double warehouse and a complex, interconnected ERP system, it's clear that Eurostampa NA is here to stay. The double sided print process capability has already proved to be a successful strategy that brings value to the converter's decision to enter the competitive US market and gives the geographically spread converter the global edge to service large international beverage brands.



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FRANCESC EGEE MARCO of IPE Innovaciones Para Etiquetajes with one of the company's range of label presses

# Innovative Spanish converter looks to the future

**GROWING RAPIDLY** and at the forefront of the Spanish and European label industry, IPE Innovaciones is taking steps towards becoming a world leading label converter. Mike Fairley reports

There can be little doubt that the world of labels is changing fast. Brand owners want ever more added-value products and services from their suppliers, while materials price increases, environmental issues, on-going education and training of employees, all add to the complexity and challenges facing converters.

It is therefore refreshing to find a label converter that is truly at the forefront of these industry changes, not only developing new label applications and markets, but also becoming a far-sighted leader in R&D, innovation and hi-tech options. Based close to Barcelona, Spain, IPE Innovaciones Para Etiquetajes has been printing labels and packaging since 1962, and today has modern installations for label printing, warehousing and distribution that covers the whole Spanish territory and, at a world level, through its clients in various countries.

While few label converters are yet fully up-to-date with the use of apps, QR codes, interactive websites and the latest developments in augmented reality (AR) labels, IPE is already using QR codes with customers and on all its own promotional material. It has been supplying clients with AR labels and the related mobile phone apps for the past year, has an interactive website in three languages, and produces one newsletter a month, again in three languages. It is also believed to be the

first label converter in Spain to have a blog.

According to Francesc Egea Marco, assistant to management at IPE and the grandson of the company founder, 'The company principles are innovation, quality and service. Our overriding aim is to provide a professional and personalized service to all our customers that sometimes includes a quality label. Indeed, we look to create with our clients new labels and applications with designs and prints that transmit and promote the image of the represented brand. Everything is orientated towards customer satisfaction – and everything is undertaken in-house. This includes website development, writing copy and newsletters, production of QR and other codes, and even apps.'

Last year, the company introduced an 'Eco-awareness' program and is currently working to close the loop through an organized recycling initiative with their customers. Further initiatives are for the implementation of a more formal education and training program for all employees, from production to sales.

This approach has undoubtedly proved successful for IPE. An impressive double digit percentage growth in turnover in 2011 with, already, some 20 percent of its output exported. It plans to substantially increase this percentage in the future.

Now the company is looking to further develop its customer



ALL labels are made to strict quality controls and standards

orientated business. Changes have been made in the organization style, new goals are being set and the workforce is working more towards a team approach. 'We also believe we are the only label converter in Spain', says Marco, 'that has its own dedicated R&D department. This includes a color laboratory and an ink chemist.'

Working on a key account basis, IPE's major customer base is in health and

body care labels, wine labels, home cleaning and personal care, and food labels. Options for these markets include self-adhesive labels, sleeve labels and sachets, as well as collar labels, scratch labels, VOID and authentication labels, and self-destruct labels. A more recent range of stamping and relief labels gives labels a notable and unique appearance. Indeed, the company claims that some 98 percent of labels produced

incorporate foil stamping.

Special application labels which adapt to a container's functionality, design and material are also produced, such as Easy Open & Close labels for flexible containers. These allow easy opening and closing of the product and are used on packets of wipes for personal hygiene, cleansing, make-up removers, etc. The label is placed to guarantee the security of the first opening and allows easily opening and closing of the packet, fully preserving the product's properties.

Another example of an IPE adaptable label is a holographic image that it prints to create a color beaming effect – depending on the angle at which the label is looked at – which, in turn, creates a constant visual play on the different multicolor tones and lights, making the product stand out even more on the shelves.

Other exciting innovations from the company include labels for flexible tubes. These are made with an innovative component that forms a transparent film which adapts to the tube's shape and covers the container's surface completely. Labels can be made for tubes of different diameters and lengths.

Supporting the innovative and creative side of the company's business is a comprehensive label production operation with EskoArtwork workstations,

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color proofing, sophisticated pre-press that includes offset plates and screen process, and a pressroom that utilizes a range of Nilpeter and other manufacturers' presses, as well as a total of five inspection machines.

A division of IPE Group, Sleeve Direct, specializes in the printing of high quality shrinkable sleeve labels. 'We offer a global service in the whole process,' says Marco, 'from the printing of the labels to the commercialization of the applicator machines and the hot air, steam and infrared sleeves shrinking tunnels.'

All labels are made to strict quality controls standardized through an ISO 9001 certification, from receiving the raw material, through the different manufacturing processes and warehousing operations to the final control and shipment. Staff are continuously trained so that they are always up-to-date with the latest technologies, themes and recycling requirements.

Not unsurprisingly, IPE is a member of various national and international associations from Finat to the Association of Continuous Feed Label Manufacturers (Anfec) in Spain, the Catalan Union of Graphic Industries and ATEF, a Spanish Technical Group. Currently, Marco is the president of the Young Managers Club of Finat – a club for young



THE COMPANY'S principles are innovation, quality and service. Everything is orientated to customer satisfaction

directors who interchange experiences and elaborate proposals to optimize company management, as well as the promotion and interchange of knowledge to lead the future of companies that are dedicated to the manufacture of self-adhesive labels.

Marco commented, 'We want to build

the on-going future of Finat to supply training and experienced management for the label industry, and perhaps work towards eventually establishing a University or Institute of Labels.'

Certainly there can be little doubt that the future of IPE – and of the label industry itself – should be in safe hands.

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# Hammer looks to G7 future

**G7 CERTIFICATION FOR THE PACKAGING INDUSTRY** is the ticket for a brand's print buyer to ensure consistency across variables and offers other benefits, writes Danielle Jerschefske

Hammer Packaging in Rochester, New York, is one of the first packaging printers in North America to achieve G7 Master Printer Status, a qualification granted by IDEAlliance, a non-profit industry association which disseminates best practice methodologies, specifications and standards for the print industry.

When it comes to print consistency across a brand-marketing portfolio, print buyers have traditionally found it difficult to match color across different regions or across different print types and materials. For the packaging industry, G7 represents a radically different approach to this problem.

Because Hammer produces printed labels and package decorations for the global beverage, food, horticulture and household products industries, including cut & stack, in-mold, shrink sleeve, roll-fed and pressure sensitive labels, it was eager to reap the benefits found in the G7 methodology.

Essentially G7, or Near-Neutral Calibration, defines targets that allow packaging printers to match a proof to a press; a press to a press; one process to another; and across various consumables. The 'G' stands for gray as in gray balance or neutrality, and the '7' refers to the seven major process printing colors.

G7 uses colorimetry to specify both the color of the media, in white point, and the color of the inks in accordance with ISO 12647-2, which describes gray balance as 50/40/40 CMY. The resulting grayscale and tonal curve is used for calibrating a proofing and/or printing system. G7 utilizes the new ISO 10128 standard to set near-neutral calibration.

Rather than changing the tint by diluting color with white or black ink, a grayscale-based system adjusts the tone, where the eye is more sensitive than saturated color. All a G7 certified converter like Hammer has to do is maintain gray balance and tone within this set range.

## BENEFITS TO BRAND AND CONVERTER

Lou Iovoli, Hammer's VP strategic partnerships and marketing, says, 'The advantage to the brand owner is that we can provide our press 'condition' to a given designer so they can provide customers with a proof that will match the final print image from our press. In this way our customers will know sooner what a design will look like, rather than having to wait or travel for a press approval.'

Hammer started using the G7 process to control both press and proofing in Fall 2010. Iovoli says, 'With this process we are able to map the wide gamut of colors used in packaging and produce a proof that represents the press condition. This process takes into consideration the various combinations of substrate and inking in either surface or reverse printing. We strive to reduce the uncertainty of the proof matching the printed sample, allowing us to deliver

high quality products for our customers.'

A second benefit is that the print file no longer needs to be modified or adjusted to print to any of Hammer's presses regardless of the printing process or consumables used. This can mean significant cost savings since one file can be used for everything: cartons, labels, a webpage, POP and flexible packaging.

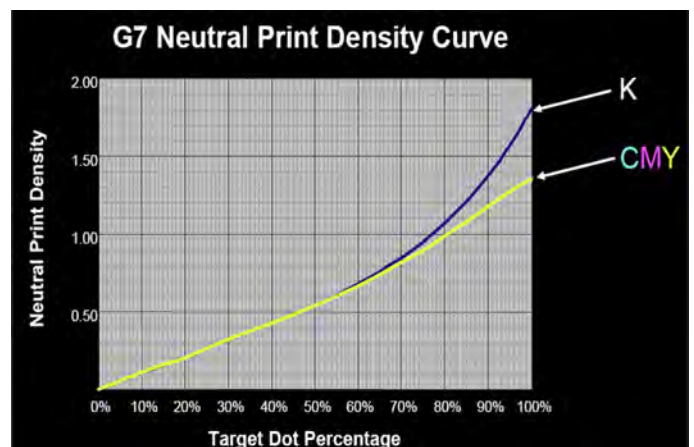
If all the print products have the same gray balance and neutral tonality defined by G7, they will all look remarkably alike to the human eye. Since buyers believe the similarity of the visual appearance across print products is critical, and are gaining a better understanding of the G7 method, many have started to make G7 a buying requirement.

Lastly, G7 calibration gives print buyers flexibility in processes and materials used in the packaging industry. It streamlines the coordination between the pre-press house and printer thereby improving speed to market.

## THE STEPS

G7 defines the print condition in two ways – tone reproduction, gray scale – and it describes how to use the principles of digital imaging, spectrophotometry, and computer-to-plate (CtP) technologies to achieve color matches using quality inks and papers. Its Neutral Print Density Curve (NPDC) defines the neutral density of the grayscale curve with a combined CMY curve of 50/40/40 at the middle tone and specifies the tone from highlight to shadow, taking priority over traditional TVI curves. The calibration method calculates corrected RIP values that will force the press to replicate the desired NPDC curve based on the given press conditions.

As the NPDC curve approaches the solids then the lines will deviate. Gray process control patches should always be printed on the production runs in order to regularly verify gray balance. It is important to remember that gray balance tells the printer that the



color has changed, not what is supposed to change. It cannot compensate for ink and substrate variances.

Flexography has come a long way through process improvements and advanced technology to better allow print to hit G7 requirements. This is important as the market is seeing increased demand by brand owners to match offset printed products to flexographic printed products on the store shelf. The steps to achieve G7 calibration are as follows:

- Ensure inks hold to ISO standards
- Print a P2P (Press to Proof) to target conditions
- Evaluate print samples to match 50, 40, 40 CMY (as defined by ISO)
- Generate plate output curves to NPDC
- Print another P2P and production run to verify print conditions

The key challenges to keep in mind are matching inks with ISO standards, and handling substrate variation. As all materials vary there will be different white points, and inkjet proofers will need to effectively simulate correct colors over the variety of media options. Also, Hammer has found issues in matching gray balance in offset print to HP Indigo output.

Iovoli says, 'Now this is something of a closed-loop proofing system. It's very exciting to have color verification on press for acute definitions which brands like Coca-Cola demand. This greatly benefits us in cost of pre-press and in the

consistency we're able to provide our clients.

'Right now we do not have all of our customers on board and we're limited to utilizing G7 to new work because we have to have the file designed to meet our press conditions. Nonetheless, we are optimistic about the system and the benefits we'll find moving forward.'

#### G7 MASTER

Hammer has tasked three associates to achieve and maintain G7 certification – one pre-press, flexo and offset professional. The converter has invested in a new Epson X900 series proofing system with on-board X-rite spectrophotometer to achieve more accurate measurement and certification of proofs. Never one to rest on its achievements, Hammer's next step is to move into 'G7 Extreme' by applying the G7 gray balance methodology to expanded gamut printing incorporating the colors orange, green and violet (OGV).

G7 is truly a revolutionary method to meet print buyer requirements and offers assurance that the final color quality of the printed media is true to the creative intention, and is delivered at a competitive cost. As the trend for shorter-runs and frequent design changeovers continues across package printing, the industry can expect to see a shift towards this grayscale process of achieving consistent visual color matching.

#### 100 YEARS: STICK WITH WHAT YOU'RE GOOD AT

Hammer Packaging celebrates 100 years of business in 2012. A supplier to many Fortune Top 50 businesses and the world's most recognized brands, the company was founded in 1912 as Genesee Valley Lithographic to service the agricultural business in the Rochester, New York area. Today, Hammer Packaging is led by president and CEO James E. Hammer, the maternal great grandson of founder Herman J. Meyering.

Operations have grown into two facilities totaling 360,000 sq ft for offset and flexographic printing and warehousing. It leads the market in technology adoption, purchasing the latest from the likes of Heidelberg and KBA by regularly investing back into the business. Its edge comes too from early adoption of standards. Hammer Packaging has been ISO 9001:2000 registered since 1997, and implements HACCP guidelines for product safety along with its most recent achievement of G7 certification for visual print consistency.

The label and package printing converter is consistently climbing the ranks of the leading printers in North America by sales volume according to the Printing Impressions 400 listing and is listed in the 2011 Rochester Top 100 privately held companies in the region. For a century Hammer Packaging has evolved and prospered by sticking with what it knows, and it will continue to focus on quality and innovation in the years to come.

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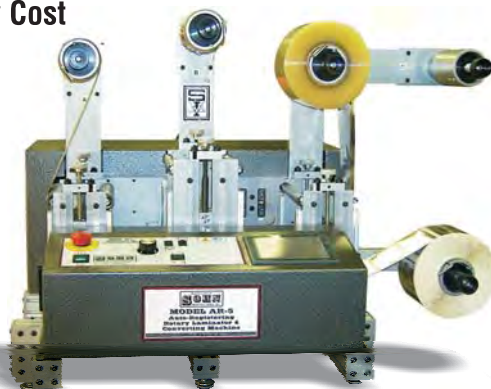
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# ILS CREATES INLINE DIGITAL PRODUCTION

US converter is first with integrated priming and finishing on HP Indigo WS6000

US converter Innovative Labeling Solutions has created what it claims is the world's first complete inline digital print production line. The inline configuration is the next step in increasing the company's ability to meet the needs of the evolving consumer packaged goods market.

'ILS has a reputation for being progressive in regard to digital print production with the HP Indigo presses, and we were excited to be a part of the beta test of the In Line Priming unit (ILP) for the WS6000 to see what it would do to improve operational and economic efficiencies,' said Brian Smallwood, ILS general manager.

In March, the company marked the one-year anniversary of the Delta Spectrum II finishing system (being installed) inline with one of the three WS6000's located in the facility in Ohio. 'So February was perfect time for us to begin the beta testing of the ILP unit in advance of the commercial launch of the hardware in April,' added Smallwood.

'The decision to invest in the Delta Spectrum II, which offers complete flexibility because of its modular station design, as well as placing it in tandem with the press was a strategic one, and a direct result of the value proposition we have been delivering to the marketplace for the better part of four years now.'

Eric Knop, ILS director of business development, said: 'As our clients have begun to grasp the total product life cycle benefit of a digital solution, we have seen our run lengths get longer and longer because they are converting complete product lines to digital.'

'Many of our print runs are far above industry average, or what is commonly referred to as the "crossover" point of 15,000 feet. In fact, we run jobs from 70,000 ft to more than

450,000 ft. Brands are starting to leverage the full benefit of the technology, including: the highest quality graphic reproduction because of the offset like system; market responsiveness in the form of design and message flexibility because of the plate-free technology; speed-to-market because of the fast turn times; sustainability and supply chain efficiencies because of the reduction of minimum run lengths which positively impact both inventory carrying charges and obsolescence; as well as the favorable environmental footprint of the press itself and its production efficiencies.

'As a digital label and packaging specialist, ILS runs all applications including pressure sensitive labels, shrink sleeves, flexible packaging and folding cartons. The demands of each of these outputs are unique, and create a need for specialized knowledge and equipment, as well as complete flexibility within our operation.'

Jay Dollries, president and CEO of ILS, said: 'As the first converter in the world to run a Delta Spectrum II in line with the WS6000, we knew, based on the immediate impact of this configuration, that it would not be long before we would be in the hunt for additional capabilities to further reduce the steps in the production process. And the ILP unit is the next piece.'

The In Line priming unit from HP is a press hardware option that enables on-demand treatment of substrates to streamline manufacturing as well as lower the material treatment costs associated with digital by virtually eliminating the machine and labor costs associated with priming. 'Now with the HP WS6000, plus the ILP unit, and the Delta Spectrum II fully integrated, we have the most operationally efficient digital system available in the market today,' Dollries said.



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(L-R) Roger Pellow, MD, labels and packaging group, Tarsus, Mitsuo Komiyama, MSP, and Akio Nemoto, general manager, Lintec

# Addressing Asia

**LABEL CONVERTERS** are looking to expand operations overseas and seek new markets in Asia, as Roger Pellow discovered meeting MSP owner Mitsuo Komiyama

Mitsuo Komiyama and his wife set up label converter MSP in Japan over 30 years ago. It was a partner of local printing press and materials manufacturer Lintec for most of this time, which was a great support for the company in the early days.

MSP started out printing plain labels and now specializes in the industrial and consumer electronics markets, which account for 70 percent of the company's label printing business, as well as track and trace label systems. Half of the company's turnover comes from a specialist die-cutting operation, which uses custom made machinery, Koto solid dies and Tsukatni flexible dies.

## BUSINESS CHALLENGES

In addition to three plants in Japan – the oldest is located in Uenohara and has been there since 1998 – MSP moved into the Philippines in 2008 and expanded into Thailand in 2009. It has 115 employees globally, with 80 of these based in Japan.

Komiyama explains, 'Margins in Japan are very tight due to the high cost of the labor and deflationary economics,

which has made it difficult to put through price increases in the last 10 years. We expanded into the Philippines because labor cost there is one tenth of the cost in Japan, as well as allowing us to open new markets.'

Komiyama's son, Satoshi, is also involved in the business as head of sales. He believes the biggest challenge is the Japanese economy – the Great East Japan Earthquake caused the Japanese label market to decrease by one to two percent in early 2011 but it is expected to recover by two percent in 2012. Despite this, the company has continued to grow at seven percent per annum and reports an annual turnover of three billion Japanese yen, in comparison to the average Japanese label printer's turnover of one billion yen.

According to Komiyama, the overall market in Japan is flat and some label printers are going out of business. Large companies are getting bigger and acquiring others whilst small businesses are surviving in niche markets. 'It is the middle companies that are being squeezed out.'

As key customers, such as Toshiba,

move out of Japan, MSP is focusing on addressing overseas markets and exports 20 percent of business into Asia-Pacific. Komiyama adds that in Thailand the company produces high volume, low margin work like price-weight labels.

In line with the electronic companies it serves, MSP has a strict 'no shoe' policy within its plants. Another unusual quirk is the inspection method. After normal inspection, a final check is carried out manually in a special climate controlled inspection room.

Most materials are supplied by Lintec and an inventory of just one week is kept.

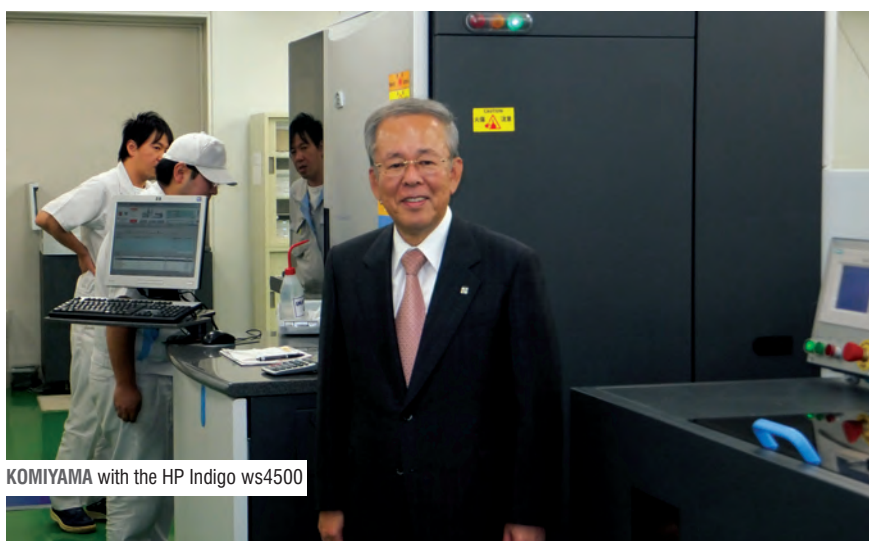
MSP has been paying to recycle all its waste for the past five years, sending matrix waste to a recycling company where it is turned into fuel pellets.

MSP moved into digital printing with an HP Indigo ws4500 two years ago. However, Komiyama says: 'We are still learning how to make good money out of it'. The average digital print run is 5,000 labels compared to an average print run of 30,000 labels on the company's Lintec and Sanjo letterpress machines and Mark Andy 22000 10-inch flexo press.





FINAL INSPECTION is carried out manually in a climate-controlled inspection room



KOMIYAMA with the HP Indigo ws4500

Converting is done offline, using Onda equipment.

Komiyama concludes, 'One of biggest threats to the label industry in Japan is that commercial printers are dying. As their markets die out, they are looking to move into labels and undercutting label printers and taking their business.' To survive, label printers need to work on being sales and marketing organizations as well, and this is one aspect of MSP's strategy moving forward.

#### JAPANESE LABEL ASSOCIATION

Komiyama is also president of JFLP, the Japanese label association, which has 800 members. Komiyama estimates the total of label printers in Japan to be 3,200.

Mr Komiyama and Lintec recently hosted in Tokyo the sixth meeting of the L9, which brings together nine leading regional label associations in Tokyo. It focused on the industry's response to the challenge of environmental sustainability, hearing from the top management of two leading global players – Avery Dennison and UPM Raflatac – about their companies' perspective on this subject. Suntory, a major local beverage

company, completed the scope from an end-user perspective.

The meeting produced recommendations to align efforts as an industry to stimulate environmental sustainability through collaboration on regional waste management strategies.

Other topics covered included the World Label Awards framework, benchmarking standards, and a survey of regional trends and developments. Delegates visited Toyota and Osaka Seal Printing looking at the working of their Kaizen continuous improvement systems.

#### LINTEC PROFILE

Lintec's pressure sensitive materials manufacturing business covers a wide range of end user sectors, with label converting applications accounting for some 40 percent of the company's business.

These PS substrates use the full range of paper and filmic materials and also now include RFID, smart and optically variable labels.

The company also manufactures label printing presses, packaging machines and related electronic equipment.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### MULTI-COLOR ACQUIRES SCOTTISH LABEL CONVERTER

US-based converting group Multi-Color Corporation (MCC) has acquired Labelgraphics based in Glasgow, Scotland, for a purchase price of GBP 16.5 million less net debt. Labelgraphics, established in 1983, has annual revenues of GBP 13 million and predominantly supplies the UK spirit and wine markets.

