

# LABELXPO EUROPE 2013

L&L's global team previews the world's  
biggest label and package  
converting show

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# L&L

## BRAZIL SPECIAL

Market analysis, converter reports  
and Label Summit review

## MANAGING COLOR

New pre-press workflow  
technologies help press operators  
get color right first time

## THE WIDER WORLD OF NARROW WEB

 **Zeller+Gmelin**  
UV Printing Ink

**gallus**  
Erfolg und Sicherheit  
für den Etikettendrucker

**KURZ** 

 **coe**  
Carl Ostermann Erben



VOL.35 ISSUE#4 MAY 2013  
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## NEW MODEL BUSINESS

Labelexpo Europe should be approached as an opportunity to rethink business models as converters in mature markets are faced with increasing price pressure and concentration of buying power among global brands and retailers.

The business models which sustained the label industry through times of double digit growth are now obsolete, with PS industry growth in North America, Europe and Japan barely reaching into the low single digits.

At the same time, at Labelexpo Europe we see an explosion of innovation from suppliers opening up new avenues for growth – either creating new opportunities where none existed before, or allowing us to run existing technologies with far greater efficiencies and reduced waste.

In digital we see fascinating new lines of innovation. HP Indigo expands its offering into industrial-scale B2 carton and flexible packaging presses, tightly integrated with priming, coating and converting systems; Xeikon allows heat fusion digital presses to handle heat-sensitive materials. Inkjet technology is finding its own niche, often alongside rather than in competition with the toner technologies, targeting market segments including pharma and as a direct replacement for screen printing.

For conventional presses we now have the first fully functional LED-UV curing systems – demonstrated on Mark Andy and Gallus presses at the show – along with growing support from ink manufacturers, with both Flint and Siegwerk demonstrating full ink series. At the same time new 'conventional' UV lamp systems deliver previously unimaginable gains in energy efficiency for the equivalent curing power.

On the materials side, Ritrama's Core system can be seen for the first time, holding out the possibility of revolutionizing the uptake of Linerless in the high end HPC sector. Add to this adhesives allowing filmic labels to be separated cleanly in a bottle recycling system, along with clever filmic constructions allowing new problems to be solved for end users, and we see new business opportunities opening up before us.

I look forward to welcoming you to the show and seeing you on the L&L stand along with our global editorial team.

**ANDY THOMAS**  
GROUP MANAGING EDITOR  
athomas@labelsandlabeling.com

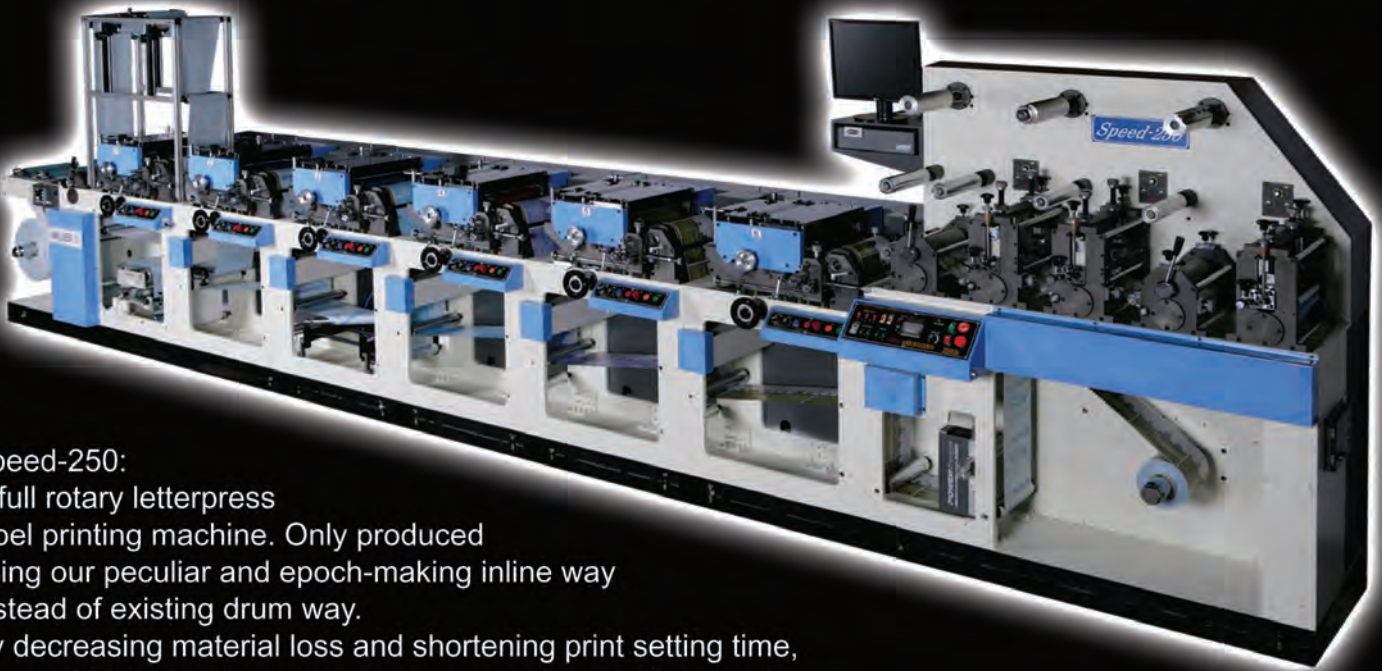




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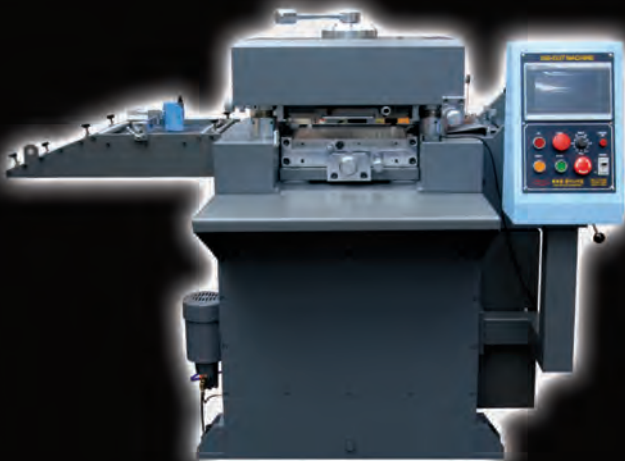


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- Size of machine (L×W×H)	1,600×1,600×1,250
- Weight	2,500kg



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Head office : 72-112 Seongsoo-Dong 1Ga, Seongdong-Gu, SEOUL KOREA  
TEL : 82-2-467-4669 FAX : 82-2-467-4665  
E-mail : shinsegaeeng @naver.com



L&amp;L

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## L&amp;L EDITORIAL

**EDITORIAL** [+44 (0)208 846 2835]

editorial@labelsandlabeling.com

**ANDY THOMAS** GROUP MANAGING EDITOR**DANIELLE JERSCHESKE** NORTH AMERICA EDITOR**JAMES QUIRK** LATIN AMERICA EDITOR**DAVID PITTMAN** GROUP NEWS EDITOR**KEVIN LIU** CHINA EDITOR**MIKE FAIRLEY** DIRECTOR OF STRATEGIC DEVELOPMENT**BARRY HUNT** TECHNICAL EDITOR**CAROL HOUGHTON** EDITORIAL & PRODUCTION EXECUTIVE**ADVERTISING** [+44 (0)208 846 2818]

sales@labelsandlabeling.com

**TIM GORDON** PUBLISHING DIRECTOR**RANDY KESSLER** ADVERTISING MANAGER**JOERG SINGER** ADVERTISING MANAGER – EUROPE**RICHARD QUIRK** ACCOUNT EXECUTIVE – EMEA**JERRY LEE** ACCOUNT EXECUTIVE – CHINA**TINA WANG** ACCOUNT EXECUTIVE – CHINA**PRADEEP SAROHA** ACCOUNT EXECUTIVE INDIA**SUBSCRIPTIONS**

subs@labelsandlabeling.com

**DESIGN** [+44 (0)208 846 2709]

design@labelsandlabeling.com

**BEN WALTON** DESIGNER**ADAM EVANS** DESIGNER**PRODUCTION** [+44 (0)208 846 2841]

production@labelsandlabeling.com

**JAMES WENMAN**, DESIGN & PRODUCTION MANAGER**MARKETING****MICHAEL HATTON** MARKETING DIRECTOR**STEPHANIE CRONK** MARKETING MANAGER**MANAGEMENT****LISA MILBURN** LABELS GROUP MANAGING DIRECTOR**TIM GORDON** PUBLISHING DIRECTOR**PUBLISHERS**Tarsus Publishing Ltd, Metro Building,  
1 Butterwick, Hammersmith, London W6 8DL, UK

T: +44 (0)208 846 2700 | F: +44 (0)20 8846 2801

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**US OFFICE**Tarsus Exhibitions and Publishing Ltd,  
175 N. Patrick Blvd. Suite 180, Brookfield,  
WI 53045, USA

T: +1 262 782 1900 | F: +1 262 782 8474

**CHINA OFFICE**Room G, Floor 29, SICC, No.18 North Caoxi Road  
Xuhui District, Shanghai

T: +86-21-64686801 | F: +86-21-64279169

**INDIA OFFICE**O4U CENTRE, 649 | Office M-03, Phase-5,  
Udyog Vihar, Gurgaon, India T: +911244234434**US MAILING**Labels & Labeling (USPS No: 002-914) is published  
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## L&amp;L PUBLISHING TEAM

**ANDY THOMAS**

Group managing editor

athomas@labelsandlabeling.com

t: +44 (0)208 846 2835

**Languages:** English, French,  
German**MIKE FAIRLEY**Director of strategic  
development

mfairley@labelsandlabeling.com

**DANIELLE JERSCHESKE**

North America editor

danielle@labelsandlabeling.com

t: +1 262 754 6926

**Languages:** English, German**KEVIN LIU**

China editor

ltao@labelsandlabeling.com

t: +86 (21) 64484892

**Languages:** English, Mandarin**JAMES QUIRK**

Latin America editor

jquirk@labelsandlabeling.com

t: +54 11 4961 1316

**Languages:** English, Spanish,  
Portuguese**DAVID PITTMAN**

Group news editor

dpittman@labelsandlabeling.com

t: +44 (0)208 8846 2836

**BARRY HUNT**

Technical editor

Having worked for over 30 years  
on printing trade journals in the  
UK, Barry Hunt has written for  
magazines around the world. He  
has contributed to L&L since 1990.**LISA MILBURN**

Managing director

lmilburn@labelsandlabeling.com

t: +44 (0)208 846 2740

**TIM GORDON**

Publishing director

tgordon@labelsandlabeling.com

t: +44 (0)208 846 2818

**ROGER PELLOW**

Labels group chairman

rpellow@labelsandlabeling.com

t: +44 (0)208 846 2700

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## Partners team up for stunning L&L4 cover

**ANDY THOMAS** analyzes how the front cover of this special edition of Labels & Labeling was put together with a top industry team

Every year for the pre-Labelexpo edition of Labels & Labeling, the creative team at Zeller+Gmelin, working with the award-winning Tarsus design team, come up with a stunning front cover concept. This is realized with the close co-operation of a team of leading industry partners including Gallus, Kurz, Asahi and Carl Ostermann.

The front and inside cover of this edition were printed UV flexo on an 8-color Gallus EM 430S press using Zeller+Gmelin inks on 250g/m<sup>2</sup> gloss high white double coated paper supplied by Scheufele Bro. Repro and printing plate production were carried out by Carl Ostermann Erben ([www.coe-stuttgart.de](http://www.coe-stuttgart.de)) using digital water-washable Asahi AWP-DEF 1.7. printing plates.

### FIRST PRINT: PAGE 2+3 (INSIDE)

The printing speed was 100 m/min using the Zeller+Gmelin Uvaflex Y77 4-color UV-flexo ink set.

#### ANILOX SPECIFICATIONS:

**Uvaflex Cyan** Y77-S1300A: 400 l/cm, 2.0 cm<sup>3</sup>

**Uvaflex Magenta** Y77-S1200A: 400 l/cm, 3.3 cm<sup>3</sup>

**Uvaflex Yellow** Y77-S1101A: 400 l/cm, 3.3 cm<sup>3</sup>

**Uvaflex Black** Y77-X40002C: 360 l/cm, 4.0 cm<sup>3</sup>

### SECOND PRINT: FRONT (OUTSIDE) COVER

The printing speed was 75 m/min and the printing sequence: CMYK + matt-gloss lacquer, high-gloss lacquer, cold foil adhesive and Kurz silver foil.

#### ANILOX SPECIFICATIONS:

**Uvaflex Cyan** Y77-S1300A: 400 l/cm, 2.0 cm<sup>3</sup>

**Uvaflex Magenta** Y77-S1200A: 400 l/cm, 3.3 cm<sup>3</sup>

**Uvaflex Yellow** Y77-S1101A: 400 l/cm, 3.3 cm<sup>3</sup>

**Uvaflex Black** Y77-X40002C: 360 l/cm, 4.0 cm<sup>3</sup>

#### LACQUERS:

Optiflex Ultra Matt Lacquer 62 10415: 140 l/cm, 10.8 cm<sup>3</sup>;

Optiflex Gloss Lacquer 62 10305: 160 l/cm, 7.7 cm<sup>3</sup>

#### COLD FOIL:

Alufin KPW-OP silver foil from Kurz

Zeller+Gmelin Uvaflex U0842: 140 l/cm, 9.0 cm<sup>3</sup>



### TECHNOLOGY STATEMENTS

#### ZELLER+GMELIN

Uvaflex Y77 is a newly developed radical curing UV-flexo ink series for universal use on paper and foil materials for printing labels, in-mold labels, folding boxes and flexible packaging. Compared to the previous generation (Uvaflex Y7) the viscosity of Uvaflex Y77 has been further optimized to improve penetration behavior on papers. The ink series offers a high reactivity and the curling behavior on foil materials has improved.

Optiflex 62 10415 UV flexo lacquer is formulated to give a smooth matt finish when coated onto gloss or semi-gloss papers, boards and synthetic substrates. The low gloss is typically less than 10 at a 60 degree angle. The lacquer has medium slip characteristics, scuff and rub resistance as well as resistance to chemicals and solvents. Optiflex 62 10305 is a high-gloss, high-slip UV lacquer suitable for printing onto unsupported films. It is particularly suited as a coating for wrap-around type BOPP labels for use on high-speed packaging lines. The lacquer has a high scuff resistance and cures to a smooth glossy finish with controlled anti-static properties.

#### GALLUS

The Gallus EM 430 S press can be used to produce self-adhesive and monofoil labels, as well as a wide range of other products. The press employs a modular platform design allowing fast change between print and converting processes and utilizes long life aluminum print cylinder sleeves. Dynamic print pressure adjustment allows consistent color to be maintained and a short web path reduces waste.

#### KURZ

Alufin KPW-OP Silver Foil is a further development of the Luxor/Alufin KPW series, designed for over-printability with UV-inks and UV-lacquers. The material is suitable for fine line and broad area transfer, achieves a high gloss and good adhesion with suitable UV-adhesives on both filmic and paper substrates with non-absorbent surfaces.

# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

### CHESAPEAKE ACQUIRED BY CARLYLE GROUP

Global asset management company The Carlyle Group has acquired Chesapeake, one of the largest global suppliers of value-added paper-based packaging products and services, from Irving Place Capital and funds managed by Oaktree Capital Management.

Headquartered in Nottingham, UK, and with nearly 5,000 employees across 38 sites in nine countries, Chesapeake supplies paper-based leaflets, labels and cartons, primarily for the pharmaceutical, confectionery and premium drinks markets for a blue-chip client base.

Chesapeake has grown significantly in recent years to produce revenues of 580 million euros in 2012. Capital for this investment will come from Carlyle Europe Partners III LP, a 5.3 billion euro fund that makes mid- and large-cap investments.

Eric Kump, managing director of Carlyle Europe Partners, said: 'Chesapeake is a strong business focused on attractive growth markets. The management team has delivered sustained growth and significantly strengthened the company in recent years. We look forward to partnering with them to further develop the company's international footprint and to invest in delivering industry leading products and services.'

Mike Cheetham, Chesapeake CEO, said: 'Carlyle's backing will support our aspirations to build upon our strong investments over the past three years as we further grow and develop our business. This collaboration will allow us to respond effectively to new business opportunities as we look to further align our business with our customers' global requirements.'

### LINERLESS BREAKTHROUGH

The HPC and beverage markets are the first target for a new linerless technology developed by Ritrama with key industry partners.

In the Core Linerless Solutions system, a thin film PSA laminate – consisting of a 25 micron PP film on a 12 micron siliconized liner – is printed on a standard press without die-cutting. The printed web is processed on a Prati finishing unit, with the liner becoming an integral part of the label construction. A modular application unit has been developed by Italian manufacturer Ilti. See page 43-44 for full story.



RITRAMA Group president Tomas Rink has won the 2013 R. Stanton Avery Lifetime Achievement Award

## TOMAS RINK WINS LIFETIME ACHIEVEMENT AWARD

Ritrama president to be honored at Labelexpo Europe ceremony

Tomas Rink, president of Ritrama Group, is the recipient of the 2013 R. Stanton Avery Lifetime Achievement Award, following the deliberations of a judging panel consisting of both TLMI and FINAT presidents and the editors of the three leading label industry magazines.

Tomas Rink joined his father Arnold in the then small family-run flexible packaging company near Milan in 1968. Soon after, they jointly decided to move into the new European market for pressure sensitive laminates, coating filmic materials with solvent-based technology, but soon after converted all to water-based technology. With Tomas behind the company's drive for growth and global expansion, Ritrama took its first international steps by establishing Ritrama UK in 1982. Acquisitions

followed in the USA in 1990 and Spain in 1994 before FAD was acquired in 2000. Subsequently in 2008, Ritrama expanded with two state-of-the art green-field facilities in Hefei (China) and Valparaíso (Chile) to serve the Far Eastern and the Americas markets.

Today, Ritrama has ten international manufacturing facilities, over 30 coaters and global distribution centers and sells high quality paper and filmic labelstock in more than 60 countries, generating an annual turnover in excess of 400 million euros. Still the group's figurehead, and with son Ricardo as managing director, Tomas continues to look at new business development and product innovation, most recently the ground-breaking Core linerless system (see 'Linerless breakthrough').

## PUNCH SELLS XEIKON TO PRIVATE EQUITY GROUP

Private equity firm Bencis Capital Partners has taken control of digital print specialist Xeikon after agreeing a deal with Punch International to acquire its 65.68 percent stake in the company.

Bencis Capital Partners is an independent private equity firm targeting medium-sized companies in the Benelux countries, with a portfolio that includes Stork Prints and ranges from sports retail operations to construction and facility services

and confectionery. Bencis acquired a majority stake in Stork Prints in November 2007 and took full control in March this year.

The Gimv-XL fund will co-invest alongside Bencis and, upon completion of the transaction, acquire an indirect minority interest of approximately 20 percent in Xeikon.

The agreement is subject to a number of conditions that must be fulfilled by no later than September 17.





**FERNANDO ARANGUREN**, president of Flexo Print, will continue to lead the company

## MCC ACQUIRES MEXICAN CONVERTER FLEXO PRINT

Fernando Aranguren to continue to lead company, which will be renamed Multi-Color Corporation (Mexico)

Multi-Color Corporation has entered into an agreement to acquire 100 percent of Flexo Print, based in Guadalajara, Mexico. At the time of L&L going to press, the acquisition was expected to be completed on 1st August 2013.

Flexo Print is a producer of home and personal care, food and beverage, wine and spirit and pharmaceutical labels with annual revenues of approximately USD 30 million.

Multi-Color president and CEO, Nigel Vinecombe, said: 'We are delighted to have Flexo Print join our Multi-Color group. This acquisition offers us significant growth opportunities in Mexico through our many common customers, technologies and suppliers. Flexo Print's

current president, Fernando Aranguren, is staying on to lead the company, along with his experienced management team and staff. We look forward to working with the Flexo Print team to continue to expand the Multi-Color group into Latin America. The business will change its name to Multi-Color Corporation (Mexico).'

Flexo Print president, Fernando Aranguren, said: 'Joining global label company Multi-Color Corporation is a natural progression for us to support growth with our national and international brand owners. Our portfolio now includes shrink sleeves and pouches and we are excited about the comprehensive label solutions we can provide as part of Multi-Color.'

## KBA ACQUIRES KAMMANN

Following its takeover of flexible packaging press manufacturer Flexotecnica, Koenig & Bauer has increased its package print focus with the acquisition of Kammann Maschinenbau in Germany.

As well as direct glass decoration

systems, Kammann is well known in the label industry for its inline flatbed combination screen presses, targeted at high-end HPC applications.

KBA already has a significant share of the wet glue label market with its highly automated sheetfed presses.

## HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### NEW PLAYER ENTERS FLEXIBLES SECTOR

Packaging and label film specialist Thomas Graphics has formed a strategic alliance with Polish film manufacturer Eurocast, managed by former Gerhardt CEO Klaus Damberg, with the aim of providing customized products for the narrow web industry. As well as label films, laminates for packaging and lids are already in stock and more will be launched at Labelexpo Europe 2013.

At the same time Thomas Graphics has opened a dedicated operation in the UK spearheaded by Jonathan Park, former operations director at Gerhardt.

Thomas Graphics was established in Denmark in 2007 to provide synthetic polymer films, in any width and quantity, and to assist customers with technical matters. The company's focus is on partnering with narrow web converters to develop flexible packaging opportunities.

Company founder Nanette Thomas commented: 'There are so many opportunities. The narrow web printers are quick, offer great quality and are very flexible – it must be a match.'

'We look forward to building partnerships with UK narrow web converters, similar to the partnerships Thomas Graphics has been establishing with Scandinavian and European customers,' said Jonathan Park.

### LOFTON LABEL SUPPORTS NEIGHBORS

Lofton Label has contributed 2,000 US dollars to Neighbors, Inc, a non-profit social service agency serving the Northern Dakota County communities of Inver Grove Heights, South St Paul, West St Paul, Mendota Heights, Sunfish Lake and Lilydale.

Employees of the Inver Grove Heights-based converter have also held a food drive and donated another 100lbs of food to Neighbors, in what has become an on-going effort to do food drives for the agency.

'Neighbors is extremely grateful for the support of Lofton Label,' said Rick Birmingham, director of development for Neighbors. 'Demand for the food shelf is at an all-time high and summer is a difficult time, particularly for families with children who are out of school over the summer and don't have access to free or low-cost lunches from school.'

## THE INSIDER

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

### CODIMAG SEEKS CUSTOMER JOBS FOR EXPO

Codimag is asking converters to provide job files to be printed live at Labelexpo Europe.

The company has worked with Esko to set up a Web Center operation at its production base in Paris, where jobs can be uploaded before the show and converted into multicolor process files which converters can approve online.

At the show, the file goes automatically into pre-press, along with customer-specific parameters, such as trapping and materials-specific RIP, and plates are output on the stand.

The customer will be supplied with a color proof which will be matched without press adjustment on the Codimag Aniflo Viva 340.

'This could not be imagined on flexo technology – as more preparation is needed for pre-press work and platemaking, and this is to show that our "conventional" Aniflo solution is closer to a digital solution,' commented Codimag president Pascal Duchêne.



MAQUINARIA ESAGRAF is to represent Prati's product range to the label industry in Spain

## PRATI TARGETS FLEXIBLE PACKAGING

Italian label finishing equipment manufacturer Prati is targeting the narrow web flexible packaging market with the launch at Labelexpo Europe of its Jupiter 530 inspection rewinder. New technologies developed to handle unsupported substrates include Wizarm, which includes spacers to ensure precise rewinding of the

material and a constant air flow from the shaft to eliminate friction during rewinding. Wizarm also prevents air bubbles from forming as the web turns, improving compactness and quality of the finished reels. In a further announcement, Prati has appointed Barcelona's Maquinaria Esagraf as its representative in Spain.

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# ONLINE TRAINING ACADEMY LAUNCHED

The Labels Group at Tarsus is to set up The Label Academy, an online learning and educational support resource for the global label industry. Developed over the past four years by the group's director of strategic development, Mike Fairley, The Label Academy is developing global education and training modules on key industry areas such as label substrates, printing process and techniques, origination and pre-press, digital printing, die-cutting and tooling, inks, coatings and varnishes. Each module will have its own comprehensive syllabus and, eventually, an examination and certification process.

Currently, the first six of some 20 initial learning modules is being written by a team of industry experts and the aim is to have some of these modules available for viewing and discussion at Labelexpo Europe in September.

'The complexity and knowledge requirements of today's label industry employees continues to grow as new materials, technology, software and market applications rapidly expand. No longer just a craft industry, label production is as much to do with advanced technology concepts, with handling information, with modern



MIKE FAIRLEY, Tarsus director of strategic development

communications and the internet, understanding IT and digital advances,' says Mike Fairley. 'The Label Academy is aiming to address all these issues of training skills and knowledge in a way that can be utilized by label companies, training professionals, colleges and individuals worldwide.'

Already endorsed by FINAT, this ambitious education and training resource is currently being evaluated by other leading label associations and industry suppliers worldwide.

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### SUN MAKES PLATE IMAGING INVESTMENT

Sun Chemical is to open a new flexographic printing plate plant in Concord, California, and will upgrade its existing site in Ohio with a five million US dollar investment.

New equipment includes an Esko HD CDI laser imager, a MacDermid LUX laminator and DuPont's DigiFlow/DigiCorr systems as well as the Esko Digital Flexo Suite pin mounting system.

Sun Chemical will be upgrading its Maumee, Ohio, facility by adding a mirrored digital HD sheet photopolymer system.

Kreg Keese, vice-president of Sun Chemical Graphic Services, said: 'Demand is growing for the high-end graphics in packaging and we want our customers to not only benefit from Sun Chemical inks and coatings, but also from our HD platemaking capabilities.'

Lee Luckey, general manager of the SunGraphics division of Sun Chemical, said: 'HD is still relatively new to the market, but it is growing quickly due to the CPG demands for higher-end graphics. Our Concord facility is designed to improve what we can provide with HD all the way through the entire pre-press and platemaking process.'

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# NEWS

## THE INSIDER

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**JUSSI** Vanhanen, president of  
UPM Engineered Materials

### UPM RAFLATAC CUTS BACK GLOBAL OPERATIONS

UPM Raflatac is to reduce labelstock production capacity in Europe, South Africa and Australia in a move it says will secure cost competitiveness and profitability in low-growth markets.

In the third quarter of 2013, UPM will book a three million euro write-off in fixed assets and make a provision for restructuring costs for 11 million euros.

The actions are not expected to impact the sales of the label business area. The planned actions are estimated to result in annual cost savings of about 12 million euros starting from the beginning of 2014.

Under the plan, the labelstock factory in Martigny, Switzerland, the coating operations in Melbourne, Australia and Durban, South Africa, as well as the slitting and distribution terminal in Johannesburg will be closed. In addition, working time, shift changes and reductions are planned in France, Spain and the UK.

UPM Raflatac says its product range, service and deliveries will not be impacted by these plans. If all plans are implemented in full, the estimated total impact would be a maximum of 170 positions in the affected countries.

Most of the restructuring is estimated to be complete by the end of 2013, and Jussi Vanhanen, president of UPM Engineered Materials, said: 'The economy in Western Europe has been weak for a long time and we don't expect the situation to improve in the foreseeable future.'

'Simultaneously, the demands of our customers for cost-efficient labeling solutions continue to increase all over the world. In order to secure our customers' and our own profitability in the long run, we need to ensure that our manufacturing operations continue to be the most cost competitive in the industry.'



L-R: Heidelberg's Jason Oliver  
and Stefan Heiniger of Gallus

## GALLUS AND HEIDELBERG SIGN DIGITAL PRESS DEAL

**GALLUS** to sell Heidelberg Linoprint L digital printing systems

Heidelberg and Gallus Group have signed an international sales and service agreement for the Linoprint L digital printing systems.

Gallus has added the Heidelberg Linoprint L digital drop-on-demand system to its portfolio with immediate effect in Germany, Italy, Poland, Spain, the UK, US, Canada and Australia via its sales and service organizations. Further markets will follow gradually.

Gallus will be showcasing the functions and benefits of combined label production with digital and conventional production equipment at Labelexpo Europe 2013.

Gallus Group chief executive officer Klaus Bachstein said: 'Digital label printing is a key growth segment in our industry and offers our customers the potential to obtain

additional business. In conjunction with the Heidelberg Linoprint L digital systems, our solutions for flexographic, offset and screen printing enable label printers to significantly boost their competitiveness by meeting even the toughest requirements in terms of flexibility and quality.'

Added Jason Oliver, head of the digital printing business area at Heidelberg, 'The sales agreement with Gallus means greater market access for our Heidelberg Linoprint L systems in the growth segment of digital label printing. It enables us to benefit from Gallus's comprehensive application know-how in the field of label production. Users will gain access to inkjet and workflow technologies from Heidelberg that have already demonstrated their credentials in the packaging sector.'

## CHARITY CHALLENGE

Tamar Labels has raised nearly 3,000 GBP for Macmillan Cancer Support by completing the Samworth Brothers Charity Challenge.

The four-man team, led by production manager Ricky Hann, took on the challenge in early June. The Samworth Brothers Charity Challenge included a 12-15km section on foot, 10km by canoe and a 44km bike ride. An even tougher route was also available, extending the length of each section. Tamar Labels

finished fourth overall in the contest, raising more than 2,500 US dollars in the process, and Hann said: 'This had to be the hardest thing that any of us have had to do. Every stage was hard work and we were flat out for all of it, even when running down the mountain or cycling as fast as we could down the hills. It was brutal, exhilarating, enjoyable, and very hard work, but well worth the effort to raise much needed funds for Macmillan Cancer Support. Thanks to everybody who supported us.'



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### INX EXTENDS RICK WESTROM'S ROLE

INX International has promoted its senior vice-president of strategic sourcing, Rick Westrom, and given him additional duties as senior vice-president – research and development director.

INX International is the third largest producer of inks in North America, with more than 15 facilities in the US and Canada. It is a global supplier as part of Sakata INX's worldwide operations.

Westrom has worked at INX International for 25 years, and has served in many capacities while earning several promotions throughout the years. Westrom has also earned recognition from his peers in the industry. In 2011, he was honored by the Chicago Printing Ink Production Club as its Ink Person of the Year.

INX International president and chief executive officer Rick Clendenning said: 'Rick has done a fantastic job for INX International throughout his career.'

'These two roles are very important and by having Rick handle the responsibilities of these positions, it creates a great deal of synergy in two important areas within our company.'

## DSCOOP NAMES NEW GLOBAL LEADERSHIP



DSCOOP has appointed Mike Fogarty as its new global executive director

Dscoop has appointed Mike Fogarty as its new global executive director and John Tenwinkel as the director of Dscoop University.

As global executive director, Fogarty will oversee the day-to-day management of Dscoop, including oversight of the organization's strategy, financials, operations, marketing and strategic initiatives around the globe.

Fogarty joins Dscoop with a marketing and business development background. His international experience includes expanding his Chicago-based company, Kokopelli, to Switzerland.

Fogarty said: 'I am certain my passion, international experience and first-hand industry knowledge is a great fit to continue Dscoop's expansion and ensure this cooperative's status as a great, enduring organization.'

Tenwinkel has worked at Diversified Global Graphics Group since 2008, first as director of digital operations and latterly as vice-president of digital and distribution services. He has also worked as digital print production manager at TanaSeybert.

Tenwinkel will be responsible for the implementation and growth of Dscoop University as its new director.

Dscoop University is a community-driven training program for print service providers. The curriculum will span multiple market segments and functional tracks that include marketing, sales, operations and technology-specific topics.

Chris Petro, Dscoop global chairman, said: 'The global board is sure that these new leaders will continue to move the Dscoop vision of providing year-round education, benefits and tools to improve our members' business growth, efficiency and profitability to new levels.'

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## HERMA STRENGTHENS SALES OPERATIONS IN AUSTRALIA

Ian Sarney has joined Result Group, Herma's commercial agent in Australia, and is now the contact for self-adhesive material sales within the organization.

Sarney will look after the accounts of customers in all the Australian states, as well as clients in New Zealand.

Result Group works exclusively with Herma for the delivery of self-adhesive materials in Australia, offering labelstock, adhesives and release liner. It is led by Michael Dossor, group general manager, and has 14 major partnerships across

four business units covering value-add packaging, product identification, process automation and self-adhesive materials.

Some of Result Group's other partners include Leibinger, Allen Coding Systems, Label Vision Systems and K2 Engineering Group.

Sarney has already been working in the paper, printing, packaging, labeling and processing industries for more than 25 years, and was most recently responsible for a wide range of duties with RotoMetrics.

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### CHEMSULTANTS APPOINTS POLYMER CHEMIST

Chemsultants International has appointed Brandon True as a polymer chemist. He will report directly to Berry Decker, technical projects manager at Chemsultants, and take responsibility for analytical testing, product development and problem-solving projects.

True is a graduate of Loras College, with a degree in chemistry, and brings five years of silane, acrylic coatings and adhesives experience to the company.

He started his career with Nanofilm and has worked on formulating and compounding new products and coatings. He contributed to a patent involving an anti-fog coating.

### ALPHA-CURE ADDS THEORY TO PRACTICAL KNOWLEDGE

UV lamp manufacturer Alpha-Cure has appointed two graduate chemists to its team, as it looks to add theoretical knowledge to its practical skillset.

James Lua and Chi-Hin Tse joined the company at the start of 2013, and spent six months at Alpha-Cure's facility in the UK before transferring to its Chinese operation.

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# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



TEAM TARSUS has been holding fundraising events

### TARSUS PROGRESSES WITH CHARITY CLIMB

A team from Labels & Labeling's parent Tarsus is continuing to raise funds for Events for Namuwongo as it prepares to take on the Three Peaks challenge.

The team is aiming to climb the three highest mountains in England, Scotland and Wales within a 24-hour period, and has been holding fundraising events in pursuit of its 10,000 GBP target. This has included a cake bake and a picnic for non-climbing employees to participate in its charity drive.

The team has also been undertaking strenuous training walks in preparation for challenge.

You can support the team from Tarsus at <http://uk.virginmoneygiving.com/team/tarsus3peaks>

### THE PRINTING CHARITY TREBLES FINANCIAL SUPPORT

The Printing Charity has trebled the number of people it has helped in the past four years, and is looking to increase its efforts by the same amount again in the next four years.

The Printing Charity provides assistance across the printing industry and allied trades through grants, accommodation and bursaries.

Stephen Gilbert, the charity's chief executive, said it will be working during the next four years to more than treble the number of people it helps financially again, while president Lord Black of Brentwood said: 'It's tremendous to report the increase in the number of people the charity has helped but we want to do more.'

'We want to help 2,000 people by 2017 and to achieve that we need everyone in our industry to spread the message that The Printing Charity is there for people and their families.'

## MARK ANDY OPENS PRINT SUPPLY BUSINESS

Mark Andy has formed a new division called Mark Andy Print Products to meet converters' needs for printing supplies, consumables and small equipment components.

The new division will provide a wide variety of flexo and offset items, including pre-press, pressroom and post-press supplies, with over 10,000 products. Mark Andy Print Products will operate out of a 126,000 sq ft primary distribution facility in Des Plaines, Illinois, as well as having four regional US shipping logistics centers and one in Canada.

It merges flexo-focused Print Products and the offset supplies segment of Presstek, which Mark Andy acquired in December 2012 and April 2013.

Joe Demharter, who will lead the new division as vice-president of Mark Andy Print Products, said: 'The formation of Mark Andy Print Products as a dedicated business entity is an important step of ensuring our customers and dealers that we are committed to helping them achieve their business objectives and improve their profitability by streamlining the supply chain.'

## SALES BOOST FUJIFILM'S WATERAID DONATION

Fujifilm has raised 65,025 euros in the first 12 months of its initiative with WaterAid, surpassing its initial target of 30,000 euros.

Fujifilm has been donating a percentage from the sale of every square meter of Brillia HD PRO-T3 plates sold in Europe, the Middle East and Africa over the last 12 months, and said the success and popularity of these plates has seen it more than double the initial target.

WaterAid is an international charity dedicated to enabling the world's poorest communities to access safe water and sanitation. As part of its global reach, WaterAid has an active role in 19 countries in sub-Saharan Africa, working with local communities to set up practical and sustainable solutions that meet their needs.

It was chosen as Fujifilm's charity of choice to reflect the fact that PRO-T3 products completely eliminate the water used in the conventional plate production process.

Through its donations, Fujifilm has been able to help WaterAid transform the lives of people in some of the world's poorest communities by providing access to safe, clean water, sanitation and hygiene.

Yasufumi Morimoto, senior vice-president of Fujifilm Europe, said: 'Back in May 2012 we set 30,000 euros as our 12 month target, so the fact that we've raised over 65,025 euros is an overwhelmingly positive result.'

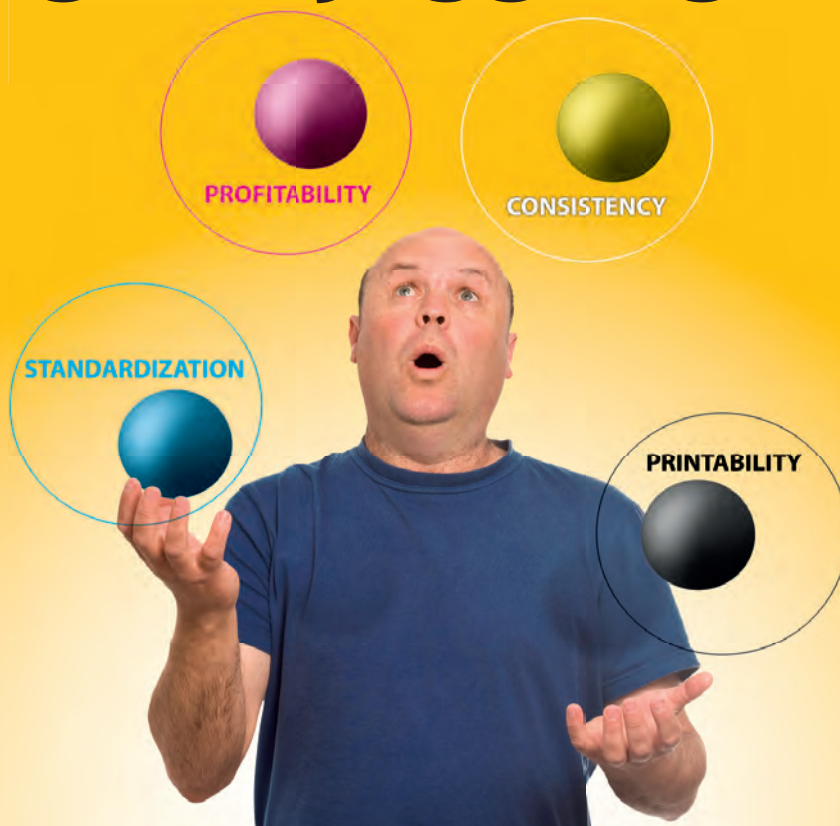
'We're delighted that the success of PRO-T3 has also meant that we've been able to help WaterAid open up a better standard of living to some of the world's less privileged communities.'

Susie Kennedy, corporate account manager at WaterAid, said: 'We're delighted with the results achieved by Fujifilm over the last 12 months. The company's dedication and commitment to their fundraising means that WaterAid is able to transform even more lives and we look forward to continuing this fantastic partnership.'





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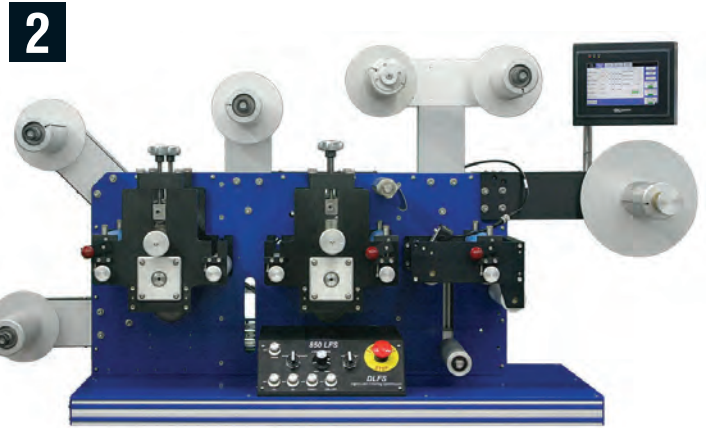
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# NEW PRODUCTS



## 1 AQUA STICK AVERY DENNISON

Avery Dennison has launched the Aqua Stick portfolio, a label product to ease the application of labels to wine and other beverage bottles made slick by condensation.

Wine and sparkling wine bottles often drop below ambient temperature during label application, and this temperature difference can lead to surface condensation problems and a weakened bond between label and bottle. Dispensers often experience inconsistent label positioning and higher scrap rates as a result, Avery Dennison said.

Materials in the Aqua Stick portfolio use Avery Dennison's Z3338 emulsion adhesive, which has been engineered for variable temperature and humid environments. Z3338 actively absorbs any surface moisture present, removing the need to bring bottles up to room temperature.

The adhesive allows inline processing at up to 600 bottles per minute, with consistent label positioning. Z3338 can also withstand exposure to an ice bucket or cold box, and keep the label firmly in position. Three premium facestocks are currently available for Europe in the new Aqua Stick range: Fasson 60# Uncoated Litho WS, MaxFlex Bright Silver and Sparkling Asti.

## RSM-DIGI.VS SCHOBERTECHNOLOGIES

Schober technologies has launched RSM-DIGI.VS, a system designed to convert digitally printed film and foil such as OPP, PE, PS and PE, coated paper laminates and composite materials.

The development and production of the first Schober rotary die-cutting and stacking machines for the production of in-mold labels dates back to 1980, with more than 40 RSM machines installed in over 30 countries in the intervening years.

The fully modular RSM-DIGI.VS integrates most of the proven stacking technology developed by Schober over the years. The rotary die-cutting module has been fully redesigned to cover the maximum image size, and embossing and micro perforation modules can be retrofitted at a later stage.

The standard configuration of the RSM-DIGI.VS includes an M-Stack delivery system; available as an option or for future upgrades are the S-Stack, an adjustable de-nesting station to handle several products across, and a high-speed programmable robot for automated stacking and counting.

## 2 MP850 DIGITAL LABEL FINISHING SYSTEMS

Digital Label Finishing Systems (DLFS) has introduced the MP850, an eight and a half inch-wide 'mini press' designed to laminate, die-cut, slit and rewind digitally printed labels.

The MP850 is a label finishing system that can laminate and rotary die-cut pre-printed labels, produced by any roll-to-roll label printer. The MP850 die-cuts labels up to 8.25 by nine inches at speeds up to 15in per second.

All electronic setup is carried out through a touchscreen display. The MP850 can also be used to cut blanks, to laminate specialty materials or to slit and rewind stock.

The MP850 uses either engraving tooling or an optional magnetic cylinder with flexible dies. The MP850 was also designed to accept most flexo tooling.

It has many features of full size presses, such as X and Y adjusters on the cutter and slit, step up and step down anvil rollers, primary and secondary finished label take-ups, and comes standard with a laminate liner take up.

## PLATERITE FX870IIE SCREEN EUROPE

Screen Europe has launched PlateRite FX870IIE as an entry-level version of its PlateRite FX870II thermal CtP engine.

The PlateRite FX870IIE offers the same high-quality output and resolution, plus the ability to optionally image thermal offset plates, as the established PlateRite FX870II CtP device.

Productivity is set at about half that of the FX870II, enabling the FX870IIE to image flexo plates at a rate of two sq m per hour, or around four 762 x 635mm plates per hour depending on plate sensitivity. Plates can be loaded in any size from 100 x 100mm up to 870 x 762mm, without any additional handling or masking of the drum required.

The PlateRite FX870IIE features a multi-channel, high-power laser diode imaging printhead offering an output resolution of 2,400dpi up to a maximum of 4,800dpi as a standard feature. The new machine also supports Screen's Flexo Dot screening, specifically designed to improve the highlight areas in flexo and letterpress printing.

### GLUELESS TURRET REWINDER ASHE CONVERTING

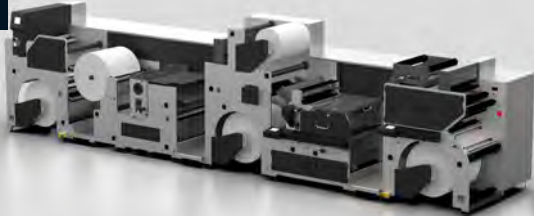
Ashe Converting will launch a new off-line 4-spindle turret slitter rewinder featuring new generation glueless technology at Labelexpo. The same concept will also be available as an in-line system.

The machine is designed for fast changeover of core sizes between 25mm-100mm with no operator set-up except changing air shafts. Skilled operators are not required.

'Up to now glueless systems required a lot of knowledge to set up every time a new core size was run,' says Simon Godbold, Ashe sales manager. 'On existing designs you have to sync the material round the incoming core, wrap and tuck the reel round the core. We have combined our software, servo and mechanical understanding to allow simple shaft changeover with all other set up parameters now being fully automatic.'

The machine takes up to a 3,500 linear meter reel, is 520mm wide and has a maximum working speed in off-line mode of 250m/min, slowing to 150m/min at the cut and transfer point. In-line models have a maximum continuous running speed of 150mpm.

3



### 3 DIGICON 3000 EDALE/AB GRAPHIC

Edale and AB Graphic are to launch the Digicon 3000, a 762mm-wide finishing system that enables printers to convert pressure-sensitive labels and flexible packaging printed on the new HP Indigo 20000 digital press.

The Digicon 3000 features: a dual function unwind station, for unwinding operations and HP Indigo 20000 rewinding, plus an interface module with buffer for inline operation; pre-treatment, with web guiding, web cleaning and corona treatment options; a print station, using either full- or semi-rotary flexo, and an optional gravure station for adhesive coating; drying, using UV or irAIR technology; lamination, using solvent-, UV- or water-based laminates, plus cold foil casting and curing; semi rotary die-cutting; slitting; and rewinding.

Whilst the Digicon 3000 will be manufactured by Edale, the machine will benefit from the companies' combined intellectual property.

The HP Indigo 20000 offers the capability to digitally produce various label and flexible packaging applications. The press supports a 762mm-wide roll with up to 1,118mm repeat length.

It has been launched in tandem with the 30000 model for folding carton printing, and the 10000 for commercial printing applications.

The Digicon 3000 was shown to attendees from around the world at a recent event staged by HP Indigo in Israel, showcasing the 20000 and 30000 presses, and will run its first live demonstration on the HP stand at Labelexpo Europe in Brussels on September 24-27.



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4



4

#### ANILOX SLEEVES WITH SYNTHETIC RUBBER HARPER CORPORATION OF AMERICA

Harper Corporation of America has introduced synthetic rubber to seal and protect the numerous layers within its anilox sleeves.

The basic function of the synthetic rubber feature is to seal the expansion foam layer to prevent it from deteriorating. The synthetic rubber replaces the aluminum end rings that are currently found on most anilox sleeves.

To ensure maximum performance, the Harper team investigated various industrial fields, including microelectronics, aerospace, consumer electronics and aviation, when choosing the right synthetic rubber.

The grade of this material is capable of withstanding the severe stresses, temperatures and chemicals that are involved in flexo printing. The synthetic rubber has allowed the cladding to cover the full thickness and length of the sleeve, eliminating the counter bore and increasing the number of reconditions that a sleeve can undergo in its lifecycle.

#### AP550E

##### PRIMERA TECHNOLOGY

Primera Technology has launched AP550e, its new flat-surface label applicator.

AP550e is a semi-automatic label applicator that makes it fast and easy to precisely apply product and identification labels onto a wide range of flat surfaces such as rectangular or tapered bottles, boxes, packages, bags, pouches, lids, tins and more.

Labels are applied straight, without wrinkles or folds, in exactly the location desired.

Operation is simple: place the container in the mechanism and pull the arm to the container. Variable spacing, memory for up to nine jobs and a counter with built-in LED display are all included.

'The AP550e label applicator is an affordable, easy-to-use device that helps our customers increase their production rates,' said Mark D. Strobel, Primera's vice-president of sales and marketing.

'Perhaps even more important, it significantly enhances a product's image. With AP550e, labels are applied straight and in precisely the same place on every package. It's well-recognized that the better your packaging looks, the more you'll likely sell.'

The AP550e unit is available through Primera's authorized resellers and distributors in more than 179 countries.

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# NEW PRODUCTS

5



5

## ICOAT 30000 TRESU

Tresu has reached an agreement with HP to supply an inline coating system for the new HP Indigo 30000 digital press for folding carton production.

The Tresu iCoat 30000 coater delivers offset-quality output using industry-standard UV or water-based varnish. It is equipped with quick changeover mechanisms for sleeves and plates that reduce set-up time, allowing a large number of different jobs per shift.

Alon Bar-Shany, vice-president and general manager of HP Indigo, said: 'Understanding how critical coating is in the folding carton market, we needed to work with a company that has vast experience in the specific needs of the industry.'

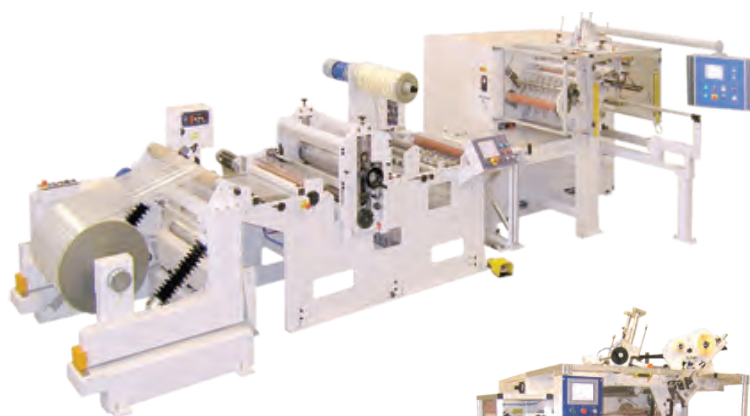
## COLORSAT SWITCH GSE DISPENSING

The Colorsat Switch gravimetric flexo and gravure ink dispenser has been designed to capitalize on the trend towards shorter production runs in label and narrow web printing.

Intended to dispense aqueous, UV or solvent ink batches into five-liter buckets, the Colorsat Switch features a dispensing unit and a control cabinet connected to a maximum of 20 base color components of, at most, 25kg, stored using modular waterfall frames. It is also possible to connect 200-liter barrels or 1,000-liter containers to the dispenser. The Colorsat Switch can be adapted for dispensing solvent inks thanks to long-lasting hoses, fittings and pumps and a fully closed, pressurized control cabinet, ensuring compliance with the European ATEX equipment directive, 94/9/EC.

## OPAL SERIES

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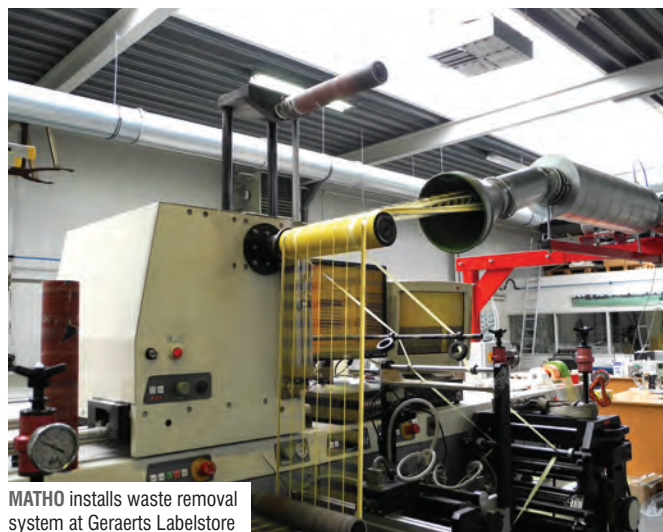
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# INSTALLATIONS



L-R: Denny McGee, president of MPS America, and Brad Elledge, director of operations at Nosco's Dallas facility



MATHO installs waste removal system at Geraerts Labelstore

## NOSCO, USA

### MPS EF-410 PRESS

US packaging printer Nosco has installed its first MPS press. The MPS EF-410 full servo 10-color UV flexo press was installed and commissioned at Nosco's facility in Dallas, Texas, at the end of 2012. Nosco provides printed packaging to healthcare and related industries.

Brad Elledge, director of operations at Nosco's Dallas facility, said: 'After several tests with multiple press manufacturers, the MPS EF press was our choice for its quality, productivity, and efficiency. We were also pleased with the automated print technology.'

## CDIGITAL MARKETS, USA

### XEIKON 3030 DIGITAL PRESS

CDigital Markets has purchased and installed two Xeikon 3030 digital label presses to strengthen its ability to provide full-color digital heat transfers to the product decoration industry.

CDigital was founded in 2001 as the first US-based company to use an all-digital system to decorate optical media, including CDs and DVDs. CDigital later launched a product decorating program, trademarked Grafixx, in which the company digitally prints the images on a polyester film and sells the imaged film to customers, who use their own equipment to transfer the images onto their products.

Today, product decoration is the company's principal business and Grafixx images can be found on many plastics, glass materials, ceramics, graphite and metal products. Xeikon said product decorators are increasingly using clear and transparent pressure-sensitive labels printed with a colored image to achieve a 'no label look'.

Paul Smith, chief executive officer of CDigital, said: 'Our full-color transfers are the next logical step as only the artwork transfers to the product; the "no label look" works because there isn't any label. Plus, Xeikon's toners provide the opacity needed to make our transfers look great on any color product.'

CDigital, based in a 35,000 sq ft facility in Baltimore, Maryland, has replaced earlier generation Xeikon machines with the two new Xeikon 3030s, which offer upgraded capacity and higher productivity for full-color, short-run jobs.

Smith added: 'We're doing things faster, better and cheaper. Because of the speed of the presses, we've increased our run

sizes, which has made us competitive in more markets.'

Todd Blumsack, vice-president of sales at Xeikon America, said: 'Producing heat transfer labels digitally with the Xeikon 3030 offers CDigital significant advantages compared to other technologies, including unparalleled image quality and fast turnarounds.'

'We're proud to partner with CDigital to help this innovative company take advantage of the huge business opportunity of heat transfer applications possible with digital printing.'

## GERAERTS LABELSTORE, BELGIUM

### MATHO WASTE EXTRACTION SYSTEM

Matho has installed a Cuttopress CP-6000 central waste extraction system at Geraerts Labelstore in Belgium. The system was installed in March and now handles and removes the self-adhesive label waste of five label printing machines. The extracted matrix and edge trims are transported and then compressed into a container outside of the main building, where the extracted air is filtered and returned into the factory through a separate small fan and pipe system. It is the first installation of Matho's new generation of oil spray systems in Benelux, claimed to dramatically decrease oil consumption in comparison to the previous system.

Rita Geraerts, managing director of Geraerts Labelstore, says the Matho system has allowed the Geraerts team to speed up its machines, increase the cleanliness of the whole production facility, handle difficult matrix shapes much more easily and reduce the frequency of waste container pick-ups.

Geraerts was founded in 1969 by Jozef Geraerts. In 1987 Rita took over the business from her father.

## CGP ETIQROLL, FRANCE

### NANOVIS NANO CLEANER NWC-1200

French label printer CGP Etiquroll has installed a Nanovis Nanocleaner NWC-1200 flexo parts washing system as it looks to improve productivity and enhance its environmental credentials.

The Nanocleaner NWC-1200 uses a cleaning agent free of volatile organic compounds (VOCs), and that is fully recyclable.

Marcelo Parra, production manager at CGP Etiquroll, said: 'The Nanocleaner NWC-1200 is part of the policy of our company to improve productivity through its capacity and speed of

cleaning, and shows respect towards our workers and the environment by avoiding harmful emissions.'

#### AM LABELS, UK EDALE ALPHA PRESS

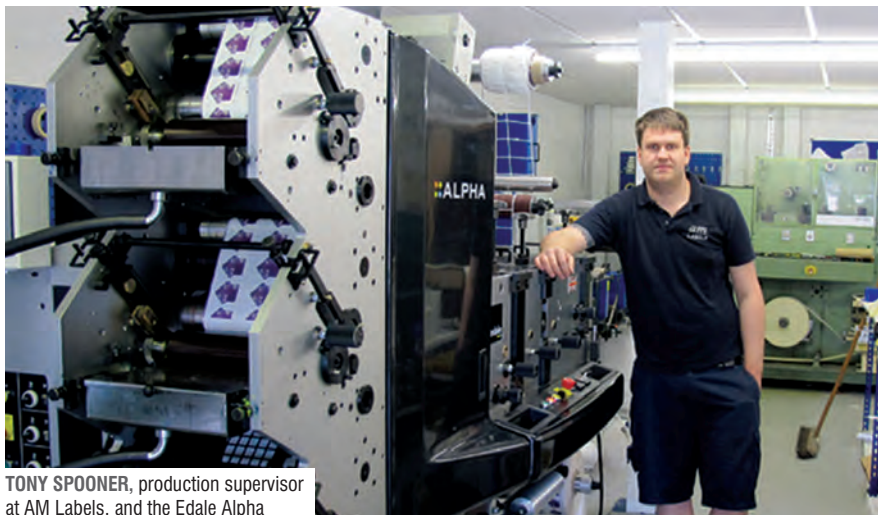
UK-based AM Labels has installed a four-color Edale Alpha compact flexo press.

The ISO:9001 certified company, founded in 1996 by current managing director Tony Mariani, started out selling desktop printers before expanding into label manufacturing after acquiring Applied Labels in December 2008.

At the end of April 2013, AM Labels took ownership of its new Edale Alpha, which joins an older Edale E250S machine purchased when the labeling side of the business was first started, and which continues to run to this day.

AM Labels will be using its new Alpha to produce synthetic labels for pharmaceutical and chemical companies, along with a wider range of water-based and UV labels. It is also looking at producing a wider variety of labels for food companies, and going forward will look into the production of four color process work and over-laminating.

Mariani said: 'We have gained more business since having the Alpha installed. It has opened up more doors for our existing clients and paved the



TONY SPOONER, production supervisor at AM Labels, and the Edale Alpha

way for a wider range of customers and challenges.'

Tony Spooner, production supervisor at AM Labels, said: 'The Alpha appealed to us for many reasons: the compact footprint and the fact it is compatible with our existing E250S tooling. I have run the 250S and so it was easy to translate my knowledge onto the new machine.'

#### MULTI-PACKAGING SOLUTIONS, USA HP INDIGO 30000 DIGITAL PRESS

New York City-based Multi-Packaging Solutions (MPS) is to be a launch customer for the HP Indigo 30000 digital

press for folding carton printing. The company will use the new HP Indigo 30000 to expand its digital print offerings for the packaging market and to better address the needs of its folding carton customers.

MPS is one of a number of printers to invest in HP Indigo's new package printing presses, including AGI-Shorewood, another early adopter of the 30000, and Rako Group and Innovative Labeling Solutions, who are to be amongst the first to install the HP Indigo 20000 for flexible packaging applications.

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KLAUS HELL (left), sales manager for the southern region at Gallus, and Oliver Finkbeiner, managing director at Rako Etiketten Süd

#### RAKO ETIKETTEN SÜD, GERMANY GALLUS ECS 340 PRESS

Rako Etiketten Süd has installed a further Gallus press as it targets efficiency and productivity gains.

This investment covers a Gallus ECS 340, which is equipped with 10 flexographic printing stations and a cold foil embossing unit.

Rako Etiketten Süd, a subsidiary of the Rako Group, was founded in 2004 and now has six presses in operation that enable it to produce a range of jobs, from long runs to very short, personalized work.

