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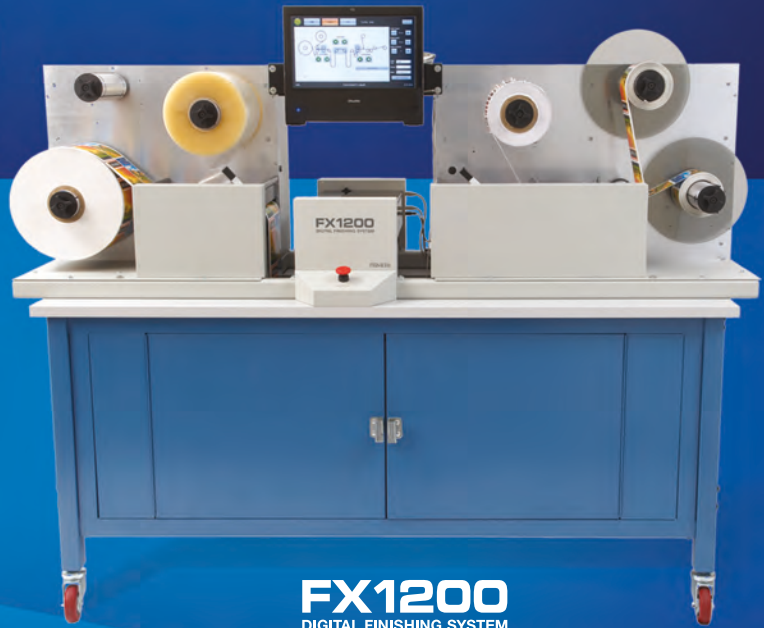
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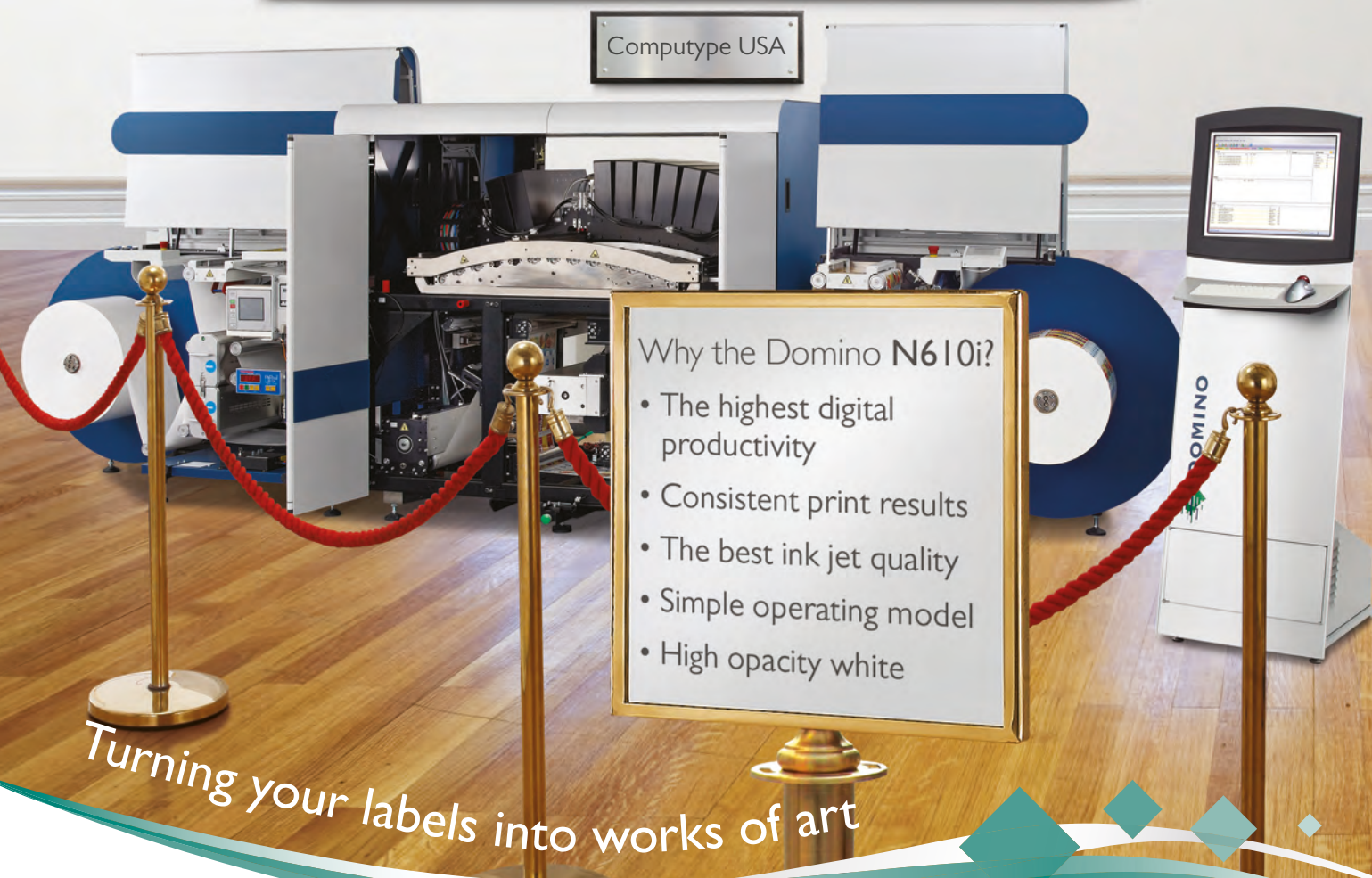


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*Charlie Westling, CEO at Computype*



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# L&L

## — Meet the team

*Labels & Labeling is the leading global information source for the label and package print converting industries with an editorial team located in the UK, North America, Latin America, China, India and Australasia*



**Andy Thomas**  
*Group managing editor*

Writing about the label and package print industries for 25 years and based in London



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*Director of strategic development*

Founder of L&L in 1978 and recognized as a global expert on the label industry



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12 years with L&L, based in London, manager of the Labels & Labeling portfolio



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*Deputy Editor & Latin America editor*

Nine years with L&L, based in Argentina and fluent in Spanish and Portuguese



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35 years' of graphic arts experience and leading global authority on technical trends



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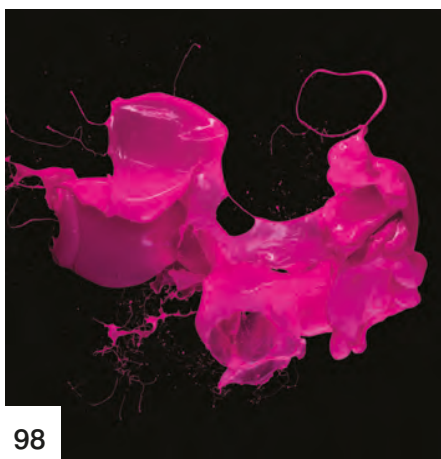
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### labels&labeling.com

The Labels & Labeling website presents daily news and exclusive content generated by its leading international editorial team that address the most pertinent developments in the labels and package printing industry.



#### Labelexpo India 2014 (video)

Software presented at Indian show promotes the use of software to enhance flexo label quality



#### Set for Opening Day: MLB wine labels (news)

America's professional baseball organization has commissioned Wine By Design to produce wine brands reflecting each team's heritage



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## 16,000 unique front covers (*L&L* issue 1, 2015)



## Coca-Cola points way to L&L cover

### Editor's note

The copy of Labels & Labeling you hold in your hands is unique. In fact it is one of 16,000 unique designs printed digitally on a B2 format HP Indigo 10000 press by London-based Precision Press.

The stock is a 170gsm satimat Silk with a matte lamination on one side – which did not require sapphire pre-coating.

The project was inspired by Coca-Cola Israel's astonishing marketing campaign which involved printing millions of Diet Coke labels with different variations of a kaleidoscopic design (see p.34). Both projects make use of a groundbreaking piece of software developed by HP called Mosaic – part of the company's SmartStream suite – which allows a vast array of color variations to be automatically generated from a starting design then fed directly to a digital press RIP.

James Wenman, Tarsus Labels Group design and production manager, was responsible for coordinating this unique project. 'This has been quite a demanding job, both technically and logistically challenging. But it is exactly the sort of project that Labels & Labeling should be working on to bring new technologies and techniques to our readers.'

'What I like about this edition is that fact that every copy is unique. Each reader should know that their copy is one of a kind.'

The Coca-Cola project involved not only labels and shrink sleeves, but also a marketing and social media campaign that allowed consumers to order a range of objects like t-shirts printed with their own unique label design.

This is not the first time Coca-Cola has pushed the limits of what is possible with digital printing. Readers will remember the Share a Coke campaign which involved digitally printing millions of labels with first names in multiple European languages.

Both projects demonstrate the true value of digital, and why digital print accounts for almost 12 percent of the value of label sales despite being only 1-2 percent of label volume. As conventional presses get more efficient and make inroads into digital short run territory, this is exactly the kind of project digital label converters should promote to stay ahead of the game.

Our thanks to Coca-Cola, HP and Precision Printing for making this L&L cover project possible. Precision Printing can be reached at: 47 Thames Road, Barking IG11 0HQ; T 0845 606 4001 – [www.precisionprinting.co.uk](http://www.precisionprinting.co.uk).

**Andy Thomas**  
Group Managing Editor

## Front cover



Key facts about this edition's front cover

Printed on a B2 format HP Indigo 10000 sheet-fed digital press

16

official Coca Cola patterns used for the front cover variations

Designed with HP's SmartStream Mosaic software which generates on-the-fly color variations



16,000

unique covers printed of L&L issue 1, 2015





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**Digital Label Printer**



# News



## LED-UV makes European splash

*With more choices of inks and lamp systems now available, LED-UV is moving onto full speed flexo press lines*

The first two commercial installations of LED-UV curing systems on full-speed narrow web flexo press lines have been announced within weeks of each other.

Polish label converter KDS commissioned an LED-UV curing system on a Mark Andy P3 Performance Series press.

With LED-UV's facility for instant start up and shut down, KDS estimates the P3 is saving it around 2,000 EUR per month (2,225 USD) on electricity consumption, compared with conventional UV, and has significantly reduced substrate wastage.

Currently running the P3 at 150m/min using 70 percent of lamp capacity, KDS sees opportunities for further savings. The new press also requires less heat and ozone dissipation, and operates at a lower decibel level than a conventional UV press, making for a better operator environment.

The new press, using Paragon inks supplied locally by DSL, went straight on to triple shift working. It sits alongside a Mark Andy P5 in the label converter's pressroom.

KDS owner Tomasz Dabrowski said: 'Colors are sharp and consistent, and because of the higher pigmentation in the inks, we can run with a lower volume anilox.''

Flint Group and Air Motion Systems (AMS) then jointly announced the installation of a complete LED-UV system at Italian labels and package printer ACM-Plastic, which retrofitted seven units on its Omet Varyflex F1 press.

ACM-Plastic founder Massimo Raffaele commented: 'Everything I was hearing was like music to my ears. Not just the absence of mercury or the reduced power it uses. The fact that it turns on and off like a switch, cures more quickly and doesn't emit heat as well as the light all mean it has the potential to change the way we work.'

Although this was AMS' first flexo installation, the company has already made upwards of 140 LED-UV offset litho installations worldwide. Said AMS CEO Stephan Metcalf, 'When we looked at the flexo process, I was impressed by the synergies that exist between the two technologies.'



For the most up-to-date label industry news, see [www.labelsandlabeling.com](http://www.labelsandlabeling.com)



Thinfilm demonstrates first printed NFC-enabled smart label

## Emerging markets for flexpack

*PCI Films Consulting*

Emerging flexible packaging markets are showing growth well above the overall market rate, and are leading innovation and product development, according to a recent report from PCI Films Consulting.

The study looked at the top 15 of the world's emerging flexible packaging markets. This included Poland, Russia, Turkey, Argentina, Brazil, Chile, Colombia, India, Indonesia, Kazakhstan, Myanmar, Pakistan, Thailand, Vietnam and Nigeria.



## Print showcase

*Gulf Print & Pack*

Leading suppliers to the label and package printing industry will exhibit at Gulf Print & Pack 2015 in Dubai April 13-16.

Heidelberg shows its Linoprint digital press platform, and other exhibitors include Nilpeter, UPM Raflatrac and Innovia Films. New feature areas include Smart Mart, where interactive print technologies will be shown, and a showcase of 3D printing technology.

## Thinfilm engages Chinese converter

*CymMetrik*

Leading Chinese converter CymMetrik has signed an agreement to sell Thinfilm printed electronics products, including Thinfilm Memory, throughout greater China and ASEAN. Calvin Tsai, CymMetrik CEO, said: 'We strongly believe interest in printed electronics technologies will expand significantly throughout the greater China and ASEAN region over the coming months and years.'

## New chairmain

*TLMI*

Jeff Dunphy, CEO of Design Label, has stepped down as chairman of TLMI. Dan Muenzer, vice president of Constantia Flexibles Label Division, has assumed the role of TLMI chairman effective immediately. In mid-January 2015 Design Label, located in East Lyme, Connecticut, finalized the sale of specific assets to Smyth Companies, based in St. Paul, Minnesota. Dunphy will continue his career in the industry at Smyth Companies. He was awarded TLMI Converter of the Year in 2013.

## Global leader emerges

*Essentra*

Essentra has completed its acquisition of Clondalkin Group's Specialist Packaging Division (Clondalkin SPD), and transformed into a global leader in pharmaceutical and beauty specialist packaging. The acquisition adds 2,400 people in 24 facilities to Essentra's existing network.

## Focus on flexo consistency

*Soma Engineering*

Soma Engineering has hosted a flexo printing conference in Poland themed around print consistency and customer service. More than 50 printers and converters attended the event. More events will be held in other regions.



## Films divestment

### *Huhtamaki*

Private equity group Deutsche Beteiligungs AG (DBAG) has bought Huhtamaki's films business. The sale includes all locations worldwide which, apart from its headquarters in Forchheim, Germany, including sites in Brazil, the US and Thailand.

## NewPage acquired

### *Verso paper Corporation*

Verso has completed its acquisition of NewPage Holdings for 1.4 billion USD. The acquisition was originally announced on January 6, 2014, and its completion means Verso will have approximately 3.5 billion USD in annual sales and around 5,800 employees in eight mills across six states.

## World first

### *Xiikon/Mercian*

Mercian Label has installed the world's first Xiikon Cheetah, with fellow UK label specialist Limpet Labels investing in a Screen Truepress Jet L350UV to extend its capabilities to include flexo, dry toner and inkjet. Mercian Labels managing director Dr Adrian Steele said, 'adding the Xiikon Cheetah will better position us for expected growth and we are confident the capacity to be quickly filled', while Limpet Labels sales director Jon Dudley said, 'this is a major advance for us and we are really excited about it; the quality of output from the Truepress is fantastic.'

## Major M&A

### *Wendel/Constantia*

Nicholas Mockett, head of packaging mergers and acquisitions at Moorgate Capital, has described the acquisition of Constantia Flexibles by Wendel Group as 'the most significant deal in the flexible packaging industry since Amcor's acquisition of the Alcan assets in 2009'.



## Acquisition grows MCC

### *Multi-Color Corporation*

Multi-Color Corporation has acquired Multi Labels, a UK printer that specializes in premium alcoholic beverage labels. Multi Labels is based in Daventry, has annual revenues of approximately 10 million GBP (15 million USD). MCC already operates wine and spirit label operations in Glasgow, Scotland and Dublin, Ireland. Multi Labels MD Nick Monk and the company's existing management team will continue to run the business.



## China surge

### *Nuova Gidue*

Nuova Gidue has reported a number of press installations in China in recent months. Those making their first investment include Shang Hai Ming Li Packaging Printing, Kunshan Funiancheng and Shen Zhen Guan Bao Products, while a new user is Guang Dong Man Cheong Printing Packaging. Shang Hai Ming Li Packaging Printing has installed a 370mm-webwidth, 10-color M1 UV flexo press, while Shen Zhen Guan Bao Products has installed an 8-color MX UV flexo press at its plant in Zhongshan.

## Cold foil partnership

### *Innovia/API Foils*

Cold foil project partners Innovia Films and API Foils have released a printed swatch booklet challenging designers to expand their use of cold foil. The foils were printed HD on a Mark Andy Performance press. Other partners include Cheshire Anilox Technology, JFM Plates, GMG Color, Reprobrand and Color-Logic.



2014's Label Summit Latin America saw 747 people attend the event in Medellin, Colombia

## Label Summit to return to Mexico

*Label Summit Latin America takes place on April 21-22 in Mexico City*

The 12th edition of Label Summit Latin America will take place at the World Trade Center in Mexico City on April 21-22. The two-day conference and table-top exhibition returns to the city after a five-year absence.

More than 80 local and international suppliers will exhibit, including gold sponsor Avery Dennison, Arclad, Durst, EFI, Epson, Flint Group, Green Bay, Mark Andy, MPS, Sun Chemical, UPM Raflatac and Xiikon.

A revamped conference program will discuss a broad range of topics, including education and training, new technologies, moving into new markets, and printing processes. The keynote presentation by Darrel Hughes, VP and GM of Avery Dennison's Materials Group North America, will analyze the Mexico label market; while Keren Becerra and José Alfonso Rubio, presidents of Mexican associations AMETIQ and ACOBAN respectively, will focus on industry training. Laura Jimenez de Beltran of Tequila Bonanza will share her secrets on creating new opportunities in brand development and market positioning. The opening day will also have presentations on smart products, the shrink sleeve market, security inks and the newest niche technologies and their applications.

Day two will consist of a CEO printer/converter panel discussion, a summary of inkjet technologies with an outline of the latest in printing techniques, substrates and inks and an insight into consolidation with a case study by Fernando Gabel on Baumgarten Gráfica's acquisitions of Etiquetas Rodak and Autopack. The event finishes with a review of the available opportunities in Mexico's fast growing wine market by Ramón Vélez Gutiérrez from the Mexican Wines Committee and an interactive wine tasting and workshop.



Early bird rates are available until April 3 with two-day delegate passes costing MEX \$3,500. One day passes are also available at \$2,800 MEX, while expo-only tickets cost \$350 MEX. Attendees can register by visiting [www.labelsummit.com/mexico/](http://www.labelsummit.com/mexico/).

# News



## Waterless plate launched

*Presstek*

Presstek has launched a waterless offset plate into the European and North American markets. It is targeted both at commercial print and at labels and packaging installations. The Zahara plates have been extensively beta tested at customer sites on KBA Genius, and Codimag and Iwasaki narrow web press platforms.

## Successful partnership

*Spartanics/Smag*

Spartanics has unveiled the X-350 laser die-cutting module, engineered to be integrated into Smag Graphique's E-Cut and Digital Galaxie semi-rotary converting systems, and can be supplied as part of the initial specification or retrofitted. In September 2014, Spartanics and Smag Graphique announced a company partnership for laser integration into the latter's converting systems, as well as the announcement of Spartanics exclusive North American distributor status for all Smag Graphique semi-rotary converting system.

## Customers come first

*Flxon*

Flxon has moved to expand its customer service offering in Mexico by doubling of its bilingual customer service team specialists and extending its Customer Priority Service (CPS) program. CPS allows its customers to receive a quicker service relating to the Swed/Cut brand of doctor blades and Flxon's own G2 ProProducts line of products and services. Flxon has established direct access to its team of bilingual specialists via two email hotlines (wecare@flxon.com and order@

flxon.com) which are monitored seven days a week, assuring a response within minutes from members of its customer satisfaction, technical and operations departments. They are able to quickly process inquiries, provide answers to technical questions, place new orders, track existing orders and schedule on-site plant visits, Flxon said.

## Aggressive expansion

*Fujifilm India*

Fujifilm India Graphic Arts division is looking at tripling its revenue in the next three years, with the introduction of new products and investment in the existing product range central to its aims. New products introduced to the Indian market will include those already launched globally around the world. This will include: Flenex plates, a flexographic plate system for package printing; wide format printers targeting the packaging segment including corrugated packaging; and web-to-web digital press for the label printing industry. While the digital label press could take a couple of years before reaching the Indian market, the other two products will be introduced in the next financial year.

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With 3.6 million inhabitants, Yokohama is a major commercial hub of the Greater Tokyo Area

### New Tokyo office

#### Phoseon Technology

Phoseon Technology has opened an office in Tokyo in order to support Japan's LED-UV curing market. Phoseon Technology said opening the Tokyo office shows its commitment to the Japanese original equipment manufacturer (OEM) and industrial end-user markets. It also strengthens the company's ability to bring the most advanced and cost-effective LED-UV products to the Japanese market.

### Record 2014

#### EFI

EFI has reported record fourth quarter and full-year results for 2014, which make it 'increasingly confident' in delivering its billion dollar revenue target for 2016. 'Our ongoing focus on innovation across our entire product line-up is helping our customers around the globe win new business and boost profitability,' said EFI chief executive officer Guy Gecht. 'We are getting increasingly confident in delivering on our one billion USD revenue target for 2016 while hitting the higher end of our profitability range.'

### Packaging with beauty

#### Royston Labels

Royston Labels has used a 'modified self-adhesive material' to create an 'alternative and interesting look' to the packaging for beauty brand Happiness Is. This has included the use of translucent colors printed onto a metallic substrate and extended the label into the crimp area at the top of tubes take the decoration across the packaging. Paul Clayton, Royston Labels managing director, said: 'The effect has been achieved by using a modified self-adhesive material that makes the tube look like it has been sleeved, when in reality an overlapping label around the circumference has been used and taken into the crimp area. To achieve this, we worked closely with the contract manufacturer to ensure the labels and tubes are cut correctly to capture the label in the crimp area and create the finish wanted.'



### Digital agreement

#### Graficon / mprint morlock

Graficon Maschinenbau and mprint morlock have agreed to co-operate in the digital label market, with Graficon's Puma and Puma iT digital printers now to be fitted with mprint morlock digital print units. mprint morlock manufactures the mlabel print engine and its associated software. Graficon's Puma digital printer is a modular system with optional in-line units including flat hot foil stamping, flat screen printing, lacquering/laminating and stamping. The Puma iT allows the integration of a digital print unit on a Gallus T180/200 or Graficon T200.



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# Environmental News



## L'Oreal and Avery Dennison partner on environmental impact

*Greenprint tool reviews upstream impact for converters and brands*

L'Oreal Americas and Avery Dennison are collaborating to reduce the environmental impacts of packaging labels throughout the entire label life cycle. In cooperation the companies have already produced a comprehensive Avery Dennison Greenprint assessment showing how thinner label materials can reduce environmental impacts. Avery Dennison Greenprint is a screening tool launched in 2010 that reviews the life cycle stages of a product from material extraction, manufacturing, distribution and end-of-life.

David Wolbach, assistant vice president of packaging hair at L'Oreal Americas, said: 'We strongly believe in a sustainable supply chain, and this is ingrained in our business practices. However, to achieve the ultimate goal of reduced-impact materials, we cannot work alone. It is essential that all facets of the value chain collaborate together.'

'It is equally important that we have the necessary information available to understand the environmental impacts of the materials we are using. This helps us immensely in our material selection process.'

Avery Dennison Greenprint led L'Oreal to transition the labels for some of its leading products to Avery Dennison's Global MDO substrate, which is designed to lead to significant reductions in greenhouse gas emissions, water consumption and waste generated in disposal.

The switch from Avery Dennison's Global Co-Ex film product to Global MDO is claimed to reduce environmental impacts from 7 percent to 19 percent across the categories of fossil material, water use, energy use, GHG emissions and solid waste.

Said Rosalyn Bandy, Avery Dennison sustainability manager, North America: 'Improvements in sustainability includes converters recommending the right material to brands.'