### BIO4LIFE ACQUIRES BIOTAK

Bio4Life has acquired the majority shareholding of Sustainable Adhesive Products (SAP). The acquisition includes the brand BioTak, the only certified compostable adhesive as defined by the European compostable packaging standard EN13432.

### UPM RAFLATAC IN BUENOS AIRES MOVE

UPM Raflatac has opened a new slitting and distribution terminal in Buenos Aires, Argentina. The terminal began operations in early March and will supply both paper and film labelstocks to customers in Argentina. The Argentina site complements UPM Raflatac's service network in South America, comprised of a labelstock factory in Rio de Janeiro and a slitting and distribution terminal in Jaguariúna, Brazil.

### GALLUS REPORTS TURNOVER INCREASE

Press manufacturer Gallus reported that, 'despite the uncertain economic situation and a clear decline in demand in the second half of 2011', the volume of its label business was 'slightly above that of the preceding year'. The company's 2011 turnover was CHF 201 million (USD 218.7m) compared to CHF 178 million (USD 193.6m) in the previous year.

### SATO ACQUIRES ARGENTINE CONVERTER

Sato America, a supplier of barcode printing, labeling and EPC/RFID products, has signed a definitive agreement to acquire Achernar, a label converter based in Buenos Aires, Argentina. One of the country's leading converters, Achernar's product range includes prime, promotional, variable information, security and high durability labels.

### XEIKON SELECTS KODAK PRINERGY WORKFLOW

As part of a global reseller agreement, Xeikon will incorporate the Kodak Prinergy Workflow system into its ThermoFlexX product line of imagers for the making of flexographic and letterpress printing plates.



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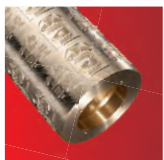
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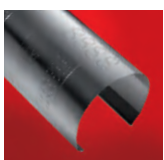
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# Reach out and buy

**TWO-TIME TLMI BEST OF SHOW/WORLD LABEL AWARDS WINNER**, ASL Print FX accredits its success to creating artistic and elaborate label constructions. Danielle Jerschevske reports

'Labels and packaging are about creating identity for the brand,' says Charlie MacLean, president and CEO of ASL Print FX. 'Here we take a prime label and turn it into a value added product that connects with the consumer and increases usage.'

Pelee Island Winery is a testament to the value that ASL adds to brands. The company's Monarch Vidal brand is one of the best-selling white wines according to the Liquor Control Board of Ontario (LCBO), and ranks in the Top five of the Vintners Quality Alliance, a Canadian regulation group that authenticates wine quality. Darryl MacMillan, sales manager at Pelee Island Winery, says, 'The Vidal varietal tends to be less understood by consumers so we needed to create some intrigue with the brand design, keeping it clean, interesting and making it pop on shelf so it stands out.'

The winery redesigns the Monarch label every few years to keep its label looking fresh and interesting to

consumers walking the aisles. The brand must stand out to stay on top. Over the years, Monarch redesigns have been printed on both clear and paper stocks. The most recent label was printed on uncoated paper stock by ASL Print FX, featuring specialty foil and textured treatments that bring the Monarch butterfly to life.

'The print technologies that ASL recommended helped us to express the personality of our Monarch wine, celebrating the terroir of the Pelee region, its unique flora and fauna. They know the future trends in print,' MacMillan continues.

## WINNING STRATEGY

ASL Print FX, based in Toronto, Canada, combines print technology and ingenuity. The multiple layers and interesting effects that the converter applies to enhance a label's design are, quite simply, radical. The converter uses what it calls HAFX printing techniques including high definition CTP plate equipment combined with foiling, 3D coatings and flashy varnishes, layered with specialty inks and combined with exclusive materials to give the most depth and feel to a label.

'We like to help our customers do something different with their product decoration,' explains Stacy Daly, VP of operations at ASL Print FX. Using non-traditional materials in a mature category like wine is a perfect example. 'With a traditional wine we might use an uncoated stock, bringing in new world flavor yet maintaining integrity within the category. We have the ability to bring packaging to life with printing technology.'

For ASL, the ideal workflow begins not with the designer, not on the shop floor, but with selecting the right client. Says MacLean, 'ASL participates in markets where brandowners care about the image of their packaging. We jointly assess if their values match ours and if there is a good fit. We like to work with brands that understand continuous innovation is important to the enhancement of the brand. This is one of the ways we've avoided the commoditization of our products.'

## PRODUCTION

Once ASL has reached a common understanding with clients, the firm works closely with designers to help them enhance each label and package in the most effective and creative ways. The various front of house teams – customer service, sales, pre-press – focus on key market areas: wine and spirits, promotional, and consumer goods.

The converter has invested in a customized technology profile they



refer to as 'HDFX screening' through pre-press, which Daly describes as a clean, smooth process because the system produces stellar quality and communicates effectively between stations. Proofing is carefully done by comparing a PDF to the proof of the plate. Each pixel for every job is reviewed.

Once the pre-press department gives the green light, their peers in the prep kitchen prepare everything that the press needs to complete the job, streamlining time to press. During plate mounting the quality is reviewed one final time and errors, if any, can be tracked effectively to reveal where mistakes have been made.

Complex constructions – instant redeemable coupons, three-panel label on label, extended content booklets and repositionable labels – are produced on combination process machines built for flexible configuration. Capabilities include up to 12 print stations using multi-level screening to enhance contrast and clarity, raised and specialty varnishes, foiling and embossing, all in a single pass. The advanced machinery allows operators to change over and move into a new job on the fly.

Daly says, 'The technology allows for the quick change manufacturing required to bring innovation at a competitive price. It's easy to want innovation. Execution is a different story altogether.'

Jeff Anderson of Colgate-Palmolive Canada recently worked with ASL Print FX on a project for Mennen Speedstick. He says, 'The ASL team was asked to provide a solution to a promotional challenge for Mennen. With a tight delivery date, the team provided a turnkey solution for a sticker that met all the criteria. This was a complex die line with perforations and back splits that used an adhesive that was approved skin safe. This was achieved on time

and on budget. Our experiences with the team are that they have a passion for complex challenges, and stretching technology that achieves unique offerings to retail.'

In addition to the various opportunities for layering processes for the most impact on a label substrate, ASL Print FX has a proven track record with thermochromatic and color shifting inks, pearlescents, glitter, glow in the dark and scratch and scented inks that increase the depth of the label and the attention it can grab on the shelf.

Recently the converter started sending one of its main press operators on client visits with customer service, which enhances communication and knowledge-sharing on how best to design shelf-dominating labels.

When it comes to digital printing technology, Daly says, 'Digital printing advancements are challenging conventional leaders to be more flexible in their print disciplines. We are pleased with the capability and flexibility of our equipment and have the ability to keep the integrity of a brand's color no matter which substrate, press or other variables involved that can affect the outcome of a high quality label.'

Vision systems provide 100 percent inspection on the press and again in rewinding and fulfillment so that every label that is printed and converted is quality approved.

Training for associates is conducted every two weeks, featuring new topics for specific responsibilities such as sales, warehouse efficiency and Lean tactics. The converter says over 95 percent of employees attend each session.

It's clear that when brandowners are looking to protect their image and improve the shopping experience for consumers through their brand's label and packaging, that ASL Print FX has the skills to support such needs.



COLGATE Mennen Speedstick

Technology, ingenuity, excellent associates and a willingness to think beyond the ordinary is what makes the ASL name stand out to dynamic brands looking to differentiate in the North American market.

## WORLD LABEL AWARD WINNERS

ASL Print FX was honored with a World Label Award for excellence in technical achievement two years in a row, most recently in 2012 for its Red Tile Central Coast label. The label was judged in the Flexo Wine & Spirits category by the World Label Award Association. ASL Print FX had earned Best of Show recognition at the 2011 TLMI awards competition for this label.

In 2011 the converter won a World Label Award for the Dan Aykroyd 2008 Sauvignon Blanc label, while earning the TLMI Best of Show recognition as well.







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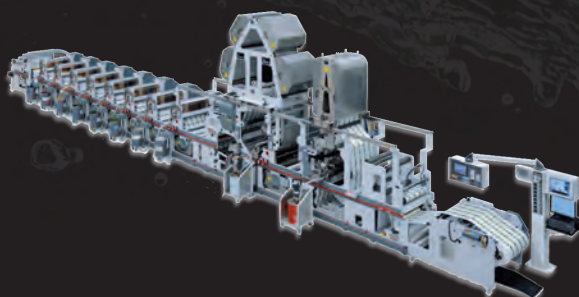
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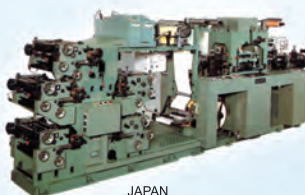
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PROLABEL owner Ramon Fernandez with the XeiKon 3030



# ProLabel chooses Digital

**NEW TOOLS** enable label converters to properly evaluate the place of digital printing in a conventional print operation. Danielle Jerschefske reports

ProLabel, located in Miami Gardens, Florida, opened its doors in July 1995. Cuban-born ProLabel owner Ramon Fernandez guided the small business to specialize in quick response label production for the food and beverage, nutraceutical, cosmetics, durable and industrial markets of the region. Initially business grew with flexographic technology using a seven-inch Mark Andy, eventually expanding to a servo-driven Aquaflex ELS machine – and more recently supported by a XeiKon 3030 digital dry toner press.

Like many of North America's label converters, ProLabel has been studying the advance of digital print technology. The ProLabel team attended Labelexpo Americas 2010 to study the various digital technologies, walking the show floor, reviewing the Technology Workshops and quickly eliminating many of the desktop options since the converter's 'short runs' are far longer than what these machines are designed to viably produce.

Last year Fernandez solicited the assistance of Karstedt Partners, a digital print consultancy firm that released a digital print Commercialization Assessment Report (CAR) for the narrow web label sector in May 2011 (see L&L's exclusive report <http://www.labelsand-labeling.com/news/features/exclusive-first-review-of-karstedt-digital-report>). The report is unbiased to any single printing technology, digital or analog, and offers an objective view on the value of digital printing in a converters' own environment.

'Eventually we decided on a XeiKon

3030 because the company and staff communicated well, and the technology matches with our business model and strategy,' says Ramon Fernandez. 'The quality coming off the machine is phenomenal and we liked that we don't need to pre-treat substrates.'

This is the second time the converter has gone down the digital printing road and Fernandez was determined to make it a success.

## OPPORTUNITY TO DIVERSIFY

The electrophotographic dry toner-based XeiKon 3030 is the entry level digital press within the supplier's 3000 series for the label and packaging markets. It's capable of running up to 13 inch material with a 12.7 inch image area at 30ft/min with up to five colors including an opaque white.

ProLabel took on a computer savvy employee from outside the company and trained him to run the machine. Finishing is completed on a Grafisk Machinfabrik DC 330.

ProLabel has found its customer base to be highly receptive when given up-to-date details of how digital print technology has progressed in recent years and what it can offer a brand. In some cases clients have opted for digital printing because they preferred the way it looks. Marketers are also finding the cost benefits realized with less inventory, combined with the personalization and on-demand capability to be highly valuable.

The XeiKon press also offers ProLabel the opportunity to diversify into cartons to offer a one-stop shop.

## IVAT

Karstedt Partners' digital print CAR for the narrow web label sector comes with a proprietary spreadsheet called the Investment Value Assessment Tool (iVAT) which provides interactive calculation of a particular digital technology when evaluated with and against conventional operating parameters such as cost, price sensitivity, product mix, equipment and more. This tool allows the converter to formulate multiple 'what if' scenarios with their own operating values and volumes to see what impact a digital asset plugged into their business would have.

The iVAT comes preloaded with industry averages of the various processes – flexo, offset, gravure – and has the ability to compare across multiple digital technologies. It also has a forecasting tool to allow plug and play adjustment of sales revenues and an ROI action model.

Fernandez says, 'Working with Karstedt Partners and going through the iVAT with our own figures was valuable in reinforcing our ideas and assumptions. The spreadsheets gave us accurate data to work from, helping us better understand our business and how digital could best fit – or not. You don't know what you don't know.'

ProLabel realigned its workflow with the support of the LabelTraxx MIS, which allows the integration of conventional and digital workflows. With both flexo and digital technology the converter is able to take on any run size and has the opportunity to diversify into the short run carton market as it picks up pace. It has proved to be a wise investment.



# No slowing in the inkjet pace

**HIGHER RESOLUTIONS**, wider presses and more colors are key inkjet trends, writes Barry Hunt

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At last year's Labelexpo Europe inkjet press vendors confidently talked about targeting flexo printers. Some emphasized inkjet's versatility and its flexo-like quality, while others mentioned the lower set-up costs of a basically plateless process. With certain reservations, the inkjet fraternity has indeed delivered the goods. Modern systems have raised overall quality standards for both primary labels, as well as shrink sleeves and other flexible packaging. Besides CMYK, many single-pass machines now include options for opaque white ink and specific hexachromatic colors for extended color gamuts.

Drupa 2012 helped to accelerate this progress. Notable developments included the launch of several sheet-fed inkjet presses for producing folding cartons and other packaging. The huge show also reflected an industry-wide trend towards strategic partnerships between conventional press makers and all types of digital printing vendors, including the market for inline hybrid inkjet/flexo presses with integral converting facilities.

Drop-on-demand CMYK printheads can achieve smooth gradations and broad tonal ranges on a variety of substrates. Many can deliver print speeds of 50 m/min or higher, depending upon resolutions and grayscale levels. An example is Xaar's 1001 piezoelectric head, which remains the most widely used: at least eight different vendors demonstrated Xaar-equipped print engines at the show. The Cambridge-based company's Hybrid Side-Shooter

architecture gives a native resolution of 720 x 360 dpi. Six to eight grayscale levels extend this to an apparent 1,000 dpi image resolution.

Challenging Xaar's dominant narrow web position are established giants like Kyocera. It has introduced its KJ4B-Y heads for water-based inks and KJ4A-B heads for UV-curable inks. The later can print one-and-a-half times faster than previous Kyocera types, delivering 80 million drops/second from 2,656 nozzles for high-speed, high-resolution printing on paper or filmic label stocks. Both models print with a resolution of 600 x 600dpi, with a width of 4.25 inches, at one head for feed direction.

Cambridge-based Industrial Inkjet (IIJ) featured Konica Minolta's KM1024iMH printhead with its new ColourPrint 142 (142mm wide head) label press to join an existing 72mm model. As one of the latest 'I' series, the new printhead achieves a top print speed of 75m/min at 360 x 720dpi using three gray levels. It prints CMYK, mono, and white/varnish in



**HEIDELBERG** launched its Linoprint L inkjet press based on CSAT technology



**D-FLEX** hybrid press from Focus Machinery



**TOUCHSCREEN** control panel on Landa W10 Nanographic printing press





DURST'S new Tau 330 digital UV inkjet label press



OMET JetPlus UV inkjet module

widths from 36mm to 352mm. IJJ, which has a technical partnership with KM, also launched the XYPrint 200 stand-alone module fitted with either KM512 or KM1024 printheads. It is a type of test rig for process development for product decoration or materials deposition, or for investigating UV curing properties, with an option for LED pinning.

Memjet's printheads are associated with wide-format inkjet printer/cutters, such as the Roland VersaUV series. They also feature on Colordyne Technologies' new CDT-1600 PC Sprint label press. It has five printheads – CMYK plus spot color – stacked in a row, rather than across the web to give a single-pass speed up to 49 m/min (160 ft/min) on a 10-inch web. Each printhead contains 70,400 nozzles and print with water-based inks to give a claimed resolution of 1,600 x 1,200dpi. The roll-to-roll press uses an AzTech web platform and can run with pre-die-cut labels.

Reflecting the wider acceptance of single-pass inkjet printing, Agfa has

revamped its Agora and Altamira UV-curable inks to cover a broader range of label and packaging applications. The different formulations involve partnerships with piezoelectric printhead manufacturers to meet the demands of system integrators and OEMs for specific market sectors. In a similar vein, EFI Jetrion's ink division reports a 'significant increase' in year-on-year UV-curable ink sales. Apparently Jetrion users are experiencing rapid growth and an accelerated rate of innovative applications.

Interestingly, we are seeing more inkjet presses that include UV LED curing, rather than curing with traditional mercury UV lamps. A much lower heat generation without IR light emissions makes it ideal for printing heat-sensitive substrates on compact inkjet presses. Honle Group showed the LED Powerline array for pinning – a partial inter-color cure – and final curing of inkjet printing. Phoseon Technology introduced the FireFly FF200 25 x 20mm and 50 x 20mm air-cooled lamps with an output of 4 W/cm<sup>2</sup>. The FE200 has half the Wattage for pinning purposes. Phoseon's more powerful FirePower UV LED lamps are suitable for UV flexo production using inks and coatings from Flint Group.

The growth in demand for LED-cured

inks prompted Bordeaux to introduce a 9-color series, including white, to suit specific printheads and curing rates. The Israeli ink maker also supplies conventional UV inks and coatings, as well as water-based inks and coatings for wide-format printer/cutters. Its new Latex inks achieve the same quality levels of solvent-based inks, but offer the environmental advantage of water-based inks. They are customized for specific printers or printhead technologies.

#### PRESS DEVELOPMENTS

Screen marked its entry into roll-fed labels with a prototype Truepress Jet L350UV. It joins a new sheet-fed inkjet press for producing folded cartons. The maximum speed is 50m/min for web widths of 322mm and 350 mm. Multi-level grayscale printheads are augmented with Screen's high definition inks and proprietary high-resolution screening to obtain a wide color gamut. The package includes Screen's Equios Universal Workflow color management technology. The L350UV will be seen at Labelexpo Americas, by which time a white ink unit may be available.

EFI Jetrion has begun installing the 4900, following its Labelexpo Europe debut. The CMYK, plus opaque white, print engine uses Xaar 1001 printheads. It was the first inkjet press to combine a laser cutter (a dual-head system from SEI Laser Converting). This slows speeds to a maximum 24 m/min, but users obtain print-to-cut production with shorter setup times, lower material consumption, including that of durable substrates, and reduced stock-holding.

Inx International Ink's new NW140 UV (part of Evolve Advanced Digital Solutions) also offers laser cutting within



DOMINO N600i



# New – Durst Tau 330 UV Inkjet Label Press

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FFEI introduced a separate white/spot color print unit



a print-to-converting operation based on Spartans' X140 dual-head unit. The press uses 14 Xaar 1001 printheads at a top rate of 80 feet/min (24 m/min) on any label stock. Like some newer models, it uses water-cooled UV LED curing. Phoseon Fireline 225 lamps and an air-cooled UV LED pinning system from Integration Technology are fitted. Typically, they allow users to pre-coat with a white base layer and varnish to hold the inkjet drops in position before completing a full cure prior to laser cutting. The NW140 supports media up to 2mm thick on 3-inch cores up to two feet in diameter. Its public debut is at Labelexpo Americas.

Domino's N600i is now in commercial production following previous Labelexpo outings. It claims one of the smallest drop sizes on the market using Kyocera printheads. They give a 600dpi resolution with up to four grayscale levels for high quality results on paper or filmic substrates. A top speed of 75 m/min (246 ft/min) equates to 1,500 sqm/hour (16,000 sq ft/hour). The N600i has several automated features to reduce manual intervention for faster job changes and achieve consistent print quality.

Durst's new Tau 330 is a wider version of previous models. It prints up to 48 m/min for an hourly production rate of 950 sq/m on a web width of 330mm. Opaque white, plus hexachromic orange

and violet, are color options. The RIP software incorporates substrate and color management. The Tau 330/200 version has a web width of 200mm, and also uses Xaar 1001 printheads. The new Tau 330 Variable Data Print option allows users to insert reels of die-cut and pre-printed labels, while printing at the same rate as the host press. The company offers durable Tau UV inks for labeling consumer electronic equipment, including computers, garden equipment and power tools.

The Linoprint L forms the basis for Heidelberg's move into inkjet label printing. It was formerly the ITS600 from CSAT, which Heidelberg acquired in August 2011. In its original form the press used Xaar 1001 four-level grayscale printheads to deliver a 600dpi x 600dpi resolution with four print widths up to 420 mm at speeds of up to 48 m/min. Phoseon's LED curing system was used. The Linoprint L prints labels, flexible packaging and blister foils. It can either be operated as a standalone machine or integrated into packaging lines as a separate system with a feeder device. It includes variable data and anti-counterfeiting features.

Stork Prints' latest DSI 5330L UV inkjet press handles short-to-medium runs of premium labels at up to 35 m/min, equal to 700 sq/m an hour. CMYK print units using Xaar 1001 printheads are standard,

but the newly-designed modular platform allows up to 10 print stations to include white and hexachromic orange and violet. Stork Prints' own-brand inks offer high levels of light resistance and scratch-proofing. A visual resolution up to 1,000dpi, 3D effects that resemble screen printing, and multi-substrate tonal values down to 1 percent tonal are claimed. A new primer unit allows printing on machine-coated paper. Repeat lengths of up to seven meters are possible. The press can also run inline with semi-rotary converting units.

Epson introduced the L-4033AW, a seven-color version of the existing multi-pass SurePress. The AQ pigment ink set includes opaque white for printing on films or metallic labels stocks, as well as hexachromic orange and green for an extended color gamut. The variable-size droplet technology of Epson's thin film printheads enables smooth gradations and optimum image quality. The company showed a prototype single-pass press, the SurePress X, which uses the same micro piezo printheads. It is fitted with LED UV curing lamps for printing short and mid-run paper and filmic labels.

The first Chinese digital inkjet press is the EagleJet L1400, introduced by Founder Electronics. It uses Xaar 1001 printheads and augments the company's EagleJet P5200 wide-format, full-color



FUJIFILM Jet Press 720



SCREEN Truepress Jet SX



SCREEN Truepress Jet 350 UV label printer

model for print-on-demand books and transactional print. Both devices are supported by Pasharp software with trapping tools, specialized step-and-repeat, and a series of editing tools. PhotoPack is based on Adobe Photoshop for dealing with complex image processing, including trapping, line extraction and color separation functions.

Inkjet printing is synonymous with the individual coding and serializing of all forms of packaging. Atlantic Zeiser's Digiline Web 300 extends the concept to include security features by integrating its Delta 105i and Omega 36i high-speed inkjet printers. The Digiline Sheet 300 uses an Omega 36i printer. Both systems use AZ's Smartcure Air UV LED curing system. A partnership with press maker KBA see the integration of Delta 105i modules on Rapida 105 sheet-fed offset presses for coding sheets, including labels, and flat packaging. AZ's Vericam verification system can be optionally integrated.