The Gallus ECS 340 will primarily be used to produce beer crate labels, an area where the company has successfully made a name for itself. As well as these labels, the site in Mitterscheyern also produces adhesive, in-mold and coupon

labels, tags, admission tickets, lottery scratchcards, special designs and sheeted stock.

Oliver Finkbeiner, managing director at Rako Etiketten Süd, said: 'Reliability and availability, coupled with the flexibility to adapt to new production needs at all times, are the key criteria when the management team of any label printer is investing in a new item of equipment. The Gallus ECS 340 meets all these requirements to our complete satisfaction.'


Rako Etiketten Süd production manager Martin Ganz added: 'The new press has allowed us to cut our setup times dramatically. The extremely short web path also ensures minimal waste. All in all, the Gallus ECS 340 is proof that top print quality and efficient, cost-effective production are not mutually exclusive.'

Ferdinand Rüesch, vice-president of the Gallus Group's board of directors and key account manager for the Rako Group, said: 'We are extremely pleased that our successful partnership with the Rako Group, which has installed several of our presses in Europe and Asia, is now being extended at Rako Etiketten Süd.'


#### KINGSWAY PRINTERS, UK MARK ANDY PERFORMANCE SERIES P3

Family run converter Kingsway Printers, based in Grimsby, UK, has installed a Mark Andy Performance Series P3 as an alternative to extending its digital print operation.

With run lengths decreasing, the company invested in an HP Indigo ws4500 to complement its conventional Mark Andy UV flexo presses in 2010. 'The P3 now offers us an alternative when previously digital would have been the only option,' said managing director Richard Pullan. Whilst digital has complemented Kingsway's production facility, he believes UV flexo has a strong future and points out that he has added two further flexo presses to his capacity since the HP Indigo was installed.




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HORIZON Label has added a DICE GT3000 digital inkjet printer on to a Mark Andy flexo unit to create a hybrid press

### HORIZON LABEL (USA)

#### DICE GT3000

Horizon Label has installed a DICE GT3000 series digital inkjet printer as it looks to exceed the quality expectations of its customers.

The DICE GT3000, from DICE Graphic Technologies, has been installed at the Horizon Label facility in West Berlin, New Jersey, and has been added onto a Mark Andy flexo press.

Paul Falkowski, president of Horizon Label, said: 'When I entered the manufacturing side of the printing business I brought in a background as a broker and reseller. I knew that I wanted our company's focus to be on growing our current accounts by exceeding quality expectations and staying on top of ways to expand our customer base.'

'Many of our newer customers are small business owners and entrepreneurs who utilize our express digital printing services. With this new technology, we can offer faster turnaround, lower prices, and continue to maintain a beautiful product.'

The combination of flexo and inkjet has allowed Horizon Label to target new business, and Falkowski said: 'Integrating the DICE GT digital printer into our Mark Andy press has allowed us to enter a segment of the market that wasn't effectively being served. It has also helped us to dramatically grow our sales and account base in the food industry, which is now our largest market.'

### ORBYTEL PRINT AND PACKAGING (USA)

#### HEIDELBERG SPEEDMASTER XL 75

Orbytel Print and Packaging has invested in a fully integrated Heidelberg package printing system for folding carton production to allow it to target opportunities outside its current capabilities.

Ohio, US-based Orbytel was formerly an all-digital operation dedicated to production of labels, flexible packaging and wide format display work, but has now added the Heidelberg system to provide its customers with a one-stop-shop for packaging with carton production capabilities.

At the center of Orbytel's investment is a 5-color Speedmaster XL 75 with full UV, Prinect Inpress Control inline color measurement, AutoPlate XL and InkStar automatic ink feed. A Suprasetter 75 CtP unit with workflow has been installed to handle pre-press operations, while a Kama ProCut 74 die-cutting unit provides flexible post-press processing. A special pre-press link between Prinect Prepress Manager and Orbytel's packaging-specific EskoArtwork workflow provides the company with intelligent JDF connectivity.

The Speedmaster XL 75 UV will enable Orbytel to go after the larger, 'meatier' carton and display work the company couldn't handle with its digital equipment.

### LABELS&LABELING

### ETYGRAF (SPAIN)

#### NUOVA GIDUE COMBAT MX

Spanish self-adhesive label printer Etygraf has added to its press portfolio with an entry-level Nuova Gidue Combat MX flexo press, its third model from the Italian printing machinery manufacturer.

Etygraf has been producing self-adhesive labels for the wine, cosmetic, medical and food label industries for more than three decades. It made its first investment in Nuova Gidue technology in 2004 with an S-Combat 280, followed by a Combat M1 model in 2012.

Its third Nuova Gidue press is an entry-level Combat MX, which has been installed with a fixed configuration: 370mm-wide, eight flexographic print units, eight UV lamps, a die-cutting station, cold foil capability and a full set of printing tools.



ETYGRAF has installed a Nuova Gidue Combat MX press, its third machine from the Italian manufacturer

### APPLITEC (FRANCE)

#### TITAN SR9-DS

Atlas Converting Equipment has sold a Titan SR9-DS duplex shaft slitter rewinder to contract converter Applitec, based near Lyon in eastern France.

Applitec was established in 1990 and commenced contract converting operations in 1995. The company has established an extensive clientele including customers throughout Europe, in South Africa, the US and even in Japan for contract slitting and rewinding services.

This is a new-generation slitter rewinder from the Titan family, and is to be installed and commissioned in August. It joins a Titan SR6 that was installed shortly after the company's founding.

With its modular design of unwind, slitter and rewind sections, the SR9-DS duplex shaft slitter can be upgraded to either a single turret or dual turret (ST or DT) format in the future to meet increased production requirements, by only having to change the rewind module of the slitter.

The linear tracking slitter (LTS) section ensures the shortest and a constant web length between the knives and the rewind shafts for improved web control, for high side wall quality of rewind reels and also reducing the possibility of waste material.

The design of the new generation Titan SR9 series focuses on three key criteria of optimum efficiency, optimum rewind quality and modularity. This was critical in the discussions at Applitec, as was the ability to have the Titan SR9-DS slitter supplied in a width of 2,250mm, which would provide the converter with an advantage in their business as a contract converter.



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PURE Labels give character to Grinderman coffee brand

# Pure Labels deliver for growing niche

**ALTERNATIVE PAPER FACESTOCKS**, recyclable adhesives and a compelling sustainable story has end-users listening to Distant Village. Danielle Jerschevske reports

Distant Village Packaging was founded in 2000. The objective of this fair trade packaging business was to create mutually beneficial relationships throughout the global packaging community through fair and ethical business practices. Distant Village works closely with skilled artisans and designers in remote disadvantaged communities to create completely new packaging concepts made from alternative materials such as hemp plant paper, cacao paper, wild grass paper and flower seed paper.

Pure Labels was relaunched by Distant Village Packaging in 2010 after a failed start amidst a sour economy two years earlier. Pure Labels is a pressure sensitive label material made with 100 percent tree-free and natural plant-based paper facestock coupled with a recycling compatible adhesive (RCA). From start to finish, the labels are produced with the strictest adherence to socially responsible business practices. The 'natural' look of Pure Labels differentiates products. The labels have a compelling story to tell and can meet the most far-reaching requirements for green and authentic sustainable business needs.

Like many new products, the initial uptake was slow and order volumes were too low for label printers to find them valuable. However, in the last year interest has increased significantly. Says Rich Cohen, Distant Village Packaging founder, 'We're

receiving on average an order a day, and that's purely inbound with no formal marketing. The end users are reaching out to us from all over the world.'

Distant Village is fulfilling orders of Pure Labels up to 30,000-50,000 labels and the number of larger orders is growing steadily. The material has been trialed successfully on a number of digital printing systems including Primera, HP Indigo and EFI Jetrion. It also performs well with traditional flexographic printing.

Printed labels may be finished with a solid, flexible, or laser die-cutting unit. Because the label material is rather fibrous, die-cutting has proven to be difficult with small blade systems.

The company is profitably selling the material to label converters and buying it back as printed labels to send to end users. The cost of the fair trade material is about twice that of a high quality Italian wine label material, which will make many converters shy away. However, for those seeking opportunities to penetrate niche markets set for significant growth, these specialty products provide a unique solution.

Packaging sells and Pure Labels gives brands a unique look and the ability to build a sustainable story around their label. It's an opportunity to convey how special the brand's products are. The label serves as a reflection of their brand.

Cohen says, 'Few labels are capable in themselves of

creating a compelling brand experience. Pure Labels clearly communicate “eco-friendly” and “socially responsible”. There are brand owners seeking packaging which resonates with their mission, and they care how the labels are made and where they come from.’

There are plenty of markets with high sustainability requirements that are looking for packaging that fits their business line. And there’s a growing market that will pay the premium, particularly Millennials. Cohen is eager for more converters to incorporate the unique material into their regular portfolio. He said, ‘We’re really excited about the labels opportunity and want converters to understand the value in catering to the strong emerging markets of organic, natural and fair trade. The material has a place and the trajectory on this is amazing. From our experience, and as one small example, practically every brand sold at Whole Foods could be their customer. It seems no label converters are focusing on this sky-rocketing segment.’

For brands less concerned about the eco side, Pure Labels can still bring a unique look and value.

Cohen says, ‘Pure Labels are the budget cost approach to deep sustainability. For five cents, a brand can have the best sustainable message in the label world. So what if another label is cheaper, that is not the point to this market. With a little more money the brand can gain instant sustainability bragging rights, specifically 100 percent recycled, fair trade, and natural.’

#### FAIR TRADE FEDERATION

Distant Village Packaging is a member of the Fair Trade Federation and therefore has had its entire supply chain audited to ensure its business principles meet fair trade standards. Products packaged in Distant Village materials are able to use the Federation’s logo signifying that the packaging supplier has gone through the necessary screening process.

Renee Bowers is the executive director of the Fair Trade Federation, a trade association directed at strengthening and promoting North American organizations fully committed to fair trade. With 250 business members in the US and Canada, its principles are grounded in building equitable and sustainable trade partnerships and creating opportunities to alleviate poverty.

Bowers said, ‘The really exciting thing about Distant Village’s model is that the company is taking the business values of fair trade and expanding it to the world of labels and packaging. Taking traditional techniques and using new and sustainable materials is unique. The process changes the lives of the crafts



LEFT: Distant Village Packaging Fair Trade logo  
BELOW: Many products using Pure Labels



people, their communities and brings them a sense of pride and excitement. And it lets consumers feel good about their purchase.’

She continued, ‘There’s a growing consumer awareness around purchasing power. Consumers want to buy products that they know are supporting the people who make them, are sustainable and will not harm people or the environment.’ Pure Labels is a way for brands to reach consumers who are concerned enough to vote with their wallets.

#### CUSTOMER PERSPECTIVE

Katherine Anne Confections was founded in 2006 by a former Potbelly’s restaurant manager with an entrepreneurial spirit and appreciation for fine craftsmanship. Katherine Anne’s sweet delights are made from scratch, using locally sourced cream and organic sugar.

The products are special and creative. Katherine Anne produces 175 truffle flavors each year, and has a new flavor of truffle and caramel every week just for one week. Exotic flavors include pomegranate blueberry basil, strawberry balsamic and curry coconut with sesame seeds.

Says Katherine Duncan, founder and confectionista, ‘The biggest avenue we had before opening a retail location was getting in front of the customer at the farmer’s market. Vendors there sell a new product

every week, so I figured so can we.’

She continued, ‘We knew packaging was going to be a big decision. There are plenty of well-packaged mediocre products in the market that sell all the time. With Pure Labels and other Distant Village Packaging, the look we achieve is far above and beyond what you can get commercially. The labels and packaging conveys the unique, custom quality of our products.’

Katherine Anne products are sold online and have been available in Whole Foods and select Walgreens since 2008. In 2012 the business opened a retail spot in Chicago’s Logan Square. Duncan says, ‘The Distant Village story is incredibly compelling. A lot of people want to give back and help a little bit. The fact that our choice supports an entire village is very meaningful to me. That we’re not cutting down trees and are using well-crafted alternatives is very cool and different.’

Pure Labels represent an opportunity. The handcrafted, fair trade material is unique and provides a premium, natural look to packaged goods. Pure Labels offer brands a story to tell and they tick all sustainability boxes. Despite the material being radically different from the traditional coated stocks put through printing presses, Distant Village believes there’s market share and profits to be made selling to the right brands.



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**Lloyd Taylor**  
President, Taylor Label Company

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# Time to Dream

**CASHING IN** on today's lucrative selling opportunity. By Bob Cronin, The Open Approach

Before you started your business, you took time to dream. You dreamed about where you would focus, what you would offer, and how you would grow. You dreamed about recruiting top talent and winning high-profit work over big-name competitors. And you dreamed about how you would embrace the risks and overcome the challenges – financial, personal, and practical. Namely, you dreamed about your future, and you dreamed about your success. And because you dreamed, you were able to develop a plan that put your company on the map.

As you consider life after your business, you need to once again take time to dream. You need to dream about what you want for yourself – and again about your future and your success. It can be a scary proposition to exit, but it is simply the next step in your journey. As an M&A consultant, I can tell you that 99.9945 percent\* of entrepreneurs are more fearful of selling their company than losing their biggest client, taking on millions in debt, or having their in-laws move in. In fact, the very question I hear most is: 'When is the best time to sell?'

Regardless of what I answer, I find that the same people ask me the same thing three and five years down the road – missing numerous opportunities over being cautious in making a move.

Today's selling market, too, is a dream. Interest in labels and most of its segments has never been greater. Private equity, investor groups, and strategics of all sizes are all acting fast on transactions. And the market for financing is loosening up, allowing great deals to happen. If you are ready to make an exit, there might never again be a time like now.

Many owners are hesitating to make the exit decision because they are waiting for the 'market to turn around'. In fact, many use the 2003–2005 value baseline as the only means for their decision. Unfortunately, this is not likely to happen again in the next five years, which means you'll have to withstand another five-plus years of increasing competition, technical and human resources investment, changing market trends, and the fickle customer who is simply not that loyal or profitable.

Additionally, while I am unwaveringly confident in the industry's longevity, what is currently in demand may be completely different in five years. Some segments die, new ones emerge, some redefine themselves, and others begin a slow downward spiral that we never thought would happen. In recent years, I helped orchestrate a very lucrative deal for a business forms company and an envelope manufacturer. Today, these segments virtually do not exist. The most attractive subsets of labels too change over time. Indeed, many deals executed today may be impossible in just a few years.

If you are going to hold on, make sure your business can grow faster than the effects of the negative drivers. And make sure your five-year operational and maintenance investment can be recouped.

If you are not ready to sell, then you are simply not ready. But if you are prepared to do a deal, read on.

There are numerous factors working in favor of a lucrative sale right now. The label industry holds all the drivers that make for a solid investment platform. It's fragmented (attracting investors for rollup opportunities), aligned with buying dynamics, flexible (acquirers can leverage products/services in a variety of ways),

growing at a rate above GDP, and providing for EBITDA margins that can be far into the double digits. Additionally, since labels touch virtually every other industry, label providers can give acquirers critical new client connections and vitally necessary service proximity, expanding the areas in which they can sell their existing wares, as well as the label offerings they acquire.

Label companies in today's world have a tremendous opportunity to capitalize on all these dynamics. While it might have been challenging to exit your business a few years ago, things today are different. However, it is important to know that we are not returning to 2004–2007's inflated enterprise values; we have simply reached a point where exchanges are attractive – and sometimes advantaged if your company can prove leverage.



## CONSIDERING THE SALE – THE TOP SEVEN QUESTIONS FROM A PERSONAL PERSPECTIVE

I wrote this article to answer some of the frequently asked questions I hear about selling. I covered some above, but perhaps one of the most thought-provoking is: 'What would you do if it was your business?' You've probably wanted to ask me this yourself as you read through my advice. I would question any advisor the same way.

Selling your business is very personal and complicated. To answer this question realistically, you need to have skin in the game. In my previous life, I was a graphic arts and label executive like you and know what this experience is like. I have had my share of successes and failures in buying, selling, and merging, and I got into the advisor gig to give others the help I could never find. To that end, I have compiled a checklist of the top seven considerations that were pivotal to me. Think these through before you decide whether to sell, and make adjustments where you need to. These are the key issues every acquirer will want to know. You must be willing to examine your company and be prepared to respond to each one of them. Don't accept management's answer. Your honest critique and realignment efforts will mean significantly more money and options in the final sale.

**1** ■ What is the market position? Which markets are you in? Are they strong? What are buyers looking for now, and what are they asking for in the future? (Don't put too much stock in the research entities, but what are they forecasting? Compare this to the trends you read about in WSJ and other trusted business journals.) Make sure you are aligned with the changing marketplace. If you haven't done this for six months, do so again. It has indeed changed.

**2** ■ Is your company a lifestyle business or an enterprise that can grow and reinvest? Don't be embarrassed to admit the former. If it is something that indeed just maintains you, more power to you. Just realize that your business will have to significantly change course if you want to sell it on the competitive market. Otherwise, your best exit options are to transfer ownership to a relative or colleague.

**3** ■ What does your management team look like? So many private business owners reward their most loyal employees with top positions and incredible paychecks. This is fine and on a personal level, I agree with you. These people make your life and business easier, and they deserve this. However, this does indeed become an issue when you sell. No matter how hard you try, you cannot mask management skill deficiencies when you sell a company. Realize that your management team may go when you do. If you have vested interest in their long-term careers, retrain them or help them find new homes.

**4** ■ What are the customers telling you? Do they say your price is too high? Then, you need to bring forward new ideas. Do they love your service? Then, leverage this to grow your share with them before you sell. Look at your strengths and weakness and work with them.

**5** ■ Who are your real competitors and what do they have that you don't (and customers want)? Likewise, what do you offer that they don't (and that customers want?) What do your sales reps say is the primary driver that makes the sale?

**6** ■ How profitable are you? For privately owned companies, this might be the most difficult thing to think about, but the easiest thing to determine. Look at your EBITDA with all your salaries. Then look at it again without management/executive salaries. Is your EBITDA-to-sales ratio in the double digits?

**7** ■ What is realistically your 5-year investment with the company? How much do you have to fix in the near-term? Which issues and equipment do you have to take on? What do you have to spend to help your company thrive? Some companies are tremendously attractive now, and some need some investment to become that. Which are you? Will a near-term investment really be able to give you a return in three to five years that covers your investment and cost of ownership over that time? Or would it be better to sell now?

These seven considerations give you a lot to digest. I am glad to help anybody at any time think through his or her options. Timing your business sale is a combination of art, preparation, great advisors, and good luck. However, it can always be your lucky day when you are prepared with a solid exit strategy.

Selling your business is not a dream but likely the second most important activity involved with owning it. Take as much time to dream about selling your business as you did about starting it. Whatever label segment you are in, you have value. Do what you need to maximize that value and improve your reward. Here's to your future and your success. Today may indeed be the day you sell your life's work.

### ABOUT THE AUTHOR



Bob Cronin is managing partner of The Open Approach, an investment banking/M&A firm focused exclusively on the world of print. The firm's proven results have made it the exclusive member-recommended firm of PIA/GATF and IPW.

**For more information,** visit [www.theopenapproach.net](http://www.theopenapproach.net), email Bob Cronin at [bobrcronin@aol.com](mailto:bobrcronin@aol.com), or call +1 630 323 9700.



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# Linerless breakthrough

**THE HPC AND BEVERAGE MARKETS** are the first target for a new linerless technology developed by Ritrama with key industry partners. Andy Thomas reports

A new system developed by Ritrama in collaboration with finishing specialist Prati and labeling equipment supplier Ilti aims to revolutionize the use of linerless technology.

In the Core Linerless Solutions system, a thin film PSA laminate – consisting of a 25 micron PP film on a 12 micron siliconized liner – is first printed by the converter on a standard press, without die-cutting, at maximum press speed.

This printed web is subsequently taken to an offline converting unit developed by Prati. Under close tension control, the web is opened, then the liner turned over and laminated onto an activated adhesive, pre-applied by Ritrama to the back of original liner, with the silicone layer now on the outside.

What was first a siliconized liner is now an integral part of the label, encapsulating and protecting the printed surface without the need for over-varnishing. The encapsulated label is die-cut and microperforated on the Prati converter to finally produce single reels of linerless labels ready to be dispensed by the end user.

The entire label is 55 microns thick as opposed to between 110-135 microns for a standard laminated label construction.

Core Linerless Solutions include a clear, a solid white and a vacuum metalized Top Coated PP, with additional constructions to follow.

## HPC TARGET

The Core Linerless Solutions system is targeted squarely at high volume global end users in the home, personal care and beverage industries. 'We see Core Linerless as being an evolution of pressure sensitive technology and not a

replacement,' says Tomas Rink, president of Ritrama. 'The supply chain for us is exactly the same in terms of efficient wide web silicone and adhesive coating and laminating liners and face films.'

Rink points out that this principle also applies to the label converter: 'The converter is simply printing a roll of labels in the usual way. The difference is, because there is no inline die-cutting required, the press can be run roll-to-roll at full speed.'

The Prati finishing unit is also based on standard equipment – a Core module is simply added to an adapted Vega Plus inspection rewinder. Bypassing the Core processor allows standard PS labels to be processed.

## LABEL SHAPES

The Core Linerless system will only allow square labels to be dispensed, but the team does not see a problem.

'It is much more efficient to use a simple label shape rather than having to keep changing the transfer drum when the label shape changes,' says Tarcisio Scapinelli. 'We can match 80 percent of label sizes in the market with our existing drum sizes and provide specific change cylinders for other shapes – similar to the way you change a hopper on a wet glue line when the label shape changes.'

But a more general question is posed by Mike Cooper, managing director of Catchpoint: 'There's nothing wrong with square. It is a clear label anyway, so the shape is provided by the printed design, and that gives endless scope for creativity.'





CORE linerless label applicator developed by ILTI

## APPLICATOR

The linerless applicator built by ILTI respects the end user's existing workflow by allowing easy changeover between PSA and linerless modules: a trolley-based plug and play unit can be exchanged in under a minute.

As well as supplying its own dedicated applicator machine, ILTI can also install the linerless modules on suitably equipped competitor machines.

In trials to date, line speeds up to 450 bottles/minute have been achieved, although the company says double that speed should be possible. Multiple label types can be applied on the same container – for example a linerless front label and PS neck or back label.

The placement accuracy of the Core linerless label is greater than for a PS label, as the applicator head places the adhesive side into direct contact with the container, rather than having to make the unsupported journey from release liner to container.

This direct application process means there is no stiffness requirement for the label. The Core team has already trialed face films down to 12 microns with a 12 micron liner.

As a final stage, the labels or the container can be coded using CO2 lasers, since thermal transfer printing cannot be used on the silicone top face.

## SUSTAINABLE ADVANCE

The sustainability benefits of linerless technology are well known. There is no

matrix or liner waste to dispose of, and more labels can be carried on a roll, lowering transport energy costs and reducing roll changes on printing press and applicator lines.

'Another advantage is the labels butt up on a linerless roll,' comments Chiara Prati, sales director of Prati. 'We don't have to leave a three mm gap between labels, meaning you could get an extra label round the same cylinder.'

The Core linerless label is radically thinner than any contemporary PS laminate.

Says Tarcisio Scapinelli, president and CEO at ILTI: 'Although liners have been getting thinner, the face film needs to be a minimum thickness to confer the stiffness which allows it to be dispensed. A typical HPC construction is a 30 micron liner and a 60 micron PP film or 85 micron PE. The ink and varnish films add another 10 microns each, making the whole construction between 110-135 microns.

'Because the Core label does not require a protective varnish, this takes off another 10 microns thickness, so the maximum thickness is 55 microns. This is thinner than any PSA face material alone.'

Scapinelli concludes that although the linerless labeling heads are some 10 percent more expensive than PS applicator heads, there should be a big reduction in total cost of ownership (TCO) for the end user, both in materials cost savings and overall line efficiency.

## SERVICE CENTER

A service center will be opened in October at Prati's production center in Italy to train Core system operators and allow converters to test client-specific jobs. A dispenser line will also be available for end user demonstrations.

Perhaps Core's greatest benefit, says Ritrama CEO Ricardo Rink, is as an 'open' system: label converters do not have to invest in dedicated equipment; and end users do not have to pay a royalty, as all royalty and licensing payments are handled within the group of partners.

'The effect is to liberalize linerless label technology,' says Rink.

## ALTERNATIVES

Some leading label converters are already manufacturing their own linerless labels, coating their own silicone and adhesive.

'But not many printers are able to exploit this opportunity and make a linerless label, so it is the materials development by Ritrama which opens up the opportunity for them to participate,' says Tom Rink.

'They only have the choice of hot melt adhesives and you are also limited to what silicone you can use in a standalone self-manufacturing system.

'We give end users the same adhesive and silicone they are used to and the printer the same materials. Nobody wants complications.'



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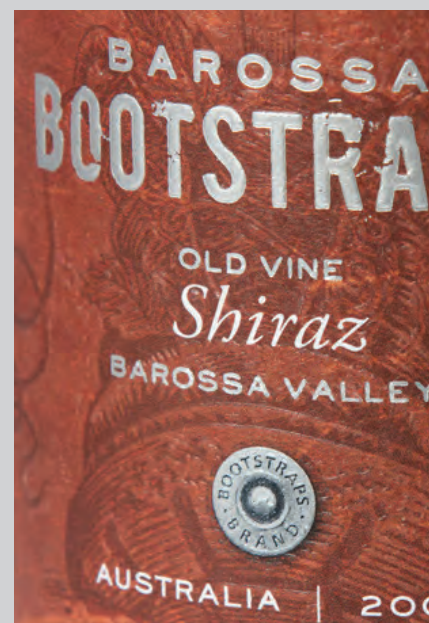
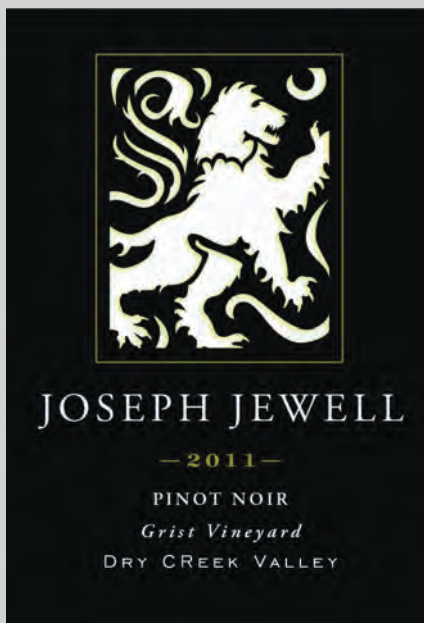
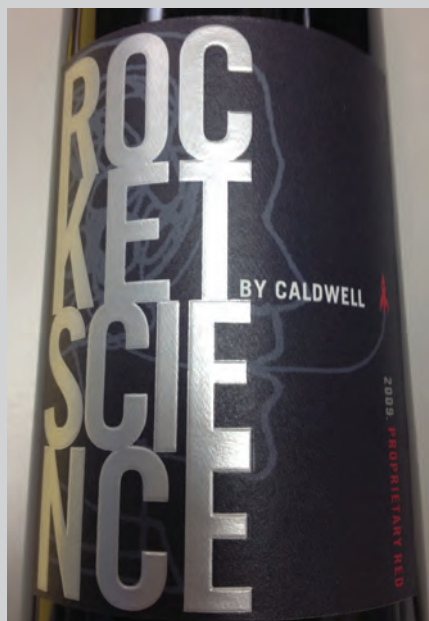


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# Teamwork delivers effective wine labels

**WINE LABEL STAKEHOLDERS** came together in L&L's Webinar to share collaborative strategies for creating effective brand communication pieces. Danielle Jerschefske reports

The Labels & Labeling Digital Wine Label Webinar was created to bridge the communication gap between label converters, designers and wineries. Sponsored by Avery Dennison and in partnership with Wines & Vines magazine, wine label experts discussed trends in the greater wine market.

Converter and brand conglomerate partners ASL Print FX and Constellation Brands Canada demonstrated how wineries can use labels as a brand communication piece and explained best practices for the label collaboration process. In leveraging knowledge across partners' areas of expertise, wineries have the opportunity to enhance their brands' shelf presence using the latest materials, technologies and techniques.

Jim Gordon, editor of Wines & Vines magazine based in Napa, California, shared the Wine Institute's research on the US market to show how the industry has experienced steady, incremental growth over the last 12 years. Wines & Vines' internal research found that in 2012 the US market consumed more than 350 million cases of wine worth about US \$35 billion. Canada consumed around 50 million cases worth around \$10 billion Canadian dollars in the same year.

There are now more than 7,400 wineries in the US. Gordon said: 'While production in the market has grown, the number of wineries has increased much faster. If you look at the numbers, you'll see that each of the wineries has at least one brand and many have several, so that gives you an idea about the domestic competition.'

The top growth brands for 2012 have unique names and differentiating label designs that have changed the dynamics of competition in this marketplace. Gordon estimates that there are more than 10,600 active US wine brands, plus 5,000 or so import brands competing. He said: 'This underlines the importance of having smart design and smart printing of wine labels and paying attention to the overall impact of your brand packaging.'

On the shelves you can see the wine industry is experiencing a creative explosion with its wine labels.'

Toni Hamilton, director of marketing at ASL Print FX, explained ways to make a wine label striking after sharing a quote from Paula Sugarman of Sugarman Design Group: 'Wine is fashion, and beverage aisles are our runway. Wines, like fashion, have reached a point where marketing and merchandising play as important a role as making the product itself.'

Said Hamilton, 'As a printer, our job is to partner with the winery and to ensure it optimizes revenue and increases sales. The label is the reason you'll sell the first bottle to a consumer. Your wine is why they'll buy a second.'

'Labels are your billboards,' she continued. 'Ensure your label pops off the shelf. This can be done with unique graphics, colors and other elements.'

Top brands have highly recognizable labels that are easy to spot in the aisles of a store. When working on design development, Hamilton stressed the importance of focusing on three aspects:

- A brand's label should reflect the wine or the winery's unique selling points
- Know the brand's target consumer
- Differentiate from the competition

The Millennial generation (born in the 1980s-1990s) is creating a buzz because it is the largest growing group of wine consumers in North America. It's critical to understand how they shop as compared to Baby Boomers. Their habits, and their tastes, are different.

By 2015 Millennials will be the largest alcohol beverage consuming age group, totaling 30 million people. They are active on social networks, want to make a difference in the world and



are environmentally and socially conscious.

Millennials already spend more on a single bottle of wine than any other generation. More than 70 percent of Millennials regularly spend more than US \$11 on a bottle of wine, and one of every four bottles purchased by them costs more than \$20.

So what designs make an impact on these fresh young people with buying power? Hamilton explained that the generation generally likes bold bright colors and unique shapes, quirky, fun and memorable names. Note: women purchase 70 percent of all wine.

Said Hamilton, 'While it's really important to appeal to your consumers, remember to make sure the brand's label stays true to the brand essence. It needs to be a perfect blend just like the wine inside.'

Each printing process has its benefits for wine labels. It's imperative that wineries confer with their label converter to understand which is best for the target outcome and budget. Digital printing is traditionally ideal for low volumes and on-demand ordering. Offset printing is traditionally used for larger volumes and is selected, again, depending on the desired look. Flexography is great for delivering special effects and typically has lower set-up costs than other processes, while finishing is completed in-line.

Hamilton continued: 'Lately, more combinations of printing processes are being used. Each printer has different capabilities so it's important for wineries to partner with a printer that leads in innovation.'

Embossing and debossing add depth and lift to label papers. Die-cutting allows parts of a label to be removed to bring the container into the design and create a unique façade. Foils can be used to integrate spark and reflect light to catch the eye. Special varnishes can be added to create or enhance the material texture.

Catherine Didulka, director of creative services at Constellation Brands Canada, said: 'Giving your label the confidence it requires to stand out from others requires a strong understanding of the label development process from concept to completion.'

'The color, texture, the brand and shape of the label are all significant elements that tell the label story and guide the consumer in making a connection.'

Didulka explained that a brief serves as an important tool that defines the parameters and scope of the label design project. 'It provides the foundation for creative exploration. It is a living document built collaboratively with the business owner and the design team. A properly developed brief serves as a resource to reduce cost and time inefficiencies in the development process.'

Didulka outlined a four step collaboration process. During the initial concept the designs are reviewed to confirm they meet the

requirements outlined in the brief. Clarity and buy-in is required from each party at this stage to avoid costly changes later in the process.

Preproduction meetings are the second phase in the process. At this point the design team, the brand owner and the selected printer review the details of the design and evaluate paper stocks, printing process and finishing techniques. This is where the printer will make sure that the label design aligns with its printing capabilities.

The third stage is design refinement and requires the final approval of artwork. Designers must walk through the various layers of color, coatings and finishing to gain approval again from each stakeholder. This is where a printer can provide a test label to give an idea of what the label will look like. Foils and varnishes would not be included. Estimates and designs will be signed off.

At the fourth and final printing stage, press approvals are scheduled. Didulka advised: 'A clearly defined process with open communications is integral to the development of the wine label's success.'

Matt Rompala, wine & spirits business development manager for Avery Dennison North America, explained the value that pressure-sensitive label material brings to wine bottle decorating and brand communication. He said, 'PS labels are canvases that deliver excellent print graphics and visual effects. The technology supports the distinct visual, tactile and sensory effects made possible by techniques such as hot foiling and embossing.'

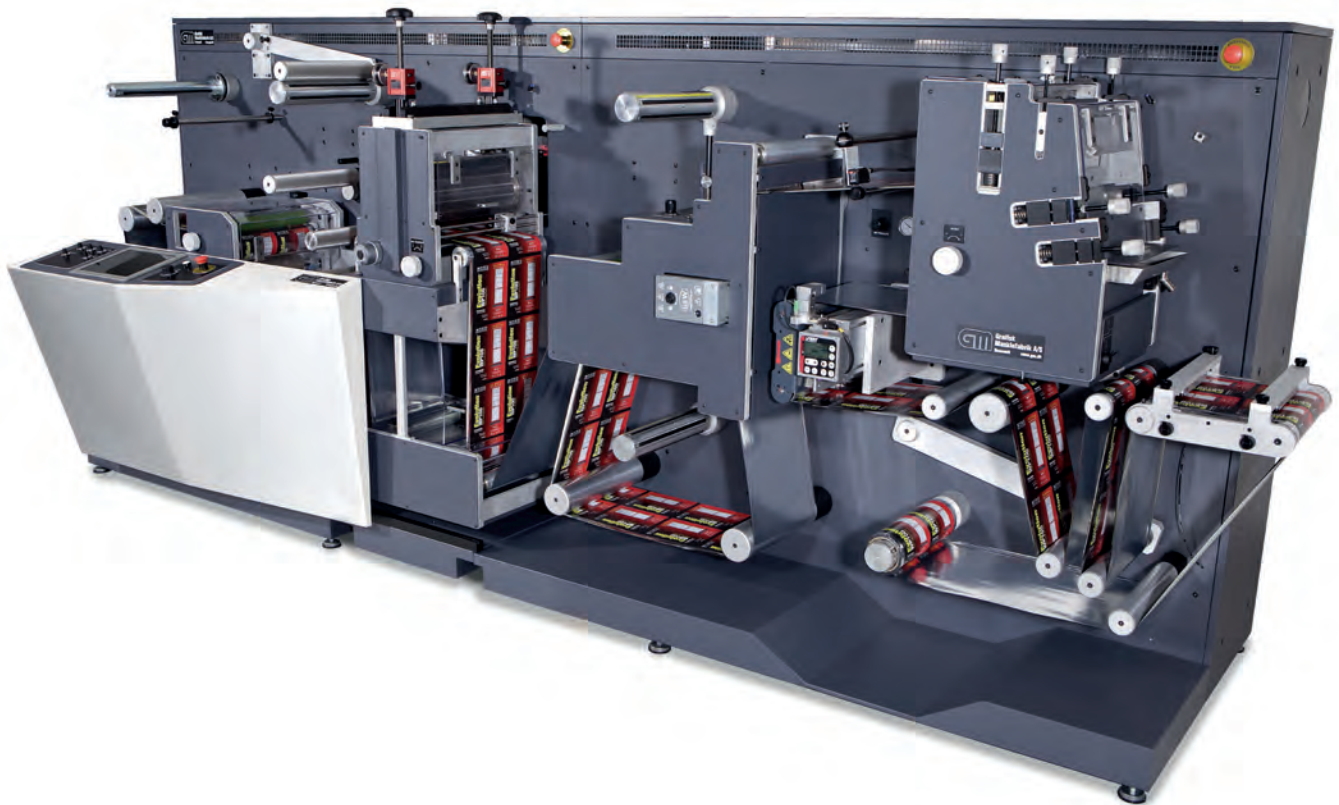
PS labels are cleaner to apply than wet glue, require less set-up time and can run at faster speeds.

Avery Dennison's 2013 wine materials collection offers 60 different stocks including textured and uncoated papers. The Aqua Stick portfolio of eight was designed for white and sparkling wines and uses the new Z3338 water resistant adhesive for ice bucket performance.

Attendees were eager to submit questions to Rompala about Avery Dennison's new wood veneer materials available in Birch and Cherry. He said, 'The new materials allow for unique design effects like staining and charring, which cannot be done on traditional paper stocks. Also, each label will have a distinct grain pattern that creates label differentiation.' The wood veneer can be top coated to run in both flexographic and digital printing machines.

The webinar hosted over 250 wineries, packaging designers and label converters from around the world on June 18, 2013. The Labelexpo Series is planning to host a Wine Label Summit in California's Wine Country in 2015. Listen to the panel presentations and review the slide deck from the webinar on Label TV.





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## Craft brewer opts for PS cans

**DESPITE A HEFTY PREMIUM** over direct printed cans, PS labeling is proving a popular choice for limited runs of craft beers, as Danielle Jerschefske reports

Decorating an aluminum can with pressure sensitive labels is a growing trend in the flourishing craft beer market, opening up opportunities for small batch brewers to deliver clear, cost effective and quality messaging to consumers in a flexible format.

Colorado's first brewpub, Wynkoop Brewing Company, was founded in 1988 and has a 20-barrel system for beer production, regularly offering 12 to 14 types of beer on tap. With 15 cases of beer in a barrel, the brewery requires less than seven thousand cans when it wants to package and distribute any single batch.

What started as an April Fool's joke launched on YouTube on April 1, 2012, has turned into a wild, unprecedented success. Wynkoop is now regularly selling Rocky Mountain Oyster Stout made with real bull testicles, an item deep fried and served at a number of restaurants in the Mountain State. The video was a spoof of Wynkoop's brewmaster Andrew Brown walking viewers through the production of the ballsy stout.

Within 24 hours of posting the video Wynkoop had locals at its bar ordering a pint of the stout, and beer enthusiasts from across the country and even Europe making calls to request a sample for tasting and review. Says Marty Jones, the idea man for Wynkoop, 'The response was nuts.'

The first production was made as a half batch and presented at the 2012 Great American Beer Festival with over 49,000 attendees and 600 US brewers. Wynkoop, with a booth in the far corner of the exhibition, had the longest lines it has ever

experienced at the event.

'This is the most expensive and fastest selling beer that we've ever produced,' says Jones, now pushing out the fourth batch made to sell in cans. 'And I can't say enough about what a great solution labeling the cans is for us. Before we didn't have an option for a "seasonal" brew.'

This labeling method enables Wynkoop to produce super-small batches of canned beer, avoiding the 95,000 can minimum required for printed cans. Printed cans cost about a dime and the print is part of that cost. Using a mobile bottling service to shrink wrap the cans added about 40 cents to each. The two pressure sensitive labels supplied locally by Quad Seven are about a dime apiece.

Wynkoop canned around one hundred cases of the unique beer in its first production run. Each can has a front and back 4-color flexographic pressure sensitive label on a clear poly stock, mimicking the decoration technique traditionally used for glass beer bottles. The design of the label was intended to allow the can to pop through and look as if the can is actually printed.

Wynkoop's TTB rep told the brewer they had never seen a two-part can label. Jones says, 'These labels have enabled us to launch a new labeling concept for micro-canned beers.'

The cans are labeled using a Primera AP360 tabletop application unit and a Cask Brewing Systems tabletop system is used for hand canning.

# FINAT congress takes stock

**DESPITE MINIMAL GROWTH** in the overall European label market, FINAT delegates learned that great opportunities are presenting themselves. Andy Thomas reports

At a time when little growth is to be seen in the mature markets of Western Europe, converters need to know where the growth opportunities lie and how to prosper in this new landscape.

So it was appropriate that this year's FINAT congress was held in the southern German city of Munich in close co-operation with the German label association VskE, representing Europe's most dynamic labeling powerhouse.

VskE has 164 members, of which 97 are converters, and they made a strong showing at the congress. VskE president Robert Mägerlein told delegates that there are some 450 PS label converters in Germany, employing 19,000 people and generating sales of 2.4bn euros a year.

The industry is driven by medium sized family-run businesses, with three quarters of German converters employing less than 50 people. A further 10 percent employ 50–100, with just 11 percent employing more than 100 people. Robert Mägerlein's own company is one of the core group of successful family-run businesses. He is the third generation managing partner of Euker Drueck, a 60-year-old converter based in Marburg, Hessen.

The German label industry has seen a

marked recovery in the last two years on the back of positive growth in the wider packaging market, said Mägerlein.

'For the future we see continued positive growth with the slow recovery of the German and European economy, while new technologies will offer us new opportunities. But we have to rethink and redesign the products and services we offer as well the way we run our businesses.'

## EUROPEAN LABEL MARKETS

These cautious remarks were echoed by FINAT managing director Jules Lejeune in his presentation of the association's annual market report.

Lejeune said that last year pressure-sensitive consolidated its position as the leading label decoration technology in Europe, with a market share of 45 percent against 40 percent for wet glue, seven percent for sleeving and three percent for in-mold.

But PS consumption across Europe grew by just 1.7 percent in 2012, barely one third of the growth rates seen up to the middle of the last decade.

Total European labelstock consumption in 2012 was 5.78 sqm – double that in 1996 when Europe-wide figures were

first compiled by EPSMA. But as Lejeune pointed out, it took seven years to reach half of that total and 10 years to reach the other half – another indicator of slowing rates of growth.

'Evidently the label industry did not escape the impact of the global financial and economic crisis,' said Lejeune. 'With consumption levels reaching maturity in Western Europe, self-adhesive demand has become more sensitive to the volatility of consumer behavior.'

It is worth noting the widely disparate consumption of PS labels across Europe. These range from three to four sqm in Eastern and Southeast Europe to 20 sqm in the top consuming countries of Northwest Europe, with an overall European average of just six to eight sqm.

'This indicates significant upward potential for the label industry in the wider Europe,' said Lejeune. Eastern Europe consumption increased by over 11 percent in 2012 compared to 2011, and with demand now approaching 1.15bn sqm, the region is set to become Europe's second highest consumer of PS labels. Another positive growth trend comes from innovation in filmic label technology, which continues to grow at



WINNERS of the student FINAT congress' logo design competition inaugurated by Aydin Okay (R), chairman of Turkish Label Association



KURT Walker, FINAT president



the expense of paper roll labels.

Lejeune concluded that European converters are marginally more optimistic than this time last year, with everyone looking forward to the 'bounce' from Labelexpo Europe in Brussels.

### SEARCHING FOR GROWTH

Jussi Vanhanen, president of UPM Raflatac, surveyed wider trends in the European label market, beginning with a startling analysis of recent merger and acquisition activity. 'Despite all the recent M&A activity today the market share of the top 10 European label converters has actually decreased very slightly. A lot of business has in fact been lost due to failed execution. So there is little evidence that large scale converter consolidation is impacting the market.'

In the retail market, by contrast, real consolidation is hurtling forward. 'In Germany the top three retailers control 80 percent of the market and in France and the UK this figure is over 60 percent. Consolidation is increasing even in Poland. This means more concentrated power in decision making, which impacts all our business.'

On the supermarket shelf, continued Vanhanen, 'A'-brands and private label brands are winning market share. 'Starting from 1999, the B-brands have been the losers. A-brands are strong but flattening and the big winner is private label, now approaching one third of the market.'

Because it is so expensive to market brands, all available marketing power is being concentrated on A-brands while retailers promote their own brands. 'So it is very important to be playing with the A-brands or the premium private label brands,' said Vanhanen.

Another significant trend is Europe's ageing population. 'Up to now, the elderly have not changed their

consuming habits – toothpaste brands are changed only once in a lifetime! But the "new elderly" are different. They are more experimental and consumption oriented, but tough for brand managers to penetrate with new products.'

Internet shopping is fast changing the retail environment, growing by 20 percent a year in Western Europe and forcing the major retailers to reassess their store building strategy.

'This is a plus and a minus,' said Vanhanen. 'It means more consumption of VIP labels for shipping. But people tend to buy trusted and established brands, so it is hard to launch new categories online, which favors the private label and A-brands still further.'

With PS labels growth now below GDP across Europe, and likely to remain there, where will growth come from?

'PS still has a low penetration in the food and beverage sectors, where direct print has the biggest market share. But we need to bring down the price point to penetrate.'

### CONSERVATIVE VALUES

Angelo Depietri, VP/GM of Avery Dennison materials group Europe, looked at trends from his own decades-long experience in the PS label industry. 'For many years we have taken share from other decoration technologies, but to get beyond our current 50 percent share will take investment and some risk.'

Above all Depietri emphasized that the whole supply chain needs to work together to achieve future growth.

'For example with food contact regulations, every member of the supply chain must be in compliance. We can look at the adhesives but not the rest of the chain. Likewise sustainability is an issue we as laminators cannot address alone. We have rainforest alliance and

## FINAT AWARD WINNERS



ALCOHOLIC DRINKS  
Label Apeel UK



WINES  
Collotype Labels, Australia



NON-ADHESIVE  
Skanem Poznan, Poland



SCREEN PRINTING  
Kolibri Labels, Holland



ANGELO Depietri, VP/GM Avery Dennison materials group Europe'



JUSSI Vanhanen, president UPM Raflatac

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HELMUT Schreiner

## PASSING THE BATON

Lifetime Achievement award winner Helmut Schreiner gave a heartfelt and passionate description of the challenges facing parents and children as the founding fathers of the label industry passed their businesses on to the next generation.

'Generation change is a real strain and test,' said Schreiner, speaking from his own difficult experience inheriting his father's converting business. 'I experienced how hard it is to wait and how hard to let go.'

Between 1970 and 2012, Helmut built the Schreiner group into a global force with over 800 workers.

After his son Roland expressed a firm interest in taking over the business, he was put through an intense course of business and industry education before being given responsibility in 2012 for the Schreiner group's US production site. He also became 20 percent shareholder in the overall business. 'Being a shareholder with rights and obligations built an important foundation for Roland.'

An advisory council was set up of which Helmut is a member, but – by design – not the chairman.

'Two humans don't easily travel this road together,' admitted Helmut. 'The younger demands treatment on equal footing which

for the older one is not so easy to accept. We have to learn a lot in this process. You find the button that makes your blood boil over when pushed.'

Helmut made a comparison with the animal kingdom 'where the successor's biology drives him to create and lead, to challenge the older wolf leading the pack. The older leader meanwhile gets protective about what he has to lose'.

Any conflict can impact employees directly: 'It is very important that employees cannot play the old and young off against each other. The orientation of the company must focus on the new leader – if the "senior boss" comes back all the time it will be difficult. My reflexes would always be wrong because they would still be leader-based.'

Nine months after the handover, Helmut concedes there are still difficult moments. But he has adapted, taking care of Schreiner Innovation – 'an environment where I can let my innovative nature run free' – and developing interests outside the business, including writing a volume of poetry.

Helmut has even been called on to mediate for other families in succession-based conflict. He concluded: 'Love is important – because when things get poisonous, it's gone.'

FSC certified papers, but the whole chain now has to be certified – including the converter.'

Avery Dennison is doing what it can to help converters address end users' sustainability issues – for example working with Lenzing and Ahlstrom in Europe to recycle liners and incorporate post-consumer waste into new liners. Avery's B2B (bottle to bottle) program includes switchable adhesives which allow filmic labels to separate cleanly from PET bottles at the recycler.

'Lightweighting of materials will continue, but we must go further,' said Depietri. 'Unilever expects its suppliers to contribute to reducing packaging weight by one third.'

Turning to the issues faced by the laminators, Depietri said the rapid growth of digital printing technologies presents a major challenge. 'We now have to provide laminates for multiple conventional and digital print chemistries, pre-optimized and with the low orders required for digital stocks.'

Avery is seeing a growing interest from narrow web converters in flexible packaging and cartons, which will require smaller order sizes and short notice delivery. At the same time PS is under pressure from the growth of short run shrink and stretch sleeve work, which has led Avery to extend its Rapid Roll non-PS product line to Europe.

More than one speaker picked out commoditization and minimalistic design as challenges for the label industry. 'It leads to a more basic approach – less color and less sophistication in finishing, but at the same time this is a great

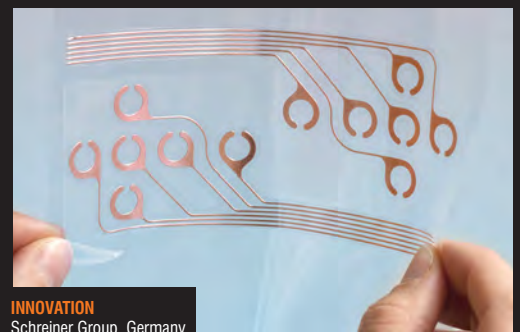
## FINAT AWARD WINNERS



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# Press manufacturers' round table

Mike Fairley chaired a fascinating panel session which drew upon the combined expertise of leading conventional and digital press manufacturers. The panel included Jakob Landberg, Nilpeter; Mike Russell, Mark Andy; Jennifer Renner, EFI Jetrion; Eric Hoendervangers, MPS; Marco Calcagni, Omet; Christian Menegon, HP Indigo; Frank Jacobs, Xeikon; and Ferdi Ruesch, Gallus.

## THE FOLLOWING IS A SELECTION OF QUESTIONS AND ANSWERS:

**MF: With the current move towards minimalistic packaging, are we moving to a situation where there is no focus on the 'middle area' in press technology – a press is either very efficient or high-end?**

**EH:** The number of colors is increasing – the average is nine colors. At the same time smaller machines are also used for high quality two to three color labels in tight register or for special work. The Raflatrac presentation showed that high-end labels are only required in the top 10 percent of the market.

**JR:** Even simple labels can be differentiated by digital overprinting of flexo work.

**MF: Where do you see the cut-off point between conventional and digital?**

**JL:** Conventional presses are becoming more efficient and bringing down the break point with digital, with download of job files and faster setup.

**MC:** The trend is towards hybrid technology, including digital. Each technology has a space in the market. Even where the runs are still very long there are more variations within it.

**MF: Where do we stand with laser die-cutting?**

**JR:** Laser die-cutting is changing the landscape. More than half of EFI presses sold have laser die-cutting, and more are retrofitting lasers.

**FJ:** It is all about how to dynamically integrate the die file. We have made a big effort to make this communication.

**FR:** One day there will be roll-to-digital in-line, including laser die-cutting, but we are not there yet.

**MF: What will be the impact of UV LED curing?**

**MR:** The change to UV LED curing will be similar to the change from water-based to UV, where it took some time to get the inks out even when the technology was ready. LED has so many advantages, including instant on and off. It is almost double price of conventional UV, but the savings in energy are substantial.

**JL:** LED will come and it has tremendous advantages, for example in the lifetime of the lamps. But modern conventional UV systems have already reduced power requirements considerably, since in Europe the shortage of power was putting a limit on press capacity.

**JS:** We see more movement in the LED direction. It helps manage a wider range of substrates.

**EH:** LED is a possible new technology for the future, but we did calculations on payback time, and our answer is 'not yet'. We are eager to learn and will watch as the price comes down and ink manufacturers come up with new ink series. We can't be limited to certain types or colors of inks.

**MF: Are label printers looking to move into package printing?**

**FR:** The folding carton world is totally different from the label world. These are not label printers and there is only a small space for roll-fed.

**MC:** We see a lot of overlap from label printers to packaging printers. Multi-substrate machines can handle both film jobs and cartons and 26in is the right width.

**JL:** High-end multi-substrate presses definitely can handle shorter runs of flexible packaging. Many label converters already have relationships with bigger packaging printers, and take out their short runs, which are in fact nice longer runs for our guys. Carton is totally different – it is easy to print but tough to convert. The minimum width for a packaging press is 22in/570mm.

## FINAT AWARD WINNERS



NON-ALCOHOLIC DRINKS  
Pragati, India



DIGITAL PRINTING  
Omnipack, Switzerland



FLEXO  
Flexiket, Denmark

**MR:** Customers ask for a press that can do everything, but they tend to specialize, so they are not running labels, flexibles and cartons on successive days.

**CM:** You need to specialize in package printing because of issues like migration, which is why we have dedicated packaging presses at 30in width.

**FJ:** Xeikon is definitely going into folding cartons and focusing there.

**EH:** Label converters are very creative, while packaging people think about total cost of ownership and want to run one design and size per day. So there is a demand for shorter runs of more variable types of products, which the packaging printers do not want to touch but that label converters are more scared of. But our culture is well suited to highly technical printing on

different materials – in fact much more so than the packaging converters.

**MR:** Food contact is a major issue. You can use inert Nitrogen curing, but like LED this is currently an expensive solution. In the US water-based inks are widely used and this technology could come to Europe. It's also cheaper to run than UV.

**JS:** In UV inkjet we are continuing to work towards a food contact solution.

**JL:** Some of our customers add on hot air dryers for a late varnish, and we have converted machines in the market where clients have said 'no more UV'. Lego has said it does not want UV on their boxes, so these are now perfectly safe to eat!

**CM:** FINAT should call on the EU to set realistic levels for migration which we can all work to.

## CRISIS – WHAT CRISIS?

Marc de Vos of the Itinera Institute laid bare what he sees as the deeper roots of Europe's economic and political crisis, driven by an unsustainable debt burden and a growing productivity gap between Germany and particularly the Southern European states, which threatens to rip the Euro apart.

'In Greece it became cheaper to import Dutch tomatoes, even with the costs of greenhouses and trucks and air freight, than grow them in Greece. Once you peel off the artificial growth caused by real estate speculation and cheap credit and go to real productivity, we are much worse off than we thought. We masked our decline with debt, notwithstanding the internet revolution.'

But amidst the gloom, de Vos sees two massive growth drivers. 'The biggest opportunity is from the three billion-strong middle class in the developing world, growing by two percent a year. This will be the global consumer century. This is the single biggest opportunity humanity has ever seen.'

'Secondly, baby boomers have 15 more years of active life before they become dependent on healthcare. They have money and are 500m strong. If you are in Europe, the US and Japan and you have products and business ideas for them you will win'.

Thirdly, the Green economy will have to expand. 'If it does not succeed it's over with the planet.'

Fourthly, de Vos explained we are not seeing just a graying but also a coloring in Europe. 'There is lots of immigration – 55 million are coming to our shores. These are a dynamic force and 90 percent are young. Everything starts with demographic growth.'

He concluded: 'Things are unbelievably bad but we have seen much worse. And there are unseen engines of growth waiting for us.'

Futurologist Horst Opaschowski reinforced both the positive and negative messages. Opaschowski sees a major motor for future growth in a coming baby boom and from the full participation of women in the global workforce – although this will not be achieved without some conflict. Health will be the 'mega market' of the future with the ageing of successively affluent generations.

'Glocalization' is a useful word coined by Opaschowski to reflect the fact that global entities still need to deliver effective local services.

And finally, for anybody not convinced of the desperately urgent need to save our environment, Dr Richard Pott, MD of the Institute of Geobotany, Leibniz University, spoke chillingly of the 'sixth extinction' now taking place as one species after another succumbs to man-made environmental destruction. 'By the destruction and over-exploitation of the natural habitats by human activity, the number of today's known species and ecosystems on Earth decreased by about 40 percent between 1970 and 2000: a decline of nearly a half in just 30 years.' Food for thought indeed when planning your next sustainability program.

## FINAT AWARD WINNERS



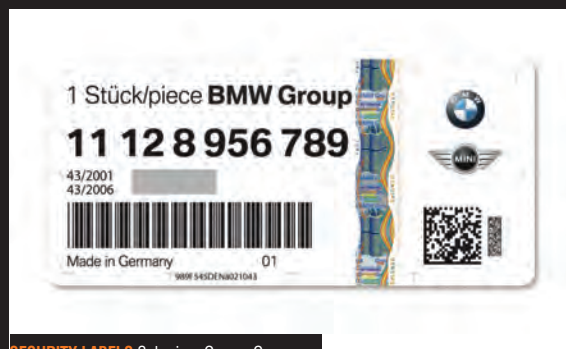
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# LMAI gets the Indian label industry together

A wide range of industry speakers addressed delegates to LMAI's annual conference in Goa. Aakriti Agarwal reports

Label Manufacturers Association of India (LMAI) organized its bi-annual conference from 26 to 28 July 2013 in Goa. With 390 participants, 150 more than the last event in 2011, the conference was a good networking platform for industry professionals. Speakers included Peter Henderson, business development director, Esko Graphics, who spoke on label trends in Asia; Christina Nilsson, head of the Trelleborg NW technical center in Sweden for the Flint Group, who presented the latest developments in UV flexo, screen inks and varnishes; Ranesh Bajaj, director, Creed Engineers, elaborated on brand protection; while Allan Barretto, managing director, Nilpeter, talked about lean production.

Ferdinand Ruesch, owner and vice chairman of the board, Gallus Group, presented on optimizing and standardizing the

label workflow. He pointed out that Asia-Pacific now consumes around 34 percent of global label consumption followed by Europe at 29 percent and the US at 22 percent.

Appa Durai, India and Sri Lanka country manager HP Indigo and Inkjet Solutions, spoke about personalization being the future and announced the tie up of HP and Reifenhäuser in India. Spring Xu, international sales manager, Zheijang Weigang Machinery, presented on intermittent offset's high quality and low production cost and the use of this technology in many industries including pharmaceuticals, security and beverage labels. Supporting her claim, she said, 'In China, the last three to five years have seen installations of over 300 intermittent UV offset presses.'

## LMAI PRESIDENT

Vivek Kapoor, president LMAI spoke to Label News India about the growing label market in India, expectations from LMAI, challenges faced by Indian label printers and more. Below are the excerpts:

### HAS THE SECOND EDITION OF THE LMAI CONGRESS MET YOUR EXPECTATIONS?

**Vivek Kapoor (VK):** LMAI has overshot my expectations. In the last edition, we had 240 participants, so this year we have done well in terms of participation. As for the sponsors, after the last conference in 2011, everyone responded immediately and they were willing to participate at LMAI.

### WHAT DO YOU HAVE TO SAY ABOUT THE GROWING LABELS MARKET IN INDIA?

**VK:** There is definitely a growth of about eight to 10 per cent year-on-year. But raw material prices have increased because of euro and dollar fluctuations and weakening of the Indian rupee. This has led to increased pressure on label printers, and they have to find a solution. One way is to pass on the cost to the end consumer. Some printers have started doing so, but others refrain due to the fear of losing a print job. I think the change would come post elections.

### WHY SHOULD A LABEL PRINTER BECOME A LMAI MEMBER?

**VK:** At LMAI, we currently have 65 to 70 percent label printers, while the rest are associated members. The association is primarily meant for self-adhesive label manufacturers. This

is a members-only organization that offers many highly subsidized benefits to the members. Even for the conference, anyone from the industry will first have to become a member of the organization to be able to participate. In addition to participation, members are eligible for a subsidy of 70 to 75 percent on the flight tickets from the Government of India to attend the Labelexpo shows. We are trying to get the subsidy for some stalls as well. In the past, people have availed capital subsidies of up to Rs 15 lakh (24,976.65 USD) which was paid by the government. This 15 percent subsidy was available on a maximum investment of Rs one crore (166,341.35 USD). Members saw the benefit and availed of the same.