For the most up-to-date label industry news, see [www.labelsandlabeling.com](http://www.labelsandlabeling.com)



*New APP survey shows Americans want more sustainable options for paper and packaging*

## Updated forest management SFI

Sustainable Forestry Initiative (SFI) has updated the SFI program standards to support better decision making throughout the supply chain and to promote sustainable forest management.

The SFI standards are updated every five years to incorporate the latest scientific information and to respond to emerging issues. A major change is the establishment of three standalone standards as part of the structure of the SFI 2015-2019 Standards and Rules: the SFI 2015-2019 Forest Management Standard, the SFI 2015-2019 Fiber Sourcing Standard, and the SFI 2015-2019 Chain of Custody Standard.

The SFI 2015-2019 Forest Management Standard promotes sustainable forestry practices. The requirements include measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

The SFI 2015-2019 Fiber Sourcing Standard promotes responsible forestry practice, that address the 90 percent of the world's forests that are not certified. To broaden the conservation of biodiversity, use forestry best management practices to protect water quality, provide outreach to landowners and utilize the services of forest management and harvesting professionals. SFI believes that this standard encourages the use of responsible forestry practices for SFI program participants that must procure fiber from non-certified land.

## Survey of Americans' view on sustainable paper released

*Asia Pulp and Paper (APP)*

The results of the APP survey are based on 1,017 interviews, conducted online by ORC International from September 25-28, 2014 among a demographically representative US sample of adults 18 years of age and older. The results found:

Fifty-six percent of Americans want more sustainable options for the paper and packaging products they purchase.

Forty-two percent of Americans are willing to pay more for sustainable paper or products in sustainable packaging

One-third of Americans said it's important to conduct research into a company's environmental practices before making a purchase

Fifty-two percent of Millennials are willing to pay more for earth-friendly / deforestation-free / sustainable paper products or products in such packaging

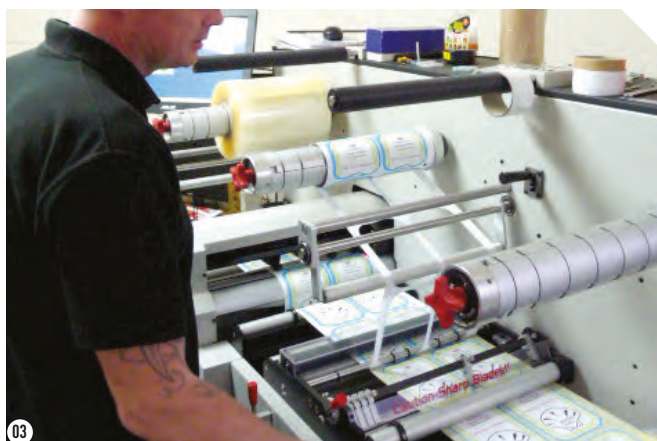
Seventy-one percent of Americans say that a product's sustainable attributes (such as chlorine-free, certified and deforestation-free, made from recycled materials) influence paper and package purchasing decisions.

## Valuing sustainability

*Stora Enso*

Retailers and brand owners who fully embrace the opportunities presented by sustainable packaging can achieve an increase in net sales of 2-4 percent, according to Stora Enso's latest Viewpoint report, Future of packaging for the Millennials. The report states that 59 percent of Millennials – the generation born between 1980 and 2000 – consider packaging sustainability to be important throughout the value chain.

# Installations



## 01 Mark Andy P3

*KDS, Poland*

KDS, a Polish label converter, has become the first commercial user of a LED-UV narrow web press in Europe following the installation of a Mark Andy P3 Performance Series.

With LED-UV's facility for instant start up and shut down, KDS estimates the P3 is saving it around 2,000 EUR per month on electricity consumption, compared with conventional UV, and has significantly reduced substrate wastage.

Currently running the P3 at 150m/min using 70 percent of lamp capacity, KDS sees opportunities for further savings. The new press also requires less heat and ozone dissipation, and operates at a lower decibel level than a conventional UV press, making for a better operator environment.

The new press, using Paragon inks supplied locally by DSL, went straight on to triple shift working.

## 02 KBA Rapida 106

*TCPL Packaging, India*

TCPL Packaging, one of the biggest packaging printers in India, has ordered another KBA Rapida 106 in medium format for its sheet-fed offset operations.

The company prints and finishes 3,600 tons of carton every month or 43,360 tons per year. Its sales have risen from 1.31 million USD at the start of the 1990s to 69 million USD today.

The new 8-color KBA Rapida 106 press with coater ordered by TCPL Packaging is equipped for printing board and film. It will be set-up for UV mixed operation allowing the firm to offer maximum flexibility in terms of in-line finishing.

The 450mm (17.7in) wide press features automated in-feed and out-feed systems, a coating supply and cleaning system, IR/TA/UV drying systems and four VariDry UV interdeck dryers.

## 03 iTech Centra HS digital label system

*Malmesbury Labels, UK*

UK flexo printer Malmesbury Labels has made its first investment in digital with the installation of an Allen Datagraph Systems iTech Centra HS label system to produce cost-effective 4-color labels in smaller quantities.

Malmesbury Labels prints self-adhesive labels for a wide range of applications, from food and drink products to general packaging and labeling.

To better meet customer requirements, Malmesbury Labels decided to invest in a digital printing system to bring down the cost of producing small runs, and was looking for a complete system.

It felt that many of the more economical systems could not print accurately on pre-cut media and found some of the analog cutters to have problems with digital printing.

## 04 Tresu Ancillary technology

*Trioplast Nyborg, Denmark*

Danish polyethylene packaging supplier Trioplast Nyborg has halved set-up times to two hours after modernizing its 4-color Fischer & Krecke CI flexo press with Tresu Ancillary's FlexiPrint chambered doctor blade and F10 iCon ink supply systems.

Trioplast carried out the refurbishment on the 1,650mm-wide press, which mainly handles shrink-wrap and stretch-hood film for logistics end uses to meet the increasing demand for shorter, more frequent orders – a consequence of customers cutting stockholding levels to one month's supply.

The Tresu installation provides an automated, controlled, enclosed flow of ink and coating from the bucket to the anilox roll cells, without leakage, escape of fumes or contamination with air. This is the third such retrofit





# SAELIM TYRE LABELS

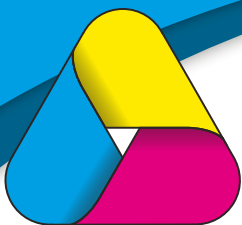
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06

# ThermoFlexX 30

*Bhatia Graphica, India*

A ThermoFlexX 30 has been installed at Bhatia Graphica in Mumbai, the first made by Malhotra Graphics, ThermoFlexX's regional distributor, while an order has been received for a ThermoFlexX 48 from Repro Poly Services, a pre-press house based in Hyderabad.

Navdeep Dadwal, vice president of sales at Malhotra Graphics, said: 'The installation at Repro Poly Services will be complete by the end of January. We are in talks with a few companies and are hoping to close more orders by the end of this financial year.'

ThermoFlexX 30 units are equipped to handle both flexo plates and metal back plates for dry offset. Dadwal said: 'Bhatia Graphica has opted for a top of the line configuration which can handle a screen resolution of 5,080dpi to produce plates in HD quality. This machine comes with an option of faster laser to achieve fast productivity.'

Ram Bhatia, md at Bhatia Graphica, said: 'We required a Ctp for competing in the market and producing better quality plates. We are happy with the quality of plates being produced by the machine and may invest in more this year. We have known Malhotra Graphics for many years now and trust their services.'

# AB Graphic International

*Loc España, Spain*

Loc España has installed an AB Graphic Omega SRI inspection slitter rewinder and a Vectra turret rewinder at its factory in Madrid. 'The AB Graphic equipment will help to increase our production and provide excellent service to our clients. It has already served to reduce the bottleneck that was forming along our finishing lines,' said Zoilo López Lorenzo, head of Loc España's production department. The Getafe, Madrid-based company has operated for 35 years and employs 60 people – 60 percent of whom are under the age of 30. It operates nine printing lines and exports to France, Portugal, Austria and Poland.

# Atlantic Zeiser Digiline Versa 300

*Clondalkin Pharma & Healthcare, Ireland*

Clondalkin Pharma & Healthcare has installed its first mass carton serialization capability at its Cherry Orchard facility in Dublin in the form of an Atlantic Zeiser Digiline Versa 300. The finished cartons are fed into a coding stream that uses a printhead and UV dryer allowing fast coding speeds, while the twin VeriCam camera data inspection system verifies application. This facilitates application, code verification to the master data and readability. An automated rejection process is also included.

From its three facilities, the converter produces a wide range of printed components from cartons and labels to clinical trial extended content labels.

# Vijuk MV-11 Triple Knife Outsert System

*3C! Packaging, USA*

3C! Packaging, an independent privately-owned pharmaceutical packaging producer specializing

in the design and manufacture of custom folding cartons, printed literature, inserts/outserts, labels/foils and unit dose applications, has invested in a Vijuk MV-11 Triple Knife Outsert System that will allow it to produce 294-panel outserts that provide a significant increase in copy space for necessary product information and instructions.

The new Vijuk MV-11 Triple Knife Outsert System, which folds outserts as small as 1-1/8 x 1-1/8in with up to 294 panels – nearly 10 percent more than previous models – creates a significantly more compact printed component that increases production speeds and shortens turnaround time while decreasing manufacturing costs, 3C! Packaging said.

# HP Indigo

*Lightning Labels, New Zealand*

Auckland-based Lightning Labels has ordered its second HP Indigo press as it looks to capitalize on growth in its digital printing volumes.

It made its first investment in HP Indigo digital press technology two years ago. Company managing director Chris Goodwin said the purchase of this latest HP Indigo press is aimed at catering to an increasing number of variable data jobs and other label work on which the firm might otherwise miss out as a result of conventional printing cost structures, such as letterpress plates.

Further, Lighting Labels' investment is said to be aimed at coping with the expansion of its digital volumes, which currently stand at 20-25 percent of total turnover and are growing.

installation of Tresu equipment by Trioplast Nyborg.

The F10 iCon circulates the ink at stable, easily adjustable viscosity, pressure and temperature levels, and completes an ink change within 10 minutes. It also stores flow settings of every color on each job, which can be automatically recalled without the need for manual data entry. Tresu said this brings significant set-up efficiencies to Trioplast, which has a database of several hundred Pantone spot colors that are used for reproducing many customers' liveries.

The FlexiPrint doctor blade system ensures uniform ink transfer directly to the anilox cells, without air being trapped at fast speeds. Pressure is adjusted to exact levels required to form a wall of ink at the point where rotating cells meet the blade, preventing air contamination and foaming. Because the sealed environment prevents air contamination, long-term storage of leftover ink is possible, for example over a shutdown period. Doctor blades are positioned at an angle with the anilox to minimize wear, prolonging operational life, and, with the E Line clamping system, are replaceable within one minute.



05

## Label & Packaging Showcase



01



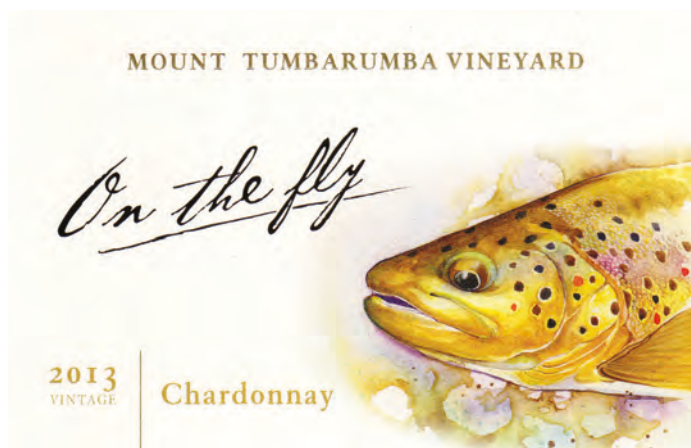
02



03



04



05

### 01 'Banksy' beer label

Malmesbury Labels, UK

Printed with Allen Datagraph iTech Centra digital label system in a limited edition

### Prancing Pony India Red Ale

Collotype Labels Australia

Winner TLMI International category Digital Printing – Color Process Prime

### 03 SipSmith Summer Cup

Collotype Labels, UK

Winner International category TLMI awards Wine & Spirits – Flexography/Letterpress – Line & Tone Screen/Tone – Prime

### 04 Date Honey

Multi-Color Corporation, China

Winner International category TLMI awards Multi-process-Line/Prime

### 05 On the Fly 2013 Chardonnay

Collotype Labels, Australia

Winner International category TLMI awards Wine & Spirits – Digital Printing – Color Process – Prime

### 06 Fanny Lime Head Riesling

Collotype Labels, Australia

Winner International category TLMI awards Wine & Spirits Color process – Prime





06



07



08



09



10

# 07 'Happiness Is' beauty/healthcare brand

Royston Labels, UK

Tube labels printed in up to eight translucent colors onto a metallic base material, providing a myriad of metallic effects

# 08 Beech Nut

Hammer Packaging

Printed on Nilpeter 8-color flexo press on MDO clear film with UV gloss varnish

# 09 Mao Men's Multi-Vitamin

Multi-Color Corporation, China

Winner International category TLMI awards

Multi-process – Color process – Prime

# 10 Dulux Rapidry

Multi-Color Corporation, Poland

Winner International category TLMI awards Offset

color process – Prime



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# Appointments



**Dr Doug Edwards**  
*Chief executive officer*  
*Xaar*  
Xaar has named Dr Doug Edwards as its new chief executive officer, replacing Ian Dinwoodie who is retiring.

**Mark Robertshaw**  
*Chief executive officer*  
*Innovia Group*  
Innovia Group has named Mark Robertshaw as its new group chief executive officer, succeeding David Beeby who is retiring.



**Reinhard Marschall**  
*Managing director*  
*KBA Deutschland*  
Reinhard Marschall has been appointed as the new managing director of KBA Deutschland, effective January 1, 2015, succeeding Ramona Weiß-Weber at the head of Koenig & Bauer's German sales and service subsidiary for sheet-fed offset presses.

**Robert M. Amen**  
*Director*  
*Verso Corporation*  
Verso Corporation has appointed Robert M. Amen as a director as part of an expansion of its board after the acquisition of NewPage.



**Udo Panenka**  
*President, Esko*  
Esko has named Udo Panenka, its current senior vice president for global sales and marketing, as the company's new president, succeeding

**Satish Subramanian**  
*Vice president of global sales and marketing*  
*Cosmo Films*  
Cosmo Films has appointed Satish Subramanian to lead its worldwide sales and marketing efforts during the company's 'global expansion drive'.



**Pierre-Marie De Leener**  
*Chairman*  
*Flint Group advisory board*  
Flint Group has appointed a new advisory board to oversee and support the work of its executive management team following its recent change of ownership, including Pierre-Marie De Leener as chairman.



**Andreas Hollmann**  
*Chief executive officer*  
*Goebel*  
Goebel has named Andreas Hollmann as its new chief executive officer, who has taken over from interim CEO Roberta Chilardi but who will remain responsible for the further integration of Goebel into the IMS Deltamatic Group structure and the optimization of processes within the company.



**Jorge Suarez**  
*Latin America sales manager*  
*RotoMetrics*  
RotoMetrics has named Jorge Suarez as its new sales manager for Latin America, where he will be responsible for managing and growing business in what the company calls a 'critical region'.

**Vic Stalam**  
*President*  
*Highcon Americas*  
Vic Stalam has been named as president of Highcon Americas as part of a move by the company to continue to grow its presence in the 'world's largest market'.



**Marc Paez**  
*International sales manager, Africa and the Middle East, Rotatek*  
Marc Paez has joined printing equipment manufacturer Rotatek as international sales manager for Africa and the Middle East as the company targets 'real growth' in the region.



**Joseph Kwan**  
*General manager*  
*KBA Taiwan*  
In order to cope with growing customer demands, Joseph Kwan, former general manager of KBA (HK), has been appointed as general manager of KBA Taiwan.



**Eric Wong**  
*General manager, KBA*  
Eric Wong has been appointed as general manager of KBA (HK), succeeding Joseph Kwan in managing the overall operation and marketing activities in Hong Kong and South China.



**John Rogers**  
*Global executive director*  
*Dscoop*  
Dscoop has named its leadership for 2015, with John Rogers to serve as global executive director and Gary Peeling as global chairman.

**Peter Weissman**  
*President*  
*RadTech*  
RadTech, the non-profit trade association for ultraviolet (UV) and electron beam (EB) curing technologies, has named its board of directors for 2015, with Peter Weissman of Quaker Chemical Corp assuming the role of president.



**Bettine Pellant**  
*Chief executive officer*  
*Picon*  
Bettine Pellant has been appointed as the new chief executive officer of Picon, a UK industry association for manufacturers and suppliers to the printing, papermaking and paper converting sectors.

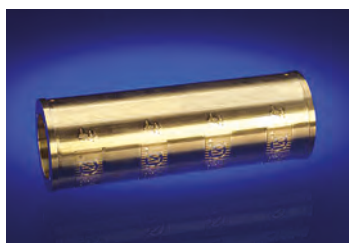


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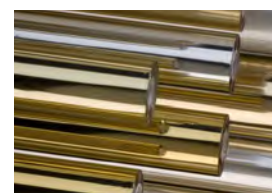
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## Appointments



**Sir Nigel Sheinwald**  
*Non-executive director  
Innovia Films*

Innovia Group has appointed career diplomat Sir Nigel Sheinwald GCMG as a non-executive director to enhance the group's capability to support its continued international growth and expansion.

**Dr Rick Michelman**  
*Print & Packaging group  
director  
Michelman*

Dr Rick Michelman, Michelman's chief technology officer, has assumed the role of group director in the Printing & Packaging group on an interim basis as part of the company's new organizational structure.

**Shaun Robinson**  
*Non-executive director  
Symphony Environmental  
Technologies*

Symphony Environmental Technologies has named Shaun Robinson, managing director of Somerston Group, as a new non-executive director of the company after his company made an investment in the plastic technology specialist through an equity investment program.

**Mike Wilkinson**  
*Sales executive  
Universal Converting  
Equipment*

Universal Converting Equipment has appointed Mike Wilkinson as sales executive to drive growth of its slitting technology and help the company 'reach our targets'.



**Thomas Kratochwill**  
*Sales and marketing director,  
Speciality Papers division  
Sappi Europe*

Sappi Europe has promoted Thomas Kratochwill to the position of sales and marketing director of its Speciality Papers division, where he has succeeded the retiring Rosemarie Asquino.



**Mark Snyder**  
*Southeast technical graphics  
advisor, Harper Corporation  
of America*

Harper Corporation of America has appointed Mark Snyder as Southeast technical graphics advisor, in a move to support its customers in the area with continued access to its products.

**Steve Schulte**  
*Board of directors  
TLMI*

TLMI has appointed Steve Schulte, vice president of sales and marketing at Mark Andy, to the association's board of directors.

**Jörg Weidauer**  
*Area sales manager, fluid  
coating systems, EMEA  
Nordson Corporation*

Nordson Corporation has appointed Jörg Weidauer to the new position of area sales manager for fluid coating systems in Europe, the Middle East and Africa (EMEA).





**Marc Schillemans**  
*Vice-president of sales,  
EMEA*

**Landa Digital Printing**  
Landa Digital Printing has named Marc Schillemans as its new EMEA vice president of sales as it looks to bolster its sales ramp-up and market penetration.



**Kobi Ulmer**  
*Vice president  
of field operations*

**Landa Digital Printing**  
Ulmer has been promoted to the position of vice-president of field operations from director of worldwide sales at Landa Digital Printing, taking on responsibility for overall operational and logistical implementation of Landa's market strategy, including global customer satisfaction, consumables, facilities and field logistics.

**Ginger Cushing**  
*Board of directors  
AIMCAL*

Ginger Cushing, global sales manager for packaging at Michelman, has been appointed to the board of directors at the Association of International Metallizers, Coaters and Laminators (AIMCAL).



**Alec MacIntyre**  
*Sales manager  
Encore Packaging Solutions*  
Washington, UK-based Encore Packaging Solutions has appointed Alec MacIntyre to the newly-created position of sales manager, with a focus on expanding the company, especially within the north-east.

**Richard Passov**  
*Independent board members  
Coveris*  
Coveris has installed three new independent members to its board of directors, with Richard Passov, Luis Bach and Fernando Aguirre joining eight other members, and bringing skills and knowledge gained over many decades of experience at international businesses operating in a variety of sectors.



**Kathleen Keller-Hobson**  
*Corporate director  
CCL Industries*  
CCL Industries has appointed Kathleen Keller-Hobson as its new corporate director a who will bring 'great value' to the company's board and committees through her experience in corporate finance and governance.

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what appears simple is often  
the most difficult to realize



Team Member



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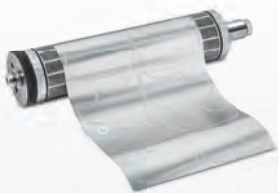
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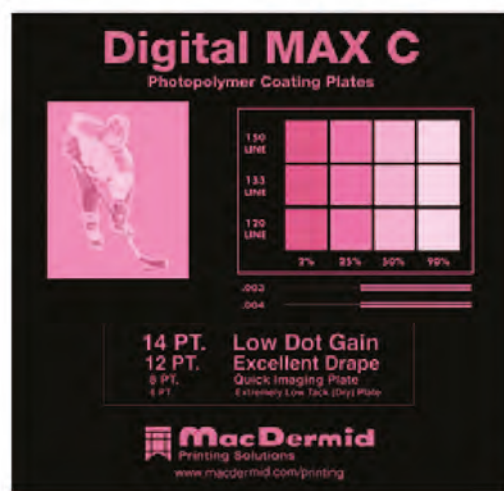


Rotary Machines

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## New Products



### 01 Discovery MaxScan launched *Lake Image Systems*

Lake Image Systems has launched Discovery MaxScan, contact scanning technology designed for high resolution print inspection. Discovery MaxScan provides true 600dpi resolution for print inspection applications at web or sheet widths of 309mm (12in), 619mm (24in) or 929mm (36in). Discovery MaxScan's linear contact scanner has a working distance of just 12mm (0.5in) with a maximum headroom requirement of less than 170mm (7in). Discovery MaxScan also has the ability to provide consistent and reflection free images of holograms and foils.

### 02 Flexo printing module

*Tresu*

Tresu Group has introduced a customized flexo printing module for integration into a water-soluble detergent pouch filling and converting

line. Developed in collaboration with a large global consumer goods manufacturer with plants at several locations worldwide, the new integration module enables household detergent manufacturers to comply with a new European safety directive requiring individual capsules to carry warning messages.

The integrated Tresu F10 iCon ink supply system constantly feeds the printing units and maintains optimum viscosity, temperature and pressure. Sealed, pressure controlled chambered doctor blade systems enable direct, foam-free transfer of ink or coating to the anilox rollers, ensuring a consistently clean printed image.

### 03 Digital Max C

*MacDermid Printing Solutions*

MacDermid Printing Solutions has introduced Digital Max C, a new digital flexo plate designed

specifically for coating and varnishing applications.

Digital Max C a product line extension of its existing Digital Max, has a thicker PET backing than traditional Digital Max, providing for excellent registrations on coating stations. Digital Max C, a 78 durometer plate, is ideally suited for various water-based and UV coating applications. The optimized formulation allows for enhanced transfer capability with various specialty inks, varnishes, and spot and full coatings.

Digital Max C is also fully compatible with MacDermid's LUX platemaking process for even further enhancement of coating transfer with surface screening techniques. Additionally, Digital MAX C can be dual processed, either in conventional solvents or in MacDermid's Lava thermal platemaking system.