#### HYBRID INKJET/FLEXO

FFEI introduced a separate white/spot color print unit for placing before or after the CMYK Caslon print engine. Cambridge-based FFEI also featured an upgrade to the RealPro Workflow software. The Caslon was jointly developed with Nilpeter. Both companies share the sales and marketing functions. Nilpeter typically sells the Caslon as part of a hybrid press with FA-4 UV flexo print units, die-cutting and other finishing units in web widths up to 420mm. Caslon's top speed is 25m/min or 50m/min depending on resolutions using Xaar 1001 printheads. Nilpeter has installed 15 Caslon hybrid lines since its introduction five years ago. Caslon units also operate in a stand-alone mode using Nilpeter's FA Line web transport system.

From the oldest hybrid press to the newest: the d-Flex from Focus Label Machinery. It prints CMYK with an optional opaque white at up to 50 m/min using Konica Minolta printheads. LED UV curing allows printing on clear and metallic films. The press is

available in widths of 142mm, 250mm and 330mm. The press includes inline servo-driven flexo units, die-cutting, cold foiling, laminating and varnishing in roll-to-roll or roll-to-sheet formats. Offline overprinting and varnishing with accurate re-registration at 100m/min is possible. The d-Flex package includes software and a RIP with variable data and color management.

Omet launched the CMYK JetPlus inkjet module, shown integrated with an 8-color XFLEX X6 430 combination press. It can also run inline with Varyflex V2 platform presses for flexible packaging, at a claimed average speed of 60m/min. The JetPlus module allows users to switch between digital printing and UV flexo printing according to run lengths with end-to-end production. This includes Omet's Monotwin Cut die-cutting system, which is said to reduce downtimes for die or cylinder changes. JetPlus includes an automatic washing system that prevents the ink from drying during stoppages.

#### SHEET-FED INKJET

Drupa 2012 will be remembered for the emergence of sheet-fed inkjet presses for producing folded full-color cartons and print-on-demand packaging applications to a B2 format (500 x 707mm or 19.66 x 27.83 inches). Examples include Fujifilm's new Jet Press 720 fitted with the company's Samba printhead technology. Using water-based pigment inks, it prints process colors at 1,200 dpi resolution with four levels of grayscale for an extended color gamut. Fujifilm claims offset-type quality for print runs of less than 100 units upwards, including paper and filmic prime labels.

MGI Digital Technology displayed another sheet-fed prototype. The French company's Alphajet B2-format press offers six colors and spot UV-cured coatings (of the type offered for its



KONICA MINOLTA'S prototype KM1 B2 inkjet press developed in combination with Komori



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JETvarnish and JETcard products). The Alphajet prints at up to 3,000 sheets/hour in resolutions of up to 1,200 x 1,200dpi. The press offers full variable data printing and handles carton board up to 500gsm.

Screen's Truepress JetSX folding carton press, developed from an existing print-on-demand model, uses multi-level grayscale printheads with water-based pigment inks to print standard offset and inkjet papers and boards up to 0.6mm thick. The top speed of 1,620 sheets/hour is equivalent to 108 A4 pages per minute. Files received online can be automatically preflighted, color managed, imposed and placed in the print queue. Screen's Equios front-end can interface with MIS to generate automatic billing if required.

Konica Minolta IJ Technologies showed the KM-1, a prototype B2 format press jointly developed with Komori, the offset press manufacturer. Ostensibly aimed at the commercial printers, the press also has label and package print capabilities. The inkjet print engine is fitted with KM's latest printheads with UV LED curing. The KM-1's top speed is 3,300 sph (simplex) and 1,650 sph (duplex) at a print resolution of 1,200 x 1,200dpi.

Generally speaking, any expectancy for high levels of quality and productivity must be backed by consistency of results, especially where packaging for global brands is concerned. This implies a wider use of color measurement systems and calibration tools, such as GMG's OpenColor. As a proofing tool it simulates the combined printing of spot

and process colors. GMG also offers a cloud-based service for professional media and users, that promises to redefine how color management is used in the future. X-Rite with its Pantone subsidiary, has launched PantoneLive as another cloud-based service intended to achieve repeatable and accurate color for packaging across a variety of substrate types. PantoneLive applications range from brand owners and designers through to pressroom operators, and includes enhanced Pantone color libraries.

Developments like these, plus the many strategic partnerships that have recently emerged, reinforce vendors' efforts to establish inkjet printing as a valid short-run process for labels and packaging. Of course, other digital technologies are keen to retain their strong market positions. In fact HP Indigo and Xeikon both introduced new generations of dedicated electrophotographic (EP) label and packaging presses. Xeikon has additionally introduced Trillium. Based on a new liquid image development system, it is said to combine EP's high quality with the higher speed and lower cost of inkjet. Also launched at Drupa was the highly significant nanographic printing technology from the Landa Corporation for short-run CMYK printing on either web or sheet-fed machines (as explained elsewhere). Strategic partnerships, currently involving Komori, manroland and Heidelberg, could well stir up the entire digital scene, not just inkjet printing, when it becomes commercially available in late 2013. Significantly, the world's first user will be UK-based Reflex Labels.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### UNILEVER REPORTS SUSTAINABILITY PLAN PROGRESS

Unilever has published a report on the progress it is making towards meeting its Sustainable Living Plan targets. The plan, published in November 2010, committed the company to take responsibility for its impact right across the value chain, from the sourcing of raw materials all the way through to the consumer's use of its products to cook, clean and wash.

As part of the update, Unilever announced that by the end of 2012 it will reach its target of 100 percent certified sustainable palm oil covered by Green Palm Certificates, three years ahead of schedule. While this is strong progress, it said, the company recognizes that the Green Palm Scheme is only a step along the road towards sustainable palm oil, not 'the end game'. Unilever has now set a new target of purchasing all its palm oil from certified traceable sources by 2020. This means it will be able to track all the certified oil it buys back to the plantation on which it was originally grown.

To help achieve this goal, it announced that it is in advanced stages of discussions with the Indonesian government for investing in a large processing plant for palm oil derivatives in Sumatra. This plant will not only cut back on transport and save money but it will make it easier to trace the sources of the palm oil used.

### UPM RAFLATAC TO OPEN DISTRIBUTION CENTER IN MEXICO CITY

UPM Raflatac is to open a new labelstock slitting and distribution terminal in Mexico City, Mexico, which will begin operations in the second quarter of 2012. The facility will stock a wide range of paper and film labelstocks, including trimless offerings, and is strategically located to strengthen UPM Raflatac's service to customers in Mexico and Central America.

'The Mexican and Central American markets are extremely important to UPM Raflatac,' said Jouko Lähepelto, senior vice president, Americas and Asia Pacific, UPM Raflatac. 'For the past 10 years, we've been steadily expanding our presence in the Latin American region by making on-going investments in people, products and technology.'

The company's new terminal in Mexico will allow UPM Raflatac to further expand its service network and offer improved delivery times to customers located in Guadalajara and Mexico City. 'We recognize that our customers require rapid access to a diverse range of labelstock products to conduct their businesses,' said Jose Garcia, general manager, UPM Raflatac Mexico. 'The new terminal will extend our reach, helping UPM Raflatac deliver on its promise of serving as a full product line supplier to customers.'



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# INSTALLATIONS



CARTES owner Mario Lodi (center) with Ivan Pasechnik, Nola Plus owner, and his wife Irina

## CARTES LASER DIE-CUTTING SYSTEM

### NOLA PLUS (RUSSIA)

Nola Plus, a label converter based in Moscow, Russia, has installed a Cartes HS353SHL laser die-cutting system. Ivan Pasechnik, Nola Plus CEO, said: 'We want to offer to the Russian market labels printed by silkscreen and hot stamping but, most of all, die-cut by laser. The machine that we have purchased, the HS353SHL, will fulfill this goal and satisfy a range of customers. The configuration of this machine will allow us to produce simple labels, as well as very luxurious and decorated labels which cannot be produced with other kind of printing machines.'

The company was founded in 1997 and installed its first Cartes machine in the same year, deploying it for the printing of cosmetics labels. This was followed by a Cartes CE 903E hot stamping machine and then, in 2004, a manual silkscreen printing machine and a cutting plotter. In 2006, the manual silkscreen printing machine was replaced by a semi-automatic line with a UV dryer.

## EFI JETTRION 4900

### WTO (GERMANY)

WTO WerbeTechnik Rothstein, headquartered in Wiehl, Germany, is the first company in Europe to install a Jettrion 4900 from EFI. Günther Hinzl, legal executive at WTO, said, 'We can now handle complex, low volume orders in different versions with no additional work. This is also opening up whole new sectors for us.' The collaboration of WTO and EFI also includes a comprehensive service offering coupled with training courses and rapid support. Following the installation, WTO is said to be optimistic for the future and anticipates a substantial increase in repeat orders with flexible data.

## TWO OMET PRESSES

### ZIRCON TECHNOLOGIES (INDIA)

Zircon Technologies, a converter based in Noida, India, has ordered two Omet presses: a Varyflex and Xflex X6. According to Sanjeev Sondhi, director of Zircon Technologies, the company will use the machines for producing labels, folding cartons and flexible packaging. The sale of the equipment was handled by New Delhi-based Weldon Celloplast, Omet's agent in India and surrounding countries.

## LABELS&LABELING



L-R: Clarence Penge, VP sheetfed product management, HUS; Tom Cummings, account manager, HUS; Marcel Kiessling, member of the management board, HDM; Tom Staib, president, DWS; John Gulino, director of quality assurance, DWS; Stephan Plenz, member of the management board, HDM; and John Rocker, senior VP sales, HU

## HEIDELBERG SPEEDMASTER XL 106

### DWS PRINTING ASSOCIATES (USA)

DWS Printing Associates, based in Deer Park, New York, USA, purchased a new Peak Performance Speedmaster XL 106-8+L from Heidelberg at Drupa 2012. The new press is the first in the USA to be configured with the combination of CutStar inline sheeting system, Hybrid UV technology, and both Prinect Inpress and Axis Control color measurement and control systems.

DWS is a family owned package and label printer serving the food and beverage industry. Founded in 1865, the company provides complete graphic and litho services from award-winning graphic design to printing, finishing and delivery.

President Tom Staib said: 'We needed to expand our current production capabilities and efficiency and wanted state-of-the-art technology that would enable us to handle a wider variety of printing substrates and give us a competitive edge. We did not want to catch up with our competitors. We want to be a technology leader.'

The performance of the Speedmaster XL 106 is enhanced by the CutStar sheeting system, which will reduce material cost and enable DWS to print on a variety of challenging materials. The ability to print using UV inks will expand the company's product portfolio, while making more efficient use of the press. By configuring the press with Heidelberg's InterTech Award-winning Prinect Inpress Control, the inline/in-press spectral color measurement system, and Prinect Axis Control, a console-based spectral measurement system, DWS also will enjoy flexibility to measure any of a variety of substrates that will pass through the new press. These features, in combination with the Speedmaster XL 106's Intellistart automatic press guidance system, will enable DWS to take advantage of the short makeready times and significantly reduce its waste, all while advancing its growing Green Initiative program.

The new Speedmaster XL 106 will be delivered with the latest version of the Prinect Pressroom Manager, the world's first pressroom management system based entirely on JDF. The system transfers complete presetting data from the MIS and pre-press workflow to the press, and in return, collects press production and performance data, making it easy to judge performance and apply continuous improvement policies.





THE TEAMS from Kocher + Beck and Smyth celebrate the deal at Drupa

#### KOCHER + BECK UR PRECISION SMYTH COMPANIES (USA)

Smyth Companies, a label converter based in Minneapolis, Minnesota, has ordered the first set of UR Precision automatic transfer machines from Kocher + Beck for shipment to the USA. The deal was signed at Drupa.

'K+B has done a great job. We are very excited to take delivery of these machines,' said Scott Farkas, director of new product development at Smyth. 'The technology that K+B has built into their equipment is very impressive and will fit well with our new Gallus RCS installation.'

'This shipment to Smyth is a very significant milestone for Kocher + Beck,' commented Karin Enderle, sales manager of new business segments for Kocher + Beck. 'This will be our first installation outside of Europe. We are very humbled that a company with the reputation of Smyth has chosen the UR Precision machines for their plant in the US.'

Jim Ward, vice president of engineering for Kocher + Beck USA, added: 'The market's response to the UR Precision automatic splicers and rewinds has been overwhelming. This particular order is very significant because it proves that the value of these systems stretches well beyond Europe.'

#### GOSS SUNDAY VPAK PRESS PRECISION PRESS (USA)

Precision Press, a US-based packaging and label converter serving the food, beverage and consumer markets, will be the first in the world to install the new Goss Sunday Vpak web offset printing system.

The new press will be configured for flexible packaging applications, with Sunday Vpak 500 web offset printing units as well as a Goss inline flexo and coating unit. The press will also be equipped for UV and EB curing. The system will go into operation at the company's 213,000-square-foot (19,800 sqm) facility in North Mankato, Minnesota, in late 2012.

According to Lee Timmerman, president of Precision Press, high offset print quality, quick-change sleeve technology and the prospect of lower production costs were key factors in the investment decision, along with Goss International support resources in the United States. 'We have made a deliberate decision to do something different,' he said. 'There is a lot



AB GRAPHIC has supplied a third flytec label inspection rewinding system to Baehren Druck

of untapped potential for web offset in the packaging arena, and we're excited about the new print quality, productivity and efficiency benefits the Goss press technology will bring to our customers.'

Sunday Vpak 500 presses print at up to 1,200 feet per minute (6.1 m/second). Goss International will equip the system at Precision Press with a closed-loop color, registration and inspection system. Goss Sunday Vpak 500 and Sunday Vpak 3000 press models for folding carton, flexible packaging, pre-print and label applications are available in web widths of up to 75 inches (190.5 cm). Key features include quick-change sleeve adapter technology for efficient, cost-effective size changes, and advanced offset inking, tension management and control systems.

Precision Press worked closely with Goss International over the past year in development of the press configuration. Timmerman explained: 'We had the chance to actually work with the high-caliber Goss engineering team as the press was being developed and tested at its US headquarters. As a result, our experience in and the challenges of printing on films, as well as our vision of the capabilities our customers will need going forward, are built into the new press technology.'

#### THIRD AB GRAPHIC FLYTEC INSPECTION REWINDER BAEHRN DRUCK (GERMANY)

AB Graphic has supplied a third flytec label inspection rewinding system to Moenchengladbach, Germany-based converter Baehren Druck. The flytec 150 model features bi-directional rewinding to ensure all labels are inspected and error free and allow continuous printing. The flytec 150 will be used for 100 percent print face inspection of pharmaceutical labels at speeds up to 150 m/min.

Designed for 200mm maximum web widths, the specification supplied includes inside/outside forward and backward winding modes, constant web tension, web break control and web length, roll diameter and label counting. Equipped with PC controlled fleyeVision print face inspection camera the system offers gray scale line scanning at 2048 pixel resolution and minimum defect detection across the web of 0.15 square mm (black dot on white background).

## EKOFA MC Series



### EKOFA Flexo

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

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##### Multi Processing

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- Cold Lamination Unit
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##### Others

- IR and Hot air dryer standard in Each printing station
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# Drupa

**THE WORLD'S BIGGEST PRINT SHOW**, while not a labels-specific event, continued trends seen at Labelexpo towards digitization of the print process with a new emphasis on automated color control. Andy Thomas reports

Drupa 2012 was in many ways a watershed show in the commercial print market, with the launch of a range of B2 inkjet sheetfed presses and of course the much hyped launch of Benny Landa's 'nanographic' print process.

As there were no live print samples available it was impossible to assess the claims made by Landa, so we must await the first production models in around 18 months time.

We covered extensively the big new launches from HP Indigo and Xeikon in the last edition of L&L, and prototypes of the HP Indigo 20000 label/flexible packaging press and 30000 carton presses were on show, as well as the Xeikon carton print and converting line. Of major interest here was a digital cold foiling application which used a clear toner as the adhesive to bond the foil onto the substrate.

The narrow web single pass inkjet vendors were present at the show, and for a full review of inkjet developments, turn to the feature by L&L technical editor Barry Hunt on p.52 of this issue.

Durst launched a wider, 330mm press which prints with CMYK+white, with orange and violet to be available later this year for optional extended gamut printing. The speed of the press is 48m/min (157ft) which translates to 950sqm/hour. Durst also demonstrated a new white ink, which is broadly comparable in opacity with a good UV flexo white, as well as an early trial with metallics. Resolution from the Xaar 1001 heads is 720 x 360dpi, achieved by doubling up inkjet modules. The press was demonstrated with an inset capability enabling printing on pre-diecut and pre-printed labels for late stage versioning.

FFEI was showing for the first time a dedicated white print station on the 410mm-wide Caslon hybrid flexo/inkjet press built by Nilpeter. Going forward, FFEI will now sell the exclusively digital version of the Caslon through its global sales and support network, while Nilpeter will continue to sell the hybrid inkjet/flexo press version.

Omet launched its JetPlus in-line inkjet technology, with a 4-color module mounted on an XFlex X6 UV flexo press. The press was demonstrated printing wine labels at 60 m/min. The press line also incorporated Omet's Monotwin Cut single cylinder die-cut system, where format changes are achieved simply by replacing the flexible die.

Focus announced its entry into the digital print market with the launch of its d-Flex combination inkjet press. The press adds 4-color inkjet heads to the existing Reflex servo UV flexo press.

Heidelberg formally launched its own badged narrow web inkjet press, the Heidelberg Linoprint L. This was otherwise the same machine seen at Labelexpo Brussels on the CSAT stand after Heidelberg acquired the company, with a print width of 210mm and resolution of 600dpi using LED-cured Kyocera heads to print at speeds up to 48m/min.

Daniel Dreyer, head of Heidelberg's Linoprint program, said

most interest had come from Heidelberg's existing sheetfed customers, both label converters and general commercial printers looking to move into PS labels.

EFI Jetrion were another Xaar user which had increased the print resolution of its Xaar-based inkjet press, demonstrating a new 720dpi mode on its 4900 press – which also includes a dedicated laser die-cutting section. The company also announced a broadening of its qualified portfolio of flexo substrates that need no special coating or overlaminating. This means the Jetrion 4830 and 4900 are now compatible with additional stocks from 3M, Avery Dennison, Flexcon, Raflatrac, Ritrama, Spinnaker and Wausau.

Drupa also gave converters a first glimpse at a prototype of Screen's new UV inkjet press, one part of a major move by the company into the package printing market, which included a carton-optimized inkjet press and a flexo CTP unit.

Stork Prints showed its established DSI UV inkjet press with a new digital primer, enabling printing on machine-coated paper. The press is supplied with four print heads as standard, but an additional six can be added to enable options like the digital primer, digital white and an extended color gamut through orange and violet.

Konica Minolta introduced a successor to its established KM1024 industrial inkjet head. The KM1024i has a printing speed approximately three times greater than the KM1024 and is compatible with a wider range of industrial inks, aqueous, solvent and UV. The unit has 8 grayscale gradations with 13 pl droplets.

For label converters, OKI is majoring on its proColor pro510DW roll-fed digital label press – part of the proColor Series of digital printers – launched last year. The press uses using a drum and toner model using LED imaging to fix the toner particles rather than laser imaging. Its consumables are based on OKI dry toner that adheres to a drum roll where the image area charge is neutralized by small LED printheads. The image is then transferred from the drum to the media.

The pro510DW digital web press has four color stations and a print width up to 12.9 inches. It runs up to 30 ft/min (10 m/min) with fully variable data where required. A three inch core holds up to 300 feet of material.

The press is equipped with auto insertion hardware and software that allows converters to 'cut-on-the-fly', so when multiple jobs are run on a single roll, each can be cut and cored while the material is automatically held and set for the next run.

As well as new wide-web inkjet kit, Roland DG introduced a white ink for the BN-20 desktop printer/cutter, adding to the metallic option for this CMYK unit. Typical applications for the system include textile heat transfers, labels, stickers, promotional material and signs.

Atlantic Zeiser showed a hybrid digital/sheetfed print solution by mounting a Delta inkjet system for serializing and coding onto a KBA Rapida 105 sheetfed offset press.



BERHALTER demonstrated a system for automated handling of in-mold labels



DUPONT launched a Fast thermal processor for sleeves

Inx showed its new NW140 narrow web inkjet press with UV LED curing, part of its Evolve Advanced Digital Solutions line of equipment, which now includes the option of an in-line Spartans laser die-cutter module.

Isys launched its Edge 850 desktop label printing system at the show. The machine press will print variable data on die-cut or roll substrates at speeds of 8 m/min (25ft/min/ 6ips) on a wide array of media. The company says applications will include beverage, food and consumer product label printing.

## PRESSES

A new press player for L&L readers will be KYMC, which introduced its Moduflex mid-web in-line flexo press with an 870mm (34.25") web with UV and/or hot air drying for shrink sleeves or cut and stack label solutions with print repeat range of 300 mm (11.8") to 800 mm (31.5"). KYMC has an impressive track record. The company has over 1,000 installations CI flexo and stack presses in 42 countries.

Soma Engineering launched its Premia flexo press running the new Connection monitoring software. The 1270mm wide Premia press runs at up to 500 m/min and featured 'Ink-Ready' job preparation system, which covers wash-up, blade & sealing exchange as well as anilox sleeve changeover, and allows preparation of the next job while the current one is running.

Focus Label Machinery extended its Centraflex flexo press from water- and solvent-based to a new UV model designed for printing and converting a wide range of unsupported substrates including shrink sleeves and casings. The press incorporates a water-cooled CI drum together with air-cooled lampheads on each print station. For textile labels and ribbons, Focus launched its benchtop B4 Letterflex. This new design offers up to four colors, with options for reverse side printing and multiple ribbon printing. A new, halogen lamp drying system enables production speeds up to 60 m/min.

Omet showed a Varyflex V2 press switching between cartons and flexible packaging. The demo moved from high quality cosmetic cartons, including reverse printing and cold foil, to a shrink sleeve label in just six minutes. The press demonstrated Omet's new Vision-2 control system, resulting in dramatic waste reduction at these high machine speeds.

Muller Martini has significantly upgraded its VSOP web offset press, making access to the print units easier. Sleeve positioning has been improved, reducing wear and tear of the airshaft during frequent size changes and Muller Martini's own inking system has been integrated into the VSOP. Remote diagnostic instruments are now available.

Lombardi showed a Lexus CI flexo press equipped with a double chamber central drum for cooling when UV drying is engaged. Features include a closed doctor blade with recirculation of the ink and automatic release of the plate roll at machine stop, allowing the anilox roller to rotate. With a speed

up to 120 m/min, the Lexus press will handle a wide range of materials, from self-adhesives to flexible film.

UK-based press manufacturer K2 International showed its 6-color FastAction flexographic press equipped with full UV curing and servo drives to enable both label and film packaging substrates to be processed. A digital print head allowed for variable data and barcodes. While the company's core competence has been in PS labels, 800mm-wide machines are now available for unsupported film shrink and wraparound labels as well as flexible packaging applications using solvent and water based inks.

Chinese press manufacturer Weifang Donghang is making a major push into the European market with both a new intermittent offset press and a wider web flexo press for film and flexible packaging applications. Richard McGuire, international sales manager at Donghang, is currently busy setting up an European network of agents and a new generation of presses will be launched at Labelexpo Europe, where the company has already booked a stand in hall 11.