### WHAT IS THE TARGET FOR THE NEXT LMAI?

**VK:** We will organize the LMAI conference every alternate year so that it does not coincide with Labelexpo India or the LMAI Awards. Once we are done with this conference, we shall start planning the next one. However, I feel that it would speak a lot about digital technology. When the market evolves, there will be a different level of technology and then we can address it depending on trend, relevant subjects and the world wide scenario. The next conference will definitely be based on topics relevant to that time.

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# An interview with Jonathan Sexton, Sun Chemical

Ahead of LabelExpo Europe 2013, Jonathan Sexton, European Sales and Marketing Director for Screen and Narrow Web at Sun Chemical talks about how the company's global reach and expertise – and its deep appreciation of the issues driving brand owners – make Sun Chemical the label producer's destination for ink. Here at Sun Chemical, we spend an increasing amount of time talking to brand owners to understand their concerns, and considering how we, as an ink maker, can help label producers respond. Of course, packaging addresses very different vertical markets, with varying needs in terms of performance, aesthetics and so on. But beneath all the variables, time and time again our discussions come down to three areas of focus: consistency, compliance, and innovation.

## CONSISTENCY

In an increasingly globalised retail environment, cross-border brand consistency is business critical. Brand owners want to be confident that their brand colours will look the same, regardless of production process or substrate, anywhere in the world. Sun has the reach and resources to be able to work with regionally diverse packaging producers and their customers to manage development and production of consistent packaging for a globally coordinated redesign or product launch, reducing time to market.

For Sun Chemical, that means we need the capability to produce inks with absolute consistency in multiple locations, and to test those inks for optimal consistency in different conditions globally. At LabelExpo 2013, we'll be showing our leading UV flexo product range, promising exceptional printability and consistency, with opaque white and dense blacks to enhance packaging aesthetics. Our focus is to design products with fitness in use and productivity at the converter in mind, and to help converters bridge any gaps that arise between the brand owner's expectations and production realities.

We're committed to helping label producers print more efficiently with products that perform consistently run after run, together with support to improve processes and sustainability.

But true consistency also requires a high level of innovation at the colour science level. Sun Chemical is the preferred ink partner of PantoneLIVE™, a cloud-based solution that enables the universal Pantone colour language across the entire packaging workflow. At LabelExpo, head to your destination for colour as we'll be showing PantoneLIVE™ for the label market, emphasising our commitment to helping label producers achieve brilliant, uniform colour for their customers.

## COMPLIANCE

The packaging supply chain has heavy responsibilities towards the consumer. As a global leader in the development and manufacture of inks, we take those responsibilities very seriously. We see it as our role to work hand in hand with label and packaging producers and their customers to help them meet legislative and regulatory requirements.

Our global reach allows us to maintain an overview of the regulatory landscape across many geographies, so we can steer converters to products which match their customers' requirements regarding quality and cross-border consistency, while also meeting differing national legislative expectations.

Low migration inks for food packaging and labelling are an area where Sun Chemical is leading with product innovation. At LabelExpo Europe 2013 we'll present an extended range of EB and UV low migration inks for flexible packaging including high opacity flexo white inks, overprint varnishes, metallics and laminating adhesive.

And where brand protection or anti-counterfeiting is an issue, our brand protection inks offer some extremely effective solutions. Whatever the challenge, we'll consult with our customers – and their customers – to find workable production solutions.

## INNOVATION

Brand consistency, regulatory compliance and optimisation of production are all fundamental. However, these practical issues have to be balanced with the equally commercial issue of stand-out and brand visibility.



Jonathan Sexton

From luxury brands to commodity products, product labels are the final link in a complex consumer marketing trail that ends at the shelf. The product label is the ultimate 'point of sale', critical in the purchasing decision. At Sun Chemical, we're driven by the desire to innovate. Our SunInspire range delivers high-impact special effects for every substrate and print

technology available today, from metallic to fluorescent, pearlescent to thermochromic effects.

We create inks that can add new capabilities to the label producer's portfolio, enabling them to offer brand owners something truly outstanding that can elevate their product and stimulate sales.

For us, being a true packaging partner means helping label producers to develop their business in new directions, by offering ideas that can make a proactive contribution to their customers' creative thought process.

To learn about Sun Chemical's extensive 'full capability' product range for narrow and mid web label and flexible packaging applications, visit Stand 5E80 at LabelExpo Europe 2013.

For more information on Sun Chemical, please visit [www.sunchemical.com](http://www.sunchemical.com)





# Summit explores Indonesia

**TARSUS** has held its first Indonesian Label Summit in Bali, opening a window on this dynamic region. Andy Thomas reports



As Southeast Asia's largest economy and the world's fourth most populous country, Indonesia is an important emerging market. To find out more, Tarsus' Labelexpo Global Series held its first Indonesian Label Summit in Bali.

An in-depth introduction to the country – and the wider Asia-Pacific region – was given by Ariana Susanti, business development director at the Indonesian Packaging Federation and vice president of the Asian Packaging Federation.

There are more than 17,500 islands in the Indonesian archipelago. Total population is almost a quarter million people, estimated to grow to 400m over

the next 20 years. More than half this total is made up of under 25-year-olds.

Almost 60 percent of the population live in cities.

Although the country is overwhelmingly Muslim, there is an extraordinary cultural diversity, with 1,068 ethnic races and 665 dialects. 'We see a good opportunity for digitally printed labels that capitalize on trends favoring shorter label runs and mass customization,' said Susanti.

GDP has grown consistently at over six percent, second only to China in the Asia-Pacific region. The growth of disposable income has seen global brands and retailers moving in.

'We see a huge lower class starting to consume simple packaged products and a growing middle class which purchases mainstream consumer goods,' said Susanti. 'We have a sizeable TOP (Top of Pyramid) consumer class – double the size of Singapore, concentrated in key cities.'

These statistics demonstrate why, just to take one key end use sector, home and personal care (HPC) product growth will be from 15 percent to 48 percent between 2010-2015.

Food and beverage accounts for 70 percent of the USD 4.9bn Indonesian packaged goods industry, which should return to double digit growth over the next two years.

## KEYNOTE

In his keynote address, Brenton Barrett, president Asia-Pacific CPG at Multi Color Corporation, reinforced Susanti's observations on regional trends, noting the rapid growth in the adoption of pressure sensitive labels (PSL). This is significant given the relatively low per capita consumption of PSL in the developing markets – just one sqm in Asia-Pacific against 12 percent in Europe. This gives an indication of the huge opportunities for PSL growth in the Asia-Pacific region.

Barrett sees label converting groups responding to globalization with a surge in M&A activity. 'As growth shifts to the



emerging markets, global brands will expect the same level of service and the same product look and feel. They will seek cost reductions in the supply chain and by increased use of tendering.'

At the same time, converters are faced with rising material costs and other pricing pressures and the need to respond to SKU proliferation, shorter run lengths and product cycles. They need to respond to environmental compliance requirements and help their customers secure their brands against counterfeiting and diversion.

'We will be expected to produce sustainable labels and packaging which combines shelf appeal with convenience and value for money. In general you will need to do more with less!'

Asia-Pacific will continue to provide the best opportunities for growth anywhere in the world, said Barrett, accounting for 73 percent of global retail packaging volume growth from 2012-2016.

'We will see rising incomes and ongoing population shift from rural areas to towns and cities creating an ever greater propensity among consumers to buy branded and packaged goods,' said Barrett.

'This will require innovation in product sizing to meet the different consumer portion and pocket needs to drive packaging growth for brand owners.'

Other key trends affecting packaging development include Wellness – 'a trend very much at play in fast-developing Asia-Pacific countries' – and consumers' requirements for convenience, 'driving development of pack types that combine functionality and ease of use to attract on-the-go consumers.'

Barrett finished with a striking slide which showed Asia-Pacific leading the globe in packaging unit growth, primarily rigid plastic and flexible packaging, demonstrating opportunities for converters across both labels and pack print formats.

## FROM WET GLUE TO PSL

An excellent example of a local brand making the transition from wet glue to pressure sensitive labels came from Rajesh Saxena, head of business development at PT Pacific Indomas, a major local manufacturer of vegetable ghee, margarine and cooking oil.

A key brand for the group is Avena cooking oil, originally supplied to the catering trade but now transformed into a popular consumer brand supplied in jerry can containers.

'But the brand packaging did not convey the brand message,' said Saxena. 'Labels were applied manually, leading to inconsistent label positioning and finishing. There was poor color consistency and imaging, low adhesive strength and lifting and bubbling.' Not only did containers have to be taken offline for labeling, but more cost was involved in rework and QC, and delivery times were lengthened.

Faced with consumers shifting from traditional markets to western-style malls and supermarkets, and now having to compete on shelf with competitive brands, the group's Pacific Indomas entered a partnership with UPM Raflatac to transition Avena to pressure sensitive labels.

'We wanted to convey the correct brand message of high quality and trust with all the eye catching, creative design possibilities offered by PSL,' said Saxena.

Yomie Harlin, country manager Indonesia for UPM Raflatac, recommended Raflacoat Prime combined with a general purpose indirect food contact adhesive and advised the company in setting up an automated roll labeling line.

'The benefits were immediate,' said Saxena. 'Firstly reduced manpower, since one label machine replaced two lines, and personnel to apply labels were no longer required. In production terms we achieved consistent labeling accuracy, which reduced errors and removed the need to rework. This resulted in increased brand appeal and brand quality, gave us accurate inventory since we can calculate the number of labels per roll, and finally allowed us to meet our delivery schedule.

Overall production efficiency was increased since jerry cans now continue from the production line to labeling followed by filling, which has reduced production costs and made the brand more competitive.'

## SUSTAINABLE VALUES

Unilever's Indonesia R&D packaging manager, Sri Yulianti, left delegates in no doubt about the importance of sustainability to the global giant and its 400 brands. She outlined the Extended Producer Responsibility regulations now being introduced by the Indonesian government and how Unilever is engaged in sustainability and educational projects in the country. Most important for this audience is Unilever's pledge to halve the environmental footprint of its products across their lifecycle while maintaining price, quality and convenience factors.

'For our packaging footprint this means reduce, reuse and recycle through use of new technologies, materials and innovative design, and this will mean eliminating certain pack materials.' Yulianti said she would definitely favor converters who had in place sustainability programs when Unilever chooses its suppliers.

## CONFERENCE SHORTS

### SOCIAL NETWORK CONUNDRUM

Pete Holywell, CEO of Australian converter Supa Stik Labels, looked at the company's experience in implementing a social media and online marketing strategy. With its focus on wine labels, the company has set out to build an online community of wine makers, designers and buyers. Holywell conceded that 'It is difficult to quantify if it has been a success or not, but a bigger risk is to ignore it.'

### DIVERSIFYING

Dario Urbinati, managing director of Gallus SE Asia, gave a presentation on diversifying a label converting business into multiple packaging substrates, explaining that a mixture of technical capabilities, management capabilities and customer relationship building were required.

### PRE-PRESS CHALLENGE

Andy Arto, production manager at carton and label converter PT Label Jaya Pratama, talked about the challenges and workflow benefits of introducing Esko pre-press technology.

### AUTOMATING REWINDS

Jacky Chao, deputy general manager of leading regional converter CymMetrik, explained the sustainability and production efficiency benefits of implementing Martin automated splicers and rewinds. Materials waste was reduced by three percent, and even on short runs up to 2,000m waste was reduced by two and a half percent, while press productivity improved by five percent.

### GOING DIGITAL

In a Q&A format Jeniaty Satjawiguna of Master Label explained the process which led the company to install an HP Indigo digital press, and how challenges were overcome.

### PRINTER PANEL

In a very frank exchange of views, four leading regional printers discussed the major issues facing converters today. A full report appears in the next edition of L&L.

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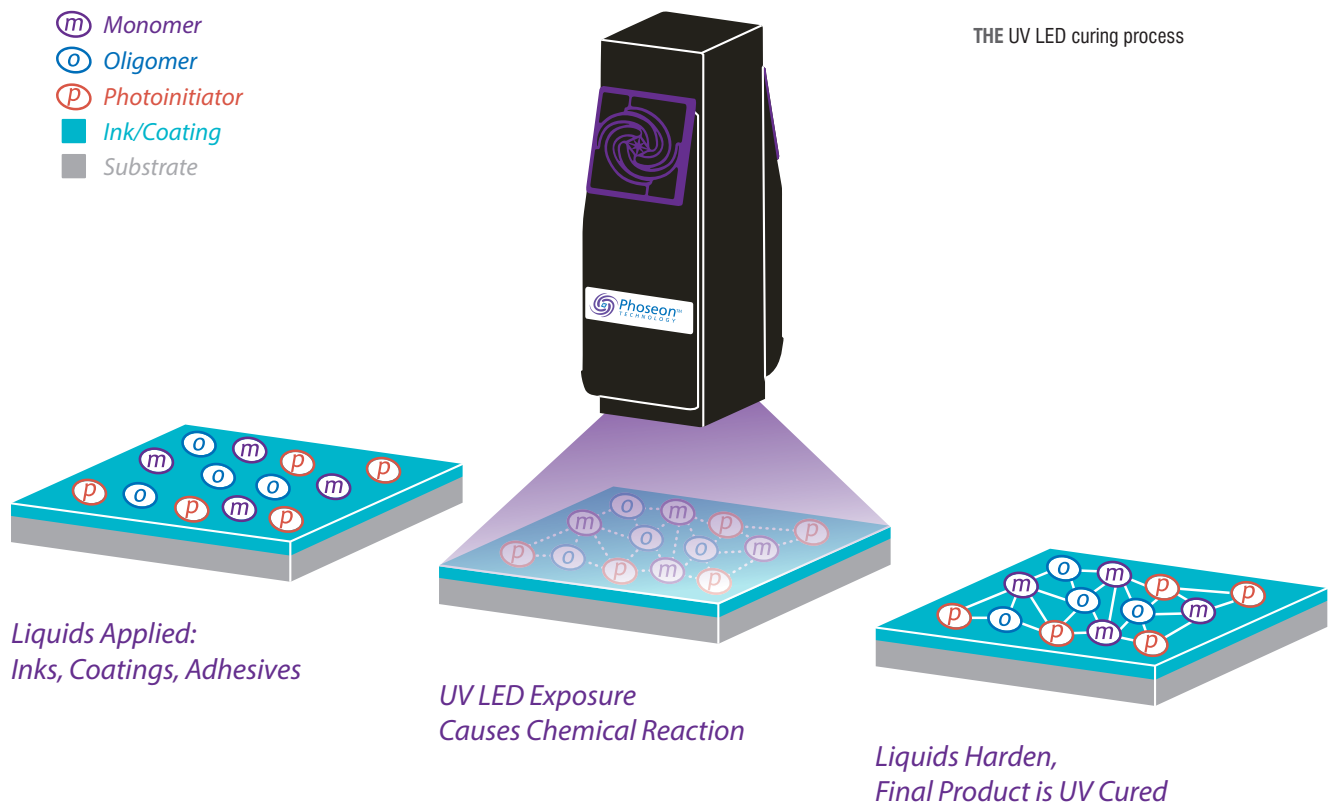
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# UV LED impacts label market

**AS** Labelexpo shapes up to be the show where LED makes its first major impact, Andy Thomas assesses the latest Phoseon lamp technology

Phoseon has been at the forefront of developments in UV LED technology, and its lamp units are to be found on several UV LED applications at Labelexpo Europe.

UV curing is a photopolymerization process that uses UV energy to change a liquid to a solid. Upon absorption of the UV energy, the photoinitiator (PI) produces free radicals which initiate cross-linking with binders (monomers and oligomers) in a polymerization reaction to cure or solidify the ink.

UV LED curing technology uses semiconductor-based light emitting diodes (LEDs) to project ultraviolet (UV) light when an electric current is passed through them. When a light-emitting diode is forward-biased, electrons are able to recombine with electron holes within the device thus releasing energy in the form of photons. The color of the light emitted or corresponding energy of the photon is determined by the energy gap of the semiconductor material.

## CONVERTER BENEFITS

The benefits of UV LED as compared to traditional mercury arc UV lamps are potentially significant for label printing applications. UV LED offers the ability to print on heat sensitive substrates not feasible with traditional arc lamps without the use of chill drums. They are a cool source due to no output in the infra-red range and require no ducting. UV LED are more energy efficient than traditional arc lamps. 'The electrical to optical conversion efficiency of UV LEDs is much better, plus

the instant on/off and no warm-up time results in a combined savings of up to 70 percent on electricity,' says Phoseon. UV LEDs are more environmentally friendly because, unlike arc lamps, they do not generate ozone and contain no mercury.

BENEFITS		FEATURES
Advanced Capabilities		Heat-sensitive, thin substrates Deep, through curing Small, compact machines Controlled curing intensity
Operating Economics		Energy Efficient Long Lifetime & Low Maintenance Increased Yields Low Operating Temperatures
Environmental Advantages		Mercury Free Ozone Free Workplace Safety UV-A Wavelength

LED benefits

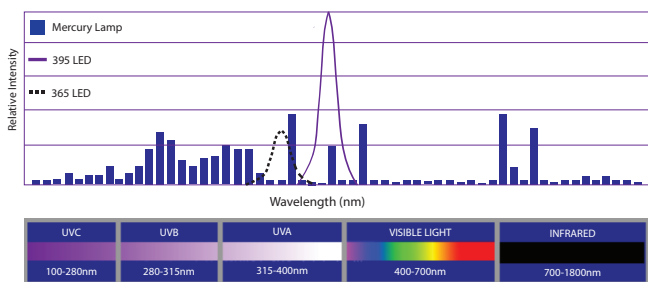
## CHARACTERISTICS OF UV LED LAMPS

**There are three key components of a UV LED curing system:**

- UV curable materials (inks) that can absorb energy in the UV region to undergo the polymerization process
- UV LED curing lamp that provides energy in the UV region of the spectrum
- A printer where the UV LED lamp is integrated to cure material underneath it

Traditional UV arc lamps produce UV energy by generating an electric arc inside an ionized gas (typically mercury) chamber to excite atoms, which then decay, emitting photons. The photons emitted cover a broad range of the electromagnetic spectrum including some infrared and even visible light. Only about 20 percent is typically useful for UV curing.

A UV LED generates UV energy in an entirely different way. As an electric current, or electrons, move through a semiconductor device called a diode, it emits energy in the form of photons. The specific materials in the diode determine the photon wavelengths and, in the case of UV LEDs, the output is typically in a very narrow band  $\pm 10\text{nm}$ .



WAVELENGTH of LED vs mercury

#### INK FORMULATION

Today, a large number of suppliers have developed flexographic and narrow web inks that work well with LED technology. As LED technology has become more powerful

and more compatible inks are available, this has resulted in the technology moving into the mainstream on full speed conventional presses.

Material suppliers have responded to the demand and challenge from the printing world to formulate raw materials that absorb energy corresponding to the wavelength of UV LED light sources.

One of the key ingredients in the chemical formulation is a photoinitiator that serves as a catalyst to initiate the polymerization process when exposed to narrow spectrum UV LED energy.

With the continued acceptance of UV LED systems, availability of suitable base materials continues to grow. The driving factors in advancement of chemistry of raw materials is increased capability and cost effectiveness of commercially available UV LED light sources.

#### DECORATIVE LABELS

Cast and Cure is a fast growing technology that creates a holographic style decorative finish on a variety of substrates for sheet-fed and web applications. Cold foil is an established print technology that allows you to apply metallic foil, inline, at press speed in an infinite spectrum of colors. UV LED technology is ideal for both of these decorative printing processes that include ultra-high gloss, matte, metallic and holographic finishes on heat sensitive substrates. These effects can be created in a variety of label and narrow web environments.

#### NARROW WEB APPLICATIONS

UV LED curing systems are now being shown on high speed label narrow web presses as well as digital presses where the



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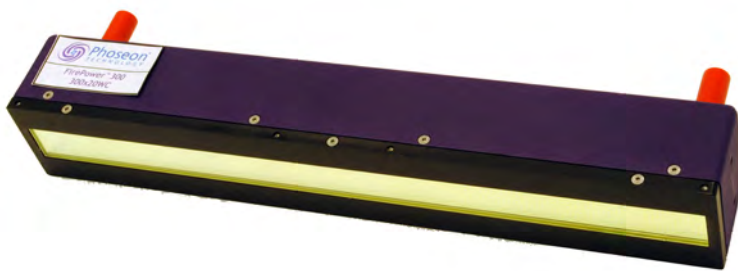
FIREJET air-cooled lamp

technology has become more established. Phoseon now has a range of lamp systems to meet these varying requirements.

The FireJet FJ200 series is the highest-powered member of Phoseon's air-cooled product line. These 12 W/cm<sup>2</sup> products are designed for the coating and digital inkjet markets where simple integration is a key requirement. The FireJet FJ200 UV LED lamp scales simply by placing a second unit next to the original.

The FireEdge FE200 UV LED pinning lamps specifically addresses the rapidly growing inkjet market by matching the length of today's most popular inkjet print head dimensions. This product is a fundamentally new design to enable higher quality at higher speeds, says Phoseon. The top air intake and exhaust eliminate inkjet print head interference and the units can be scaled to meet a variety of print width applications.

The FirePower products are water-cooled LED curing lamps offering either 12W/cm<sup>2</sup> or 16W/cm<sup>2</sup> peak irradiance and come in various standard widths. The 225mm wide product is ideal for 10in flexographic web presses. In addition, the products can be scaled to offer wider products to fit 13in, 17in, 22in or even wider presses.



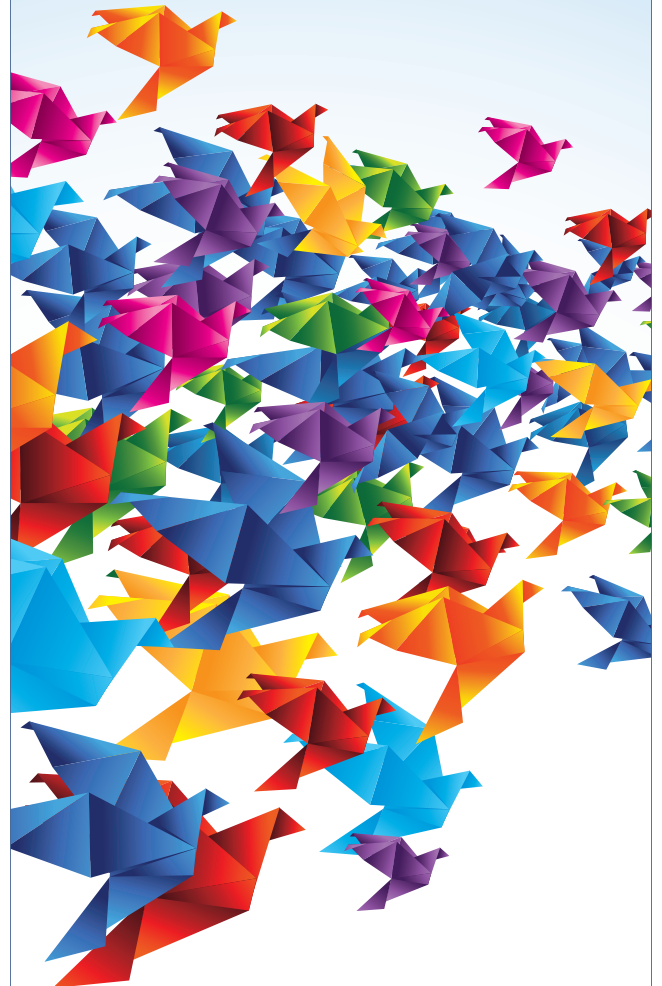
FIREPOWER300 lamp

#### CONCLUSION

LED curing technology has advanced significantly in recent years and now offers enough power and capability to support 'conventional' label printing applications. The label industry continues to challenge and drive the ink formulation and chemical material suppliers with UV LED wavelength optimized materials. At the same time, UV LED curing units have become more efficient in delivering higher energy to the media, delivering increased throughput and process flexibility.

The drawback of UV LED is the higher investment cost compared than mercury lamps. Phoseon says its systems have an anticipated payback period of 12 months.

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THE Nuova Gidue M3 being commissioned

# Sunlabel takes the high-value road

**INVESTMENTS** in top quality UV flexo and wide format digital are allowing Chinese converter Sunlabel to escape Qingdao's brutal price wars. Kevin Liu reports

Founded in China's Qingdao economic and technological development zone in 2004, Qingdao Sunlabel recently invested in a Nuova Gidue M3 Combat flexo press following its showing at the China Print 2013 exhibition in Beijing.

In early July, when L&L visited Sunlabel, the machine had been installed and debugged, and an Italian engineer was carrying out tests and training.

'The installation of the digital flexo press is aimed at improving productivity and supporting our future growth,' says James Wang, founder and general manager of Sunlabel. 'Instead of going to seize new markets, we hope to base our growth on the requirements of current clients and markets, to develop more value added products and services.'

Wang actually began negotiations for the press back in 2011, just after Labelexpo Europe. 'It was worth noting that in Europe flexo presses are always used to print short-run labels. And only a single person is needed to operate a flexo press. I thought this should be the development trend in the future Chinese label printing industry.'

## FLEXO VS LETTERPRESS

While people are still arguing about whether flexo or letterpress printing is more in line with China's national conditions, James Wang has already made up his mind. Before the installation of the flexo press, the company owned two intermittent letterpress machines and one full-rotary letterpress. James Wang believes that letterpress printing has 'inherent flaws' in terms of ghosting, color consistency, mis-registration and lack of complex online processing.

Compared with letterpress printing, the Combat M3 flexo press can print on a wider range of materials, including 15µm unsupported PET film, 20µm BOPP film, 38µm BOPP film for mineral water bottle labels to 350gsm cardboard. It can also process all extensible flexible packaging, in-mold, wrap-around, tube laminate, shrink sleeve labels and tags.

'With this machine, we can now produce shrink sleeve labels in-house instead of outsourcing to a third party, as we did in the past,' says Wang. 'In addition, in-mold labels are becoming quite popular recently, and our tests have shown this machine to be capable of printing them. Compared with letterpress printing, it has the advantage of accurate and consistent color and registration.'

## PRICE WARS

James Wang entered the label printing industry in Shandong Province very early and has accumulated over 20 years' experience. According to Wang, the PS label market developed late in Qingdao, but in recent years market competition has been 'chaotic'. Today Qingdao has almost the lowest prices in China for PS label printing. 'Because of this ferocious competition, people began to invest in a rush in intermittent letterpress machines, which led to homogeneous competition and in the end caused a brutal price war between local companies who found themselves in a vicious cycle.'

It was his determination to get out from this cycle that led Wang to purchase the sophisticated Nuova Gidue flexo press. 'After being put into operation, this will be able to provide value-added services to current clients. For example, this Combat M3, with a total of eight printing units and a gravure unit which can print metallic ink, will improve efficiency, save costs and add values to clients' products.'

How will Sunlabel manage the conversion from letterpress to flexo? James Wang answers this question very positively and with great confidence: 'We are installing a digital flexo press. The core part – the printing pressure and registration – are under complete digital control, so does not require much of the workers' skills. For companies like us who have no experience in flexo printing, the transition from letterpress to flexo can be easily achieved.'

### CROSS-PLATFORM SOLUTION

As well as his extensive experiences in label printing, James Wang has worked on the development of some unique technologies. 'We have a number of technology and design patents. Together with our suppliers, we have jointly developed a label production line for multi-layer booklets. We have no intention of getting involved in the price war, but to develop our company in line with industry trends towards, for example, personalized labels, intelligent labels and highly processed labels. These are in response to the requirements of the 12th national five-year plan for digital and green printing with low waste. We also hope that through investment in new technology and equipment, a platform can be created for a more comprehensive one-stop service covering a wide range of narrow and wide web printing, short run and long run printing, conventional and digital printing.'

As part of this strategy, Sunlabel purchased two HP Scitex TJ8600 industrial inkjet printers in the second half of 2012, giving access to the wide-format digital printing market. The Scitex TJ8600 has a maximum print area of  $3.7 \times 1.65$  meters and a printing speed up to 480 sqm/hour, can print PS materials, synthetic paper, textiles and other materials for applications including display cabinets, buses, train carriages, billboards, airports, street light boxes, supermarket POPs and trade shows.

With both the Combat M3 and HP Scitex TJ8600 in place, Sunlabel has greatly increased its capacity and also broadened its pressure sensitive applications into a complete service for the in-mold label and wine label market.

The success of this strategy can be seen in the list of Sunlabel's clients, which includes IKEA, Samsung Electronics and other well-known global brands.



THE SECOND HP Scitex TJ8600 was installed July

### SUSTAINABLE DEVELOPMENT

Sunlabel attaches great importance to sustainable development and corporate social responsibility. 'By investing in "digital" flexo and inkjet technology, Sunlabel has made a great improvement in its cost control and moved towards green environmental printing,' says James Wang. 'Our long-term development plans and continuous pursuit of environmental protection and innovation are in line with the requirements of 12th national five-year plan. At this moment, we are applying for the title of "high-tech company" and hopefully we'll complete the certification process. This would bring us a brand-new opportunity for further development.'

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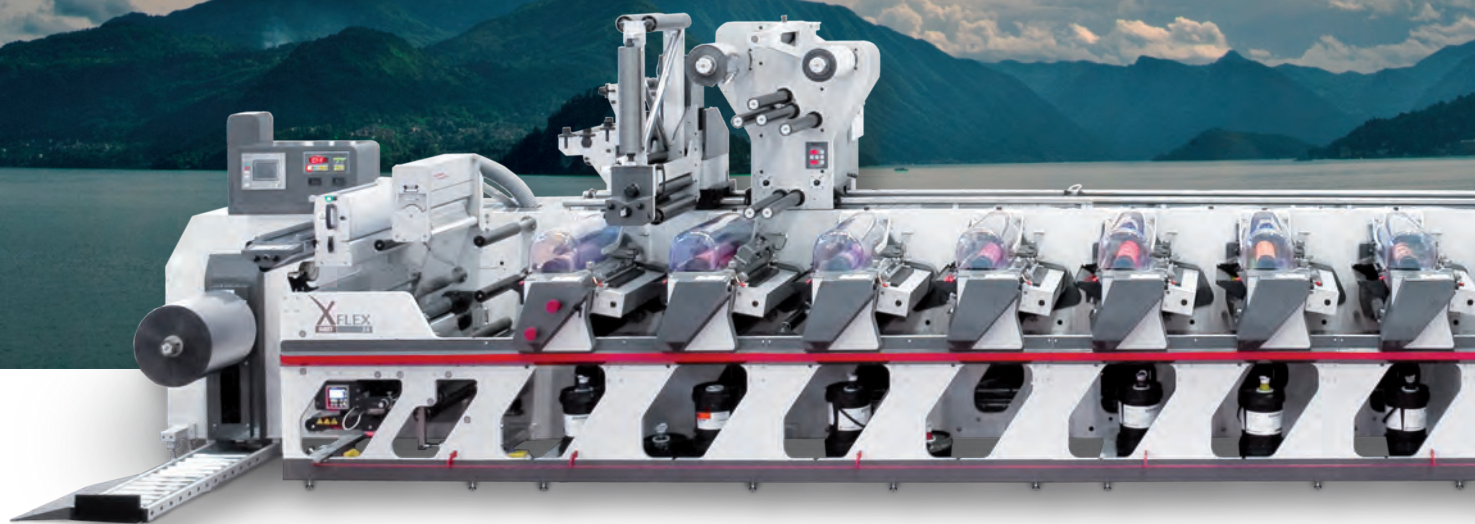


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BOTH Betasound and Active Cavitation have patents pending

# Alphasonics prepares converters for HD move

**ALPHASONICS** will demonstrate at Labelexpo Europe major developments in its anilox cleaning technology. Andy Thomas reports

Anilox cleaning specialist Alphasonics is to unveil a clutch of new technologies at Labelexpo Europe which, in combination, represent a significant step forward for converters looking to implement a high quality flexo workflow.

Alphasonics systems are based around the ultrasonic cleaning principle, which utilizes transducers to flex the base of a tank of fluid to create a vacuum. The vacuum chambers (bubbles) implode on contact with an anilox, drawing away contamination left behind by the ink components deposited in the cells. Within an Alphasonics cleaning system there are two elements at work: the mechanical action of the ultrasound and a chemical agent which initiates the breakdown of contamination deposits.

Alphasonics' current technology oscillates five khz above and below a mean frequency, distributing the ultrasound evenly throughout the cleaning tank.

When the company looked more closely at the transducer components, seven harmonic frequencies or 'sweet spots' were identified where the frequency of the sound is more responsive. Exploiting these sweet spots was seen as key to enhancing the system's sweep capacity. By using the generator to widen the frequency sweep beyond the five khz, it is possible to pass through the adjacent harmonics and deliver a number of harmonic frequencies very quickly.

Each setting now provides three frequencies in quick succession. For example, on a standard Alphasound Low Frequency setting, the ultrasound will move from the third harmonic down to the second harmonic, back through

the original frequency and then up to the fourth. Likewise, the High Frequency setting will sweep from the sixth harmonic, down to the fifth harmonic, then back through and up to the seventh.

This new technology delivers balanced ultrasound which further eliminates the potential for roll damage, according to Alphasonics.

## HIGH DEFINITION

To handle higher screen count aniloxes, Alphasonics introduced its Alphasound technology in 2000. The system uses higher frequencies with the five khz 'SuperSweep'. 'Ultrasound, when applied into fluid without a sweep is very patchy and if not managed through adequate controls, roll damage will occur,' says Chris Jones, marketing manager at Alphasonics. 'Control is key with ultrasonic cleaning which works mainly through a rapid flexure of the tank base that creates vacuum chambers between the tank base and the fluid. The faster that flex per second, the smaller the vacuum chambers will be. These smaller bubbles are much gentler in terms of cleaning action and enhance the safety of the cleaning system while ensuring the cells are thoroughly cleaned.'

This core technology has been further developed with Alphasonics' new Betasound technology, which introduces two mean 'super-sweeping' frequencies into the tank at once to increase cleaning power while providing the required balance and control.

'The idea was born out of engaging with local academics and subsequently entering debate as to whether a frequency sweep or simultaneous ultrasonic frequencies would deliver the higher

level of equality in a tank of ultrasonically activated fluid,' says Jones. 'Alphasonics implemented both solutions at once and essentially imparted a step change in the cleaning capabilities of their systems.'

Working in tandem with the 'Extended SuperSweep', Betasound transmits six frequencies per setting. This means that a low frequency setting has two lower ultrasonic frequencies that sweep through their adjacent harmonics, giving three frequencies each. This produces various sizes of the imploding vacuum chambers. Explains Chris Jones: 'The natural impulse of these chambers is to be extremely searching, leaving no place to hide for ink contamination, regardless of cell size or shape. By increasing the activity, the "searchlight" becomes bigger and more contamination can be removed. While the activity in the tank is homogenous, the presence of more varied ultrasound than before ensures the cleaning capability is enhanced further.'

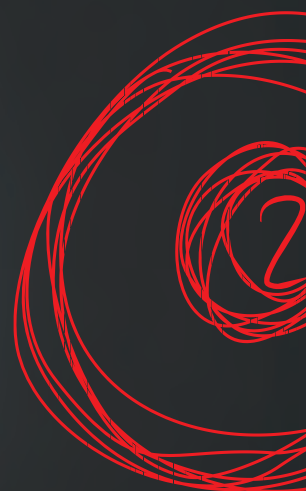
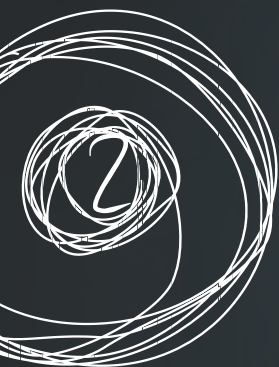
In addition to these enhanced cleaning technologies, Alphasonics has developed an active cavitation system which speeds up the cleaning cycle. 'Rolls are cleaned to the highest standards in a cycle time of potentially a matter of a few minutes,' says Chris Jones.

Chris Jones emphasizes that while each of these new technologies is significant, it is in combination where the real benefits are seen: 'Evenness of cleaning is assured by the Enhanced Super Sweep; the multiple frequencies increase cleaning capability; and active cavitation reduces the amount of time the roll is in the system. Not only does it bring undoubted benefits to management and production, but it also renders arguments against cleaning of this nature null and void.'

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## **Master M5 Digital Flexo for Unlimited Substrates**

The new **Master M5** introduces the Digital Flexo technology: print pressure and register are controlled by digital "eyes and fingers" (HD Digital Cameras combined with 7 servo motors per print unit). Master M5 performs the shortest set up time and a digitally controlled quality on labels, aluminum foils, sleeves, carton, laminated tubes and the most difficult substrates.

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# Ahlstrom release liners now made by Munksjö

**GLOBAL SPECIALIST PAPER GROUP** Munksjö is the new owner of Ahlstrom's release liner technologies. Andy Thomas reports

Ahlstrom's release liners, graphics and packaging activities in Europe are now a part of the Munksjö group, forming one of the world's largest specialty paper producers. The PSA label industry remains a key strategic focus.

Completed on May 27, 2013, the combination of Ahlstrom's label and processing activities in Europe and Munksjö AB was the first phase of the transaction. The second phase is expected to take place by end of 2013 for Ahlstrom's LP activities in Brazil. The new Munksjö will have approximately 3,000 employees and 15 production facilities in Europe, China and Brazil, with pro forma net sales of approximately 1.2 billion euros. Munksjö's Oyj shares are quoted on the Nasdaq OMX Helsinki.

'Customers of the specialty paper industry have growing expectations from their suppliers,' says Daniele Borlatto, president, release liners and member of the executive management team at Munksjö.

'They deserve to be properly supported in the implementation of their business strategies as well as rewarded for their long-lasting loyalty to sustainable paper products. To play this role, a specialty paper company needs size, larger access to capital and dedicated resources to ensure continuous cost improvement, R&D and sustainability. The new Munksjö responds perfectly to the future challenges as providing the necessary synergies.'

The new Munksjö operation is organized in four business areas: decor, industrial applications, release liners and graphics and packaging. The release liners and graphics and packaging lines have been brought into the company by Ahlstrom and represent new businesses for Munksjö.

Marco Trogia, VP of sales and marketing, release liners, explains: 'We bring to the new company our broad portfolio of release papers, which includes very successful innovations such as our Acti-V glassine paper, which enables faster silicone curing and stronger anchorage with less platinum, as well as our new clay-coated release papers developed to complete the Silco Flat range for very demanding self-adhesive graphics applications, such as for instance plotter cut films. We'll also keep and further strengthen our focus on sustainability in the design of new products, in manufacturing processes and services.'

## RECYCLING INITIATIVES

To answer the challenges of silicone coated release liner waste management, Ahlstrom launched at the end of 2012 a recycling program, which offers free of charge collection of the used paper liners at end-users, retailers or printers. Paper liners are taken to the Ahlstrom Osnabrück plant in North Western Germany, where they are recycled into the production of double-layer specialty papers. Thanks to this program, paper liners can be collected in Germany, Belgium, Netherlands and Luxembourg. Munksjö will be taking this program forward.

Munksjö release papers are manufactured in five production sites – two in France and one each in Germany, Italy and Brazil. All sites have ISO 14001 environmental management systems as well as chain-of-custody certifications that enable the supply of FSC and/or PEFC certified papers.

'The company aims to further discuss at Labelexpo Europe how innovative paper companies can play a key role in lowering the environmental impact of the PSA label industry,' says Marco Trogia. It will be first time the company has exhibited under the Munksjö brand; it will be located in hall 6, booth 61100.



(L-R) Marco Trogia, VP sales and marketing, release liners and Marco Martinez, product manager, release liners

## LINER PRODUCT RANGE

Munksjö release liners include supercalendered and clay-coated release papers for a range of market segments.

The Acti-V supercalendered release papers range from 50 to 140 gsm and are available in six colors. Suitable for silicone coating on one or both sides, they are used as backing for PSA labelstock rolls and for double-sided adhesive tapes, PSA materials and components. With Acti-V, the release paper plays an active role in silicone curing and anchorage. Curing is faster and requires less catalyst. Anchorage is stronger and more stable even in challenging environments, says the manufacturer.

Silco clay-coated release papers, ranging from 50 to 180 gsm, are targeted at a wide range of PSA applications including graphics and PSA labels in sheet format. The Silco Flat range is targeted at demanding self-adhesive graphics applications, such as for plotter cut films.

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ILARIA Fenino (center), Labeltech's sales manager, with INDET owners Franco Mason and Adriano Gozzi, stood before the three generations of CDS Italia/Labeltech equipment installed at the Italian label printer

# The genesis of Labeltech

**ITALIAN LABEL PRINTER INDET** has been a customer of Labeltech since the beginnings of the company, and 10 years on has invested in its latest finishing and converting equipment. David Pittman reports

INET is an Italian label printer with three decades of experience in the production of self-adhesive labels.

This includes blank, two-color and multi-color self-adhesive labels converted in roll or sheet form, produced using a range pre-press, printing and finishing equipment housed in its 3,500 sqm facility located just outside Milan.

Its equipment portfolio includes a Kammann screen printing unit, used to produce two-color labels, and a Xeikon 3300 in-line digital printing system to produce short-run work. This includes Safe Bag labels, which are used to trace luggage via a unique code printed on the label.

'In our facility you can see the best machines in the world,' says Francesco Mason, co-owner of INDET. 'Kammann, Xeikon and Labeltech.'

## HERITAGE

INET has been a long-time digital convert, having first invested in the process in 2005, as it has been a long-time user of Labeltech's finishing and converting systems.

Its first investment with the company came around a decade ago, through CDS Italia, the genesis of the Labeltech brand. Like INDET, CDS Italia had three decades of experience in the printing industry, producing machines to produce tissues, labels and ribbons.

In 2002, CDS Italia was approached by INDET to develop a slitter rewinder to suit its requirements, which resulted in work starting on the IT350.

CDS Italia's heritage was in the mechanical elements of printing machines and it was aware that it did not have the required electrical expertise to produce a unit for slitting and rewinding.

To fill this knowledge gap, CDS Italia approached industrial automation specialist GDE to assist in the development of the IT350.

GDE automation software engineer Gabriele D'Onofrio took on the challenge, and worked towards developing a totally electronic, full servo driven machine.

This was delivered to INDET in early 2003, and is still in operation today. A die-cutting unit has since been retrofitted, and it now handles the converting and rewinding of blank labels.

In its place, INDET is using two Labeltech machines that have been developed in the years after the CDS Italia IT350.

## THE RECENT PAST

CDS Italia became Labeltech following the sale of the mechanical intellectual property to D'Onofrio in 2011. With the electrical, technical and mechanical knowledge brought under one roof, he launched Labeltech with the aim of supplying the label market with tailored finishing and converting systems.

The next unit INDET installed was a further IT350, commissioned in 2007, which was followed by the latest generation, the IT450, delivered in 2012.

The 2012 incarnation of the IT family has been lowered to improve functionality, but other than that the visual differences between the three generations is less pronounced than the technical improvements, such as an increase in the machine speed from 200m/min to 350m/min, and the Furu inspection system, as installed on the IT450 at INDET.

The Furu system is a high-performance inspection system based on fiber optics with a dedicated processor. It places

**"In 2002, CDS Italia was approached by INDET to develop a slitter rewinder to suit its requirements, which resulted in work starting on the IT350"**



SAFE Bag labels are highlighted as a product that can only be produced using digital.



INDET press portfolio includes a Xeikon 3300 digital press

## "INDET had a very strong friendship with CDS Italia, and that transferred to Labeltech when it took over the complete machine production"

sensors in correspondence to the rows of labels, and can detect missing labels, and the presence of a matrix waste strip or flag/splice. As example of its high-speed capabilities, the Furu system can detect a 2mm matrix strip at 350m/min.

The functionality of the Furu system is controlled through a touchscreen interface, which is one of the largest physical differences between the CDS Italia IT350 and the Labeltech IT450.

Touchscreens were introduced to the IT family in 2007, with a 10in color screen to offer an enhanced user interface, with an 11in version launched in 2011.

Other technical enhancements have come about since the launch of Labeltech in 2011, including: remote connectivity, to allow operators to upload jobs and recipes from a central point and production managers to review performance; remote assistance, enabled through an Ethernet connection; USB connectivity, to allow the easy upgrade of software; and a new icon-based graphical user interface.

More recent developments include: a new two-in-one slitting system, which makes changing between rotary and razor cartridge slitters quicker and easier; EasyTens, a new system for tension control that has been developed and integrated with the touchscreen user interface; a new full servo driven die-cut to register unit integrated into the machine, which can support two die-cutting units to work on both sides of the web; and a new matrix/waste rewinder that is now fully electronic, and can be controlled and set-up directly from the touchscreen.

### **LABELS&LABELING**



INDET is producing two-color labels on a Kammann screen printing unit

### **THE FUTURE**

2013 has seen Labeltech move into a new facility to meet the demands of its growing customer base, and enhance the Furu system with FuruPlus.

This latest version of the inspection system features a dual counter to obtain different label quantities on each roll, and the ability to detect two different label sizes in two different formats.

Further, a stand-alone full rotary die-cut to register unit that can work in-line or off-line is to be introduced, and will be presented in Labelexpo Brussels 2013.

'INDET had a very strong friendship with CDS Italia, and that transferred to Labeltech when it took over the complete machine production,' says Adriano Gozzi, the other owner of INDET.

Ilaria Fenino, Labeltech's sales manager, says: 'We still develop the technical and electrical elements of our machines first, as this is fundamental to how they work. We then build the mechanics around this.'

'This process allows us to create a bespoke offering to customers that works for them, and provides the productivity they need.'



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FOUNDER Paul Beamish with Linerless reels outside Ravenwood Packaging's sales and demonstration facility

# Ravenwood grows linerless market

**WITH INTEREST IN LINERLESS LABELING SYSTEMS GROWING,** Ravenwood Packaging has reached a milestone with the sale of its 1,000th machine. Andy Thomas reports

Cost and environmental pressures are favoring a growing interest in linerless technology, particularly in the fresh foods sector. Ravenwood Packaging has been at the center of these developments since its founding by Paul Beamish in 2004 in Norwich, UK, where the linerless applicators are still produced today.

The Ravenwood Linerless system has been particularly successful with major UK retailers, including Marks & Spencer, Tesco, Sainsbury, ASDA, Morrisons, Waitrose and The Co-op. The ability of the system to pack with paper, card and film all through the same applicator has meant that value, standard and premium products can all be packed down the same production line at different times during the same day, simply by changing the material. This flexibility and quick changeover means that average line speeds are maintained and waste minimized.

'Most of the meat, fish and poultry in store is now packed using a linerless label,' confirms Paul Beamish. 'The packers need the higher line speeds and the improvements in factory efficiencies to remain competitive, and meet the supply targets they are set.'

Recent installations have seen linerless moving into retailers' produce areas, with certain varieties of tomatoes, mushrooms and peppers now being packed this way, and Beamish believes more products will follow.

'The Ravenwood applicators are sensitive enough to handle fragile products as well, and recent applicator installations have

been into bakery clients where the system has been used to label cakes both in boxes and clamshell packaging.'

Although the majority of Ravenwood systems have so far been sold into the food market, there is no reason why the technology cannot be used in non-food as well. In the United States, which is one of Ravenwood's fastest growing markets, the system has been used for labeling car accessory products, for example.

## FAVORABLE ENVIRONMENT

In its report 'The Linerless Label Market 2013', Alexander Watson Associates (AWA) states that linerless pressure-sensitive labels are enjoying a resurgence of interest in a packaging marketplace characterized by cost and environmental pressures. Explains AWA's Jackie Marolda: 'The environmental benefits of linerless go beyond just a reduction of the amount of material used by eliminating the liner. The enhanced benefits are the elimination of that material ending up in landfill, the ability to get more labelstock on a roll and reduce weight and bulk, lowering transportation costs and storage requirements.'

Ravenwood's Nobac range of applicators are capable of applying labels at speeds of up to 150 packs per minute dependent on label size and format. The applicator and printer can be linked to scales to do variable weight products as well as fixed weight packs, and the software allows for a product verification system to be linked in, which prevents the applicator from applying the wrong label to the wrong product.



Users of the Ravenwood machines cite the minimum downtime when changing rolls, and the lack of waste as key advantages. Unlike a self-adhesive label where the backing liner has to be stripped and then fed around tension rollers to a rewind mandrel, the linerless roll feeds straight into the guillotine and then just two labels are cut to reset the machine, the whole process taking no longer than 30

seconds. There are some customers who never want to stop and for them Ravenwood can supply a Nobac 500 Twin with two unwind rolls so that when one runs out it immediately starts the other.

As a further benefit, linerless rolls contain nearly twice as many labels in the same diameter as the self-adhesive equivalent. All that is left is the cardboard core, which can be sent to recycling with other cardboard products.

The Nobac applicators can apply a range of different label formats. The most popular version, the Nobac 500, can apply a top label, a top and side label, a top and two sides label, a 'C' wrap label, a full wrap label or a full label with overlap. Within these formats the Nobac 500 can be designed to apply labels to skin pack products, which are becoming more popular – particularly in fish and meat packing.

It is also possible with the new generation of machines to have fully wrapped packs where no adhesive is stuck to the pack, allowing the sleeve to slide.

Raw materials are always key to any application, and Ravenwood has worked closely with suppliers to develop dedicated linerless products. Ravenwood has its own development team working with suppliers to make products as consistent and reliable as possible but also to carry out development on new products prior to launching onto the market.

Paul Beamish says a major strength of Ravenwood is selling linerless as a complete package, including the coater to make the labels, the applicator to apply the labels, and working closely with the raw material suppliers to develop the best substrates, adhesives and silicones to work consistently once they arrive with the packer.

The Comac coater is designed and purpose built for the Ravenwood Linerless system. The coater can apply silicone to match up to 12 different glue lines if required and also has the ability to slit and rewind multiple lanes into finished reels all in one pass, all while running at speeds of up to 95 m/min.

'Anybody can produce a coater, or say they are selling a linerless solution, but if they don't have their own applicators, or have not

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taken the time to develop suitable materials, and adhesives, then we think they damage the (linerless) brand,' says Beamish.

Looking at future developments, Ravenwood has recently been running thicker materials up to 300gsm. 'We are also looking to answer calls to produce linerless labels that can be applied automatically, but that still slide on the pack, allowing consumers to view the product inside,' says technical director Rob Lewis. 'We realized that by satisfying our customers' requirements to have 'slideable' labels which can be produced 500mm x 250mm, we had re-invented the sleeve, but on a roll!'

#### SLEEVE ON A ROLL

In store, many fresh products such as ready meals are still sold with sleeves that are hand applied. The reason is that in many cases the food is prepared fresh, which requires hundreds of products to be packed each day in relatively small numbers. The size of existing automatic sleeve machines, and the time taken to change from sort to sort, means hand packing is still the best route. With the footprint of the Nobac 500 applicator only 1.2 meters and with the ability to change a roll of labels within 30 seconds, packers are now looking to automate their lines.

Jeremy Woodcock of consultancy J D Innovations has worked closely with Ravenwood since 2009. 'We have worked on a number of business cases where the clients were packing products by hand, which was very labor intensive and expensive. By switching to the Nobac 500 automatic sleeve machines and reducing the number of staff required on the lines, we have seen payback times in less than six months'.

Woodcock says additional cost savings were made because the Nobac 500 uses on-demand printers, thereby removing the need to have sleeves pre-printed – which often led to unused sleeves being thrown away. Or if the product was not packed for a day, a whole batch of sleeves was wasted. 'We had one customer who we estimated was throwing away 14,000 GBP worth of sleeves per year because of printing more sleeves than were required'.

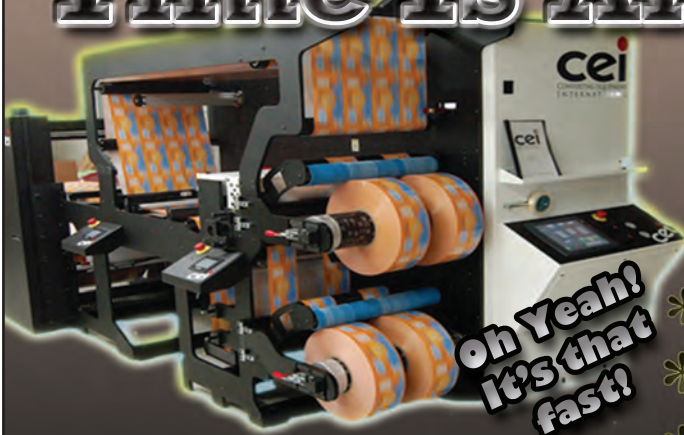
In the last nine years, Ravenwood has expanded into a global company, with a network of agents and printers to supply most markets. In that time linerless has clearly established itself not just in the food sector, but in an increasing number of non-food applications. It will be fascinating to see where the technology moves now.



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UWE Lieberum, supervisor production, (center) and Dominik Werth, head of quality management (right)

# Inspect on the press

**GERMAN CONVERTER X-LABEL** has spent five years with Erhardt+Leimer integrating presses and rewinders into a single, automated system. Andy Thomas reports

When label and packaging specialist X-label made a decision in 2008 to install 100 percent print image control systems, the company management took the opportunity to implement a completely new kind of workflow.

Contrary to the predominant practice at the time of installing inspection systems on the rewinder, X-label decided to install them on the press and to use the defect information to remotely control its rewinders. This is achieved by editing a virtual 'roll report', allowing QC to identify which defects are serious enough to require the label to be removed. This edited information is transferred across a network to the rewinder, which positions the defective label on the splice table ready for operator action.

The advantages of this workflow were recognized very early on: printing errors are detected at the source – on the press – and can then be quickly remedied or diminished. Printing waste that has already been produced is defined before post-processing, thus increasing the productivity of the finishing machines.

After intensive market research on workflow solutions, in 2008 X-label decided on Erhardt+Leimer as its system supplier. As well as the proven performance of its Nyscan inspection system, Erhardt+Leimer's willingness to optimize the technology to meet X-label's requirements was a decisive factor.

The primary goal of the collaboration was to create a flexible inspection and post-processing architecture with the greatest possible degree of flexibility. For example, it should be possible for print jobs from different presses to be processed on any finishing machine. In addition, the aim was to standardize the work and control processes on the presses to the greatest extent possible.

After the first two installations, print quality improved significantly. Thanks to early detection on the press, errors such as ink spots, color irregularities, register fluctuations, text errors and die-cut deviations were greatly reduced. At the same time, throughput on the finishing machines was increased considerably, as it was no longer necessary to stop for every single error or to remove label flags. The machine operators accepted the systems from the start, which was a critical factor.

The success of this first phase convinced X-label to go ahead

with 'Project Inspection'. In the next step, Erhardt+Leimer equipped all the presses (from different manufacturers) at X-label's Gebesee factory with the Nyscan Web:Inspector 100 percent print image control system. In addition, the Nyscan Roll:Scheduler for automatic fault placement was installed on all rewinding machines. In parallel, X-label factories in France and Russia as well as X-label's partner's factory in the USA were also equipped with Erhardt+Leimer's inspection workflow systems. The result was a standardized inspection architecture with the greatest possible flexibility and constant quality assurance.

The next step was to link the Nyscan systems even more closely with the existing data acquisition system, allowing job setup on the presses to be extensively automated. X-label, Erhardt+Leimer and an IT service provider collaborated closely to implement the project.

Prior to production, the network transmits job-relevant data from the data acquisition system to the relevant E+L systems. This data includes the job name and roll name to enable the clear identification and tracking of each individual roll. Further information, such as the reference image size and the number and position of printed rolls of labels, enables the automation of job creation on the E+L inspection systems.

During production and finishing, the E+L systems continuously feed back data such as total, good and waste quantity counts as well as the status of each of the individual Nyscan systems to the data acquisition system. This allows production management to continually check the current production volumes of all machines.

'Investments made in the Erhardt+Leimer Nyscan workflow solutions have proven to be positive moves in the long term,' says Karl-Friedrich Michel, general manager of the X-label plant at Gebesee. 'In close cooperation with X-label, E+L has continually developed the inspection systems and has adapted the workflow process in line with X-label requirements. The E+L systems are what guarantees the standardization of inspection processes, an increase in productivity, and the fulfillment of the high quality requirements of local and global group customers.'

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# Opinion:



COOL Pak labeled container using K600i



EMERALD Packaging prints QR codes inline

## Integrating inkjet

**AS A LONG-TIME SUPPLIER OF CODING AND MARKING SYSTEMS**, Domino is in a unique position to identify the areas of variable print where label and packaging converters can make an impact. Philip Easton, the company's director of Digital Printing Solutions, reports

It's a rare thing in the printing industry these days when the future looks so bright. But that's just how it appears for the more progressive and forward-thinking label printers and converters if they embrace the new business opportunities that digital inkjet offers.

Digital label printing and packaging are predicted to grow strongly in the next few years. According to Pira International, the global inkjet label market is forecast to reach nearly three and a half billion USD by 2015. Reflecting this upward market trend, industry consultants Infotrends estimates that global sales of digital inkjet label systems will also increase and reach a total of 91 million USD by 2016. This is exponential growth.

This year represents a watershed in the advent of next generation digital inkjet technology, with output resolutions of 600 dpi at speeds of up to 75 m/min. These new levels of productivity are further blurring the divide and thinking on what is run digitally as opposed to flexo.

While output quality is certainly a key driver for label printers and converters, so too is the need for increased production efficiencies, such as just-in-time production and localization, all demanding shorter run lengths and 'on-the-fly' make ready changeovers. Brand owners are also looking to label suppliers to provide more sophisticated solutions to communicate greater creative and innovative promotional campaigns. Take for example the widespread use of mobile smart devices that is driving the use of QR codes on product labels and flexible packaging.

The next generation inkjet technology is capable of delivering high quality text, product identification, QR, 2D and barcodes, variable data as well as sophisticated graphics and logos.

We are already seeing many Domino customers turning to digital inkjet label technology to add additional revenue streams to their business. Cool Pak, a packaging manufacturer based in California, is one such company. Cool Pak needed to purchase over 600 million variable print trace labels for its clear clamshell produce containers. Since investing in a Domino

K600i monochrome inkjet printer, the company has brought its variable label printing in-house and today provides its customers with just-in-time label printing services that support a range of variable data, product identification and traceability requirements. Not only has the company made significant cost savings, it has also added a valuable new service offering to its customers which has brought additional revenue to the operation.

Similarly, the wide range of substrates that inkjet can handle also attracts new applications. When UK-based label printer Piroto integrated an inkjet system into its 330mm wide label line, it was able to take on new applications, increase production capacity by 50 percent, and double its VDP capabilities by offering digital print across the entire web.

It's not just label printers that are looking to the potential of digital inkjet for new business: companies servicing the food supply chain are experimenting with the cross-over into label production applications. Emerald Packaging, a flexible packaging manufacturer from California, implemented direct package printing into its operation through the introduction of a Domino Bitjet+, which prints a QR code onto polyethylene material as it is being converted from roll form to individual bags. The QR code serves a dual purpose for its customer, Growers Express (Green Giant Fresh) of traceability and food safety, as well as a marketing vehicle to connect with consumers.

This application further demonstrates the power of inkjet being used to increase business opportunities in the convergence of coding, labeling and print packaging applications.

In the short to medium term, for VDP applications, it will be the hybrid solutions where inkjet print heads are integrated into traditional flexo lines, that will make the biggest impact on these label applications, later followed by the adoption of the new generation full color digital inkjet label presses which will ultimately take a stronger hold on the market.



X-FLEX X-6 combination offset flexo press

# Polish pioneer

**MASTERPRESS** was the first converter to install Omet's hybrid offset/flexo X-Flex press, part of a 15 million euro investment program. Nick Coombes reports from Bialystok

A city in northeast Poland is not the most likely place to find a showcase for Italian print technology, but Masterpress SA, situated in the regional capital of Podlaskie Voivodeship, is the exception.