# Q&A

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**Tan Junqiao** has been instrumental in developing China's label industry since the 1980s and remains a passionate advocate. Interview by *Kevin Liu*



**L&L: For how long have you worked in the label industry?**

**TJ:** The connection between myself and label printing can be traced back to when I was working for the China Packaging & Printing General Corporation as general manager and president. In the 1980s, the Chinese packaging industry was still backward, and the whole market was in a phase of 'first grade product with second class package and third class price'. Thanks to the popular conception of 'production first, package last', numerous problems occurred with the quality of the packaging, which caused a huge loss of approximately 10 billion Yuan (1.63 billion USD) each year for our country. Under such circumstances, the State Council paid close attention to this subject and undertook a nationwide examination and overhaul of packaging quality. You can say that I commenced my package printing career from that time, and until now, it's been more than 30 years.

**“Digital developed slowly in the early stages, but in the last couple of years it has moved fast. Almost 300 digital printing presses have been installed in China”**

During that period, I brought my team to Japan and surveyed the Lintec operations, to the USA and Europe to study label and package printing corporations and relevant industrial chain enterprises. We were the first to import a PS adhesive production line for Shandong Paper-Making's seventh factory. Later, Tianjin Printing Corporation also started to produce PS adhesive labels, and they imported one PS adhesive production line. Therefore, I can say that I witnessed the growth of PS label production in China from the first sprouting to today's strong industry.

**L&L: Tell us about the formation of the Label Printing Sub-Association of PEIAC?**

**TJ:** Previously, I introduced my work in the package printing industry as a whole. I started officially in the label printing industry in 2003, when I was the managing vice president of the PS label section of the China Trade Association for Anti-counterfeiting (CTAAC). In 2008, upon receipt of approval from the Ministry of Civil Affairs, the Printing and Printing Equipment Industries Association of China (PEIAC) set up the Printing Sub-Association, where I was nominated for the president, and now honorary president.

**L&L: What is your role there?**

**TJ:** The aim of the association can be summed up in one word: service. We mainly provide services for three groups – the government, industry and commercial enterprises. We are the bridge which helps enterprises to act and move the whole industry forward. For example, we took part in the compilation of the industrial development program for the 12th Five-Year Plan; we proposed industrial product and test standards; organize the communication of technical information; and conduct research studies into a wide range of industrial activities.

**L&L: What challenges do you think the Chinese PS label industry is facing?**

**TJ:** The Chinese label printing industry is only 20 years old, but the regions and industries it services are multitudinous; customers' requirements are now quite different; a wider gamut of materials is used; the printing methods and equipment for label printing cover

a range of technologies, including letterpress, flexography, offset printing, screen printing, digital printing and others. The industry is much more complex than in other countries. Due to historical reasons, letterpress label printing is still in a leading position, occupying 70-75 percent of the Chinese label printing industry. Flexo printing comes second, at about 12-15 percent. The number of flexo presses nationwide is approximately 1,600, which is quite different from the international trend. The mainstream of international label printing is flexo and digital printing.

Environment protection is another big problem for the industry. More efficient waste disposal and recycling in our enterprises require a deeper study of international experience. We need to intimate and integrate them into our industry. But many enterprises just take the simple measures of bury and burn.

**L&L: How do you perceive the development of digital printing in China?**

**TJ:** Digital printing has become one of the fastest-growing and most promising technologies in today's world. In China, digital printing has been applied in label printing for 7-8 years. It developed slowly in the early stages, but in the last couple of years it has moved fast. At present, almost 300 digital printing presses have been installed in China. I believe letterpress printing in China will reduce and digital printing will become the mainstream of development.

In my view, the fast development of digital printing is based on the following factors: 1. Traditional equipment is harder to differentiate, so the competitive advantage for label printing enterprises to purchase traditional presses is fading; 2. the competition in the consumer market has become fierce, the demand cycle of labels and packaging becomes shorter and shorter, and suppliers need to react more promptly; 3. Following the formation of vast markets and complex logistic operations, the demand for variable information and anti-counterfeit functions will be inevitable; 4. The cost of labor, material and logistics in China is gradually increasing while the overall cost of digital printing equipment decreases year by year, and the cost equilibrium point is coming; 5. The overall environment of digital label printing is improving, with the full set of digital printing solutions now including coating equipment, color management and post-processing. We can foresee that in the near future, digital printing technology, representing one of the growing trends of worldwide label printing, will set off a boom of innovation and progress in our label printing industry.

**“I witnessed the growth of PS label production in China from the first sprouting to today's strong industry”**

**L&L: What has been your involvement in the Electronic Drug Supervision Code?**

**TJ:** In 2011, Premier Wen Jiabao promoted throughout the country the implementation of electronic drug supervision codes in the pharmaceutical industry. The label printing association provided assistance in the establishment of the standards for these electronic supervision codes. From the year 2009, we organized forums every year to provide assistance for all enterprises involved in this industry. During this period, we helped the Peking University Founder Group successfully invest 20 million Yuan in their inkjet digital printing press project, and today they have already sold more than 300 inkjet digital presses, solving the demands of electronic supervision codes for more than 500 package printing enterprises.

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Tan Junqiao at the opening ceremony of Labelexpo South China in Guangzhou

**L&L: Which new policies are you working on in 2015?**

**TJ:** Our association is now organizing the compilation of the technical development route map of China's printing industries – the label printing part. The compilation work is guided by four principles: science, foresight, creativity, directness. Our purpose is to provide a scientific plan and guidance for the technical development path of the printing industry by virtue of market demands analysis, technology analysis and a forecast of technology trends. Besides this, the association is drafting industrial testing standards for the label printing industry and will report it to the relevant state department this year.

**“The Chinese label printing industry is much more complex than in other countries”**

**L&L: How do you cooperate with international label associations?**

**TJ:** We are a member of the L9 organization, which is a worldwide alliance of label associations, and we have already established close contact with European, Japanese and US label organizations. Each year, we will join the forum organized by L9 and participate in its appraisal work and on the World Label Awards.

**L&L: How do you maintain a passion for your work?**

**TJ:** I have put all my enthusiasm into the Chinese label printing industry and pushing its development will continue to be my career for the rest of my life. In my opinion, remaining young and energetic relates to your rigid pursue of a career.

**L&L: Could you please talk about your life outside your job?**

**TJ:** All work, all the time – that is my current life status. For me, my job is my life. If I had to choose one hobby, photography is my favorite.

*China rising*

*L&L China editor Kevin Liu assesses the factors driving the growth of the Chinese pressure-sensitive label market*

While the rate of development for the label market in China has slowed, data still shows 10 percent growth in recent years, keeping the nation as one of the fastest growing markets in the world. The constant speed of business growth, rising population and an increasing middle-class has increased the demand for branded goods. The potential development of the self-adhesive label market is particularly of interest based on the change of several end users across several markets.

Chinese product managers have gained clearer brand awareness and are paying acute attention to package design and brand image. This means the market has experienced a significant adoption of pressure-sensitive labels over the last year.

Avery Dennison China cooperates closely with many local brands, such as the China Great Wall Wine Company. The global materials supplier hosted customers and end users to celebrate its 20th anniversary this fall. George Gravanis, VP and GM of Avery Dennison in Asia Pacific, said: 'Since Great Wall adopted adhesive labels, the new design shows the company's innovation culture.' Additionally, the popular Chinese dish-washing detergent, Liby, switched to a clear-on-clear self-adhesive label to differentiate the brand on supermarket shelves, and convey its high-end image through packaging.

The movement has been seen in the beer market as well. Ritrama cooperated with local beer brand Huanghe Beer to move towards transparent washable adhesive labels.

# Latin America News



Ametiq celebration

## Ametiq hosts end of year celebration

*Mexican association president shared 2015 plans and industry trends*

Mexican label association Ametiq celebrated the end of 2014 with a gala dinner for converter and supplier members at a restaurant in the Polanco neighborhood of Mexico City in December. Keren Becerra, Ametiq's president, gave a presentation on the association's plans for 2015 and discussed major industry trends. Also in attendance were the presidents of fellow Mexican associations Anidigraf and Uilmac.

Becerra emphasized that in 2015 Ametiq would look to strengthen its partnerships with other Mexican graphic arts associations, as well as continue to focus on its work with the L9 global group of label industry associations. She highlighted the Mexican Label Awards, which will take place during Label Summit Latin America in Mexico City in April.

This year the association launches its Ametiq Tours, allowing converters to visit companies in different regions of the country, and will continue supporting the Fidel Velasquez technical university. Alliances with additional training institutions are being sought.

'According to Canagraf, there are more than 18,000 companies in Mexico's graphic arts sector,' said Becerra. 'In 2014, these companies faced diverse challenges, challenges which some could not overcome. In 2015, the graphic arts industry in our country is forecast to grow by 12 percent, so we look forward to a year full of challenges but also important opportunities. It is up to us to seek out those opportunities.'

Among the attendees were label converters Etiqueta Fina, Etirapid, Special Label, Innovo F&H, Eticom and Etiquetas Lobo Impresores; supplier partners present included Arclad de México, Daetwyler, Durst, EM Graphics, Flint Group, Grupo Sanchez, Industrias ARC, Jetrix, MPS Proflexo, Natural Ink, Nazdar, SGP Prints and Sun Digital.



For the most up-to-date label industry news, see [www.labelsandlabeling.com](http://www.labelsandlabeling.com)



## FIT modular flexo press launched

*Etirama*

Brazilian manufacturer Etirama has launched FIT – an entry-level modular flexo press for label printing.

At an open house event in October at Etirama's factory in Sorocaba outside Sao Paulo, the company welcomed 320 visitors to see three units of the press in full operation, printing beer, wine and vodka labels. Converters from Brazil, Argentina, Paraguay, Colombia, Spain, Portugal and Russia were in attendance.

According to sales director Ronnie Schröter, the press's early reception in the market has been 'phenomenal', with 22 units sold within just 45 days of its launch. 'The Etirama FIT is a press of international quality with perhaps the best price in the world market,' he told L&L.

The press can feature up to eight colors and has a maximum web width of 250mm. Printing at up to 100m/min, it features UV curing, automatic tension control, cold stamping and delam/relam. Also present at the open house were supplier partners Arconvert, Cartes, BST, Crown, UV Tech, Zenite, Yesbom, Alpha Cliches, Metalflexo, Laserflex, Open Brazil and Nathalgraf.

*According to sales director Ronnie Schröter, 22 units were sold within just 45 days of the press's launch*

## Growth in Mexico

*Flxon*

Flxon has moved to expand its customer service offering in Mexico by doubling of its bilingual customer service team specialists and extending its Customer Priority Service (CPS) program. CPS allows its customers to more easily receive quicker service relating to the Swed/Cut brand of doctor blades and Flxon's own G2 ProProducts line of products and services. Flxon has established direct access to its team of bilingual specialists via two email hotlines ([wecare@flxon.com](mailto:wecare@flxon.com) and [order@flxon.com](mailto:order@flxon.com)) which are monitored seven days a week, assuring a response within minutes from members of its customer satisfaction, technical and operations departments. They are able to quickly process inquiries, provide answers to technical questions, place new orders, track existing orders and schedule on-site plant visits, Flxon said.



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# Coca-Cola gets personal with individually designed labels

*Coca-Cola has again broken new ground in using digital label printing to excite consumers with a radical marketing campaign based around item-level personalization. Andy Thomas reports*

**A**s part of the worldwide Stay Extraordinary campaign for Diet Coke, some two million bottles with unique, colorful designs were created and produced by HP Indigo for Coca-Cola Israel's Extraordinary Collection.

Each one of a kind, the bottles were sold in supermarkets, stores and restaurants across the country in the summer of 2014. The printing project included shrink sleeves on glass bottles and wrap-around labels on plastic containers.

From 23 original designs, millions of variations were created using HP's patent-pending SmartStream Mosaic technology in HP SmartStream Designer. Digital printing on the HP Indigo WS6600 digital press was conducted by label converter S.L.R. Printing Industries in cooperation with analog printer Loboprint of Israel, producing labels and shrink sleeves for three different bottle sizes.

Shrink sleeves for 0.35 liter bottles were produced as a combination of gravure and HP Indigo on PETG clear substrate using analog silver, black, Coca-Cola Red and white with digitally printed with HP Indigo ElectroInk CMYK, White and Coca-Cola Red colors in reverse print mode.

Wrap-around labels for 0.5/1.5 liter bottles were produced on

a metallized BOPP substrate using CMYK + White and HP Indigo ElectroInk Coca-Cola Red.

Each bottle featured a tracking number that identified the specific design of their label. Through a dedicated website, customers are able to enter that number and order specialty items that feature the pattern.

Personalized merchandise includes T-shirts, collectible glasses, iPhone covers and canvas bags. The campaign included billboards, folding cartons and point-of-purchase (POP) signage displays.

These items were also printed using VDP technology offered by HP digital printing.

'The idea for the campaign came from our side,' explains Dorin Fisher, Diet Coke brand manager at Coca-Cola Israel. 'We were looking for a way to bring Diet Coke's tagline, "Stay Extraordinary", to life.

And with bringing it alive, reaching out to each and every one of our consumers.

'We decided that in order to convey the message that each and every one of our consumers is unique, we'll do more than just say it – we will actually make it happen.

With that in mind, we decided to make each bottle unique so whenever a customer holds one, he knows there's no other bottle

**"We all understood there was something new here and that we had touched true innovation"**





The personalized bottles go through Coca-Cola's standard production processes

that's the same.'

The unique, kaleidoscope-like designs are far away from the standard Coca-Cola brand colors and classic design guidelines. How easy was it to get agreement from Coca-Cola's brand guardians?

'Coca Cola Company was excited by the idea and understood the importance and the innovation of the project and decided to go with us all the way despite the distance from the brand book,' says Izhak Saar, marketing manager at Coca-Cola Israel.



The promotional campaign extended to personalized roadside billboards

### Working together

HP Indigo worked closely with Coca-Cola, first creating a simulation of the final look for the brand team to take to Coca-Cola headquarters.

A joint working group was formed consisting of the Coca-Cola Israel team, Loboprint, S.L.R. Printing Industries and HP Indigo's Creative Applications Development team, led by Hadar Peled-Vaissman. Also closely involved was Coca-Cola Israel's digital advertising agencies.

'We had a very short time – about three months – to complete all development, preparation and production,' recalls Yoav Lotan, product marketing manager at HP Indigo.

The base designs for the campaign were created by the HP Indigo team. 'Once we got approval we started working on designs and approved them with Coca-Cola after some fine-tuning,' says Peled-Vaissman. 'We defined layouts of the labels and sleeves. This basically defined the areas where we can play with the label.'

Continues Peled-Vaissman, 'The challenge was three-fold – new product development for the Mosaic application; great design work; and ensuring the integrity of the end-to-end-process. We did have to make adjustments along the way but the team was flexible enough to turn it round quickly. We all understood there was something new here and that we had touched true innovation.'

Importantly, the labels had to go through Coca-Cola Israel's standard label application and packing operations with no change in workflow, and with distribution through normal channels.

'In such a project the planning part is critical,' says Lotan. 'We had to make sure the time to market was considered as there are more steps in the manufacturing of the label compared to day-to-day labels. So we had a target and calculated backward from there. The objective again was that the machine in the filling line will not "care" if it has a standard roll or a digitally printed roll.'

### Bottom line

And the final result? 'The campaign was a big success,' says Dorin Fisher. 'And there is great interest from Coca-Cola Company to adapt the project to other countries.'

Fisher cites a sales increase of 2.1 percent, along with an increase of 3 percent in brand preference and an increase of 2 percent in purchase intent. 'As well as that we generated a big buzz online and delighted millions of extraordinary customers.'

What further possibilities does digital label printing offer to a brand like Coca-Cola?

'Coca-Cola brands always strive to be innovative and fashionable and we are sure that we will continue to surprise you!' says marketing manager Izhak Saar.

Adds Yoav Lotan: 'Markets like Israel and Australia – where the Share a Coke campaign originated – really work for Coca-Cola as "laboratory" models to test new ideas and ways to go to market.'



### L&L cover

The cover of this edition of L&L features one-of-a-kind bottle designs produced with the same technology used for the Diet Coke Extraordinary Collection campaign.

The total number of L&L covers was 16,000 unique prints. These were printed on an HP Indigo 10000 digital press, a 29-inch format sheet-fed press. The personalization technology was HP SmartStream Designer's Mosaic VDP technology, and the printer Precision Printing in the UK (47 Thames Road, Barking, IG11 0HQ T: 0845 606 4001).

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Retrato Número Uno mezcal with a large full-coverage black pressure-sensitive label with a man's face in white on the front and a touch of blue color to symbolize royalty

# Villalba delivers digital luxury to Mexico

*Danielle Jerschejske reveals how GraficaVillalba has developed a digital printing business focused on beverage labels for premium Mexican brands*

**G**raficaVillalba entered the digital label printing business five years ago with an investment in an HP Indigo ws4500 digital toner press and an AB Graphic Digicon Series II finishing line – and zero customers. The label converting business operates as Digitalprint GraficaVillalba in Mexico City, one of the largest cities in the world with a population of 24 million people. It focuses on providing high quality labels to the premium craft beverage segments that's fashionably emerging in Mexico, as well as the pharmaceutical, health & beauty and food sectors.

GraficaVillalba is the exclusive distributor for Flint printing plates in Mexico and produces flexographic plates for wide web flexible package printing and special dies for corrugated board. GraficaVillalba CEO Adalberto Villalba wanted to get into the

printing business and looked to partner with Martin Rodriguez. Rodriguez, with 15 years' experience in the industry, has served as an operations manager in two renowned Mexican package printing enterprises, Flexoprint in Guadalajara (now part of MCC) and CCL in Mexico City, managing production across multiple print processes and converting requirements.

'By entering the narrow web market we do not compete with our customers, and with digital printing, we had the chance to produce something that no one else was doing,' says Villalba. 'We anticipate growth of 20 percent this year.'

Today Digitalprint serves more than 350 customers across the country, running six days per week with three shifts and a single shift on Sunday. The business operates with two HP Indigo WS6600 presses supported by two AB

Graphic Digicon Series II finishing lines.

Wine, beer and liquor (tequila and mezcal) currently account for 29 percent of business output, which represents around 35 percent of revenue. The converter produces private labels for local chefs and others in the hip and trend-setting scene. Digitalprint general manager Martin Rodriguez attributes half of Digitalprint's growth to positive word of mouth shared by existing customers.

## Emergence of Craft in Mexico

Explains Rodriguez, 'Craft beer and boutique beverage producers are very small, but we have hundreds in the country and they're looking for the right service, and we can provide that. In Mexico, digital printing technology is great for these wine, spirits and brewing markets because of the quality of print and the lower run lengths that are



The Presente del Sol label substrate is primed first by material supplier Wausau Coated. After printing on the Indigo machine, the labels are re-registered on the ABG Digicon finishing line to emboss, matte varnish, foil and apply a shiny varnish to the foil

profitable. And these brands can make changes whenever they'd like.'

Digitalprint targets this burgeoning sector because it's a better market to compete in, without many flexographic and other conventional printers in the space. Design

while maintaining the use of vintage foil. Maestro winery uses 8-9 different labels for each harvest to feature the works of local artisans.

Sangre Brava and Minerva are prominent craft beers finding root in the country. Rodriguez says, 'While craft beer accounts for as little as one percent of the beer market in our country, each state has at least one craft beer association.'

For tequila and mezcal, both made from agave plants, some brand owners tend to prefer clear film labels to show the clarity of the product. For example, the Viejo Indecente brand shows an old man watching the consumer through a two-side printed keyhole label. Still, other liquor brands have chosen to use the label to make a bold impact, such as the Retrato Número Uno mezcal with a large full coverage black textured pressure-sensitive material with a man's face in white on the front and a touch of blue color to symbolize royalty.

Says Rodriguez, 'Often the customer has an idea of what they want the label to be, but it's not possible to produce it. We help

potential production savings on labels that don't require the offset digital look that HP Indigo technology delivers, such as the back labels of premium products or other non-prime labels.

Digital printing is not solely reserved for short-run orders. Digital brings great value when variation comes into play. One of the largest runs of luxury brand labels that Digitalprint has produced was 25,000 meters for George Clooney's tequila Casamigos. It has also produced 400,000 meters of promotional labels for a local carbonated beverage product with sequential codes that consumers could enter on the brand's webpage to win a prize. The newest WS6600 was acquired, in fact, to tackle more medium sized orders.

HP Indigo experts have trained Digitalprint's press operators over many hours. Operators include both hands-on graphic designers and operators with flexographic experience that want to evolve their skill set with the latest technology.

Seventy-five percent of the labels produced by Digitalprint are for products made outside Mexico City. To support the needs of its growing clientele, the converter employs nine salespeople in key regions throughout the country. Not all of them are full time. Some work as distributors.

The second HP Indigo WS6600 press was installed in mid-January. Rodriguez believes there's further opportunity with the latest HP 20000 and 30000 mid-web presses. He says, 'The opportunity is enormous for cartons. This is the low-hanging fruit. The flexible packaging markets today are too long – but this will change too.'

Digitalprint will launch Web-to-Print capabilities by the end of the year with an upgraded and re-formatted website to process more jobs faster and improve service.

## "While craft beer accounts for as little as one percent of the beer market in our country, each state has at least one craft beer association"

and quality are imperative to convey the essence of niche, local brands, especially as daily consumption of craft beverages increases across the market.

More Mexican consumers are cultivating a taste in wine and some level of trust can be found in iconic design. Digitalprint has customers that have overhauled their label look from contemporary to classic with a nod to the traditional French wine label to experience an increase in sales by 15 percent.

Still, many Mexican brands have adopted modern design and use digital technology to blend graphics and art to present consumers with a fresh look. For example, the Singular wine brand changes its labels every year

them resolve the technical problems and make it the best design it can be.'

While the converter produces security and authentication labels that incorporate techniques such as micro text, UV inks, holographic cast and cure, tamper evident adhesives and sequential numbers, the capabilities are typically determined by the pharmaceutical and nutraceutical markets rather than the wine and spirits sector.

Since its launch, Digitalprint has finished digitally printed labels using an ABG Digicon Series II system. Rodriguez says, 'We have never had any problems with the machine. It's reliable and the re-registration is very accurate.'

'The HP technology has also been very reliable. In my opinion, in the next ten years, the majority of the narrow web labels will need to be digitally printed. As the technology will continue to advance, the cost will come down.'

In the meantime, the converter is reviewing the latest inkjet printing systems to uncover

### Wine in Mexico

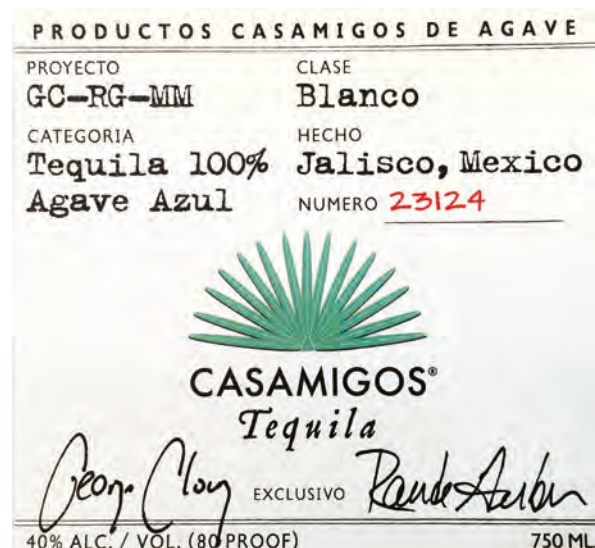
There are three main wine-producing regions in Mexico. The Baja area generates ninety percent of Mexico's wines while the state of Coahuila is the oldest wine-producing area.