## ANCILLARIES

Kocher & Beck branched out into web control systems with the launch of its UR Precision automatic splicer and rewind system, the first of which was ordered at the show by US converting group Smyth Companies for its new Gallus RCS installation.

Martin Automatic demonstrated its range of narrow web automatic butt splicing unwind systems as well as web transport systems for delicate webs. The company is currently working on a comprehensive evaluation of automated splicing and rewinds in terms of sustainability profile as well as ROI.

Swiss company Berhalter featured a demonstration of its web-fed in-mold label die-cutting system. Handling thin IML substrates through die-cutting and stacking has long been a challenge, particularly the elimination of static charge, and this dedicated machine is an increasingly popular solution according to the company.

Machinery from AB Graphic was converting the full range of packaging materials. A Digicon 2 with an HP Indigo WS6600 was shown capable of converting short run flexible packaging and well as PS labels, while a joint demonstration with flatbed die-cutting and creasing equipment manufacturer Kama illustrated the effectiveness of printing and finishing small orders of highly decorated digitally printed folding cartons. This Digicon solution incorporates a large diameter unwind with in-line flexo unit for applying both UV and water-based varnishes. The company demonstrated the latest Saber Xtreme laser die-cutter in line with UV flexo and overlaminating units.

Cartes was also majoring on laser die-cutting of PS labels with the launch of its new HS series, fully configurable with hot stamping, silk screen printing, varnishing, embossing, flat die-cutting, laser and/or rotary die-cutting.



# The Nilpeter **MO-4** is designed for short and long run value-added combination offset printing

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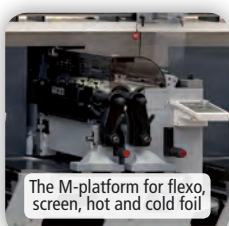


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KODAK showed its Flexcel Direct flexo sleeve engraving system

The line is fully modular. Cartes' automatic Multi Head Positioning System the line to register pre-printed materials. Each printing unit is automatically centred in order to be precisely positioned on the label and, reducing waste when starting a job.

The HS line incorporates a regenerative braking system, which allows energy generated by the motors during the braking phase to be reused by other modules or even returned to the network to power other devices in the factory.

Atlas Converting Equipment showed for the first time its Titan SR9 Series Dual Turret (DT) slitter rewinder, demonstrating reel set changes of less than 30 seconds. The SR9 platform features three separate machine modules of unwind, slitter and rewind sections. The converter need only change the rewind section of the slitter from a Duplex Shaft (DS) to a Single Turret (ST) or Dual Turret (DT) configuration, to meet changing production requirements, without the need to change the existing unwind and slitting modules. Atlas also announced a global technical

support package for all its machines.

The new Soma Venus III flexible packaging slitter rewinder, available in web widths from 1100mm to 1850mm, is optimised for food and pharmaceutical packaging applications. Also shown was the Lamiflex E solventless laminator.

One of the most useful troubleshooting strategies when print quality starts to deteriorate is to check the setting of nip rollers. Nip Control is a company dedicated to developing these solutions, and at Drupa introduced its Pressure Indicator, which shows the peak pressure level inside a nip in Newton/cm<sup>2</sup>. This is done by inserting an extra-thin nano-technology sensor blade into the nip. This makes it possible to understand if cylinders are parallel or not, or if there are differences in pressure between different print units. This looks like a perfect instrument to use for trouble shooting print problems such as poor ink transfer, ink build up, plate wear, web wander or web breaks.

Turning to web treatment, Vetaphone demonstrated the Quick Change System on its updated VE1C corona treater, enabling tool-less cleaning and changing of the complete set of electrodes in a matter of seconds. Also on show was the new iCorona generator series with features including auto power density control, auto quality reports and auto maintenance schedules all controlled via an intuitive touch control panel.

#### INKING AND DRYING

GSE Dispensing was demonstrating a very interesting software interface which integrates seamlessly with the printer's MIS. The MIS interface provides real-time information such as ink availability, ink recipes and an immediate overview of ink costs per order, enabling a more responsive print value chain.

On the inks side, Marabu introduced its UltraJet DUV-F UV-curable inkjet ink for flexible substrates. This product is part of a comprehensive portfolio that includes the UV-curable

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- > Auto Register option
- > 250 & 330mm web widths
- > Wide range of accessories & options



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- > Servo controlled re-register system
- > U.V & IR drying options
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- > Full range of options
- > Compact converting press
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- > New Press design 5+ 1 or 6 +1 Colour options
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- > Full IR or UV optional drying systems
- > Chilled Central Drum option
- > Wide range of Accessories
- > Superior printing platform for unsupported materials
- > 250 & 330mm web widths



### WEBFLEX

#### Webflex 'S' Series

- > Servo Drive line
- > Touch screen control
- > Preset Parameters for all substrate types
- > Job information storage & retrieval
- > Auto register control option
- > IR & UV Drying systems
- > Chill Roll option
- > 330 & 430mm web widths



UltraJet range, TexaJet water-based sublimation inks, and the mild solvent-based Marajet series. A new low-migration ink was also launched, the UV-curable Ultrapack UVFP range. Further highlights included graphic screen printing inks and UV-LED-curable inks for container and label printing. Marabu's UV-curable special effect inks were shown on the new Sakurai Maestro cylinder screen press.

IGT introduced a new printability tester for the low end of the market, a replacement for manual proofers and hand rollers.

UV curing manufacturers were demonstrating how energy efficient and compact these systems have now become. UV Ray showed its newly developed Atom compact dichroic reflector, which can be supplied with water cooling. Atom adopts UV Ray's latest PF technology to enhance its reflector characteristics. The company also showed a compact and lightweight chill roll with a dual chamber system designed to allow semi-rotary presses to handle heat sensitive materials.

Uv-Technik Meyer introduced its new eStar UV curing system with reduced energy consumption. It operates in combination with the company's new EB 60 high efficiency electronic lamp ballast. Also new was the UV Spectro,

which combines a spectrometer for measurements in the 200-440 nm UV range and a probe for measuring the intensity profile under a medium-pressure UV lamp or UV LED. The dose can also be measured.

IST showed its MBS-6 range of energy efficient UV lamp systems and on-line energy measurement, covered in great detail in the last edition of L&L.

UV LED is the current buzz word in energy curing technology, and Phoseon is at the leading edge of these developments, showcasing both air and water cooled products based on its patented Semiconductor Light Matrix (SLM) technology. Uv-Technik Meyer showed its lightweight and compact EDcure air-cooled UV-LED units designed particularly for 'pinning' and final cure in inkjet applications.

#### VISION SYSTEMS

This Drupa will be remembered for when in-line spectrographic measurement came of age. These systems measure true color values, not just density and register, using I.a.b color space standards and delta E deviation. AVT introduced its SpectraLab module for both color and density measurements as an optional add-on for the PrintVision/Jupiter, PV/Argus II and the new PV/Argus Elite system. SpectraLab can

#### INTELLIGENT INSPECTION

The new Spectral measurement camera forms just one part of BST's very interesting QCenter 'intelligent' quality assurance system.

Rather than the operator selecting a camera – linescan or spectragraphic for example – Q-Center automatically chooses the appropriate hardware and software tools depending upon what part of the web the operator wants to look at, and at what level of detail. The operator uses a large Quad HDTV touch screen monitor wall to control functions such as zooming, selecting fields of view, overview of the entire web width, and other quality assurance tasks. QCenter both selects a camera and automatically positions it to bring the selected web viewer onto the screen.

QCenter is fully modular, and can integrate multiple cameras, image analysis functions and additional lighting, all operated by the central user interface.

be set to automatically measure user-selected points anywhere on the web, and on clear films can measure color printed on either side of the web.

BST International launched its own inline spectral measurement system, QCenter.Spectral, developed in close cooperation with instrument specialist X-Rite to allow inline and handheld color measuring systems to deliver comparable results.

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Eltromat was also demonstrating a new spectral inline color measurement system.

There was also further progress in 'conventional' camera systems. QuadTech introduced a high-definition dot viewing system able to compensate for movement of unsupported film as an add-on for its SpectralCam color measurement system.

Tectonic International showed its K3WiFi digital camera system with features including video streaming, iPad connectivity for improved quality control via multiple locations and live print inspection. An enhanced CIELab color monitoring tool includes alarms for color error notification.

Nikka Research demonstrated on a Prati Saturn rewinder its Alis L1C-330 high resolution camera system, with modular apps for 100 percent print inspection, color measurement, PDF to print verification, barcode and 2D code verification, ISO grading and statistical data collection. Offline PDF-to-print and PDF-to-PDF verification was demonstrated with the ODRI A2 scanner system on a variety of substrates. Nikka also demonstrated its workflow solution where on-press camera defect data is used to control a rewinder via a central defect analysis database.

Working with industry partners, Apex launched a flexo Pantone simulation guide based around the company's GTT (Genetic Transfer Technology) ink metering technology.

## PRE-PRESS

Kodak has gathered together an impressive suite of package print-related hardware and software systems, and at Drupa was focused on the launch of its Flexcel Direct plate and sleeve engraving system, including both imaging

equipment and elastomer sleeve material.

Also of great interest to label converters is the Spotless flexo system for replacing spot colors with accurate recipes for 4-color process printing. Spotless takes advantage of the expanded color gamut and wide tonal reproduction possible using Kodak's Flexcel NX plates.

Workflow automation using Prinergy Powerpack software, as well as Brand asset management and product visualization solutions were also shown.

DuPont majored on its Fast Round technology with a complete workflow including a Cyrel Fast Round 1450 FR thermal sleeve processor and ESKO CDI 1450 Cantilever digital imager incorporating UV Inline 2 technology. The Fast round workflow was supplemented by a Microflex Multiple Sleeve mounting system which allows the mounting of multiple round sleeves to register on one single print adapter.

DuPont has now commercialized its DigiFlow system, a low cost workflow enhancement which vies digital Cyrel and digital Cyrel Fast the capability to create different dot shapes plate by plate.

The company also launched two new digital plates, the DuPont Cyrel solvent-process DSP and the Fast DFP, designed for flexible packaging printers requiring high densities, good minimum dot size and low dot gain. The DuPont Cyrel DFR, meanwhile, is a high durometer digital Cyrel Fast plate capable of holding high screen rulings and a wider tonal range. DFR is well suited to both a standard digital workflow and DigiFlow.

Drupa was also the first opportunity to see Xeikon's new ThermoFlexx flexo CTP system – a rebadged version of the FlexoLaser technology which Xeikon acquired recently and which forms a key part of the company's digital strategy: servicing converters with mixed digital and conventional press operations. Workflow is provided by Kodak's Prinergy.

DigiFlex showed its Flexojet1725 inkjet CTP system for flexographic, dry-offset, letterpress plates, and optionally for rotary silk screen. The system jets DigiFlex Bi-component ink onto an analog plate, creating a mask for subsequent ablation.

MacDermid extended its Lux Platemaking technology with 'Lux in-the-plate', which incorporates the flat-top dot benefits of the Lux process into the plate itself, eliminating any extra steps in the platemaking workflow. Field testing of Lux in-the-plate is expected to begin later this year, with the goal of commercialization in 2013. MacDermid recently created a Lux Certification program and has certified 19 of its 100+ installation sites at both printers and

## MIS AUGMENTS REALITY

New features in Sistrade's ERP/MIS system for the printed packaging industry, included an Augmented Reality tool which enables 3-D visualization of the final printed and converted piece, sent to the end user along with the usual technical information.

Other additions included a flexo plate management system, defining the imposition for each job as well as managing stock control of the photopolymer plates and generating a specification file for EskoArtwork or other plate cutting machines.

An enhanced scheduling module now allows for dynamic, multi-user interaction and allows management of both machinery and operator resources.

Sistrade also unveiled a program to incorporate security printing elements into its MIS.

tradeshops.

Lüscher launched its 8-page XDrum! UV CTP system, targeted at package printers using mid-format offset plates. It uses a new external drum system to process plate formats up to 930 x 1050 mm and achieve plate through-put of 25 plates per hour. Also new was the large-format MultiDX! 240 flat-bed CTP system, processing print forms in formats up to 1300 x 1100 mm and capable of exposing flexographic, offset and letterpress plates as well as photoresist plates for use in hot foil, embossing and punching applications. Resolution is up to 5,080 dpi.

Visitors also saw the launch of the Accent coating plate, a joint project undertaken by Lüscher and plate manufacturer MacDermid and targeted specifically at packaging printers. Accent coating plates for spot and surface coating can be imaged on an inhouse XPose! UV-CTP system.

Stork launched a new range of light-weighted gravure sleeves and adapters. The re-engineered sleeves are based on a single metal technology – directly engraveable nickel – while Apex previewed its X-Sleeve project, lightweight and durable plate-mounting and bridge sleeves.

An interesting launch from Recyl was the Sleeve trolley cabinet (STC) for protecting, transporting and storing anilox and plate sleeves. Available for narrow, medium and wide webs, STC models are designed for six, eight or 10 sleeves. They fit all sizes and diameters of cylinders. Made of aluminum, the STC trolley is robust. Various options can be added to these standard models like individual opening for sleeves, marking company logo on trolley and special location for files plates.

## DON'T TOUCH!

tesa demonstrated its SecuritySeal products which undergo a physical and visual change when they are opened. Such changes are irreversible, meaning that any attempted tampering is clearly evident. When the seal on the tape or label is opened, a warning appears and remains visible when closed again.

SecuritySeal labels can be printed with logos, serial numbers and item-specific barcodes, allowing use in track and trace systems.

The company was also showing its StretchSeal and SecuritySeal security closure tags for reusable containers, which can be quickly attached and easily removed without leaving residue.



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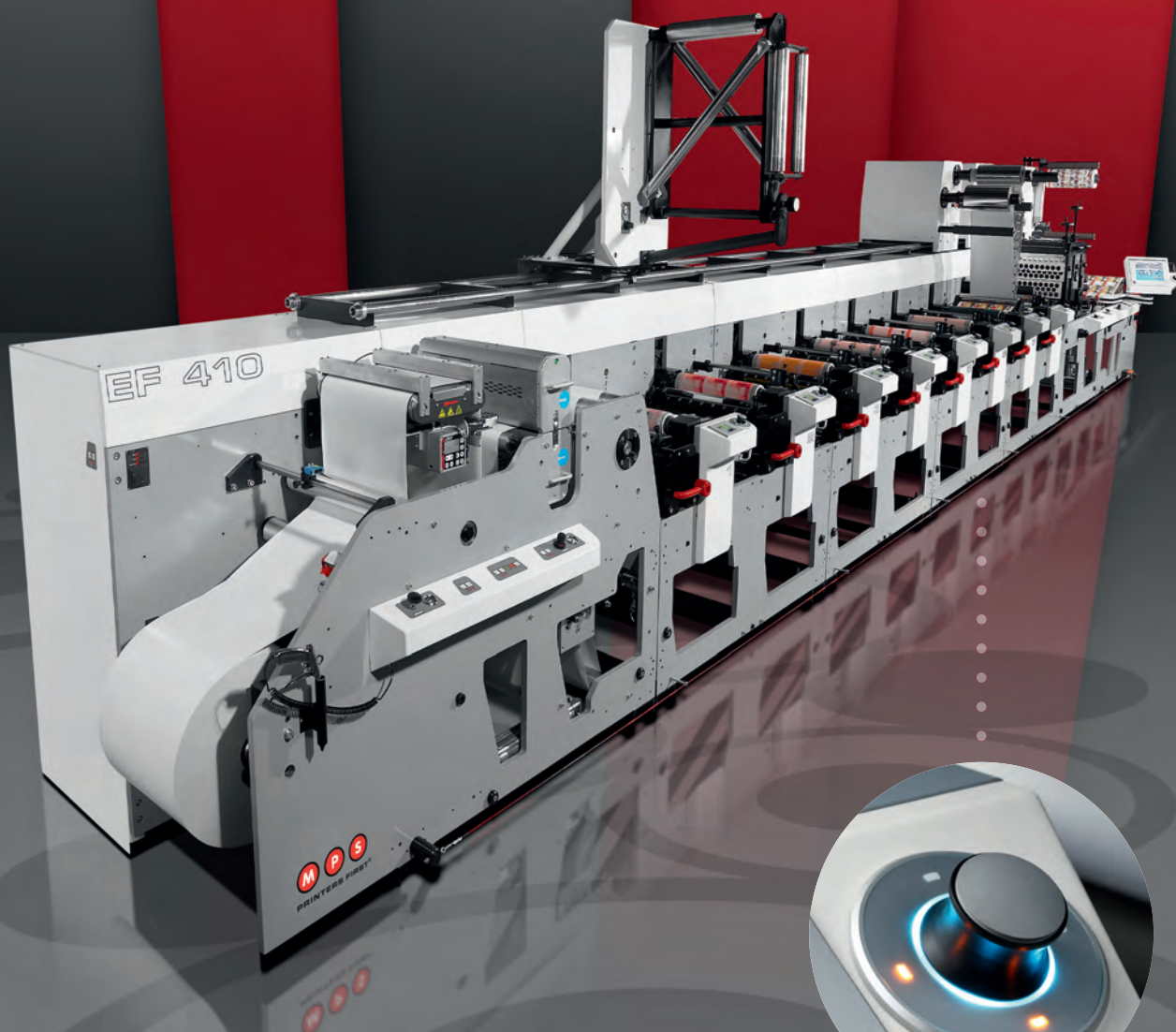
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# Smart design

CAROL HOUGHTON looks at how smart technology will impact the design of labels and packaging

Earlier this year, global supermarket chain Marks & Spencer launched new packaging for its strawberry punnets in the UK, using It's Fresh! technology to increase shelf life (see L&L issue 1, page 35). This marks a trend to incorporate a wide variety of smart technologies into labels and packaging.

'It seems all sectors of the industry agree the time to look at the commercial applications for active and intelligent packaging is right,' comments Eef de Ferrante, director of the recently launched Active and Intelligent Packaging Industry Association, AIPIA.

Launched in February, the Dutch-based

AIPIA has already signed up over 40 blue chip companies from the food, pharmaceutical and logistics industries to drive technologies out of R&D and into commercial use. Members now include Dow Performance Packaging, DSM, Bayer, Motorola, NXP and Avery Dennison RFID, together with logistic companies such as UPS and retailers Marks & Spencer. The organization aims to bring the entire supply chain together to develop standards, implementation processes and communication platforms which will link production, packaging and logistics to the retailer.

de Ferrante says it is important to

dispel the 'myth' that smart is too expensive. 'We need to get over it and we will get over it,' he says, predicting a dramatic change in the industry's views in the next two to five years.

For example, when RFID was introduced a decade ago it was expected to be a major breakthrough at the item level. Whether it was too early or too expensive, it didn't really take off. However, developments in printed electronics could change the way the industry thinks about this technology, de Ferrante believes.

The range of intelligent technologies being developed by AIPIA members



includes RFID, Track & Trace, gas scavengers, sensors and antimicrobial products and materials. 'We now have the ability to bring these to a huge market, along with developments in nano-technology, NFC and mobile commerce,' comments de Ferrante.

As well as supply chain applications, consumers are an important target for AIPIA. 'Thanks to the advances in telecommunications and mobile technologies consumers can now use their mobile and smartphones to communicate with the products on supermarket shelves and this is achieved through the packaging,' says de Ferrante. 'The ability to scan products with your mobile to get discounts, join loyalty programmes and go to company websites or on-line catalogues is no longer just a possibility, it is a reality. But it needs a broad industry network to realize the full potential of these hi-tech packaging solutions and AIPIA provides that network.'

#### SMART DESIGN

Label and packaging designers are now starting to consider how they can integrate smart technologies into their clients' brands.

'As the packaging and digital worlds combine we are seeing some interesting innovations causing us to reevaluate our

design process and how we engage with consumers on packages,' says Amina AlTai, founding partner and marketing director at New York-based brand innovation lab Imaagemme.

Up to now communication with the consumer has been one-way, centered around product information. Now design agencies are seeing a shift towards engaging consumers in a 'deeper, two-way brand dialogue' using smart technologies, as AlTai explains: 'It used to be we would work with textures and finishes predominantly to arouse the tactile, visual and olfactory senses. Now consumers want to be involved in the brand virtually. They want to co-create, and be a part of building the brand story. And they want it all to happen fast.'

AlTai predicts near field communication (NFC) will be a particularly strong catalyst in this packaging paradigm shift. 'NFCs, essentially the consumer version of RFID, allow smart phones to engage with tags embedded in packaging, or other printed material, to immediately engage the consumer in an authentic and controlled brand experience,' she explains. 'They are already appearing everywhere from posters, and press kits to packaging as they appear to answer many of the shortcomings seen with QR codes and snap tags.'

QR codes were among the first



STRATUS Group's Smart Audio Label (see p.76)

interactive technologies, but are often let down by ineffective implementation, as well as requiring dedicated apps. 'Consumers are able to access information faster and more seamlessly with NFC,' adds AlTai.

NFC technology could help combat counterfeiting; embedding packages with tags enables consumers to identify a product's authenticity. 'Some companies are now suggesting that this could be ground breaking technology for the visually impaired, as NFCs could eventually lead to packages that communicate price and ingredients for those who are unable to read them,' says AlTai. French supermarket chain Groupe

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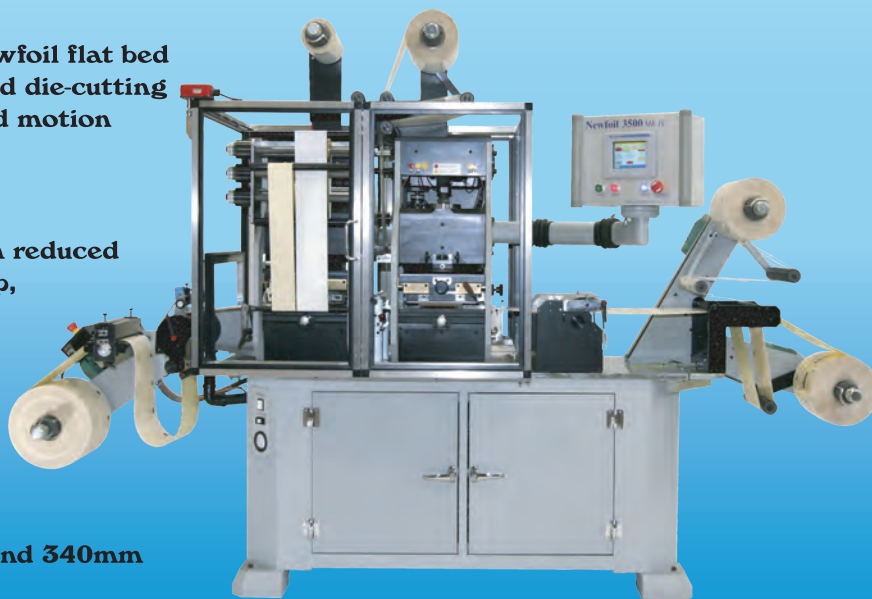
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Casino is already exploring and testing the uses for visually impaired consumers.