Here, in a brand new 12,000 square meter production facility on the banks of the River Biala, is one of Poland's leading print converters, with the largest machine park of Omet narrow web presses in Europe.

Masterpress typifies the private enterprise spirit that sprung up after the demise of the Soviet Union at the end of the 1980s, and embodied the new spirit of enthusiasm and entrepreneurship that typifies the people from this part of Poland where traditional values blend well with the quest for adventure and a challenge.

And it was two university friends, Waldemar Zdrodowski and Mirosław Zywicki who spotted the opportunity to set up a new private printing company, and grow it with the market. Initially, the company produced commercial work including brochures and printed stationery on sheetfed offset machines, but it was the move into inline flexo in 1998 that saw the business begin to grow.

Early ventures with narrow web flexo relied on American manufactured presses. With Zdrodowski's vision and the print expertise of Jacek Trykozko, who joined Masterpress in 1997 with a brief to grow and diversify the business, two 10 inch Propheteers were installed, a 6-color and a 7-color, both using water-based inks. These allowed Masterpress to expand into the dairy and meat industries, which required roll labels. Previously, the company had supplied wet glue labels in sheet form, printed on Heidelberg offset presses.

By 2002, the company had reached its production capacity

**LABELS&LABELING**

on existing plant, and having experimented with UV curing on one of the Propheteers, went in search of a new press. Of those approached, Italian manufacturer Gidue appeared to offer the most appropriate solution at that time with its Combat line, and over a period of years, several of its machines with a variety of specifications were added to the machine park in Bialystok. This technology allowed Masterpress to move into the market for shrink sleeve production, and more latterly in-mold labels.

But the switch from one Italian manufacturer to another followed a logical path, according to Trykozko. 'We had begun negotiations with Omet back in 2005 because we could see the development potential of their technology. In particular, we liked the shrink sleeve solution they offered, and this was an area of major growth for us,' he commented. The decision to install the first Omet in 2007 was also made easier with the demise of the old Gidue company, and the resulting uncertainty of future supplies, says Trykozko.

The first Omet was a 670mm VaryFlex line of unusual specification. In addition to its 10 UV-flexo print stations, it was fitted with a rotogravure unit. 'We like the automatic register control on the VaryFlex. It reads longitudinally and laterally, which is essential for shrink sleeve production, and the press has superior web tension control that delivers higher quality print on difficult substrates,' added Trykozko.

What set Omet apart was the way they listened carefully to Masterpress' specific requirements and then tailored the press configuration to fit, according to Trykozko. 'As a company they have a degree of lateral thinking, and approach each situation with an open mind on how to resolve it. It is real design engineering put into practice,' he said, adding that with offices in the USA and the Far East, as well as its manufacturing



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JACEK Trykozo



headquarters in Italy, Omet offers true 24/7 service support. He is also quick to point out that Masterpress is, of necessity, fully self-sufficient for most maintenance and repair work.

A product of Omet's capacity to listen, and its ongoing commitment to development, is the fact that each of Masterpress' subsequent machines – it now has five installed – has been technically better than its predecessor. There are now two VaryFlex lines, two X-Flex 430mm lines, both 10-color, and the latest X-Flex X6, which is a hybrid.

Specified as a 10-color press, the new Omet is configured with five UV-flexo print stations and five offset units, using sleeve technology. It also has cold foil capability and die-cutting, and is fitted with Omet's own Vision-1 register system.

According to Omet's sales director Marco Calcagni: 'The installation of our first flexo/offset combination press was always going to be crucial for us and the customer. We needed someone who understood our technology, and they needed a manufacturer they could rely on. I think it is fair to say we have a win-win situation here!'

The X-Flex X6 is designed for ease of operation. The lightweight sleeves make for easy job changes, with all preparation carried out offline, while the Vision-1 system maintains tight register at speeds up to 200 m/min, reading across and along the moving web. The system also controls pre-register and



OMET Varyflex F1 printing shrink sleeves

the automatically motorized inking trays and dampening system, as well as print pressure, temperature and web tension. Variable repeat length is available in one-inch increments, and the sleeves are pneumatically locked in place directly onto the press.

The hybrid flexo/gravure capability offers Masterpress a unique selling proposition: the vibrancy of UV-flexo inks that bring graphics to life and the ability to handle short run work by virtue of quick changeover times, with the powerful metallic finish that only gravure printing can bring to give maximum impact.

Such is their performance that the Omet lines now handle all of Masterpress' shrink sleeve output, which accounts for 50 percent of all work manufactured at the Bialystok plant. According to Jacek Trykozo, the company is now the largest shrink sleeve producer in Poland, and with plans and capacity for growth – the company's staff of 240 currently works a double-day shift, five days a week – it is not difficult to predict an increase in their market share. For now, the company

says it is content to work on improving its production efficiency with existing staff and machines, and the new 'lean manufacturing' principle around which the new factory was laid out.

As a mark of its quality, Masterpress holds ISO 9001:2009 certification, and is in the process of attaining ISO 22000 (HACCP). In addition it is accredited for GMP and GHP and is acknowledged as a 'lean manufacturer' with the 'dot' emblem. All of which has attracted leading brand names across a broad spectrum of markets. The company portfolio includes work for P&G, Colgate-Palmolive, Heinz, Coca-Cola, PepsiCo, Philips, Coty, Henkel, and Danone, amongst others – a veritable 'who's who' in printed packaging. Critical to maintaining quality is the company's policy to handle all processes in-house, from digital pre-press through printing and converting to delivery.

Concluding, Waldemar Zdrodowski stated: 'As a company, we are driven by ambition and innovation, and in Omet have found a partner that is on the same wavelength.'

THE Masterpress plant





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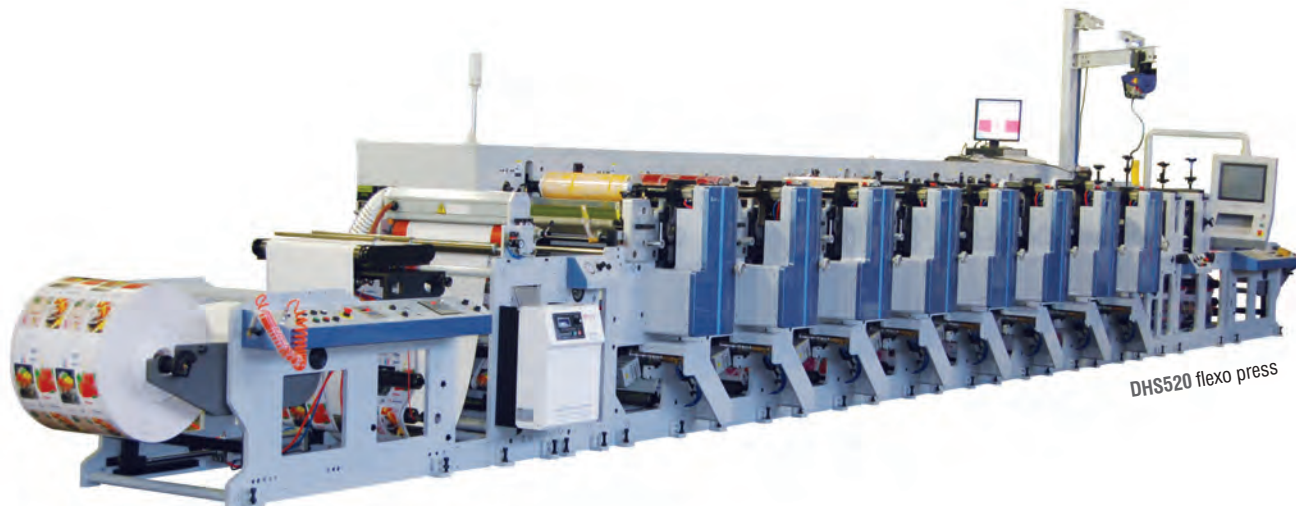
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# Chinese player seeks international success

**CHINESE PRESS MANUFACTURER** Weifang Donghang is making a serious attempt to establish itself as an international player with the launch of new presses and an agency network at Labelexpo. Andy Thomas reports

Although Chinese press manufacturers have made attempts to sell presses on the international market, converters in Europe and North America have generally proven skeptical, pointing out that despite the lower price, consistent quality, spare parts and technical backup are difficult to guarantee.

Weifang Donghang Graphic Technology Inc is looking to change that perception with the help of Richard McGuire, well known in the international label industry for setting up the Ko-Pack agency and technical support network in Europe in the 1980s, going on to found and run Ko-Pack Europe in Peterborough, UK between 1984 and 1995.

Essentially, McGuire is looking to do the same thing again, this time with Donghang company, with whom he has worked in an advisory capacity since 2005. 'I have worked very hard over the last three years with Donghang and educated them to western market needs regarding label press equipment,' says McGuire. 'They have responded in a very positive way and now I am 100 percent sure they are now the leading press manufacturer to come out of China. I have attended eight exhibitions with Donghang in China over the last two years and I have kept a close eye on other companies producing label printing equipment in China. None of them understand our markets and what is really needed, plus they would never think about European service, training and local stocks of spares.'

Last year, McGuire took Donghang owner Fanxiang Meng and his engineers on a tour of state-of-the-art UK label plants to see modern western technology close up. 'The plan was not to copy but to make things better,' says McGuire, now sales manager Donghang Europe. The result is the launch of three entirely new presses at Labelexpo Europe, where Donghang has taken a significant sized stand in Hall 7 Stand No M-130.

The centerpiece is the DHS520 mid-web flexographic press. Available in web widths from 330mm to 1.65m, the press at Brussels expo is a 520mm wide 8-color version. It is equipped with dual servos on each print station and a touch screen for setting print pressures. Print speed is up to 200 m/min. The press has been designed to fit European UV units such as GEW E2C UV and chill drums and has a substrate range between 12 microns and 350gsm board. The DHS series is available with Stork Screen units and in both roll-to-roll and roll-to-sheet configurations.

McGuire has pulled together a top team of international co-suppliers to show off the capabilities of the machine. The press will be printing PSA labels, running half the web at 150

and the other half at 175 line screen on a Herma laminate. UV flexo inks have been supplied by Flint and plate origination carried out by leading UK repro house Eclipse on Asahi AWP waterwash digital plates. Sandon supplied the 1200 screen anilox rolls.

The second new machine is the DH320L intermittent offset press, which will be shown with five offset and two flexo heads, cold foiling and rotary die-cutting. Printing repeat is 350mm and speed up to 70 m/minute with Auto register. Three of these presses have already been sold, mainly for wine label production. 'We had a lot of input on the roller design from our Spanish agent Carlos Agullo, and Jose Martin Italian agent who is an expert in offset technology,' says McGuire.

The third, and perhaps most surprising addition to the Weifang stand, is an LED-cured digital inkjet press using Phoseon lamps, operating on a 210mm web width at speeds up to 75 m/min.

For the future, Fanxiang Meng has invested in an impressive new factory in China – an 85,000sqm plant on a 100 acre plot – to back up Donghang's machinery program. The beginnings of a comprehensive European agency network are now in place: Carlos Agullo's ACP in Spain, Jose Martin at MGE OCC Italy; Andrzej Basinski of Netflex Poland; Jerry Porter, PorterPac Germany; as well as a South African agent Johan Kotze of Label Tehnologies. Local stocks of spare parts will be held in Germany and the UK.

It will be fascinating to see how this new Chinese press brand – allied to a strong local support network – will be received by visitors to Labelexpo Europe.



L-R Richard McGuire, European sales manager and Fanxiang Meng, owner of Weifang Donghang



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**News 2013: INGLESE DP210, a roll to roll – digital label printer**, to print full color labels, which uses a proprietary Crushed Polymer Toner with LED Imaging, providing chemically resistant laser sharp images, without the need to laminate or seal the image. It uses conventional paper stocks, unlike inkjet solutions - no costly, specially coated stocks are required. Intended for 10,000 to 80,000 labels per month, it is capable of producing finished labels and of printing variable data as an option.

Moreover, INGLESE Srl is **Agent in Italy of ESKO** (Bronze Reseller 2013) for CTPs and softwares in the label field and of **HEBENSTREIT Metal Decorating GmbH** for the metal decorating field.

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# Screen powers into label market

**WITH THE LAUNCH** of its first dedicated narrow web inkjet press, Screen Europe is making clear its commitment to the label and packaging sector. Andy Thomas reports

Screen has fully committed itself to the label market with the launch of its first specialist narrow web digital press, the Truepress Jet L350UV. The full commercial introduction will take place at Labelexpo Europe.

The press was first seen as a prototype at Drupa, since when it has been refined and thoroughly tested. The first shipments are expected in October.

The Truepress Jet L350UV prints at up to 50m/min on a 350mm web. It uses multiple 108mm Kyocera heads with a native 600 x 600dpi resolution and three picoliter drop size, giving a print width of 322mm.

The press will be available in both stand-alone and inline configurations, the latter including lamination, die-cutting, foiling, coating and embossing modules. Screen is set to make an announcement about its finishing partner.

Screen supplies its own high-definition UV inks including an optional opaque white for printing on transparent film and metallic foil, which should be available in Q1 2014.

## SCREEN BACKGROUND

For those in the label market unfamiliar with Screen, it is one of the world's largest manufacturers and suppliers of system components for the pre-press and printing industries. Its range of equipment includes the Equios workflow system, RIPs, a range of PlateRite flexo and thermal platesetters, and a range of Truepress Jet digital inkjet printing presses. The Truepress JetSX, the world's first B2 digital perfecting sheetfed printing system, is now being used for personalized carton printing (see feature in L&L's sister magazine Packprint World this month). There is no reason why it should not also print short run wet glue labels – an area of great potential.

Behind this extensive print business sits Screen's semiconductor and flat panel display manufacturing operations, giving great depth to its electronics research.

Screen Europe president Brian Filler believes the company's wider reputation will count for a lot in the label and packaging market. 'One of the things Screen has a name for is reliability and uptime with its existing inkjet devices. This is important. The Truepress JETL350UV will achieve 90-95 percent uptime.'

## PACKAGING FOCUS

The launch of the Truepress Jet L350UV forms part of a strategy to leverage Screen's workflow, CtP and digital print technologies into a more

focused offering for the wider package print industry.

Screen's Equios Universal Workflow forms a central control and management system connecting multiple output devices within a flexible and scalable operating environment. It is included as standard in the Truepress Jet L350UV, and allows easy integration into existing pre-press workflows.

Beyond the 'traditional' package print world, more label and packaging converters are adding wide format service bureau-type operations for their existing packaging clients, and Screen has technologies in this space, including the Truepress Jet W1632UV and Truepress Jet W3200UV flatbed UV printers.

## DISTRIBUTION STRATEGY

Screen Europe's sales strategy for the Jet L350UV is centered around distributors with specialist knowledge of the label market. The first such partner is Dantex Graphics, the largest distributor in Europe of letterpress and flexographic plates, which has been serving the needs of the packaging industry for over 40 years. Dantex is a specialist in water-wash photopolymer plates and processing equipment as well as

pre-press and pressroom equipment and consumables.

The company will sell and support the Truepress Jet350UV press in countries where it has offices, namely Austria, Benelux, France, Germany, Ireland, Italy, Poland, Switzerland, Turkey and the UK. In countries where Screen has subsidiary offices it will sell direct, with joint sales channels in the UK and Netherlands. Further channels will be announced as distributors are qualified.

Dantex chairman Richard Danon can clearly see the potential of this powerful new combination: 'Dantex is delighted to have formed this new relationship with Screen for the sales and marketing of the Truepress Jet L350UV. As a specialist manufacturer and supplier to the label printing market, we regard this addition to our product portfolio with a great deal of interest and excitement. Our company has a wealth of experience in the label market, and with Screen's expertise in imaging technology we have established a formidable partnership to bring this leading technology to our customers.'



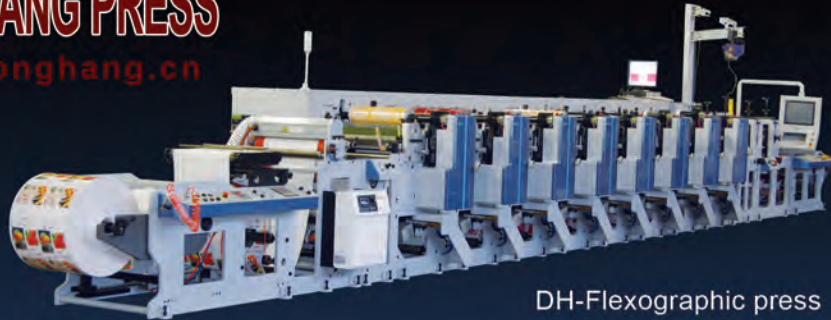
THE SCREEN Truepress Jet L350UV digital press



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DH-Flexographic press



DH-Digital Label printing machine



DH-Intermittent Rotary Label Offset Press



### Weifang Donghang Graphic Technology Inc.

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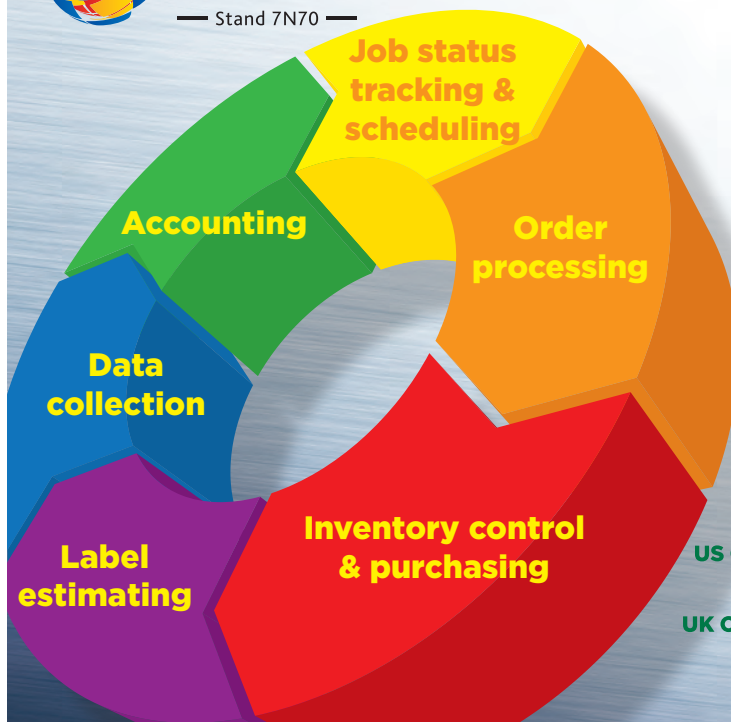
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# Ink goes online

**BY** combining online ink formulation and digital color guides, Zeller+Gmelin is providing new opportunities to optimize the production chain from design to printed product. Klemens Ehrlitzer reports

Manufacturers of consumer goods attach the greatest importance to the presentation of their brands, and are highly sensitive to the perception of color.

It has always been an important demand for the package printing industry that corporate and brand colors are reproduced consistently, regardless of the printing process and the substrate. In recent decades, the industry has made significant progress in the exact reproducibility of colors, enabled mainly by digitization of color measurement and control.

Ink manufacturers have been at the forefront of this process, as the experience of Zeller+Gmelin illustrates.

Colorimetry has been the principal method of bringing the subjective perception of color under control for package printing operations. At Zeller+Gmelin, Rolf Schönwiesner is the expert in this field, working to communicate color information as efficiently and smoothly as possible both internally, with a global network of subsidiaries and externally with customers. The pivotal element is a comprehensive online database containing more than 40,000 recipes.

## ONLINE COLORIMETRY

Zeller+Gmelin's current implementation of color communication and colorimetry is based on X-Rite's InkFormulation software, which forms the center of a networked information system connected to a central colorimetric database. This gives users on the Internet access to the heart of the system, where current versions of the formulations are always available for the ink supplier and customer. At the same time, an international standard is achieved because all subsidiary companies such as Z+G UK as well as global sales partners are connected to it.

The database requires constant maintenance. Special efforts are required if, for example, a company such as Pantone – as happened recently – publishes a new color guide. The new version with 336 color shades has to be updated completely. For this purpose, several formulations are required for all color shades, since specifically adjusted ink formulations are needed for each printing process and substrate combination. The online database currently contains more than 40,000 formulations.

If new formulations are required for a new ink series, the software first calculates theoretical values.

## COLORIMETRIC HISTORY AT Z+G

The beginnings of colorimetry at Zeller+Gmelin go back to 1988, when the company introduced the CibaGeigy CGREC system at its Eislingen production plant to ensure preliminary products like pigments met the required specifications.

At that time, special color shades were either purchased ready for press directly from the ink manufacturer or mixed at the printing press, which required a great deal of experience.

Zeller+Gmelin changed to Datacolor's CromaCalc software in 1992, which allowed final examination of printing inks by a metrological testing method in addition to visual inspection. At the same time, the Datacolor system provided integrated ink formulation software, which allowed Zeller+Gmelin to formulate and catalogue a collection of special color shades, considerably accelerating the mixing of spot colors. The formulation was carried out – laboriously – on DOS computers.

All Z+G subsidiaries in Europe were equipped with the Datacolor system. The digital formulation concept attracted interest at two large printing customers, so it was set up there as well.

In the 1990s, Gretag Macbeth – the company later acquired by X-Rite – played a key role in the development of colorimetry. Its strategy included close cooperation with printing ink manufacturers, and its software offered a Windows-based interface, which was easy to handle and took into account the practical requirements of both printing plants and printing ink manufacturers.

Zeller+Gmelin changed over to GretagMacbeth's ink formulation and control software in 1998, forming the basis for the company's current implementation of colorimetry.

For practical purposes, fine adjustments are still necessary, effected by means of mixing and printing of the formulation as well as by a corrective adjustment of the values. Multiple production sites can contribute to this time-consuming work by using online access. The final recipe values are then stored in the database of the central server in Eislingen where a daily backup is made. Different groups of customers can securely access their own corporate information.

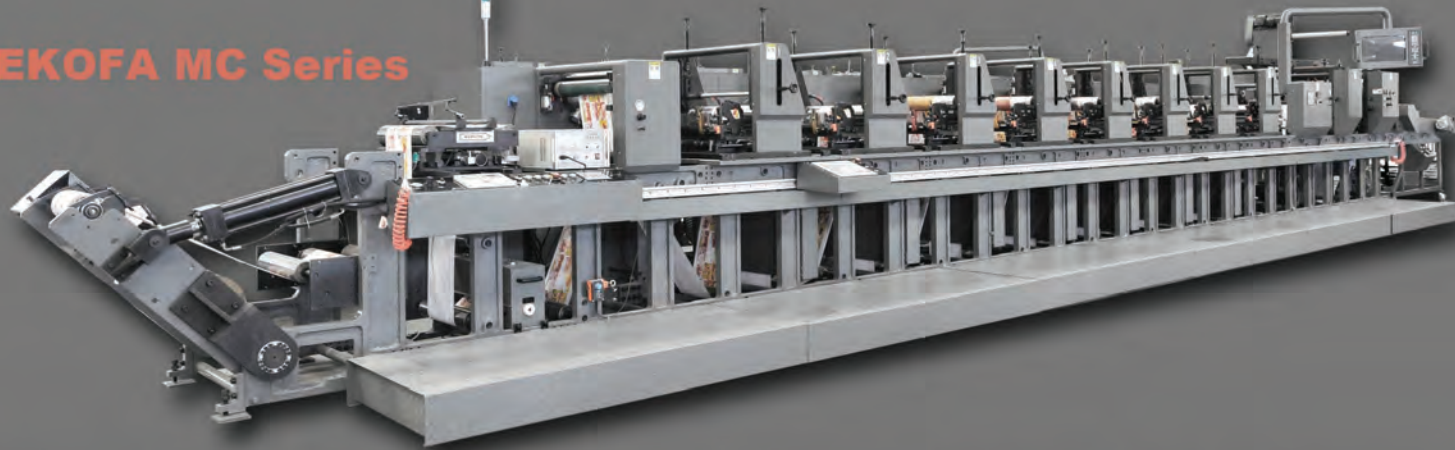
As the biggest subsidiary in Europe, Z+G UK also has access to the online data base and can contribute to and take advantage of the world wide ink mixing experience center.

## BENEFITS OF ONLINE COLORIMETRY

The stored data – always up-to-date and based on a uniform and internationally standardized definition of the color shade – can be used in several different ways.

If, for example, an identical color shade is to be printed on a different substrate, the system converts the formulation for the printing ink very quickly to the new parameter. At the same time, information is stored about which ink laydown is necessary in order to achieve this color shade.

## EKOFA MC Series



### EKOFA Flexo

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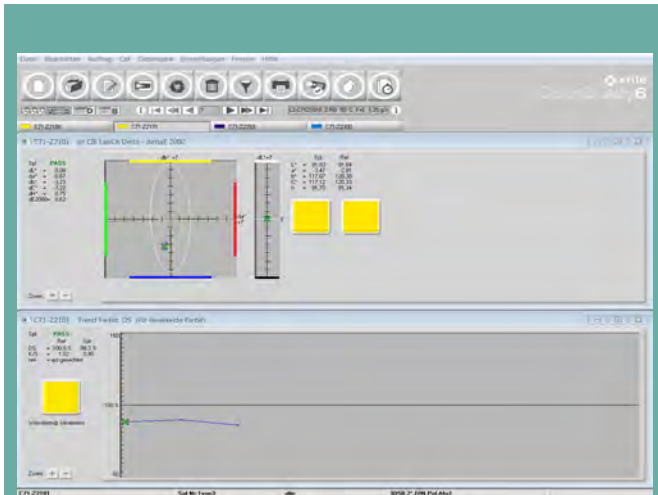
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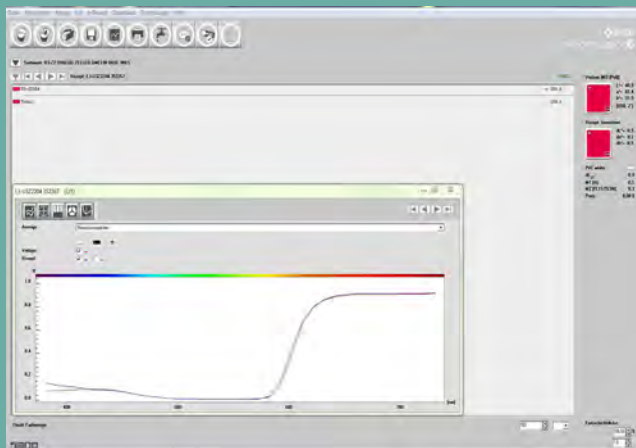




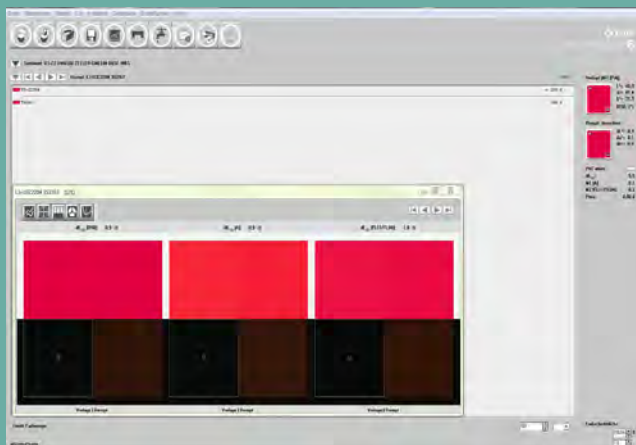
In addition, the software allows solutions to be predicted if there are special challenges associated with a certain color shade. For example, if a high ink laydown is required in order to achieve a particularly intensive color shade, it is more difficult to print open negative letters in the area of this color section. Such risks can be assessed when theoretically calculating the formulation. The user can then prepare to work around the problem, for example by selecting an alternative color combination. This saves money and time making color corrections on the printing press.



CIELAB evaluation of a color with ColorQuality software



SPECTRAL distribution curve in InkFormulation



OUTPUT of formulation with screen color shade control with InkFormulation

## ONLINE CALIBRATION

The most important prerequisite for an online formulation is a standard base for color measurement. The spectrophotometer used for this purpose must be set to fixed calibration values to give identical results regardless of place and time.

X-Rite's NetProfiler tool allows spectrophotometers to be calibrated online to a uniform 'virtual' standard. This permits color measurements to be made within very narrow tolerances, regardless of the location of the different development departments, printing plants or test laboratories. The recipe for success depends on digitally defined color and a communication about this color based on numerical values, for example I.a.b. values or spectral distribution curves.

## DIGITAL COLOR GUIDES

Based on its positive experience with online formulation, it was a logical consequence for Zeller+Gmelin to add electronic data guides to the database.

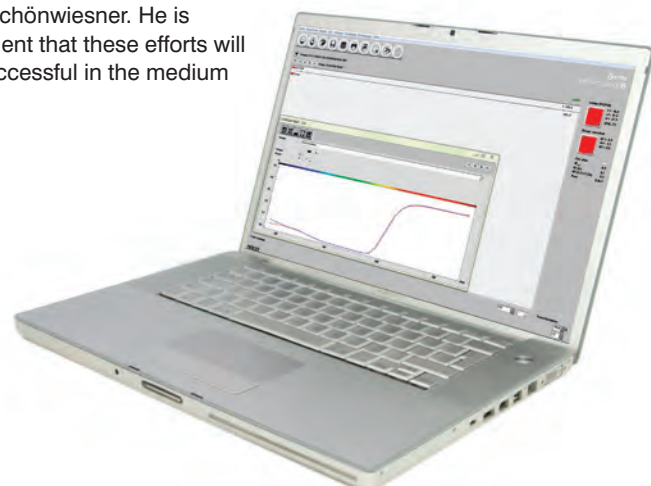
For years, printed color guides have been used as a communication tool for color matching. But they are not suitable for standardized color communication because the printed samples can show considerable deviations from one color guide to the next due to different printing editions, ageing, storage and fading. These sources of error can be excluded with the electronic color guides developed by X-Rite or Pantone.

Although pre-press, production planning and color mixing are increasingly integrated in the digital workflow, the use of electronic color guides has yet to gain general acceptance in the package printing industry.

Yet the combination of online formulation and digital color guides provides a lot of potential for optimizing the entire production chain from design and photography to the finished print product. A consistent color standard reduces the effort required to communicative color processes, just as it has done for the control and formulation of ink shades.

'In spite of the potential benefits we, as a supplier of printing inks, are again and again forced to do a lot of persuading for users to adopt digital colorimetry, including online access,' says

Rolf Schönwiesner. He is confident that these efforts will be successful in the medium term.





DAVID Webster, managing director The Label Makers with Tau 330

# UK landmark for Durst

A BRADFORD COMPANY has installed the first Tau 330 inkjet press in the UK. Barry Hunt reports

Some new technologies may at first appear to be unsophisticated, but sometimes a series of small improvements turns them into so-called 'disruptive' technologies. The elimination of photographic film by digital cameras is a well-known example. Although clearly not in the same league, some pundits believe that single-pass inkjet printing could become a disruptive process within the expanding digital scene. Certainly, more sophisticated presses with wider web widths, expanded color gamuts and higher speeds are essential to the progress of the process.

The Durst Tau 330 typifies this trend. Launched last year, it prints up to seven colors in web widths from 165mm to 330mm at up to 48 m/min (157 ft/min). Recently the company gained a foothold in the UK market by installing a Tau 330 at The Label Makers in Bradford, West Yorkshire. Founded in 1963, it remains a family-owned business and has 54 employees contributing to an annual turnover of around six million GBP. Labels with a range of decorative embellishments, produced in short-to-medium runs for the wine, spirits and cosmetic sectors, make up much of the production.

Over the past five decades the pressroom has seen an assortment of semi-rotary letterpress machines, conventional and UV flexo presses, as well as rotary offset combination presses; supplied mainly by Gallus, Nilpeter and MPS. 'While there is little difference between individual print processes, no single press technology suits all types of labels,' explains David Webster, managing director. 'We have always bought the best technology and like to be early adopters if it allows us to offer our customers the best labels.'

In 2011 the converter set up a digital print service to remain competitive in the face of rising demands for shorter run jobs. The firm examined all the available technologies, but despite its improved quality, single-pass inkjet printing failed to make the cut, with narrow web widths and slow print speeds. Instead, the firm chose the toner-based Xeikon 3300. It also installed a comprehensive ABG Digicon finishing line which includes a

**LABELS&LABELING**

"Two years later the volumes of short-run jobs – typically from 10,000 to 50,000 labels – had increased, prompting an expansion in digital production"

corona treater, two UV flexo stations for metallics and varnish or matte gloss, hot and cold foil, screen process, lamination and embossing.

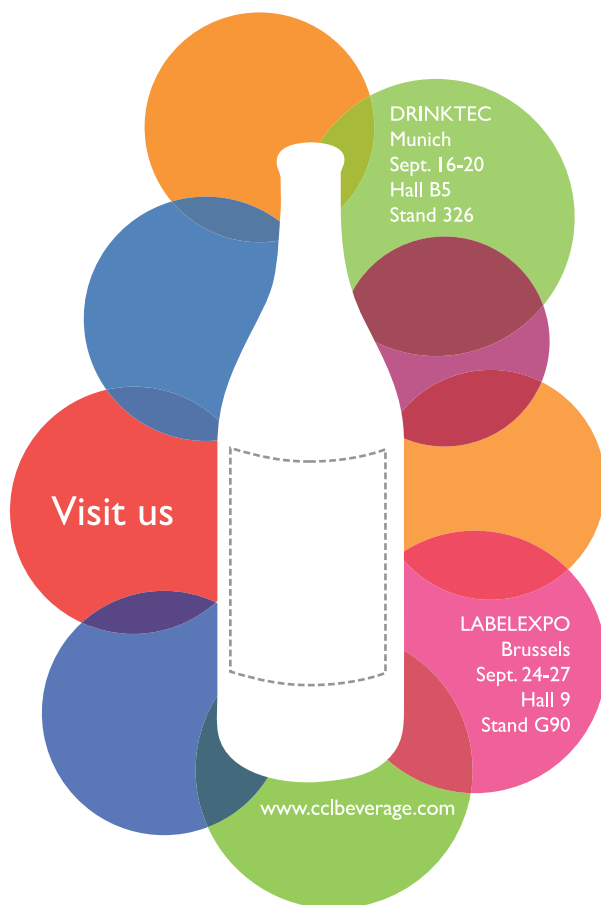
Two years later the volumes of short-run jobs – typically from 10,000 to 50,000 labels – had increased, prompting an expansion in digital production. This time the firm included several top-end inkjet presses in its evaluation process, before choosing the Tau 330. A Digicon 2 finishing line was added a few weeks after it was commissioned. They occupy part of a second air-conditioned clean room. Two aging letterpress machines formerly occupied the space; a Gallus R200 went to Greece and a Nilpeter B3000 went to Turkey.

'The new press is a refined piece of equipment,' says Webster. 'Its forward and reverse web transport offers full synchronization with the printheads. The seven colors give us more options, especially when producing cosmetics labels in varying formats on a variety of paper and filmic substrates. The white ink is very opaque and gives superb results on transparent films.'

The Tau 330 also offers the option of two hexachrome colors (orange and violet), giving a color gamut that covers around 90 percent of the Pantone range. Sun Chemicals makes the UV-cured inks for all Tau presses, while Durst supplies them in five-liter containers. A new solvent-free metallic silver ink increases the range of decorative options. In fact, the resemblance of this non-contact method of printing to screen process printing is said to especially appeal to buyers of



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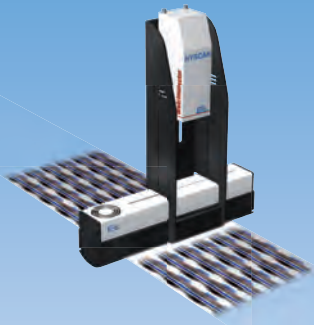
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DIGICON finishing line in the same air-conditioned space

"The Tau 330 also offers the option of two hexachrome colors (orange and violet), giving a color gamut that covers around 90 percent of the Pantone range"

cosmetics labels.

The print engine is fitted with the ubiquitous Xaar 1001 drop-on-demand printheads with variable drop size. The 720 x 360 dpi grayscale technology gives an apparent resolution of around 1,000 dpi. Substrates include coated and uncoated papers, white or transparent films, and aluminum foils for blister and other packaging applications.

The firm specified an ABG Flytec 100 percent inspection system to conform to the standards of its existing technology used for conventional printing. If required, the company can install Durst's variable data option. A re-registration facility allows late-stage versioning of pre-printed and die-cut jobs at full press speed.

Two years' experience with the Xeikon and digital finishing has allowed The Label Makers to seamlessly integrate the new inkjet press within its existing prepress and studio workflow, which includes a Tharsten management information system. In fact all Tau presses use RIP software powered by Esko, which is compatible with the firm's Esko Studio 12 system for an automated data

workflow. It includes fully integrated color management with substrate calibration for precise Pantone color matching. It allows the company to produce Pantone color charts for press profiles and individual customers.

The Label Makers operates two daily shifts for conventional printing, and a single shift for the digital presses. Naturally, Webster expects the new inkjet press will strengthen its position at the top end of the added value market: 'We can now comprehensively offer our customers short-to-medium runs with a quality look at reasonable prices.'

For Durst, establishing a presence at one of the UK's oldest independent label printers is obviously a landmark event. Founded in 1935 and based in Brixen, South Tyrol, Durst is now an industrial inkjet specialist. It manufactures wide-format presses using various printheads for the ceramic, textile and laminate industries. It entered the label market in 2009 with the Tau 150. Today, despite strong competition it confidently expects to ship at least one Tau 330 – or the narrower 330/200 version – every week over the coming 12 months in global markets.



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GARY Seward with Vale Tech dispenser

# Strong Pulse

**PULSE** Roll Label Products enters Labelexpo with a range of new ink and coating products for narrow web converters – and a strategy of developing niche segments for the future. Andy Thomas reports

‘Our business model is increasingly based on finding solutions to problems,’ says Gary Seward, managing director of Pulse Roll Products. ‘These niche products will drive the future of the business.’

Pulse says it has experienced a ‘dramatic’ rise in sales this year following strong historic growth mainly from these kinds of inks and coating technologies. One of its best-selling products is the free radical peel & read varnish, which is used on labels being produced for, among others, Tesco, L’Oreal, Procter & Gamble and The Body Shop on a variety of substrates.

Another highly successful problem solver was a UV pressure sensitive adhesive developed for linerless label applications, applied on a flexo print station.

Digital print also holds out exciting opportunities. Pulse already has a range of approved UV varnishes for HP Indigo digital presses available in gloss, matt, super matt and foil block-able formulations. This required Pulse to overcome inherent compatibility problems between electro inks and UV coatings. ‘The Digitech range overcomes these and exhibits excellent wetting, lay and adhesion over digital inks on a wide range of substrates,’ says Gary Seward. Inkjet is another emerging market Seward sees as requiring innovative coatings.

## INVESTMENT

The commitment to new product development has been matched by a significant investment in new and better equipment in Pulse’s new GMP-approved plant, which recently received its ISO9001 certification.

All operations are now under one roof, which has streamlined production, and with the new Vale Tech dispenser inks and varnishes are manufactured on demand in smaller batches – a lean process which has been extended to the company’s suppliers.

Pulse has taken on new staff in international sales, marketing, manufacturing and quality control and has been busy expanding its global distributor network. The result has been expanding sales in markets including Croatia and Spain.

## LABELEXPO

Pulse’s niche innovation theme continues at Labelexpo with the launch of a new range of UV curable flexo matt varnishes, including satin, matt and super-matt, foil block-able formulations, designed to reduce wash up time and press down time.

‘All printers have experienced the perennial problem of matt varnishes thickening in the duct during medium to long print runs, that then require a heavy anilox to transfer the product,’ says Gary Seward. ‘This in turn creates UV curing and overprinting issues. As part of our continuous product review procedures, I challenged our technical department to develop a range of UV matt varnishes that would provide a solution.’

The new varnishes were tested at Boston, UK-based Reflex Labels. Comments the company’s Andy Ransom: ‘The improvements made have provided a real gain to our production department. On long runs there is no longer the need or necessity to clean the unit due to separation or thickening of the varnish. This means less down time and no waste so a real saving for our business.’

The new varnishes take the optimum anilox roll required from eight to 12 volume down to four to six. Adds Seward: ‘This represents not only a huge reduction in usage, but also a smoother finish with faster cure and better over printability on foils, high build and thermal ribbons.’

Other new products launched at the show include two new UV ink series one developed to give optimum adhesion on a wide range of impervious substrates and the other a new ultra-high strength series developed to meet the demands of high speed presses using HD plates with very fine screen aniloxes.

Pulse also plans to launch a new own-brand range of UV flexo metallic inks; new screen varnishes formulated to optimize adhesion and abrasion resistance on substrates including antique wine label papers and synthetics; and UV rotary screen varnishes specifically developed for braille fonts.





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Coating your success



# Appleton applies innovation as Appvion

WITH A NEW NAME AND NEW PRODUCTS TO PROMOTE, Appvion – formerly Appleton Papers – is looking forward to Labelexpo Europe, reports Danielle Jerschefske

Appleton Papers, the Wisconsin-based producer of direct thermal label products and specialty coated materials, was renamed Appvion in May 2013. As Appvion the supplier will continue its drive towards innovation, producing direct thermal stocks for a multitude of label applications including radio-frequency identification (RFID) tags, warehousing, luggage tags, inventory tracking, weigh scales, pharmacy vials and prescriptions, and retail price and item marking.

Says Jason Steenbock, Appvion segment leader for the label and PolyTherm film category, 'Appvion stands for "applied innovation", which embodies our ability to combine our expertise with science and market insight to create valuable solutions that help customers tackle their most pressing challenges.'

'Our company was founded more than a century ago on the principle of enriching paper by coating it, and our success has hinged on using applied chemistry to increase the performance of paper. We helped introduce thermal paper in the late 1960s, and since then we have continued to employ our expertise and market insight to adapt technology to serve customer needs.'

Appvion's penchant for applied innovation is ideally suited to direct thermal label technology, which is ripe for further development.

Appvion will feature its new Résiste 185-3.3 grade material at Labelexpo Europe 2013. Résiste 185-3.3 is a light top coated direct thermal paper material with high durability and capable of reproducing high-resolution graphics at high speeds. The product was developed to provide darker images and barcodes for improved scan rates, and offers increased resistance to mechanical scuffing. Key applications include item weighing and logistics.

'Labelexpo Europe is important for brand and relationship building because it's the largest label show on the planet and brings together diverse customer groups from around the world,' says Steenbock. 'As a return exhibitor, we look forward to the opportunity to demonstrate Appvion's commitment to the label industry, and to introduce our new name and new label product.'

As well as the new Résiste grade, Appvion's direct thermal product line-up includes the Alpha, Wavex and PolyTherm brands. Alpha is a popular choice amongst global converters for the production of non-top-coated labels for products

with short shelf lives, such as deli meats and baked goods. Wavex is designed specifically for infrared and near-infrared scanners to provide reliable read rates when delivering packages or cataloging lab samples. PolyTherm provides the greatest durability within the Appvion product lines by using a polypropylene film substrate, with applications including shelf labels, exterior labels, and luggage tags that may be exposed to rain.

An important element of Appvion's development process is collaborating directly with customers to develop specific new products. This process has a long history. In 1956 Appleton worked with the National Cash Register (NCR) company to produce carbonless paper using microencapsulation technology. Microencapsulation is the process in which solid, liquid or gaseous core materials are encased in tiny shells or capsules one to several hundred microns in diameter. The technology allows for the controlled release of the core material when the capsule wall is ruptured by mechanical pressure or friction.

Encapsys, the microencapsulation division of Appleton, earned a Procter & Gamble business partner of excellence award for the joint development of technology to encapsulate the fragrance for Downy liquid fabric softener.

As a global supplier, Appvion is committed to expanding its presence in Europe and the Asia Pacific regions. Steenbock says, 'Because the European market for direct thermal labels is well-established and stable, we see the next wave of growth coming from custom offerings designed to meet additional customer needs. Appvion is working to encourage European customers to make direct thermal their technology of choice. We are looking at what the market may need now as well as two and three years out.'

Appvion's distribution network, including a center in the Netherlands, enables the company to deliver its products when European customers require them. Appvion is also targeting emerging market customer needs.

Appvion blazed a trail in environmental safety by dropping bisphenol A (BPA) from its thermal coating formulation in 2006 – four years before the US Food and Drug Administration announced concerns about potential adverse health effects of BPA on infants and children. Appvion is ISO 14001 certified at its headquarters, research labs and manufacturing facilities.



# Tau 330 UV Inkjet Label Press

## A new dimension in digital label & package printing



The Durst Tau 330 is a Digital UV Inkjet Label Press designed for short and medium run narrow web applications covering web widths up to a max. of 33 cm (13 in.), running at a printing speed of up to 48 m (157 ft.) per minute.

For a complete digital end-to-end workflow, Tau 330 is now available with in-line digital laser finishing that incorporates state of the art laser die cutting technology from Spartanic, with powerful 1000 watt laser for highest productivity and automatic job changeover to handle multiple jobs in a single run. To complete the finishing process, optional UV coating and lamination can be added.

Depending on application requirements, customers may choose from 2 different Tau UV inkjet inks: The standard UV Inkjet Inks for all industrial applications or the very new Low Migration UV Inkjet inks suitable for food, health care and pharmaceutical applications.

The Tau LM ink components all appear on the Eupia and Swiss Ordinance positive lists and do not utilize material specifically excluded on the Nestle list, which when combined with the specially designed Tau UV curing system can achieve migration limits of <10 ppb.

Tau 330 is now also suitable for applications with Non-PS materials. Thanks to its Chill Roller Option the press can handle unsupported films and foils.

All of this new features make the Tau 330 particularly suitable for applications such as:

- Short & medium run printing of a variety of label jobs such as food & beverage, body & health care, cosmetics, pharma, household chemical, industrial and security type labels, durable electronics and automotive labels, paint, DIY, ... and more.
- Printing on aluminum foils for blister pcks, yogurt lids and other packaging applications on Non-PS materials
- Late stage versioning of preprinted label jobs in body & health care
- Printing on pre-die-cut label stock (blank labels)
- Variable Data Print jobs containing variable or sequential numbering, variable text, barcodes, matrix or QR codes as well as variable images.

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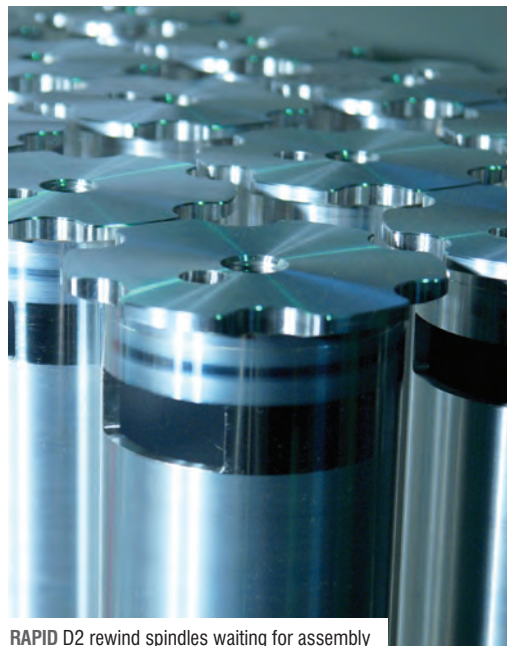


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A CNC machine on Rapid's shop floor



RAPID D2 rewind spindles waiting for assembly

# Rapid success

**AUSTRALIAN MANUFACTURER** Rapid Machinery has made its name as a specialist in Memjet-driven 'mini label presses'. Andrew McCourt reports

Sydney is home to the design and manufacture of the Rapid X1 and X2 digital label presses, using the Memjet Waterfall inkjet printing technology.

The manufacturing company, Rapid Machinery, was the first and original OEM label press using Memjet printheads and ink, thanks to its proximity to the R&D firm that invented the groundbreaking MEMS-based inkjet: Silverbrook Research.

'We were just in the right place at the right time,' says Rapid Machinery director Nick Mansell. 'Following years of manufacturing and exporting hotfoil and flexo label presses, we began to diversify into digital with the Xaar-based Rapid Squidjet but within minutes of seeing what Memjet could do for a very low cost base, we could see the impact that smaller, more nimble label presses could have on the market as runs became shorter and shorter. Memjet is that once-in-a-lifetime technology opportunity that has proven to be a great game-changer for us and our customers.'

San Diego, California-headquartered Memjet Inc acquired Silverbrook Research in 2012 and now controls over 5,000 patents on the technology, more than any other company in digital printing.

R&D is now spread around the globe in Dublin, Ireland, the USA and Taiwan, but where labels are concerned, it is the Australian connection that stands proud.

Nick Mansell's father, Bruce, developed a global network of resellers and contacts for his hotfoil and flexo presses and this has served as a firm foundation for international sales. European distribution is under the auspices of Impression Technology Europe with its sister company in Tampa, Florida, taking care of North and South America. In Scandinavia, MEA and Asia, several country-specific distributors offer the Rapid -X products.

What factors have driven Rapid's success, with over 200 'mini label presses' sold worldwide since launching at Ipex 2010?

'It's a combination of market niche, quality and price,' says Mansell. 'With the Rapid X1 and X2 we are not aiming to compete with wider web digital presses that travel at 50 or 75 meters per minute. A label printer running a Rapid X1 or the X2 with inline D2

finisher has an independent profit center that can exist in isolation of, or complementary to higher productivity presses. You can probably go up to 10,001 labels before it makes monetary sense to print analogue.'

Mansell describes the Rapid X1 and X2 as a very low-risk investment. 'Our price band is between 20,000 USD for a roll-to-roll X1 to around 70,000 USD for a full-blown X2 line with D2 die-cutting, laminating, matrix stripping and R2 rewinder. This is a fraction of the cost of a new analogue press and opens up many new opportunities to service the micro-business market, cottage industries, SME manufacturers and also produce short test runs for major brands that hopefully will return to be printed by the millions on a Mark Andy, Gallus, Omet or other conventional press.'

Rapid's deep understanding of substrate web dynamics meant that they had a precision unwinder/rewinder well before any other Memjet OEM partner and this has now been boosted by the D2 rotary die-cutter/laminator/matrix rewinder.

Being thermal inkjet, pressure-sensitive substrates do need to have an inkjet-receptive surface but most of the major suppliers now include these in their range at a small premium. The ink combination of CMYK is wide-gamut with a double hit of black and, thanks to the small droplet size, the economy of ink usage is very easy on the pocket, even with large solid areas.

Delivering either 1600 x 1600dpi or 1600 x 800 dpi resolutions at nine and 18 linear meters per minute respectively, Memjet printing is amongst the highest resolution available, made even more precise by the one picoliter ink droplet size that is jetted from the head.

The Rapid machines look smart, use standard mains electrical power and make little noise, so suit office as well as factory environments. The printed labels look very impressive with fine text and barcodes rendered clearly and highly saturated colors.

Just as L&L visited, Nick Mansell was awarded the GATI (Graphic Arts Technology Innovator of 2013) title by a panel from the Australian Printing Industry Association's journal.

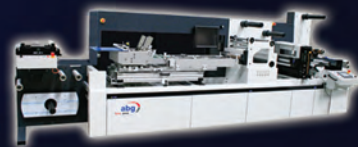
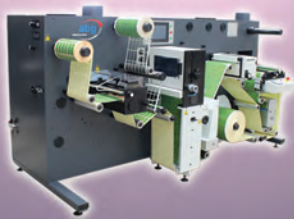




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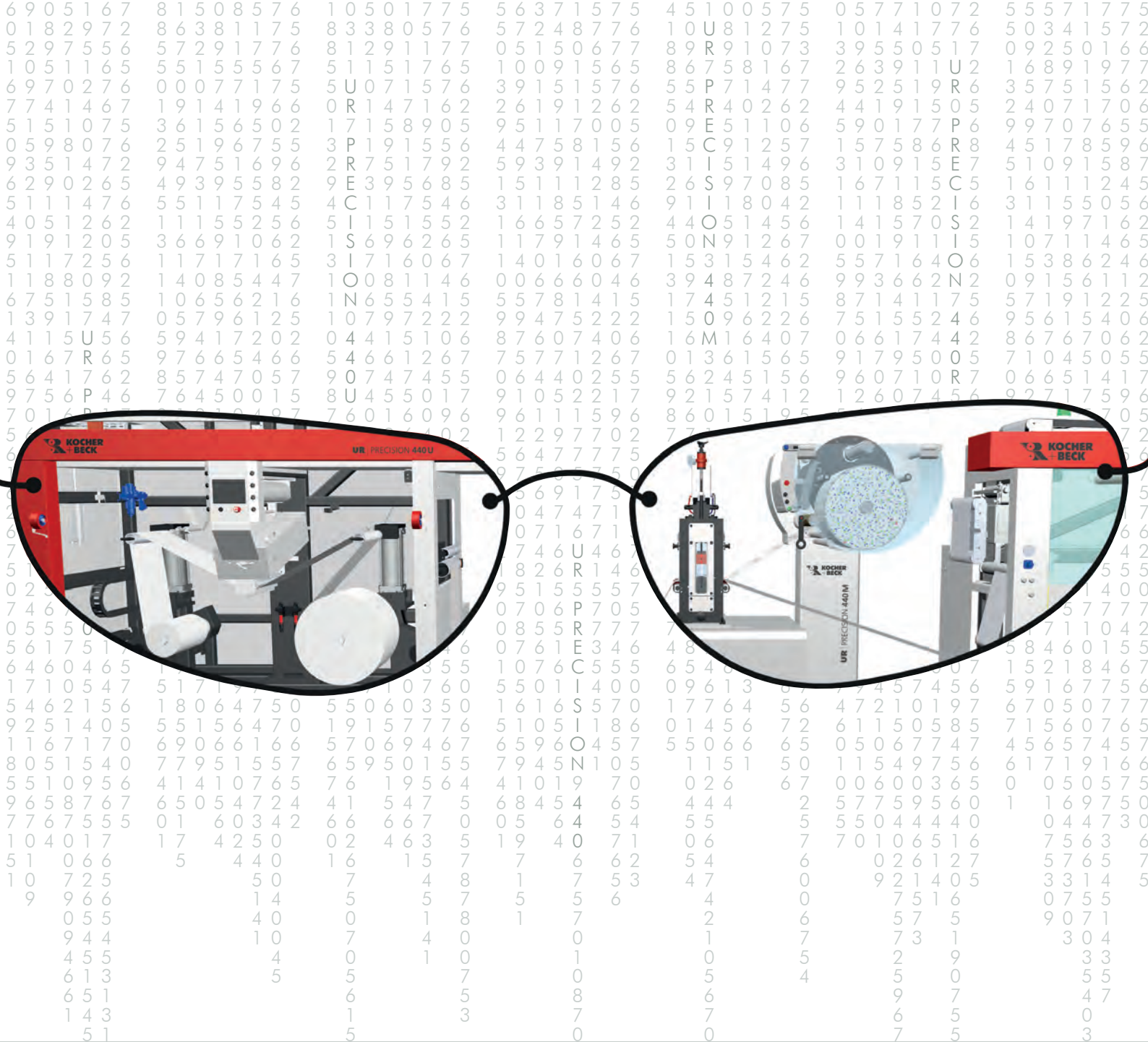
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HP INDIGO 20000 DIGITAL PRESS

# HP looks to future of labels and packaging

HP Indigo's Print Your Future pavilion is the biggest single space an exhibitor has ever taken at Labelexpo, and showcases the latest 20000 and 300000 presses. Andy Thomas reports

HP Indigo will showcase its fourth generation 20000 and 30000 digital package printing presses at Labelexpo Europe as the centerpiece of its Print Your Future exhibition area located in the Patio adjacent to halls 9 and 5.

At a recent HP Indigo event in Tel Aviv, Alon Bar-Shany, vice-president and general manager of HP Indigo, set out the company's ambitious goal to digitally transform the largely analogue package printing industry in the same way the label industry was transformed over the last 15 years. But, he added, the transition this time will be much more rapid, given the swift pace of digital transformation in the wider economy and society.

HP Indigo sees the flexible packaging and folding carton markets as major avenues for growth, with predicted compound annual growth rates for digital printing of 31 and 50 percent respectively.

This new focus is reflected in the wide range of packaging and film finishing equipment which joins the printing presses in the huge Print Your Future arena.

None of which takes away from HP Indigo's focus on labels, where it still dominates with an installed base of 1400 presses worldwide. The arena showcases major enhancements to both WS4600 and WS6600 digital label presses, along with the latest ABG Digicon 2 label converting unit, and a Karlville shrink sleeve label converting line. There will also be samples of in-mold labels produced on the WS6600 press.

Of particular note is the new v4.0 digital front end (DFE) for both WS4000 and WS6000 series presses. The latest HP SmartStream Color Engine, powered by Esko, includes new algorithms for automatically calculating multiple colors simultaneously – a full pantone library selection can be made with just one click. A standalone plug-in for Illustrator is now included, and imposition, custom marks, VDP and barcode engine are all fully integrated with the server and color management system.

Esko is also expanding its DFE infrastructure to include carton and flexible packaging applications. This will enable seamless integration of the HP Indigo 20000 and 30000 digital presses into the production workflow through the Esko automation

engine.

Following the success of the Coca-Cola customized label project, HP Indigo is anxious to move the digital discussion away from 'short runs' and towards 'flexible and scalable' multi-material solutions, so a converter could take on any job irrespective of material type or run length as long as the added value can be sold.

This diversity will be represented in the 'HP Supermarket' area, where real-world customer applications can be seen spanning different materials, run lengths and applications.

There will also be a seminar program throughout the show, primarily aimed at educating converters and brand owners in areas such as color control, opportunities in package printing, workflow automation and more. These will be accompanied by organized tours of the stand.

## GOING WIDER

The HP Indigo 20000 and 30000 digital presses are being displayed for the first time since Drupa. The HP Indigo 20000 is not only for flexible packaging – it will also produce the full range of labels including PSA, shrink, IML and wraparound but at three times the productivity of a WS6600. The press supports a 762mm-wide roll with up to 1,118mm repeat length.

Although the HP Indigo 20000 has not changed significantly from the machine shown in Dusseldorf, development work continues.

But without doubt the most exciting development will be the first showing of the Digicon 3000 finishing line, specifically built to work with the 20000 press.

The 762mm-wide finishing system was jointly developed by AB Graphic and Edale, who bring in-depth expertise to bear. AB Graphic has worked with HP for over 15 years on developing its bespoke Digicon equipment, while Edale worked with Agfa Graphics for more than 12 years, most recently on the now discontinued Dotrix digital carton press.

The Digicon 3000 can operate either inline or offline, but is optimized for inline production, and will be shown at Labelexpo Europe converting PS labels. It incorporates a full- or semi-rotary flexo unit, an optional gravure station for adhesive



coating, both UV and IR drying, lamination options including solvent-, UV- or water-based, cold foil cast-cure, semi rotary die-cutting, slitting and rewinding.

One of the early adopters of the 20000 press is North American converter Innovative Label Solutions (ILS), which will run its HP Indigo 20000 inline with the Digicon 3000. ILS owner Jay Dollries had a significant input into the design of both press and finishing unit: 'Our long-standing partnership with AB Graphic made them a logical choice as we considered finishing options for the HP Indigo 20000,' said Dollries. 'As ILS continually focuses on growing its presence in the flexible packaging and shrink sleeve marketplaces, the combination of the HP Indigo 20000 and the Digicon 3000 will be one of our major catalysts.'

Dollries estimates that 65 percent of ILS' revenue now comes from digital printing. 'A couple of years ago it was the opposite. With the new platform we expect this line to move further.'

Along with ILS, HP Indigo has named the Rako Group as the second early adopter of the 20000 press. Both companies are already using HP Indigo presses to produce both labels and flexible packaging.