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Baja California

**Central region:**  
Queretaro  
Guanajuato

**Baja area:**  
Coahuila  
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Zacatecas  
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George Clooney's Casamigos brand of tequila



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# Success in walking the talk

*Consolidated Label Company has a culture that emanates success. It celebrates 30 years with a new building and further investment guided by award-winning management practices, writes Danielle Jerschefske*

**J**oel Carmany has developed Consolidated Label Company into one of North America's best performing label converting operations. Since its inception in 1984, the business has achieved double-digit growth year-on-year, becoming one of the larger privately held companies in the country.

In a game where the same set of rules applies to everyone, productivity and improving operational efficiency is what sets each player apart from the next. Carmany believes in change and adaptation, and leads his business and associates to capitalize on this belief. 'An important part of life is keeping things interesting,' he says. 'You won't learn more or grow if you continue doing the same things day-in and day-out – personally and in business.'

Consolidated Label has earned the TLMI Eugene Singer Award for Management Excellence twelve times in multiple size categories as the company has grown. The leadership teams are made up of action takers, mostly developed within the business, who walk the talk.

The leaders value hard work, which has created an atmosphere where associates feel confident in their roles and their ability to communicate with and bring new ideas to management. Profitable change is rewarded and recognized. You can feel the pride when you're there; this is the culture that breeds success at Consolidated Label.

Carmany explains, 'It's important to get the people in the business

to know that it's a constant moving set of strategies that take you to the next level. We want our people to be comfortable with evolving with us, and vice versa. When you keep introducing firsts into people's lives, they understand how critical this is. No one wants to be road kill.'

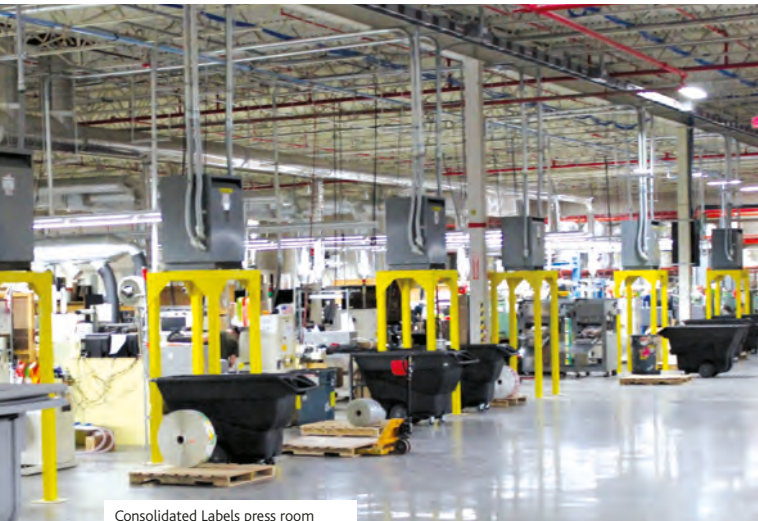
This belief in the need for transformation and value in ambition is what has kept the business ahead of the curve for thirty years and has fueled a passion for understanding market needs early. Wise investment coupled with strong supplier and customer partnerships bolsters the Consolidated Label team.

## **Comfortable with change**

While pressure-sensitive labels represent the vast majority of the converter's business, over the last six years Consolidated has invested to produce printed unsupported film labels and multi-layer film materials. Packaging accounts for 10 percent of sales, and remains a steady, growing piece of the business.

Carmany explains, 'When you can go into a market where there are fewer competitors, it gives you more opportunities. Customers can buy what they want cheaper somewhere else, but you still have a shot.'

Sun tanning and sun protection brand owners started adopting shrink sleeve labels to avoid carrying the inventory costs of pre-printed cans. Due to the interest, a few key customers worked with



Consolidated Labels press room

Consolidated to perfect the production process at an early stage in the decoration technique's uptake. At one point, the converter was the only shrink provider in the state of Florida.

Consolidated chose Nilpeter as its partner to move into packaging production in 2014 with the purchase of a 12-color FB 4200 servo press. The flexographic press offers servo automation and auto registration controls, coupled with advanced web transportation systems and a web temperature control process that delivers the tight registration tolerance required to achieve high quality print on flexible packaging materials.

Paul Teachout, VP sales and marketing for Nilpeter USA, explains: 'The first one in captures market share and that's hard to lose. Consolidated Label saw a gap in the packaging industry and gained the knowledge they needed, and acquired the right equipment to move into the space without stumbling. They went from being one of the biggest and best label shops to immediately ready to print and convert packaging materials.'

There is risk in moving into package printing and as Consolidated evolves, Carmany and his team are evaluating which investment should come next. It takes more resources and requires a higher spend to move into such markets, and service and quality must be superior.

'We've always been more of a boutique shrink provider,' Carmany explains. 'We are targeting the under-served portions of the business: small volume, high SKU count of products and a demand for faster turnaround. We're not going after these Fortune 500 accounts that run high volumes of labels. We are focused on accounts that need better service.'

The market has seen narrow web press manufacturers introduce advanced, more powerful machines in widths of 22, 26 or even 30 inches to service a mid- to high-volume production run with great efficiency. A press with a 26 inch width could be the ideal fit where typical product sizes can run two labels across.

'The level of automation now available on in-line narrow web presses has greatly improved,' says Teachout. 'We now have the ability to process these types of flexible packaging materials as efficiently as wide web central impression presses. This allows our partners to enter into new markets. We can now directly compete with these wide web processes in web transportation, faster changeovers, shorter runs, higher print quality and time to market.'

The converter has found packets to be a successful growth area. Avery Dennison was supportive in helping on the packet material side. Carmany admits, 'It's been a learning process and will continue to be a focal point for us.'

### Digital printing

Consolidated Label strives to anticipate its customers' desires and to provide packaging for today's eager consumers that want their products immediately. As business models like Amazon increase in favor, the value chain must be flexible and swift.

Three HP Indigo WS6000 series printing presses and ABG Digicon finishing equipment provide on-demand solutions in a two-step process. Digital business has evolved into a profit center that accounts for 25 percent of the company's printed label production.

The converter also leverages the technology to capture shorter run orders of business, such as prototype labels for a new product launch. Once the market accepts the product and the client buys-in to the labels, they want them to be consistent as their brand grows. One small customer grew so rapidly that it required 450,000 USD in labels in a year and half.

Says Carmany, 'With the HP print, we dirty-up the process colors if we anticipate product growth and the need to move production over to flexo. It's a problem getting digital and flexo to match. Packaging converters need to be able to move a job between flexo and digital without the customer noticing variation. This development needs improvement.'

### People, passion and performance

The company employs more than 250 people. It hasn't brought in many industry experts, rather it has chosen to home-grow its talent and appoint people into roles that serve the best of their ability and range. Management works hard to understand what levels its people are at to avoid forcing them to go beyond their abilities.

On-the-job training has contributed to the company's achievement. Each position has a training plan. Existing operators serve as the trainers, which creates a positive relationship amongst the team and helps newer associates understand the entire production process.

Operations manager Jim Voltoline started as a pressman in the business thirty years ago. Says Carmany, 'He's had the vision to understand where we are and where we need to go – and the ability to continue to learn and develop the leadership skills required to fulfill our vision.'

Every process is audited to ensure quality and the entire job is audited at the end of the process before distribution. Quality rejects at the company are less than one percent, both internal and external.

If there are any issues, an electronic complaint is entered and sent to each stakeholder on the production team. Immediately multiple associates know what happened and can begin figuring out why. Carmany says the key with problems is to determine the fix quickly and communicate with the customer right away.

Management openly communicates production achievements.

### Built for growth

Consolidated Label moved into a newly renovated 170,000 sq ft (15,800 sqm) facility in Sanford, Florida, at the end of 2013. With more than twice the space, the new plant sits on 24 acres of land that secures space to continue momentum. Everything is new – only the people and the presses were transferred from the old facility.

The new plant is intended to better serve Consolidated Label's customers and keep pace with business demands. It improves flexibility within operations and gives more space for inventory, equipment and employees. Beyond manufacturing space and offices, the building includes gadget-friendly common areas for employees and visitors to socialize, a fully equipped gym, a game room, massage room and various dining spaces inside and out.

'The added amenities in the new facility will help improve our employees' work environment and build a stronger, more lasting company culture,' says Carmany.

Nilpeter supported the move with its US service team over the course of 35 days, ensuring that the label business ran with no down time. Temporary software built by the in-house IT staff managed production in both the old and new facilities to maintain business as usual.





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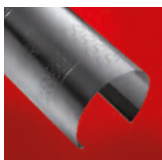
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Nilpeter FB 4200 press at Consolidated Label

Daily production results are made transparent. Each person working on an individual press is measured by the jobs produced per shift. All promotions and salaries are based on performance. Operators must be results-oriented. Quality requires a shared mind with regards to what the team is trying to achieve, and this is rewarded.

'You can tell people all day long what you want,' says Carmany. 'When you constantly share the results of what's going on, each person can be a part of the success.'

The complexity of the jobs goes up as you move down the line of fourteen flexographic presses ranging between 10-17 inches. The caliber of a pressman is shown by where they are located.

Each pressman knows their quality error rate and the dollar level of the reject rate. Consolidated Label tries to pay for performance based on this set of statistics that follows in line with the complexity level of what the press operators are doing.

This year the company will launch a new program where associates are given responsibility for one of their colleague's positions for a day. The objective is for each team member to better understand one another in an effort to improve relationships and day-to-day support.

He continues, 'The more that performance is out in the open for us to talk about, the easier it is for people to determine where they need to be in the pecking order to continue to move up. We evaluate performance and reward accordingly based on the accuracy and speed of the work.'

Bonus structures are based on the total output of the plant, so the reward averages out across the team. Sales associates work on mostly commission-based salaries out of Miami, Tampa, Orlando, Philadelphia, Atlanta and Dallas.

### Internet Leverage

Consolidated Label has one of the most engaging online media strategies within the narrow web packaging sector. It works to give those searching for packaging solutions online and through social

media channels a chance to form an opinion about the company before choosing to spend their dollars.

Carmany explains, 'We want to be a company that is known for informing customers on the label process. We want people to come to us. Everything we do is helping communicate to our customer base and future customers about our process capabilities and the ease of dealing with us.'

The business has received more than 100,000 views on its YouTube videos, has nearly 2,000 Pinterest followers and produces rich media content regularly. One of the objectives is to be at a higher point in the search engines relative to the competition. Once users go to the website, they're able to easily find more information so that they stay longer. He adds, 'The longer we get people to spend on the website, the more committed they'll be in contacting us and giving us a shot at their business.'

Joel's son David Carmany launched Online Labels in 2000. The division is focused on serving the small business segment of the blank laser labels market. It provides streamlined transactions and automation to drive efficiency in online purchasing, production and fulfillment.

The success of this web-based division has contributed to the rapid growth of Consolidated Label. It offers more than 5,000 label products in sheets with no minimum order requirements.

Teams of onsite developers support the software programs and websites that drive both business units, which gives the converter an advantage in meeting consumer demands with speed and accuracy. David Carmany handles a lot of the technology and internet expansion for both businesses and will eventually step into his father's shoes to lead the entire ship.

### To thirty more

The Consolidated Label story began when Carmany decided to apply his experience working at GE to developing a small label manufacturing business with only six employees. He originally dealt with Ed Vandenberg in the early 1980s to purchase his first Rotopress, which is dedicated to running Online Labels orders (see [the video on L&L.com](#)).

The partnership began as Consolidated Label was looking to save money. The relationship has endured because 'the presses produce excellent quality' and there's mutual respect between the parties. When Rotopress merged with Nilpeter, the two businesses continued to make advancements together. Today Consolidated Label is Nilpeter's largest customer in the southeastern US.

Lenny DeGirolmo, president of Nilpeter USA, comments: 'We are a press manufacturer that aligns with Joel's philosophy. Nilpeter products have met the growth demands of Consolidated Label and kept pace with the technologies that the business requires to differentiate and drive growth.'

Carmany concludes, 'Nilpeter has been a good partner that has grown with us and makes us competitive in the market. You become successful by helping people achieve the status of being the best they can be.' Thirty years after taking his first risk in the business, Carmany and Consolidated Label are prepared to continue thriving for years to come.



Lenny DeGirolmo presents Joel Carmany a plaque for celebrating 30 years in the business with his daughter Tracy and son David

## Nilpeter matures in US

Nilpeter has completed renovating its US demo facility outside of Cincinnati, Ohio. It has appointed new manufacturing leaders to improve the press supplier's total supply chain management, particularly lead times, for equipment built in Ohio, and will launch production of its advanced FA-4\* in 2015.





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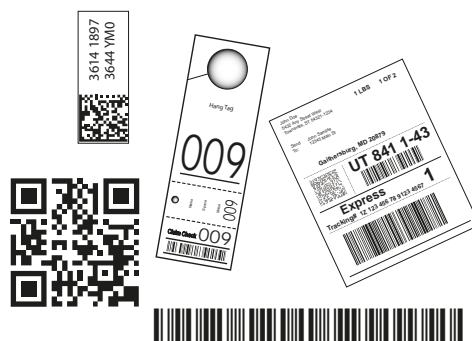
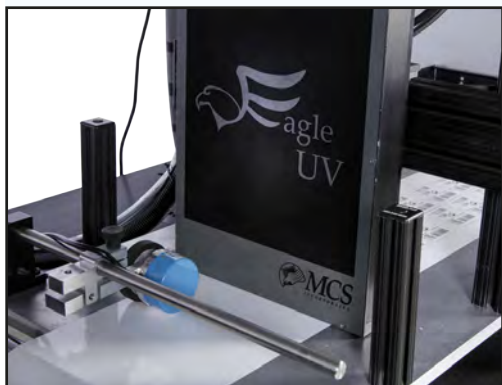
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# A unified, more powerful Constantia Labels

*Following a number of key international acquisitions, Constantia Flexibles is moving to accelerate growth as a unified premier labels brand, writes Danielle Jerschevske*

Constantia Flexibles Label Division is one of the biggest converters in the world. Its revenue is in excess of 500 million EUR (650 million USD) and it has 19 locations scattered throughout Europe, North America, Asia and Africa. The business has refined its ability to service the beverage markets with wet-glue paper and wrap-around labels, and delivers award-winning expertise in in-mold label manufacturing for a variety of markets.

The Label Division operates as one of three within Constantia Flexibles, a large international provider of flexible packaging headquartered in Austria with pharmaceutical and food packaging divisions. The multi-billion dollar business has grown into a transnational, multi-faceted packaging player predominantly by way of strategic acquisitions, and with its latest transaction the company will have a significant impact on the global label market.

In spring 2013, Constantia Flexibles acquired Spear, a prominent US-based label converter whose brand name is synonymous with pressure-sensitive labels and innovation in the global beverage market. 'The combination was a perfect fit with the only overlap being joint global customers,' says Rick Spear, strategic director, Constantia Flexibles Label Division.

Mike Henry, executive vice president of Constantia Flexibles Label Division, served as the financial director for the burgeoning Spear business that grew by 400 percent in the 13 years prior to the merger. In his new role, Henry is charged with integrating the various legacy companies that make up the Label Division as well as directing

technical collaboration for advancement across all groups.

Spear adds, 'Mike brings a new strategy of centralized management and execution. In the past Constantia Flexibles label companies operated as independent entities. The new path forward is to leverage our strengths as one company and one brand.'

Henry reorganized the label group to operate regionally in the Americas, Europe, Africa and Asia Pacific. Henry explains, 'Now we have the resources to take advantage of the opportunities for growth. We have plans to expand geographically as well as invest in new technologies to bring innovations and a global label portfolio to our customers. This is not just financial but technical, and consists of human resources and an existing international presence from which we can build on.'

## Sharing expertise

The legacy brands of Constantia's label business have been known as operational leaders in label technologies other than pressure sensitive. The labels division commenced in 1993 with the purchase of Haendler & Nattermann (H&N) in Germany. Prior to the Spear acquisition, it was the largest label business in the group focused on cut & stack paper and foil labels, and foil neck capsules. The business expanded by opening a facility in Eastern Germany, known as Constantia Labels, to produce wrap, shrink and PS labels.

As clients sought out suppliers to support them in emerging markets, Constantia Labels opened a new facility in Malaysia and H&N launched a site in Suzhou, China. Both primarily service the local

markets with cut & stack and some wrap labels. Operations and sales in Asia are managed by H&N.

'H&N has historically

**"In the past Constantia Flexibles label companies operated as independent entities. The new path forward is to leverage our strengths as one company and one brand"**

been the leader of the decentralized Constantia labels operations,' explains Dan Muenzer, VP of marketing for Constantia Flexibles Label Division. 'Its leadership team manages more than half of the group despite the various plants conveying different brand names.'

Sim'Edet is the next oldest business group in the division. It operates four locations in France, and has a plant in Montreal, Canada and Los Angeles, California. The bulk of the business services Europe with cut & stack and wrap-around labels. The North America locations are small narrow web gravure and offset facilities set-up to support European clients as they moved into the region.

In January 2013, just before the Spear acquisition, Constantia Flexibles purchased Grafo Regia based in Monterrey, Mexico. The 150,000 sq ft (13,900 sqm) facility is equipped to produce cut & stack and wrap-around labels and flexible packaging. It began as the vertically integrated label group within FEMSA (Fomento Económico Mexicano),









the largest independent Coca-Cola bottler in the world and the second biggest shareholder of Heineken.

### Spear style

Spear has a rich history of entrepreneurship, innovation and aggressive growth, delivering progressive packaging decoration for brands on the move. In the mid-1980s the converter helped Procter & Gamble adopt clear-on-clear pressure-sensitive labels for choice health and beauty products sold in HDPE containers.

Spear was the first label converter to introduce clear PS labels to the US beverage market in 1991 via Clearly Canadian, the leading flavored sparkling water brand at the time. When the converter helped Smirnoff Ice launch with clear PS labels, it marked the first major new alcohol product to adopt the technology.

## "It's critical that the Label Division work closely together if we are to be successful"

The PS label market was flourishing in the US; Spear was on the front lines. 'The Smirnoff brand exploded, and is ultimately what fueled Spear's expansion,' says Muenzer.

The business grew from one plant in Cincinnati, Ohio to having six locations spread across the US, UK and South Africa, increasing annual revenue from 40 million USD to over 200 million USD.

The new locations expanded the converter's technology base from narrow web flat-bed screen, rotary screen and UV flexo printing to wide web gravure presses that allowed the sales team to capture high volume business from the likes of Anheuser-Busch, Diageo, Heineken and Pepsi. Spear guided these brands in the move from their existing labeling decorations to pressure-sensitive.

In 2005 the converter developed ThermoWash, a 'wash-off' PS label for returnable bottles. It has been a leader in adopting viable sustainability initiatives. It pushed material suppliers to down gauge to the minimum and developed the first PS label capable of being recycled with PET bottles, SpearRC, without contaminating the waste stream. It was also one of the first converters in the US to establish a release liner recycling program.

The group will continue to drive these newer PS technologies to a bigger footprint and will look to expand into areas where it has little presence such as shrink sleeve labels. There's room too for up-and-coming opportunities like NuLabel's glue-free technology (L&L Issue 4 2014).

Spear adds, 'Collectively we want to apply the same customer-focused innovation to all our label technologies in all our markets.'

### Harmony in style and expertise

Within the regionalization of the group, the Constantia Label Division has established a flat leadership team with clear decision lines and



Thomas Unger, Koen Verstraete and Mike Henry at a global strategy meeting

methods of communication. For each product group it created a center of excellence to adopt best practices across the group. The Spear brand has been dropped in order to lead the label business as one harmonious business unit and to present a unified front to its customers.

Henry explains, 'It's critical that the Label Division works closely together if we are to be successful. There is no point in having an extensive product portfolio and global footprint if it cannot offer a clear and simple vision or interaction with the customer. With the continued consolidation in the FMCG market and associated centralized focus on global brands, there are benefits to Constantia if we present a consistent clear image to the customer.'

'Most people enjoy being a valued part of a team, even more so if the team is winning. The biggest challenge will be to make people feel at ease as part of the team and to believe in the plan. A few laughs and some successes will certainly help the process.'

Thomas Unger, CEO of Constantia Flexibles, says, 'Our labels decorate our customers' products and communicates their message. In order to fully meet their needs, it is key to leverage synergies within the group and that means working together efficiently. That is why we are building an industry leading professional network among our plants and divisions, as well as functional areas, like sales and R&D.'

'Mike is the right person to lead the labels business and to drive our Label Division strategic development on a global basis. He has an excellent grasp of the finances as well as the operational performance of the labels business.'



### Verstraete

Verstraete is the world leader of injection in-mold label technology accounting for almost half of the global share. With the product offering and customers, there is no overlap, so it's been decided that the business will remain branded outside of Constantia Flexibles Label Division.

The in-mold experts are based in Belgium and have two locations, with plans to open a facility in the US in 2015. The business is mainly focused on injection in-mold technology, but does produce labels for blow mold and thermoform mold packaging.





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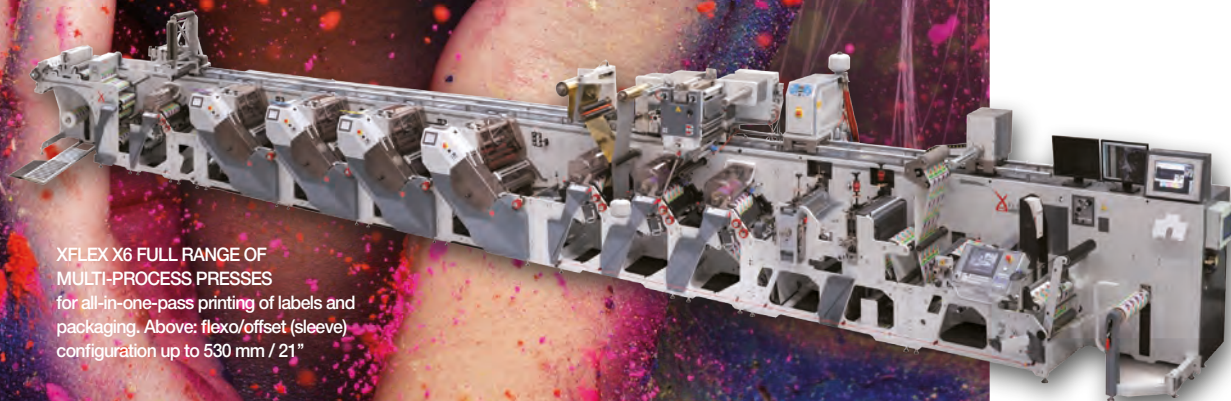
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# Conference gives insight into Chinese label market

*A series of conference sessions at Labelexpo South China gave delegates an insight into label trends in this fast-changing market. Kevin Liu reports*

## Sustainable development

Jari Haavisto, vice president of UPM Raflatac China, Heini Lehti, manager of the global sustainable development project at UPM Raflatac, and John Li, senior packaging development manager at Johnson & Johnson Consumer Group Asia-Pacific, jointly gave the keynote address, providing practical advice about how to combine sustainable development with the daily challenges faced by commercial enterprises. Jari Haavisto said: 'In emerging markets, there is still growth potential and time to make it more sustainable.'

Haavisto explained that there are already globally recognized standards of sustainable development, such as ISO14001 and sustainable forestry certification. 'But it goes beyond this. A sustainable company knows what happens to its waste – not just that you pay someone to take it away and forget about it. Think about how you will take back matrix waste.'

UPM Raflatac has developed a checklist to help label converters become more sustainable: 'Thinner substrates are better. With more labels on roll and pallet, you can optimize label size, plan for less roll changes, and invest in more modern, wider equipment. Is a label over-engineered or designed for purpose?'

This requires the full value chain to work together, said Haavisto. 'It is best to start from packaging design and work backwards to the material suppliers.'