But while QR codes can be printed on the label or package without a significant impact on price, NFC tags cost anywhere from 30 to 50 cents each. More expense is added to the production process as tags cannot currently be applied on the package printing press.

'Smoothly incorporating NFCs into the design of the packages can pose another challenge' says AITai. 'The NFC forum has created its own logo so that shoppers can quickly identify which packages

have these tags. The logo is making strides in consumer awareness but some design agencies are finding that integrating such logos into the design of the collateral can be somewhat discordant. Ultimately, you have to look at the brand goals and the role packaging plays into those goals. Packaging designers now have to work harder to strike a balance between being on-brand and also being commercial enough for consumers to benefit from the added value of the NFC.'

She concludes, 'Overall, we are trending towards richer branded experiences in-store and having

## HOT OFF THE PRESS

CAROL HOUGHTON ROUNDS UP THE LATEST NEWS IN SMART TECHNOLOGY

### ITL AND LUMEN TO CROSS-LICENSE UV LED CURING RIGHTS

Patents held by UK-based Integration Technology (ITL) and US-based Lumen Dynamics (LDGI) are to be cross-licensed, enabling ITL products entry to the North American market and Lumen Dynamics enhanced access to its European counterpart.

The patents allow for greater control of the curing process while increasing the energy saving potential of the process.

A designer and developer of ultra-violet curing equipment for wide format inkjet printing, static head inkjet, industrial applications and various new emerging technologies, ITL first filed its UK and subsequent European patent in early 2003. Filing its US patent in early 2001, LDGI operates within the life sciences, medical devices, optoelectronics and graphics digital printing markets.

Under the patents, users are able to control individual segments of a UV LED array to optimize the optical profile for each application. Applications could range from simply zoning the array for curing target areas of the image to more complex scenarios enabling the identification and exposure of complex geometric shapes. The Lumen patent specifically addresses varying power intensity across the array to optimize its cure efficiency.

ITL and Lumen Dynamics are also founder members of the recently-formed UV LED Curing Association.

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## QR CODES BLOSSOMS

The trend for smart phone technology is growing in more ways than one.

This year's Chelsea Flower Show, held annually in the UK by the Royal Horticultural Society (RHS), featured a QR code garden with a focal wall of vertical planting in the shape of a QR code. Incorporating technology and horticulture, visitors were able to scan the code for access to The QR Code Garden website, providing further project information. QR technology was also used throughout the show to enhance the visitor experience.

The garden was designed by landscape architect, Jade Goto in collaboration with Green Graphite. 'The space references the formal garden traditions through the use of sharp geometric form and clipped topiary, but is brought into the present day through the engagement with this exciting new way of accessing virtual information.'

more control over brand communication. The look and feel of a package will always be important because our brains respond to visuals and colors before they decipher words. However, an evolved experience that stimulates the modern

consumer is necessary to engage them in an on-going dialogue. NFCs are a great way to do this. You can provide additional content and interactive ways of engaging the consumer that are memorable – and you don't have to rely on the retailer to cultivate the perfect environment. It's like the old adage says: "Tell me and I'll forget; show me and I may remember; involve me and I'll understand".

## FUTURE OF QR

Madelyn Postman, from branding design agency Grain Creative, finds the challenge with QR codes is in creating something intriguing and relevant, which goes beyond a gimmick. 'Labels and packaging lend themselves to the use of QR codes for special promotions, event information and even videos. They provide an opportunity for consumer engagement.'

One intriguing use of QR codes is a virtual store where images of products are displayed on a screen, making it possible to purchase or reserve an item by scanning a product's QR code. A virtual store was created by Tesco at a train station in South Korea, and UK retailer Argos ran a similar campaign at London's Paddington station in the run up to Christmas 2011. In addition, Chicago will soon have its first virtual store. 'This interaction of a real-life installation and the virtual link creates a compelling offer', says Postman.

However, she questions the future of the technology; 'If I had to predict if QR codes would still be popular in three years, I would say no. You need an app to read a QR code, so again it takes about as much time to open the app and scan the code as it does to open a browser and type in a simple url.'

## HOT OFF THE PRESS

CAROL HOUGHTON ROUNDS UP THE LATEST NEWS IN SMART TECHNOLOGY

## TECHNOLOGY AIDS VISUALLY IMPAIRED

One of France's leading label converters, Stratus Group, has come to the aid of the visually impaired with the launch of its Smart Audio Label (SAL). The SAL is composed of a QR code overprinted by a 3D Braille symbol. The raised Braille image demonstrates to the user where the QR code is located. Once scanned with a smart phone, this code directs the user to an audio message stored on a server, providing access to more information about the product. Stratus is working with major retail chains and several associations for the visually impaired to develop the project. The codes are printed using flexography with silkscreen for the raised symbol.

And in another development, French student Arman Martirosyan has developed a smart barcode scanner which fits on the fingertip like a thimble. When the user scans a product, information is communicated via Bluetooth to an earpiece. Martirosyan developed the concept through interacting with blind friends: 'My friend has the layout of the grocery store memorized. The only time he needs assistance is when selecting the specific object when in the aisle – such as selecting a certain brand of cereal in the breakfast aisle. With Finger Code, he could do this independently if he has memorized the general layout of the aisle. The Finger Code would also be helpful in the house, such as when identifying cans of food.'

## SPINLABELS INDICATE OTC DOSAGE

A label which rotates to show additional information has been added to an over the counter (OTC) pharmaceutical delivery system targeted at children, indicating correct dosage based on a weight, rather than age.

The Spininformation 'spin' label comprises of two labels. Primary information is displayed on the top label, which incorporates several windows or clear panels. The label is twisted to reveal the correct recommendation based on the child's weight displayed in one of the windows.

The rotating label was developed by Stephen Key Design in response to research by the American Medical Association which shows that as many as 70 percent of children receive inaccurate doses of over-the-counter medicine. The interactive label is now being used on AccuDial OTC medications following the company's acquisition of Stephen Key Design in 2011.

## ALPVISION LAUNCHES APP FOR IPHONE 4

AlpVision has launched an iPhone 4 instant authentication application capable of detecting its Varnish Cryptoglyph technology – a pseudo-random pattern of invisible micro-holes embedded in the standard varnish layer applied to folding carton, blister packs, and labels in the printing process.



SPINLABELS can be used to indicate correct dosage for OTC product



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# Qreate

**JOHN FOLEY JR., CEO** of Interlink1 and GrowSocially, looks at profitable ways of incorporating QR codes into your client's printing initiatives

In order to sell a QR code effort, you may first need to convince clients of the possible benefits it could offer them.

Consumers look to the label to provide additional information such as nutritional listings, ingredients, and recipes. While you may be able to fit some of that information on the label, space is limited. Your client may not want to invest in an extended content booklet, or a peel and reveal label. When those situations arise, a QR code could be the perfect answer. It could easily direct the consumer to more information on their smartphone.

That leads us into another selling point for QR codes. The growing mobile audience means there's a very good chance the majority of your potential consumers have a device that will allow them to engage with you via QR codes.

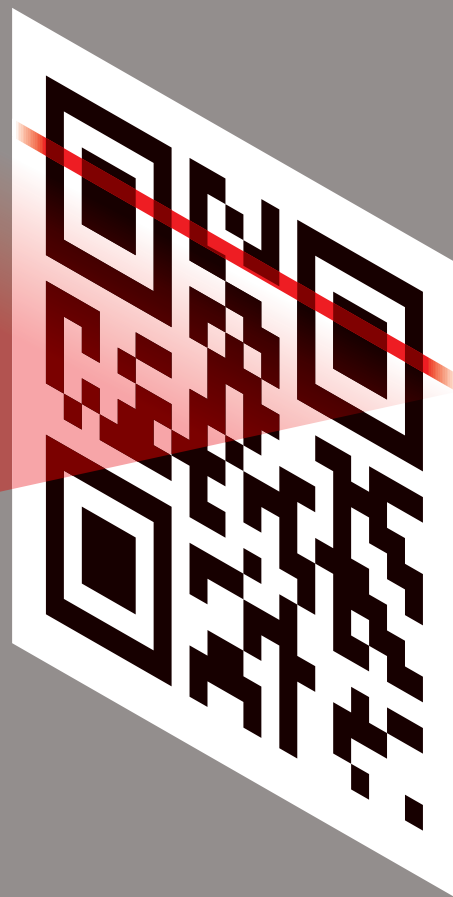
## **MORE VALUE: BUILDING MOBILE WEBSITES**

While a QR code can incorporate a large amount of data – up to 4,000 alpha-numeric characters – it doesn't mean that it should. QR codes work best when they direct people to mobile-websites that provide additional relevant information.

This is where I think that printers have a tremendous opportunity to make money.

Marketers everywhere are hearing the buzz that mobile is hot. They need to create mobile-optimized online content as quickly as possible. And that is where they need a converter's assistance. In addition to selling the QR code, converters have the opportunity to sell them the mobile website that will provide consumers with more information about their product.

The mobile website can contain text, images, videos, links to social networking profiles, and more. It also could contain a form that allows consumers to request more information about the product, or simply sign up for the company's newsletter.



## **SALES EXAMPLES**

Here are five value-added examples where you could offer QR codes and mobile websites to your clients:

### **FOOD**

If the client's product is a pasta sauce, the code could direct people to a site that lists recipes and food pairings. The site could also offer links to the client's social networks, online storefront, and newsworthy stories.

### **AFTERMARKET AUTO PERFORMANCE**

The QR code could direct people to a video of a car that had that part installed. When a consumer scanned the code at the parts store, they would immediately see how the part performs, read client reviews, or browse through technical specifications.

Aftermarket parts manufacturers could also utilize a QR code during the installation process, directing people to videos of installation tips.

### **WINE**

This is a great opportunity for something that I call a 'Shelf Talker'. This is a tag that would be slipped over the neck of the bottle. The tag would have a QR code printed on it that would direct the consumers to a mobile website. The winery could use the mobile website to tell the story of their winery/vineyard. It could contain text,

pictures, and videos.

Not only can the 'Shelf Talker' create attention for the wine bottle, it also can connect the consumer directly with the folks behind the wine.

### **COUPONS**

In many cases a coupon label is an instant redeemable coupon (IRC) that the consumer can remove after purchase. Your clients more than likely have you print a 1D barcode that could be used at a point of purchase.

If a QR code was used in place of the 1D code, the consumer would be able to scan the code and be directed to a mobile website. There, they could make a purchase, redeem a rebate, sign up for a mailing list, or maybe even watch a video.

### **REPORTING**

Not only do QR codes enable converters to tell a client how many people are scanning them, they're able to give them feedback on the general location of the scan and the date and time most scans are occurring. This is important because it lets your client know when and where their product is being reviewed and hopefully purchased.

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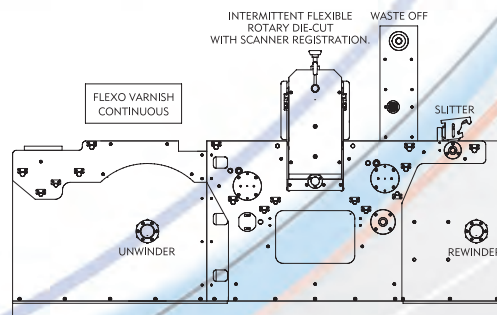
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INNOVATIVE TECHNOLOGY FOR CREATIVE LABELS





EFI launched the Jetrion 4900 at Labelexpo Europe

# Cloud, social, mobile are print's opportunity

**DANIELLE JERSCHEFSKE** attended EFI's Connect Users Conference in Las Vegas where the company demonstrated that print is not dead

EFI's users conference was a great success with over 1,000 professionals attending from the wide format commercial printing sector to the packaging and label printing market. The event kicked off with a keynote presentation from EFI CEO Guy Gecht, who was eager to dispel the gloom that is hovering over the greater printing industry.

While the publishing sector continues to battle the shift to e-content from the likes of Encyclopedia Britannica and Amazon, the US printing industry experienced growth in each quarter of 2010 and 2011. Signage and packaging cannot be replaced and EFI reports that its total ink volume is up.

'There's opportunity to be had in printing,' Gecht said. 'It's about hitting the window of opportunity. We must be able to shift with the window. As print providers, you want to sell the future, and as your supplier, we're trying to predict opportunity for the printing industry. Think: what will Drupa 2016 be like?'

EFI has performed well in recent years by following this principal with just under 700 US dollars million in annual revenue and expansion planned. The provider moved into the digital inkjet wide format and narrow web print packaging markets with the acquisitions of Vutek and Jetrion respectfully in 2005, spends 20 percent of revenue on R&D and is a leader

in innovation and streamlining options for the greater digital printing industry.

Gecht points out that while conventionally printed pages are down 11 percent, digitally printed pages are set to increase 98 and a half percent and that UV inkjet wide format printing is set to grow 156 percent. He said, 'If you look at the total of the printing industry, it is growing. The industry is in transformation and the opportunity has shifted to personalization.'

Following his promising picture of the printing industry, Gecht hosted an informal Q&A with Jeffrey Housenbold, the CEO and president of Shutterfly, the vertically integrated web-based publishing firm with an estimated 60 or above percent market share since acquiring Kodak Gallery in April 2012. Housenbold explained why Shutterfly is experiencing such success, and drew out lessons for the wider print industry: 'We look at the lifetime value of the customer. With the advent of social networking and the phenomenon of mobile adoption, photos have become a daily consideration for much of the world's population. There's more content, more people capturing life's memories.'

'People want to tell their stories. There's an intrinsic human desire to pass memories on for generations and to connect

on a deep, personal level. As people intersect with their photos on sites like Facebook they realize that they should do something with them. We're here to provide the mechanisms that allow people to do more with their memories. You'll see Shutterfly continue to make meaningful investments in the multimedia world.'

EFI's number one request is to enhance print capabilities for the iPad and iPhone. The company is actively working to bring advanced cloud based applications, mobile applications, personalization opportunities, digital store front systems and more to market that will simplify a user's experience and streamline digital workflow. It is investing heavily in security for cloud facilities, and will continue to focus on integration software that allows the various pieces in print production to work well together.

Still, there is much room to educate end users in all sectors on how to take true advantage of digital printing. The window of opportunity waits. It's just a matter of time before the CPG community shifts its systems to effectively utilize the personalization capabilities of the technology, transforming the way brands communicate with consumers, directly, using current dynamic and future channels.

#### EFI RADIUS

EFI's APPS (Advanced Professional Printing Software) division, which consists of MIS/ERP systems and web-to-print automation software, including Radius for labels and packaging, has annual revenue of 85 million US dollars, making it 10 times larger than the next biggest competitor, according to EFI. SVP and GM of the APPS group, Marc Olin, said the company would continue to find both organic and acquisitive growth just before he announced the purchase of Metrics Sistemas, formerly the largest MIS provider in Brazil. The acquisition has established EFI Business Software Latin America offering the most benefits for web-based development, but will also support hardware sales in the market and offer possibilities for Radius.

EFI Radius print management software, designed specifically for the label and packaging sectors, has grown 35 percent through 2011 since EFI acquired the firm in 2010. The acquisition of Prism in 2011 has formalized the software provider's movement into South Africa and with the Metrics Sistemas inclusion, EFI Radius is poised to be more globally oriented.

#### LABELS&LABELING

David Taylor, general manager of EFI Radius, said, 'We intend to have a standardized product and regular release cycles. Typically we've done whatever customers ask for, but in the long-term, this is not a sustainable platform to be able to grow. We will transition as a business and move to the next level.'

In April 2012, EFI Radius released a new version of its software. The 13.1 enhancements including: Integration with SmartLinc, SmartWare and SmartLinc Process Shipper to pass shipping information to various parties; new flexible packaging enhancements; MRP with streamlined estimating modules for self-adhesive labels with rollouts for flexibles and cartons to come; Introduction of 'routing logic' – based on product code and die selection route within the plant; Radius web portal built allowing users to define what is exposed to clients; merge Prism QTMS visual management tool to monitor shop floor efficiency; tighter integration with the Jetrion press' digital workflow.

#### EFI JETRION

Two percent of the labels produced in the world are digitally printed. With the launch of the Jetrion 4900 at Labelexpo Europe, an integrated UV digital inkjet option for the labels market with inline laser die-cutting, EFI Jetrion plans to increase the market share of digital labels.

Jetrion president Sean Skelly said, 'Converters have responded very well to the 4900 because it looks more like a traditional label press. When conventional machines have only 40 percent uptime, the speeds of 80 ft/min with laser finishing by SEI are competitive, shifting our labels solution from digital printing to digital production.'

The manufacturer has installed 10 Jetrion 4900 presses around the world, including a couple of sales to commercial printers and Vutek customers looking to diversify. They were less concerned about getting into the finishing side of labels with a full digital option.

EFI knows that the future is bright for digital in the package printing market. The plans are for Jetrion to continue to improve its technology, introducing wider, faster, higher resolution systems with better print quality, that are more reliable, offer more colors – possibly security inks – modularity and upgradability. It will expand its integration partnerships for MIS, finishing and new markets like flexible packaging, which would include an option for low migration inks.

## HOT OFF THE PRESS

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

#### EFI REPORTS 93 PERCENT BOOST IN INK VOLUME

EFI has reported a significant increase in year over year ink sales, with a record 93 percent boost in ink volume for the Jetrion segment alone in Q1 2012, compared with the same quarter last year.

#### JET EUROPE REPRESENTS XEIKON THERMOFLEX

Jet Europe has signed a Europe-wide distributor contract for Xeikon's new range of ThermoFlexX imagers. Based on the agreement, Jet Europe will be one of the Xeikon sales and distribution partners whereas Xeikon's worldwide service network will provide local installation, training and service for the full range of ThermoFlexX products.

#### EDI ACQUIRES PREMIER DIES

Extrusion Dies Industries (EDI), a portfolio company of Bertram Capital, has acquired Premier Dies Corporation, a provider of slot coating and flat polymer extrusion dies.

#### API FOILS OPENS IN POLAND

API Foils Europe has opened a new distribution center in Warsaw, Poland, aimed at serving the growing eastern European market. API Folie Polska will be staffed by a local team managed by business development manager Pawel Lisonek.

#### UPM RAFLATAC CERTIFIED IN OCEANIA

UPM Raflatac has been granted FSC and PEFC chain of custody certificates for its labelstock operations in Australia and New Zealand.

#### XEIKON APPOINTMENTS IN ASIA PACIFIC

Xeikon has strengthened its presence in the Asia Pacific region with two senior appointments. Josep Roca joins as sales area manager, taking responsibility for further developing digital printing business – both in the document printing and label and packaging markets – as well as the new ThermoFlexX flexo imager lines of business in the region. Li Yuk Ngong has been appointed service manager for the same region. Both will be based in Singapore.



# Printed electronics revolution

A TECHNOLOGY INNOVATION center in the UK is demonstrating how converters can create their own smart label operations using standard narrow web equipment. Andy Thomas reports

The Centre for Process Innovation (CPI) has installed a custom-built, multi-process narrow web Nilpeter as a test bed to develop printable electronics for a variety of applications including labels, cartons and flexible packaging. The press will form part of the Integrated Smart Systems line (ISS) which will enable electronic components to be integrated with printed circuits.

Although electronic circuits are already being printed on flexible webs, these are often located in dedicated and expensive clean room operations using bespoke equipment. The project at CPI aims to demonstrate that any label converter using commercially available equipment can be part of the Integrated Smart Systems supply chain through printing of conductive inks in a standard pressroom environment.

The Nilpeter press is a 16in wide machine specified to handle paper, cartonboard, films, foils and label stocks with thicknesses between 25-370 microns. The modular machine includes two MO4 offset units equipped with UV curing stations; two FA4 flexo units able to run water-based, solvent and UV inks; two screen units for UV inks; and a solvent gravure unit. The press operates in both reel-to-reel and reel-to-sheet modes, and can re-register from unit 1, allowing CPI to simulate larger presses with multiple print stations. Auxilliary processes include de-lam/re-lam, UV lamination, cold foil and die cutting/sheeting.

The process of manufacturing Integrated Smart Systems pieces starts with printing the label or carton's graphic elements, followed by printing 'large area' electronic circuits. After sheeting, the pieces are coated with conductive adhesive on a flatbed DEK screen press with a print accuracy of 10 microns. A commercially available pick & place unit used extensively in the electronics sector then positions miniature components – which might include chips, flexible displays, batteries or even tiny loudspeakers – onto the printed circuit tracks.

The sheets are cured in an oven to

bond the components to the printed circuits, forming both a structural and electrical connection. As a final stage, the ISS sheets are converted into short runs of finished labels, flexible packaging or cartons. Finishing equipment includes an Esko Kongsberg i-XE 10 digital cutting table to cut & crease boxes and kiss cut labels. A Trotec CO2 laser handles fine cutting, engraving and ablation of circuits. The operation is also supported by CPI's wide range of sophisticated analysis equipment to measure material, ink and structural properties.

## CPI TEAM

Running the platform is ISS programme manager Bela Green, supported by technical print manager Neil Porter. Porter draws on a wealth of narrow web print operator experience at leading converters including the Clondalkin Group (formerly Harlands Labels).

The CPI team is looking for partners from across the supply chain to take the ISS project forward, from brand owners and designers to suppliers of inspection equipment, substrates, inks and pre-press equipment. The ISS line at CPI is available

for development work, prototyping, scale-up and pilot production. A key task will be assessing the performance of the conductive inks. 'We need to get total uniformity of ink coverage and no pin-holing or scratches on the printed surface if we are to achieve the required levels of conductivity,' says Neil Porter. 'So scuff and rub testing will be critically important, particularly when the label is on the applicator line. We will be evaluating print inspection systems to see if they are adequate to detect these kinds of flaws. It is more a question of uniform coating than high print resolutions.' Another issue to be researched is how to clean conductive inks in each print process.

If successful, the Integrated Smart Systems line at CPI could mark a watershed in the history of label production. For the first time, label converters of any size will be able to start up their own smart label operation, tapping into leading edge research into micro-electronics to create entirely new applications for designers and end users across the supply chain.