#### PARTNERS IN PACKAGING

As mentioned above, HP Indigo is looking to transform carton production into a short run, high value process, and the 30000 press leads the charge.

Like the 20000, the 30000 is configured with inline priming on quick-change gravure coating rollers, allowing any off-the-shelf substrate to be processed. Labelexpo will see the addition of the Tresu iCoat 30000 coater (shown working offline at the show) which allows for both UV and aqueous post-print selective coating.

In addition, German die-cutting specialist Kama will launch a new stripping and blanking unit (SBU) to work with its DC 76 die-cutting and foil unit. The new SBU contains programmable rollers to strip waste and blank printed boxes without the need for expensive tools.

Digital carton finishing specialists Highcon and Scodix will have information on digital carton finishing, though no machinery, on the stand.

Meanwhile US converters Nosco, Multi-Packaging Solutions (MPS) and AGI-Shorewood Group (ASG) have signed up as the first customers for the 30000. For more in-depth information on early 30000 adopters see L&L's sister publication Packprint World ([www.packprintworld.com](http://www.packprintworld.com)).

A number of workflow solutions and product enhancements spanning the entire HP Indigo press portfolio will be unveiled in

#### LABELS&LABELING

the Print your Future area.

HP Indigo's MIS partners Cerm, LabelTraxx and theurer.com will be demonstrating new levels of JMF/JDF-driven integration with the Esko DFE, delivering jobs fully automatically from estimating to print, including automatic imposition and color management.

Other HP Indigo partners bringing a further range of added value features to digital print. Color Logic, for example, demonstrates how a wide palette of digitally printed metallic shades can be created using just process colors on metallic stocks.

The ability to offer customers track and trace and brand security features is another strong value for digital printers, and will be demonstrated by HP partners ATT and ProofTag. Other partners on the stand include Totani, Polar, AVT, Michelman, Pulse, Paragon, Sun Chemical, Actega, Ashland, Prisme Technologies and Avery Dennison.

#### FINISHING – CLOSING THE AUTOMATION GAP

Converting has been seen as digital print's Achilles' heel. Although digital print is instantly variable it still takes time to manually set up a converting line, particularly where multi-process work is required.

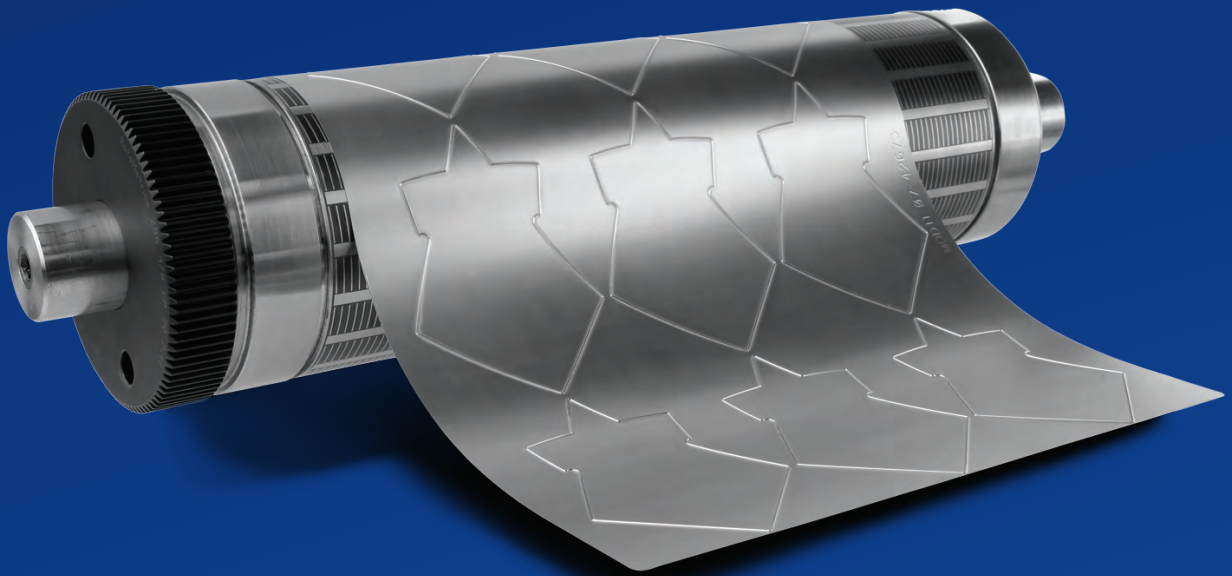
But ABG's Keith Montgomery, speaking at HP's Tel Aviv event, looked towards the upcoming automation of the digital converting process. 'The idea is full automation – to automatically load and unload flexible dies, to incorporate laser finishing, automated set-up of back-scoring, and repeatable auto-positioning of cutting wheels and slitting knives. Also we are now integrating turrets into digital converting lines to improve uptime. We will be looking at digital hot foiling before too long.'

Montgomery said it takes around nine minutes to set up a typical PSA label converting line. 'With an automated set-up this takes just 45 seconds. If you're saving even eight minutes per job, on 12 jobs a day that's one and a half hours across a shift.'

The driver is JDF/JMF connectivity. 'The MIS sends files to the digital converting system with information on repeat length, rewind shaft diameter and all other relevant data, and the die line could be sent straight to the laser. The planning system knows which machines are free and fires the job to any available machine. JMF automatically updates the MIS with accurate job costing and production information, all in in real time.'



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Visit the HP booth at **The Patio near Halls 5 & 9**.







# In-house digital print: threat or opportunity?

**SPEAKERS** at Pira's digital print conference outlined a trend for end users to bring digital label production in-house. Danielle Jerschefsky reports

At the Pira Digital Print for Packaging event held in Atlanta, Georgia, in June, around 40 print industry suppliers and a handful of converters and brand owners gathered to discuss the latest movements in the adoption of digital print technology.

Three speakers at the event pointed towards a trend for brand owners to bring digital label production in-house. As digital technology started to become established five to six years ago, this was often discussed both internally among L&L editors and among peers at industry events – was this an opportunity or an issue? Together we mulled it over in Atlanta.

Kevin Karstedt of Karstedt Partners reviewed what drives the need – and then the decision – to go digital. Drivers include 'Rurbanism', or the trend of consumer preference for buying locally, implying customization; the 'Consumer Gap Principle' surrounding inventory management and the ability to improve the out of stock rates held by mass retailers; and the 'Revised Product Cycle' where a rapid 18-24 month launch cycle for new products has an 80 percent failure rate attached.

Karstedt explained: 'The total volume demand for labels and printed packaging is roughly the same, but how it is distributed is changing dramatically.'

'The total value of digital package printing is just under 10B dollars globally,' said Sean Smyth, editor of Digital Labels & Packaging magazine, with figures found through Pira industry research. 'Now that the market is offering solutions that are in

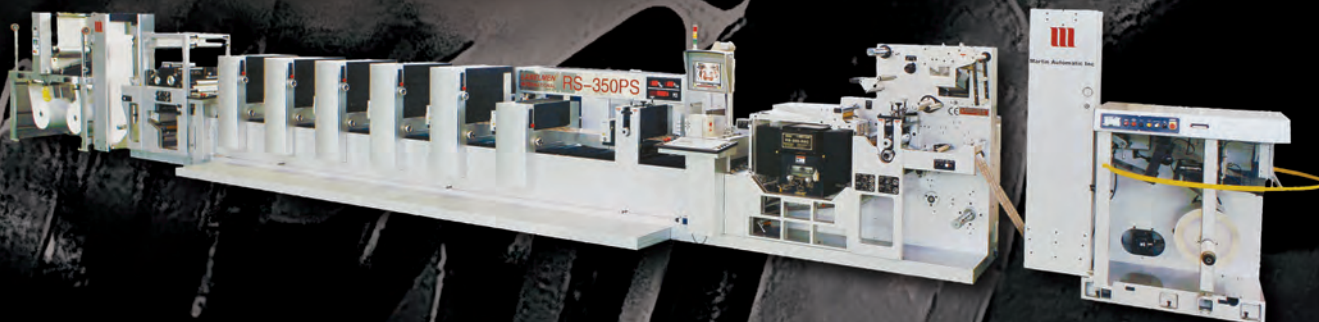
"I see great opportunity to have a more connected supply management process"

direct competition to offset, gravure and flexo, we will see a massive shift in the years to come.'

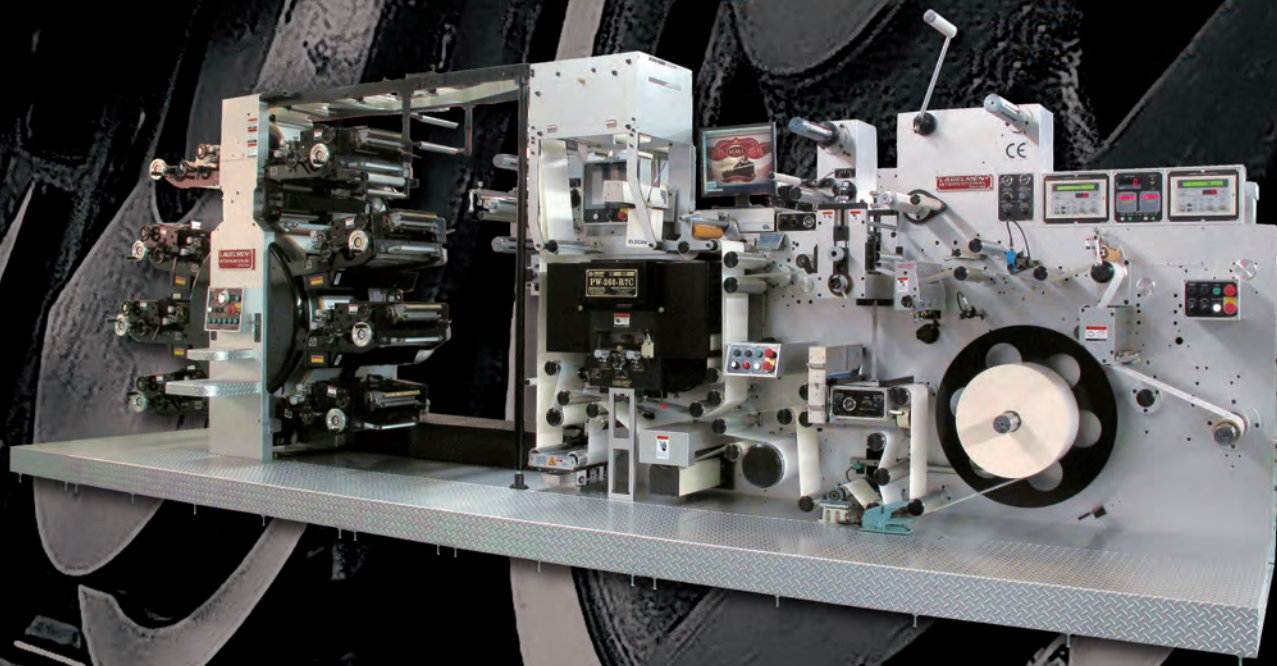
## OVERCOMING LOGISTICS CHALLENGES

Expert presenters pointed towards a trend for end users to adopt in-house digital production of labels and packaging because of pressures in the supply chain. While customization has the ability to personalize a brand through marketing tactics, the most powerful application will be found in 'digitizing' the logistics chain. A handful of pharmaceutical companies have brought digital print capability in-house already, finding great benefits in late stage customization of prescription boxes and labels requiring specific content.

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Not only will digital technology empower brands to overcome hurdles found in last minute legislation directives, the increase in SKUs has put strain on a supply chain that was built to efficiently produce long runs of a few products. Jim Goldman, packaging and supply chain consultant at Global Innovation Professionals, said: 'SKUs are doubling every year. End users are interested in eliminating sub supply chains where technology overcomes challenges within the process. Rather than selling printed labels to the bottling facility, we will see the adoption of certain digital platforms by end users who will print their labels just in time (JIT) on-site.'

Sean Marske is the founder of VIP Color and currently a principal at Inflection Point Partners. Having some experience with Memjet technology, Marske views full color on-demand digital printing as an obvious way for end users to realize cost savings, achieve greater accuracy and reduce obsolescence within their value chain. He said: 'I do see this as the way forward. For example color coding for First In, First Out (FIFO) or hazardous goods control and storage temperatures. Color creates consistency.'

Gary Bernier, a strategic business and brand manager for HP Indigo, echoed this message confidently: 'Digital has its most value in the hands of the final user, and eventually that is where it will be.'

One conclusion realized by the end of the event was that, in some cases, it may prove viable for digital label converter experts to provide 'facilities management' as an added service. For the right kind of work the move could prove a valuable competitive edge.

Digital printing has the opportunity to smooth the supply chains of the future. The technology is here to give businesses the flexibility to turn on a dime, and the market is ripe for adoption.

# "Digital has its most value in the hands of the final user, and eventually that is where it will be"

## WORKFLOW AND COLOR MANAGEMENT

Representatives from Schawk!, X-Rite, Esko and Xeikon stressed the need for more seamless, integrated communication systems built into the digital print production process both up and down stream. These experts unanimously felt that the industry will adopt JDF as best practice for standardized communications. Chris Yanko, Xeikon's workflow solutions manager, said: 'Finishing equipment currently does not have JDF communication capability. It must – that is where it is going.' This integration option is certainly something to keep an eye out for at Labelexpo Europe.

Mike Naughton, the digital press manufacturers' manager for Esko in the Americas, explained that 20 percent of brands change their packaging every six months. Naughton said: 'Digital printing means more administration and more pre-press. It's crucial for production success. This is what controls your capacity stream.' And time taken to implement the right administration process will help streamline production through to fulfillment.

Coca-Cola's packaging R&D representative at the event agreed that digital printing's greatest value is its ability to connect the various moving parts found in taking new products to market more frequently. Nilton Mattos said: 'I see great opportunity to have a more connected supply management process. I'd like to see something like one single dashboard where headquarters can stay informed, have transparency and maintain control throughout.'





KRAFT Sandwich Shop Bottles

# Expanding shrink education

AWA'S shrink sleeve label workshop, hosted by Flint and Accraply, provided an excellent forum for technical and marketing education, writes Danielle Jerschefske

AWA's Introduction to Heat Shrink Sleeve Label Technologies workshop was hosted by Flint Group North America and Accraply in Plymouth, Minnesota, in June. The workshop offered in-depth reviews of technical aspects of shrink sleeve label production. Through live demonstrations and with experts present from each part of the value chain, converters learned best practices and problem-solving to deliver the highest quality shrink sleeve labels.

Heat shrink labels allow brands the ability to decorate with 360-degree graphics with high print quality from the top of a container to the bottom. Sharing AWA market research, VP and senior consultant Dr William Llewellyn said the sleeve market as a whole now accounts for 17 percent of global label demand, with global growth rates averaging four percent.

AWA rolls three formats into the sleeve category: heat shrink sleeves, stretch sleeves, and RFS/ROSO MD shrink sleeves. Heat shrink technology originates in Japan, so it's not surprising that the region has the highest global usage. The ROSO/MD style of labeling was invented in North America and therefore has the highest global demand for that technology.

## GLOBAL SHRINK SLEEVE MARKET BY REGION (PERCENT)

ASIA	56
EUROPE	24
NORTH AMERICA	15
AFRICA	3
LATIN AMERICA	2

While 60 percent of the world's shrink sleeves are made with PVC, the North American and European markets have moved away from using the material for environmental and health-related reasons. Forward eco-thinking Japan switched away from PVC very early. About 84 percent of the market is OPS.

## LABELS&LABELING

Fifty micron thin material has traditionally been the standard, yet some labels are produced using 40 micron film. In Japan an ultra-thin 30 micron material is often used.

Many types of polymers are engineered to serve as shrink sleeve label materials: OPS, PETG, PVC and PLA. HDPE is specific for stretch sleeves. The decline in PVC use in both North America and Europe has led to an increase in PETG usage; however the material typically costs more.

Darryl Parks, sales manager for shrink materials supplier Bonset North America, said, 'PETG continues to be strong and is growing. Demand for OPS is strong in Europe whereas demand is more irregular in North America (these are the regions' two choice alternatives to PVC). Still, with many of the custom shaped containers coming into the market, the label material will usually require more shrinkage than PVC (60 percent) can achieve.'

Each shrink material is engineered to achieve target shrinkage parameters, but this is impacted by the ink laydown, as Parks explained: 'Ink does affect shrinkage. Film shrinks differently once the ink is on it. You can't assume that a material will shrink the same way printed and unprinted.'

## SHRINK MATERIAL BEST PRACTICES

- Choose the right material for the job required
- Check the dyne level press side and print on whichever side is higher
- Do not ship or store over 77 deg F / 25 deg C



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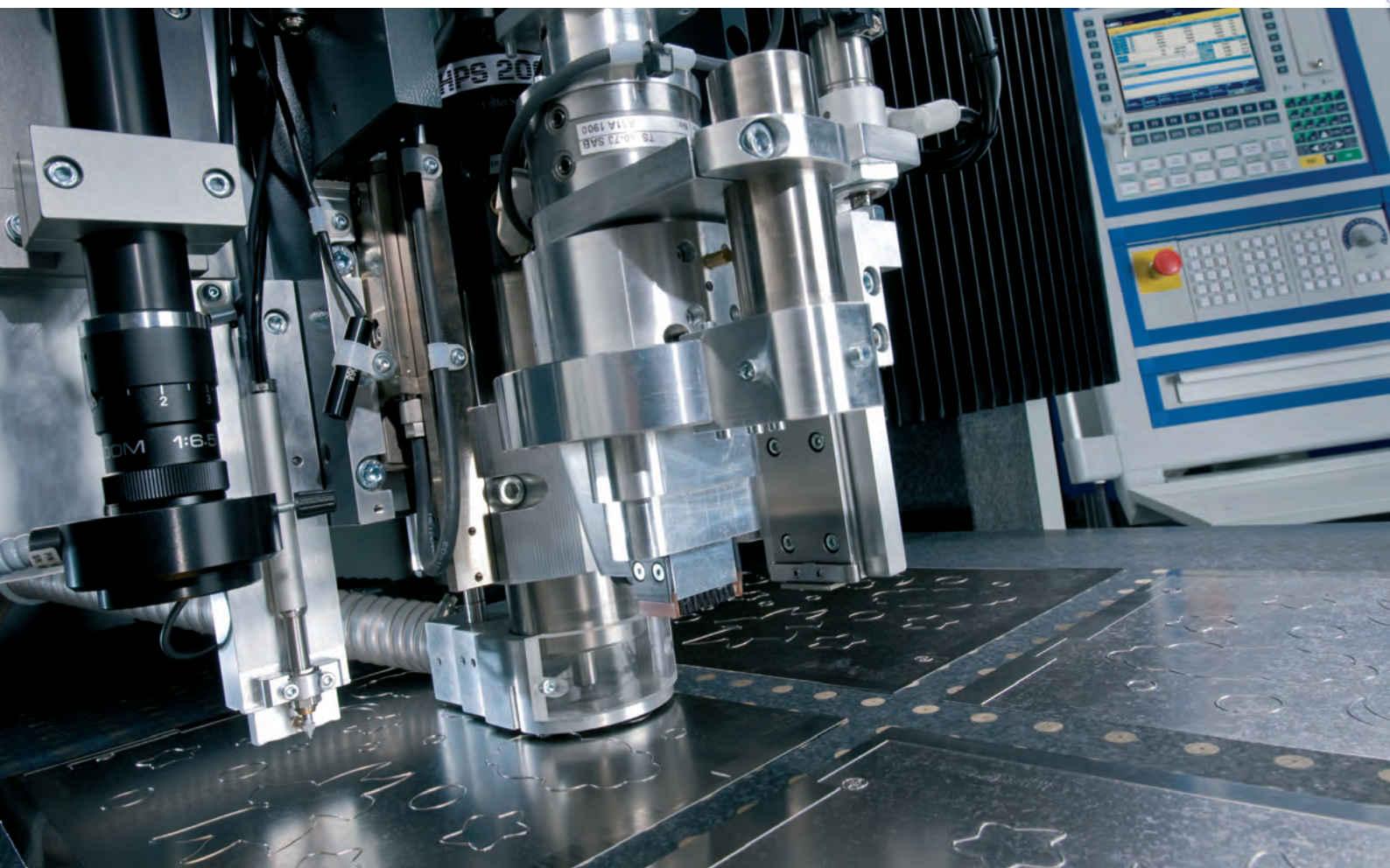
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TOM Hammer of Flint presenting LED curing demo on Mark Andy press

As an added tip, he said, 'All film should lay flat when it's shrunk. If the film curls toward the ink then the ink is shrinking more than the film.'

### SHRINK AND INK

Ink on the press becomes a dry film, which is essentially another layer of 'substrate' on top of the polymer film. Something to keep in mind: if a four micron thick layer of water-based ink is placed on a substrate, about half of the ink is water and amines that evaporate off. At the end there is only a two micron layer thickness of ink. But with UV radiation curing and UV ink systems, four microns thickness of ink applied will end up with four micron thickness of ink at the end. There's no evaporation involved, rather polymerization.

Tom Hammer, narrow web product manager for Flint Group North America, said, 'There's very little downtime with UV inks on press. Once you get the ink dialed in, it won't change. With water-based or solvent-based inks the ink can change due to evaporation during the printing process.'

Ink selection must be strategic with the end use kept in mind. Not enough white can leave the substrate transparent. When using UV, the press conditions must not deliver too much heat to the heat sensitive material moving through the press.

While UV curing systems suppliers offer 'cool UV' systems, the cooler environment affects the chemical response of the inks. If the press is running too fast or if the inks are not formulated for these conditions this can lead to a devastating partial cure.

Converters must review low odor and low migration UV formulas to adhere to emerging health and safety regulations for food packaging applications. Said Hammer, 'You also need to know what the shrink system will be – steam or hot air. If using a water-based formula in a steam tunnel then the inks must be catalyzed before application.'

For steam tunnel application, converters should add a single final coating with a catalyst while ensuring that the seaming area is not contaminated. Note, before adding a catalyst the ink should be brought to a high PH to maintain press stability. Catalyzed ink has a shelf life of only 12 hours. With UV inks, converters must diligently test to ensure good surface cure and through cure.

Together, Mark Andy, Phoseon and Flint Group introduced LED curing technology to the global label market last year. Phoseon LED system delivers 16 watts per square cm irradiance to the substrate and has a more intense peak at a very narrow wavelength when compared to traditional UV curing systems. LEDs also release far less heat.

Said Hammer, 'UV LED technology will replace mercury lamps. Since these new systems can run temperature sensitive labels through the UV curing process and will cure dark colors and thicker colors much better than mercury, LED will make a big impact in the shrink business.'

The COF (Coefficient of Friction) determines how slippery the substrate is. COF is critical for the seaming and application processes, and is particularly important for white inks since they are usually the last down color on a shrink label (when reverse printed).



SEAMUS Lafferty of Accrapply explains the importance of correct sitting techniques

Hammer said, 'The way to do it properly is to put down high COF low slip coating on the first down, and a low COF high slip on the last down if double bumping whites. An extra bump of white and a clear low COF high slip coating will help avoid the cello tape effect on the shrink label.'

High opacity is desirable, but in the shrink process, a single thick bump of white should be avoided. Converters should put down multiple layers of white so the thickness will not shrink up with the film, an occasional problem pointed out by Parks of Bonset. With multiple bumps of white the ink performs better and delivers the same or better opacity.

Other key pointers: print metallic inks using screened plates, about 70 percent or so. While it's possible to use cold foil with adhesive to decorate shrink material, it's important to design the decoration element for areas on the label that require no more than a 50 percent shrink.

### GRAPHICS/DESIGN

'Flat design is not sufficient,' said EskoArtwork's Keith LaBombard. 'You need to think about designing for something round and even contoured for strange and new bottle shapes.'

The latest EskoArtwork software allows designers, converters and brands to come together at the critical creative stage and demonstrates how distortion printing helps deliver vivid and clean graphics around rigid shapes.

3D simulation software helps improve the overall quality of the artwork. Esko's software creates a collada file of the artwork that acts for 3D imaging as a pdf does for artwork. It allows you to share, open and view 3D files. It's the collada file that does the calculations for what the distortion should be.

Once a collada file is created it can be moved into Adobe Illustrator where users can run pre-distortion checks. The design can be adjusted here for distortion on the bottom of a sleeve to eliminate smiles or frowns from the sleeve riding up on the side. LaBombard said, 'Leave the barcode alone so you don't have to fix it later. The bars should run in the shrink direction.'

### SHRINK DESIGN CHALLENGES

- Shrink film specs
- Pre distortion within full background images
- Dealing with color distortions
- Tunnel-specific shrink behavior
- Adjusting for banding and ghosting

When it comes to printing plates, Rory Marsoun with EskoArtwork promoted the capability of HD

SEAMUS Lafferty of Accraply explaining best practices for shrink sleeve label production



Flexo screening that delivers an image at 4000 dpi as compared to the standard 2540 dpi. He said, 'Now flexographic plates can hit 175 LPI to deliver higher solid ink densities and better contrast shadows.' Traditionally 200 LPI is used for shrink sleeves.

#### HANDS-ON DEMO

Attendees participated in a live demo at the Flint Group facility using a Mark Andy narrow web flexographic printing press hooked up with a Phoseon LED curing system. The importance of creating the right slip or COF at the right step in the process, putting down accurate ink layers and using the proper shrink material for a given bottle shape was vividly demonstrated. The print samples used Bonset PETG 8A 50 micron shrink film coupled with Flint Group's EkoCure inks designed for LED curing.

#### PROOFING BEFORE PRESS

- Dyne levels on the film should fall within a defined range, do not over treat:  
PVC 30-32  
PETG 32-34  
OPS 36-38  
PLA 38-40
- The slip coefficient should be between 0.2 - 0.25
- Use tape and your thumb to perform a twist test for ink adhesion. Some customers will spec a tape. For standard work use 610
- Perform a rub test to check for scuffing
- Create a test label and shrink it onto a prototype container to ensure it fits properly

#### SLITTING AND SEAMING

The event's most compelling message came from Dr Seamus Lafferty, VP of sales and marketing for Accraply. He said, 'If you jump into the production of shrink sleeve labels without having knowledge of each step of the process, you will be in trouble. Understand the film, and how to select the correct film for the container you're dealing with. Get the graphics right, and think 3D in the design. Get the right ink on the film, and understand how that changes the film and impacts the success of the finished product on the shelf. Don't dismiss the importance of the secondary converting steps'.

Shrink film is highly engineered and must be treated with respect throughout the production process, including slitting. 'Shear slitting offers the only truly controlled slit and is the ideal technology for films that are thicker than 25 microns, and engineered to be heat sensitive. It uses two rotary blades to cut the material at the point where the blades come together.'

In outlining the seaming process, Lafferty used the term 'U-fold' to describe the round edges that he feels are important in avoiding any cracking of the ink on the sleeves edges. 'Any cracking of the ink in this area will show up as a witness mark or white line on the finished sleeve', he

stated. Additionally, Lafferty spoke of the criticality of controlling the size of the layflat. Too small and it won't fit over the container, too large and you may be asking the film to shrink more than it was engineered to do.

Lafferty said, 'With a round bottle, the location of the seam doesn't matter too much, but with more complex shaped containers, it will absolutely need to be accounted for. Furthermore, the seam changes the shrinkability of the film. It has a different thickness, so it doesn't react to shrinking in quite the same way.'

The overlap is where the seaming solvent will be applied. It should be designed no bigger than seven mm wide. The seam width is typically between one and half to three millimeters. The seaming solvent is not glue. Rather it's a chemical reaction that bonds the two edges together. Emphasis was placed on the need to control the volume of solvent dispensed relative to web speed.

Needle application systems – pushing the solvent through an orifice less than 0.2mm – are the most widely used. Accraply advocates the use of a servo pump to better control solvent flow.

Accraply's systems incorporate a nip roller after the seaming stage, both to help expel air from the winding tube of sleeve labels, and to isolate the unwinding and sleeve-forming section from the oscillating rewind. Better control is achieved with two discreet tension zones: one finely controlled for the all-important forming and seaming process; and one that's more forgiving for the oscillating rewinding roll.

By the seaming stage, converters should have already checked for defective printing on the press and taken steps to remove that defective material prior to the seaming process.

Lafferty said, 'You want to get to the point where you can ship labels right off of the seaming equipment to the customer. Use the best ingredients, train your people, understand and think through the process. Focus on the quality. We ask brand owners to pay a lot of money for these labels and they should be perfect. No short cuts.'

To drive further adoption of shrink sleeve labels as a decoration technique, AWA's Llewellyn said, 'The existing shrink sleeve label application asset base needs to be developed. The ratio of pressure sensitive label printers as compared to shrink sleeve label printers in North America is 40:1.'



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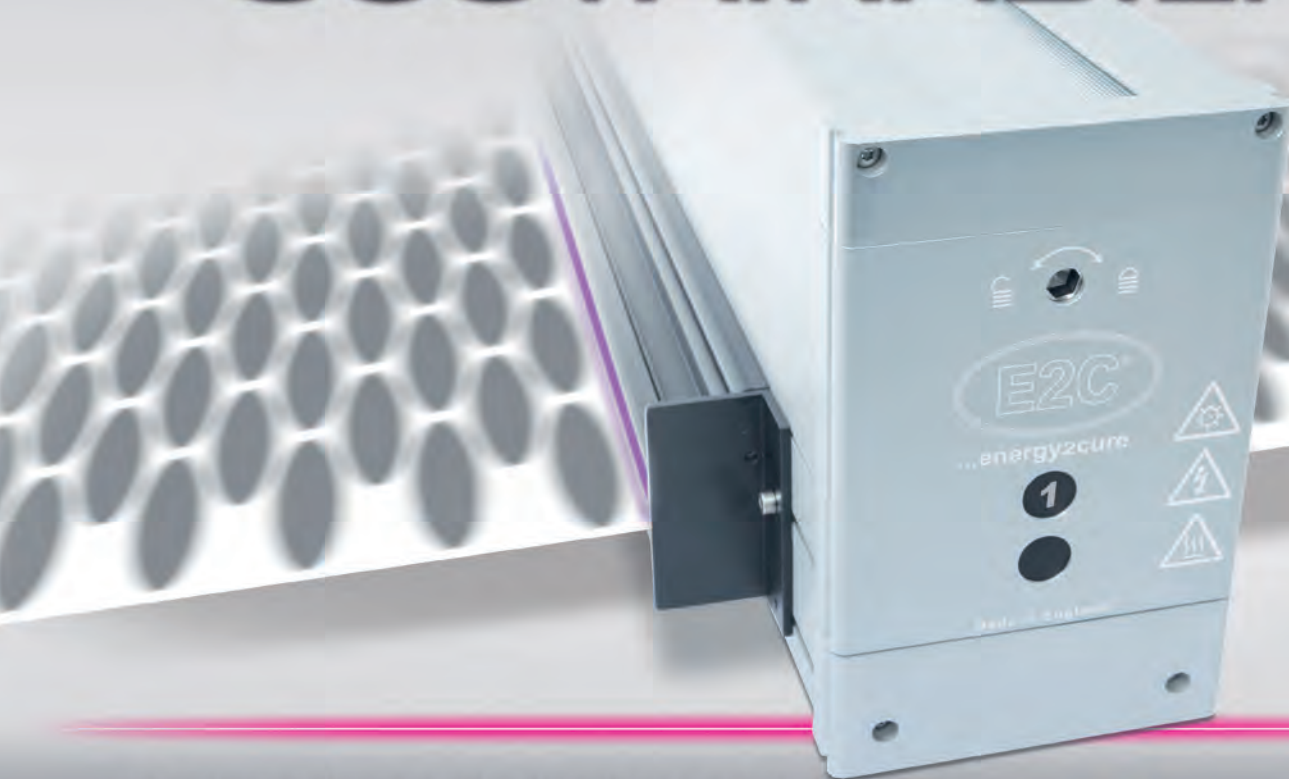
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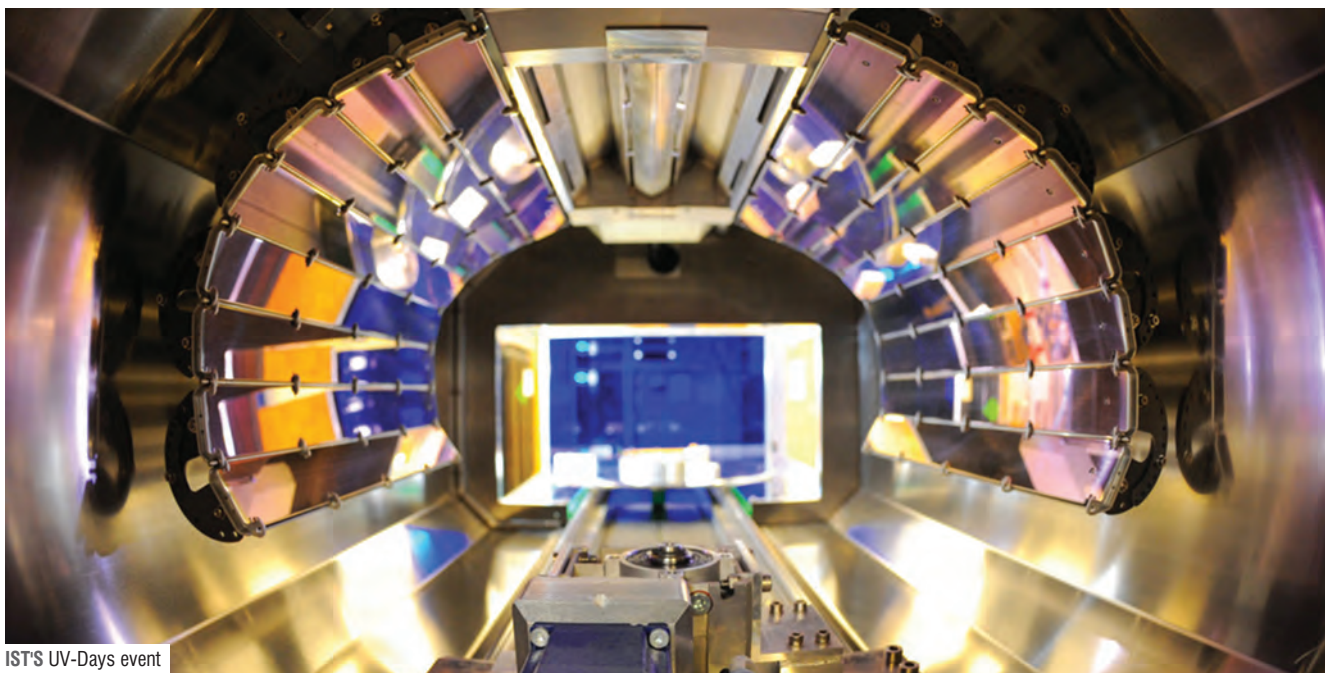
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IST's UV-Days event

# LED takes center stage

**MOVING** UV LED from inkjet to conventional flexo presses was a central theme at IST's annual UV-Days event. Andy Thomas reports

IST Metz held its annual UV-Days event at the company's headquarters in Nürtingen near Stuttgart in June. As usual, there was plenty of interest for both label and packaging converters with a major emphasis on the current state of the art with UV-LED curing.

Through its 2011 partnership with UK-based LED curing specialist Integration Technology Ltd (ITL), IST has already been closely involved in LED developments in wide format print, and in the use of LED as a 'pinning' technology in single pass UV inkjet presses. Now the company's focus is on moving LED UV curing onto narrow web flexographic presses, a major theme of IST's Labelexpo Europe presence in September.

At the UV-Days event IST introduced ITL's new LEDZero Solidcure 2 system, with two units installed on a 430mm-wide 2-color Nuova Gidue Combat press. Under laboratory conditions, IST Metz has already achieved printing speeds up to a maximum of 200 m/min with this unit. At the event itself, two-color labels were printed at 150 m/min.

Dirk Jägers, managing director at IST, commented: 'Having increased the performance of LED systems, we are now in a position to achieve printing speeds in line with label printing standards. The move into narrow web flexo printing is thus within reach.'

The LEDZero Solidcure 2 system

generates a peak optical irradiance output of 12 W/cm<sup>2</sup> – treble the peak power available in 2008. 'For narrow web printing, the LED UV technology boasts a performance comparable to that of conventional UV curing,' explains Stefan Feil, director of technical marketing at IST Metz. 'Special note should be made of the wavelength being 385 nm; the output here is considerably higher than in a comparable LED UV system that normally works at 395 nm.'

In addition to enhanced optical output performance, 'The shorter wavelength provides better opportunities to formulate suitable inks and varnishes, allowing for the closer coordination of photo-initiators and light sources,' says Feil. 'Furthermore, this wavelength means that the chemistry has less sensitivity to daylight which, in turn, makes it easier to manage.'

A key advantage of LED UV is the near instantaneous switching on and off. 'This means that during breaks in production there is no power consumption, which is in contrast to conventional lamps that require a warm-up phase and mean the lamps are left switched on during short breaks,' says Feil.

ITL has developed a patented system which allows only selected zones in a unit to be used for curing. This saves energy when printed webs are narrower than the press width.

Feil concedes that the investment costs

for LED UV remain high. 'A noticeable reduction in costs for what is still a modest market volume is probably an unrealistic expectation. But investment in LED UV curing for label printing may be worthwhile under current conditions if special requirements mean that the specific advantages of this relatively new technology make the process viable.'

Feil points out that LED also allows press manufacturers more design latitude. 'For example not having to include cooling rollers has made it easier to implement a more direct web path, making the machines even more suitable for short print runs.'

## NEW CI UV SYSTEM

IST used the UV-Days event to introduce a compact UV curing system specially developed for use in central cylinder presses. Due to their compact size, central cylinder machines only allow very little space for UV dryers and require a high degree of heat management. The BLK-6 CI dryers will fit into these compact spaces and are easily accessible at all times for maintenance work. Lamp lengths of up to 2,300 mm are possible without any changes to the cassette size.

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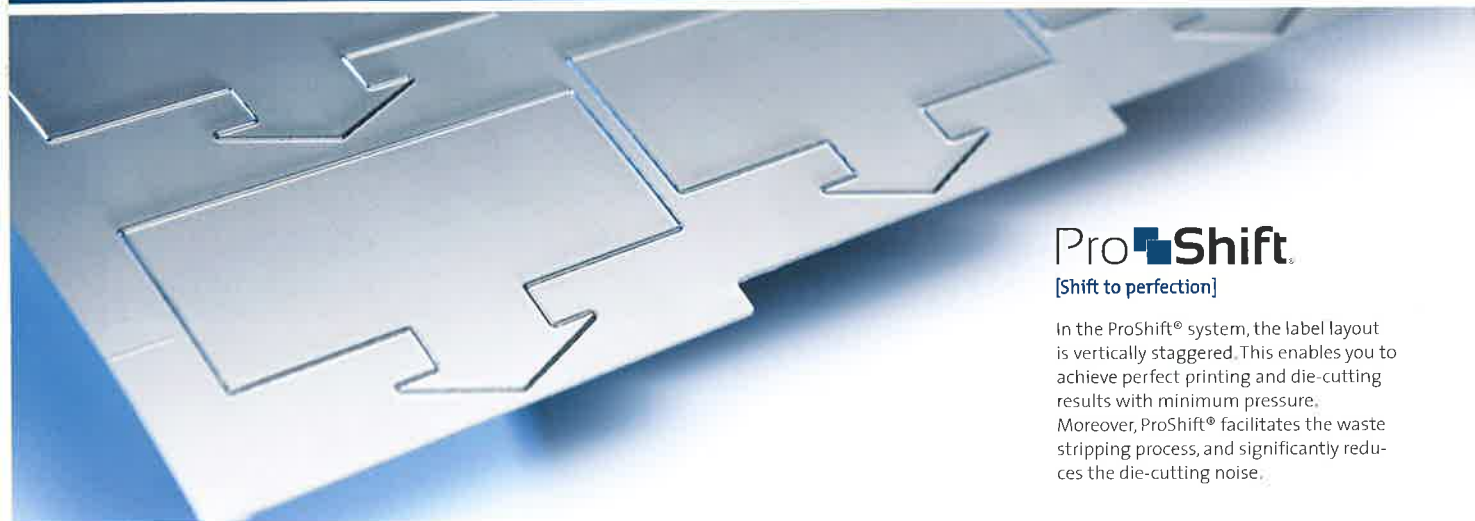
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## MULTI-FUNCTIONAL PACKAGING

A very elaborate multi-functional package was created during live demonstrations at IST's UV-Days event. This involved complex combinations of conventional and digital print and provided a surprising insight into what can now be achieved inline on a conventional sheetfed offset press.

The packaging comprised three components: a tin can with self-adhesive label, a parchment paper with zig-zag fold and the outer carton. The product being packed was a high-quality salt.

The outer packaging was printed on IST's in-house Heidelberg Speedmaster CD 102-7 LX with both interdeck dryers and end-of-press UV curing. After printing green, silver and two blacks on the 330g/m<sup>2</sup> Avanta Image board, a fine 'wave' structure was embossed using a forming die in a standard print unit. A matt varnish and an effect varnish were applied, followed by a gloss varnish in the flexo unit.

Parts of the folded box were also coated offline with a gloss varnish on an MGI Jetvarnish 3D. Multiple passes allow a thick layer of UV varnish to be built up using this digital spot coating device, creating delicate tactile contours.

The label on the can was digitally printed on PVC transparent film using a Spartanic INX NW 140 press. The 7-color inline print used ITL's Pincure Plus LED-UV units for pinning the inks, and a water-cooled Solidcure LED unit for end-of-press drying. These 'no-label look' labels were designed very effectively to simulate direct print on the tin.

A transparent paper was then printed black and gloss varnish and cleverly folded into a zig-zag shape. The final touch was an integrated augmented reality application. When the bottom of the pack was scanned with a smartphone using IST's dedicated App, an animation shows the user how to transform the packaging into an ambient light by simply pulling up the folded sheet and turning on an integrated LED light.



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# LED-UV on the rise

**SIEGWERK** Printing Inks will demonstrate LED-UV curing on a Gallus EM-280 press live on its stand at Labelexpo Europe. Rolf Montag, Siegwark's Labels business unit product manager, looks at the technology's potential

Conventional UV inks contain photoinitiators which, when exposed to UV light, form free radicals in only fractions of a second and trigger polymerization of the binder – typically consisting of acrylic esters. The necessary UV light is generated with mercury lamps, which release significant heat as well as undesirable ozone. Conventional mercury-based UV lamps emit a very broad spectrum of radiation extending from infrared through the UV-A and UV-B ranges into the UV-C range.

In contrast, light can be generated using light-emitting diodes (LEDs) with less energy than conventional light sources and minimal heat output. Accordingly, the development of LED lamps for UV applications has been seen as an obvious step forward in the industry.

LEDs can cover the spectrum from infrared into the UV-A range, with the specific wavelength depending on the semiconductor material used to manufacture the electronic component. LED diodes emit light in only a very narrow spectral range: high-energy IR radiation with short wavelengths and hazardous UV-B and UV-C radiation are consistently absent from LED-UV lamps.

Compared to conventional UV lamps, LED-UV lamps have significant benefits such as energy efficiency, low heat generation and elimination of the ozone extraction system, since no ozone is released. Moreover, no warm-up phase is necessary with an LED-UV system since the UV power is available almost instantly when the system is turned on.

Other benefits are that the system can be switched off and on at any time, so the LED-UV lamp does not need to stay in standby mode and no closing of the reflectors is needed to protect the substrate. In addition, the power output of the system can be adjusted in one percent steps from 0-100 percent. Finally, LED-UV lamps have a very long working life.

## SPECIAL INKS REQUIRED

In order to achieve optimal curing of UV inks, the ink developer must generally use photoinitiators with spectral absorption that matches the UV lamp's radiation spectrum. In conventional UV inks, the photoinitiators that are used must respond to a wide range

"Compared to conventional UV lamps, LED-UV lamps have significant benefits such as energy efficiency, low heat generation and elimination of the ozone extraction system, since no ozone is released"

of wavelengths. Since LED-UV lamps emit radiation only in the narrow UV-A wavelength range, a photoinitiator can be used that is designed especially for this wavelength.

Siegwerk's ink specialists developed and launched functional LED-UV inks back in 2009. In terms of their drying speed and performance, these inks are comparable to conventional UV inks.

Over the past four years, Siegwark has worked to further refine its LED-UV inks so that label and narrow web printers who now opt for printing machines with LED-UV drying have access to top-quality UV flexographic printing inks, UV screen printing inks and UV overprint varnishes. Machine speeds in excess of 100 m/min can be achieved without any difficulty.

## LABELXPO DEMONSTRATION

Visitors to the Siegwark booth at Labelexpo Europe 2013 will have the opportunity to view an LED-UV printing machine in operation. A Gallus EM 280

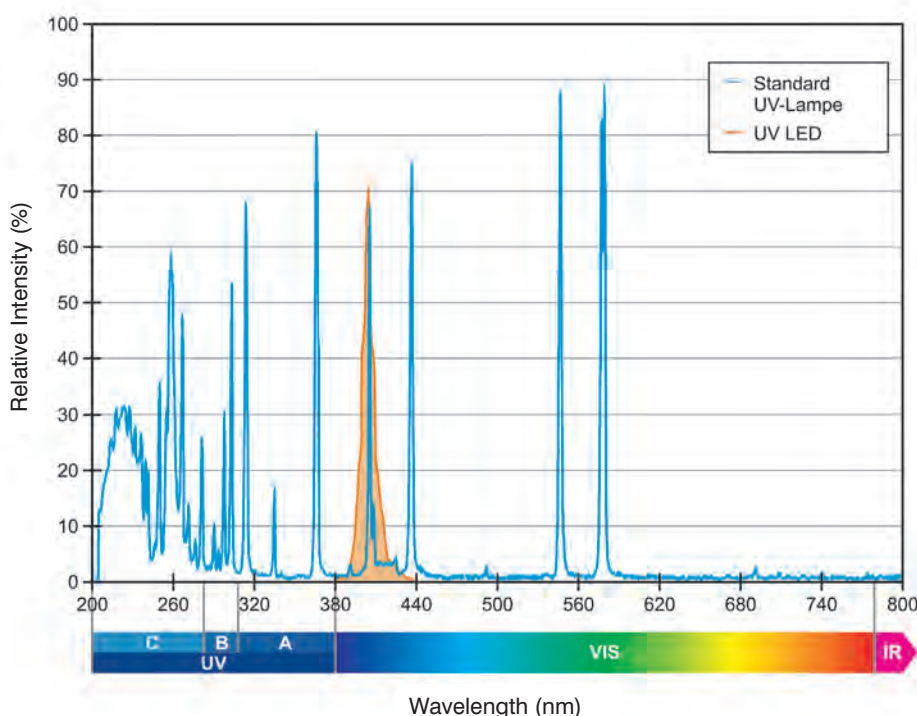
LED press will be demonstrated with six printing units – one screen printing unit, four flexographic units and one coating unit. Twice a day, exhibition visitors can see the machine in action at the Siegwark booth operated by a Gallus printer with commentary by a UV specialist.

The LED-UV lamps have a power of 16 watts and operate at a wavelength of 395 nm (= UV-A range) while the spacing between the lamps and substrate is equal to five mm.

## BENEFITS OF LED-UV PRINTING:

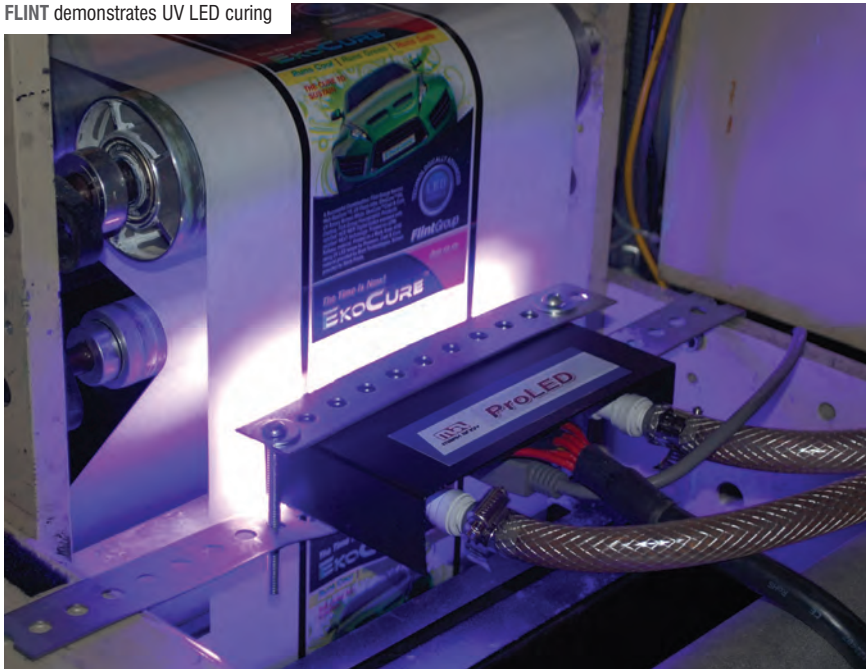
- Low energy consumption
- No need for ozone extraction
- No warm-up phase
- Better curing of dark colors
- Greater layer thicknesses are possible
- Long working life for diodes
- Better occupational safety

## SPECTRUM OF LED-UV LAMPS (ORANGE) COMPARED TO THAT OF CONVENTIONAL MERCURY LAMPS (BLUE)



# NEWS

FLINT demonstrates UV LED curing



## FLINT HOLDS UV-LED SEMINAR

Flint Group Packaging and Narrow Web hosted over 50 attendees at a technology seminar in its Plymouth, Minnesota Center for Technical Excellence on May 23, 2013. The seminar, called UV LED – The Future Is Today – the Time is Now! addressed the growing interest in UV LED systems for narrow web label converters.

The seminar covered the various aspects of UV LED printing technologies, including ink and press systems, lamps and chillers, and also special print applications. A highlight was a presentation by a US converter discussing their experience in implementing a UV LED system, followed by a panel discussion which opened the floor to valuable conversations on implementation, return on investment, and the ecological impacts of UV LED technologies.

'UV LED is a significant innovation for the narrow web industry – a true game changer,' says the company's Mike Bystedt. 'UV LED ink and press technology is the answer for economic and ecological sustainability and it is available right now. This new generation of inks is running commercial jobs today with success at high press speeds with excellent print results – high color strength and deeper cure.'

Flint Group will be demonstrating its EkoCure UV LED inks at Labelexpo Europe on a Mark Andy Performance series flexographic press.

## UV TECHNIK LAUNCHES AIR-COOLED SYSTEM

UV Technik has launched its eStar air-cooled UV curing system. Manufactured from stainless steel, the lamphead can easily be self-installed by the customer.

The surface temperature of the unit is reduced to an extremely low level thanks to the air cooled inner skin, which ensures a very low heat transfer to the outer case, according to the manufacturer.

The eStar incorporates an easily  
**LABELS&LABELING**

replaceable UV-transparent Quartz plate window. Completely covering the lamp, it reduces direct heat to the substrate and protects the lamp from environmental influences such as ink or dust pollution. The newly developed reflector geometry provides a significant increase in UV output and UV energy on the surface of the substrate, says UV Technik.

The lamp head works in combination with the new eb 60 ballast, designed for UV lamps of up to 6,000W.

## THE INSIDER

A ROUND-UP OF THE LATEST  
UV LABEL STORIES

### GEW LAUNCHES NEW POWER SUPPLY

*GEW completes its E2C UV system at Labelexpo Europe with the launch of a new power supply unit. Andy Thomas reports*

As part of a complete product redevelopment, GEW is to introduce a new power supply technology at Labelexpo Europe to complement its energy efficient E2C UV curing lampheads.

GEW's EC2 lamphead systems are claimed to reduce energy consumption by up to 42 percent compared to earlier models.

Designed for use in ambient temperatures up to 50 deg C (120 deg F) in tropical conditions, the new high efficiency power supplies operate on any mains voltage between 360 and 500 Volts at 50 or 60 Hertz, tolerating voltage swings in this range with no effect on the system's UV output or finished product quality. The power supply is also immune to damage from mains spikes or dips outside of this voltage range, as well as dropped phases and shorts-to-ground, says GEW.

The power supplies are housed in a compact rack enclosure with full power distribution for six lamps. Enclosures are stackable, giving a small footprint for a full 12 lamp system. A patented enclosure design ensures trouble free operation in the most difficult of environments. 'Print room conditions can be arduous with heat, dust, ink mist and floor space restrictions all placing a burden on equipment performance,' says GEW managing director Malcolm Rae.

A new touch screen and control architecture provide fast response with comprehensive help functions throughout. Active power metering provides instant understanding of productive and non-productive consumption, enabling shift supervisors to improve energy performance dramatically.

'How can we keep our UV in top condition?' is a question we are often asked,' says Rae. 'The rejUVenate button is the answer: simply press rejUVenate on the screen and a system condition file is downloaded to a USB port for emailing to GEW. Software then compares current conditions with start-up, allowing diagnostics of any variable which has moved out of limits without the need for Internet connections or potentially intrusive online monitoring.'

All systems come with a two year warranty that is upgradeable to five years at the time of commissioning. The new units can be seen on Stand 6H36 at Labelexpo.



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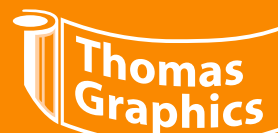
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# A shining light

**UV LAMP MANUFACTURER** Alpha-Cure is looking to grow its global footprint by expanding its operations in China. David Pittman reports

Alpha-Cure is targeting global expansion of its business by increasing its operations in China.

As part of this growth strategy, Alpha-Cure recently exhibited at PacPrint 2013 in Australia, alongside Nilpeter Asia Pacific. Nilpeter has, like Alpha-Cure, identified Australia as a strategic market for growth, and their joint presence at the Melbourne show in late-May allowed the Danish press manufacturer and UV lamp specialist to present complementary technologies.

Alpha-Cure already has a number of customers in Australia, including many producing wine labels. Australia is renowned for its wine so these are often globally recognized, high-end products, demanding high-quality labels. While a long way from the position of the wine market in Australia, or in the US and France, in terms of both production and consumption, the Chinese wine industry is spoken and written about by many industry analysts as offering vast potential for growth, so presenting opportunities to the whole label printing supply chain.

For Shane Atherstone, a director at Alpha-Cure, the reasons to be involved directly in China go far beyond its burgeoning wine market and the extra business it could create.

'We've been operational in China for six or seven years after identifying the risk of China's own lamp manufacturers. Their products are often seen as being of a lower quality, but are imported into Western markets, as well as sold domestically. We knew the quality would improve so took the decision to establish our own manufacturing base in the country to combat the threat.

'Having a footprint in China has allowed us to future-proof our business, and safeguard its long-term prospects.'

Atherstone notes that the decision to invest early with its own facility in China has meant Alpha-Cure has been able to circumvent stricter regulations on foreign companies operating in the country, as imposed latterly by the Chinese government. Alpha-Cure is also in a position to benefit from tax incentives offered by the Chinese government to those operating in high-tech industries, such as UV lamp development and manufacturing.

Alpha-Cure is now taking steps to bolster its presence in China even further, both in terms of manufacturing, and research and development (R&D).

This has seen it start utilizing a second floor at its site in Qingpu district, Shanghai, and take on two graduate chemists. The graduates, James Lua and Chi-Hin Tse, spent six months at Alpha-Cure's facility in the UK learning the nuances of UV lamps and their manufacturing, before heading out to Qingpu to start work.

'The company's founders have hands-on experience, but were looking to add something different to the business,' says Atherstone. 'The addition of the graduate engineers gives us theoretical training to complement our practical expertise.'

Alpha-Cure is further strengthening its presence in China with a partner summit to support its customer base across Asia. Alpha-Cure already hosts an annual partner summit in Europe

in the spring, with the autumn summit in China to double its efforts to educate partners and customers on topics such as new products and applications, and lamp maintenance.

Victoria Atherstone, commercial director at Alpha-Cure, adds: 'Our products are always evolving and, as a company, we're always looking to make sure our products use the best components, have the best build and perform to the maximum.

'As a supplier to the market, it's our job to educate partners and customers about our products, and the market overall.'

She concludes: 'The addition of James and Chi to the company's knowledge base will give us a fresh perspective on R&D, and add an extra dimension to our products, and the additional partner summit will allow us to ensure our customers across Asia are getting the most from their lamps.'





# Blanket solution to print productivity

**PRINTING BLANKETS** provide the essential link between the image on the plate and the substrate, whether it's paper, card, metal or even plastic. Printing blankets are a vital component in the print process and impact everything from print quality, cost, wastage, efficiency and even carbon footprint. Yet the impact of printing blankets is often overlooked. Thomas Linkenheil, printing blanket PA director, Trelleborg, reports

It is not always appreciated that different types of blanket are required for specific types of printing. Considerable development goes into developing blankets for different print processes and can mean the difference between a good return on investment, or working at a loss.

## FALSE ECONOMIES

In order to highlight the importance of selecting the correct blanket, it's essential to illustrate what can happen when the wrong blanket is specified.

One of the greatest 'false economies' in the industry is the use of blankets that reduce press productivity. The capability to recuperate from a 'smash' for example, varies hugely depending upon the manufacturer and product.

Printers need to be aware that cheaper, easily damaged blankets inevitably need replacing more frequently, causing more downtime. Companies spend considerable amounts of money purchasing the latest presses then try to save on consumables, such as blankets. However, the blanket is the medium, by which the image is transferred – if you falsely economize on the blanket, you also economize on finish and productivity.

In the event that a blanket is damaged as a result of a smash it can take 30 minutes to change, which can cost the business hundreds of pounds and missed deadlines.

The other increasing problem for printers is the lack of knowledge of the variety of blankets available, and their capabilities. This generally means the print buyer can find themselves needlessly compromising on quality, and occasionally even over specifying.

## CONSISTENCY AND RELIABILITY OF RESULTS

The development of a printing blanket is a complex process and involves devising and testing new

materials, formulations and different methods of production to attain the consistency and reliability needed under rigorous conditions.

Naturally, extensive on-press trials are required to ensure real-life performance matches results achieved during testing.

## SELECTING THE BEST BLANKET FOR THE TASK

It's important to be rigorous in examining your specific requirements from a blanket and not to compromise because your existing blanket can't meet these needs. Blanket technology is constantly evolving, and the optimum solution, which could improve your all-round process, might already be available.

The basic desired qualities are that a blanket should be resistant to smashes in sheetfed applications with good paper tensioning and power consumption control for web applications. However, there are many more blanket characteristics that can influence the type of blanket specified and subsequently improve the print process. It's impossible to find a 'one size fits all' solution across the whole range of substrates and press conditions.

## ESSENTIAL BLANKET PARAMETERS

Some degree of compressibility is a feature of virtually all blankets, with widely different characteristics and performance. The exception can be in metal printing, but even there, techniques are changing. The wrong blanket, chosen on price rather than performance, can quickly lead to higher operational costs.

For example in heatset printing processes, the position and performance of the compressible layer within the blanket has a direct affect on its response to the heat used for ink curing and optimum paper tension.

The compressibility affects paper feeding and release, as well as paper wastage, web breakage and print registration problems, all of which will reduce productivity.

The properties of the compressible layer and the carcass structure of the blanket allow for optimum pressure absorbance and better smash resistance. The ability of the blanket to rebound over time influences its



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life expectancy.

For sheetfed processes, widely used in packaging, the thicker and more complex substrates can damage an incorrectly specified blanket. A higher flexibility blanket with greater compressibility is often required, and one that will adapt to changes in substrate format without the need for frequent replacement.

The chemical composition of the top surface compound influences the dot reproduction and quality of ink transfer, as well as providing the best combination of grip and release to suit a specific process. It also affects the frequency of the wash cycle through reduced ink and paper build up on the top surface; high frequency wash cycles, waste energy, paper and machine time.