Heini Lehti, global sustainability projects manager at UPM Raflatac, explained how the company's LCA (Life Cycle Analysis) tool Label Life works – 'It allows us to focus on the sustainability hot spots for a particular material or process. This may tell us, for example, that incineration is sometimes a better option than recycling.'

Lehti presented the results of a case study carried out with Unilever, which showed that the printing and converting process can represent anything from 4-59 percent of the sustainability impact of a label. 'The main factors printers should pay attention to are: raw materials, the number of printing stations, use of solvents, use of cold or hot foiling, and use of energy in these different stages. So a printer can contribute and make a difference to overall sustainability – we

are all together in this.'

John Li, senior packaging development manager at Johnson & Johnson Consumer Group Asia Pacific, shared a platform with UPM Raflatac, as the two companies have worked together closely to develop sustainable labeling products.

Johnson & Johnson's global Healthy Future 2014 program is designed to give practical effect to a long-standing commitment to preserve the environment and natural resources, but Li stressed that sustainability must go hand in hand with profitability. 'It is not realistic to talk about one without the other. You can plant trees but they will not survive if there is no profit.'

## “Local label converters still have a huge space to grow in the future”

Johnson & Johnson aims to design for sustainability using benchmarks derived from a Life Cycle Analysis, said Li. Sustainable design criteria include: is it designed to minimize waste; can it be smaller or lighter; is it designed to be durable or multi-functional; does it use renewable resources; is reuse practical and encouraged; is it made with post-consumption materials; does the material come in less toxic form; does it come from a socially and environmentally responsible company; and could it be made locally.

## E-commerce and variable data

Under the current government strategy of 'Adjust economy structure, focus on quality', the rate of growth in the Chinese economy is slowing, and this has reduced the growth rate of the label and packaging industry to around 10 percent. But several speakers said opportunities are still opening up for label converters.

Choy Wai Weng, general manager of Guangzhou Meiqi Printing, was one. He said that despite the slowdown in growth and profitability in the Chinese label and packaging market, there are





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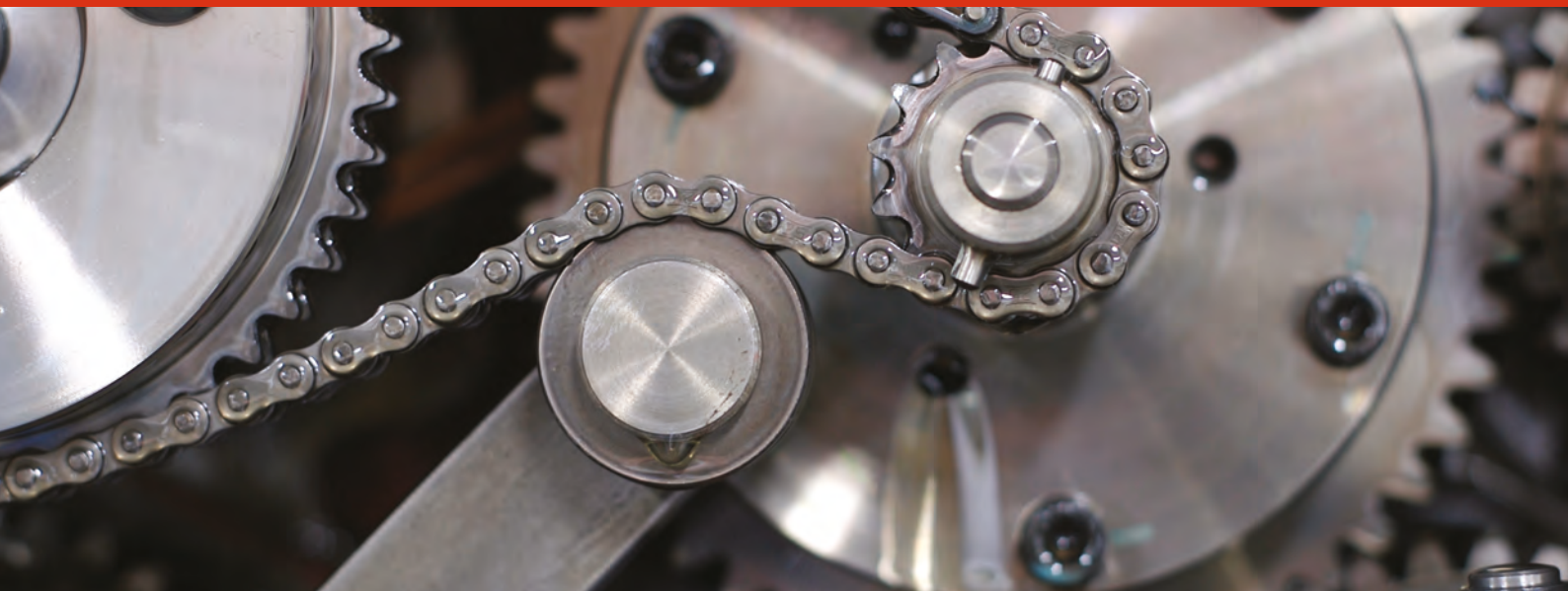


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Choy Wai Weng, general manager of Guangzhou Meiqi Printing



Delegates to South China Labelexpo conference

still a wide range of opportunities for label converters. For example: the annual GDP growth rate in the next 5-10 years in China will still be above 7 percent; a program to double household income will accelerate the growth of the PS label market; urbanization demands an increasing and consistent supply of fast-moving consumer goods; more security and transparency is being demanded in the supply chain; product quality is continually being improved and illegal business activity is being gradually decreased; and the printing industry remains a focus of the Chinese government.

'This means local label converters still have a huge space to grow in the future,' said Choy. 'However, the current problem is, 80 percent of the Chinese market is still made up of small and medium-sized label converters with an annual turnover of just

changing the Chinese business model. 'Printing plants do not need to panic but to participate in this reform, to regard e-commerce as a good friend rather than the enemy.'

E-commerce is an important entry point for Big Data, which could help manufacturers understand buyers' purchase preferences and provide improved service for customers with corresponding product information. 'All label converters should become an expert in Big Data applications, as they will receive more and more such information and demands from their customers. The whole process from production of products to logistics, until they arrive in front of consumers, will be placed under real-time surveillance. This will increase the importance and functions of labels, and the label will become the "face" of the product in both off-line and online

information, such as barcodes, QR codes and to protect brands with anti-counterfeiting features.'

### Flexo in China

Steven Fan, general manager of Nuova Gidue China, looked at why flexo printing has not been broadly adopted in China, suggesting that the whole industry chain needs to cooperate if it is to grow.

This is the strategy pursued by Nuova Gidue, which is now working with its REVO digital partners – including AVT, Adare, Apex Group, DuPont, Esko, Flint Group and UPM Raflatac – to support Digital Flexo installations in China.

Fan said that with the latest flexo technology traditional printers can fight the challenge from digital printing on short-run label work. REVO technology includes both 7-color UV flexo ink process printing and a high level of automation, so users can achieve a repeatable effect without changing anilox roller and ink colors.

Jiang Xueqian from Flexolutions Hong Kong described how to use High Definition screening technology with process colors to reproduce spot colors in flexo. He said HD plate quality is also available to letterpress printers.

'As to the flexo printing plate, the latest technology is to improve the performance of printing plate by changing the surface coatings. For example, DuPont's latest DSR solvent plate and matte surface DSP plate obtain a better printing effect and lifespan.'

Zhao Song, marketing manager for Package imaging at DuPont China, explained the company's latest plate materials in more detail and introduced the concept of nitrogen-inerted flat top dot technology and solvent-free thermal plate-making.

In addition, Chen Shanjun from Flint Ink looked at the importance of ink management. With label printers suffering from low profit margins and intense price competition, more efficient ink inventory management – especially the selection and automated blending of ink – become more and more urgent.

## "The Chinese label market is showing a demand for manufacturing short-run labels, particularly for those products requiring variable data"

5-20m Yuan (0.8-3.2m USD). As a result, most printers are weak, and compared to their suppliers and end users they have no bargaining power.'

He suggested that label printers find new ways of operating – for example to establish an E-commerce platform. 'E-commerce has become a formidable and irresistible tendency in China.'

Meiqi, for example, is now drafting its own e-commerce policy and trying to establish one platform to integrate the resources of the whole industry. The converter is searching for like-minded printing partners and is willing to share its processing technology and drive up the level of the whole industry so that the end users can enjoy better products and faster service.

Liu Yajuan, sales director of the inkjet business department of Peking University Founder Group, has a similar viewpoint. In her opinion, e-commerce is now profoundly

worlds,' said Liu Yajuan.

She also thinks the package will be an important element of the Internet of Things. 'The package is the information carrier. For example we could see QR codes everywhere, with more and more powerful functions.' In 2011, Peking University Founder Group developed its own VDP software and integrated it into its own inkjet press. The new technology, including 64 bit core and multi-threading, elevated the processing speed and allows the real-time processing of QR codes containing additional hidden information.

Li Yuk Ngong, technical service manager of Xeikon Asia Pacific, looked at the potential for short runs in China. 'Wherever you are, including Asia, "diversification" is the most popular word we hear today. The Chinese label market is showing a demand for manufacturing short-run labels, particularly for those products requiring variable data



(L-R) Santiago Cuberes, operations manager at Grupo Lappí, Bibiana Rodríguez and Jordi Quera, Rotatek



Grupo Lappí's factory in Sadurn d'Anoia, Catalonia



The Rotatek Brava 450 press

# Second Rotatek Brava press for Grupo Lappí

*Spanish converter Grupo Lappí Industrias Gráficas has installed a second Rotatek Brava 450 press at its production facility in Sant Sadurn d'Anoia, Catalonia. The company, operating for more than 15 years, exports its labels worldwide. Rosa Arza reports*

**G**rupo Lappí Industrias Gráficas installed its first Brava 450 in 2013 following the acquisition of the company Gráficas Llopart. This gave the company official approval to manufacture labels with a Cava certificate of origin, along with a broad portfolio of clients which includes large producers like Freixenet, Juvé y Camps and Miguel Torres.

The second Brava 450 allows the converter to target further growth in the spirits segment and serve customers in Spain, France, UK, Ireland, Morocco and the Caribbean.

In 2014, Grupo Lappí received the Best Pack 2014 award in the Alimentaria exhibition Fair with the Bodegas Torres label, printed with the Rotatek Brava 450. It is a bright red label, with gold and embossed diamonds, which makes a nod to the classic Rioja wine labels.

The 450mm web width Rotatek Brava 450 is a combination semi-rotary and rotary offset press capable of printing in multiple formats combined with in-line finishing. The machine is fully modular and servo-driven, including an improved direct drive web

tension control. The press also incorporates the latest generation of Rotatek's hot stamping module with micrometric pressure adjustment and foil saver.

**“The second Brava 450 allows the converter to target further growth in the spirits segment”**

The semi-rotary system uses a variable format cylinder with no need for extra cassettes or tools and prints at speeds up to 12,000 cycles/hr – and up to 150m/min in rotary mode. This combination allows the Brava to be efficient on both short and medium runs.

The press incorporates integrated register control, automatic inking system and inspection. It has the ability to store jobs, with fast set-up of repeat work, with automated color management via CIP4 file.

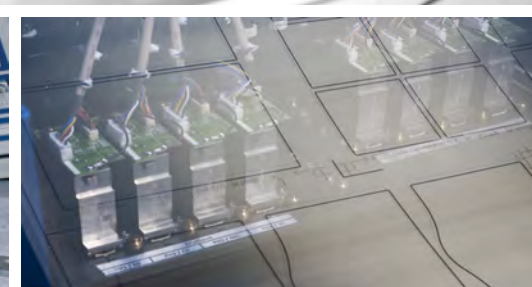
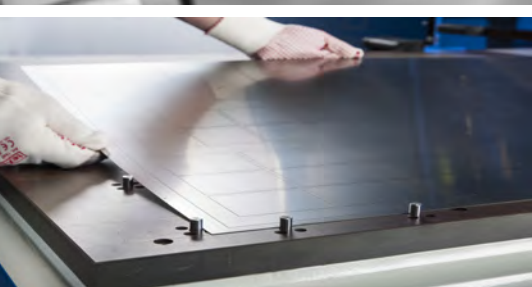
The Lappí group has three production

factories in Spain, exporting to fourteen countries and with local offices in the UK, France, Belgium, Morocco and the Caribbean. Each production center is specialized for different markets. The Andalusian plant is intended to labels for large and medium runs, self-adhesive, film sleeves and envelopes; the Abrera plant in Catalonia focuses on wet-glue labels, especially for packaging of mineral water, soda and beer; and the Sant Sadurn d'Anoia plant, also in Catalonia, is focused on adhesive labels for high-value luxury labels for wine, champagne and spirits.

The Andalusian company is present in numerous sectors, although its main customers are producers of spirits, soft drinks and water. Among them are Coca-Cola, Pepsi, Nestlé, Vichy Catalán, Osborne, KAS, Mahou, Cruzcampo, Damm, Pernod Ricard, García Carrión and Ron Havana. In other areas it also works for brands like Persán, Henkel, Aceites Borges, Orlando and Heinz. It has a turnover close to 20 million EUR, and exports account for 46 percent of its activity. The company is forecast to double sales exceeding 30 million EUR by 2019.



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# Making narrow web fit-for-purpose

*At a recent conference hosted by Flint Group, the future of narrow web was discussed with ensuring new innovations are fit-for-purpose a key take-home message. David Pittman reports*

In the latter stages of 2014, Flint Group hosted a seminar looking at the future of the narrow web industry, with its partners and suppliers from across the label and package printing supply chain discussing a variety of topics that varied from migration and LED-UV inks to innovation in materials and opportunities presented to the label industry by new vertical markets, such as flexible packaging.

LED-UV was a big talking point across the two-day program, with suppliers and end users alike touching upon it. This included Constantia Flexibles and WS Packaging giving attendees a first-hand account of using LED-UV, and some of the benefits they have achieved. For Constantia, this has resulted in 50 and 65 percent run-speed improvements on flexo and white screen, with no discernible differences in opacity or ink yield, and lower power consumption than when curing using mercury systems.

A 'hands-on' element of the program saw delegates visit the Flint Group ink manufacturing facility in Trelleborg, and see a Nilpeter press that has been installed to allow the testing of new formulations for different narrow web applications, including LED-UV curable flexo, offset and screen inks.

Jakob Landberg, sales director at Nilpeter, outlined the importance of this R&D installation, which is the result of three years of work between it and Flint Group.

The press features two offset units and three flexo stations, each of which can be individually configured so allowing specific ink formulations to be tested, and the press to be configured as a five-station screen or flexo press, or a customizable combination

press. LED-UV lamps feature on each print station, with hot air drying another possibility to allow the development of water-based inks. 'It has been specially designed with an open architecture to make it highly versatile,' Landberg says.

In another important development for the future of narrow web, Flint Group's Jennifer Joyce gave a detailed and technical explanation of what 'low migration' truly is. With low migration able to be defined in different ways, depending on the application and environment that cause different migration scenarios, Joyce made clear that in reality each application is unique in its own ways and so a 'fit-for-purpose' mentality is best deployed.

With the narrow web label market traditionally not seen as being heavily impacted by migration due to labels being applied to packaging types that offer an absolute barrier – glass, metal, etc – the increase in interest in flexible packaging as a route to growth means they must take a more engaged interest in migration.

Flexibles – pouches, bags, tubes – by their very nature are primary packaging so have a more direct relationship with the contents than a label on a bottle will, so the requirements for their technical specification are different and more complex. This rubs off on parties involved up and down the supply chain, whether inks, coatings or laminates, and their products, with Flint Group working to ensure its products are suitable for use in different packaging applications.

Anthony Berthelier, presenting on behalf of Jindal Films, said flexible packaging is a

definite opportunity for the narrow web market, noting that those wanting to play in the flexible packaging space must pay close attention to requirements specific to these packaging types, especially for food, where the use of solvents is expected/required due to migration, and some materials specially designed for use with solvents.

'You should make sure to converse with your suppliers to ensure the consumables you use are suitable for the application you are looking to serve, but also to remember that innovation is constant, so developments in UV might mean a change in the future.

'End-user functionality is critical in packaging, and products must be fit-for-purpose, with barrier properties, seal properties and more very important, while they are generally not considered when producing labels. The interaction between inks, materials and coatings is also very complex and needs to be understood.'

Nilpeter's Landberg sees the future of the narrow web industry as having label printers and converters converting multiple substrates and packaging products, such as flexible packaging, shrink sleeves and labels.

'More and more printers and converters are diversifying into other products, and tubes, stand-up pouches and shrink sleeves will become daily business for the narrow web market.'

Antoine Fady, chief executive officer at Flint Group, gave a broader perspective on the future of narrow web, from the impact emerging markets will have to the role suppliers play in advancing the opportunities for customers they serve.



The seminar attracted more than 120 delegates



Delegates visited the Flint Group ink manufacturing facility in Trelleborg, and saw the Nilpeter press that has been installed to allow testing of new formulations for different narrow web applications

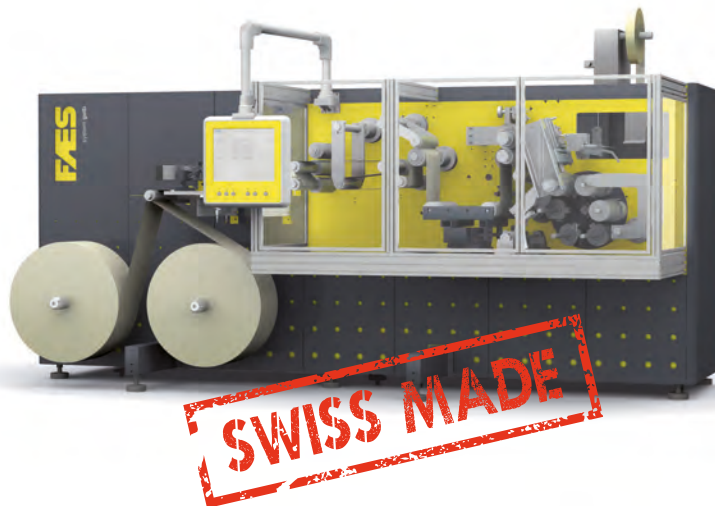
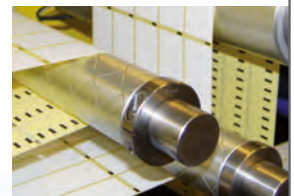


Flint Group's Tom Hammer explained the benefits of LED curing in a presentation

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# Digital facilitates tartan label campaign

*Scottish drinks manufacturer AG Barr has turned to digital printing for the production of limited edition packaging. David Pittman reports*

Scottish drinks manufacturer AG Barr is the latest name to turn to digital printing for the production of limited edition packaging. The brand's Irn-Bru labels were recently given a tartan makeover to capitalize on the growth in personalized printed products and take advantage of an annual national celebration in Scotland.

Introduced through the 'Bru's Your Clan' campaign, the range features 56 clan tartan designs, covering the top 100 most popular Scottish surnames, with a 57th design featuring Irn-Bru's orange and blue brand colors. Tartan is a pattern consisting of criss-crossed horizontal and vertical bands in multiple colors. Clan tartan is the regular pattern of a particular clan or family.

Limited edition tartan labels are available on 500ml impulse packs and two-liter take home packs in both Irn-Bru regular and sugar free varieties. Consumers can also visit the Irn-Bru website to find their tartan, and print off a sample label at home or use it to engage with the campaign through social media.

Available exclusively in Scotland, the special packs also enable retailers to tap into the Burns Night sales opportunity, with shoppers actively looking for products that reflect their Scottish heritage, according to AG Barr. Burns Night, on January 25, is the annual celebration of Scotland's national poet Robert Burns.

To produce its 'personalized' labels, AG Barr worked with two design agencies – JKR and Brandish Creative – and one of its established conventional print partners, Americk Webtech, who advised bringing Amberley Labels in on the project.

Amberley Labels operates HP Indigo digital print technology, including a WS6600, and worked with Americk Webtech on the extremely successful Coca-Cola 'Share a Coke' campaign.

Ged Walsh, UK sales manager at Americk Webtech, says that this

experience served both printers, and AG Barr, well.

'We learned a lot about the application and logistics required for this kind of project where a combination of flexo and digital printing is required, and especially the importance of the labels to be able to be run at full production speeds in the bottling plant. AG Barr had such expectations, as although it was a fantastic idea and an exciting project, it had to pass through the factory as normal.'

AG Barr's usual print process is flexo, with their partner Americk Webtech supplying it from its press portfolio, which includes three Windmüller & Hölscher solvent flexo presses. A fourth press has recently been installed.

The 'Bru's You Clan' campaign was the first time AG Barr has utilized digital in a promotion, although it had previously used digital to produce a short run of tartan labels which were seen at Interpack. These were produced entirely using digital, while its latest campaign required input from its established print supply chain.

'This is where our experience in finishing and how the labels need to be presented came into its own,' notes Walsh, with Americk Webtech taking the fully digitally printed reels, applying a specially formulated lacquer and slitting them down to the correct dimensions. 'Digital is quite different for AG Barr so congratulations to it for taking this ambitious project on.

'This was a perfect example of how digital and conventional process can be used together to maximize the potential of the respective technologies. It was a challenging project with 57 variants required, and digital printing offered the required level of personalization and product mix, while conventional technology enabled the labels to be made production-ready.

'This project shows how digital can play an important role in conventional work.'



Fabio Arrunda, vice-president, Abigraf (Brazil); Gustavo Morales, president of Conlatingraf; Juan Manuel del Corral Suescun, president of Grupo Cadena; María Alexandra Guesso, president of Andigraf; Fabián Ruiz, president of the board, Andigraf; and Norma García, GSB marketing manager MCA, Hewlett Packard Company



The opening panel featured (L-R): Juan Viana, PTP; Pilar Calderón, Colombian Ministry of Communications; María Alexandra Guesso, Andigraf; Fabián Ruiz, Andigraf; Gustavo Morales, Conlatingraf; Fabio Arrunda, Abigraf

# Conlatingraf convenes in Cartagena

*The Latin American graphic arts association's annual congress took place in October in Cartagena, Colombia. James Quirk reports*

Latin American graphic arts association Conlatingraf held its annual congress in October 2014 at Hotel Las Americas in Cartagena on Colombia's Caribbean coast. Organized in conjunction with local association Andigraf, the event featured a two-day conference program, a table-top exhibition, and a ceremony combining the 21st annual Theobaldo de Nigris Latin American graphic arts awards and 23rd annual Best of Year awards for the Colombian market.

The panel-led conference covered a wide range of topics and divided into streams dedicated to package printing, digital wide-format and commercial printing, and editorial printing. The congress drew a Latin American converter audience from across these disciplines, with suppliers including 3M, Carvajal, Kodak, HP, Palmart, Química Vulcano and Ricoh promoting their products and services from table-top booths.

Conference highlights included David Ramos of InfoTrends and Rainer Wagner, an industry consultant from Germany, discussing the challenges presented by new technology to the Latin American graphic arts industry. The packaging stream featured a session on the role of flexible

packaging in environmental sustainability, given by Juan Ramiro Escobar, director of the packaging specialization program at the Pontifical Bolivarian University, Colombia. Ricard Casals, a graphic arts consultant from Spain, covered the retail market's impact on packaging consumption. A panel on new product development brought together Juan Pablo Bernal of DuPont Mexico, Natalia Mattioli of Kodak Argentina, Camila Clark of Avery Dennison Brazil, and German Pulido of Smurfit Kappa Colombia.

Among the Theobaldo de Nigris award winners were Douglas Mariano Marçal of Brazil, Printe S.A. of Chile, Gráfica Biblos S.A. of Peru, Litoprint of Mexico, Impress SRL of Paraguay, Impresora Suramericana Trainol S.A. of Uruguay, and Casa Editorial El Tiempo of Colombia.