CPI technical print manager Neil Porter in front of the multi-process modular Nilpeter press

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**Accounting:** full management accounts integrated with sales and purchasing



**Web tools:** web portals for customers and sales staff to access job data

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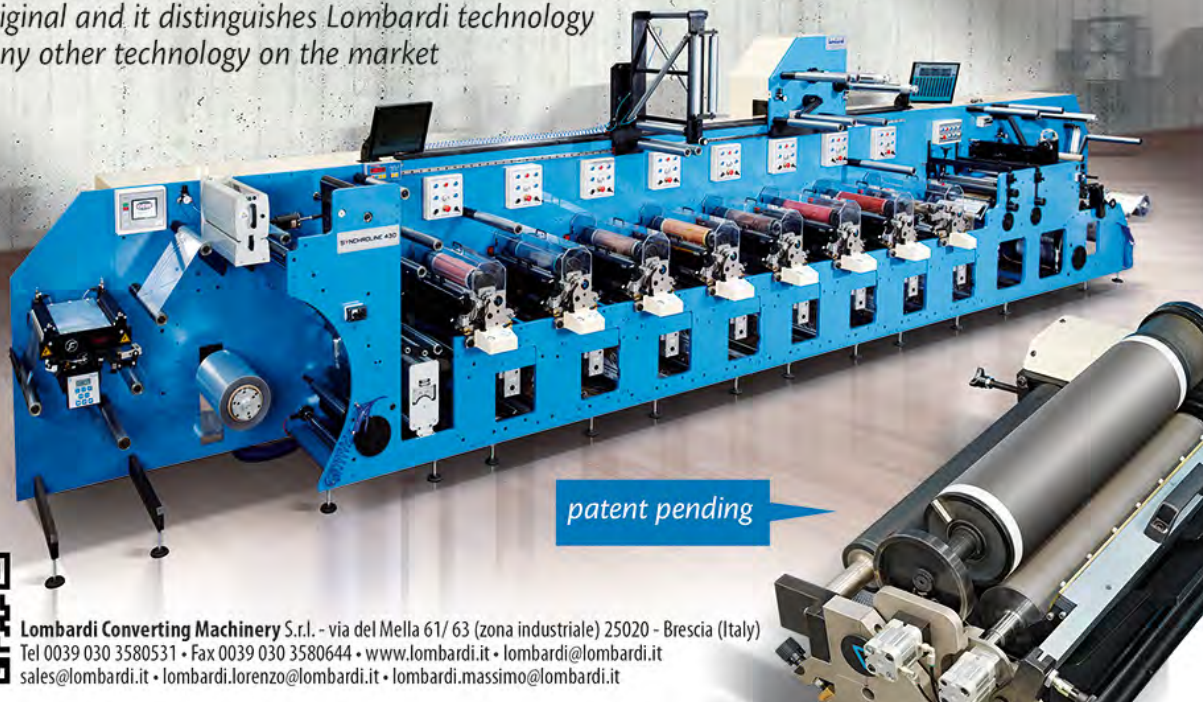
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# Creating a Legacy

**SHIFTING GEAR** from operator trainer to press manufacturer, Flexo Trade Services' Art Fields is confident his Legacy narrow web machine fills a significant gap for smaller shops. Andy Thomas reports

A new press manufacturer is set to enter the North American narrow web market offering a range of economically priced, gear-driven flexo presses which can be easily maintained by smaller converting shops.

Legacy Press Company was founded by Art Fields, who owns leading flexo training school Flexo Trade Services. 'I made the decision to start manufacturing presses the moment I heard that Mark Andy were to stop manufacturing the 2200,' Fields tells L&L. 'I realized that left a big gap in the market for the smaller converting shop with annual sales under seven million US dollars. Although these guys account for over 65 percent of the narrow web label converters in the US today, this market is the least catered to by the major press manufacturers.'

Although pricing is to be confirmed, a 10-color Legacy press is expected to sell for around 400,000 US dollars. Given that most smaller label converters are challenged for floor space, the press has a highly compact design; a fully loaded 10-color machine will have a maximum footprint of 28in (nine meters).

Fields is insistent that the Legacy presses are not 'entry level' machines. The press components will be built by well known North American-based OEM partners, each operating under ten year contracts. The presses will be assembled at the Legacy plant in South Carolina.

The Legacy LG presses will be available in 10 and 13in widths and are designed primarily to convert PS materials. A film-specific 13in press – again purely line-shaft driven – is also being developed.

'The LG10 and LG13 presses will be

the most mechanically advanced presses on the market,' enthuses Fields. 'At the same time they will be easy to maintain, since most smaller shops do not have the specially trained technicians required to maintain complex servo-driven presses packed with electronic controls.'

## POD FOUR

The Legacy presses are designed around modular 'PODs' (Pull Out Deck systems), moveable carriages on which a print or converting deck is positioned. Each machine can be configured with up to ten PODs, including – in addition to flexo – screen, variable data, coating, corona treatment and dryer modules. These can be added in any order. If a process is required on a one-off basis, additional PODs can be rented as well as bought.

Each POD sits on a fixed rail platform claimed to guarantee perfect alignment when PODs are moved in and out of the press. PODs are interchangeable between Legacy machines, meaning, for example, that a customer could temporarily convert two 6-unit presses into one 8- or 10-color press as required. In addition, the die stations are interchangeable and can be placed anywhere on the press. Multiple die stations can be utilized when needed. 'I estimate that 85 percent of jobs in flexo are six colors or less, so people are being forced to buy 8- and 10- color presses for just a few jobs,' says Fields.

The presses are built to be changed over quickly, as Fields explains: 'A press can be changed from 1-color to a 10-color press by one operator in less time than it takes to setup an 8-color job on current press designs. And you can break down a Legacy press and put it back together again in under four hours

A rail system which runs the full length of the press allows turn bars, cold foil units and other add-on equipment to be positioned anywhere on the press line. The unwind unit can be moved on the same rail. If all print units were removed, the press could be used solely for die cutting or configured as a simple rewinder.

The Legacy press flexo units utilize a metering roll and reverse angle doctor blade built around FLXON's G2 Quick Change Blade Holder. The press can be adapted to any size of print cylinder in minutes.

The ink deck slides out on a clever hinge system and can be turned parallel to the press for easy handling and cleaning. The deck can be removable independently from the POD carriage where required.

The Legacy presses will be supplied with IR/hot air drying units as standard. Those requiring full UV will be supplied with AAA's Light Touch UV system.

The LG10 and LG13 presses will run most types of label substrates from PS to foils, paper and synthetic materials up to 14pt. The machines will run at a maximum speed of 500 ft/min. Maximum print repeat is 20in, though 24in repeat PODs can be purchased.

In an arena as crowded as today's narrow web press sector, it seems astonishing that a completely new supplier could emerge with no heritage of machine building. But Fields and his co-founders firmly believe they have identified a market niche not currently being served – and have custom-designed both a press and company structure to meet those needs. The first public showing will be 22 August at a Flexographic Trade Services open house.

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# Printed electronics revolution

**A RESEARCH PROJECT** technology innovation centre in the UK is demonstrating how converters can create their own smart label operations using standard narrow web equipment. Andy Thomas reports

The Centre for Process Innovation (CPI) has installed a custom-built, multi-process narrow web Nilpeter press to a UK government funded research institute as a test bed to develop printable electronics for a variety of applications including labels, cartons and flexible packaging. The press will form part of the Integrated Smart Systems line (ISS) which will enable electronic components to be integrated with printed circuits.

Although electronic circuits are already being printed on flexible webs, these are often located in dedicated and expensive clean room operations using expensive, bespoke equipment. The project at the Centre for Process Innovation (CPI) aims to demonstrate that any label converter using commercially available equipment can be part of the Integrated Smart Systems supply chain through printing of conductive inks print Integrated Smart Systems (ISS) – electronic components integrated with printed circuits - in a standard pressroom environment.

The Nilpeter press is a 16in wide machine specified to handle paper, carton board, films, foils and label stocks with thicknesses between 25-370 microns. The modular machine includes two MO4 offset units equipped with conventional and UV curing stations; two FA4 flexo units able to run with water-based, solvent and UV drying systems; two screen units with UV inks and water-based drying; and a solvent gravure unit. The press operates in both reel-to-reel and reel-to-sheet modes, and can re-register from unit 1, allowing CPI to simulate larger presses with multiple print stations. Auxiliary processes include de-lam/re-lam, UV lamination, cold foil and die cutting/sheeting.

The process of manufacturing Integrated Smart Systems pieces starts with printing the label or carton's graphic elements, followed by printing 'large area' electronic circuits. After sheeting, the pieces are coated with conductive adhesive on a flatbed DEK screen press with a print accuracy of 10 microns. A commercially available pick & place unit used extensively in the electronics sector then positions miniature components – which might include chips, flexible LED screen displays, batteries or even tiny loudspeakers – onto the printed circuit

tracks. The sheets are cured in an oven to bond the components to the printed circuits, forming both a structural and electrical connection. The oven can handle both air-drying and UV-cured adhesive systems.

As a final stage, the ISS sheets are converted into short runs of finished labels, flexible packaging or cartons. Finishing equipment includes an Esko Kongsberg i-XE 10 digital cutting table to cut & crease boxes and kiss cut labels. A Trotec CO2 laser handles fine cutting, engraving and ablation of circuits.

The operation is also supported by CPI's wide range of sophisticated analysis equipment to measure material, ink and structural properties.

CPI is supporting the ISS operation with a wide range of sophisticated analysis equipment to measure material, ink and structural properties.

## CPI TEAM ISS

Running the project platform is ISS programme manager Bela Green, supported by technical print manager Neil Porter. Porter draws on a wealth of narrow web print operator experience at leading converters including CCL Label Clondalkin Group (formerly Harlands Labels).

The CPI team is looking for partners from across the supply chain to take the ISS project forward, from brand owners and designers to suppliers of inspection equipment, substrates, inks and pre-press equipment. The ISS line at CPI will be available for development

work, prototyping, scale-up and pilot production.

The research results will be freely available to all participants for commercial implementation.

A key task will be assessing the performance of the conductive inks. 'We need to get total uniformity of ink coverage and no pin-holing or scratches on the printed surface if we are to achieve the required levels of conductivity,' says Porter. 'So scuff and rub testing will be critically important, particularly when the label is on the applicator line. We will be evaluating print inspection systems to see if they are adequate to detect these kinds of flaws. It is more a question of uniform coating than high print resolutions.' Another issue to be researched is how to clean conductive inks in each print process.

Although adhesive coating and pick and place are currently off-line operations, Porter believes both processes could eventually be made modular and run in line with a narrow web press. 'You would print a mark possibly to register both adhesive coating and pick & place systems.' If successful, the Integrated Smart Systems project line at CPI could mark a watershed in the history of label production. For the first time, label converters of any size will be able to start up their own smart label operation, tapping into leading edge research into micro-electronics to create entirely new applications for designers and end users across the supply chain.



CPI technical print manager Neil Porter in front of the multi-process modular Nilpeter press





# Defining Argentine wine

**LABEL DESIGN** has proved decisive in promoting brands in the fiercely competitive Argentine wine market, as Guillermo Dufranc at design agency Tridimage explains

While Argentine wine is known throughout the world for its high quality, it has only been in the last 25 years that the country has produced a consumer society which supports wines with a wide range of prices, from entry-level to ultra-premium wines.

To better understand the recent changes in the market, it is important to know about its history. Wine is part of the Argentine culture and has always been present when family and friends get together. Twenty years ago choosing a bottle of wine was a simple task, as there were only red or white wine, and big bottles of five liters – known as damajuanas – were very popular. Wine was usually diluted with sparkling water, so the quality was not very important for most consumers.

The market has evolved in the last few years when a wide variety of wines such as Malbec, Cabernet Sauvignon, Syrah, Chardonnay were launched. This segment is well established and today it is stronger than the classic red and white wine. When wine became fashionable, traditional consumers learnt more about wine tasting. Moreover, there was a massive interest in wine from new consumers more open to new varieties.

The graphic style of Argentine wine labels has always been influenced by the heritage of the Old World wines coming from European tradition. The presence of classic typography and sober designs is their most remarkable characteristic, and this has informed today's contemporary graphic language. In that sense, the Argentine wine market is rather conservative compared to other new world producers.

Consumers have become more selective and careful when choosing wine, thus the label message needs to be very clear and precise, since the graphic design conveys its values. If a label design seems more expensive than its actual price, it could be considered deceitful; the same is said when a wine is more expensive than what its label communicates.

If a brand does not have a story, a story must be created, conceived to fulfill the brand's strategic objectives. Having defined the brand story, the next step is to find the most suitable concept and graphic universe that will help to tell that story. Design will translate graphically what the brand wants to convey. Every detail needs to be conscientiously thought; typography, color, paper texture, metallic foils, gloss spot and emboss. Every design element must be applied to make a bold and strong brand statement and achieve shelf impact.

**LABELS&LABELING**

Bodega Privada means 'Private Cellar' in Spanish. In this case we were inspired by the idea that these wines are part of a private collection. A kind of club that keeps its secrets locked away. To enter the cellar, the consumer should find the appropriate key. The textured paper contrasts with the relief and brightness of the shiny gloss spot lacquer, highlighting the artwork of the twelve keys that were specially designed for the collection. In every label the keys are combined in a different way. This supports the idea that each wine varietal is unique.

Ricordi is a tribute to the founder of the RPB winery. He was an Italian immigrant, who arrived in Argentina with little more than his dreams, and thanks to his vision, founded a thriving business. The label design should be both emotional and respectful. Italian stamps transport us back to the times when postcards were the only way to be in contact with relatives who remained in their home country. The engravings represent the high quality craftsmanship of the wines and the signature highlights the personality of the founder. The textured paper also conveys a warm and nostalgic feeling.

When creating the brand identity and label design for Callejón del Crimen (Crime Alley), Tridimage's challenge consisted of conveying the particular attributes of the brand. For the Evidencia (Evidence) line, a fingerprint in silver ink becomes a subtle reference to the brand's mysterious story, based on real facts that have taken place near the vineyards. For the ultra-premium Misterio (Mystery) line a chiaroscuro communicates the brand story.

Wine labels are not only elegant logos and nice graphics. Wine brands are built on their values and on the way consumers feel connected with them. This is why it is so important to define a brand story, a concept that defines the product. The absence of concepts leads to a generic label, a graphic template with no personality, without direction. It is not possible to design a wine with personality without having a clear idea of the brand message to convey.

## ABOUT THE AUTHOR

Guillermo Dufranc is graphic design coordinator at the Tridimage 3D brand and package design agency based in Buenos Aires, Argentina. Since 1995 the company has helped shape world-class elite brands in the wine sector.

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OVER 700 delegates attended the Label Summit in Guadalajara

# Record breaking attendance at Label Summit Latin America

**LABEL SUMMIT LATIN AMERICA** attracted a record breaking 729 attendees and 70 exhibitors. Andy Thomas and James Quirk report

Label Summit Latin America demonstrated the region's continued growth with a record breaking 729 attendees and 70 exhibitors. Held in Guadalajara for the first time, from April 17-18, it was the fifth Summit to be held in Mexico.

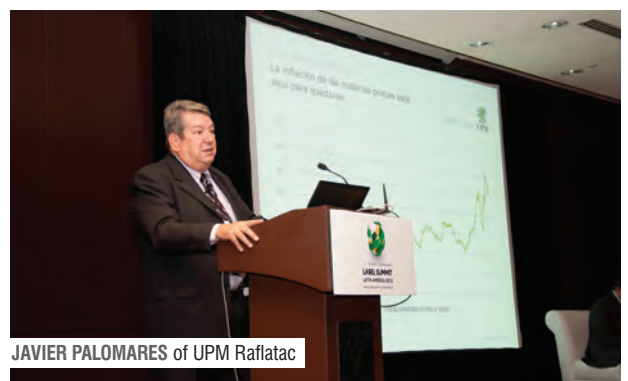
The Summit boasted its highest ever number of exhibitors with 70 suppliers including Arclad, Avery Dennison, Green Bay Mexico, HP, Industrial Papelera Venus, Max Daetwyler de Mexico, Sun Chemical Mexico and UPM Raflatac taking part in the table-top exhibition.

Global markets and the changing role of the label converter dominated the first morning. Proceedings were opened with a keynote presentation from Avery Dennison's Darrell Hughes, who touched on several key issues facing the global marketplace such as growing demand for shorter runs and brands actively targeting emerging market countries and economies. Acoban's Edgar Martinez Villarreal discussed the effects of globalization on the Mexican label industry and urged converters to invest in Mexico's infrastructure with new technologies and better quality control. Fabian Silva from Mexican label association AmetiQ addressed the opportunities and challenges facing converters in the current economic climate, and encouraged the audience to get involved in industry associations to help the local market grow.

A converter panel discussion brought together Fabian Silva of Etiquetas Anro (Mexico); Fernando Aranguren of Flexoprint (Mexico); Iban Cid of Germark (Spain); Jaime Yoshiyama of Kuresa (Peru) and Fernando Gabel of Baumgarten (Brazil) to discuss a variety of topics including label import and export, the importance



DARRYL HUGHES of Avery Dennison



JAVIER PALOMARES of UPM Raflatac



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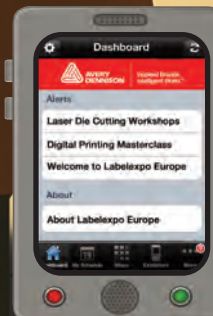
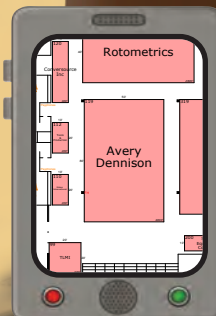
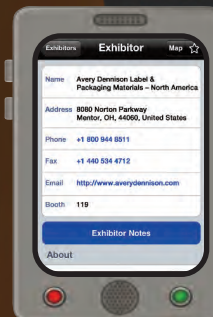
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of offering value-added services, and trends in the panel's respective local markets.

Environmental concerns and the argument for sustainability programs were also high on the agenda. Labelexpo managing director Roger Pellow's welcome address encouraged converters to champion compliance and sustainability across the supply chain; a subject which was reiterated throughout the Summit's duration and was also tackled in presentations by Javier Palomares of UPM Raflatac and Keren Becerra of Mexican converter Lobo Impresores, as well as being heavily debated on a materials panel discussion that saw Patricio Yerena of Avery Dennison Mexico and Carlos Alcaraz of Green Bay Mexico join Palomares and Becerra on stage for a Q&A session.

A separate technology stream, meanwhile, was dedicated to opportunities for narrow web converters moving into production of flexible packaging, with presentations from Hans-Ramón Hoffman of Gallus and Alfonso Paredes of Sun Chemical.

Day one closed with L&L editor Andy Thomas giving an overview of interactive labels; a look at intelligent labels and packaging with Innovia Film's Marco Estrada Carranza and Filip Weymans of Xeikon outlining multi-layered security options.

## DAY TWO

Day two's morning sessions assessed the future of technology within the industry. Ricardo Rodriguez of HP Indigo co-presented a customer case study with Jose Luis Rangel of Procter & Gamble on digital print technologies and meeting the rising demand for short runs. Alexander James from Harper GraphicSolutions shared recent flexo technology developments in conventional printing; Betty Grande of Label Traxx discussed the benefits of MIS systems; Juan Da Silva of AVT gave a presentation on inspection technology; and Francisco Soto of Rotoflex addressed finishing and converting equipment.

The afternoon's focus was on strategic packaging design and opportunities in beverage labeling. Alejandra Pouchot of BridgerConway in Argentina provided two design-led case studies; Benjamin Perez of Multi-Color Corporation talked about the interactive potential of reverse printed labels; and Fidel Anaya of graphic design company Anaya Profesionales talked about the role of the label in the beverage industry, focusing on tequila, the company's area of expertise.

Roger Pellow, Labelexpo managing director, said: 'The opportunity for growth across Latin America is exceptional and this year's Label Summit Latin America neatly underlines this as it has been our biggest and most successful Summit to date. Holding it for the first time in Guadalajara, which is very much a major manufacturing hub in Mexico, has undoubtedly been beneficial and attracted new delegates.'

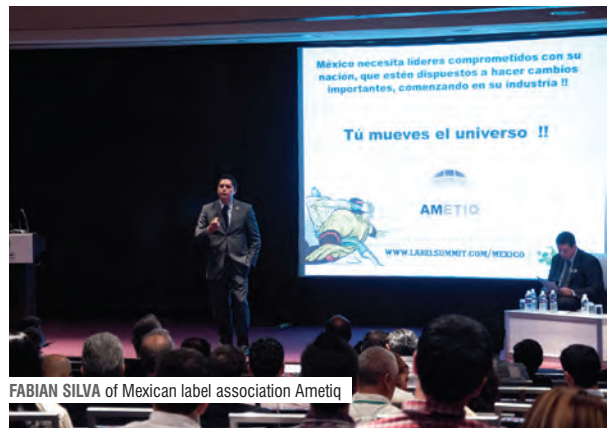
Label Summit Latin America takes place in Sao Paulo, Brazil, next year, and returns to Mexico in 2014.



L-R: Fabian Silva of Etiquetas Anro; Jaime Yoshiyama of Kuresa; Iban Cid of Germark; Fernando Aranguren of Flexoprint; and Fernando Gabel of Baumgarten



L-R: Javier Palomares of UPM Raflatac; Keren Becerra of Lobo Impresores; Carlos Alcaraz of Green Bay Mexico; and Patricio Yerena of Avery Dennison Mexico



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GUSTAVO ALTERMAN between two Mark Andy presses at Artes Gráficas Raal's factory in Buenos Aires

# Ravi and Raal combine in Bolivia

**A PARTNERSHIP** between Grupo Ravi and Argentine converter Artes Gráficas Raal has created a dedicated label printing operation in Bolivia, as James Quirk reports

Artes Gráficas Raal, a label converter based in Buenos Aires, Argentina, has partnered with regional packaging giant Grupo Ravi to open a label printing operation in Cochabamba, Bolivia.

The partnership combines Artes Gráficas Raal's expertise in self-adhesive label production and Grupo Ravi's local infrastructure in Bolivia. It represents Ravi's first foray into the self-adhesive label printing sector and provides Raal with local presence in a market that is experiencing rapid growth (as reported in L&L 6 2011).

The division – called Labels Bolivia – is housed in a dedicated facility within Grupo Ravi's headquarters in Cochabamba. Grupo Ravi – which is part of Industrias Ravi and has operations in Brazil, Mexico, Peru, Dominican Republic, El Salvador and both Buenos Aires and Tierra del Fuego in Argentina – produces a wide array of flexible, rigid and metal packaging products, plastic bags, and metal bottle caps and containers.

Artes Gráficas Raal, meanwhile, has over 45 years of experience in self-adhesive label production. The deal owes much to the ambition and boldness of the Argentine converter's general manager Gustavo Alterman; as well as to Grupo Ravi's swift response when presented with an opportunity that allows it to further diversify its product range and take advantage of a growing local market.

## COCHABAMBA

In 2009, Artes Gráficas Raal received an enquiry from YPFB, the Bolivian operation of automotive lubricant manufacturer YPF. Raal began to see the potential in the Bolivian market, and – knowing there was little label production in the country – decided to create a local presence in order to be more competitive with pricing and lower deliver times.

Despite not having a local partnership in place, Raal purchased a Mark Andy flexo press and sent it to Bolivia. The bold move paid off, with an agreement being reached with Target, a manufacturer of telephone cards, to rent a small area of its factory to house the press. With the YPFB contract won, production began and Raal's label sales manager Romina Morgenstein relocated to Bolivia to oversee operations.