### INCREASING PRINT POSSIBILITIES

UV printing has become increasingly popular as it offers added value business opportunities for printers in packaging, publishing and promotional printing.

The chemical composition of the top surface of the blanket has an important part to play in successfully meeting the demand for printing using UV processes.

As well as production efficiency through rapid curing, when compared to heatset printing, the attraction of UV printing and coating is the wide range of printing on a very comprehensive selection of substrates. The versatility of UV is a major benefit in reproducing new graphical designs; especially for new surface coatings and print wear resistance for packaging.

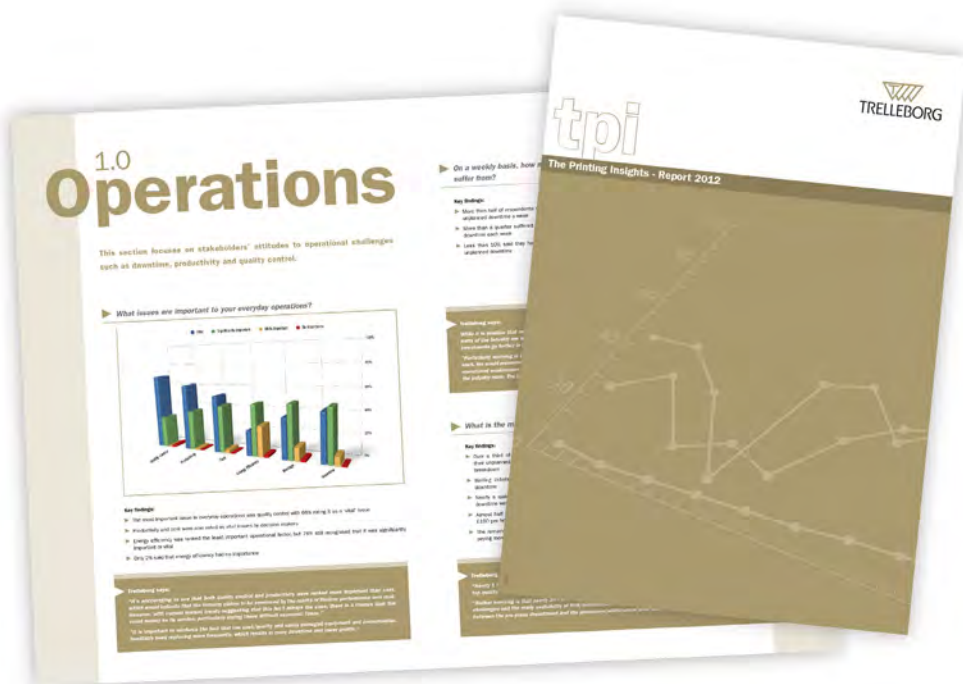
To achieve both quality and productivity, the right combination of equipment and materials must be used to optimize the UV process. This attention to detailed requirements, and difference between processes, is particularly important where a firm combines UV and conventional printing on the same press.

### MATERIAL SPECIFICATION

The main consideration is that all consumables used in the UV process must be compatible; the polar solvents used for UV inks are very different to those used in, for example, heatset printing. There is a wide variety of UV ink and coating systems and these can often be used in combination with conventional and hybrid inks. Sometimes the same press is used for both conventional and UV operations, requiring particular consideration for consumables and maintenance.

Poorly specified blankets dry out rapidly, leading to deterioration in surface coating. UV blankets have a specialized non-polar ethylene propylene diene monomer (EPDM)

### THE PRINTING INSIGHTS REPORT



surface coating which resists the chemicals and ensures a long working life. EPDM must be washed by solvents of opposite polarity to maintain its integrity, and prevent effects like swelling.

Hybrid, or non-classic, UV inks are often popular because of their versatility. They can easily be used as an occasional alternate on the same press as conventional inks. However, hybrid inks have a variable composition and their compatibility should be tested before production.

While UV processes do not use the heat curing required in heatset printing, the energy consumption of UV printing and coating is actually about the same as conventional offset printing and coating. It does not, as is sometimes thought, save energy.

### ENERGY AND BLANKET SELECTION

Energy consumption is an issue becoming increasingly more important in modern print plants. The impact the choice of blanket can have on energy consumption and press overheating is often underestimated.

Selecting a blanket with the compressibility to match the load values of the rollers is important to deliver efficient operation. Additional factors such as the polarity of the top surface compound, the carcass design and top surface finish of the blanket are also significant.

By choosing a blanket with the correct dynamic and feeding characteristics for a specific press installation, the power absorption and temperature of the press and cylinders can be controlled. This is particularly important in web offset

presses.

Changing between positive feed and negative feed blankets, and making the correct tension point adjustments within the printing units, feeds, chill rolls and the folders etc, allows the printer to optimize energy consumption. This also helps obtain high quality results, with minimum wastage and reduced web breaks.

### CORRECT COMPRESSIBILITY

Compressibility has also been a key focus in the developments of blankets for decorative metal printing. While conventional blankets have traditionally been popular in certain regions, consistent print quality in solid and screen reproduction has been problematic.

However, recent advances in compressible layer construction have shown improvements in sheet release and edge marking. Smoother ink coverage gives higher print quality, while better shock absorption lengthens press life and reduces maintenance. The future of decorative metal printing using these new blankets with a carefully tailored compressibility looks very exciting.

### SPECIFICATION IS KEY

Printing blankets clearly have an important role in the quality and efficiency of printing. The characteristics of the blanket composition, compressibility and surface characteristics directly affect the print process. However, by specifying the right blanket for the print requirements, the highest quality results with reduced operating costs can easily be achieved.



ERKKI Nyberg, director for business development at UPM Raflatac, presents at the Sustainable Tire Innovations conference

# Sustainable innovations for tire labeling

**A CONFERENCE IN BERLIN** on sustainable tire labeling heard a presentation from UPM Raflatac on liner recycling. Andy Thomas reports

The second annual Sustainable Tire Innovations conference, 16–17 April 2013, Berlin, focused largely on European and global labeling and regulation activities and their impact on the tire industry. Director for business development at UPM Raflatac Erkki Nyberg presented the labelstock manufacturer's perspective on sustainable innovations for tire labelling.

Among the conference themes was new legislation which became mandatory from November 2012. In addition to the traditional label information, EC regulation No. 1222/2009 requires graphic color details of rolling resistance, wet grip performance and road noise levels, in similar format to the energy efficiency labels found on domestic white goods.

During the seminar discussion, the consensus of opinion was that the new EU label improves tire quality in general. Tire manufacturers now have a transparent overview of tire performance EU-wide and an opportunity to present the results of their product development. The new format also enables consumers to make better informed purchasing decisions.

## DEALING WITH WASTE

Erkki Nyberg has dedicated years to developing the UPM Raflatac's recycling concept for the self-adhesive

labeling value chain. Reducing material thicknesses is a contributory means of achieving waste reduction, but these gains are offset when label square meters increase as they recently have in the tire segment.

The logical step is to ask, what if waste were no longer waste? This was the theme of Nyberg's conference presentation 'From Waste to a Resource: Sustainable Tire Innovations'. While tire labels have their specific demands regarding the face materials and adhesives, the siliconized release liners which carry labels to products are largely the same as those used in other self-adhesive labeling segments. This makes them eligible for the same sustainability initiatives.

UPM Raflatac's RafCycle program provides a solution for re-pulping and de-siliconizing spent release papers. The recovered pulp is returned into UPM's papermaking processes. This is nearing the concept of a 'closed loop' system considered to be the sustainable ideal. Labelstock lifecycle assessment studies, carried out by UPM Raflatac in accordance with ISO14040/44 standards, show that a 40 percent reduction in carbon emissions is achieved by fibre recycling compared to landfilling.

When recoverable waste volumes and geographic location allow, UPM Raflatac offers to collect spent paper release liner free of charge through its extensive European recovered paper sourcing network, significantly reducing tire manufacturers' waste disposal costs.

## DISPOSAL COSTS INTO REVENUE

Tire label end-users also have the option to transform their label waste streams into a source of revenue by the use of ProLiner PP30 polypropylene liner, said Nyberg. Among other operational savings it brings, UPM offers 370 EUR/tonne for spent PP30 liner, processed at the DDP Bruchsal facility in Germany. The polypropylene liner is given a new life as raw material for UPM ProFi decking and facade profiles for the construction industry. These composites themselves are recyclable at the end of life.

UPM Raflatac's RafCycle recycling concept is open to all label end-users in Europe. The advantages are twofold. RafCycle provides tangible environmental benefits and a means for parties in the labeling value chain to achieve their sustainability targets, and label end-users have the opportunity to save on waste management costs or transform these costs into a revenue stream.



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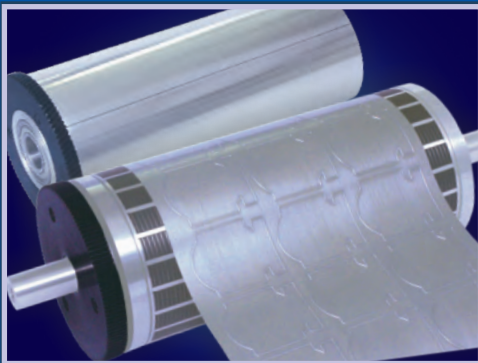
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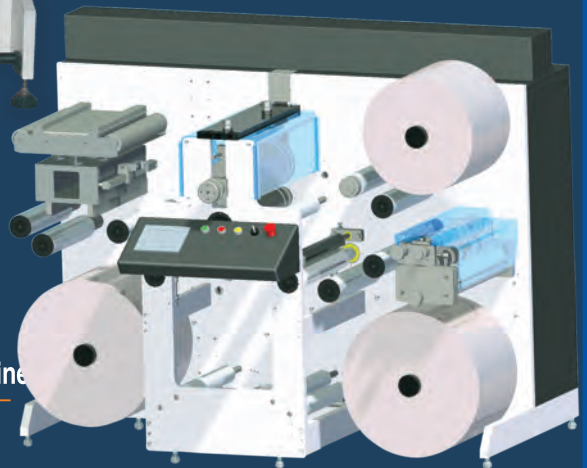
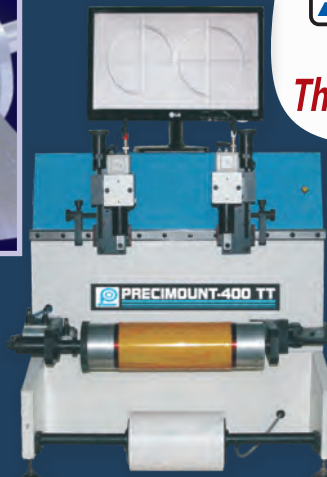
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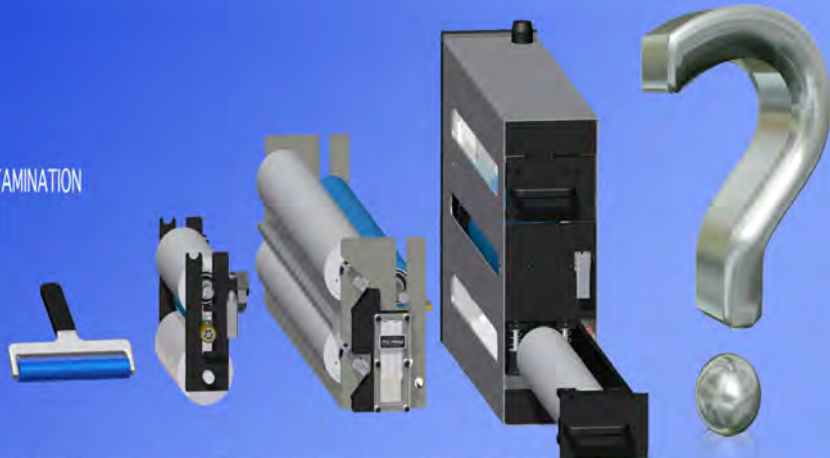
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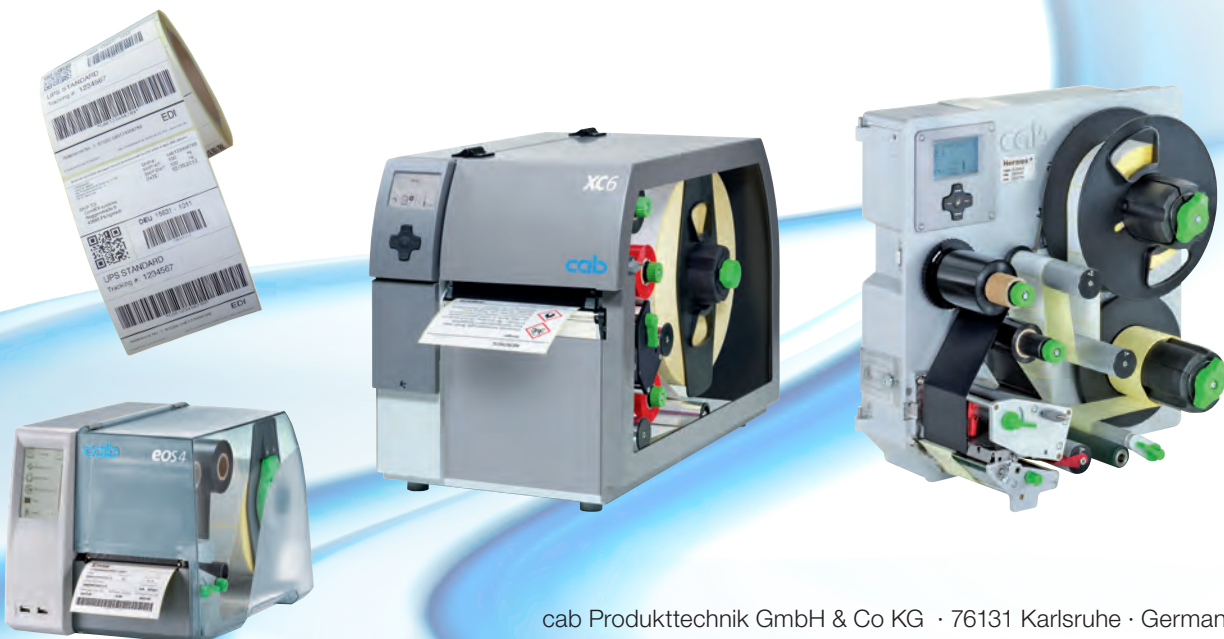
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Dr Ulli Nägele, head of development and application technology at Herma

# Making labels less susceptible to migration

**LABELS ARE THE LATEST FOCUS** of the migration debate, with both inks and adhesives under the spotlight. Dr Ulli Nägele, head of development and application technology at Herma, looks at the issues involved and possible solutions

The revelation that printing ink constituents can pass through packaging materials caused shock waves throughout the food industry. Among experts, a lively discussion is now well under way concerning the adhesives that are applied to labels. What substances are capable of migration? What is the risk? And how can the risk be minimized? At events hosted by trade associations and individual companies, I am being asked such questions with growing frequency.

It is worth pointing out that labels come into contact with food – at least indirectly – much more often than is initially apparent. Plain and laminated paper, regular films, and even thin PET bottles do not represent an adequate barrier against external substances. In addition, labels not only convey information, but also fulfil a sealing function in many cases.

Discussing low-migration labels and seeking solutions therefore makes good sense. After focusing thus far only on printing inks, the food industry is now asking questions about label adhesives.

## THRESHOLD SOON REACHED

First some good news: adhesives that comply with the recommendations of the American FDA or the German Federal Institute for Risk Assessment (BfR) do not contain any toxic or other substances giving cause for concern. When examining an

adhesive, test institutes such as ISEGA in Germany obtain a list of all the constituents from the raw material manufacturers. The items on the list are typically checked against the FDA's list of permitted ingredients and the BfR's list of banned substances.

If none of the ingredients is contained in or omitted from the relevant list – in other words, if they are all considered safe – extensive tests are performed to measure the total quantity of migrating substances. If this testing indicates a total quantity of migrating substances of greater than 60 milligrams per square decimeter, contact with fatty foods is banned by the relevant EU regulations. The total quantity of migrating substances determined for standard dispersion adhesives, however, is 80 milligrams per square decimeter, and the value for standard hot-melt adhesives is more than 100 milligrams per square decimeter – much higher than the threshold in each case.

The key question, of course, is what kind of constituents are capable of being transferred from labels or their adhesives. What are these substances? As a general rule, they are resins and oils, or plasticizers and additives. Because they are soluble in fats, these substances can migrate whenever they come into contact with food containing fat. In regards to the quantities that can theoretically migrate, however, enormous differences exist depending on the type of adhesive, as already indicated. Consideration is given below to two conventional





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categories, namely water-based (acrylic) pressure-sensitive adhesives (WB-PSA), which include dispersion adhesives, and rubber-based or hotmelt pressure sensitive adhesives (HM-PSA).

The constituents of the last-named category, hotmelts, are 30 to 50 percent synthetic rubber, 30 to 50 percent resins, and 20 to 40 percent oils or plasticizers. Stabilisers are added to these basic ingredients. Like resins, oils/plasticizers have a molecular weight of less than 1,000 daltons. Such substances are described as capable of migrating ('migrating substances'). Up to 70 percent of the constituents of HM-PSA are therefore capable of migrating, according to the definition. That is less good news. But polymers of synthetic rubber adhesives without resins and plasticizers simply do not stick. Oils are needed as tackifiers. These oils are transferred through the packaging into the food – even dry food, as outlined in a study published in 2008 by the distinguished German research establishment, the Fraunhofer Institute. Such mineral oils are also found in recovered boards containing printing inks.

#### RESOLVING A DILEMMA

The outcome for the first-named category, water-based (acrylic) PSA, is much better in principle. Some 70 to 100 percent of the constituents of WB-PSA are acrylate polymers, also commonly known as polyacrylates. Polymers have a molecular weight of more than 1,000 daltons. Such substances are described as being incapable of migration (non-migrating substances). These polyacrylates are complimented by a resin content of up to 30 percent, as well as emulsifiers and auxiliaries, but together these constitute less than five percent of the WB-PSA mass. No more than 30 percent of the ingredients of WB-PSA are therefore capable of migration.

According to our own assessment, only water-based (acrylic) PSA can be recommended for direct contact with fatty foods. It would nonetheless be reassuring if the migration capability of these adhesives were further reduced, so that the thresholds applying to fatty foods, for example, could easily be met as well.

An apparently obvious way of formulating a WB-PSA with less susceptibility to migration would be simply to reduce the resin content, but that would represent a short-sighted approach. Resins are needed to improve adhesion on non-polar surfaces, such as packaging films. Water-based (acrylic) PSA are produced without resins and they stick to many surfaces, but their tack and final adhesion are often inadequate for films in particular. They are therefore used only if low adhesion is desirable or required, or if the specific application demands an especially low-migration adhesive. In other words, label producers and users have thus far faced a dilemma: the less susceptible the label to migration behavior, the poorer its adhesive properties. Until recently, a satisfactory solution for the food industry, which demands reliable labeling and traceability, was yet to be found.

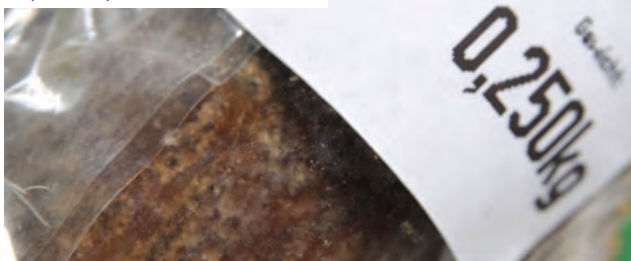
#### MULTI-LAYER COATING

Our starting point was a question: How can we control the adhesive properties independently of the migration behavior? The approach adopted by Herma was to develop multi-layer

LOW-MIGRATION adhesives also provide security in case of occasional or unintentional contact, which typically occurs with the labels used to seal wrapped cheeses



MANY packaging materials, such as the film for wrapping salami, are designed to provide a protective barrier



technology, and we are probably the first company to implement this production process on an industrial scale. Our coating plant enables us to apply two different layers of adhesive simultaneously. The layers do not blend, but remain stable – even if the adhesive material, or label, is stored for a long period or exposed to very high pressure (when wound on a roll, for example). We can therefore assign a specific function to each of the layers, so that we are able to resolve the conflict between two, thus far exclusive attributes: good migration behavior and good adhesive properties. We can also specifically influence converting and adhesive characteristics – independently of each other.

This may sound rather banal, but it calls for both an exact understanding of the adhesives' rheology and extreme precision during the coating process. We have now accumulated more than three years' experience of simultaneously applying two layers – and accordingly modified practically our entire range of adhesive materials. The technology offers major benefits without any identified drawbacks.

It is worth noting that the adhesives are neither novel, nor expensive, nor special. Instead, well-proven standard adhesives are used that are very easy to process and generally offer good adhesive properties. Now they are adding value to the end product, including reduced susceptibility to migration, without giving rise to elevated costs.

An enormous difference exists between the single and multi-layer adhesive materials. Whereas the single-layer variant of our 62G adhesive, a standard product with a very wide application range, contained 50 milligrams of migrating constituents per square decimeter, the multi-layer variant codenamed 62Gpt contains only 24 milligrams. Our correction factor has thus improved dramatically, from five to two. The cited example is by no means exclusive, but representative of practically all of the dispersion adhesives that we use. Whether intended for universal use, cool and moist surfaces, or specifically for film labels – Herma's adhesives are now low-migration products right across the board. Label printers no longer need to procure a special material for each new application. They can simply draw on the standard range. These new products are no more expensive – they simply perform better.



# Magic touch at Labelexpo Europe

## THIS YEAR'S LABELEXPO

**EUROPE** showcases leading edge developments in the label and package print industry as key global suppliers and a record numbers of visitors congregate in Brussels. Andy Thomas reports







VISITORS through the aisles at Labelexpo Europe 2011



VISITORS queuing for the opening day of Labelexpo Europe 2011

**L**abelexpo Europe 2013 is set to be the largest event in the show's 33-year history as it returns to Belgium on 24-27 September. The show now occupies seven halls at Brussels Expo and is on course to cover 31,500 sqm.

Historically, the Europe edition of the global Labelexpo series has always generated great excitement and spurred real growth and innovation, and this year's show is no exception. As Tarsus Labels Group managing director Lisa Milburn puts it: 'Labelexpo continues to experience strong growth year on year which is a firm indicator of how buoyant the label and package printing industry is and how much innovation is going on in the marketplace. The number of new working machines, especially in the digital area, is higher than ever before. This gives our visitors the opportunity to see the full scope of the industry, something that they would not be able to experience anywhere else.'

## KEY HIGHLIGHTS

- **Advances in toner technologies**, including the first showing of HP Indigo's dedicated B2 package printing presses, the 20000 for labels and flexible packaging and 30000 for cartons, both with new inline finishing systems from ABG/Edale and Tresu respectively; on the Xeikon stand look out for the new ICE toner technology which allows the presses for the first time to print on heat-sensitive substrates.
- **Inkjet technologies on show** run the full gamut from UV, UV-LED, water-based and dye-based technologies, with wider machine widths and up to seven or eight color channels. In addition multiple press vendors join ETI Jetrion in demonstrating inline laser die-cutting, which is also integrated into more modular offline finishing systems. Inkjet now makes a mark in the coating and varnishing field, opening up prospects for fully variable end to end digital print and converting solutions.
- **The conventional press manufacturers are further refining their technologies.** Offset bounces back in a wide range of guises from variable sleeve, to 'short' inking anilox and intermittent, with global launches from the likes of MPS, Omet, Codimag, Rotatek and new Chinese player Weifang Donghang; new flexo press launches come from a list including Nilpeter, Nuova Gidue, Focus and MPS, and show how automation is lowering the 'breakeven' point with digital. High definition flexo workflows including plate imaging, anilox, ink and washing technologies boost the quality of these machines to levels approaching offset and gravure.
- **This may be fairly regarded as the Labelexpo show when LED-UV curing comes of age.** Mark Andy demonstrates a Performance P3 press running with its ProLED system and Flint EkoCure LED inks. A wider support structure for LED curing is now growing Siegwerk showing new LED inks running on a Gallus EM280 press and new LED system launches by ITL/IST.
- **All these developments are supported by leaps forward in the automation of pre-press workflows** and integration via JDF/JMF into

## HERMA'S MAGNIFICENT SEVEN ARRIVE

A team of seven members of Herma UK will finish their epic 300 mile bike ride from Herma's headquarters in Newbury, Berkshire, to the steps of Labelexpo Brussels on the morning of the show's opening. The aim is to collect at least £30,000 for the team's nominated charities, including breast cancer and the Namuwongo Children's charity in Africa. Visit [www.herma-biketrip.com](http://www.herma-biketrip.com) to make donations and follow the team's progress.

A number of label companies have sponsored the shirts the team will be wearing, and these include AB Graphic, Alphasonics, American Paper & Film, AV Flexologic, Bar Graphic Machinery, BPIF, Edale, EFIA, FINAT, Flint Group, Gallus, GEW, Innovia Films, Mark Andy, Nilpeter, Paragon Inks, RotoMetrics, TLMI, Xeikon and Zeller+Gmelin are amongst those to sponsor the shirts.

plant-wide MIS systems. Gallus shows an advanced example, integrating its Heidelberg Linoprint L digital press, ECS340 flexo press and ECS 'C' digital converting unit into a seamless workflow. Automated ganging of different jobs on digital presses – particularly combined with laser die-cutting – is now made simple using new software from Esko and leading edge MIS vendors.

- **Cool running presses, food-contact ink systems and servo tension control** open up new opportunities for label converters to diversify into flexible packaging and even cartons on both digital and conventional presses. Short run converting systems are following quickly behind.



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- **There are major advances in 'sustainable' technologies:** Ritrama's breakthrough Core linerless system is a great example, as is ETI's Pellicut/ Cohesio combination, but also expect to see thinner laminates, compostable and removable adhesives and liners incorporating post-consumer waste. On the coatings side the move to non-solvent chemistries continues. In terms of energy reduction, conventional UV systems are being further refined, with GEW's new E2C lamp and power supply combination a notable example.

These are just some of the new technologies we were aware of when this edition of L&L closed in July. We will keep posting new launches up to the show at [www.labelsandlabeling.com](http://www.labelsandlabeling.com).

## SHOW FEATURES

Rapid developments in digital and package printing provide the inspiration for three major features at Labelexpo Europe.

The Inkjet Trail allows visitors to see six of the leading inkjet press manufacturers printing the same label designs. At set times the participating manufacturers will produce a selection of food, pharmaceutical and industrial labels using the same sets

of origination, on the same range of substrates.

The press manufacturers participating include Durst Phototechnik, Domino Printing Sciences, EFI Jetrion, Epson Europe, Heidelberg Linoprint and Stork Prints. Origination, color and die-cutter files for the different jobs are being prepared by Esko, while UPM Raflatac, FLEXcon and Herma will provide common paper, film and foil substrates for the range of printed labels being produced. For comparison with toner technologies, Xeikon will be producing the same label designs. Sample folders are available to collect from the entrance of the show, while samples of all the sessions' printed products will be available from each of the participants' stands.

Mike Fairley will be running his popular Label and Package Printing Masterclass on the last morning of the show. Participants will also receive a copy of the latest edition of Mike's comprehensive book on digital printing and finishing, which includes updated information on all currently available digital presses and finishing systems both for labels and package print applications. Places are strictly limited so early booking is advised.

Package printing technology will have a dedicated presence in Hall 12. At the Package Printing Workshop Xeikon will be demonstrating inline digital printing and

## SHOW INFORMATION

Labelexpo Europe will take place from Tue 24 – Fri 27 September 2013.

### Opening times:

**Tue:** 10.00 – 17.00  
**Wed:** 10.00 – 18.00  
**Thu:** 10.00 – 18.00  
**Fri:** 10.00 – 16.00

**To register before September 18 and save 25 euros on the price**, paying only 50 euros for entrance to the show across all four days, as well as to find venue, travel and hotel information, visit [www.labelexpo-europe.com](http://www.labelexpo-europe.com).

converting of folding cartons on a Xeikon 3500 press with a dedicated finishing unit. Nuova Gidue shows in the same area a fully specified 'Digital Flexo' Combat M3 press printing flexible packaging.

A key focus of the press demonstrations and presentations by Xeikon's Filip Weymans and Nuova Gidue's Federico d'Annunzio will be to show narrow web label converters how to broaden the range of package print products they can offer to brands and packaging buyers.

Demonstrations will run in Hall 12 at 11am and 3pm on the first three days of the show and at 11am on the final day, moderated by Packprint World consultant editor Nick Coombes.



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# Celebrating industry achievement

**THE** winners of the 2013 Label Industry Awards will be announced at Labelexpo Europe. Andy Thomas looks at the finalists

At a gala dinner and ceremony on the first night of Labelexpo Europe 2013, the winners of this year's Label Industry Awards will be celebrated. The first announcement has already been made. The recipient of the 2013 R. Stanton Avery Lifetime Achievement Award is Tomas Rink, president of Ritrama Group.

For the three other categories, the announcement of the winners will be made on the night. The nominees follow in alphabetical order, along with the judges' comments:

## **EUROPEAN CONVERTER OF THE YEAR AWARD** (SPONSORED BY FLINT GROUP NARROW WEB)

### • **ESHUIS BV**

'It has been impressive to see how Eshuis has played the lead role in the Coca Cola "Share a Coke with..." project which involved bringing together 18 European label printers, all under the direction of Eshuis as a major brand service provider.'

### • **STRATUS PACKAGING**

'Stratus Packaging showed a strong record of innovation, environmental performance and product development. The judges were particularly attracted to the company's "Audio Link" which couples a QR code, Braille varnish and a smartphone to let blind people receive information.'

## **AWARD FOR SUSTAINABILITY** (SPONSORED BY XEIKON)

### • **EVERY DENNISON**

'Developed to address critical barriers to the effective recycling of PET bottles, Avery Dennison's Bottle-to-Bottle portfolio of pressure-sensitive adhesives incorporate a "switchable" adhesive which adheres to PET surfaces until a bond is broken at the recycler, so cleanly releasing the label from the PET.'

### • **NANOVIS GMBH**

'This company's innovative Nanocleaner parts washing machine for flexo presses works without solvents. It uses a VOC-free cleaning fluid that never needs replacing and no liquid wastes, vapors or other emissions are produced.'

### • **SPEAR EUROPE LTD**

'Over the past year a Six Sigma project team at Spear Europe has been able to achieve a 52 percent reduction in gas, contributing to a 27 percent reduction in total energy usage, and CO<sub>2</sub>e. This is despite increased factory output, so giving a decrease in energy usage per sqm of processed labels down by some 30 percent.'

## **AWARD FOR INNOVATION**

(SPONSORED BY LABELS & LABELING, LABEL & NARROW WEB AND NARROWEBTECH)

### • **FLINT GROUP NARROW WEB**

'UV LED mercury and ozone free ink technology from the Flint Group now offers a commercially viable option with its new EkoCure inks providing improved cure response, cost and productivity savings, waste reduction, energy savings and enhanced safety that will undoubtedly have a significant impact on the future of the label industry.'

### • **J M HEAFORD LTD**

'J M Heaford was shortlisted for its innovative and radical new design FTS plate mounter. It uses a new technique of narrow web plate mounting which substantially reduces the time taken to mount plates, so offering associated cost savings for the converter.'



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#### • HOLOGRAPHIC LABEL SDN. BHD

'This is an interesting process innovation that combines security print and mobile media to enable product authentication directly from smartphones. The process utilizes SMA and randomized QR codes with encoded Secure Code.'

#### • KODAK

'The Kodak Spotless Flexographic Solution combines software and a measurement device to generate accurate recipes so that converters can replace spot colors with CMYK 4-color process printing.'

#### • LABEL WORKS

'Label Works was the first pressure sensitive label company in the United States to invest in Color-Logic software which has enabled them to layer artwork files, and using 4-color process plus white or silver, to cost-effectively create up to 250 different metallic colors in a single print run.'

#### • MARK ANDY INC

'Mark Andy have used its extensive experience in workflow design to create the new ProLED ink curing system consisting of LED lamps, production integration tools with specially formulated

inks – all working together in an inline system – which delivers high production rates and energy savings in excess of 50 percent when compared to traditional HgUV systems.'

#### • MARK ANDY INC

Shortlisted for its new QCDC die-cutting station design targeted at removing the bottleneck of long die-cut changeovers

#### • NUOVA GIDUE SRL

The judges were impressed with this company's 'digitally' automated press system – Digital Flexo 3.0 which can be set-up without any manual intervention from the operator. Although a flexo press, the digital automation offers comparable set-up times and waste to a digital press.

#### • POWERFORWARD INC

'This company's Powerstick is an impressive on-press device that enables labels, wet inlays or closures to be positioned on any web location at full press speed, at up to 98,000 labels per hour, with no printed I-Mark required.'

*For more information and to reserve a table at the awards, visit [www.labelawards.com](http://www.labelawards.com).*



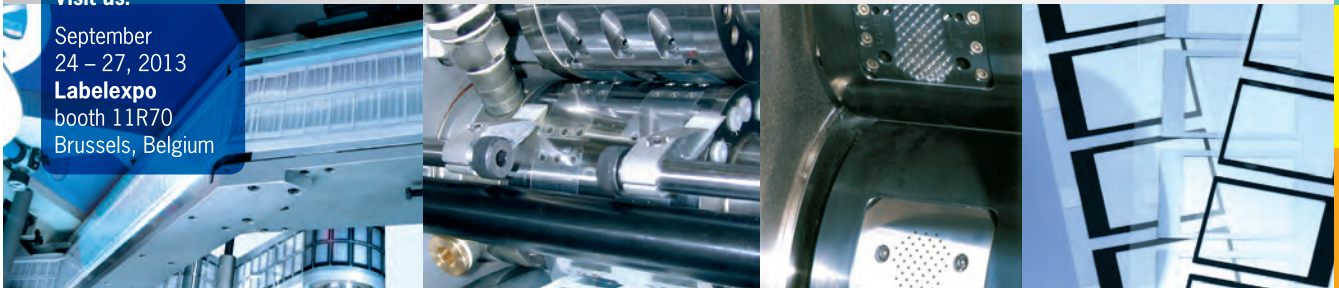
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[info@schobertechnologies.de](mailto:info@schobertechnologies.de) · [www.schobertechnologies.de](http://www.schobertechnologies.de)

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# A-Z New Products Guide

A SELECTION OF KEY NEW PRODUCTS being launched at this year's Labelexpo Europe

## 3ES

3ES launches its Prosilver Aqueous flexo plate washer. The inline system will handle both digital and analog flexo plates up to 900 x 1200mm. A built-in filter system handles up to 300 liters/hour. The product will be demonstrated together with exposure, finishing and dryer units.

The Silver plate processor is for plate sizes up to sizes of 500 x 700mm. It features an automatic plate thickness adjustment option.

## AB Graphic

AB Graphic International displays two laser-cutting lines, one stand-alone and a system integrated into a Digicon Series 2 platform. Both will use ABG's new Digiflow and Digilase software which identifies and loads job parameters automatically. The machine is capable of reporting live production activity to an MIS system every 30 seconds through JMF files. Two new slitter rewinders will also be displayed for the first time with integrated vision systems manufactured within the AB Graphic International group. New features for the Vectra automatic turret rewinders include an automatic core loader. Also on the stand are new vision inspection systems and dedicated pharmaceutical rewinders and a booklet label machine. Inline finishing systems will be displayed on the HP and ETI booths.

## acpo

In addition to general purpose PP and PE overlaminates, new specialty products include flexible packaging overlaminates, matte finish, laser printable, thermal transfer printable, UV screening, removable adhesive and overlaminates specifically for digital presses.

**LABELS&LABELING**

## Adents International

A new track and trace system scans a product's uniquely assigned 2D code and automatically distributes information to authorized users, including associated case and pallet information. The technology is based on a secure 2D code (data matrix, QR code) associated with the company's software package.

Scanned information can be read anywhere in the world and in real time. Each code is associated with an individual, unique URL code, making it possible to adapt and change web data instantaneously and in real time.

## Afinia

Launches the L-801 label printer powered by Memjet Waterfall technology to give speeds up to 18 m/min on a 216mm width at 1600dpi. The printer will handle a roll from 50mm up to 216mm on the integrated unwinder. Output can be set to cut using the automatic cutter, print and hold, or roll to roll using the optional rewriter. It holds 1.25 liters of CMYK ink.

## Allen Datagraph Systems

Displays the iTech Axxis HS digital label system, a roll-to-roll table-top system with LED toner print engine imaging at 1200 x 600dpi, up to 30f/min (9m/min), from 6 to 8.5in wide (152-216mm). The iTech Centra HS is a complete roll-to-roll system fitting between tabletop and full-scale production equipment using the same LED toner print engine at widths from 8.5 to 12.9in (216-328mm). It can convert printed material from a conventional press with a maximum roll diameter of 14 inches (356mm) and up to 14in wide (356mm).



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### Muller Martini VSOP Variable Sleeve Offset Printing

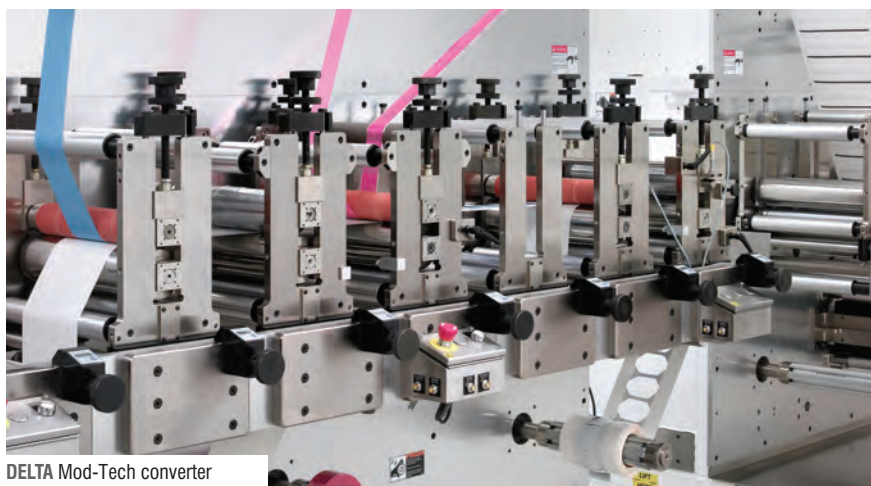
The technology of the VSOP web offset press provides the capability to take advantage of many market trends in packaging: flexible packaging, labels (shrink sleeve, self-adhesive labels, wet glue labels, IML, wrap-around), folding carton and liquid packaging. Come and see our interesting samples at LabelExpo and step into the world of a solution provider in packaging.

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DELTA Mod-Tech converter



## Alpha-Cure

Shows UV curing products (see UV feature).

## Alphasonics

Introduces Betasound, Enhanced SuperSweep and Active Cavitation technologies to enhance productivity and cleaning capabilities of anilox roll washing systems, particularly for High Definition printing applications (see p71).

## Apex

Demonstrates the lightweight series of UltraCell anilox rolls with improved ceramic layer and GTT cell geometry, whose 'Open Slalom Ink Channel' geometry allows ink to flow more precisely onto a printing plate.

Also unveils the ReadyRoll program of pre-coated bases in popular sizes in stock and ready for custom engraving.

## API Foils

Shows its range of hot and cold foils, particularly new developments in sheeted cold foil applications.

## Appvion

Appvion, formerly Appleton Papers will launch Résiste 185-3.3 light top coated direct thermal paper material for logistics applications. Targeted at the warehouse logistics segments, Résiste 185-3.3 was developed to produce darker images and barcodes, improved scan rates and increased resistance to mechanical scuffing, with strong environmental durability.

## Arconvert

Shows full range of specialty label papers.

## Arets

Arets Graphics NV, a member of the Toyo Ink Group, launches the Excure

50000-Easyflex UV flexo ink system, which as well as high color strength, fast curing, good gloss, transfer and flow shows good adhesion on substrates including pretreated PE, BOPP, PP and alu-foils, says Arets. Excure 50000-Easyflex ink is available in two series, for indirect food and also non-food applications.

## Armor

Introduces AWR 8 wax thermal transfer ribbon for standard labeling applications such as storage and transport labels.

## Ashe Converting Equipment

Launches a new glue-free, 4-spindle turret rewind range. An offline model with automatic label stick down will be running throughout the show.

Also promotes the entry-level Opal EC inspection slit and blank label production on an Opal 420 converter.

## AVT

Shows for the first time a 100 percent automatic hologram inspection system, working jointly with its traditional print inspection technologies. AVT says this allows all foils and holograms to be inspected without a second or third optic head on a printing press or doctor machine. AVT also introduces its next generation PrintFlow print quality database with expanded production management capabilities and demonstrates the SpectraLab inline spectral measurement module, providing absolute color measurements,  $L^*a^*b^*$  color scale information, and density readings.

## Ashland

Demonstrates pressure sensitive, flexible packaging, and laminating adhesives, heat seals, cold seals, UV/EB and water based overprint, print receptive and

specialty coatings. The company is focusing on 'disruptive trends' such as short run packaging and food safety, which calls for highly regulated low migration products.

## Avery Dennison

New product launches include Bottle-to-Bottle PET recycling which dramatically improves the efficiency of the PET recycling process, and ClearCut, a new platform of adhesives which enable thinner constructions, increased productivity and decreased adhesive bleeding.

## Beijing Luster LightTech

Launches the LabelRoll-330T offline inspection system, operating at speeds up to 150 m/min with inspection accuracy down to 0.03mm<sup>2</sup>. The system will spot 3D defects as well as misregister, bubbles, creases, die-cut problems, barcode problems, missing labels and other print defects. Extensive reporting functions are included.

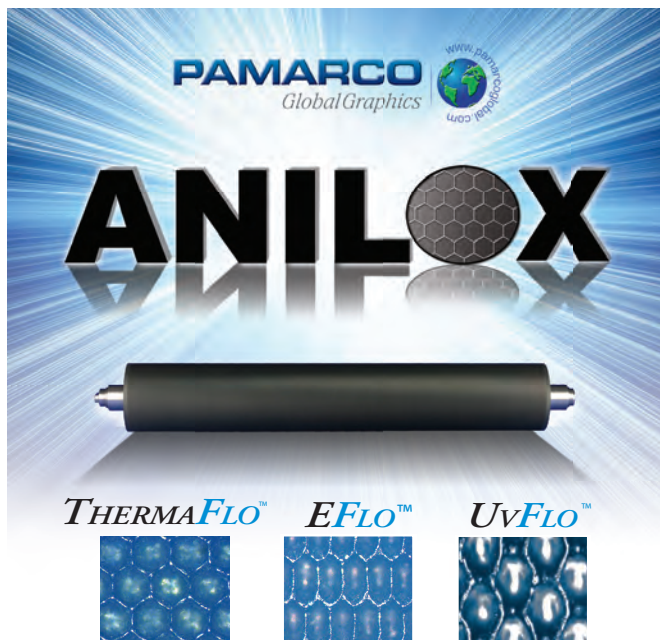
## Berhalter

Demonstrates the new B 500 die-cutting system for in-mold labels (IML). Eight synchronized but individually controlled servo drives allow high precision print-to-die registration. The foil tension is automatically monitored and regulated and IML labels down to 40 $\mu$  can be processed. A non-contact die-cutting process with a punch/die plate system avoids adding static charges. The company has implemented a fully automatic RFID tool identification system, which enables users to switch quickly and securely between different die-cutting and label formats.

## Bar Graphic Machinery

Launches two new systems. The 160 m/min Elite Digiflex is a semi-rotary or full





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DOW Corning coating substrates with silicone emulsion

rotary die-cut to re-register slitter rewinder, developed to convert and finish pre-printed digital, inkjet or flexo media. This highly flexible system can print and apply additional coating in register in one or multiple passes. Other features include automatic print positioning and die registration to reduce set-up waste.

The 550 wide Elite Multiflex is a multiple substrate inspection slitter rewinder capable of handling a wide range of unsupported and supported films down to 11 microns.

### Berkeley Machinery & Polygraphica

Promotes the Apollo series of stack flexo presses for label applications; the inline Comet for labels, special packaging materials and folding box cartons; and the custom-built Autoflex press line. Pre-owned equipment specialist Polygraphica represents Berkeley for its new product range.

### bielomatik

Shows the latest SmartTwo T-165 machine with the capability to encode continuous smart labels, tickets or hang-tags from reels. Encoding units are available for high frequency (13.56 MHz), and also for ultra-high frequency (902-928 MHz) products. The machine can be set for stop-and-go or continuous operation.

Serialized data can be added to front and/or back side of the product via a high resolution digital printing system combined with optional drying and camera data verification. Finishing options include rewind, shingled or fan-folder. HF or UHF products can be encoded at up to 30 m/min, depending on product size.

### Boise

Highlights the latest AvantEdge Plus release liner, providing enhanced silicone coverage and coverage uniformity with opportunity for improved silicone usage.

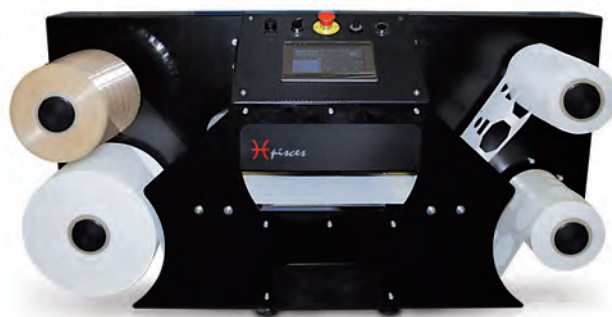
### Bostik

Focuses on high-performance adhesives for tire labels and clear film labels. Bostik HMPSA-based products are suitable for all type of tires (winter, all season and industrial truck tires) and for all kinds of face material both paper and filmic. HMPSA clear film adhesives include a wash-off version for bottle recycling.

### Brotech

Introduces the Eurotech FSS label inspection slitter rewinder with AVT 100 percent inspection, operating at speeds up to 250 m/min. Widths of 330mm and 430mm are available with rewind and unwind diameter up to 750mm. Also new is the

### LABELS&LABELING



DPR laser die-cutter

Eurotech SDF digital label converting and finishing system, with semi-rotary and full rotary die-cutting mode, and semi-rotary and full rotary flexo for spot vanishing, laminating, cold foiling, or UV varnishing. Both UV and hot air dryers are options.

### BST

As well as a full range of inspection systems, BST shows AccuWeb web guiding systems, 'digital commander', sensors and networking technology for web guiding tasks. The latest generation Qcenter is an intelligent, modular product line for centralized control of multiple quality assurance tasks, integrating web inspection, 100 percent inspection and inline color measurement on a user-friendly touch-screen-operated interface. Nyquist introduces its TubeScan digital stroboscope on the BST stand, combining imaging technology with the stroboscopic principle to detect defects on reflective and metalized surfaces. A new software module additionally checks print and color. TubeScan covers working width of 330mm, 450mm, 650mm and 850mm.

Deco Systems, also on the booth, shows its Scandiff offline file comparison system.

### cab

Presents the new A4+ T textile label printer with print speed of 30-125 mm/sec and center-aligned feeding of the textile ribbon. Print width is 10-110mm and resolution 300dpi. Two anti-static brushes ensure a clear and trouble-free separation of the material after cutting. The A4+ T is supplied with cablabel management software, allowing stand-alone operation outside a network. Also promotes HS and VS series label dispensers.

### Calor

Calor and Regma will introduce improved Ratio wax ribbons with a higher sensitivity, while Brilliant+ is added as a premium resin-enhanced wax quality. T 555 Sw is a high resistant resin quality for applications demanding a very good smear and scratch resistance and a wide latitude of application – also on paper labels. Customer specific 2-colored ribbons are shown.

### Cartes

Cartes highlights its GT modular finishing system, with and without integrated laser die-cutting, and with options including silkscreen printing, hot stamping, embossing, flexo varnishing and flatbed die-cutting. Features include automatic centering.

### Chemsultants

Displays new, more compact shear testing control panel, recording both time and temperature failure points electronically via a touch screen device. The data is fully downloadable.

### Cheshire Anilox Technology

Announces a new anilox engraving system, MaxfloUV, which



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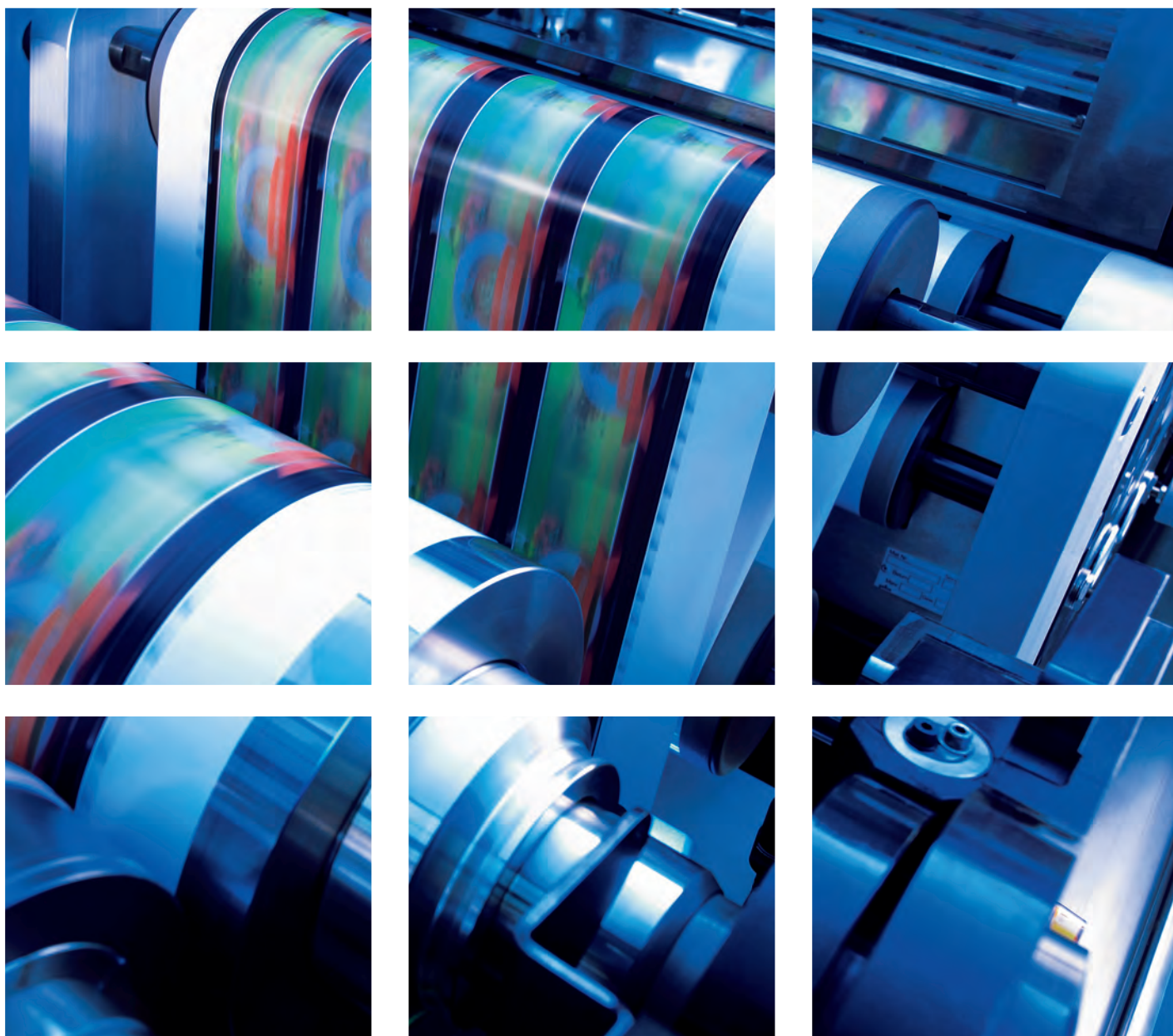
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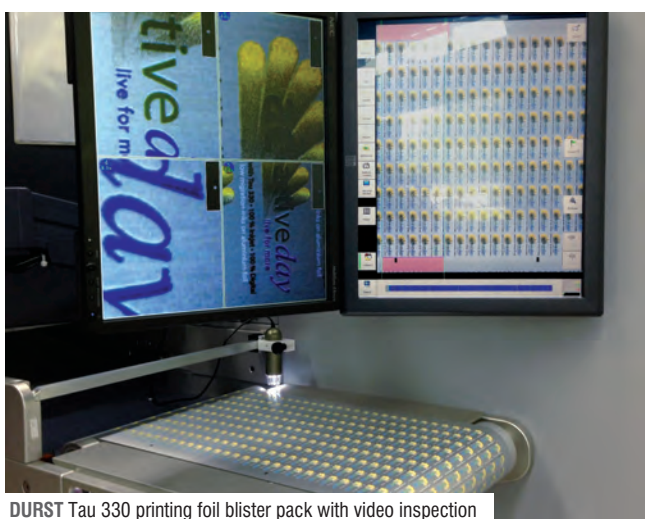
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DURST Tau 330 printing foil blister pack with video inspection

maximizes the ink flow within cells, offering higher ink transfer at high speeds – particularly suited to the latest generation of high strength UV inks. Widening the bottom of the cell improves ink transfer and linking the cells eases the ink flow helping avoid UV spitting or spray.

Also demonstrates Proflo engraving, specifically developed for HD printing at ultra-fine line counts (+600L/cm). This allows flexo printers to work with the expanded tone range of offset and rotogravure printing. EasyFlo HD is designed for high opacity UV flexo whites, 'achieving opacity levels of screen printing at faster speeds in one single pass'.

### Codimag

Exhibits a 6-color Viva 340 Aniflo press, including hot-foil and and flexo varnish. Also demonstrates a UV-LED Screen unit developed in association with IST.

A range of customer-submitted jobs will be run and print runs through the day will be monitored by a Thetis MIS system.

### COE / Passwerk

COE introduces the new Q2 adapter printing sleeve system, added to the company's product portfolio of digital flexo, letterpress, offset plates, polymer sleeves (with HD) and Screeny screens. Passwerk will present its next generation plate mounter.

### Collano

Presents a new UV curing system for pressure-sensitive hotmelt adhesives. Collano collaborated with UV lamp specialist Heraeus to develop a system that can yield 85 percent energy savings over conventional UV curing methods. The service life of Soluva UVC-Hotmelt Modules is exceptionally long at 10,000 hours. These solvent-free products adhere to a wide range of substrates and are suitable for self-adhesive coatings, even on heat-sensitive labelstock.

### Color-Dec

Announces new, fully automated equipment to cast PU resin onto printed labels. The 660W is a dual axis machine with a 400 x 300mm vacuum working table and integrated degassing. It is controlled by a CNC console with integrated PLC for program storage. DomesXYW software is included. The two axes permit casting resin into both regular shaped labels (oval, square, etc.) and complex shapes such as lettering, up to a minimum width of 8mm per letter. Accessories include palletizer and drying system.



E+L Pattern Guiding System

### Colorgen

New ink ranges include series for non-food packaging, a migration-optimized range for sensitive but not direct contact food packaging, and a low migration range for use in food packaging. Colorgen also introduces a program to offer qualified distributors the opportunity to manufacture UV flexo inks in their region.

### Comercial Arqué

An expert in Texlin fabric ribbons (TTR), electronic article surveillance labels, inlays and Durasin synthetic paper, Comercial Arqué launches a new modular RFID inserting machine.

### ContiTech

Demonstrates Conti Laserline CSC flexo plate with integrated compressible layer, which does not require foam adhesive mounting tapes. The Conti Laserline CSC can be directly engraved by high-powered YAG/Fibre or CO2 laser (DLE). Universally suitable for printing with UV, solvent and water-based inks.

### Daco Solutions

Shows the Daco D350 single rewind die-cutting machine fitted with one meter unwind and auto cut and apply system. The latest 350mm PLD350 semi-automatic rotary die-cutter has a new drive mechanism, stronger die station and a heavy-duty auto cut and apply head. The DTD250 table top die-cutter has been upgraded with a back scorer.

### Daetwyler

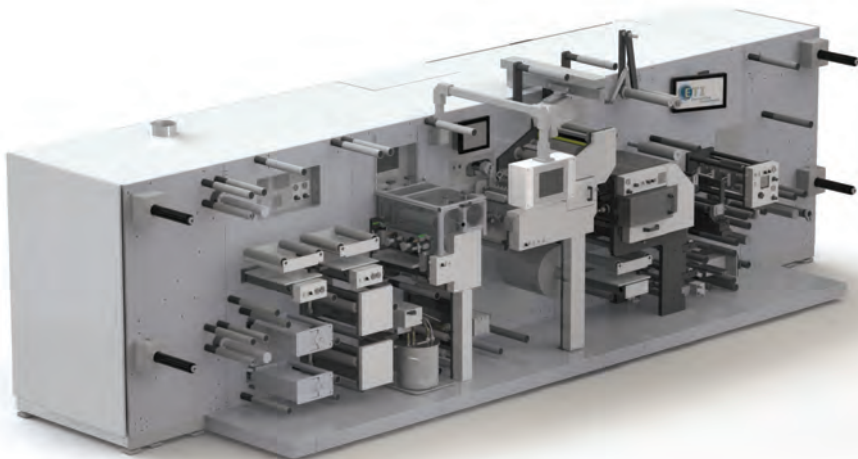
Features the new MDC Optilife Plus doctor blade with corrosion protection against abrasive water-based inks and varnishes, and when printing on abrasive media.

### DG press Machines

World premiere of a printing deck from the variable sleeve offset Thallo press.

### DPR

Introduces its new laser die-cutter. Working in both roll-to-roll and sheet mode, the unit is designed to cut a wide range of substrates including coated paper PP and PET. Fine control of laser power makes it possible to obtain half/full cutting, marking, braille, progressive numbering and barcodes.



ETI Mini Cohesio

### Delta Industrial Services

Will run a challenging polyurethane film on a Delta Mod-Tech custom converter, including multiple rotary die-cuts and lamination. Other options include semi-rotary, full rotary and laser-cutting.

### Domino

The latest version of Domino's full color N600i digital label press will be shown integrated into an AB Graphic Digicon finishing line as well as a stand-alone press, and with an integrated AVT quality inspection system and i-Tech intelligent technology features. Also on the stand will be the K600i single color high resolution VDP printer integrated onto a rewinder. Print speed of all systems is 75 m/min (246ft) at 600dpi native. Domino is a sponsor of the Digital Technology Workshops.

### Dow Corning

Shows recently launched flat release Syl-Off Advantage Series solventless release coatings, Syl-Off emulsion coatings, and Syl-Off brand fluorosilicone release coatings.

### Durst

Launches the Tau 330 UV inkjet label press with inline 1000W digital laser finishing unit from Spartans. For a complete finishing process, optional UV coating and lamination can be added. Also demonstrates the new Tau low migration UV Inks from Sunjet, available as a option for food, health care and pharmaceutical applications. When combined with the specially designed UV curing system, the Tau LM inks can achieve migration limits of <10ppb, expanding the range of applications to unsupported foils, such as blister packs and yogurt lids. A second Tau 330 press will be demonstrated with

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a built-in chill roller, extending its print range to unsupported films and foils. A high-resolution Nikka video inspection system is incorporated.

### Eberle

Features the offline core cutter Vesna with fully automatic settings and easy and quick change diameter for flexibility and high production rates. Also shows the simple manual core cutter Primevère type PM1 for short runs.

### Edale

Will be running its FL-3 UV flexo press fitted with a turn bar and cold foil unit, demonstrating short set-up times with less than 20 meters of waste and running up to 200m/min.

Also shows the new Digicon Q3000 converting unit, jointly developed with AB Graphic, on the HP stand.

### Efi Jettron

Shows the latest version of its 5-color 4900M-330 digital production system, complete with laser and combination varnish/lamination unit.