Winners of Andigraf's Best of Year awards included Colombian companies CG Estudio Publicidad y Comunicar S.A. in the magazine category, and Printer Colombia S.A. in the rotary printing category. The Benjamin Hurtado award for services to the Colombian graphic arts industry was presented to Dr Juan Manuel Del Corral Suescun, president of Grupo Cadena S.A.



L-R Pilar Schmitt, television presenter, and Juan Manuel del Corral Suescun, president of Grupo Cadena





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# New light on LED-UV curing

*GEW supplies both LED-UV and mercury arc UV lamps. Both technologies have their own strengths and weaknesses, argues GEW managing director Malcolm Rae*

In recent years the use of LEDs in UV curing systems has become more and more common. Reduced heat radiation, instant on-and-off switching and the absence of moving parts are some of the apparent advantages of LED UV systems; however these obvious benefits have to be offset against the higher initial cost and the particularities of this technology that prevent more widespread use of LEDs.

GEW (EC) Limited is a specialist UV systems manufacturer and has been actively engaged in researching the potential of UV LEDs for many years but is also committed to further innovate arc lamp technology for label printing, metal decorating and coating applications. A closer examination of LED technology is crucial to correctly understand the possibilities and potential drawbacks of LEDs.

At 25 to 30 percent, the percentage of electrical energy converted to UV radiation by an LED is actually very similar to that of an arc lamp. The total power requirement for an LED system is also very similar to that of an arc lamp solution at around 100W/cm. This may come as a surprise considering the energy-saving label that LEDs have assumed.

LEDs are substantially more efficient than older UV systems but the differences compared to modern arc lamp systems in operation are minimal. The real energy advantage for LEDs is that they switch on and off instantly, not requiring the warm up and standby cycles of arc lamps. This reduces the non-production energy consumption significantly and can make LEDs an attractive energy saving alternative in environments with short production runs and high standby cycles.

The second important consideration is lifetime cost efficiency. LED arrays have a potential service length of over 20,000 hours, about seven to ten times longer than that of an arc lamp with 2,000 to 3,000 hours.

But it is important to remember that a replacement LED array can cost around 15 times more than all the equivalent lamps over the same period. We must also acknowledge the fact that accidents happen. Repairing an arc lamp housing after an incident is an inconvenient cost, but replacing a damaged LED array is a substantial expense.

**“These obvious benefits have to be offset against the higher initial cost and the particularities of this technology that prevent more widespread use of LEDs”**

With similar power usage and efficiency, the unwanted heat produced by LEDs is also similar to an arc lamp. However, with LEDs most of this heat is absorbed by water-cooled heat sinks behind the light source, and in general only UV radiates down towards the substrate. With an arc lamp, both UV and heat are radiated in all directions and special reflectors are required to return the UV to the substrate and absorb as much of the heat as possible. Thus LEDs are able to cure on heat-sensitive materials without water-cooled rollers, although this must be verified on a case-by-case basis.

So in what particular circumstances would one use UV LEDs? LEDs produce a narrow band of high intensity long wave UV, compared to the broad spectral output of arc lamps. This can penetrate thicker, heavily pigmented inks much better than UV from arc lamps, and helps support higher running speeds in what have traditionally been difficult applications. Some special low migration ink formulations also demonstrated faster running speeds when cured with UV LEDs. In addition, the lack of short wave radiation means there is no ozone production, removing the need for extraction and saving significant





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GEW Rhino power supply designed for both arc and solid state lamps

air extraction costs.

Extraction may, however, still be desirable to prevent ink and curing odors from accumulating in the production area. LEDs are solid state components and thus a highly accurate and infinitely controllable UV source. Converters can more reliably tune the power of the array to their requirements and control the UV output and product quality of their process more accurately than ever before. There are even choices available on the spectral output.

LEDs are therefore more flexible and customizable. In an industry where flexibility and speed are valued increasingly by the end customer, LEDs are a solution today for the cutting edge and specialist applications and in the future for all applications when efficiency, power and cost become competitive against existing arc technology. We at GEW believe that uncomplicated solutions are the best. LEDs are the simplest and most effective answer for some printing applications, particularly for inkjet printing. Our LED products can very easily be fitted to a flexo press, but this does not mean it is automatically the best option for every customer.

The costs of LED inks and curing systems are likely to come down and the performance of both will increase further. Today LEDs are a more expensive alternative but if current trends continue, they will become an attractive proposition in the future. Considering that label converters will not want to duplicate their ink stocks with special LED-compatible formulations and have to master a new production process, demand for energy-efficient arc lamp systems will continue to grow.

At GEW we are committed to working with ink manufacturers to explore and develop the opportunities for LED curing in all sectors of the industry, but we remain equally committed to building on the strengths of proven, viable technology. GEW offers its customers experienced and objective advice on whether LEDs or arc lamps are best suited to their production scenario. In parallel with the development of LED UV technology, GEW has been working on the new RHINO electronic power supply that further increases the performance and efficiency of our E2C low-energy arc lamp systems.

## GEW launches LED-UV R&D unit

*Writes Andy Thomas:* Last year GEW launched a faster version of its UV LED curing lab system, named Magic Carpet, as part of an initiative to show its continued support for the research and development effort of UV LED ink manufacturers.

The new version UV LED curing lab system is capable of a maximum curing power of 18W/sq cm and speeds of up to 100m/min. A sample tray, driven by a linear actuator, is passed under the UV array in a very precise, controlled and repeatable manner. UV output and sample tray speed can be separately adjusted by set increments as required.

In addition to having a simple magnetic hinged sample tray, the unit can also accommodate an EIT radiometer for precise UV power measurement.

The LED array is height adjustable between 5-25mm to suit specific test items and scenarios.

GEW said its new Magic Carpet LED lab system makes the task of developing and testing new UV LED ink formulations easy, accurate and ergonomic. It incorporates the same high-performance LED curing module designed for full production printing and coating applications, so testing with this unit reflects genuine production scenarios.

The installation was part of a busy year for GEW, which saw the announcement of serial production of its Rhino power supply at Labelexpo India. Rhino can be used with GEW's full range of arc lamp and solid-state UV light sources. The Rhino is particularly well suited to markets like India with its embedded service and monitoring technology guarding against out-of-specification parameters that could result in an unplanned stoppage. The system has a high tolerance for high temperature and humidity environments.

The company continued to emphasize its global presence with a series of initiatives. At the beginning of the year GEW named Press Systems as its official distributor in Thailand.

Headed by Jane Tan, former regional sales director of Rotometrics, the company comprises a qualified team of sales and technical personnel who have previous experience of GEW's equipment and the UV printing process.

Marcus Greenbrook, GEW's international sales manager, said: 'We have been seeking to strengthen our operation in South-east Asia for some time, and finding the right partners in the region was extremely important.'

'Press Systems has no affiliation to any major press manufacturer and is therefore best placed to service our Thai customers impartially.'

'Having an experienced technical support team, spare parts warehouse and repair centre for both mechanical and electronic components also means it is able to offer the fastest and most professional service to our customers.'

GEW also overhauled its online presence and added French and German language versions to increase the availability of information on its products to international customers.

Direct links are provided to popular topics, such as system components and applications, and there is also a dedicated jobs section. And, for the first time, the site has been completely rewritten in French and in German, joining English, Spanish, Polish, Russian and Italian translations.

The GEW website is also optimized for access through mobile devices.

GEW, headquartered in the UK, has a subsidiary operation in Germany, as well as those in the US and India, and distributors operating on each continent around the world.



Above and below: The range Venus labels designed by Tridimage make use of optical art and a silk screen with ultraviolet ink so the wine's name reacts when exposed to ultraviolet lights.  
Bottle on right: Design by Tridimage, the key represents the secret kept for 'savvy consumers' – classical label was avoided to get a unique and distinctive look for a bottle almost without a traditional label

# Packaging in an online world

*How does modern packaging have to evolve to suit 21st century retail, with more and more consumers choosing to shop online? David Pittman speaks to some of the designers and photographers helping to bring packaging to life online*

The number of consumers shopping online has been growing over the last few years, with business-to-consumer (B2C) e-commerce sales topping one trillion USD for the first time in 2012 and growing at strong double digit growth each year. This means 2014 will likely see the total nearer 1.5 trillion USD, according to market research firm eMarketer. Worldwide B2C e-commerce spending will continue to rise significantly through to 2018, eMarketer predicts, fueled by consumers in emerging markets.

Retailers big and small have made this change in the retail landscape a core element of their strategies, with online shopping, home delivery and Click & Collect all now commonplace throughout the world, and offered by the biggest global chains – Carrefour, Walmart, Tesco and the like. A growing number of independents, meanwhile, are looking to safeguard their brick and mortar operations while embracing the needs and requirements of modern consumers.

Within this new environment, packaging too has had to evolve. It still has to grab the consumer's attention at the moment of truth, but rather than happening at a shelf in-store, on-screen appeal is now the order of the day.

Robert Stanley, photographer manager at Freshpack Photo, a UK product photography studio, sees selling online as 'crucial' for all

retailers, with good photography an 'essential part of all successful e-commerce sites'.

'Buying online means that a consumer won't hold a product in their hands until after they've purchased it,' he says, 'so the quality of a product is related to the potential customer through the online imagery. Internet customers are now making instinctive decisions on their purchases and switching from retailer to retailer at the click of a



A Venus label under ultraviolet light



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button, so there is a split second moment for the photography and the packaging design to grab their attention.

'Businesses are making a greater investment in pack shot and product photography than ever before.' Jonathan Bowcott, owner of Jonathan Bowcott Photography, agrees, saying: 'More and more images are needed of products, both in packaging and outside of the packaging too.'

'There's a huge hunger for the visual. If you stock something, then the consumer wants to see it. Anyone with an online marketplace should have professional pack shots, from the smallest online gift seller to the largest multinational.'

Stanley pinpoints a number of aesthetic points that he says will give brands the edge, particularly when generating pack shots for use online. 'One element that will boost a pack's photograph is its shape. Anything slightly different from the usual oblong box will instantly make a package stand out from the crowd. Think about the highly competitive perfume and cologne market, as these products often use the shape of both the bottle and the outer packaging to differentiate themselves, and it often makes for a great photo too. Another obvious design feature to consider in relation to photography is color. The vast majority of pack shots shown in ecommerce stores and catalogs are shot against a white background. A white or fairly plain package can easily get lost on the page. I would also advise packaging designers to keep in mind that most pack shots are shown to the viewer in a very small size, usually just a thumbnail or relatively low-res image on a website, hence any design element on the packaging that you want to be prominent, for example a brand or some text, has to be visible when the image is viewed at a relatively small size.'

'Reflective or mirror packaging, or chrome materials, can be a challenge for a lot of photographers,' Stanley adds. 'Non-specialist product photographers usually struggle with these shots and the results often either look flat or have a distracting reflection on the packaging. However, when photographed well by a specialist product photographer they can stand out.'

For Latin American packaging design agency Tridimage, its work has evolved along these lines to meet the changing retail landscape. 'The package may be more critical online,' says Guillermo Dufranc, graphic design coordinator at Tridimage, 'and more than ever we need to create a distinctive and memorable set of visual equities via the package shape, color, and graphic elements to assure immediate brand recognition online.'

'The lack of shelf context demands more focus on communicating the product category very clearly. Online



This design by Tridimage was commissioned to reflect the soul of the African continent through packaging with a minimalist, contemporary yet attractive and colorful packaging



Pumper snack packaging has been designed by Tridimage to engage younger shoppers by using typical phrases used by teenagers on the background to connect to the products

shopping also disables "brand blocking" and delivers a more democratic environment because both big and small brands are represented by only one SKU.

'Another issue to be solved is that small packages often look similar to larger ones in an online context, so we have to use simple and legible typography, specially related to size and quantity, to ensure the right price and value perception.'

'Value-added features such as foiling, embossing or new materials are important to enhance the shopping experience when the shopper holds the package in his hand once it has been delivered. It is possible that these details are not so obvious on screen, but embellishment will be highly appreciated when the consumer finally meets a package "live".'

### Opportunities for converters

Esco's director solutions management Jan de Roeck notes that, for converters of labels and other packaging types the transition to online retail can be a boon to business as it allows them to form stronger ties with their customers and brands by providing all of the data that is required, in many instance by law, when selling online.

'Evolving legislation means nutrition facts need to be shown to consumers before they reach the checkout when shopping online, and must be shown exactly as they are in print on the packaging.'

'This is an opportunity for converters to create value for their customers by taking data that has already been verified and approved for printing and provide it to them for use in other retail channels. This provides an opportunity for them to move away from being a commodity supplier to becoming a genuine business partner to a brand.'

Many printers already have the means to action such a relationship with their customers, and indeed some already are, with de Roeck noting that there is often a positive reaction to such an idea when it is presented at events, such as at the 2014 ECMA Pro Carton Congress where the changing role of packaging in an online world was touched upon by speakers and delegates alike.

'If the backend systems are already in place, this is a relatively straightforward thing to implement, but often once people return to their offices, such ideas are forgotten about or deprioritized as people go back to focusing on their core competences – printing and concerting.'

'The change to a data management business model is also seen as a barrier to entry, so we expect there to be a need for education and steering by us as a supplier to the market to help printers and converters realize the potential of the data and content they already possess as a benefit to their customers, and help demystify this topic for them.'

# Conventional competes

*Detailed real world production and costing figures demonstrate that for complex wine labels, rotary offset can be competitive with digital and translatable on runs less than 50,000 labels. Andy Thomas reports*

**W**ith all the publicity generated by digital label printing, it is easy to lose sight of the tremendous strides in efficiency made by the conventional press manufacturers.

While digital presses have become faster and wider, increasing the 'crossover' point with conventional presses, conventional manufacturers have pushed back, with machines that can handle shorter runs with less waste and faster changeovers.

Nilpeter's rotary offset machines are a good example. A decade ago, the first generation MO3300 required inserts to change repeat length and generated significant material waste running up to water-ink balance, making it unsuitable for shorter runs.

Today's MO-4 machines use fast change sleeves to move between job sizes and a wide range of intelligent tools for automated set-up, which are particularly effective for repeat jobs.

## Real-world data

It is difficult to work out theoretically how these advances change the cut-off point against digital printing. So L&L was interested to receive detailed production and costing data from a leading converter that allows such an analysis to be undertaken.

The converter has asked to remain anonymous to protect its costing information, but the following figures come from the company's own press operator teams and compare running the same wine label job across three platforms: a Nilpeter MO-4 rotary offset press; a translatable offset press; and a digital press with off-line converting. 'The run length was 45,000 wine labels, or 1,350 meters of Avery Dennison's Velmart Fasson labelstock.

The starting conditions for each press were the same: the machines were clean and ready to run, but without inks (apart from the digital press), plates, tooling or settings for material type or width.

**"The converter asked to remain anonymous to protect its costing information, but the following figures come from the company's own press operator teams"**

## 1. Translatable press

Set-up took 58 minutes and 177 meters of waste. The job was printed at 12 m/min, taking 113 minutes to print 1,350 meters. Total production time and set-up was 2hr 51min. Total materials usage was 1,527m.

## 2. Rotary offset MO-4

Set-up time was 51 minutes with material consumption during set-up of 251m. Running at 37m/min the job took 36 minutes to complete. Total time for production and set-up was 1hr 27min, and total material consumption 1,601m.

## 3. Digital print and off-line finishing

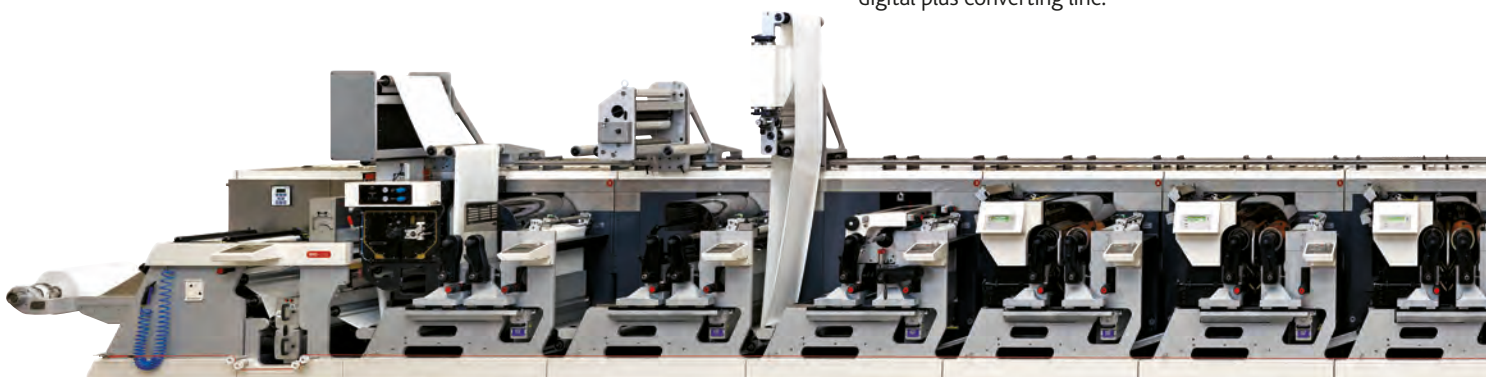
Set-up time for the digital press was 14 minutes, including receiving the file, calibration and color matching, changing the material width and setting up the coating unit. Although digital can switch instantly between jobs, an additional 36m of material is printed to allow for setting up the off-line finishing unit.

Printing 1,450m took 55 minutes at 26m/min. Total time for setting up and running the job was 69 minutes for a total of 1,485 meters. Moving the job to the off-line converter added 29 minutes of set-up time, after which converting took 125 minutes at 10m/min. Total set-up, print and finishing time was 3hr 43min and total materials consumption 1,486m.

## Costing model

For comparison purposes, the converter used its own internal costing model: 220 EUR/hr for the MO-4; 150 EUR/hr for the translatable; 150 + 100 = 250 EUR for the digital plus converting line.

Job costs included materials and tooling plus total production time at these hourly rates. This gave a total cost per job of 1,237 EUR for the MO-4; 1,091 EUR for the translatable; and 1,606 EUR for the digital plus converting line.



Nilpeter MO-4 press.



Calculations were then made about the theoretical number of jobs that could be printed over two shifts: eleven for the MO-4 (495,000 labels); five for the translative (225,000 labels); and four for the digital plus converting line (180,000 labels – but see 'assumptions' boxout below).

Using a label price of 70 EUR/1,000 multiplied by production over two shifts gives the following potential turnover figures: MO-4 – 34,650 EUR; translative – 15,750 EUR; digital plus converting – 12,600 EUR.

Taking out the job cost gives a suggested per-day net profit of: MO-4 – 21,043 EUR; translative – 10,295 EUR; digital plus converting – 6,176 EUR.

### Conclusion

The conclusion of this exercise is that a state-of-the-art conventional rotary offset press is highly competitive with both digital (with off-line converting) and with a translative offset press when converting complex wine labels on run lengths of well under 50,000 labels across multiple shifts.

It suggests that for these



## **“A state-of-the-art conventional rotary offset press is highly competitive with both digital and with a translative offset press”**

specific kinds of job, digital presses will need to find a new justification: for example using variable imaging for anti-counterfeit and versioning within a short run. Translative press manufacturers, squeezed between digital and more efficient rotary machines, will also need to focus on where they can differentiate. The work of Codimag with its short-inking Viva and integrated process color simulation points a possible way forward.

Throughout the history of the label industry, each print process has found its own niche. Despite the advance of digital there will remain applications – sometimes surprising ones – where conventional offers a better alternative.

### Assumptions

The figures presented in this article need to be read as indicative, rather than hard and fast figures which will be replicated at every converter.

For example, the MO-4 rotary press is run by this converter in a thoroughly 'lean' manner, with all operations from pre-press to job set-up fully integrated and optimized. Where this is not the case, these figures will not apply.

A second assumption concerns digital workflow. It is assumed here for the sake of comparison that jobs are taken off the press one at a time for converting. In reality a more usual workflow is to print multiple jobs then take the roll to the finishing machine – although of course the finishing machine will still have to be re-configured for different designs. This will tend to make digital a more efficient overall process than presented here.

The third assumption is that these figures are only applicable to wine labels, which require a high degree of finishing complexity. A standard food label with simple print, varnish and die-cut would of course yield different figures.

### Commentary

## **Print process education required**

by Mike Fairley

The production and costing data in the Nilpeter study provides further insight into how different printing processes compare on any specific job and highlights how converters really need to understand what type of work any press they are looking to buy will be expected to undertake on a regular basis.

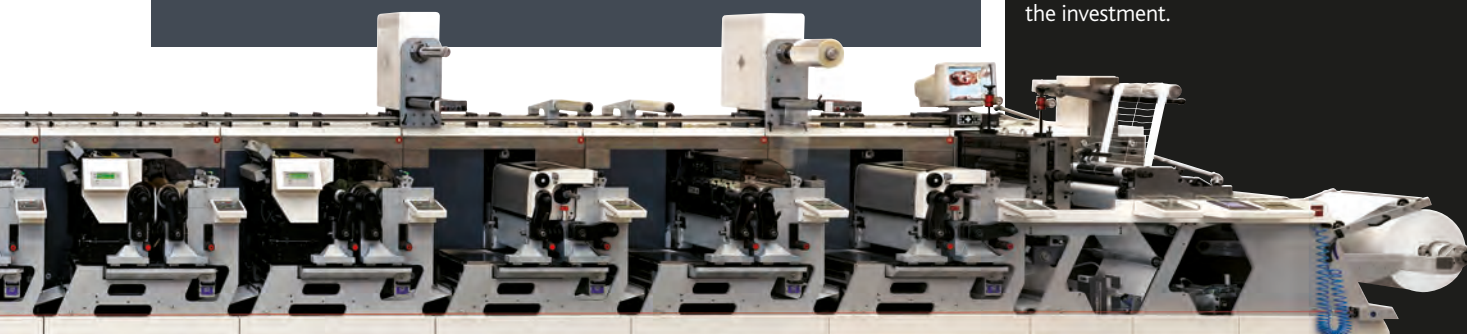
For wine labels of 45,000 run length the MO-4 seems to be the ideal solution. A digital press with virtually offset quality performance, but with off-line finishing, would seem to not be the best answer for this particular job. If the wine labels had been a run of 45,000, made up of nine versions of the same size and cutter format, each of 5,000 labels, then the answer may have been rather different.

If the job had been compared with one of the latest higher-output flexo in-line printing and finishing machines, the answer would have been rather different again.

The challenge that converters face today is that there is a choice of perhaps four, five or more different printing technologies and variations that they can choose from – offset, letterpress, screen, toner, inkjet, etc. Today, it should not necessarily be about what press is the most cost-competitive, but which press offers the best potential for adding value and profitability.

Offset provides excellent value for quality performance and is suited to much high-end production in both long and shorter-runs where competitiveness is undoubtedly demanded. A combination process offset press can add specific design and printed image results. Digital provides an opportunity to look at versions, variations, personalization, short runs, etc. Liquid toner can add different solutions to UV inkjet. Laser die-cutting with digital can offer further added-value benefits.

A better education and understanding of what each print technology can do, and why, is perhaps needed – not trying to pit one against the other. The aim should be to invest in machinery to best add value and make money for the business, and for the converter to do his homework and trials/testing before making the investment.





# Staying *ahead*

*Avery Dennison talks to Aakriti Agarwal about printing technologies, growth prospects in India and Asia Pacific, and the company's sustainability initiatives*

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**W**ith the inauguration of its Global Innovation Center in the first quarter of 2015, Avery Dennison is creating a platform to support the Indian market as well as the company at a global level. Anil Sharma, managing director of Materials Group South Asia and Sub Saharan Africa, says: 'We have always marketed ahead of the curve so our investments are made based on what we project the market trends could be. In India, we invest in manufacturing and other capabilities depending on market growth. As of now we have sufficient investments for the short term.'