Once the contract with YPFB had been completed, the companies parted ways and Raal needed to find a new facility to house its burgeoning operation. Alterman was put in touch with Grupo Ravi, cited as a company that was interested in moving into the self-adhesive label market, by a mutual contact – Andreas Stuardo, a Chilean who carried out installations for Mark Andy in South America.

Raal, in urgent need of infrastructure support and a location to house the press, met Grupo Ravi's Jacobo Lichtenfeld. An equal partnership was established that would combine Raal's expertise in self-adhesive label production and Grupo Ravi's local





LABELS BOLIVIA is equipped with an 8-color Mark Andy 2200 flexo press

infrastructure and sales presence.

Equipped with the 8-color Mark Andy 2200 flexo press with reverse printing capability, as well as finishing and digital photopolymer platemaking equipment, the joint venture – Labels Bolivia – is now producing high quality labels for pharmaceutical, cosmetics and security applications – the areas of Raal's expertise in Argentina.

'There is one Chinese character to signify both crisis and opportunity – it's a sentiment that was appropriate for our situation,' says Gustavo Alterman. 'We had to move out of Target's factory, but it created a great opportunity and it has worked out for the best. Grupo Ravi is well-known in Bolivia, which helps us to gain credibility in the local market.'

With few clients shared between Grupo Ravi and Artes Gráficas Raal, Romina Morgenstein continues to be based in Cochabamba and a dedicated sales team for Labels Bolivia has been established. 'It is important to have a local presence,' says Morgenstein, 'as these are two different companies with different working cultures. But we are lucky to have found excellent people to partner with and to work with us in the factory.'

Morgenstein admits to being surprised at the high quality demands from local brands – reflected in the fact that Labels Bolivia is mainly producing high quality labels for demanding applications.

Grupo Ravi's Sergio Miranda says that the company was not actively considering a move into the self-adhesive label market prior to being put in touch with Raal. Grupo Ravi does have a wet-glue label operation based in the Dominican Republic, called Labels Caribe, that supplies polypropylene labels to the beverage industry, but the partnership with Raal represents its first foray into self-adhesive label production. 'It was a project in which we immediately had a great deal of interest,' says Miranda. 'It was a natural step for the development of our business and there is a great potential for the label market in Bolivia.'

Given Bolivia's strategic location within South America – it shares borders with five other countries – there is potential for export in the near future. First, says Miranda, the company is focused on establishing Labels Bolivia within its local market, with export markets likely to be targeted after further investment in capital equipment to increase production capacity.

Miranda describes the Labels Bolivia project as 'a top priority' for Grupo Ravi. At a corporate level, the group is looking on with interest – seeing potential for this blueprint to be replicated in other markets in the future.

'It has been a tremendous advantage to have Raal as a partner,' he says. 'It is a company with a great profile in the industry and a long history of expertise in high quality self-adhesive label production.'

'But while Raal has of course been a great help to us in making the transition, Grupo Ravi has a great deal of experience in moving into new sectors and new countries. It is part of the

## LABELS&LABELING



ARTES Gráficas Raal installed an HP Indigo ws4050 digital press in 2006

company's culture, and this too has been an important factor.'

Raal's Gustavo Alterman echoes the sentiments about exporting. 'There is much potential for export, given the country's location and its low manufacturing costs, but for now we are focused on Bolivia. There is also little competition locally, which is an advantage.'

## BUENOS AIRES

Artes Gráficas Raal was founded in 1963 by Gustavo Alterman's father and grandfather, Raul Alterman, who lent the first two letters of each of his names to give the moniker Raal. It began as a manufacturer of cardboard boxes for shoes and toys, but when clients began asking for the boxes to be identifiable, Raal saw the potential for label production.

Self-adhesive labeling was rising in prominence and offered an easier alternative to glue labeling for this type of application. Labels could also be delivered more easily, taking up less space in transit than cardboard boxes. Beginning with simple labels for school books, Raal installed a 1-color Reprex press in 1970, followed quickly by a second and then an Ibirama letterpress machine. Gustavo Alterman remembers, aged 10, helping out with what was then the company's biggest order to date – a run of one million labels for a promotional school books campaign.

Production continued at the company's factory in the Floresta neighborhood of Buenos Aires until 1994, when it was destroyed by a fire. The company lost a great deal, says Alterman – equipment, dies, plates, files. The burned-out remains of a Kopack press, installed just two months previously, was sold to fellow converter Artes Gráficas Modernas which was able to coax the machine back into production, dubbing it the 'Niki Lauda' in homage to the Austrian former Formula One driver who was burned in his car – but survived – during the 1976 German Grand Prix.

The company moved into a new factory in the Paternal district of Buenos Aires four months after the fire. In the intervening period, production was able to continue thanks to support from family friends – the Ibirama press was installed at the factory of one friend, while another allowed them to use his own label printing equipment at night, when production had finished for the day. Suppliers were paid off thanks to the company's cash reserves. 'Our suppliers still remember that to this day,' says Alterman. 'Not many companies would have been able to do that.'

Settled in the new 1,500 sqm factory where Raal continues to operate to this day, investment began. A 6-color Mark Andy 2200 was installed in 1995, equipped with flat-bed die-cutting that suited Raal's core work of short runs and later upgraded with two more color units. A 5-color Gallus T-180 semi-rotary letterpress machine quickly followed, equipped with hot stamping, UV varnishing and flat-bed die-cutting, which

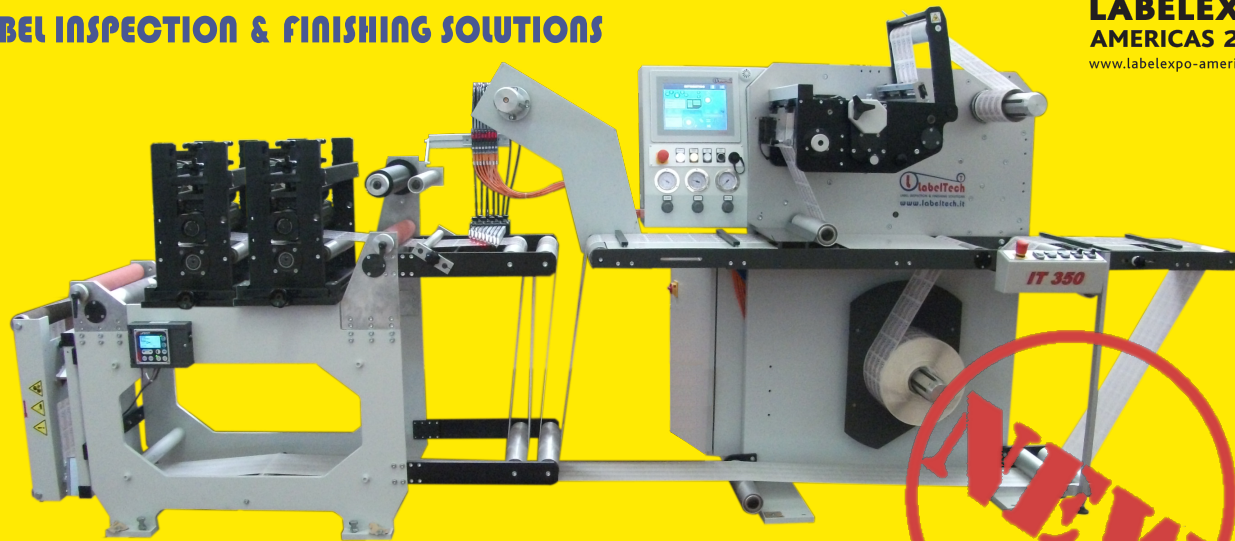


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GUSTAVO ALTERMAN with an example of a booklet label printed on a Mark Andy press

Alterman says has 'almost never stopped' since then, running 24 hours a day, seven days a week.

In 2002, Raal added a second Gallus letterpress, this time with six colors, also equipped with hot stamping and flat-bed die-cutting. Two years later, the company bought a second Mark Andy – an 8-color 2200. An HP Indigo ws4050 digital press was installed in 2006 – Argentina's second after Artes Gráficas Modernas – alongside Cartes finishing equipment which provides hot stamping, silkscreen and die-cutting. A third Mark Andy 2200 arrived in December last year, an 8-color fully UV machine.

Four Arpeco machines handle finishing and inspection, alongside a stamping machine from a Chinese manufacturer and two machines for numbering and inspection – one built in-house and the second from China – that are equipped with View Factor vision systems and inkjet heads for coding.

Today the company employs 60 people and has a monthly production rate of 200,000 sqm. Its wide product range includes Braille, in-mold, booklet, security, thermochromic and

shrink labels, as well as labels with aromatic inks and with handles. Raal serves a variety of markets – including beverage, food, home care, personal care, promotional, track & trace, nutraceutical, and batteries and lubricants for cars – but 60 percent of clients are in the pharmaceutical sector.

'We mainly serve clients who require short runs with multiple changes. There is no reliance on any one customer,' says Alterman. An example of the company's short run work could be found on the day of L&L's visit, with a job of 1,000 labels being sent to an important pharmaceutical client in Uruguay. Up to 10 percent of production is exported to Chile, Colombia, Honduras, Paraguay, Peru and Uruguay.

An in-house pre-press department, equipped with DuPont Cyrel technology, produces silkscreen plates for the Gallus and Cartes machines, while flexo plates come from a local pre-press company with whom Raal jointly purchased a Kodak Flexcel NX platemaking system. For jobs carried out at Labels Bolivia, files are put together in Buenos Aires that collate information about dies, plates and other specifications and then sent to Cochabamba.

While the pre-press department doesn't handle design work, the company has helped to educate brand owners through regular breakfast meetings about the capabilities of digital printing. 'It has been a slow process,' admits Alterman, 'but it has been worth it.' The HP Indigo press, which runs two shifts, now counts for around 17 percent of sales.

The technological synergy between the plants extends to the Aramis RIP system, handling budgeting, orders and stock control, which is operated in both Buenos Aires and Cochabamba. A workflow system from Argentine supplier SisPro – which will automatically feed data from the presses into the Aramis system – is currently being installed in Buenos Aires and is also due to be implemented in Labels Bolivia. The workflow system also includes coding of each pallet for internal traceability, while specifications of some 22,000 jobs are kept on file.

There is a clear focus on synergy and constant communication

The advertisement features a large, close-up image of a lion's face on the left side. On the right side, there is a collection of various industrial tooling components, including drill bits, end mills, and a die. The company logo, 'HOLFELD Tool &amp; Die Ltd.', is prominently displayed at the top right, accompanied by a circular emblem with the letters 'H' and 'TD'. Below the logo, the tagline 'Proud to be a leader.' is written in red. Contact information for both the head office in Ireland and the UK sales office in England is provided, including telephone, fax, and email addresses, as well as the company website.



CARTES finishing equipment provides hot stamping, silkscreen printing and die-cutting



between Raal and Labels Bolivia. The phone system is even set up so that Gustavo Alterman needs only to dial Romina Morgenstein's extension to reach her in Bolivia.

Raal has further diversified its offering to the market by establishing a series of distribution agreements, the latest of which sees it represent machines from US-based Allen Datagraph. The company also distributes applicators for US-based Start International and Bolivian company Control Experto.

One of the first ISO:2001 certified label converters in Argentina, Raal uses no solvents – preferring water-based inks from Water Ink – and is working with

Avery Dennison in the pilot phase of its liner recycling program that sees waste sent to the labelstock manufacturer's plant in San Luis, Argentina, for repurpose.

Raal has experienced 50 percent annual growth for each of the last three years, with Alterman citing an increased focus on sales within the company and the arrival of the HP Indigo digital press. A restructuring of the offices was also underway during L&L's visit, aimed at further increasing productivity.

Its experience with Grupo Ravi in Bolivia has left the company open to similar opportunities in other parts of the region, says Alterman.

## ALLEN DATAGRAPH APPOINTS RAAL AS ARGENTINA DISTRIBUTOR

Allen Datagraph Systems (ADS), a US-based manufacturer of digital printing and converting systems, has appointed Artes Gráficas Raal as its distributor for the iTech Axxis digital label printer and finisher. As well as Argentina, the distribution deal covers Bolivia, Paraguay and Uruguay.

The iTech Axxis Digital Label System is comprised of both the iTech Axxis Digital Label Printer, a high-resolution roll-fed CMYK Epson print engine featuring variable-droplet technology, and the iTech Axxis Digital Label Finisher that laminates, integrates die-less die-cutting, and both strips and rewinds the label.

With a wide variety of available substrates – paper, polyester and polypropylene – the system can print labels of any shape and size on substrate widths from four inches (102mm) to eight and a half inches (216mm) in rolls with a maximum outside diameter of 11 inches (280mm).

Gustavo Alterman, general manager of Artes Gráficas Raal, said: 'These machines are suited to label converters looking for a solution for short run work as well as end users – such as automotive terminals and home appliance manufacturers – who require just-in-time production. These companies often need short runs of labels with multiple changes of color and size. The iTech Axxis Digital Label System eliminates the costs involved in multiple job changes and allows the independent production of self-adhesive labels.'

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# Keikon increases focus on Latin America

**XEIKON** recently hosted a meeting of its Southern Cone distributors in Buenos Aires, Argentina. James Quirk reports

Digital press manufacturer Xeikon has appointed a distributor in Argentina – Buenos Aires-based Automación Gráfica – in a move reflective of the company's increasing focus on the Latin American market.

Automación Gráfica joins Jetrix (Mexico), PTC Graphic Systems (Brazil), GSI (Colombia and Peru), and Davis Graphics (Chile) as distributors recruited by Xeikon in the last two years.

The company has also made a series of internal appointments to create a team dedicated to the Latin America market. A year ago, Patrick Pittoors was appointed as sales and channel manager for Latin America, and Jos Kabouw – based in Santiago, Chile – now leads a team of four service engineers scattered throughout the region in Chile, Mexico and Brazil.

As well as Xeikon's digital press range, the engineers are servicing the company's other products including ThermoFlexX CTP CtP flexo systems and finishing equipment.

The company recently hosted a meeting of its Southern Cone distributors – Automación Gráfica, Davis Graphics and PTC Graphic Systems – in Buenos Aires, Argentina. In attendance were Filip Weymans, Patrick Pittoors and Jos Kabouw of Xeikon; Marco Araujo of PTC Graphic Systems; Gustavo Mazzini and German Calvo of Automación Gráfica; and Felipe Arias, Rodrigo Machado and Juan Fischer of Davis Graphics.

'It is important to have a local presence in the market, with local technicians who are in place before a sale is made. It means we can quickly follow up with expert technical support and shows our

commitment to the region,' says Patrick Pittoors.

'Our recent acquisition of the Flexolaser and Thermoflex (We prefer not to mention the older names as it would confuse people) CtP technology, today known as ThermoFlexX, allows us to provide a more complete offering to the market,' says Filip Weymans, business development manager, labels and packaging, Xeikon. 'It also shows our faith in flexo and the printing industry as a whole. We believe in flexo's compatibility with digital technology, and we can help converters to make the transition.'

## UPCOMING INSTALLATIONS

During the meeting, Xeikon revealed a number of recent orders in the region. In Chile, Faret has purchased a Xeikon 3050 with Xeikon (we OEM their equipment but brand it as Xeikon) GM finishing equipment for folding carton production; while in Brazil, Recife-based Rendaplast has ordered a Xeikon 3500 for production of heat transfer labels for plastic containers. The installations are set to take place in April and May respectively.

In Mexico, meanwhile, an innovative partnership is being set up between two label converters based around the purchase of a Xeikon 3030 (see page 103.)

The installation at Rendaplast will be the third Xeikon press in the country, all for the production of heat transfer labels for plastic containers. 'There is great potential in the converting market in Brazil,' says Marcos Araujo of PTC, which was appointed as a distributor in

2011. 'Xeikon's technology allows for printing on different types of substrates, and not only roll to roll but also roll to sheetsheetfed. So there is potential also for document printing and numerous other applications.'

In Chile, Davis Graphics' Felipe Arias says the company is also currently working on other deals and anticipates two more installations in the near future. But he emphasized the company's focus on a long-term strategy in a market that has more digital press installations per capita of HP Indigo digital presses than any other country in Latin America. 'HP has a big presence in Chile, but Xeikon offers an excellent alternative,' he says. 'The fact that we have technical support in place before the sale means that converters trust us.'

According to Filip Weymans, the appointment of Automación Gráfica as Xeikon's agent in Argentina completes the company's network of distributors in the region. Founded in 1971, Automación Gráfica has a high profile in the Argentine market as a long-term distributor for Mark Andy and Komori, and also Jackstadt prior to its acquisition by Fasson.

'We were looking for an alternative to our flexo and offset offerings,' says Gustavo Mazzini of Automación Gráfica. 'Over last 15 years, the graphic arts market in Argentina has seen huge growth. And the potential continues, because there is still a comparatively low – but rising – per capita label consumption. There is a lot of potential for digital technology in the Argentine label market, so the deal is a perfect fit for our company.'





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# Focus on Latin America

**JAMES QUIRK** rounds up three recent developments in the region: GM opens an office in Chile; Mexican converters partner with the purchase of a Xeikon press; and a multiple unit installation for GEW

## GRAFISK MASKINFABRIK OPENS LATIN AMERICA OFFICE

**GRAFISK MASKINFABRIK (GM)**, a Denmark-based manufacturer of converting and finishing equipment, has opened an office in Santiago, Chile, to provide technical support to customers in Latin America.



**JOS KABOUW** heads up GM's Latin America office based in Santiago, Chile

The office, which was founded in early 2012, is managed by Jos Kabouw – who has over 20 years' experience in the Latin American graphic arts market, with particular expertise in industrial digital print systems from the likes of Xeikon and HP Indigo – and offers technical support that covers the region from Mexico down to Tierra del Fuego.

According to Kabouw, the move was motivated by an increasing number of installations in the region, including digital converting systems for both label and folding carton applications in Chile, Colombia, Mexico and Brazil. Sales to Argentina and Peru are expected in the near future. 'We only had a few machines in the region until recently,' he said, 'but that has changed rapidly in the last few months with a series of installations and more due to be finalized shortly.'

The office in Chile allows GM to offer customers in the region far quicker technical support and spare parts service than was previously available from Denmark. 'In this region, label converters often work 24/7. Our presence in Chile eliminates the problem of time difference between this region and Denmark, as well as overcoming language and cultural barriers. The GM Latin America

team has over 20 years of experience in the graphic arts business – in digital printing solutions as well as finishing equipment.'

Kabouw is excited about the potential for GM's lines of finishing equipment in the region: 'The Latin America market offers good growth for GM with the increasing numbers of digital presses from HP Indigo, Xeikon and other brands being installed in the region. I am confident that GM will become an important player in the region and a good partner for our customers, because our team of brilliant engineers in Denmark create machines that offer the converter flexibility and the most cost-effective, high quality performance for roll to roll or roll to sheet.'

As well as digital converting lines such as the DC 330 mini, DC330, DC330 laser die-cutting system and DC 500 and XP 500 converting/finishing machines, GM also offers ancillary equipment such as roll lifters, slitter rewinders, revision equipment, core cutters, laminators and more.

'The DC 330 laser die-cut system was three years in the making, with our company working with a team of experts that manufacture high-tech industrial laser systems,' said Kabouw.

'They created a system that is unique in the market – capable of flexible, high speed, digital production. It can be made even faster with a dual laser head and is a complete, ready-to-use system with no need for additional elements.'

As an example of GM's technical capabilities, Kabouw cites the development in partnership with the DTU Risø technical university in Denmark of a digital converting line that is used to produce state-of-the-art flexible solar cells printed roll to roll – a unique system that utilizes silkscreen and lamination.

In addition to sales and service for GM installations with other digital press brands, Kabouw carries out technical support for GM's industry partner Xeikon.

## HOT OFF THE PRESS



**SILVAFORM'S** general director, Jaime Silva

## SILVAFORM INSTALLS GEW UV CURING SYSTEMS

SilvaForm, a Mexico-based printer of labels and intelligent forms, has installed UV curing systems from GEW on all its flexo and rotary offset presses at its 8,000 sqm plant just outside Mexico City.

According to general director Jaime Silva, adding the GEW curing systems will increase the quality of the labels manufactured by the company – at a time when its label production is showing strong growth.

SilvaForm installed its first GEW systems in 1998. Two years ago, the company added GEW's eBrick and film adaption technology. The low power, high intensity curing enabled the company to reduce the heat on the substrate, yet cure at high speeds. This, in combination with the integrated water-cooled roller, resulted in a substrate temperature rise of less than 1 deg C between unwind and rewind. Added to the higher print quality of UV, the GEW systems have helped SilvaForm launch new products and enter new markets. The success of the initial installations led the company to install an additional seven systems of the same specification earlier this year.

SilvaForm's core expertise is in intelligent forms – which often use specialty inks, high security holograms, and integrated labels with variable data and envelopes with security features.

Seventy percent of SilvaForm's production is dedicated to intelligent forms; 30 percent to labels. However, with the continuous forms sector in decline, Jaime Silva believes label production could reach 50 percent of the company's output in the near future.

It is here that he expects the GEW UV curing systems to be beneficial. 'The new systems will give us more flexibility in the substrates we use and will help us to expand our market

CONTINUED ON PAGE 105>



# This year, Label Expo Americas will be a party!



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(L-R) Fabian Silva of Etiquetas Anro and Hugo Cruz of Coflemex

## MEXICAN CONVERTERS IN JOINT VENTURE WITH XEIKON PRESS

**FABIAN SILVA** of Etiquetas Anro and **HUGO CRUZ** of Coflemex, both label converters based in Mexico, have formed a joint venture based around the installation of the country's first Xeikon digital label press

The joint venture is to be named Innovo F&H. The Xeikon 3300 press, equipped with finishing equipment from GM, is due to be installed in May in a dedicated facility on the outskirts of Mexico City. The operation will also boast a specialized service center.

The new operation – the brainchild of Silva and Cruz themselves rather than any partnership between their respective companies – will focus on selling to label converters in Mexico and Central America, as opposed to end users.

'There are converters in the region who might not be able to invest in digital printing equipment themselves, or who might want to test the market before making that investment,' said Fabian Silva.

'We can help them. We offer them an option for their short run work. This approach is well established in other parts of the world, such as the UK and Australia, for example. We want to offer the same solution to the Mexican and Central American market. We are breaking paradigms and want to offer something that doesn't currently exist in our local market.'

The pair will appoint a manager and operators at Innovo F&H and will play the role of directors rather than being involved in day to day operations.

Hugo Cruz and Fabian Silva were

among the founding members of Ametiq, the Mexican label association. A key characteristic of the young organization has been its promotion of cooperation and dialogue between members, and Cruz and Silva credit it with bringing them together. 'We don't see ourselves as competitors, rather as partners. And we felt this way before the deal,' said Hugo Cruz.

'We wanted to take advantage of the synergy that exists between us,' echoed Silva. 'We have many objectives and philosophies in common, and we were both keen to do something different in the market.'

'Our experience with the association also helps to give us a panoramic view of what is happening in the industry.'