### Electro Optic

Majors on its Gold Line Special flexible dies for difficult to cut materials on ultra-thin PET or PP liner materials of <20 $\mu$ .

### eltromat

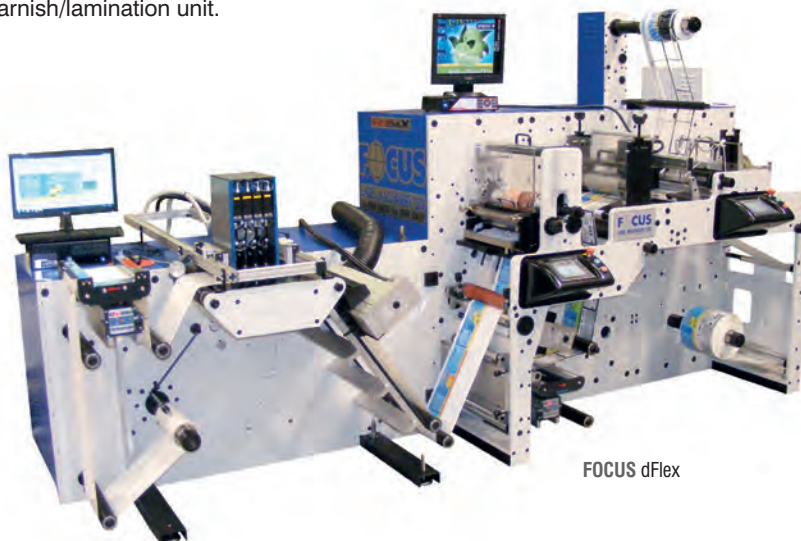
Introduces its latest generation 100 percent print inspection system the twin\_check 2.0, which is based on a new illumination unit capable of detecting errors on reflective materials or holograms and an RGB line scan camera which doubles the former resolution. The size of the inspection unit has been reduced by half, allowing both horizontal and vertical mountings and reduced weight.

The established webvideo\_star is now equipped with a new processing unit, which makes the system scalable. Customers can choose to add different modules such as a barcode or sample inspection systems; or, if 100 percent inspection is required, the webvideo\_star can simply be upgraded to a complete twin\_check 2.0 and/or inline color measurement.

### Erhardt + Leimer

The new ELCAM Pattern Guiding System allows the rewinder operator to check the print is exactly referenced to the slit position. The system can simultaneously measure and control the position of the printed image in relation to the die. It can be integrated into any digital E+L web guiding system and therefore permits accurate positioning during different stages of production.

The ELCAM's camera-based Matrix and Missing Label Detection System (MMLD) replaces conventional arrays of ultrasonic or optical sensors with a quick teach-in



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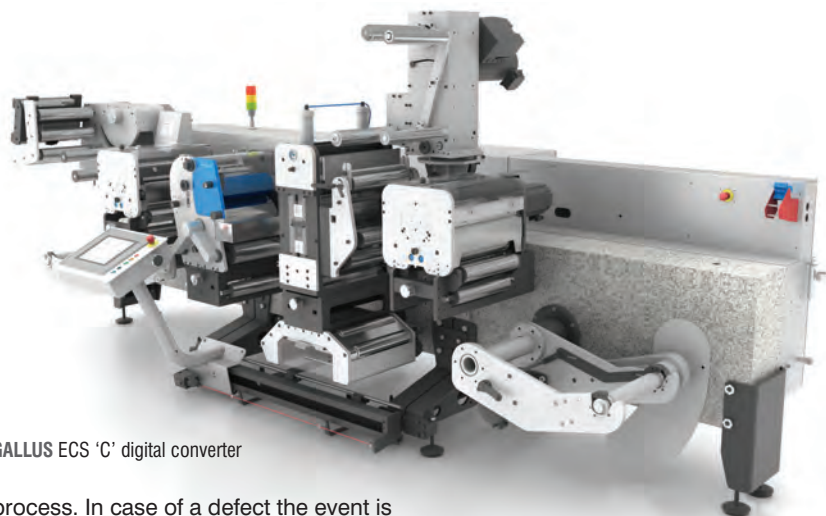
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GALLUS ECS 'C' digital converter

process. In case of a defect the event is sent via a digital interface to the machine controller that stops the web in exactly the right position on the splicing table.

E+L also presents a new camera-based system that detects defects in the transparent coat of varnish applied to labels after printing.

### Epson

First showing of the SurePress L-6034VW single-pass digital label press, the first Epson product to use LED-curable UV

ink. Also shows the SurePress L-4033AW 7-color inkjet label press with white ink. The Epson AQ ink set includes green and orange inks.

### Esko

Launches its HD Flexo for Labels program, featuring adapted screening and standard operating procedures (SOPs) for the label and tag industry, delivering the benefits of 'impactful solids,

smoother highlights and expanded color gamut'. Esko says Full HD Flexo for Labels delivers enhanced print stability as well as a reduction of gear marks when using gear-driven presses. The CDI Spark 2420 digital plate imager is designed specifically for narrow web label converters.

Highlighted are the new integration and 'web to' capabilities of Suite 12, including MIS integration with online approval and collaboration tools, web to print, online ordering, web to proof and distribute and print.

Integration with on-press Visual Inspection Systems Suite 12.1 allows users to define areas on a job for inline visual inspection systems. This significantly reduces overall press setup time since the inline inspection system receives its setup data directly from Esko Automation Engine using JDF.

To support combination printing, trapping tickets now automatically perform overprint calculations based on the targeted printing processes.

### ETI Converting

Launches a more compact version of the Cohesio modular coating and



slit/rewinder  
inspection machine



die cut  
to register

discover more at

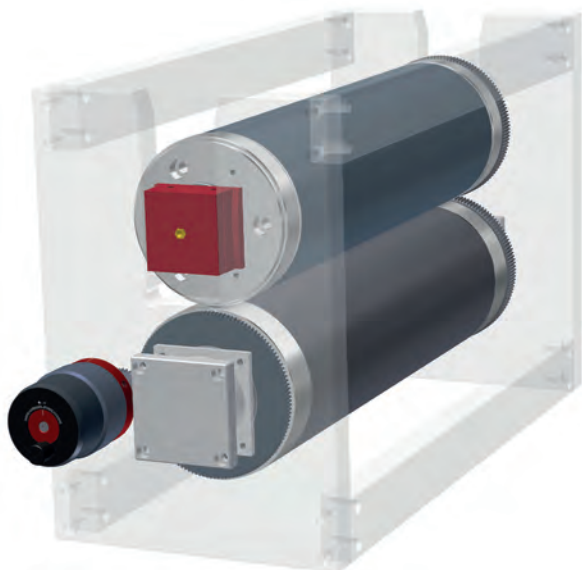


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KOCHER + Beck Gapmaster without counter pressure roller

lamination system. The Mini-Cohesio uses 50 percent less space, has a 30 percent shorter web path, a faster setup and is more affordable. The system is designed to convert labels, unsupported film or paper web previously printed in flexo, offset, gravure, digital or other printing processes. The 330mm (13in) web width Mini-Cohesio will be equipped with the Pellicut technology, with the ability to die-cut down

to extremely thin release liners. The featured application will be a reverse gravure pre-printed beer label being silicone and adhesive coated, as well as die-cut on an 18 micron (0.75 mil) PET liner – converted in one manufacturing process from raw material to finished product at a speed of up to 150 meters per minute (500 fpm).

### Etirama

The Brazilian press manufacturer launches a modular flexo press with a 350mm web width. The ES 3500 is described by the company as having 'European DNA' – thanks to Etirama's many years of partnership with Netherlands-based press manufacturer MPS – and is said to be specifically targeted at international markets, particularly Europe.

As well as self-adhesive labels, films and shrink sleeves can also be produced by the press. The ES 3500, which runs at 150 m/min, is fitted with a variety of components from European suppliers, including register control from a German company and an operating system and UV curing from Italian partners.

The press has a small footprint of just 6.9 meters. Materials passes just 8.2 meters from the first to the sixth printing unit, reinforcing – says the company – the idea of 'short web'.

### Eurocast/Thomas Graphics

Specialist in deliveries of short run stocks of filmic labels with short lead times to narrow web converters. Packaging laminates are already in stock and more will be launched at the show, delivered on the same small lot, short lead time model.

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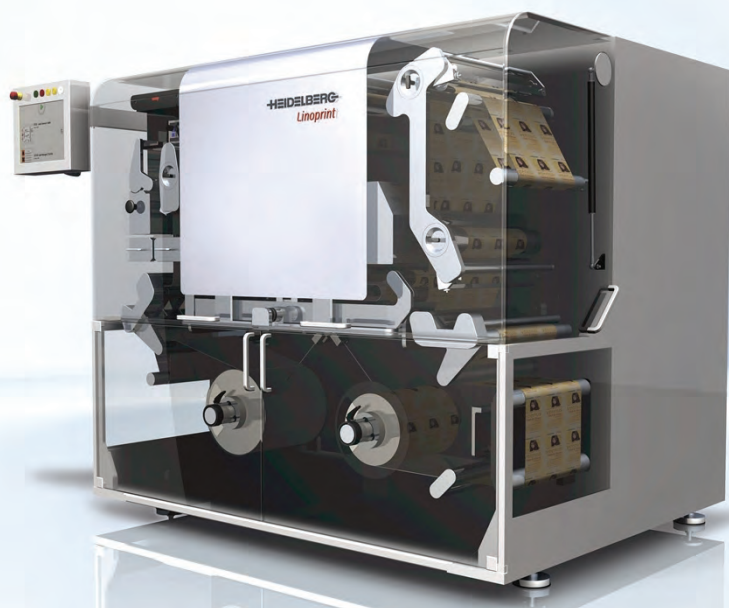
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HEIDELBERG Linoprint L

### FLEXcon

Along with a wide range of specialist and downgauged films, presents its new 25 $\mu$  Black polyimide film engineered to handle high levels of heat and retain its readability and scannability. The material is designed to withstand fluctuating temperatures and abrasive chemicals.

### Flexo Concepts

Shows its latest innovation, TruPoint Orange, a new polymer blade tip that allows for a finer contact area with the anilox roll, claimed to offer comparable or superior performance to steel with no danger of anilox scoring. Effective metering of line screens ranging from 12 L/cm (30 LPI) to 785 L/cm (2000 LPI) at press speeds reaching 460 m/min (1500 f/min). The company says TruPoint Orange has also been shown to cure UV spitting.

### Flexo Wash

Has redeveloped the FW Handy XLA anilox roll cleaner into a bigger machine capable of cleaning four rolls at a time. Also shows the new PK Flat Screen Wash unit, allowing two screens to be cleaned at the same time.

### Flint Group

Unveils its EkoCure UV LED ink series and Lithocure Ancora low migration UV offset inks for food packaging applications.

### Focus Label Machinery

Launches the e-Flex twin servo flexo press with interchangeable print platforms, enabling easy integration of alternative print heads – including digital inkjet. Also shows for the first time at Labelexpo the d-Flex hybrid inkjet/flexo incorporating 4-color IIJ inkjet module.

### Gallus

Launches Heidelberg Linoprint L digital inkjet presses in 210mm and 315mm working widths. Common features include inseting on pre-diecut rolls, a 4-color print speed up to 48 m/min at 600 dpi native, and UV-LED curing, allowing heat-sensitive substrates to be handled. The Heidelberg Prinect Digital Print Manager Label is a new DFE based on Heidelberg's established offset workflow, increasing RIP performance, particularly when processing variable data.

Shows hybrid working environment with 210mm Linoprint L, Gallus ECS 340 with 'Plus' update package and ECS C converter. An EM 430 S and RCS330 print unit also on stand.

### GEW

Introduces new power supply technology to complement its energy efficient E2C UV curing lampheads. Designed for use in ambient temperatures up to 50 deg C (120 deg F) in tropical conditions, the new high-efficiency power supplies operate on any voltage between 360 and 500 Volts at 50 or 60 Hertz, tolerating voltage swings in this range with no

effect on the system's UV output. The power supply is also immune to damage from mains spikes or dips outside of this voltage range, as well as dropped phases and shorts-to-ground. The power supplies are housed in compact, stackable rack enclosures with full power distribution for six lamps.

### Global Graphics Software

Unveils the Harlequin Digital system for color management and screening for digital label printing. Includes software to handle personalization using variable text, image and graphics. Harlequin ColorPro supports hifi spaces such as CMYKOV and spots including white and varnish. A wide variety of halftones are available, including full multi-level screens.

### Glunz & Jensen

Launches new products including the latest Compact all-in-one unit for plates up to 660 x 860 mm (26 x 34in) with redesigned exposure bed for more efficient cooling, increased UV-A output suitable for both digital and analogue plates, a faster processing system and improved solvent monitoring and drying drawers with temperature uniformity.

Also new is WebConnect, a cloud service to monitor and optimize flexo plate production. Equipment is connected via Ethernet and WebConnect collects data and presents it as online statistical reports, enabling qualified proactive maintenance and increased uptime.

Also on the stand is the Microflex sleeve trimmer and Microflex plate mounting table.

### Gonderflex International

Gonderflex International recently acquired the Rotoworx digital label



HONLE LED Powerline system

converting and finishing line, and launches the new Rotoworx 330 semi-rotary die-cutting machine, with a flexographic unit performing spot or flood coating with redesigned UV and IR dryers. The unit also features a new enclosed doctor blade system and equipment for cold foil lamination. Optionally, it can be fitted with rotary sheeting station, shingling conveyor, inline booklet labels production, semi-rotary hot foil stamping and rotary screen printing.

### Goss

Introduces the Goss Sunday Vpak web offset presses for label, folding carton, flexible packaging and pre-print applications. Quick change sleeves allow infinitely variable repeat settings while force-loaded cylinders accommodate a wide range of substrates and calipers. Includes options for integrating a wide range of printing and finishing stations, including flexo, gravure, screen and digital to form a hybrid production line.

### Grafisk Machinfabrik

Displays the new FB330 flatbed hot foiling and embossing station, which can run inline or offline and uses low cost brass or magnesium dies. A 400W drop-in laser die-cutting system for GM's popular series of DC330 converting line is also on display. The laser system is compatible with Esko's PLT/HPGL file format and features a substrate database. The laser system can be fitted with a barcode reader for automatic job change and a serial number writing software package.

The DC330mini compact converting line can be seen with a new automatic knife and die cross register setting system for increased cutting accuracy. A standard DC330mini can be seen converting digital print on the Epson booth next to GM.

### Grafotronic

Introduces a 4-color, 80 m/min bi-directional inkjet press made in cooperation with Masterprint Europe. Includes two flexo units for priming and varnishing and a combined semi-rotary/rotary die-cutting unit. The machine is fully modular, with options including lamination, inspection and sheeting.

### Graficon Maschinenbau

Has developed a UV inkjet press based on its popular T200 model, incorporating inline printing, die-cutting and finishing. Existing T180/200 printing machines can be converted into a Puma iT with the new digital print unit. White is available as an extra color option. The modular machine can be combined with flat screen printing, UV letterpress printing, hot foil stamping, embossing, varnish, laminating and inseting devices.



ISYS Edge 850

**LABELS&LABELING**

### Grünig

The new G-Wash 150 is an inline cleaning system whose closed chamber construction method prevents the solvent from intermixing with other liquids. Four cylinders at a time can be handled. Closed circuit and adaptable filtering systems are incorporated.

### GSB-Wahl

Shows newly formulated low migration UV inks and both water- and UV-based varnishes for food packaging. Highlights new UV varnish for digital labels, showing good adhesion and flow on digital inks, and is overprintable.

### GSE Dispensing

Introduces the Colorsat Switch gravimetric flexo and gravure ink dispenser, to mix spot colors for label and narrow web production runs, regardless of ink set. The unit dispenses aqueous, UV or solvent ink batches (compliant with ATEX Equipment Directive 94/9/EC) into five-liter buckets.

Powered by GSE's proprietary Ink Management Software IMS, the Switch provides a means of achieving the exact volume requirements without performing complex, time consuming manual calculations. Any excess ink left over from a print job can be calculated into new recipes, thus greatly reducing waste.

GSE also demonstrates how its dispensers can be integrated into plant wide MIS systems.

### Harper

Latest developments include High Imaging Volume Engravings (HIVE) anilox engraving technology including LaserKote, XDI and XLT anilox rolls. Also on display is the Phantom QD ink proofing system, plate sleeve and bridge sleeves.

### Herma

Demonstrates a range of new adhesives based on the company's multi-layer coating technology. Firstly, a plasticizer-free, removable dispersion adhesive for labeling sensitive surfaces and with a variant for glass surfaces that avoids the problem of 'ghosting'. Secondly, plasticizer-free dispersion adhesives with good die-cutting properties targeted at the multiple types of rubber surface found in the tire industry. Finally, textured papers developed for wrap-around labeling of wine bottles. The Hermaexquisite range is based on 62W adhesive optimized for wine storage conditions and immersion in wine coolers.

### Hönle AG

Introduces a range of new LED UV systems, including LED Powerline HP (High Power) and LED Powerline AC (Air Cooled). The LED Powerdrive is a high-powered, efficient driver for operating LED units, including comprehensive monitoring and diagnostic functions as well as an instant reaction PLC interface. Hönle shares the stand with web offset specialist PrintConcept – UV-Technologie, which demonstrates an inert UV curing system for low-migration inks.

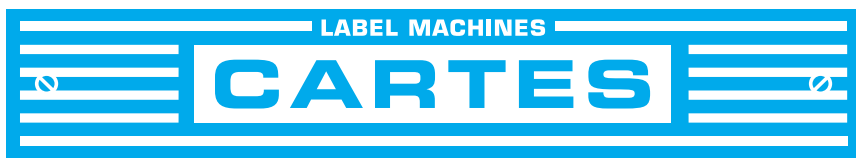
### HP Indigo

Presents its full labels and packaging digital printing portfolio – narrow web, wide web and sheetfed – for label, sleeve, flexible packaging and folding carton production.

The HP Indigo 20000 and HP Indigo 30000 B2 format digital presses will be making their first appearance, operating with a new dedicated print server, powered by Esko, developed to support flexible packaging and folding carton production and seamlessly integrate the presses into any workflow.

For folding cartons, the HP Indigo 30000 will be shown inline with the Tresu iCoat 30000, a selective UV and WB coater





to

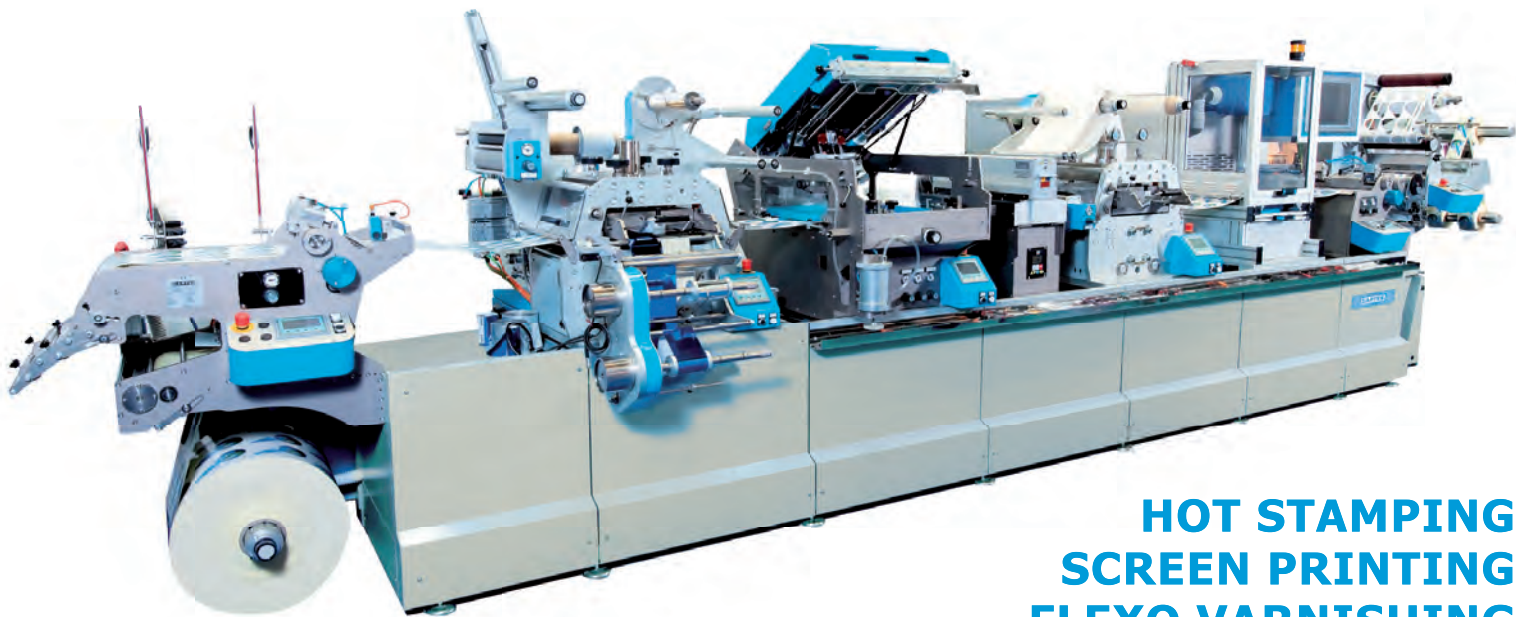


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**CONTITECH**

 INX NW140 shown with  
 inline laser die-cutting

designed especially for the press. Kama will also show a new technology for automatic stripping and blanking after die-cutting as well as the Kama DC76 die-cutting and foil machine.

HP Indigo and AB Graphic show new technologies for label converting on a wide web. The AB Graphic Digicon 3000 will allow optimized one-pass production for both labels and flexible packaging on the 20000 press. Its modular design enables users to produce labels and a variety of flexible packaging laminates.

The HP Indigo WS6600 digital press will be operating with the new HP SmartStream Labels and Packaging Print Server Version 4, powered by Esko, offering simplified color management and automated job preparation. The upgrade option will be available for all HP Indigo WS6000 and WS4000 series presses.

### IEEC

Shows the narrow web Pushpull corona treatment system with ceramic electrodes, which can treat both conductive and non-conductive substrates along with digitally controlled corona generator.

### IIMAK

Adds SP575 grade to its Super Premium Resin range, targeted at demanding automotive and industrial applications. SP575 resists harsh chemicals and solvents and provides excellent mechanical durability. The CleanStart TTR print head cleaner will also be on demonstration. IIMAK's acquisition of Graphic Controls' inkjet business in May 2013 broadens IIMAK's product portfolio with a range of consumable solutions for industrial inkjet printing.

### İlkay Kağıtçılık

Shows new Novita brand PS products from 2012 investments in new lamination line and slitting machines, including coated, uncoated, thermal and film materials.

### Impression Technology Europe

Introduces the LP1 inkjet press to the Compress range. Using 220ml cartridges the ink is delivered via 360 nozzles for color and black to a maximum resolution of 5760 x 1440dpi printing at rates from 19ppm to 37ppm or, for continuous, 3.19m to 5.14m per minute. The LP1 handles continuous media, either roll or fanfold, up to a maximum outside diameter of 315mm, a media width of 50.8 - 215.9mm and paper weight of 64-90gsm for plain paper and 91-256gsm for thick media. Also new is the Eclipse LF3 die-cutter, slitter and laminator.

### Inglese

Launches the Inglese DP210 roll-to-roll 4-color label printer using a dry toner with LED/laser imaging, providing chemically resistant images without the need to laminate.

### Inkstar

Chinese manufacturer of thermal transfer ribbons and hot stamping foil.

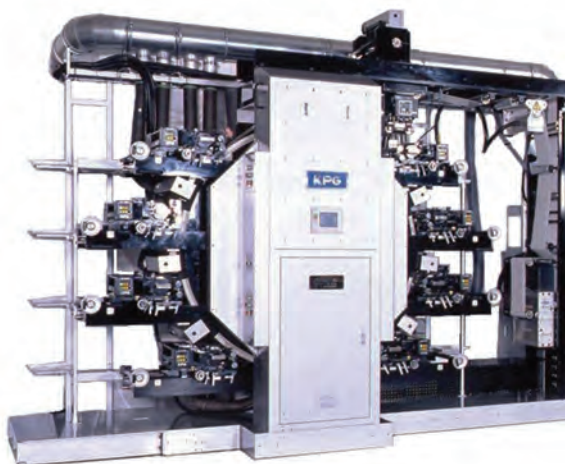
### Intercoat

Demonstrates a range of filmic labelstocks for HPC, beverage, food, chemical and other packaging applications. All products are topcoated and most PE and PP products are available in the express- and net-width-service programs for fast delivery.

### INX

Sharing a stand with Spartancis, showcases the NW140 UV digital narrow web press powered by JetiNX running inline with the Spartancis X-140 laser station at speeds of up to 80 m/min.





KPG 8-color CID packaging press



LVS 9580 handheld verifier

### IST

Introduces the IST/ITL compact Solidcure 2 LED UV system for narrow web label printing. ITL LED units are also being used for final cure or pinning on inkjet presses. Also demonstrates established 120 W/cm MBS-6 UV curing system.

### iSys

Shows the Edge 850 and Apex 1290 digital label printing systems.

### ITW Foils

ITW Foils introduces EcoCast inline Holography, in which effects are applied directly to printed sheets on press by means of a reusable holographic film and a UV varnish. This process creates an illusion with no actual transfer of material. UV cast boards and papers contain no film, so they are recyclable and compostable assuming other components are too. The production process does not emit VOCs and because there is no actual transfer of a foil or material onto the substrate, the film can be reused several times. UV casting films are available in a variety of diffraction patterns and can be customized for brand identity and security applications.

### JF Machines

Shows the PicoColour 140 digital color label press using Xaar 1001 inkjet printheads and CMYK SunJet UV inks. The machine is equipped with inline rotary die-cutting, using Rotometrics tooling, and built-in image processing software. It is available in three print widths: 70, 140 and 210mm, and with an optional fifth color. Introduces variable data printing capability, a new high precision drive technology and upgraded RIP software for improved color accuracy.

### JM Heaford

Introduces the FTS plate moulder. After the plate is positioned on the table using laser alignment, the cylinder or sleeve is brought down into contact by a precision air jacking system. The action of sliding the cushion table back and forth applies the plate around the cylinder or sleeve under constant balanced pressure, providing uniform adhesion and eliminating the possibility of trapped air pockets.

### Kocher + Beck

Introduces major enhancements to the established GapMaster range. GapMaster Auto-Sensor permanently measures the gap between the magnetic cylinder and the GapMaster and

maintains the gap by use of a servo-motor. The Magnet-GapMaster is designed for intermittent cutting units which operate with a single cylinder, and cutting units without counter pressure rollers can now be modified to accommodate the GapMaster.

Another innovation is the Quick Change Die-Cutting (QCDC) station, which allows jobs to be set up offline. In a live demonstration the combination of these core elements will be shown in a complex offline cutting station.

A newly designed non-stop winding system, the UR Precision 440, is also shown, connected to a sophisticated cutting system for thin liner. Shows for the first time the UR Precision M non-stop matrix winding system.

### KK Enterprise

Announces the SQ-Series of security label material, claimed a world first in combining a brittle film as the security layer with a specially embossed PET film.

### Kodak

Shows both the Flexcel NX and the recently launched Flexcel Direct flexographic platemaking systems. The Spotless flexo system is shown reducing the need for spot colors along with Prinergy Powerpack pre-press workflow automation tools.

### Konica Minolta Sensing Europe

Color management tools on display include the new FD-5 and FD-7 spectrophotometers.

### KPG

New versions of the Euroflex packaging press range will be launched configured with hot air drying and IR systems. Manufactured to meet ATEX approved standards, the new presses are suitable for use with solvent-, alcohol- and water-based inks. An interchangeable slide-in cartridge system makes it possible to change between systems in 30 minutes. KPG has also extended the web widths of the Euroflex range to include a 520mm version, available as both single and twin drum versions for 8-color front and back printing.

### Labeltech

Shows an IT450 inspection rewinder mounting the new FuruPlus MMLD inspection system, designed for converters printing different sized label formats on the same reel and finishing on a single rewinder. A dual counter permits the rewinding of two different label quantities and can automatically



MPS EXL offset combination press

detect defects on different sized labels.

Labeltech also launches a stand-alone rotary die-cut unit, including die-cut to register function, for finishing printed webs. A Furu inspection system is integrated just after matrix separation to stop the machine after a label error is detected. This unit can work offline with its own unwinder or inline fed by a printing/coating machine.

### Label Traxx

MIS specialist launches its version 7 software, including new system for scheduling jobs across multiple pieces of equipment and grouping common jobs to reduce make ready times. Jobs can be grouped, for example, by material types for digital jobs or by die for flexo jobs. Improvements to the eTraxx digital storefront module extends instant on-line quotes to EFI Jetrion and Xeikon technology.

### Lartec

Demonstrates full range of flexible die systems.

### Lemorau

Shows the latest version of its EB-260 die-cutting machine. Available at web widths of 250 and 330mm and running at speeds of up to 200 m/min, the EB-260 features an automatic web tension control system and semi-automatic rewinding. Dual rewinding allows different labels of varying diameters to be handled at the same time. Die-cut to register is available as an option.

### Leonardus

Launches holographic material for in-mold labeling.

### Longford International

Highlights the newly updated OS700X Booklet Label Feeder, for the placement of booklet labels onto a web whether integrated on press or as part of an offline finishing system for the creation of ECL labels. Placement tolerance is +/- 0.5mm at speeds up to 35,000 booklets per hour.

### Luster

Shows the LabelRoll-330T offline inspection rewinder able to inspect a large wide range of defects including 3D.

## LABELS&LABELING

### LVS

The LVS 7000 inline vision system has two new software enhancement features – an Auto Scan program and the PDF Comparator. For offline verification, LVS releases the Integra 9580 handheld verifier for ISO/IEC and GS1 standards verification. The 9580 analyzes both 1D and 2D barcodes, including a wide range of direct part marked codes.

### MacTac Europe

Demonstrates new TLL2511 filmic construction validated for safe bonding on tires and similarly demanding applications. REACH-compliant MP318N & MP318N UV are the new versions of the company's established adhesives approved for pharmaceutical applications. For wet wipe reclosure systems, the new hot melt MR709 adhesive is shown, complementing the established solvent adhesives of the MR980 family. New products aimed at digital printing technologies are also presented.

### Manucor

Formerly Manuli films, this BOPP specialist shows label substrates for wraparound and self-adhesive markets, available in a variety of gauges.

### Manter

Unveils its new Industrial and Synthetics label collection, along with award-winning Craft Beer label collection.

### Marabu

Introduces two rotary screen ink series, UltraRotaScreen UVSF and UVRS, including opaque whites adapted to combination printing. UVSF opaque white features low migration properties, and is silicone-free.

Also responds to the UV LED developments with the Ultrapack LEDC ink series for rotary and flatbed screen printing. Other new technologies include glossy 3D metallic effects achieved through screen printing followed by hot stamping. The company's UltraJet UV inkjet portfolio has been adapted for industrial print heads.

### Mark Andy

Demonstrates a Performance Series P3 press fitted out with Mark Andy ProLED curing system running Flint LED tuned inks, and a Performance Series P5 incorporating Quick Change Die-Cut (QCDC) technology.



NANOVIS 1200 parts cleaner



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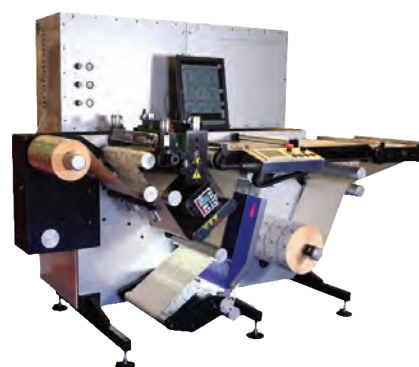
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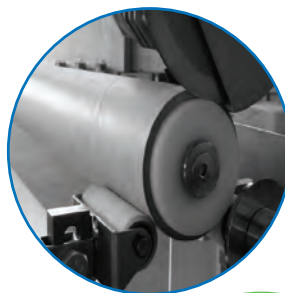


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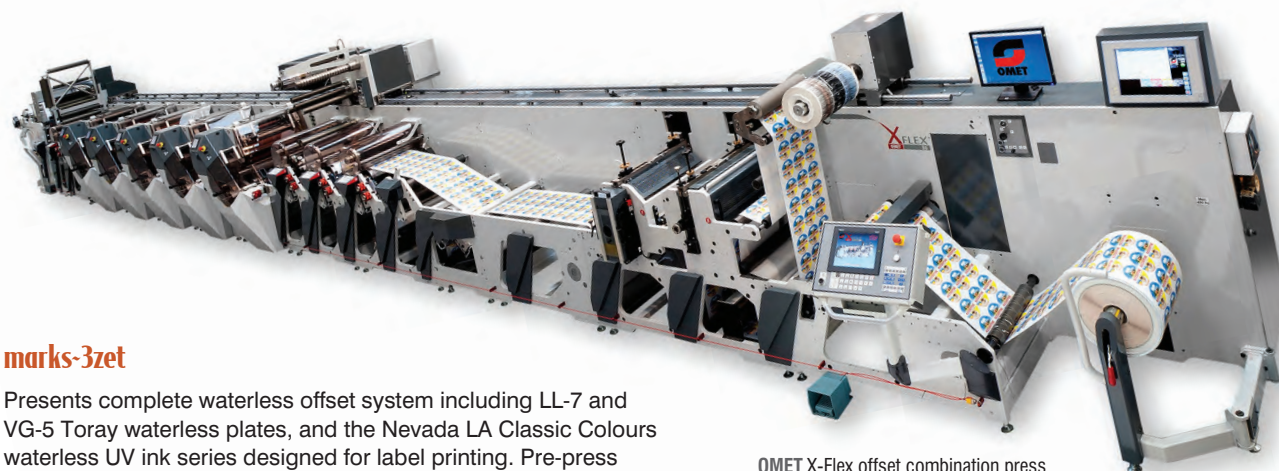


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OMET X-Flex offset combination press

### marks-3zet

Presents complete waterless offset system including LL-7 and VG-5 Toray waterless plates, and the Nevada LA Classic Colours waterless UV ink series designed for label printing. Pre-press technology includes ONE thermal image setter complete with workflow software, autoloader, plate transport system and plate processor.

### Martin Automatic

Showcases latest versions of the established MBS splicer and LRD rewinder. The MBS now incorporates ultrasonic sidelay sensors and spiral grooved rollers for unwinding and splicing clear film structures, and touchscreen operator panel. The standard LRD transfer rewinder now accommodates 800mm diameter rolls and an LRD compatible touchscreen with parameter recall. The optional inline slitter is enhanced to offer lateral adjustment of the slitter and anvil roller assembly and an optional articulating arm automatically delivers smaller finished rolls through the side of the unit for easy removal.

### Mastercorp

Unveils products from its new TTR coating line, including new wax/resin K115 and K200 Premium for pharma, laboratory and cosmetic industry, freezer proof labels and similar applications. Also launches the NE230 and NE250 Premium Near Edge series developed for high-speed inline printing and recommended for applications such as BOPP and high and low density polyethylene. The new Z400 Resin is shown.

### Matho

Demonstrates a new, more compact baler press from the Cuttopress family, for edge trim and matrix waste extraction from one or more production machines.

### MCS

Shows its Eagle UV inkjet system printing barcodes, numbering and variable graphics in a 4.25in format on BOPP labelstock at speeds over 300fpm on an Aztec label rewinder at 600dpi. Designed for integration onto existing flexographic presses and rewinders using both UV-curable and water-based inks.

### Meech

Shows the recently launched Hyperion anti-static bars, 971IPS and 929 IPS, and the non-contact web-cleaner CyClean, capable of removing contamination to below one micron. Contamination can be isolated.

### Melzer

Shows the 60,000 products/h SL-600 processing unit designed for the production of labels for alcohol brand protection, pharmaceutical fraud protection, vehicle identification and similar high value applications.

### Mitsubishi High Tec Papers

Demonstrates full range of thermal papers, inkjet papers, cast coated label papers for wet glue and PS applications, and HP Indigo printable thermal papers.

### Mimaki

Four large format printers are shown: CJV30 Series with integrated cutting printing at up to 17.5 sqm/hr. Continuous crop mark detection delivers accurate contour cutting for complex label layouts. The UJF6042 A2 Format UV LED flatbed printer images to 1800 x 1800dpi with options including white ink, clear varnish and inkjet primer; The J400SUV Series combines flexibility of solvent printing with the durability of UV cured inks, resulting in high resistance to scratching and weathering. The JV400LX Series is claimed to use the world's first water-based white latex ink.

### Monotech Systems

Will showcase new developments in the Jetsci Y series of inkjet printers, which can be retrofitted to any conventional web/sheetfed press and offline presses for variable data printing. Three different models have been launched with UV, water-based and security/ MICR inks.

### MPS

Launches three press lines. The new EF multi-substrate press is offered with varying degrees of automation; after the EF standard model, the EF-APC includes automation on the print sleeve settings, while the EF-APC Advanced – on display at Labelexpo – includes full recall of material calibration and positional print settings for the sleeve and anilox.

Also on the stand, the variable sleeve EXL-Offset press includes APC automated inking and press settings with job and material recall.

The new entry level EB label press is available with a print width of 370mm (14in).

MPS additionally demonstrates UV LED curing and a data control system allowing jobs to be tracked back with all parameters including ink and material used.

### Muller Martini

Showcases options for variable size web offset printing (VSOP) and the Alprinta V printing presses.

### Multifeeder Technology

Launches the 1300DHS web tipping system. The machine is claimed to achieve 'sub-millimeter' precision in sheet-to-web tipping applications using patent-pending Leading Edge Registration technology.

# LARTEC

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## HALL9 F45

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Flexible Cutting Dies

Die Cutting Machines





### Multitec

Showcases the Ecoflex VSi press, configured with large diameter chill drum impression rolls with UV curing systems mounted on the chill roll for unsupported film printing. It has a movable cold foil, turnbar and newly developed delam-relam system on rails. New die-cutting unit is capable of cutting odd shapes and rewinding complex waste patterns at high speeds.

### Nanovis

Demonstrates its new Nanocleaner NWC-1200 a VOC-free washing system for flexo press parts, including aniloxes, which constantly recycles its own cleaning agent. It removes UV-, solvent- and water-based inks, leaving only small quantities of solid waste for incineration.

### Nilpeter

Announces European launch of two flexo presses, and shows important new inline processing modules: the FP-4 flatbed hotfoil and embossing system, and the G-4 inline gravure unit for printing metallic inks and other coatings.

The Nilpeter FB-3 flexo press delivers a top speed of 228 m/min (750 ft/min) on webs up to 350mm (13.75in) wide. Each print unit includes five servo motors, with a dual axis servo transport system. Standard equipment includes Nilpeter's Press Management Center (PMC), Air Control Satellite (ACS) for wireless press operation, and Automatic Plate Positioning Systems (APPS). The press runs with either hot air dryers or inter-deck UV curing lamp units and freely positioned rotary UV screen and hot/ cold foil units are available. The FB-3 includes Nilpeter's Cleaninking system for water based or UV cured flexo inks and Revolver fast change die-cutting system.

The sleeve-based FA-4, targeted at high-end labels and short run, variable repeat flexible packaging, has a web width of 420mm (16.5in) and top speed of 175 m/min (574 ft/min). Standard equipment includes PMC and ACS and a new print-to-cylinder (P2C) register system, as well as Cleaninking.

The press' quick change magnetic die module was developed

with Kocher + Beck. It allows fast release of flexible dies, off-press die preparation, and easy load tooling.

### Novamelt

Novamelt PS 2030 is a new adhesive developed for secure and fast labeling of food packaging under cool and moist conditions. Excellent die-cutting properties are combined with an exceptional low penetration behavior on base papers without barrier or top coating, says the manufacturer.

Sustainability issues are addressed with a new hotmelt formulation based on more than 70 percent 'renewable raw materials from natural sources'. Other new products include permanent adhesive Novamelt PS 1400 and Novamelt PS 1720 CC UV, a cost-effective alternative to repositionable UV curable acrylic hotmelt adhesives, exhibiting high transparency and ageing resistance, with no yellowing effect.

### Newfoil

Major new additions to the Newfoil range include a high-speed servo range of hot stamping, embossing and die-cutting machines with output speed of 18,000 impressions per hour, equivalent to 75 meters per minute. All settings are entered on the touch screen and recorded for future use and for data logging. Also new is a servo flat screen press with UV drying, built to work in conjunction with the high speed finishing system. When used with UV Braille type inks, a 3D embossed effect can be simply produced without expensive hard tooling.

### Nikka Research

The company's established Alis L1 inspection family is extended with a new 250 mm wide model for pharmaceutical and digital printing applications while the L2 full inspection line adds 6K and 8K high resolution color options for precision inspection. On the low resolution end, a camera-based M1 missing label and basic inspection model is offered. The ODRI product line with print-to-PDF verification now includes multi-artwork support, color consistency check and optional barcode grading.

Nikka applets grow to include e-ticket, Variable Data, OCR, Holograms, 1D and 2D codes, Delta E, register monitor, web viewing and in-image measurement. These can be added on the base inspection system for additional functionality.

### Nuova Gidue

Demonstrates next generation 'Digital Flexo' technology, including closed-loop automation of all press operations including pressure adjustment. New press lines to be shown include the entry-level MX2 and the M1 label press optimized for fast set-up and with integrated screen and hot stamping stations. The M3 Digital Flexo (DF) press will be shown printing flexible packaging in the Package Print Zone in hall 12. The top range M5 Excellence press will also be shown.

### Nyquist

The Nyquist TubeScan digital stroboscope is introduced on the BST stand, combining imaging technology with the stroboscopic principle to detect defects on reflective and metallized surfaces. A new software module additionally checks print and color. TubeScan covers working widths of 330mm, 450mm, 650mm and 850mm.

### OKI

Shows the latest generation proColor digital print system. The OKI color print engine is also featured on a variety of OEM stands at the show.

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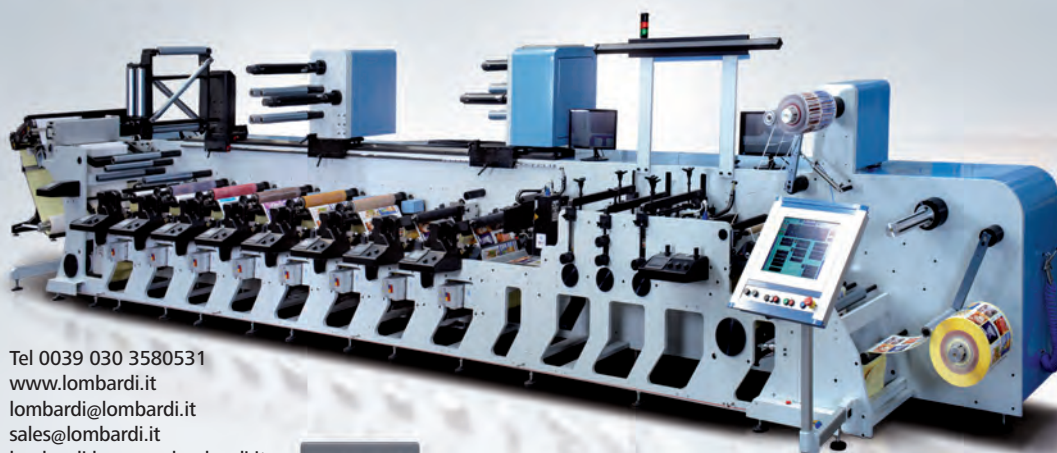
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RADIOR low migration metallic inks

### Omet

Shows for the first time an XFlex X6 press line combining sleeve offset and flexo units, available in widths up to 670mm. Omet also announces the availability of Varyflex presses in larger widths, up to 850mm, where it will compete directly with CI-type large format package printing presses.

### Orthotec

Shows its latest CFT3536 offset intermittent label press, incorporating chiller oil circulation to give a consistent ink viscosity and 4-section inking system with fast transfer bridge roller. A second pass scanner is incorporated along with automatic pre-registration of each station, and touch screen registration adjustment

### Pamarco Global Graphics

Promotes its new EFlo-HD laser engraved roll, with new cell structure allowing printers to expand their color gamut and contrast range as part of a high definition flexo workflow.

### Pantec GS Systems

Promotes Swift and Cheetah foil saving and hologram insetting systems and Rhino flatbed hotfoil embossing system.

### Phoseon

Displays a wide range of UV LED curing products on stand and on OEM partner stands throughout the show. Both air- and water-cooled products are based on patented Semiconductor Light Matrix (SLM) technology utilizing proprietary packaging, optics and thermal design.

### Polar

Displays sheet label finishing workflow including an RA-2 automatic jogger with sheet counting scale and an N 92 PRO high-speed cutter with swivel back gauge to compensate for inaccuracies in printed image positioning, driven by P-Net Compucut to reduce programming time. The stand-alone DC-M is shown for die-cutting packs, with manual loading.

### Polyonics

Shows full line of Halogen free, REACH- and RoHS-compliant label materials, including high temperature aluminum label material, printed circuit board label materials, and anti-static and fire retardant grades.

### PPG Industries

PPG Industries' Teslin substrate products group showcases two new products. Teslin Food-Grade substrate offers the



ROLLING Optics security seal label

same capabilities as standard Teslin, including resistance to water, chemicals, tears and scuffs. Designed for durable, visually attractive labeling in challenging storage and retail environments where color reproduction and security coding barcodes or quick-response (QR) codes are required. Lumit digital paper is a white, coated polyester film resistant to heat, UV light, water, chemicals and tearing, optimized for high-heat, dry-toner laser-print applications.

### Prati

Launches the STARplus stand-alone glueless turret rewinder, designed to work inline with any printing press for processing blank or pre-printed labels. The unit will work with the latest thin materials, such as UPM Proliner and Avery PET23 and PET18 micron liners. It features automatic spindle change and ID labels for closing the rolls.

The new SA dual turret semi-automatic rewinding system is mountable on the latest generation Saturn and Jupiter models, eliminating the need to change stop for finished reel removal. The Saturn machine can be equipped with an inline rotary die-cutter.

### Primera

Shows for the first time the new LP130 Laser Marking System. The laser either ablates or phase-changes a wide range of specialty label substrates. The unit is built to be used on the desktop or workbench, and operates like any other Windows-based printer.

Also on the stand is the established CX1200 Color Label Press and FX1200 Digital Finishing System to laminate, digitally die-cut, remove waste, slit and rewind.

### Pulse Roll Label Products

Launches two new ranges of UV inks, one developed to give optimum adhesion on a wide range of impervious substrates

and the other a new ultra high strength series developed to meet the demands of high speed presses using HD plates with very fine screen aniloxes. Pulse also launches its own brand UV flexo bright silver ink.

New screen varnishes are formulated to optimize adhesion and abrasion resistance on substrates including antique wine label papers and synthetics. UV rotary screen varnishes have also been specifically developed for braille fonts.

### **Radior**

Is set to launch Low Odor Low Migration inks (LOLM) for the food packaging market. The LOLM metallic ink range is suitable for most printing processes and all types of substrates including carton, paper, label paper and synthetics. Also launched are the Suprametal UV mirror effect inks and fluorescent Fluosmart UV ink range, as well as scratch-off inks and release coatings for UV flexo and UV screen.

### **Railex Filing**

Shows hanging file storage systems for all large format media, including cutting dies, plates foil and film.

### **Ricoh**

Demonstrates direct thermal materials for linerless label technology.

### **Ritrama**

World launch of Core Linerless Solutions, a new technology developed in collaboration with Prati and Ilti which combines the industry's thinnest film label with a dedicated finishing and application machinery (see p41-42).

### **RK PrintCoat Instruments/Testing Machines**

Demonstrates equipment from K Hand Coater to FlexiProof 100 used to produce repeatable samples of surface coatings for customer presentation samples, computer color matching data, and to test for gloss, strength and weathering.

### **Rogers**

Demonstrates R/bak SA 2000 cushion mounting tapes with new adhesive properties and improved release characteristics. The open-cell structure of the polyurethane cushion mounting tape absorbs shock, reducing gear banding and press bounce.

### **Rolling Optics**

Demonstrates new generation of micro printed 3D foils incorporating both overt and covert security features. The company works with printers and converters to integrate 3D foils into their labeling and packaging production lines.

### **Rotatek**

The Brava 330 semi-rotary press receives its world premiere, offering the same facilities as the full Brava press line, but in a dedicated semi-rotary machine format.

Also launched is the Brava 420 semi- and full rotary offset press, now with a 400mm print format, a new embossing system with gap master regulation and inline UV screen.

Finally, the company launches its new servo-driven 330mm wide flexo press.

Rotocontrol  
The company's new DT340FC digital label finishing line features automatic knife positioning and an integrated automatic 4-spindle turret. Standard model has integrated flexo printing station and semi-rotary die-cutting.

### **Rotoflex**

Introduces the Tracker inspection rewinder with a horizontal web path, complementing the existing Rotoflex vertical systems. The company's VSI and VLI systems are also shown.

### **RotoMetrics**

The newly launched Accu-series of flexible dies is optimized for typical short to mid run projects. Includes 'economic' AccuSmart while AccuPrime converts a wider range of substrates and liners. For the most challenging applications, AccuStar UltraFilm is offered, while AccuStar Life targets the most abrasive materials converters face today.

### **Ruco Druckfarben**

Focuses on a new opaque white, 900UV1437, suitable for combination printing, which can be applied using both UV screen and UV flexo printing. The ink comes in a low viscosity and silicone-free formulation and is highly reactive so curing and adhesion is achieved at high machine speeds on all synthetic and paper substrates, says Ruco. It is also suitable for over-embossing with standard hot embossing films and when fully cured it exhibits resistance to solvents and water.

### **SAScoat**

Vietnam-based laminator focuses on its

synthetic product range, particularly for the beverage and spirits industry.

### **Screen**

Marks the commercial launch of the Truepress Jet L350UV, Screen's first narrow web UV inkjet press, and the appointment of Dantex as its reseller in selected European markets. The L350UV prints at 16 sqm/min on a 350mm web at resolutions of 600 x 600dpi native with a minimum droplet size of three picoliters. Its color management system is based on Screen's Equios universal workflow and Screen's proprietary high-definition UV inks, with white optionally available. Inline finishing options are available.

### **Security Assembly Group**

Releases two sizes of RFID-on-metal labels in reel format to fulfill new requirements in the booming NFC market. The use of a special antenna design and materials means they can be read directly on metal surfaces. Customized printing is available upon request.

### **Sekisui**

Introduces new thermal transfer printable overlamination films to improve print readability for a wide variety of printers and ribbons.

### **Shiki**

Launches the compact PJ UV-LED inkjet digital printer running at 50 m/min.

### **Shuttleworth**

MIS features now include Production Planning system with real time feedback from the shop floor, new iPhone and iPad mobile CRM App, 'Milestones' job tracking functionality, which allows the status of any job to be viewed as it progresses through the plant, and the Business Intelligence Suite, which is a set of tools for real time business analysis and reporting.

### **Sistrade**

MIS/ERP now incorporates GS1 standards module to support transparency and coordination between players in the logistics chain. Other new developments include estimation module for multi-layer labels and leaflet labels, and simulation of converting combinations, allowing the label converter to opt for the lower production cost. Includes variables for machine, cylinder, printing, stamping, cutting, paper, inks, and embossing. Stamping options can be analyzed in terms of



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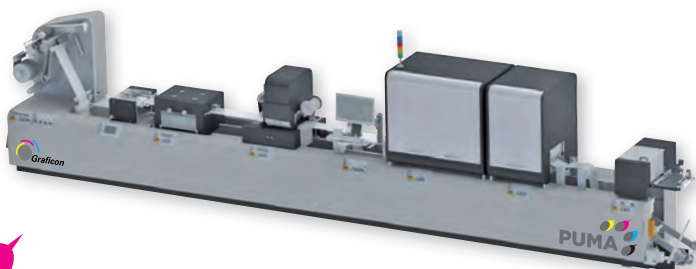
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#### Hot stamping foil collection for high speed rotary presses

- 727 : High gloss | solid coverage | high speed stamping
- 717 : Fine definition | UV printed/varnished substrates | high speed stamping
- TS-01 : Trouble-shooting foil
- OF series : Over-printability with conventional inks & most of UV inks

Application: PP/PE, self-adhesive label, OPP laminated paper & other printing sectors (cosmetic/wine/spirit)

#### Cold foil collection for narrow web presses

- CF3.3 : Metallic cold foil
- CF4.6 : Over-printable metallic cold foil
- CF4.2 : Over-printable holographic cold foil

#### Cold foil collection for high speed sheet-fed offset presses

- CF5.0/UCF5.0 : Metallic cold foil for conventional glue/UV glue applications
- CF5.1/UCF5.1 : Holographic cold foil for conventional glue/UV glue applications

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combining hot and cold stamping, engraving and relief, applied inline with the printing process or as an additional process, all resulting in more than a dozen possible combinations.

### Spartanics

Spartanics demonstrates the L-350 laser-cutting system showcasing converting options such as lamination, slitting and on-the-fly job changeover. Showcases the NW140 UV digital narrow web press powered by JetINX running inline with the Spartanics X-140 laser station at speeds of over 80 m/min.

On the Durst stand, the Tau 330 UV inkjet label press will be operating inline with Spartanics' laser-cutting system.

### Spengler

Launches the Florentil direct loading system for sleeves without isolated bearings and the ORI-2000 contact-free web cleaner.

### Spilker

Shows S-CON Starline 350 line combining cutting, embossing and laminating processes, and S-CON Vert 350 with the newly developed Labelshifter Plus, which allows easy stripping of very difficult shapes. It offers digital adjustment of the longitudinal cutter.

### Squid Inks

Shows a range of UV curable coatings, lamination adhesives and inks.

### Stork Prints

Demonstrates latest version of DSI UV inkjet label press with up to ten print heads for options including digital white, digital primer and an extended color gamut using orange and violet. The company's Screen operation demonstrates Rotary Screen Integration (RSI) print modules, RotaMesh and RotaPlate screens. A direct laser engraving unit is also shown.

### Sun Chemical

For the first time Sun Chemical will show PantoneLIVE, a cloud-based system that enables the Pantone color language to be accurately communicated across the packaging workflow from design concept to retail store shelves, mapping critical color information to packaging specific substrates. Sun Chemical is the preferred partner for ink supply and a key contributor to the technology.

Also launched is a new UV flexo ink range and an extended range of EB and UV low migration inks for flexible

packaging, including high opacity flexo white inks, overprint varnishes, laminating adhesives and metallic. Also promotes a range of overprint varnishes for digital print finishing.

### Superfilm

Launches Supmet 1132 CLC, a metallized white opaque cavitated BOPP film designed for cut & stack patch labeling applications using water based cold/wet glue technology for glass bottles and jars. The film is designed to replace paper labels with high water resistance, ink adhesion, improved graphics, no curl attributes and better durability. Top coating on metallized surface provides consistent print quality and scratch/wrinkle-free metallized surface.

### SwiftColor

Offers choice of 4in color label printers and 4in color card printers based on inkjet dye and pigment systems.

### Taghleef

Shows a wide range of BOPP label films for self-adhesive, in-mold and wraparound reel-fed cut & stack labels.

### Tectonic

Print inspection systems and plate mounting machines on show.

### Thermal Transfer Solutions

Introduces the new TTS Ribbon Selector software making it easier to find the correct ribbon size and grade for each application.

### tesa

Plate mounting cushion tapes and technical consultants at the show.

### theurer.com

Integration between the C3 MIS, HP Indigo DFE and HP SmartStream Labels and Packaging Print Server, powered by Esko, now enables the fully automatic transfer of jobs from theurer.com C3 to the DFE, eliminating the need for manual job processing. Along with the color strategy, ink set, PDF file, HP Indigo material, and finishing marks, the layout for the dies are defined using the optimal width and repeat length of the HP Indigo WS6600 digital press.

Theurer.com also launches a more intuitive user interface for the C3 estimating module.

### Tools & Production

Displays rotary die-cutting equipment, shear slitters and male/female punching

capabilities for industries including transportation tickets, tea tags and envelopes and EDP labels.

### Torraspapel, Lecta group

'Labels to Celebrate' is an exclusive selection of Adestor brand pressure-sensitive label material for the food and beverage industries. The range includes textured, coated and metallized papers, and permanent adhesives, in addition to new Adestor facestocks. The 'Labels to Celebrate' swatch book includes specially designed self-adhesive labels with special finishes: stamping, relief and UVI screen printing.

Metalvac metallized paper has a new swatch book with sections for wet-glue labels, pressure-sensitive labels, and tobacco and packaging.

### Tresu

Showcases its new iCoat 30000 coater for sheetfed digital cartons, enabling selective varnishing using interchangeable coating agents. It will be exhibited at the HP Indigo stand in hall 9, working alongside the new HP Indigo 30000 printer.

Also demonstrates a range of doctor blade, enclosed chamber, automated ink pump and viscosity control systems and promotes the Flexo Innovator press as an alternative to CI and sheetfed machines in package print applications.

### Troika

Launches a new standard for anilox volumetric measurement based on the objective mathematical measurement of spheres. Also new is the Plate 2 Print HD (P2P HD) optical microscope, whose 5 Mega Pixel array allows trade houses and printers to accurately calibrate HD flexo plates and check final dot quality.

### TTR Euroworks

Demonstrates range of TTR jumbos and ribbons, thermal printheads, hot/cold foils and slitting machines.

### Unilux

New Unilux LED2000 Series strobe light family combines operational and environmental benefits of LEDs with the power of xenon-based strobes. Benefits include increased inspection capabilities enabled by control of flash rate and flash duration, softer light for highly reflective surfaces, and smaller size for more flexible mounting options.

### Univacco

Demonstrates award-winning cold foil work on 'Life of Pi' limited edition posters and collaboration with Jimmy S.P.A for



UNILUX LED2000-500

sheet-fed offset cold-foiled postcards and narrow web cold foiled stickers.

### UPM Raflatrac

Introduces Raflatrac Fit PEFC mid-gloss label range for high-volume food applications, with a thinner 63  $\mu$ m caliper which yields up to 30 percent longer rolls. Adhesive options include the EU 10/2011 compliant RH6 hotmelt 6 optimized for chilled conditions. Liner

options include PEFC certified HG65, HG45 glassine or ProLiner PP30.

Other Fit grades include Retail Eco Fit PEFC for weigh price applications and Thermal Eco Fit PEFC, targeted at short life labeling applications on packaging films and most common cardboards.

### Uvitermo

Shows latest generation SRK-light UV curing system, air cooled with more

efficiency in UV output. Also new is the ACS high-power UV radiation head with no exhaust air.

### Vetaphone

Shows its VE1A corona treaters for narrow web press lines featuring Quick Change electrode system.

### VIPColor

Features VIPColor VP495 desktop color label printer using VIPColor Durable Ink Printing Technology, a four-ink, all pigment-based ink system which on inkjet compatible media produces labels suitable for outdoor and moist environment applications. Suitable for BS5609 drum labeling, GHS and chemical products, fertilizers, gardening and horticulture or machinery subjected to prolonged moisture and sunlight exposure.