The Global Innovation Center (GIC), housed in a custom-built facility in Pune, is fully operational. 'The GIC will serve a dual purpose – to develop core technologies that allow us to improve our capabilities and efficiencies, and also to offer innovative products to the market,' says Sharma.

## **Flexo printing vs digital printing**

From a printing technology perspective, Sharma believes that though flexography will continue to dominate the South Asian market for some time, digital will play a more important role in the future. 'Whether to

scale of production.'

Georges Gravanis, vice president and general manager of Materials Group Asia Pacific, adds: 'It also depends on the growth of the converters in India because digital technology involves heavy investment.

## **"The Global Innovation Center captures insights like consumer needs and international brands' local strategies"**

adopt digital technology depends on many factors including the requirements of brand owners, as well as speed and the ability to complete the entire converting process in one go. Once those get improved, we will see more adoption of the digital technology, which will help bring down the cost and grow

I believe that small converters will keep short runs on conventional presses. Bigger converting groups however are investing in digital and will continue to do so.'

Different printing technologies may require various coatings on labelstock. Pre-coated material for different technologies brings



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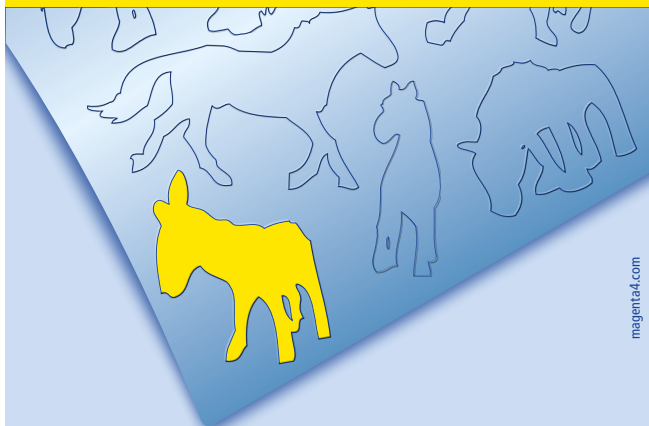
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complexity from a converting point of view, but Sharma states: 'We are very well geared to support customers with coated and uncoated facestock.' Gravanis adds, 'Many converters around the world want to coat facestock themselves because they feel it is easier for them. But I think they will eventually prefer pre-coated material for a consistent result.'

### 'Make in India'

Sharma is optimistic about the manufacturing sector in India. 'We hear a lot of positive things being talked about. If the "Make in India" campaign takes off, and from our side we are doing everything possible to take it forward, it should give the required impetus to the market.'

Sharma says that the packaging industry in India has shrunk by three percent quarter over quarter in 2014 as compared to 2013. 'Aggressive steps must be taken to revive manufacturing as it is a crucial part to realize India's potential on a global scale. India's GDP growth from the current five percent to seven percent will be a good sign of growth for us. I think India is rightly positioned to attract investment. Foreign companies should be able to find growth opportunities in the Indian market. The "Make in India" campaign is a critical piece. However, it will take between nine to fifteen months to see how the policies and regulatory framework will transform into real actions.'

### Growing sectors

The global consumption of packaging units in 2011 was four trillion, of which Asia encompassed 1.8 to 1.9 trillion. Stating the growth rate of packaging units in Asia Pacific market as five percent, Sharma says that



The Avery Dennison facility in Gurgaon, India

## "Aggressive steps must be taken to revive manufacturing as it is a crucial part to realize India's potential on a global scale"

the food segment is the largest followed by beverages. 'Demand in emerging markets such as China and India will remain strong whereas mature markets will grow at a lower rate,' he says. 'Retail in India ranges between 420 billion USD and 430 billion USD, seven percent of which is modern retail. That's where the opportunity lies. Pressure-sensitive adhesive labels have a variety of applications in retail business such as logistics, price marking and shelf decoration. As this seven percent starts to grow, the market will become bigger.'

Gravanis says that RFID may become a part of retail initiatives too but cost is a significant factor. 'Our RFID technology helps large apparel companies such as Zara, Puma, Adidas and some retailers in the US manage their inventory efficiently. RFID is becoming increasingly popular in Europe and the US. The trend will certainly come to India soon but now, barcode label is still the major tool to manage logistics.'

Gravanis adds: 'We examined the market share of pressure-sensitive adhesive labels versus other labeling and packaging solutions like wet-glue,

shrink sleeve, or in-mold among all countries that we serve, and the penetration level of PS label in India is one of the lowest. Therefore, we expect to see very healthy growth in the next five to ten years mainly in the pressure-sensitive segment. Five years ago we were doubling in size every two and a half years. We are still growing at about 20 percent every year. It is estimated that the growth will slow down in the next few years but will continue at a rate of more than 10 percent annually.'

Of other developing markets, Gravanis says that the durable goods segment is growing fast in areas for South China where 75 percent of the world's electronic production takes place. There is huge demand for durable goods functional labels such as mobile phones and tablets, battery labels or wraps, and tracking labels. 'As the gadgets are getting thinner, consumer electronics industry players need high performance pressure-sensitive labels to meet their unique requirements on heat resistance and conductivity,' he says.

'We bring our portfolios from the US and Europe to the Asia Pacific so we can serve our global customers who also have businesses in India and China with consistent products and qualities,' Gravanis continues. Avery Dennison showcased innovations such as point-of-purchase tire labels, on-demand color inkjet portfolio, reclosure and reseal food packaging options and color changing tamper-evident labels at Labelexpo India.

In addition, Avery Dennison has an extensive marketing organization in India and Asia Pacific to understand the mindset of big brand owners. Gravanis explains: 'The Innovation Center, for instance, captures insights like consumer needs and international brands' local strategies. The information is then applied to fit-for-use products. We want to provide solutions at the right price point with great quality



Georges Gravanis and Anil Sharma of Avery Dennison at Labelexpo India 2014



ADF InvEnt Spirit of Invention Scholarships ceremony in Gurgaon, India

that local players are unable to match. Our strategy is to play in all areas of the marketplace and be the one that meets customer needs faster than anyone else.'

#### Facilitating growth

To facilitate growth with converters and brand owners in India, Avery Dennison has formed a team that focuses on trends of specific segments. Sharma says that the food and beverage segment is getting a lot

of traction, while pharmaceutical, home and personal care segments are also fairly well-evolved. 'We are making sure more growth comes from these businesses as the penetration of PS labels is still low and we want to help take the local packaging industry to a global level. We collaborate with converting partners to turn brands from their current packaging method to pressure-sensitive labels. We identify the trends and customer needs, and then the

converting partner takes our suggestions to the brand owner. We also step in as required to convince brand owners of the advantages of our solutions.'

#### Global MDO

Global MDO is one of the many products launched by Avery Dennison that have received positive feedback from the Indian market. Defined as a clear and conformable label, it is mainly designed for home and personal care segment. It gives a 30 percent haze improvement compared with PE85, and 100 percent water whitening resistance improvement compared with standard emulsion adhesives. Global MDO also provides up to 50 percent more labels per roll, giving very practical productivity benefits. Sharma says: 'An increasing number of international companies are opting for Global MDO because their concern for sustainability.'

To explain the benefits of using Global MDO, he continues: 'This product uses thinner material and superior adhesive technology which allows for better adhesion and more clarity. Recyclable polyester liner that virtually eliminates web breaks and contamination from dust results in fewer changeovers and reduced downtime. Brand owners are finding these features exciting. They are running trials with Global MDO.'

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## **“I think India is rightly positioned to attract investment. Foreign companies should be able to find growth opportunities in the market”**

### **Sustainability**

Avery Dennison is also poised to provide brand owners with a sustainable solution to recycle release liners. 'Release liner recycling faces many challenges such as collection logistics and storage but we are making progress,' says Sharma. Avery Dennison has launched a program for recycling glassine liners in China in collaboration with Yuen Foong Yu (YFY) and its subsidiary Chung Hwa Pulp Corporation. The recycled liner materials are used in corrugated box liners, thus creating additional value out of a waste stream. The program has been rolled out in cities in eastern China, with the goal of recycling 1,000 tons of used glassine liner in 2015 and increasing volume in the forthcoming years.

Gravanis says: 'It is important to have a processing center close to a collection point to make this initiative successful. There are a lot of mills close to the processing site in Shanghai. We will be

creating more such collection points to make it a viable proposition.'

Linerless labels have not seen much traction in the US, Europe or the Asia Pacific market. Most converters don't opt for it because there are a lot of complexities in processing, printing and dispensing linerless labels. Gravanis says: 'We are trying to find a solution, but our target is using fewer materials. We believe it will be more sustainable if we can produce labels while reducing adhesive, coating, liner thickness and facstock.'

Avery Dennison sees filmic labels growing faster than paper labels. 'As the needs evolve, the share of filmic labels continues to rise. Transparent packaging is a trend in most emerging markets that we operate in. Global MDO, PE liner and polypropylene face products are going in filmic space. When a brand wants its product to have a premium look and longer durability, it is likely to go with film,' Sharma explains.

### **India vs China**

'India is the fastest-growing market as of now,' says Gravanis. 'China has been aiming to become a consumer market but factors like rising inflation and consumer demand, have led to a slowdown in the market.'

With rising labor costs, China won't continue to be the sole hub for exports. We are investing in China more because of the local consumption power. The demand in developing markets is declining but the growth rate will continue to be double or triple that of the US or Europe. So for us, India is the fastest-growing market in Asia.'

'The market conditions in India have been quite challenging in the last few months,' concludes Sharma. 'We have seen a marked slowdown in specific segments like home personal care and pharmaceutical.'

However, with all the initiatives that the government has been speaking of, there is an optimistic outlook for the future. We envision noticeable improvements in the industry in the next nine to 12 months. Leveraging extensive capabilities and depth of experience, Avery Dennison will continue to deliver reliable products to the customers.'

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# In-mold provides sustainability advantage

Prashant Mandewal, GM of business development at Yupo Corporation, Mitsubishi Chemical India, talks to Aakriti Agarwal about the benefits of blow mold and in-mold labeling in the Indian market

Every time this author speaks to a brand manager, s/he lists the benefits of blow mold or in-mold labeling as reasons for switching from previously used technology. Common advantages include cost-effectiveness and environmental friendliness.

Yupo Corporation, a Japan-based manufacturer of synthetic paper, actively promotes these technologies in the Indian market. Prashant Mandewal, general manager of business development, explains the advantages of in-mold and blow mold labeling that makes it lucrative to brand owners: it helps save labor cost by eliminating post-labeling application; zero liner waste saves disposal cost and avoids land filling. In-mold and blow mold labeling have lower label cost than synthetic pressure-sensitive labels, argues Mandewal. In addition, it helps maintain label aesthetics while making the supply chain faster and reducing inventory cost by saving space.

Both in-mold and blow molding help in reducing container weight. He elaborates, 'Depending on the center of gravity and design of the bottle, blow molding reduces container weight by seven to ten percent more than pressure-sensitive label. This is because the process involves adding a thin polymer layer to the wall of container which increases the strength of the container and reduces weight.'

He explains that Yupo Corporation reduced by 15 grams the weight of a Diversey container. Diversey is one of the leading providers of cleaning, sanitation and hygiene products. The container now weighs 170g compared to the previous 185g and will further be reduced to 165g. The five-liter container for Hindustan Petroleum's Lal Ghoda, a lubricant oil, also weighed 15g less after the company implemented in-mold technology.

The silicone liner, release coating and adhesive layers used in constructing pressure-sensitive labels are not required in the blow mold or in-mold labeling process. It helps to save paper and facilitates recycling as the container and the label can be recycled in one go, says Mandewal. 'At Yupo, we re-use even the trimming waste to make synthetic paper. In India, Yupo's in-mold label printers sell punching waste to recyclers and earn revenue. This ensures zero waste and avoids landfill. These steps considerably reduce the carbon footprint of the company.' Compared to pressure-sensitive technology,



Sanifresh IML bottle being used for toiletry product, Sanifresh, by Dabur

**“In India, Yupo's in-mold label printers sell punching waste to recyclers and earn revenue. This ensures zero waste and avoids landfill”**

he says, these technologies consume less water in manufacturing of products.

Mandewal cites anti-counterfeiting as one of the important features of IML technology in India. 'It acts as another road block to creating duplicate products. This considerably helps companies increase sales and revenue.' Yupo Corporation has introduced tamper-evident labels aimed at the liquor industry. Launched in the Indian and international markets, these are barcoded labels on the lid that get destroyed once the bottle is opened.

Further, IML ensures water-, oil- and chemical-resistant labels. Sanifresh, a toiletry product from Indian FMCG company Dabur, benefitted from using IML technology by eliminating one manual labeling process and reducing the weight of the container. Yupo synthetic paper also ensures a tree-free product, which reduces the company's carbon footprint.

Comparing IML to shrink sleeves, he explains, 'The weight of the container in shrink sleeves is more because the container has to be deep to hold the sleeve. In the case of IML, the label is embedded in the container when the parison is hot.

'Secondly, in shrink sleeve application, post-labeling is a tedious process that requires a lot of heat to shrink labels on the sleeve of the container. In-mold and blow mold labeling, on the other hand, does not use any extra heat to apply labels. It is a more cost-effective process as it saves electricity and labor costs.'



Hindustan Petroleum switched to IML for one of its products



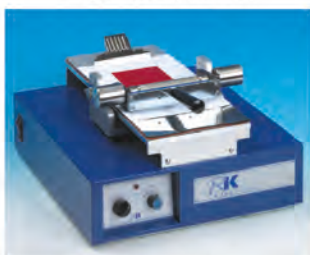
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General manager Jorge Galofre at Alfa-Print's factory in Bogotá, Colombia

# Alfa-Print benefits from early flexo adoption

*Bogota-based Alfa-Print, one of the earliest adopters of flexo technology in the Colombian label industry, has installed a Mark Andy Performance Series P3, the converter's fourth press from the US-based manufacturer. James Quirk reports*

**A**lfa-Print, a label converter based in Bogotá, Colombia, which is celebrating its 35th anniversary, has installed a Performance Series P3 press from Mark Andy. The company's fourth machine from the US-based manufacturer, it is expected to increase production by up to 30 percent and further diversify an already-varied product line.

**“The Performance Series P3 cuts the gap between conventional and digital when it comes to short-run printing”**

In a local label industry where flexo only began to make major inroads from the mid-1990s, the company's expertise in the process is longstanding, even if it began rather impulsively. In 1979, current general manager Jorge Galofre's father, a banana farmer, saw an opportunity to print labels for his produce locally, rather than have his customers import them from abroad. With no knowledge of the technology, he

bought a 5-color Webtron flexo press – before realizing it was too sophisticated a machine to produce the simple labels economically. The press lay unused for six months.

Jorge Galofre, then working in a bank, approached supermarket chain Carulla, which had just installed a number of packaging machines for vegetables and meats, about supplying labels. With the deal in place, he added some basic pre-press and finishing equipment; otherwise, flexo plates would have to be imported from abroad.

‘It was a very difficult learning curve,’ recalls Jorge Galofre. ‘At the time, there were only two other companies in Colombia – both in Medellín – printing labels with flexo. It was hard to get hold of consumables. And of course we had to convince our clients to move away from offset suppliers and embrace flexo.’

‘But the Webtron press gave us great experience. It allowed us to practice, as it could produce many different types of labels.’ Aside from the food and automobile sectors, printing labels in security and transporting of bank notes also became an important market.

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## Training challenge

Alfa-Print's general manager Jorge Galofre is a five-time president of Colombian graphic arts association Andigraf, and has been a board member for more than 20 years. 'For a long time, I was the only flexo printer in the association,' he says.

Being such an early adopter of flexo has been a great advantage for the company, says Galofre: 'Our learning curve happened early.' However, it also resulted in its own challenges: a lack of local training opportunities in the process, particularly, meant that Galofre had to travel far and wide to gain the necessary expertise. He undertook Webtron courses in press operation and plant management, studied at the SENAI graphic arts school in Brazil, spent time studying in Germany and visited countless plants in Europe thanks to introductions through suppliers. Two Alfa-Print staff will be sent to the Mark Andy University in St Louis for training. 'It is a challenge to source trained flexo operators, so we train them in-house with the support of our suppliers.'

In the late 1980s, Alfa-Print moved into short-run forms printing, installing equipment from the UK. 'We needed to diversify as we were producing big runs for only a few clients,' says Galofre. Forms printing remained a large part of the business until the market began to decline. In 2005, therefore, the company's focus once again turned to labels, and it began to acquire new machines in order to offer prime labels to the emerging label market in Colombia.

'When it came to returning our focus to labels, we had good experience behind us,' says Galofre. 'We also had a good relationship with Tac, which then became Jac and was then acquired by Avery Dennison. This allowed us to experiment and test on a wide variety of materials. We've always wanted to try different things.'

For work printed on one of its new 6-color presses, the company won two Best of Year awards from Colombian graphic arts association Andigraf: in 2007/2008 for its Calamar seafood label, and in 2011/2012 for Explosión de Color, a self-promotional label for use in trade shows.

'Our focus has always been to offer our customers top quality prime labels,' says

Galofre. 'We don't just sell labels, we pride ourselves on building strategic partnerships with our customers and offering excellent service.'

Further presses were installed in 2010 and 2012, before Alfa-Print added its fourth Mark Andy press in late 2014, a Performance Series P3 with six colors and a 10in web. 'I was keen to reduce our turnaround times and improve our efficiency in short-run printing,' explains Galofre. 'The Performance Series P3 particularly impressed me in this area. We are hoping for a 30-40 percent increase in capacity with what the Mark Andy people say the machine can do in terms of turnaround times. The Performance Series P3 cuts the gap between conventional and digital when it comes to short-run printing.'

At the time of the new press acquisition, Alfa-Print participated in the SES project offered by the German-Colombian chamber of commerce. A German expert spent four weeks at AlfaPrint helping to refine its production processes.

Pre-press is outsourced – 'due to the tough experience we had in the early days', says Galofre – to a specialist company using Flint Group's Nyloflex HD. Materials come from

Avery Dennison and Arclad.

Galofre believes fervently in the importance of a diversified business. 'We always want to be protected against the rise and fall of any given market,' he says. The food and beverage market (including liquor and wine) take up more than half of production. The rest is dedicated to labels for security applications and the transporting of bank notes – a particular niche which requires special adhesives. Personal care and agro-industry also represent a small share.

'We're seeing strong growth in food and beverage labels, as well as in personal care. But the automobile industry has been in decline. A free trade deal with Mexico some years ago resulted in the local Mazda plant closing and moving to Mexico. So the cars are arriving in Colombia already complete, with less local production.'

Alfa-Print exports small quantities of labels to neighboring Peru, Ecuador and Venezuela, but Galofre says he is restricted by logistical challenges, particularly because of the company's location in Bogota – a city nestled high in the Andean mountains. 'Export would be easier if we were closer to the coast because from Bogota the transport costs are high.' He notes that the situation should improve, as the Colombian government is currently investing heavily in the country's infrastructure.

The company, which employs 28 people, has been based in the same factory since its foundation, though a great deal of expansion has taken place during that time. 'We have knocked down a lot of walls,' Galofre reveals. He cites inkjet technology as being of particular interest for possible future investment.



The Mark Andy Performance Series P3 was installed in August 2014



Research and development, such as that carried out by Innovia Films, is driving developments in the characteristics and performance of packaging films

# Developments in packaging films

*Barrier properties, functionality and sustainability are shaping the future of packaging films. David Pittman reports*

**P**ackaging films are on a path of constant research and development (R&D) to enhance their key characteristics and improve suitability for use in a variety of applications. As such films take on the mantle of primary packaging, this ranges from their strength and preventing migration, to maximizing both shelf life and shelf appeal.

And for those producing such films, R&D is focused around a handful of 'megatrends', namely the environment and performance.

A number of recent developments showcase this work, such as the launch of Propafilm RCU by Innovia Films. Propafilm RCU is a BOPP film that has been officially proven to provide up to 1.5 years protection from mineral oil migration, and was developed after research indicated foods were being contaminated by the migration of mineral oil from recycled paper-board.

KM Packaging Services has introduced KPeel 3G, a user-friendly lidding film designed to reduce instances of 'wrap rage'. A survey by The Grocer in 2014 found that nine out of 10 British consumers are regularly gripped by 'wrap rage' – frustration with impenetrable or poorly functioning food packaging. KM Packaging says KPeel 3G will be 'music to the ears of consumers who proactively seek out foodstuffs that are easier to open'.

KPeel 3G is a heatsealable polyester film

which peels cleanly from trays in ambient or chilled conditions. Available in 21-, 25- and 40-micron thickness, KPeel 3G is suitable for printing using the flexo and gravure processes. Additional features include macro hole and laser perforation. KPeel 3G films seal to CPet and APet trays and provide superior cold peel in one piece without shredding, even direct from the freezer, KM Packaging says. It is also suitable for microwave and conventional oven cooking, and chillable.

KM Packaging commercial director Graham Holding says: '[We are] constantly looking to innovate, not just for the sake of it, but to really seek out ways to make the consumer experience better and thus keep our customers – food manufacturers – happy.'

Amcor's I-Peel is another heatsealable polyester lidding film which is said to answer consumer demand for packaging that is easy to open by hand with a smooth peel designed to minimize sharding.

Amcor says I-Peel delivers a consistent seal whether the packaging is heated or has come direct from the freezer, and is suitable for dual ovenability with all foodstuffs. It is available in 19, 26 and 40 microns. It is suitable for P-Plus – Amcor's flagship tailored permeability films designed to maintain freshness and extend shelf life.

I-Peel is designed to stay sealed through

the distribution chain ensuring the product arrives safely on shelf in stores, with the hermetic seal protecting food and preventing leaks. It can be sealed to aPET, rPET and cPET.

Further, I-Peel's high clarity coupled with anti-mist performance ensures the customer has a clear view of the product.

I-Peel can be printed using Amcor Prism, Amcor Vivid technologies or conventionally.

## Barrier properties

One of the fundamental requirements of packaging films is their barrier capabilities. They must take on the characteristics of primary packaging, like glass and metals, while maintaining the lightweight and flexible credentials that make them a growing choice in so many product categories. Fatty foods, dry foods, fresh foods, frozen foods, beverages



Amcor's I-Peel is a heatsealable polyester lidding film which answers consumer demand for packaging that is easy to open by hand with a smooth peel



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and dairy products can all be easily purchased in one of any number of flexible packaging structures. And each of these brings their own specific application requirements.

'One of the biggest trends in packaging today is the quest to improve shelf life and reduce food waste,' says Andy Sweetman, marketing manager for packaging and sustainability at Innovia Films.

'As such, oxygen, moisture and light barriers are growing demands. A few years ago, crisp packs moved to metallized films for this very reason, as they provide barriers to stop the product spoiling.' Crisps/chips contain fats that oxidize rapidly if exposed to air and light, which makes them taste rancid. They also quickly become soft if exposed to moisture.

Cosmo Films is working to enhance the barrier characteristics of its films through the use of new coatings and metallization, which its chief executive officer Pankaj Poddar says are allowing it reduce the transmission of gases and moisture.

### Functional films

As part of its R&D work, Cosmo Films is also paying close attention to the seal and burst strength of its films, which Poddar says will allow packaging films to be able to hold heavier products without their structure being compromised.

This will benefit the distribution supply chain as it will ensure spillages, leakages and pack failures are kept to a minimum, he says. 'We are working in partnership with our supply chain partners to this end and to bring new products to market, as it is not possible to make such advances when working alone.'