With a large installation base of HP Indigo digital label presses in Mexico, Cruz and Silva opted for Xeikon 'as we wanted something that would differentiate us but that also offered the very high quality, flexibility and reliability that only Xeikon can deliver'.

Hugo Cruz emphasized the need for transparency. 'We made a public announcement about the move during Label Summit Latin America because we want to be upfront about what we are doing. The deal allows us to form a specialized company that will benefit the industry.'

### < CONTINUED FROM PAGE 103

share,' he says. 'The GEW units bring finer drying which better conserves the detail of the printing.' The installations, spread across a battery of presses, now total some 50 individual curing units.

SilvaForm produces self-adhesive labels, electrostatic labels, shrink sleeves and hang tags among a wide product range, and serves sectors such as automotive, chemicals, aviation, clothing, and ticketing for events. Shrink sleeves, which make up 10 percent of label production, are mainly used in the beverage sector. As well as flexo and offset printing technology, SilvaForm employs digital and silkscreen; both traditional and laser die-cutting technology is used, while finishing can take place inline or offline.

Its forms production, meanwhile, is often dedicated to high security documents, such as government forms for vehicle control.

SilvaForm was founded in 1967 as a general printer of products such as envelopes and letterheads. Five years later it began to produce forms, while label production started in 1985 using offset technology. Flexo was added in 1992; digital in 2000.

The company has five plants spread throughout Mexico. All are run by members of the Silva family, though each operates independently.

Brian Wenger, president of GEW's North American operation, said: 'My first visit to SilvaForm was in 1997. Visiting each of their plants meant getting to know a wonderful, tight-knit, business-savvy family. We are pleased to have been providing their UV solutions since and look forward to our continued relationship.'

'We have a very large installation base in Latin America, counting market leaders in narrow web flexo among our customers. It is very exciting – and cost-effective given the low transition cost – to help a traditional web offset printer into other markets, including labels and flexible packaging.'



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#### < Market session >

Overview of the Global Label Market

Corey M. Reardon, President & CEO, AWA Alexander Watson Associates

Trend of Japanese Label Industry

Natsuki Uchida, Editor, Labelshimbun Co.

#### < Trend session >

New business development for Label, cross-media and smart devices

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Shohei Tomoe, Marketing Manager, Identification Dept, NXP Semiconductors

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(L-R) Julie and Beverly Chavez,  
joint presidents at Stixon Labels

# Stixon Labels

**BASED IN NEW MEXICO'S LARGEST CITY**, Albuquerque, family-run Stixon Labels was founded in 1991, when it joined with the company's other division, New Mexico Plastics. Its founder began designing and selling labels in 1995 and later added flexible packaging to the product line. Roger Pellow interviews joint presidents Beverly Chavez and Julie Chavez

## WHAT DO YOU SEE HAPPENING IN THE INDUSTRY?

**Julie:** The label industry is still constantly evolving and changing. It is a very exciting time as we are seeing lots of new technology being introduced.

**Beverly:** Labels will forever grow. The label is most important part of the package!

## WHY DO YOU READ TRADE MAGAZINES AND ATTEND EVENTS?

**Julie:** It helps us keep up to speed and ensures we learn best practice from across the world.

**Beverly:** It also allows us to see new innovations and get stimulated with ideas.

## WHY IS IT IMPORTANT TO BE PART OF A TRADE BODY, SUCH AS TLMI?

**Julie:** Through TLMI, we have met so many people who have helped us with our business. It offers a great networking opportunity and you get to know people in a different way.

**Beverly:** It is not just about meeting competitors and speaking to them but also about suppliers. They are open and want to educate you to help you grow into new markets.

## WHAT ABOUT ATTENDING LABELEXPO?

**Julie:** Even if you are not buying, going to Labelexpo enables you to learn where the industry is headed. The great thing is that all the information you need is under one

roof. It is also a buyer's paradise!

**Beverly:** As well as seeing new products to help grow into new markets and add value, we have also learnt about support services, for example Trinity Graphics.

## WHAT IMPACT HAVE ENVIRONMENTAL PRESSURES HAD ON YOUR BUSINESS?

**Julie:** The trend to become more environmentally friendly has not directly affected us yet but we feel it will do in the future.

**Beverly:** It is definitely something we have to monitor and we are endeavoring to make our plant 'greener' and more sustainable.

## WHAT IS YOUR VIEW ON DIGITAL?

**Julie:** We haven't made a decision to move into digital yet but we are definitely looking at this and evaluating which way to go.

**Beverly:** You bet it's the future! A big part of it is consumables and this is a concern to us. I think the future will be combination printing.

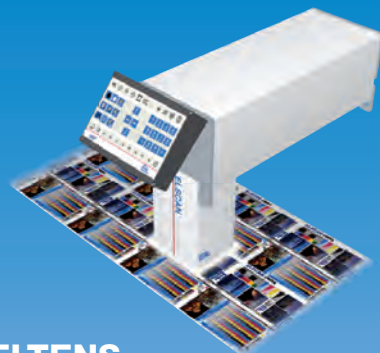
## IF YOU HAD ONE WISH, WHAT WOULD IT BE?

**Both:** We'd win the lottery, buy the press of our dreams, hire George Clooney to run it and work Tuesday to Thursday from 12 until three. This is our dream!

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# Putting Africa on the labels map

**THE TARSUS GROUP** has run a Label Summit in Africa for the first time. Danielle Jerschevske and Andy Thomas report on a highly successful event

The inaugural Label Summit Africa last March attracted over 300 delegates, including converters, brand owners and label designers, to the Cape Town International Convention Centre (CTICC).

The African market for PS labels is still relatively small, given the current size of the consumer market. South Africa, the continent's powerhouse, has a population of only 50 million.

According to the AWA Labeling Report for the Africa and Middle East markets, presented at the conference, PS labels have a 38 percent share of the overall African labels market, while wet glue accounts for 40 percent. Of the PS labels used in Africa, around 86 percent are prime labels, with VIP labels only eight percent. This can be accounted for by the low stage of development of the continent's logistics networks. AWA sees this as key future growth areas for PS. In comparable developing markets like India, VIP for logistics accounts for half of PS usage.

Shrink sleeves currently hold a respectable eight percent market share and growing, while AWA's Cory Reardon told delegates that in-mold labels have a good growth potential from a low base of around one percent.

Xeikon's Filip Weymans identified a big opportunity for digitally printed PS labels in combating counterfeiting. To illustrate the scale of the problem, Weymans said that over one quarter of all medicines sold in Africa contain no active ingredients.

## RETAIL DRIVEN

Trends in the retail sector largely drive label industry developments, and an extremely interesting panel discussion brought together representatives from leading retail chains Shoprite, Clicks and Woolworths with input from branding specialist Calibre Brand Solutions.

Shoprite is one of the biggest grocery retailers on the continent of Africa with a presence in over 16 countries. It makes about 25 percent of its profit on sales of private label goods.

Mark Anley, the company's packaging technology manager, called on label converters to partner with Shoprite to develop new, more sustainable packaging options. 'Innovation

is imperative. There can be no contamination issues when it comes to developing more sustainable packaging, and sustainable packaging must maintain its functionality. Our primary goal, for now, is to simply reduce packaging at the beginning of the design process.'

Building on the sustainability theme, Jean DuToit, managing director of Boland Cellar in Paarl, South Africa, explained how the company had adopted the sustainability framework outlined by the Business Social Compliance Initiative (BSCI).

Boland Cellar is one of South Africa's top 20 exporters, and sells the majority of its product into Europe where many retailers use the BSCI framework. DuToit told delegates how the company had reduced the carbon footprint of its 'Flutterby' merlot and sauvignon blanc wines, sold in Europe in 750mL PET bottles, by bulk shipping then bottling and labeling closer to local retail outlets. This also saved money, as PET is more costly in South Africa, and meant the PET was more likely to be recycled.

Delegates later heard that over two thirds of the wine exported from South Africa is now bulk shipped.

Another interesting take on the sustainability question came from the event's keynote speaker, Jay Gouliard of Avery Dennison label and packaging materials, who looked at the benefits of eco-friendly label systems and why increasing sustainability maximizes

profitability.

Grant Watson, from Rotolabel, outlined the benefits of digital printing with his HP Indigo equipment. Watson said around 70 percent of the company's work is below 1,500m run length, and as well as labels, he has printed 10 micron film sachets in short runs which are then transferred to conventional when the job size increases.

Continuing the digital theme, Dr Adrian Steele of the UK's Mercian Labels Group gave a case study on how online marketing transformed a short run label printing business model.

Other highlights saw a panel of leading converters address challenges and opportunities facing the industry in South Africa and beyond, including Callie de Wet, managing director of Paarl Labels; Jeremy Ferrow, managing director, Ferroprint; Leal Wright, general manager, Labels and Packaging Division, Uniprint; and Sachin Gudka, CEO Interlabels Africa.

A wine producers' panel showcasing Boer & Brit and Haskell Vineyards looked at engaging consumers through clever product promotions, and led to the plea for label paper suppliers to make the same materials available in South Africa as in Europe. A move away from manually applying wet glue labels and towards applying PS labels automatically was a key trend identified. Roger Pellow, MD of the Tarsus label and packaging group, said the Summit will return to South Africa on 10-11 March 2014.



DELEGATES network at a wine mixing event at the Zevenwacht estate



# NEW PRODUCTS

1



2



## 1 ROTARY SHEET-FED CONVERTING MACHINE SCHOBERTECHNOLOGIES

Schober Technologies, a subsidiary of Schober, launched its Sheetline SL 106 rotary sheet-fed converting machine at Drupa. The Sheetline SL 106 features a converting station equipped with vacuum controlled rotary tools and a new gripper sheet guiding system, ensuring high-precision finishing of pre-printed sheets.

The products are separated from the matrix immediately after the cutting process and redirected to a stacker by a conveyor belt. Product stackers such as the M-Stack, Star-Stack or V-Stack (stacking using robotics) are available options. Magnetic dies guarantee the short set-up time as well as the high productivity, also for short runs.

The cornerstone of this development is said to be Schober's experience in the development and production of high performance rotary cutting machines, scoring and punching modules as well as folding carton converting systems. The sheet line is designed for a sheet size of 42 x 30 inches (106 x 76 cm) and a foil thickness starting at 50µ.

## REDESIGNED VLI FOR FILM APPLICATIONS RECYL

Rotoflex has introduced its latest finishing technology, the Rotoflex VLI. The new design is driven by the new Rotoflex eDrive 2.0 web handling system, which now further increases production speeds, gives more precise speed control and accurate stop/start ability, and provides better tension management to deliver higher roll quality.

With operator use and interaction a primary consideration, a large 15 inch (381mm) monitor displays key functions at a glance and tactile controls are positioned for easy access. The lower working heights of the machine offer more comfortable viewing of the web, splicing and slitting, resulting in faster edits and job setup. Integrated dashboards with tool pockets ensure key controls and tools are well within reach.

The new web path improves access to the web, allowing fault placement in multiple locations and maximizing setup and changeover efficiency. Most configurations now come standard with a convenient mounting location for 100 percent inspection systems. 'Changing dynamics in the printing and converting operation inspired our engineers to re-think the inspection/

rewinder's role in the print-to-finish workflow,' commented Kevin Gourlay, business director, Rotoflex. 'By implementing equipment like the VLI into the finishing operation, converters can realize an increase in capacity of more than 300 additional jobs per shift, per year on a single machine.'

Available in widths up to 28 inches (718mm) and powered by Genesis, the Rotoflex advanced control system, the VLI is suitable for film and flexible packaging applications.

## 2 TAU 330 DIGITAL UV INKJET LABEL PRESS DURST

Durst, a manufacturer of industrial digital printing equipment, launched the Tau 330 at Drupa. The Italy-based company launched its Tau 150 8C UV inkjet label press at Labelexpo Americas 2010. The new Tau 330 features a print width of 330 mm and a printing speed of max 48 linear meters (157 linear feet) per minute, reaching thereby an industry-leading hourly production capacity of 950 square meters.

Its standard color configuration CMYK can be completed with optional white and two optional process colors orange and violet (availability late 2012), essential for label applications that require precise pantone color matching. Furthermore, the standard configuration also includes RIP software with built-in substrate management and color management.

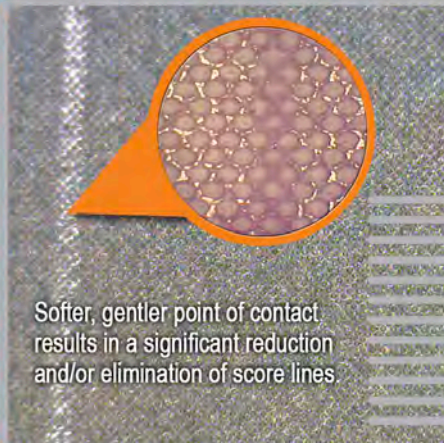
Tau 330 is available in two print widths: Tau 330 with print width up to 330 mm and the more economic version Tau 330/200 with print width up to 200 mm. Durst's proprietary single pass UV inkjet technology features Xaar 1001 print heads with a physical printing resolution of 720 x 360 dpi with drop on demand, variable drop size and grayscale technology that results in an apparent image resolution of over 1,000 dpi.

Also on display was the high speed Tau 330 variable data print option with 'inserter' functionality to print on pre-die-cut or pre-printed labels, thus allowing full label-to-label variability as well as 'late stage versioning' applications at high printing speeds of the Tau press.

Durst's CEO Dr Richard Piock commented: 'Beside our well recognized white ink with very high opacity and the two additional process colors for high pantone color coverage, the new Tau 330 with its greatly expanded print width offers very high size flexibility and at the same time an industry-leading production capacity, two additional and important features which will be source of competitive advantage for our future customers.'

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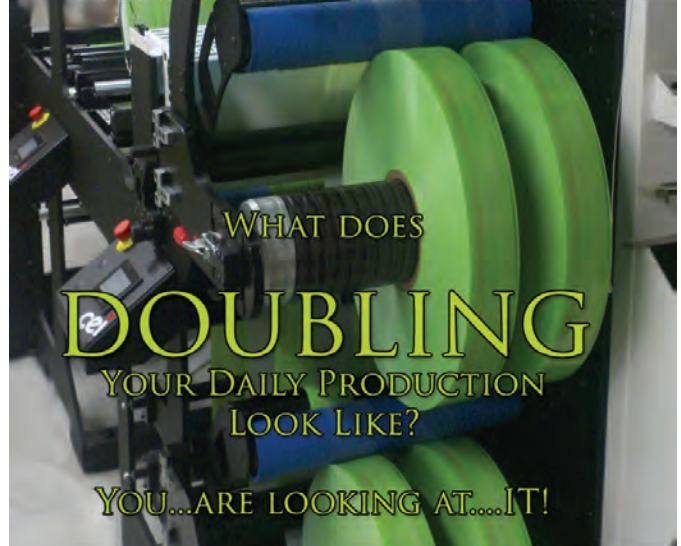
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# Finat announces 2012 label award winners

**FINAT**, the worldwide association representing the interests of the self-adhesive labeling industry, announced the winners of its 32nd label awards competition during its annual congress in Athens

The competition attracted 325 entries, the third highest number ever. The judging panel of this year's label competition included Murat Sipahioglu (Avery Dennison, Turkey), Steve Wood (UK), an expert in screen printing and other printing processes, Gregory Kokkoris (Dot Repro, Greece), Lianne van den Berg (Cartils, The Netherlands) and chairman of the judging panel Tony White (UK).

This year it was agreed that all wine labels should be entered in their own category. Wine labels usually gravitate towards higher quality by the nature of their design. This sometimes meant that good quality entries in other classes did not feature in the top awards. Finat received more than 40 entries in the new 'Wine' category resulting in a 'Best in Show' award and 13 Highly Commended certificates. Finat believes that this will become an even more popular category in future years. The same can be said of the cosmetic category where all the cosmetic labels were grouped under one class. This was even more of a success with more than 70 entries in this category.

The 'Best in Show' and the 'Marketing/End-Uses Group' awards went to Collotype Labels USA for its Le Pich label.

'This is an outstanding label on many levels,' comments Tony White. 'We were extremely impressed not only by the technical excellence of the label, but also by its artistic appearance. The design is very authoritative and confident. This label would sell the wine purely on the quality of the label. Its dramatic look grabs the consumer's attention. Using the screen and offset litho processes along with delicate and very accurate foiling with the additional bonus of embossing the whole label exudes quality.'

Many of the winners from this year's competition will be entered in the World Label Awards competition which will take place just before Labelexpo Americas in September.

From the previous year's Finat winners five received a World Label award including the Schreiner Group (Germany), Royston Labels (UK), Skanem Introl (Poland), Etimag Etiket (Turkey) and Collotype (USA).

## THE WINNERS OF THE 2012 FINAT LABEL COMPETITION

**A. Marketing/End-Uses Group:** Group winner is Collotype Labels USA for Le Pich

- **Wines:** Collotype Labels USA for Le Pich and Collotype Labels Australia for Christobel's
- **Alcoholic drinks:** Pragati Flexo, India, for Coeur de Lion
- **Food products:** Permapack, Switzerland, for Mövenpick Honey Mustard Limited Edition
- **Household products:** Skanem Skurup, Sweden, for Bio Bact Tomat
- **Industrial products:** Skanem Poznan, Poland, for Platinum Max Expert XD SW-30
- **Cosmetics:** Skanem Poznan, Poland, for Cinderella Hair and Body Wash
- **Pharmaceutical:** Pragati Flexo, India, for Arshonil Rasayanam
- **Security:** Schreiner Group, Germany, for NFC Sticker Touch 2ID
- **Booklets:** Pago International, Switzerland, for Harmony Fruit & Yoghurt Dessert
- **Promotional coupons:** Pilot Italia, Italy, for Print Buyer
- **Self-promotional:** Germark, Spain, for Running Girl and Purgina, Slovakia, for The Art of Labels Purgina – Hand

- **Sets of labels:** FD-Etiketten, Germany, for Perlmutter/Golddrausch

**B. Printing Processes Group:** Group winner is Skanem Poznan, Poland, for Soplica Szlachetna Wódka 500ml, described by the judges as 'a well-produced label offering the expectation of a product of quality and sophistication in the bottle'.

- **Flexography:** Skanem Durham, UK, for Comma Prolife
- **Rotary letterpress:** Cabas, Greece, for Metaxa 7\* Flasc 20cl A'side
- **Screen printing (silk):** no winner
- **Reel fed offset litho:** Schäfer-etiketten, Germany, for Bondex Express
- **Digital printing:** August Faller, Germany, for binop
- **Combination printing:** Skanem Poznan, Poland, for Soplica Szlachetna Wódka 500ml

## C. Non-Adhesive Applications Group:

Group winner is Skanem Poznan, Poland, for Eveline Cosmetics – Anti Stress. The judges said: 'A well-produced label with exceptional skin tones contributes strongly to making this entry a group winner. Very good use of the flexographic process.'

- **Non-adhesive labels/tags:** Skanem Poznan, Poland, for Eveline Cosmetics – Anti Stress
- **Cartons:** Pragati Flexo, India, for Cubraxis M 5mg 20 Tabs
- **Sleeves:** Etimag Etiket, Turkey, for Coca Cola Studio Kaprol 250 ml

## D. Innovation Group:

The two joint group winners are Schreiner Group, Germany, for Nameplate with integrated pressure compensation seal, and Auraprint Oy, Finland, for Orian Clean Card Pro.





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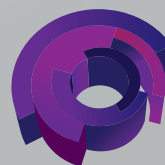
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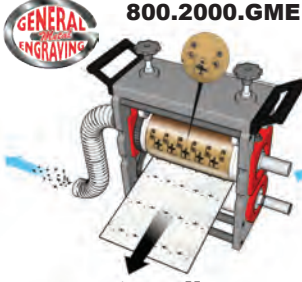


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# CORPORATE CULTURE



## Spotting destructive behavior

**NEGATIVE OR DESTRUCTIVE** individual behavior can disrupt the ability of a group to focus on problem solving and completing projects

One of a leader's major roles is to observe individual team members and watch for destructive and negative behaviors. When problems surface, they need to encourage the team to collectively recognize and handle them within the team environment. If this fails, it is up to leaders to take specific action with the offending individual(s).

Leaders need to be watchful for the following negative roles and behaviors within their individual teams:

- **The aggressor criticizes everything said within the team environment.** He or she will block the introduction of new ideas and concepts by minimizing and deflating the status of other team members and creating a sense of intimidation.
- **The blocker is a dominant personality who automatically rejects the views and perspectives of others out of hand.** This individual blocks the team's ability to brainstorm and discuss the merits of new concepts and ideas raised. Like the aggressor, this individual can be highly detrimental to the team effort as he or she intimidates individual members, limits their participation and decreases overall team motivation and involvement.
- **The withdrawer holds back his or her personal participation and**

**refuses to become active within the team environment.** The individual attempts to resolve the conflict and the unrest this creates effectively limits the team's ability to make progress.

- **The recognition seeker looks for personal attention, monopolizing the discussion by continually asserting his or her personal ideas and viewpoints.** The recognition seeker is also attempting to win the team over to his or her ideas and opinions. This behavior minimizes other individual team members' input.
- **The topic jumper is unable to explore any specific topic in depth.** He or she displays a short attention span and continually interrupts group discussions by attempting to change the subject.
- **The dominator displays threatening and bullying behavior within the team setting.** This individual uses intimidating and minimizing behavior in an attempt to take over the team and control all discussions. The dominator will typically 'hijack' the team by coercing it to pursue his or her personal agenda.

### EXCERPTED FROM – BUILDING TEAM ROLES & DIRECTION

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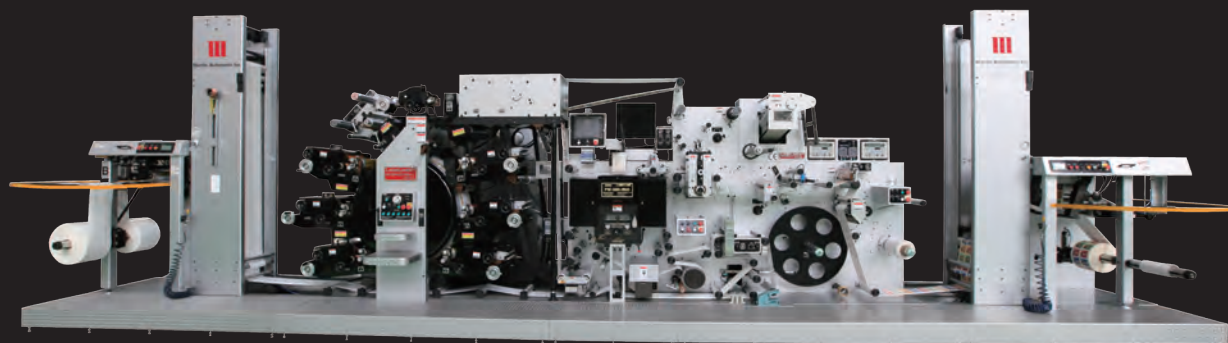
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