### VPF

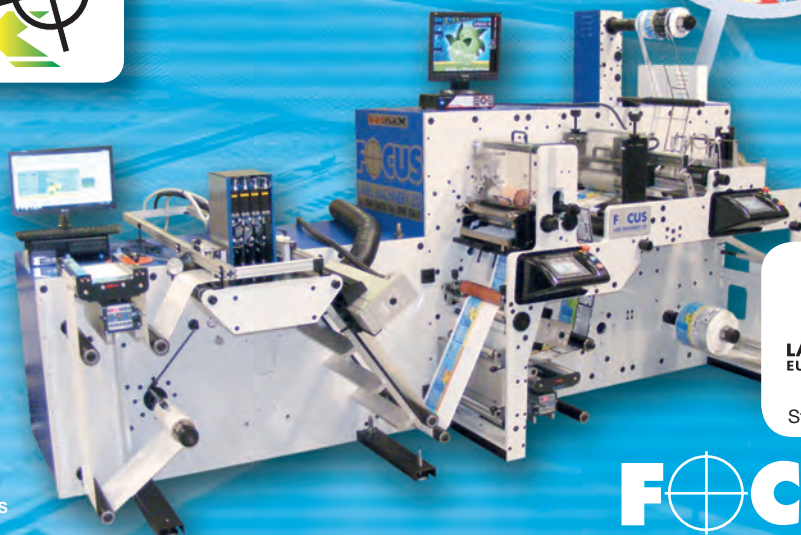
Launches a new inkjet coating technology claimed to guarantee perfect ink holdout on both papers and PP/PE films. Also adds UL approved polyester films with a UV cured adhesive coating to its range.

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## Weifang Donghang

Chinese manufacturer shows three new presses: An LED-cured digital inkjet press operating on a 210mm web width and printing at up to 75 m/min; the DH520mm 8-color flexo press, available in web widths from 330 mm to 1.65 meters, with dual servo on each print station, touch screen for setting print pressures, roll to roll or roll to sheet configuration and with screen printing available. Print speed is up to 200 m/min; The 7-color DH320L intermittent offset press will be shown with five offset printing heads and two flexo heads, cold foiling and rotary die-cutting. Printing repeat is 350mm and speed up to 70 m/minute. Auto register is incorporated.

## Wilson

Shows Vacuum Insert and Spring Plunger special dies to ensure consistent slug removal on challenging pressure sensitive label, medical and gasket applications. Designed with interchangeable inserts, Vacuum Insert dies pick up and extract the slug via a vacuum attachment. Spring Plunger Dies are designed to prevent waste from building up inside die cavities.

A scrap recovery box may also be added.

## Wink

Showcases the new ProShift 'staggered' printing and die-cutting plate technology, claimed to optimize print and die-cutting at lower pressure. Wink's partner Esko has developed specialist 'staggered cut' software and hardware solutions for this application.

Also new is the GapControl adjustable anvil cylinder developed by cylinder specialist RotoTechniX particularly for kiss-cutting and cutting-through materials on thin liners.

The latest ultra-hard MCR coating for flexible dies significantly increases the tools' durability, especially when die-cutting very abrasive (thermal) materials in long runs.

## Xeikon

Launches ICE toner, allowing Xeikon digital presses for the first time to print heat-sensitive substrates including PE facstock and thermal labels. ICE toner is based on the proven Xeikon QA technology, so retains the same qualities including lightfastness and high white opacity. ICE toner will run on all new

and installed Xeikon 3000 Series digital presses, and has undergone extensive field testing. Label converters can evaluate their own PE labels printed on a Xeikon 3000 Series digital press through [www.SeeTheProof.com](http://www.SeeTheProof.com) and pick up the printed results on the Xeikon booth.

## Zeller + Gmelin

Launches a range of products. Uvalux U70 is a new UV offset ink with good adhesion and stable press performance. Optiscreen SR is an updated combination opaque white designed with good flow, adhesion and overprintability characteristics. A full range of non-overprintable base colors will also be ready for the show.

Z+G also announces a new range of LED process inks for offset printing, and in its Uvalux range new primers and overprint lacquers.

## Zuber Rieder

Shows a new range of label papers titled 'Grains de papier'. Other new products include HP Indigo Certified papers and 'Master Process' technology for labels on bottles immersed for long periods of time in ice buckets.



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# EXHIBITOR LIST

EXHIBITOR	STAND				
3ES MEGA ELEKTROMECHANIK	6F140	BIRKAN DRUCKTUCHTECHNIK	11Q119	DIP CO.	5E 75
AB GRAPHIC INTERNATIONAL	6F70	BLUESTAR SILICONES	12T120	DIREMTA	12T51
ACCRAPLY	9F57	BLUMER MASCHINENBAU AG	7K40	DISPENSA MATIC	9F83
ACE DI BARBUI DAVIDE & FIGLI S.R.L.	7L118	BOISE PAPER	12U110	DNP IMS NETHERLANDS BV	6J40
ACPO LTD	12T121	BOSCH REXROTH AG	9G58	DOMINO PRINTING SCIENCES PLC	9F70
ADENTS INTERNATIONAL	9G12	BOSTIK SA	6I110	DOW CORNING EUROPE SA	7M55
ADVANCED MACHINERY NV	7L118	BOUSSEY CONTROL	9F79	DR HÖNLE AG, UV TECHNOLOGY	7L75
ADVANCED VISION TECHNOLOGY (AVT)	6H60	BRODBECK GMBH & CO. KG	6H140	DRAABE INDUSTRIETECHNIK GMBH	6F55
AEBOS SCIENCE TECHNOLOGY	7K127	BROTECH GRAPHICS LTD	6F50	DRAGON FOILS., LTD	7K57
AERO, D.D.	7N20	BST INTERNATIONAL GMBH	11Q100	DRELLO GMBH & CO.	6F35
AFINIA	11R128	BUDAVAL AG	5B15	DUPONT DE NEMOURS (DEUTSCHLAND) GMBH	11Q25
AG FOIL S.R.O.	12T71	BURGO GROUP	12T74	DURICO C&T, INC	7N145
AHLBRANDT SYSTEM GMBH	11S115	C2 EUROPE/C2 DEUTSCHLAND	12T73	DURST PHOTOTECHNIK	9H57
AHLSTROM > SEE MUNKSJÖ	6I100	CAB KARLSRUHE GMBH & CO KG	12T70	DYNIC UK LTD	6F12
ALLEN DATAGRAPH SYSTEMS, INC.	9G20	CALOR GMBH	7N35	EBERLE SAS	11R120
ALLEN PLASTIC INDUSTRIES	11P25	CARTES S.R.L.	5B10	ECKART GMBH	6J55
ALPHA-CURE LTD.	5E 40	CCL LABEL INC	9G90	EDALE LTD	7M60
ALPHASONICS	7L100	CERM MANAGEMENT SOFTWARE	6F95	EDED SNC DI ENZO FASOLIN & C	9F32
ALS ENGINEERING GMBH	9F18	CHAM PAPER GROUP	9F36	EDELMAHN PRINTING MACHINES	11S90
ALUMINIUM FERON GMBH & CO. KG	6F10	CHANNELED RESOURCES GROUP	11S50	EDSON INTERNATIONAL	6J20
AMGS	11P15	CHEMINSTRUMENTS	11P109	EFI JETTRION	9H55
AP SYSTEMS AG	11P55	CHESHIRE ANILOX TECHNOLOGY	6H45	ELECTRO OPTIC WERKZEUGTECHNIK	7M90
APEX GROUP OF COMPANIES	11Q30	CMC KLEBETECHNIK GMBH	11S114	ELTROMAT GMBH	6H165
API GROUP PLC	6I10	CODIMAG	11R30	E-MAX	9F31
APPLIED LASER ENGINEERING LTD.	12W71	COE CARL OSTERMANN ERBEN	11Q35	EMMENDINGER MASCHINENBAU GMBH	12U130
APPVION, INC	12T80	COLLANO ADHESIVES AG	12U75	ENCRES DUBUIT	5B75
ARCONVERT/MANTER	5A100	COLLINS INK CORPORATION	7L135	EPSON EUROPE B.V.	9H50
ARETS GRAPHICS N.V.	12U90	COLLOMIX RUHR UND	7N130	ERCON INC.	7M105
ARJOBEX SECURITY	5D77	MISCHGERATE		ERHARDT + LEIMER GMBH	11S65
ARJOWIGGINS CREATIVE PAPERS	5A50	COLOR-DEC ITALY	11P28	ESKO	5B25
ARMOR	6J100	COLORGEN LIMITED	11R12	ESON CZ S.R.O.	11Q61
ASHE CONVERTING EQUIPMENT	7L113	COLORGRAF SPA	6H20	ESS TECHNOLOGY A/S	7M141
ASHLAND INC.	11P37	COMERCIAL ARQUÉ, S.A.	11R110	ESTERLAM INTERNATIONAL LTD	7N28
ASTRO-MED GMBH	12T54	CONTITECH ELASTOMER COATINGS	6G150	ETI CONVERTING EQUIPMENT	5C30
ATLANTIC ZEISER	7K99	CONVERTECH EQUIPMENT PVT LTD	7N140	ETIQUETTES PLUS	5A21
AV FLEXOLOGIC B.V.	11S85	CORONA SUPPLIES LTD	7M20	ETIRAMA	7L28
AVATACK CO LTD	7K23	COSMO FILMS LIMITED	9H65	ETISERVICE SRL	5E 20
AVERY DENNISON - LABEL AND PACKAGING MATERIALS EUROPE	5A40	CREEED ENGINEERS	12V107	EVONIK GOLDSCHMIDT GMBH	11R75
AXCVL	7N128	CROWN VAN GELDER N.V.	12T110	EXILE TECHNOLOGIES LTD	12W45
AXONGRAPHIX	11S35	D.P.R. S.R.L. (HEADQUARTERS)	6F135	EXPERT STEPHAN HEUSER	7K24
AZTECH CONVERTING SYSTEMS	7K96	DA SHEN PRINTING MACHINE	7K135	EXXON MOBIL	5D80
B. BUNCH CO INC	7N95	DACO SOLUTIONS LTD	11S80	EYEC GMBH	7N115
BAR GRAPHIC MACHINERY LTD	6G128	DAETWYLER SWISSTEC AG (PRINT)	12W46	FAG GRAPHIC SYSTEMS SA	9F73
BAUMER HHS GMBH	12U80	DAFA QIANGMENG PACKING	7L03	FAR EAST YU LA INDUSTRY LIMITED	11P80
BEIJING LUSTER LIGHT VISION	6J70	DALIAN FUJISAN OFFICE EQUIPMENT	9G72	FC MAGAZINE	12W26
BEIJING ZODNGOC AUTOMATIC TECHNOLOGY CO.,LTD	12V69	DALIM SOFTWARE GMBH	5D20	FEKET MATBAA MAKINELERI	12V90
BEIL - REGISTER SYSTEME GMBH	12W44	DANTEX GRAPHICS LTD	11S127	FERRARINI & BENELLI	7L118
BE-MA EDITRICE SRL	12T87	DAUGAVPILS UNIVERSITY	11R90	FIFE-TIDLAND GMBH	6F110
BERHALTER AG	5E 65	DCM USIMECA	12T123	FINAT	11P40
BERKELEY MACHINERY	5A67	DE ROSSI VITTORIANO S.R.L.	12V160	FLEXCON EUROPE LTD	12U55
BERRA S.R.L.	5A70	DELFORTGROUP AG	6J130	FLEXO CONCEPTS, INC.	11S20
BEST LABEL ENTERPRISE CO LTD	6F136	DELTA INDUSTRIAL SERVICES, INC.	6F48	FLEXO WASH APS	7L45
BIELOMATIK LEUZE GMBH + CO. KG	6G120	DG GRAPHIQUE	6F48	FLEXOR (EMIS LTD)	11Q60
BIOLINK GESELLSCHAFT FÜR V ERBINDUNGSTECHNOLOGIEN MBH	12U72	DG PRESS MACHINES	11R112	FLINT GROUP SWEDEN AB	5B45
		DIABY SRL	11S70	FLUID SOLUTIONS	11P19
		DIEHARD DIES PVT LTD	5A67	FMS FORCE MEASURING SYSTEMS	11P95
		DIGIFLEX LTD	11Q110	FOCUS LABEL MACHINERY LTD	7M28
		DILLI	12V100	FOLIEN FISCHER AG	5A27
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FRANCIS BUHLER AG	9F48	FACTORY OF TIANJIN		LUMINESCENCE	7N126
FRASER ANTI STATIC TECHNIQUES	9F72	INNOVIA FILMS	5A05	LUNDBERG TECH A/S	11P82
FRIMPEKS A.S.	9G10	INOMETA GMBH & CO. KG	11Q50	LÜSCHER TECHNOLOGIES AG	7M50
FRITZ GYGER AG	9F71	INTEGRATION TECHNOLOGY LTD (ITL)	9F34	MACTAC EUROPE S.A.	5C20
FUJII COPIAN (UK) LTD	6J25	INTERCOAT	7K50	MANTER	5A100
FUJIFILM EUROPE GMBH	7L32	IOT	12V58	MANUCOR SPA	6F120
G&K TECHMEDIA GMBH	7L70	IPACK-IMA / CENTREXPO - ITALY	12W66	MARABU GMBH & CO. KG	11P90
GALLUS FERD. RÜESCH AG	5B50	IST METZ GMBH	5D45	MARK ANDY	5C10
GAMSYS	6J60	ISYS LABEL	12U108	MARKS-3ZET GMBH & CO KG	6I15
GAWAN INDUSTRIES (KUNSHAN)	5C68	ITALNASTRI S.P.A	7K97	MARTIN AUTOMATIC INC	7K90
GENERAL SRL	11Q7	ITASA	12V55	MASTERCORP GROUP	6F128
GEW (EC) LTD	6H36	ITD S.R.L	11R3	MATHO GMBH	11R118
GIC-OMEGHER	6G140	ITW DYNATEC GMBH	11Q115	MCS, INC.	9G45
GLOBAL GRAPHICS	9H12	ITW FOILS BV	6J30	MDV PAPIER- UND	9G57
GLUNZ & JENSEN DEGRAF ITALY	7N90	IWASAKI INTERNATIONAL INC.	6H35	KUNSTSTOFFVEREDELUNG GMBH	
GONDERFLEX INTERNATIONAL INC	7K124	J M HEAFORD LTD	5E 85	MECCANICA MAGGIORE	12W77
GOSS INTERNATIONAL	7L22	J. F. MACHINES LTD.	9G70	DI R.ALBANO	
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GRAFISK MASKINFABRIK A/S	9H52	DRUCKFARBEN GMBH		MEECH STATIC ELIMINATORS LTD	6G112
GRAFOTRONIC	11P85	JELIGHT COMPANY INC	12T115	MELZER MASCHINENBAU GMBH	6H15
GRAPHI MECC GROUP SRL	7L105	JET EUROPE BV	11R60	MIDA MAQUINARIA	9G22
GRAYMILLS CORPORATION	5E 75	JIAOZUO ZHUORIM DIGITAL	6I12	MIMAKI EUROPE BV	9H75
GRÜNIG-INTERSCREEN AG	11S15	MATERIAL CO LTD		MIRAGE INKS LTD	7K20
GSB-WAHL GMBH	5D65	JUJO THERMAL LTD.	6H25	MITSUBISHI HITEC PAPER	6F25
GSE DISPENSING	7N125	JURMET SP. Z.O.O.	11S105	EUROPE GMBH	
GSM GRAPHIC SUPPLIES	7K95	JUST NORMLICHT FR	12V66	MIYAKOSHI PRINTING MACHINERY	9G65
& MACHINERY LTD		K LASER TECHNOLOGY INC.	7K98	CO. LTD	
GUANGDONG HUAYE PACKING	12T99	K-A-F (KINETIC ART FACTORY)	11Q118	MOMENTIVE PERFORMANCE	11P111
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GULTON INC.	7K105	KARLVILLE DEVELOPMENT LLC	7K100	MONA EQUIPMENTS	7K126
GUYENNE PAPIER	9H25	KEVIN METPACK PVT LTD	12W75	MONDI COATINGS & CONSUMER	11R85
H.B. FULLER EUROPE GMBH	11R105	KG DIGITAL SOLUTIONS	9F15	PACKAGING GMBH	
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HANITA COATINGS	12V75	CO., LTD		MPRINT GMBH	6H120
HAPA AG	9G100	KK ENTERPRISE CO., LTD.	12T130	MPS SYSTEMS B.V.	11Q40
HARPER CORPORATION	11P135	KOAN HAO ENTERPRISE CO.,LTD	11P36	MÜHLBAUER AG	11Q22
OF AMERICA		KOCHER + BECK GMBH + CO.	11Q70	MULLER MARTINI	5D40
HEIGHTS UK LTD.	7M107	ROTATIONSSTANZTECHNIK KG		DRUCKMASCHINEN GMBH	
HENKEL AG & CO.KG AA	6J65	KODAK	9G30	MULTIFEEDER TECHNOLOGY INC	11P18
HERAEUS NOBLELIGHT	9G54	KONICA MINOLTA SENSING EUROPE	11S2	MULTITEC AIDS PVT LTD	7M58
HERMA GMBH	11R100	KPG (EUROPE) LIMITED	12V40	MUNKSJÖ	6I100
HOGA ITALIA	12T58	KUGLER-WOMAKO GMBH	7N45	NANOVIS GMBH	11S15
HOLFELD TOOL & DIE LTD	11P105	KUMAR LABELS	12T95	NASTRIFICIO DI CASSANO SPA	6H55
HOLSTIK INDIA LTD	5E 10	KUNSHAN FORMULA COATING	5D97	NDC SPRAY COATING SYSTEM	6F125
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HUECK FOLIEN GMBH	6F30	& CO. KG		NOVAMELT GMBH	7L35
HUIZHOU FORYOU OPTICAL		LABEL & NARROW WEB	5E 18	NUOVA GIDUE S.R.L	11Q20, 11R20
TECHNOLOGY CO LTD		LABEL TRAXX	7N70	OKI PROCOLOR	9F39
HUNKELER AG	9F20	LABEL VISION SYSTEMS, INC	9H70	OMET SRL	6H90
HUZHOU HENGXIN TRADEMARK	11S81	LABELFORM GRAPHICS LTD	7K22	OPEN DATA SRL	5E 20
MAKING BRINGING CO LTD		LABELMATE LLC.	12T50	OPTAGLIO SRO	11S112
HUZHOU SINY LABEL MATERIAL CO., LTD	11P142	LABELTECH SAS DI GABRIELE	6F122	ORTHOTEC, WAN AN PRECISE	7M40
HYBRID SOFTWARE NV	9H54	D'ONOFRIO & C		MACHINERY WORKS CO., LTD.	
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IGT TESTING SYSTEMS	11S95	LARTEC - FLEXIBLE DIES	9F45	PACKERS	11S113
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LKAY KA İTÇİLİK TICARET VE	6G110	LEMORAU	11P45	EUROPE	
SANAYİ A.		LEONARDUS S.R.L	5E 50	PANTEC GS SYSTEMS AG	6F145
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INDUSTRIAL INKJET LTD	9H60	LINTEC EUROPE BV	6F90	PHOSEON TECHNOLOGY	9H09
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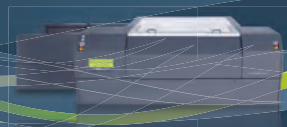
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RAILEX (FILING) LTD	6H19	SOFTAL CORONA & PLASMA GMBH	12W57	VELA (CONSTRUCCIONES MECANICAS VELA)	12V95
RE CONTROLI INDUSTRIALI	6H170	SOLAR PLUS COMPANY	11P36	VETAPHONE A/S	7N55
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RICOH INDUSTRIE FRANCE SAS	6H65	SPENGLER ELECTRONIC AG	12W55	W. HINDERER GMBH	12T88
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ROLF MEYER GMBH	11S30	NETHERLANDS BV		WESTLAND GUMMIWERKE GMBH & CO KG	12T60
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ROSSELLA S.R.L.	12U69	SUPERFILM EUROPE SA	5B20	WINK STANZWERKZEUGE GMBH & CO. KG	6G92
ROSSINI SPA	11S103	SVECOM PE SRL	12V110	XEIKON	9H45
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ROTOMETRICS	5E 45	TECHNO ROLL CO LTD	7N113	ZHEJIANG WEIGANG MACHINERY CO., LTD	7M100
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RAMP & CO GMBH		TESTING MACHINES INC.	7K75		
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# NEWS

## LATIN AMERICA

A ROUND-UP OF THE LATEST LATIN AMERICAN LABEL STORIES

### ENFOCUS TO EXPAND LATIN AMERICAN PRESENCE

Enfocus is expanding its presence in Latin America as part of plans to achieve double-digit year-on-year growth and to take advantage of opportunities presented by changing market dynamics in the region.

The company will initially concentrate its efforts in Brazil, and then expand its services to surrounding countries. To support this expanded geographic focus, Enfocus has appointed Heysler Hey as its business development manager for Latin America.

Hey will be tasked with identifying and reporting local business requirements, strengthening the Enfocus organization and expanding its market position in the region.

He joined Esko, of which Enfocus is a business unit, in 2001. For six years he specialized in installations and training. More recently, his responsibilities have included various roles from pre-sales and area sales manager, to regional sales manager for software business.

In this last position, he worked with a team of pre-sales engineers to manage relationships with dealers as well as regional sales managers, defining and implementing sales strategies. During the last four years, software sales in the region increased 250 percent. He has also worked on a number of projects based in Brazil.

Fabian Prudhomme, vice-president of Enfocus, said: 'We see a lot of exciting opportunities opening up in the Latin American region, where economic growth is currently more robust than in Europe or North America.'

'Much like other high growth areas, Latin America over the past few years is experiencing the effects of a number of trends; our solutions can help our local customers to address the resulting challenges.'

Prudhomme cites moves by brand owners to delegate more responsibility to in-country suppliers, while local populations aspire to standards of living that come closer to their North American and European counterparts.

This results in higher expectations for the brands, including pressure on margins. All of this requires a new approach to operations for brand owners and their entire Latin American supply chains.

Prudhomme also highlighted increasing labor costs in Latin America, which are encouraging businesses to deploy more automation and more effectively utilize employees' time.



## ARGENTINE CONVERTER INSTALLS TWO ROTATEK BRAVAS

Argentina-based label converter Enográfica, located in the wine-producing region of Mendoza, has installed two Brava 450 presses from Spanish manufacturer Rotatek, *writes James Quirk*

The Brava 450 machines, which will be used for wine label production, offer combination printing with offset, flexo, silkscreen and hot stamping and embossing, as well as roll-to-roll and roll-to-sheet rewinding and die-cutting.

The Rotatek Brava 450 presses can operate in both semi- and full-rotary modes, allowing Enográfica the flexibility to produce small, medium and long runs. Semi-rotary printing allows for very short changeovers, while the rotary technology brings the possibility of

producing long runs at high speed.

An inline sheet cutter allows the company to produce self-adhesive and paper labels. The machines' multiple inline combinations will bring the converter added value to its final product, which is particularly important in the wine sector.

Bibiana Rodriguez, general director of Rotatek, commented: 'The installation of the two Brava 450 presses at Enográfica is a fantastic reference for the quality of our machines. With multiple installations in the region – and our close cultural and linguistic ties to Latin America – it's a natural market for Rotatek.'

*You can read a full report about the installations at Enográfica in a future edition of L&L.*

## KBA CONTINUES LATIN AMERICA GROWTH

Around 60 print professionals from Argentina, Brazil, El Salvador, Guatemala, Cuba, Mexico and Peru recently travelled to Germany to visit the KBA sheetfed offset manufacturing facility in Radebeul and German users of Rapida sheetfed offset presses.

The packaging printers were first invited to press demonstrations in the KBA customer and training center, where they were introduced to a five-color Rapida 105 with inline coater, a Rapida

106 with double coating and cold foil module, and a large-format Rapida 145.

They were subsequently able to experience both medium- and large-format Rapida presses in a variety of configurations for in-line finishing in actual production at the rlc packaging group in Rüdersdorf near Berlin and at Kroha in Barleben.

KBA said it expects considerable growth in Central and South America.



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BAUMGARTEN'S directors announced a new culture of sustainability to employees in 2011

# Implementing a culture of sustainability

**FERNANDO** Gabel, managing director, and **Christiane** Iser, sales and marketing manager, explain how Brazilian converter Baumgarten implemented a far-reaching, award-winning sustainability program

At Baumgarten, we understand that sustainability has the well-being of people as its core objective, rather than the saving of the planet. The world will continue to exist; perhaps without the human race and perhaps not in the same form as it does today. Therefore, for Baumgarten, people's well-being is the first principle, and this comes from harmony across three areas: economic, environmental and social.

We want to contribute to a society that is economically responsible, socially just and environmentally conscious. In each area, we have guiding values which inform our initiatives:

- **Social:** The United Nations' Millennium Objectives, with a greater focus on education. These objectives provide the knowledge and creativity which allow people to choose and improve their future.
- **Environmental:** We use the index developed by Nature magazine ('Planetary Boundaries' –volume 461, Sept 2009) which shows the state of every environmental element which is principally threatened by human activity.
- **Economic:** We believe in the importance of organizations acting in a responsible and ethical manner. Transparency and financial health are important, so businesses can continue operations and contribute to a social, environmental and economic equilibrium for everyone.

At Baumgarten, we have no doubt that sustainability is here to stay. Even if a company does not embrace the wider desire to contribute positively to society, market pressure will force it down the same route. The fact is that consumers will increasingly demand sustainability from products and companies. As a result, retailers will demand the same from their industry suppliers. These suppliers, in turn, will require their value chain to provide sustainable products and services.

Beyond the consumer, governments too will increasingly

demand more from industry. This is already the case in Brazil, where the federal government brought in the National Law for Residual Waste in August 2010. It declares that by 2014 Brazil will no longer use open-air rubbish dumps anywhere in the country; that they be replaced with controlled and sustainable landfill sites; and that, once discarded, packaging waste becomes the responsibility of the manufacturer, who must create a system to collect and recycle the waste. (For example, a soft drink manufacturer must collect the bottles and cans and send them for recycling.)

The industry's supply chain must understand the necessity to help clients develop more sustainable products and packaging. The market already sees sustainability as a play-off between suppliers. With pressure from consumers and governments increasing all the time, what is currently a preference among suppliers for sustainable products will soon become a demand.

## TRUE INTEGRATION

In order to achieve real long-term success, investment in 'green washing' is not enough; sustainability must be embedded in the company's strategic planning and in its guiding principles. Every department must buy into the agenda and have goals to pursue. The purchasing department must source products and suppliers with reduced environmental impact; the product development team must help this process and create innovative and sustainable products; human resources must help educate staff and strengthen the company's culture of sustainability; the production department must develop processes that are more efficient and ecological; sales must hammer home the message to clients and provide them with sustainable solutions – particularly as many clients still don't understand the importance of sustainability, even though they will have to include it in their agenda thanks to government and



MANAGING director Fernando Gabel spoke about Baumgarten's VIVA program at Label Summit Latin America 2013 in Brazil

“We want to contribute to a society that is economically responsible, socially just and environmentally conscious”

market pressure.

It is not an easy process. It's a question of changing how the company thinks. Until recently, products and innovations were evaluated from a purely economic perspective. Now, they must be analyzed in three distinct ways: economically, environmentally and socially. We must create a new way of making new things.

#### INITIATIVES

From the moment we understood the importance of sustainability – as much for the greater good of society as for the inevitable demands which will arise in the market – we knew that it had to become a question of strategy and that it had to take a primary role in the company's agenda.

This is the first step: to include sustainability as a strategic objective with the support of the board of directors. This is the only way sustainability can be implemented within an organization with the possibility of success.

We also knew that we had to study the subject so as to know how to work in an effective, rather than superficial, way. Sustainability is not just about collecting and using rain water: it requires understanding and action that goes far deeper.

We created a sustainability committee made up of staff from different departments and varying levels within the company's hierarchy, and tasked it with studying sustainability and proposing ways of consciously implementing it into the

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###### REDUCING ENVIRONMENTAL IMPACT OF PRODUCTS

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**SUSTAINABILITY** has infiltrated every area of the Blumenau, Brazil-based company

organization.

In order for it to be considered a strategic objective, sustainability had to be included in the company's mission statement. The statement was revised, and the company created a sustainability policy.

We gave the internal sustainability program a name so that staff would recognize the importance of the new culture being implemented – VIVA, from the Portuguese word meaning 'to live'. This signature was included on all the initiatives developed by the sustainability committee.

The announcement of the new mission statement, sustainability policy and VIVA program was carried out in person by the company's directors at a meeting attended by all members of staff.

In order to develop initiatives, we created a methodology for analyzing the positive and negative impact of the company's activities; aligning the interests of stakeholders; defining indicators and challenges; verifying results; and reporting to staff and stakeholders so that the initiatives would have the necessary transparency and importance.

We didn't have to reinvent the wheel, particularly as an excellent methodology already exists and is being used by various important companies around the world – the Global Reporting Initiative (GRI), a Netherlands-based non-government organization whose objective is elevate sustainability reporting to the same level of importance as financial reporting. This methodology not only helps the company to implement initiatives practically, but also to compare results between different companies and to benchmark progress over time.

Today, Baumgarten's sustainability committee uses the GRI method to identify the positive and negative

**“Even if a company does not embrace the wider desire to contribute positively to society, market pressure will force it down the same route”**

impacts of the organization across the three pillars – environmental, economic and social; to engage stakeholders; to create defined indicators; to suggest goals to the board of directors which, once approved, are implemented within respective departments; to monitor these indicators; to foster an internal culture of sustainability; and to put together an annual sustainability report. (Baumgarten has published sustainability reports in 2011 and 2012.)

As a result of all this, we have evolved our internal processes to relate to the economic, social and environmental activities of the company. The chart below outlines our sustainability initiatives.

#### CURRENT CHALLENGE

Currently, our biggest challenge is to develop a consistent process of ecodesign, with analysis of the product's life-cycle and the development of a cyclical value chain that will allow us to offer more sustainable products to our clients.

The life-cycle analysis of a product is complex because it requires information from the whole production chain. As it is quite new in the corporate world in general, most of this information is not yet available because companies are

#### AWARD-WINNER

Baumgarten won the Converter Award for Environmental Responsibility at the Label Industry Global Awards 2012, held during Labelexpo Americas last year. See Fernando Gabel speak about the award on Label TV: <http://www.labelsandlabeling.com/video/general-interest/interview-fernando-gabel-baumgarten>.

still structuring themselves to be able to measure it.

The development of a cyclical value chain, which presupposes less removal of natural resources and a reduction in waste through recycling and reusing recycled products in production, is also complex because it depends on cooperation from industries and clients and the availability of recycling companies.

We believe that sustainability is here to stay and that it is crucial both for businesses and for the quality of life of everyone. Sustainability demands innovation. Without doubt, innovation has always been important to companies' competitiveness, but sustainability has brought new principles to innovation: companies must bring results that are not only economically sound, but also socially and environmentally sound.

#### CONCLUSION

A sustainable brand is also a more desirable brand. We are just beginning this long journey. Sustainability is a continual process; we will continue to improve and broaden our activities in this area.

It is gratifying to know that these objectives and future challenges will guide not only the sustainable growth of Baumgarten, but all of society.



THE Summit provided ample networking opportunities



JOHN Cavey of Mark Andy spoke about conventional technology's ability to compete with digital for short run work



DANIEL Sandrini, head of technical operations for Diageo in Brazil, Paraguay and Uruguay, outlined the beverage company's sustainability program

# Label Summit Latin America 2013

**RETURNING TO SAO PAULO** in May, Label Summit Latin America's conference program focused on global trends and sustainability, while a table-top exhibition hosted more than 60 suppliers. James Quirk and Danielle Jerschefske report

Global trends, mergers & acquisitions and sustainable packaging were among the main conference topics as 623 delegates gathered for Label Summit Latin America 2013. Held in Sao Paulo, Brazil, on May 14-15, the fifth edition of the event also featured a table-top exhibition with more than 60 international suppliers promoting their products to regional converters.

## DAY ONE

The conference was kicked off with a keynote presentation from Maurício Médici, general manager of gold sponsor UPM Raflatac Brazil. He outlined material consumption trends in Brazil and in the global market, warning that Brazil's fluctuating exchange rate and increasing raw material costs could lead to a deterioration of margins for label converters.

Médici predicted that between 2010 and 2020, growth in the label market would be driven by developing countries, which today represent 31 percent of the global market and which by 2020 will reach 40 percent.

Corey Reardon, president and CEO of Alexander Watson Associations (AWA), revealed data compiled for the company's recently published report on the Brazilian label market. Go to page 195 for highlights from the report.

A panel of label converters brought together Fernando Gabel, managing director of Baumgarten (Brazil); Milton Melchiori, national sales manager at RR Etiquetas (Brazil); Jaime Yoshiyama, managing director of Kuresa (Peru); and Gustavo

Alterman, general manager of Artes Gráficas Raal (Argentina). The discussion covered a range of topics, including the main challenges in the converters' respective local markets, and which end user segments were seeing the most growth.

Both Baumgarten's Fernando Gabel and Kuresa's Jaime Yoshiyama cited the training and education of workforces as a key challenge, with both companies preferring to rely on in-house training schemes. Milton Melchiori of RR Etiquetas urged converters to rally against the 'commoditization' of pressure sensitive labels, emphasizing the company's quest to differentiate its products to survive in the face of increasing competition in the market. Gustavo Alterman of Raal spoke of how Argentina's high rate of inflation – above 25 percent, according to some estimates – is making the local industry less competitive when it comes to exporting labels. Import restrictions, meanwhile, mean that companies can only bring in to the country the same volume of goods as they export.

Fernando Gabel reported particularly rapid growth in the cosmetics sector – Brazil has become the world's second largest market for cosmetics. The pharmaceutical industry is also seeing strong development, as more people in the country have access to health insurance and are consuming more medicine. The north-east of the country, he said, traditionally among Brazil's poorer areas, is seeing dramatic growth and improving infrastructure.

Two further panels, focusing on technology, followed. A pre-press session hosted Osmar Barbosa, general manager





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of productivity software, Latin America, at EFI; Cristiano Freitas, application sales manager, Latin America, for Esko; and Lucas Woodyatt, sales manager, flexographic products, of Flint Group. A discussion about optimizing the printing and finishing processes brought together Jesper Jørgensen, global sales manager of Nilpeter; Francisco Soto, Latin America sales manager at Rotoflex; and Albert Trias, manager, Iberia and Latin America, for AB Graphic.

When asked to what extent the region's converters were increasingly investing in high-end technology, Jørgensen commented: 'I have seen Latin American converters operating at levels every bit as impressive as businesses in North America and Europe – sometimes even more so.'

John Cavey, Latin America sales

manager, of Mark Andy gave an excellent presentation about conventional printing's increasing capability to compete with digital for short run work. Patrick Pitoors of Xeikon and Fabian Silva of Mexican converter Innovo F&H, a Xeikon customer, gave a joint presentation about the opportunities brought by digital printing. Innovo F&H, a digital start-up which is the brainchild of Silva and Hugo Cruz of fellow Mexican converter Coflemex, handles short run work for converters who lack the resources to invest in their own digital press.

The first day ended with a presentation from Fernando Gabel, managing director of Brazilian converter Baumgarten, outlining the company's wide-reaching sustainability program, VIVA. The company has made sustainability a core

element of every area of its operations. You can read more about Baumgarten's VIVA program on pages 185-189.

#### DAY TWO

The second day of the conference saw Daniel Sandrini, head of technical operations for Diageo in Brazil, Paraguay and Uruguay, continue the sustainability theme by outlining the beverage company's own sustainability program, and how the company has retained a premium feel to its products but made huge savings in reducing glass weight, using organic inks and encouraging its customers to return bottles for them to be recycled into new packaging.

Hernán Braberman, partner and design director at Tridimage, provided a designer's perspective on label and packaging development. He discussed

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THE converter panel session featured (seated from left) Jaime Yoshiyama, Kuresa; Gustavo Alterman, Artes Gráficas Raal; Milton Melchiori, RR Etiquetas; and Fernando Gabel, Baumgarten

the importance of creating an emotional connection with the consumer through brand design.

L&L's Danielle Jerschefske and James Quirk summarized recent developments in smart labeling, with the magazine's North America editor presenting a wide variety of innovative case studies that have increased interaction between brand and consumer.

Milton Melchiori, national sales manager of RR Etiquetas, and Marco Carbonari, RFID division director of CCRR Participações, jointly presented a case study of their own group's implementation of RFID technology.

María Olcese, managing director of Argentine converter Achernar, spoke of the company's experience of being acquired recently by SATO, which took it from being a family-owned SME to part of

a large transnational corporation.

Nicolas Farias Torres, brand ambassador for vineyard Viña Ventisquero, discussed the role of the converter in wine labeling and how to create a brand through the use of novel printing technologies.

The conference was closed with a presentation from Alexander Mercon, labeling and packaging segment manager, Latin America, for HP Indigo, who outlined digital technology's ability to create packaging with personal relevance to the consumer.

Tasha Ventimiglia, event director for Label Summit Latin America, said: 'This year's Label Summit Latin America has been extremely well received with excellent, positive feedback from delegates and exhibitors alike.'

## LABEL SUMMIT HEADS TO COLOMBIA IN 2014

Label Summit Latin America will take place in Medellín, Colombia, on 29-30 April 2014, before returning to Mexico in 2015 and Brazil in 2016.

The move to Colombia aims to take advantage of strong growth in the local label market, as well as in neighboring countries in the Andean region such as Peru. Colombia and Peru are the fastest-growing label markets in Latin America, with both countries seeing some of the highest GDP growth in the region in recent years.

Colombia is currently one of the region's success stories, with increased political stability, rising internal consumption and a free trade deal with the United States coming into force last year. Colombia's main port of Cartagena is just three hours from Miami. Foreign direct investment in Colombia has risen almost tenfold since 2003; the economy is growing at around six percent a year and is closing in on Argentina as South America's second largest.

Material supplier Arclad estimates annual Colombian label market consumption to be around 90 million sqm a year. With a population of some 47 million, this puts the country's annual per capita label consumption at 1.91 sqm, a figure not far from the region's more developed markets. The city of Medellín is enjoying a high profile at the moment, being voted the 'Innovative City of the Year 2013' by Citi Bank and the Wall Street Journal. It beat fellow finalists Tel-Aviv and New York City.

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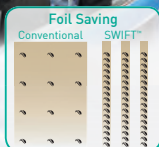


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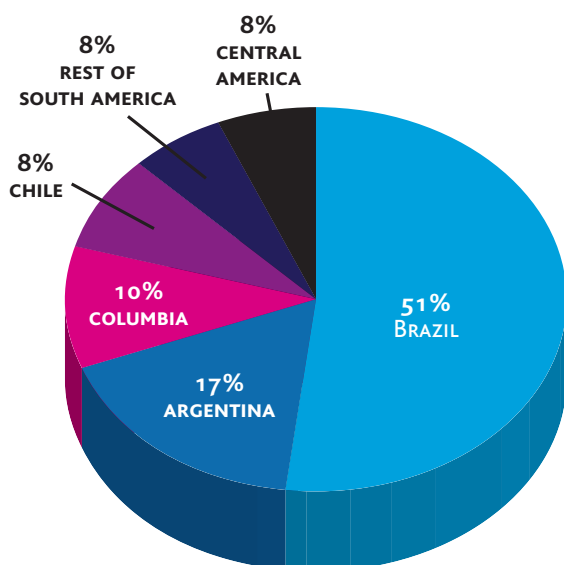
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# AWA reveals Brazil market trends

AWA'S new profile of the Brazilian label market identifies challenges and opportunities in one of the world's fastest-growing economies. James Quirk summarizes the key findings

**SOUTH AMERICAN LABEL VOLUMES  
BY COUNTRY/REGION - 2012**



AWA's new study, 'Labeling & Product Decoration Markets – Brazilian Country Review 2013' documents the status quo of the label and product decoration market in one of the most dynamic countries in the BRICS group of emerging economies.

Published in three languages (English, Portuguese and Spanish), the report provides an up-to-date reference for all concerned with, or interested in, Brazil's label and product decoration market value chain.

South America is one of the fastest-developing regions in the world, and Brazil, with 5.7 percent of the world's population, leads the way.

Fifty percent of the region's population lives in Brazil, and the country represents 48 percent of regional GDP. Brazil's projected economic growth in 2013, at over three percent, is a reflection of two mirror images: an economy hungry for infrastructure and industrial development to feed the needs of the consumer society and its ramifications; and an opportunity for the country to take advantage of the current low interest rates around the world. Both these factors make Brazil an attractive sales prospect for external manufacturers and suppliers. Today, Brazil ranks fourth in the world for Foreign Direct Investment.

Packaging and labels are central to the needs of FMCG retailing, so it is not surprising that Brazil is the leading

consumer of labels of all kinds in the region. It hosts more than half the total South American market. Additionally, Brazil is the world's third-largest soft drinks and beer market, the ninth-largest pharmaceutical market, and the country accounts for around 10 percent of global sales of beauty products.

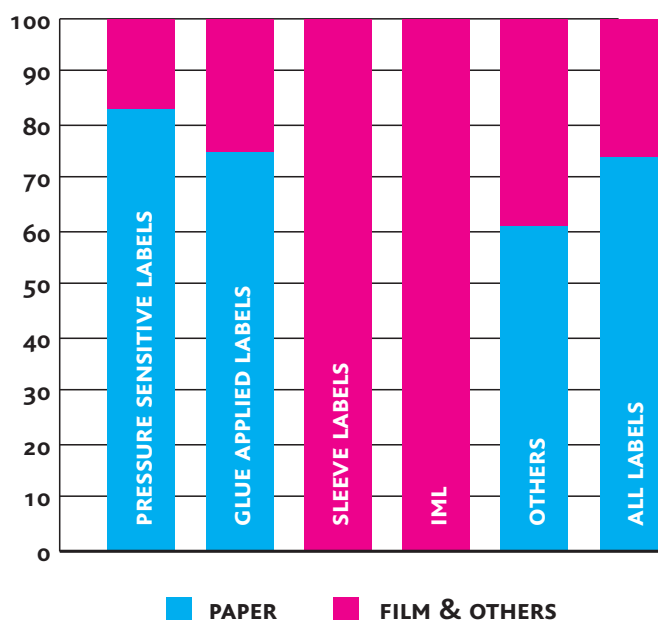
Beverages, followed by food, lead Brazil's label demand. Most of the materials used for labeling are papers, with the balance of the market shared between films, synthetic papers, metallic foils, and cellulose acetates.

## LABEL FORMATS

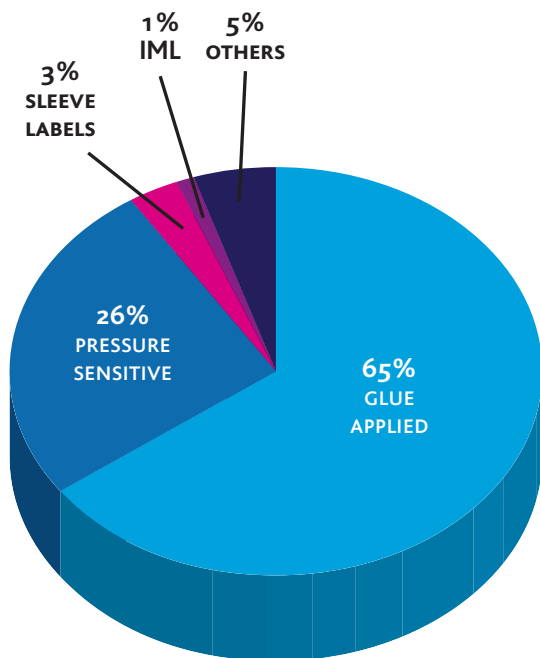
As for the preferred label format, it is the glue-applied technologies – cold glue and wraparound hot melt glue-applied – that currently take Brazil's largest market share, and the technology is forecast to continue to deliver healthy growth in the medium term. Pressure-sensitive labels take up a much smaller share of Brazil's label market.

Opportunities for pressure-sensitive labels are mainly in the area of added functionalities – especially security labels using anti-counterfeiting devices, clear-on-clear film labels for beverages, and peel-off on-pack promotional labels.

**MATERIAL BY LABEL  
TECHNOLOGY - 2012**



### SOUTH AMERICAN MARKET SHARES BY LABELING TECHNOLOGY - 2012



Only a very small percentage of the market is taken up by sleeving technologies, but it's a growing sector (particularly shrink sleeving) – driven by sleeves' inherent container barrier protection and tamper-evident properties, and the innovative and complex container geometries that they enable. ROSO and the new reel-fed shrink sleeving, which grew dramatically in the last year, are expected to take further market share.

In-mold labeling, which makes greater demands on machinery infrastructure, is still in its relative infancy in Brazil, but, following strong investment in 2011, is forecast to grow significantly in the medium term.

Especially in prime label applications, the broad current platform of label technologies is, of course, further challenged by the alternatives offered by direct-printed containers, cartons, and flexible packaging and pouches as decorated primary packages.

#### RETAILING AND FMCG

Regardless of the packaging choice, shelf 'stand out' is a major consideration in a growing consumer-focused environment with increased spending power. In Brazil, the world's major retail chains – including Walmart, Costco, Home Depot, Walgreens, Carrefour, Tesco, and Metro – are now developing a presence.

Of course, a growing retail market makes demands on a country's logistics infrastructure. Today, over 10 percent of Brazil's label demand is answered by variable information print applications – a percentage which is likely to grow. Functional/security applications currently represent a very

small percentage of the total Brazilian label market, but this segment represents the majority of the higher-value-added and innovative labeling, employing all the extant label technologies to a greater or lesser extent.

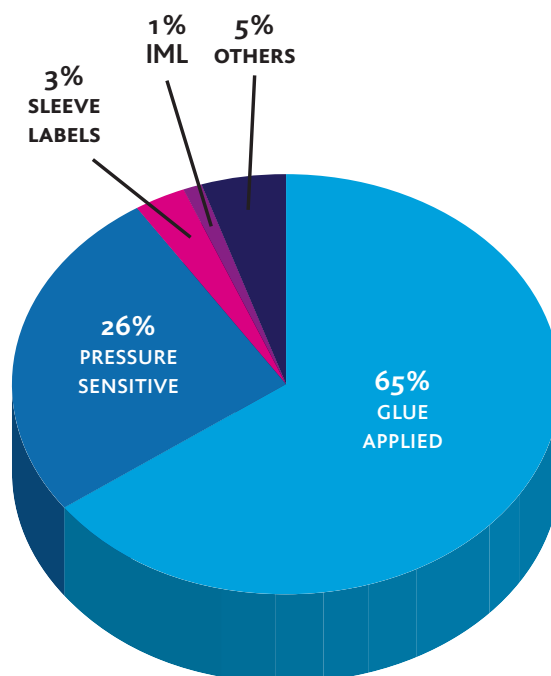
Unsurprisingly, promotional labels – nearly all pressure-sensitive – play a significant role in the Brazilian market. They are extensively used to make 'special offers', or to present discounts by direct attachment to the product, and are often targeted at specific events, such as the upcoming FIFA World Cup (2014) and Olympic Games (2016), both scheduled to take place in Brazil.

#### LOOKING AHEAD

Apart from these major opportunities for serving global as well as regional and local markets, Brazil will see ongoing development in strong retail and distribution networks, promoting e-commerce and VIP labeling and an increased use of 'intelligent' label technologies such as VIP.

The major end-use consumer goods segments will also grow in line with a growing middle-class population. Additionally, Brazil will continue to attract inward investment across the label value chain, and combined these factors will provide for growth rates – economic and business-related – above the global average, with resultant parallel positive movement in the label and product decoration markets.

### SOUTH AMERICAN MARKET SHARES BY LABELING TECHNOLOGY - 2012



AWA Alexander Watson's 'Labeling & Product Decoration Markets – Brazilian Country Review 2013' can be ordered online in English, Portuguese or Spanish via the AWA website at [www.awa-bv.com](http://www.awa-bv.com).



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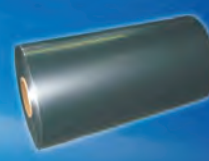
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(L-R) Francisco Sanches Neto, Adesão Etiquetas and president of Abiea; Robson Lopes de Paula, MLC; Sérgio Boteselli, Visionflex and VP of Abiea



(L-R) Francisco Sanches Neto, Adesão Etiquetas and president of Abiea; Isabela Monteiro, Avery Dennison do Brasil; Sérgio Boteselli, Visionflex and VP of Abiea



(L-R) Sérgio Boteselli, Visionflex and VP of Abiea; Huli Wamerling, Flexoprint Etiquetas; Francisco Sanches Neto, Adesão Etiquetas and president of Abiea

# Brazilian association Abiea announces award winners

**AT A CEREMONY THE NIGHT BEFORE** Label Summit Latin America in Sao Paulo, Brazilian self-adhesive label association Abiea announced the winners of its 2013 awards competition. James Quirk reports

Brazilian self-adhesive label association Abiea announced the winners of its 30th annual awards at a ceremony held the night before Label Summit Latin America in Sao Paulo in May.

The winners are eligible to compete in the World Label Awards, organized by the L9 global alliance of label industry associations of which Abiea is a member.

Francisco Sanches Neto, president of Abiea and owner of label converter Adesão Rótulos e Etiquetas, described the awards as 'The most important recognition in the Brazilian self-adhesive label industry'.

Technical coordinating for the awards was handled by ABTG, the Brazilian Association for Graphic Technology. Gold sponsor of the event was Syntpaper; Avery Dennison, Etirama and Kromia were Silver sponsors; while the Bronze sponsors were Cepamaque, Mastercorp, MLC, HP, Oji Papéis, UPM, Zênite and Label Summit Latin America.

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- 1) **Flexo** (line work) **category** – Mack Color
- 2) **Flexo** (process color work) **category** – Grif Rótulos
- 3) **Letterpress** (process color work) **category** – Masterprint
- 4) **Silkscreen** (line work) **category** – Giankoy
- 5) **Offset** (process color work) **category** – Gráfica Ipê
- 6) **Digital** (process color work) **category** – Ready Rótulos
- 7) **Booklet and leaflet labels** **category** – Flexoprint Etiquetas
- 8) **Sleeve** **category** – Gráfica Nova Fátima
- 9) **Security** **category** – Contiplan
- 10) **Innovation** **category** – Tyrex
- 11) **Supplier of the Year – Prime materials** – Avery Dennison do Brasil
- 12) **Supplier of the Year – Printing equipment** – Etirama
- 13) **Supplier of the Year – Anilox rolls** – MLC
- 14) **Supplier of the Year – Rotary tooling** – Alfa Clicheria
- 15) **Supplier of the Year – Inks** – Flint Group Narrow Web





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# NEWS

## LATIN AMERICA

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JOHN Vigna joins Mark Andy  
from Wilson Manufacturing

### MARK ANDY APPOINTS REGIONAL SALES MANAGER

Mark Andy has added John Vigna to its international sales and marketing team in an effort to grow its direct sales support in Mexico, Central America and the Caribbean.

Vigna joins Mark Andy with more than 21 years of experience in the graphic arts industry, most recently serving as Latin American sales manager for die manufacturer Wilson Manufacturing.

Vigna will manage sales efforts for Mexico, Central America and the Caribbean, both directly and through a team of distributors, providing an additional level of support for customers in the area.

John Cavey will maintain sales and territory responsibility for Mark Andy presses throughout the rest of Latin and South America, with Francisco Soto continuing to focus on Rotoflex equipment for all regions.

To further support the growing installation base in the area, Mark Andy and Rotoflex have also increased bilingual support in other areas of the organization, including technical support, parts and accounting, with more capabilities said to be coming soon.

### ETI OPENS SALES OFFICE IN BRAZIL

ETI Converting Equipment has opened a sales office in Brazil, following the recent Label Summit Latin America conference that took place in Sao Paulo in mid-May.

Bruno Daigle is the company's representative in Brazil, and was able to meet and exchange information and ideas with label printers at the summit.



MACK Color owner Marcos Rossi with the new Nilpeter FB-3300 flexo press

## MACK COLOR INSTALLS THIRD NILPETER PRESS

**BRAZILIAN** label printer Mack Color has bought its third FB-3300 flexo press

Founded in 1984, the Sao Paulo-based company says the press will help it to achieve high productivity and excellent quality, including value-added processes that allow high performance, special printing, such as silk screen printing, reverse-side printing and cold foil.

'This most recent FB-3300 has nine printing units, UV-varnish and cold foil, and a state-of-the-art register control system,' said Mack Color's owner Marcos Rossi. 'The servo-motors for each of the nine printing units guarantee a perfect register among different colors and complex, delicate images.'

Mack Color bought two FB-3300A presses five years ago, replacing four Comco Cadets and two Gallus R 200s. The company recently relocated to new state-of-the-art facilities in Sao

Paulo's Tatuapé district, and sold several old flexo/letterpress machines in the process. Now the company has three Nilpeter FB-presses for all flexo label requirements, three digital presses, and an ABG converting line.

'We expect to see a 100 percent production capacity increase, and, most importantly, to reduce our production costs, thanks to the high press speeds and fast change-overs,' Marcos Rossi said. 'Selecting a printing partner is a long-term strategic decision, and we are very pleased with our choice of Nilpeter. The level of service provided throughout the process by Nilpeter Brazil has been outstanding.'

*A report from Mack Color's new factory will be published in L&L issue 5.*

## AVERY DENNISON OPENS SITE IN PERU

Avery Dennison announced the opening of a distribution center in Lima, Peru, at an event held in June at the Sheraton Lima attended by more than 100 clients. The company also presented customers with the most recent additions to its portfolio of materials.

Jorge Orejuela, general manager of Avery Dennison in the Andean Region, Argentina and Chile, said: 'Peru and the Andean Region has always been an area of strategic importance to Avery Dennison, which is why we are more committed than ever to our clients.'

Jorge Uribe, sales manager for the

Andean Region, said: 'With strong sales, we see potential for growth in the Andean Region. For this reason we decided to open a new distribution center to take advantage of opportunities in the market.'

'We chose Peru as the location for the new distribution center because it is one of the fastest-growing markets in Latin America, and because we have many clients in the country.'

Customers attending the event in Lima had the opportunity to see and test the company's latest self-adhesive materials and vinyls for the graphic arts sector.



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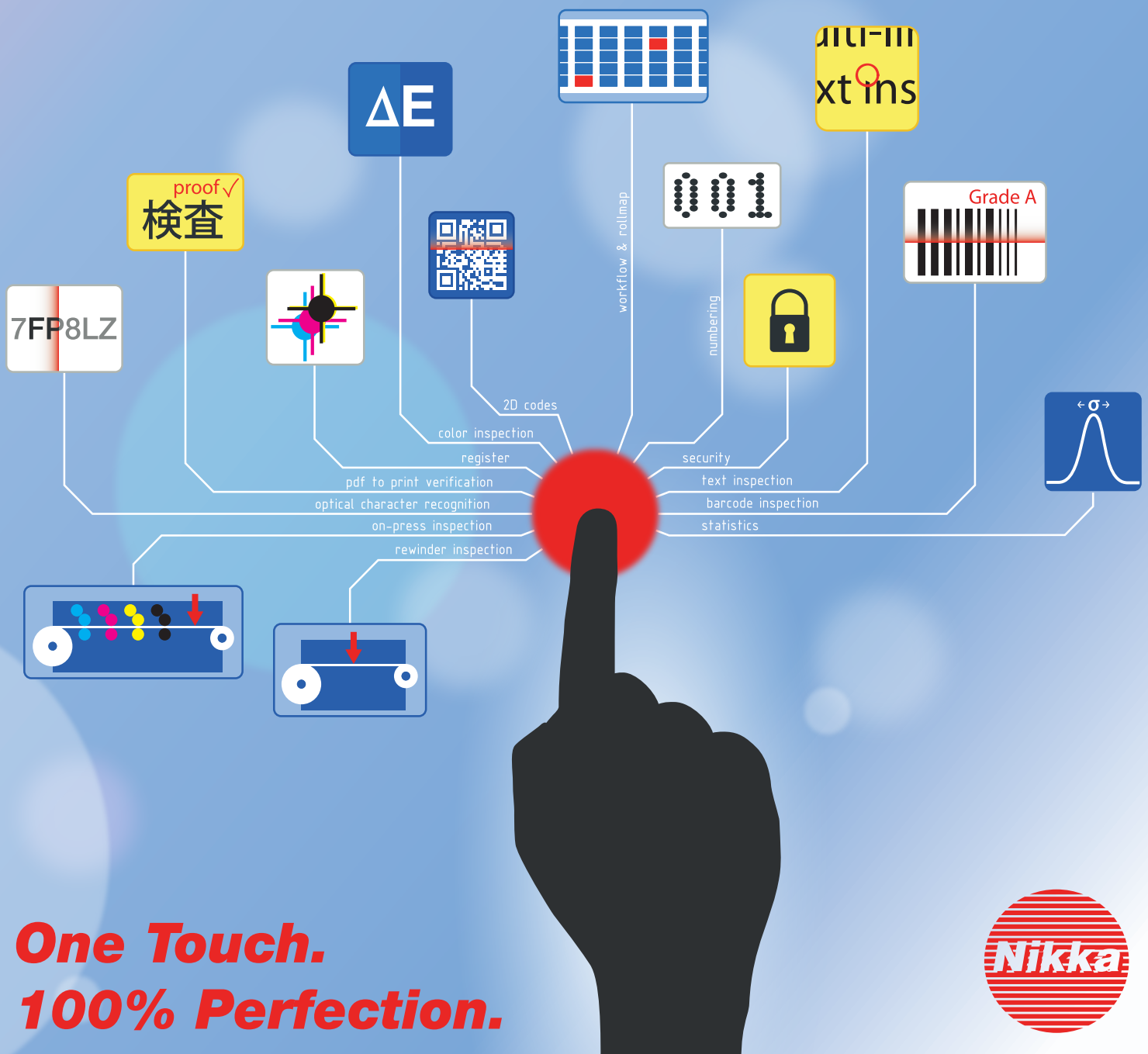


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# CORPORATE CULTURE



## Innovation and baseball

**THINK** like a major league manager, says Travelocity founder Terry Jones

In baseball, you can fail 70 percent of the time and still be considered a strong player. Why is it that businesses give an employee with a new idea just one chance? Pitchers lose games, batters strike out, fielders make errors. Instead of firing them or sending them back to the minor leagues, managers study what went wrong. CEOs need to do the same thing.

Kill the project, not the person. Instead of telling Bob, 'You're done,' they should tell Bob, 'The project's dead. What do you want to do next?'

To succeed today, businesses must be innovative, and they can't be if they're unwilling to have some failures. Too many companies punish failure and fail to adequately reward success. How does that motivate the employees with great new ideas?

These other baseball analogies will help any business score on innovation:

**Most games are won with singles and doubles.** Home runs are great. They are that 10 percent of innovation that is transformational, exciting, and extremely rewarding. But the 70 percent of innovation that involves improving core products, and the 20 percent that represents adjacent changes – pulling together existing innovations in a new way, like the iPhone – are the singles and doubles that can win games.

**Know that your home-run hitters will strike out a few times.** The people coming up with the radical new ideas that account for big,

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transformative innovation aren't going to hit a home run every time – and neither did Babe Ruth. In fact, Babe Ruth had more strike-outs than home runs. While radical successes, like Dyson using its vacuum technology to create restroom hand-dryers, account for only 10 percent of innovation, they produce about 70 percent of a company's future revenue. So allow your home-run hitters their swings and misses.

**Watch the game tapes.** Sports teams fanatically analyze every aspect of losing games with the same process and vigor they use for winning ones. The Federal Aviation Authority has a painstaking process for analyzing every airline incident and crash. As a result, its safety record gets better every year. Look for solutions when something goes wrong – not where to lay the blame. Inspect the process, find the defect, and strategize how to make it better. (Note: If the same people keep making the same mistakes, arrange for training, counseling or, if that fails, a bus ticket out of town.)

Innovation is about responding to needs instead of trying to dictate them. Companies need to listen to their customer service complaints: What are customers saying that can help improve your product or process? And they need to talk about the crazy ideas – including those that seem too simple to succeed.

Proctor & Gamble made diapers and cleaning products. Someone suggested putting a diaper on a mop handle and voila! The Swiffer!

### ABOUT THE AUTHOR

Terry Jones is the author of 'On Innovation.' ([www.jonesoninnovation.com](http://www.jonesoninnovation.com)), a new book filled with 72 deceptively simple ideas for stimulating innovation.

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