Sweetman adds: 'We are a specialist supplier, so a lot of what we develop at Innovia Films is specific to a certain applications, and to meet new market dynamics. For instance, digital printing, which has established itself in the label market, is starting to crossover into the packaging world, so we have developed films suitable for that process. We also have products that offer functionality for fresh produce, where anti-misting and anti-fogging are requirements.'

A further trend within this element is cook-in packaging – that is those that can be used in the preparation of foods. Sirane's Sirlon (see pg. 89), is one development suited to this growing market trend for convenience, and where packaging films are playing an integral part of the evolving interaction between consumers and products.

### A sustainable future

'I once heard someone describe packaging's biggest issue as being "fundamentally everything we produce is rubbish",' says Sweetman, 'by which they meant what consumers mostly see is the leftover waste once a product has been unpacked and/or consumed.'

'For plastic films, there is an issue that it is very hard to visually differentiate between different types, whether PE, PP, BOPP, so they become hard to sort, and recycling becomes impractical.'

Innovia has a long-standing history in working to make recycling of films a reality, having launched its NatureFlex range over a decade ago. Now in its fourth generation, NatureFlex is a range of specialty packaging films manufactured from renewable resources – wood pulp from managed plantations – and are certified to the European (EN13432), American (ASTM D6400) and Australian (AS4736) norms for compostable packaging. In addition, the majority of grades have been certified by Vinçotte to the OK Compost Home standard for home composting and certain grades have been proven to biodegrade in a waste-water environment. Further testing has proven that most NatureFlex grades are also suitable for anaerobic digestion.

'What is often the case is people try down-gauging and using thinner films, however you quickly end up in a situation where you can't go any thinner without compromising performance. What we are focusing on is using renewable raw materials and compostability, so embracing sustainability at both the creation and end-of-life stages of packaging materials.'

A big challenge for compostable materials has always been



KM Packaging's KPeel 3G is a heatsealable polyester film which peels cleanly from trays in ambient or chilled conditions, and is suitable for printing with flexo and gravure

moisture transmission,' Sweetman adds, 'so we have looked at how to drive in the required barrier characteristics and still offer compostability. This is why the NatureFlex portfolio now includes a range of products offering different characteristics.'

At Amcor, work in this area has included the launch of a new bread bag for Hovis made with predominantly renewable polyethylene, and which offers a 75 percent lower product carbon footprint than traditional bread bags made with plastic from non-renewable fossil sources. Seed Sensations, the most premium product in the Hovis range, was the first to be relaunched using renewable PE bags.

'It has the same performance characteristics of the old style, but with a much lower impact on the environment,' says Dean Stanford, FLDC flexo development manager at Amcor Flexibles Europe and Americas.

Cosmo Films is developing BOPP that is printable with water-based inks, so allowing the majority of its films to be printed using a variety of process and offering environmental and safety benefits. To overcome BOPP's low dyne level, and resulting difficulty with water-based inks, Cosmo Films is modifying the film's structure so it is receptive to such products without the need for corona treatment.

'Most products can be purchased in films and pouches nowadays,' says Poddar. 'They offer multiple environmental benefits, such as reducing pack weights and cutting emissions throughout the supply chain, and can play a part in reducing waste through food spoilage.'

'Weight reduction is a big thing and will continue to be so as packaging moves away from heavier types and those that are not recyclable or compostable,' says Amcor's Stanford.

'With the development of more sustainable and recyclable films, coupled with the improvements in performance characteristics in various applications, we will see market penetration of flexibles continue to grow,' says Sweetman. 'All the developments we have in the pipeline at Innovia are being designed to suit functionality, performance or

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sustainability, or a combination of the three.'

The recent collaboration of Treofan and Stora Enso brings another dimension to the sustainability debate. The fiber-based packaging specialist and the film manufacturer have been working together for over 18 months on a new hybrid packaging material, HybraPack, which combines the benefits of paper and BOPP.

Marco Holst, business development manager at Treofan, says the development is a major innovation in making stand-up pouches by bringing a semi-rigid packaging material to the market. Different grades are achievable by customizing different weights and volume of paper and BOPP, and it is printable and convertible on all existing machinery. Currently, around a dozen prototypes have been produced, with work now going on to secure real-life application trials and to continue testing what is possible with the combination of paper and BOPP. This includes the integration of zippers and spouts for usability.

'HybraPack brings together the best of both worlds by allowing us to offer the structural rigidity of fiber with the barrier properties of BOPP.

'This helps reduce the overall pack weight, while also not requiring any additional converting steps, such as laminating, as is the case when dealing with complex multi-layer films. Its two-layer construction can also be easily recycled, similar to how other metallized board waste streams are handled.'

Stora Enso's Marcus Weise, business development manager for specialty papers, adds: 'Semi-rigid doesn't really exist as a product category yet. With HybraPack, we offer a new type of packaging material. We see big opportunities in dry food products, and have seen interest in the market already.'

#### Printing of films

Stanford says that developments in different print processes are helping to advance the role of films in today's packaging market. This includes new ways of achieving high and consistent quality using flexo that is comparable to gravure in some instances, coupled with price.

'What is now being achieved using flexo is incredible, and we're seeing the number of colors being used reducing while giving brand owners what they want at little extra cost. New inks and imaging techniques are helping too.

'There is no compromise in quality any longer, while the costs savings are potentially very large. The flexo printing process has, over recent years, advanced technically with many new developments, and the flexo print format is now capable of printing in markets considered beyond the process's reach. It's all about convincing the customer now, and showing them a technology that many are not very knowledgeable about.

'What was being printed in flexo using seven, eight or nine colors a few years ago can now be achieved with four, so opening up the ability

### *Siralon takes the heat in the kitchen*

Sirane's Siralon nylon flow-wrap ready-to-cook material 'changes the rules of the packaging game', it is claimed.

Siralon is a range of nylon bags and films that allow food to be packed, shipped, sold and cooked in the same packaging. Fully printable with most processes, including flexo, they use ovenable inks that are fully tested and approved by food contact laboratories. No special coating or lamination is needed to make Siralon suitable for printing or cooking.

Sirane managing director Simon Balderson says: 'Siralon is a world first. A revolutionary new nylon-based bag or film, suitable for the oven or microwave, it has one crucial difference – it can be heat-sealed on a flow-wrapper – which means mass production can still use nylon.

'Nylon truly is the best ovenable packaging format for a roast that there is. It doesn't go brittle, like many other materials, and its absorbent qualities will help with browning. Siralon can be cooked at higher temperatures to the traditional alternatives, which means that cooking times can be significantly reduced, especially on larger cuts or whole birds.'



to add embellishments and other elements using the freed up print stations, and having the potential to enhance shelf appeal.

'We have to work to keep brand owners informed and ahead of the game, and show that flexo can be used to consistently achieve the print results they are looking for.'



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## Film news in brief



MACTac squeezable materials

### 'Inherently printable' non-coated films

#### *Innovia Films*

Innovia Films has introduced the 'inherently printable' Rayoface C Plus and W Plus uncoated BOPP films, claimed to offer the print performance of top-coated films. The semi-squeezable films are suitable across a broad spectrum of label markets such as food, beverage, health and personal care or pharma applications.

Rayoface C Plus (transparent) and W Plus (white) films are available in a thickness of 50µm (200 gauge) for prime label pressure-sensitive applications across the range of rigid and semi-squeeze container formats.

Innovia Films has also launched an advanced range of coated thermal transfer printable label facestock films for Variable Information Printing (VIP), Rayoface VTT61, VTT81 and WTT92. These new films offer a higher yield than their predecessors, while maintaining or improving upon the films' performance.

In artificial UV exposure tests, the films' new printable matt top-coat was found to be durable for 75 percent longer. Extensive thermal transfer print testing on a range of wax, resin and wax/resin ribbons, found that ANSI Grade A & B barcode verification was achieved over a 10 deg C wider print head temperature range.

### Lightweight thermals

#### *NAStar*

NAStar has introduced a new lightweight thermal imaging film designed for harsh environments and water resistance. DTFZ5065 features a direct thermal Polyolefin facestock top coated for direct thermal imaging.

T1055+ Temporary Adhesive is a proprietary water-based adhesive dispersion developed to provide good temporary adhesion to a variety of substrates. It exhibits good adhesion and clean long term removability from most smooth surfaces such as hard plastics, metal, glass and paper. It also adheres to many challenging surfaces such as Teflon, textured plastic, corrugate, and even cold, damp surfaces.

### CleanFlake portfolio

#### *Avery Dennison Label and Packaging Materials*

Avery Dennison Label and Packaging Materials has expanded its award-winning portfolio of CleanFlake label materials. The portfolio, launched at Labelexpo Americas 2014, now includes roll-fed shrink (RFS) sleeve labels for beverage containers and other PET applications.

CleanFlake RFS labels improve recyclers' PET yields, reduce recycled PET (rPET) supply imbalances and reduce cost for shrink sleeve applications.

### Conformable Films

#### *MACTac*

MACTac has developed a conformable PP-based film that resists edge-lifting, film creasing and the adhesive pulling off, and which conforms to complex shapes with no signs of creasing even when being continually compressed.

The films are matched with MACTac MP880 adhesive, a clear, permanent acrylic, providing excellent tack and adhesion. This adhesive offers non-water whitening properties, which is especially important for products that need to maintain clarity even with extended exposure to water. An added benefit to the converter, with extended open time for the clean removability of misapplied labels, labels can be easily repositioned while still providing excellent tack for long-lasting shelf appeal.

The films exhibit robust ink adhesion in humid and moist environments, with a high print performance top coating suitable for UV, water- and solvent-based inks. Health and beauty products are often exposed to water and need to have a top coated product that is resistant to water. In addition, bathroom or under-the-sink products require labeling that is resistant to hot and cold water immersion.



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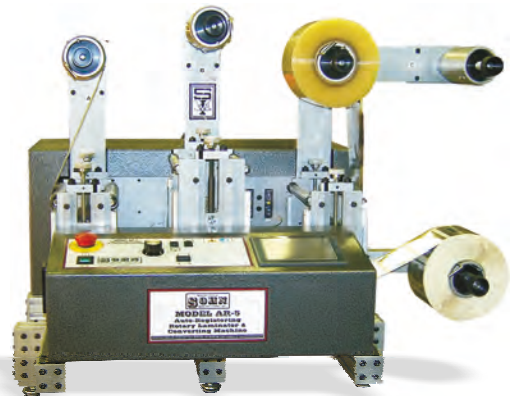


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Pressure-sensitive and shrink sleeve labels often cannot meet requirements for food-grade recycling due to ink, facstock and adhesive contamination.

However, the CleanFlake portfolio contains a range of clear and white label materials designed specifically to advance the recycling of PET containers. CleanFlake RFS is a low-density, machine-oriented shrink film which separates cleanly from the PET flakes created in the recycling process, allowing for more effective reclamation and higher percentage yields of food-grade recycled PET (rPET).

The company also added to its ClearCut portfolio of pressure-sensitive adhesives. ClearCut S7450 is a premium adhesive for wine, spirits and non-alcoholic beverages that, when paired with MDO film, allows for enhanced conformability in labeling unique, curved bottle designs.

### Cryogenic labels

#### UPM Raflatac

UPM Raflatac has launched a range of label materials for cryopreservation conditions down to -196 deg C based on its new RP Cryo adhesive.

Designed for bonding on PP plastic tubes and containers, RP Cryo label materials withstand long-term storage in vapor phase and liquid nitrogen. They tolerate multiple freeze-thaw cycles without cracking, peeling or degrading.

The filmic label faces are suitable for printing by thermal transfer, supporting compact and reliable specimen identification and automated samples management.

### Materials selection, PPs vs polyesters

#### Spinnaker Coating

Julie Billing, product manager of Spinnaker Coating, delivers some useful advice for converters selecting films: 'Polypropylenes are cost effective, come in a variety of finishes, and are the workhorse for retail and many industrial labels. But where a polypropylene can't perform – for example in high heat or laser applications – a polyester is needed.'

Many end users assume that any given polyester will perform for many years, in nearly any durable situation, and up the melting point of PET. 'But while that is true of some products, most labelstocks for flexo, laser, or thermal transfer printing are top-coated, and the top coating may not hold up nearly as well in those conditions as the film itself.'

Polystyrene is a bit stiffer and often used for point-of-sale coupon applications, while polyethylene-blended products are more flexible and used in squeeze applications for health and beauty labels. 'But even within these larger categories, there are many options available with different features and price points. It's important to get as much application information as you can from the end user – more information will mean a better product match, and that may mean paying less because you aren't paying for a product to cover every possible situation,' says Billing.

Besides getting more information, converters can encourage the end user to test two alternatives – laser polyester instead of laser vinyl, for instance, or trying a more economical film for a one-color job instead of the premium one, which can be a great cost saving. 'A great example in Spinnaker's line is the SafeTE Synthetic tamper-evident film; when paired with the right adhesive, it competes very well against destructible vinyl for many jobs.'

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## Film packaging from the web

Stories from [www.labelsandlabeling.com](http://www.labelsandlabeling.com)

### APEX growth strategy

#### Parkside Flexibles

Flexo printer Parkside Flexibles is introducing its Advanced Packaging Expertise (APEX) strategy to facilitate further growth.

Nick Smith managing director, says APEX is a strategy intended to 'excite and inspire brands and retailers', and brings together all of the company's competencies in printing, specialist lamination, laser technology, security, compostable and anti-counterfeit options under one roof.

'When I joined Parkside Flexibles we had a breadth of ideas and innovations on the table but we needed to bring this together into an overall strategy,' said Smith, 'in order that our customers and stakeholders could understand what we could do for them.'

'From film easy peel and reclose systems to compostable triplex laminates, from printed vacuum skin packs through to high value added embedded image technology, Parkside Flexibles is becoming a true technology integrator and the APEX strategy is enabling us to deliver value, fast.'

### Increased flexpack expertise

#### AWA Alexander Watson Associates

AWA Alexander Watson Associates has acquired the Data Transcripts: Flexible Packaging – Markets and Materials information resource in a move to keep its clients 'abreast of day-to-day trends and developments' in the flexible packaging industry. The acquisition follows that of Data Transcripts Self-adhesive Materials and Markets in 2014. Data Transcripts: Flexible Packaging – Markets and Materials is available to order online from AWA for an annual fee.

AWA president and chief executive officer Corey Reardon said: 'Flexible packaging is today a major focus across many markets, and it is an area where AWA has been extremely active in terms of research and monitoring. These monthly Data Transcripts enable us to keep our clients abreast of day-to-day trends and developments in this fast-moving industry as an additional service that is complementary to our in-depth research publications, private client consulting and specialist events calendar.'



### PPHU Pabex

#### Some Imperia press

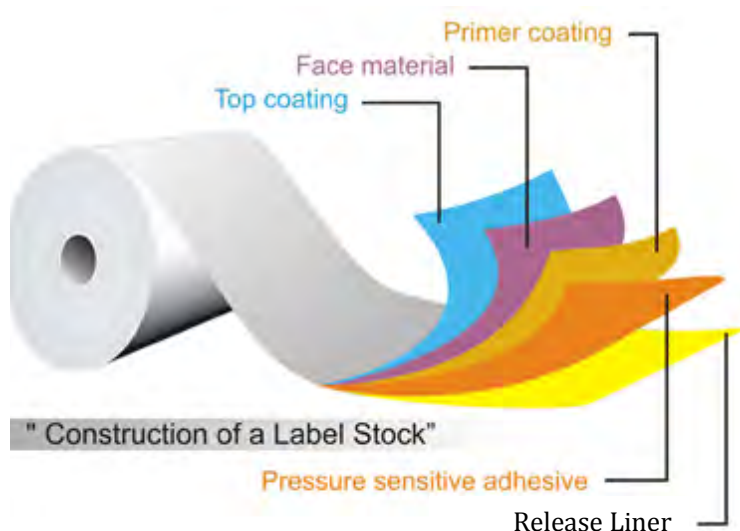
Polish flexible packaging converter PPHU Pabex has installed a third Soma press that it intends to fine tune to match the quality of gravure and offset.

The new machine is a 1,050mm-wide, 10-color Imperia flexo press that will be used to produce high-quality printed laminates and pouches for the food industry. The new press is twice as fast as the company's first machine and its operating speed is almost 400m/min on eight to 10-color jobs.



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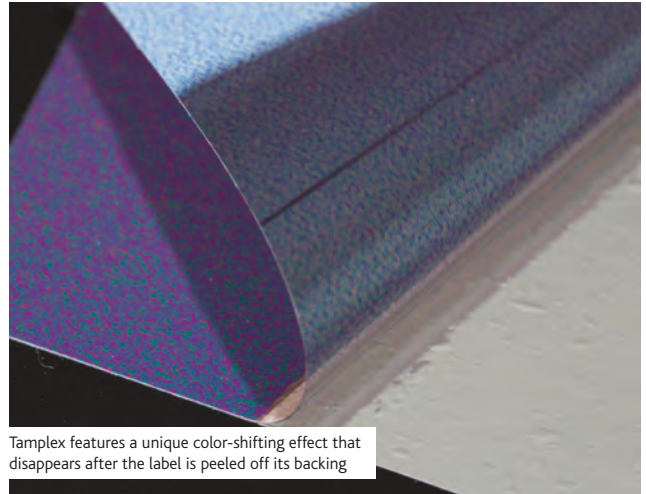
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Hiperprime is designed to be printed using thermal transfer technology



Hiperprime is engineered for applications needing extreme chemical and mechanical resistance of the printed label surface



Tamplex features a unique color-shifting effect that disappears after the label is peeled off its backing

# Hueck Folien's R&D route

*Hueck Folien invests heavily in its research and development practices to quicken the introduction of new products and satisfy market demands, as David Pittman reports*

**H**ueck Folien takes its production seriously, as you might expect from a company that produces security threads, holographic foils and security laminates for banknotes, tax stamps and sensitive documents.

At its facility in Baumgartenberg, Austria, which is certified by the European Central Bank as a Security Production Plant, this side of the business is carried out under lock and key, and away from the eyes of unauthorized personnel and site visitors.

Hueck Folien is a 45-year-old web coating specialist, while it has built up a solid knowledge base in metallization since the late 1970s, with security threads for banknotes added to its expertise a decade later.

As well as security products, the Baumgartenberg site produces label facestock and lamination films. In labels, Hueck Folien manufactures products for decorative, technical, security and graphic applications, and transdermal patches.

'Labels and security are our main business units,' says Karl Lippe, director of Hueck Folien's pressure-sensitive industry business unit. 'The pressure-sensitive label side of the company accounts for around 43 percent of business, and is relatively stable.'

Hueck Folien also develops technical, bespoke products by customer request, which Lippe sees as a growing and important part of its activities. 'Label printers want to diversify their business with more complex label types and become a specialist in a niche area,' notes Lippe. 'This means they require more complex products from us for technical and security label applications.'

'We are still heavily involved in the bulk

business, but it is decreasing in the volume of business. Certain characteristics of our products are appreciated by the market, printability, etc, but we are seeing a definitive move towards more complex products.'

Further, the security, label and lamination sides of its business feed off one another, with developments in the high security space for example often finding a secondary purpose in the label side of the business, and vice versa, as the benefits offered by products from one part of the company are sought out by customers in another.

This trend can be seen in the development of Hiperprime, introduced in 2012 and continues to be at the forefront of its sales in the label market. Hiperprime is a printable primer that is said to have outstanding chemical resistance for high performance labeling, and is engineered for applications needing extreme chemical and mechanical resistance of the printed label surface.

It is available with gloss and matte finishes, and the coating can be applied to different substrates including clear, white and metalized polyester. Further, it is designed to be printed using thermal transfer technology and offers more efficiency as there is no need for overlamination.

Hiperprime can also be combined with other features such as tamper evidence or holograms, which are often highly sought after in industrial label markets such as automotive and electronics.

## R&D investment

As with production, Hueck Folien pays close attention to research and development, reinvesting around 10 percent of its 50 million

EUR annual turnover in R&D. This has helped it secure more than 100 patents.

It operates an R&D pilot plant and develops lacquer, primer and ink systems in-house, systems which it also produces alongside hologram embossing tools. This is serviced by a staff of 23 experts, and a trio of pilot lines for coating, printing and laminating, vacuum metalizing and slitting.

In 2013, it expanded dedicated R&D presence on the Baumgartenberg site. This included doubling the floor space allocated to R&D and a pilot coating line at the heart of a cleanroom coating center. Other elements of the new innovation center include application labs, creative areas and modern offices for the R&D team, while the existing R&D building was rebuilt.

As part of the inauguration, Tamplex was presented as an innovation in Hueck Folien's label portfolio. Tamplex features a unique color-shifting effect that disappears after the label is peeled off its backing.

'The R&D channel operates in both directions, with the majority developments customer-driven. This often requires us to meet specific criteria as specified by the customer, often with our R&D team working to combine existing features we can offer to create something new.'

'We also develop products under our own steam, such as Tamplex, and are always working on ways to develop our offering.'

With the new R&D possibilities presented to Hueck Folien by the developments in Baumgartenberg and product innovations like Tamplex, the company is working to cement its already-strong position for the delivery of optically active and functional coatings.



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# Importance of ink management

*Too many converters spend too much time manually mixing inks and struggling to get the color right on the press. Andy Thomas looks at the issues and the latest ink management systems*

Creating a sustainable ink management system is key for label converters' profitability, and more ink suppliers are taking a hand in helping their customers become more efficient.

Gary Seward, managing director of Pulse Roll Label Products, explains: 'It's all about partnership, and working closely with our customers to help them create a sustainable ink management system.'

There are clear benefits for label printers with dedicated ink room facilities, including quicker response times to production demands, improved ink efficiencies, less waste and improved product consistency.

'An on-site dispensing system reduces stock levels, ensures on-shade color repeatability – ever important in ensuring color consistency for brand owners and consumer goods products – and offers a Just-in-Time (JIT), Right-First-Time (RFT) approach, very much in-line with Pulse Roll Label Products' own quality management system,' says Seward.

Implementation of an in-house quality control program and adoption of an RFT system – before inks are issued onto the printing press – can significantly reduce

machine downtime, Seward says. 'In our experience, printers can make a reduction of 50-100 hours of downtime per site per month by improving efficiencies through adoption of a quality control system integrated with their ink partner.' Return on Investment in an ink dispensing installation can be as little as one year.

Seward sees a strong future single pigment dispensing systems combined with appropriate color management software.

Among the advantages cited by Seward are reduced downtime and make-readies, improved color consistency, increased efficiencies due to fewer colors to purchase, resulting in less stock and waste as well as faster color matching time.

In addition, a single pigment dispensing system can be used for 7-color process printing, by adding violet, green and orange to the standard 4-color process set, offering reduced clean-up time on press. 'Single pigment dispensing and extended gamut flexo inks will be integral to what Pulse Roll Label Products can offer in future and without a doubt will be the way forward across the whole label industry.'

## Case study

An example of how an ink management system can improve productivity comes from Nordvalls Etikett AB of Sjöbo, Sweden, which is enjoying accurate proofing, increased productivity and substantial waste reductions after investing in a Perfect Proofer tabletop proofing system and GSE Dispensing's Colorsat Match ink dispenser.

Established in 1907, Nordvalls Etikett operates three label production plants in southern Sweden. Its main 8,000sqm facility, Nordvalls Print, has 15 self-adhesive label production lines, with flexo, offset,



Pulse says single pigments inks are the future



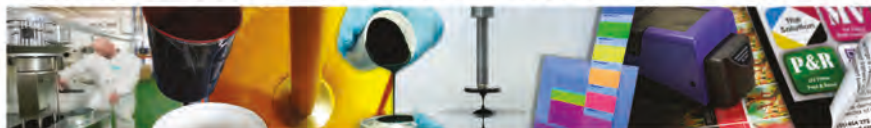
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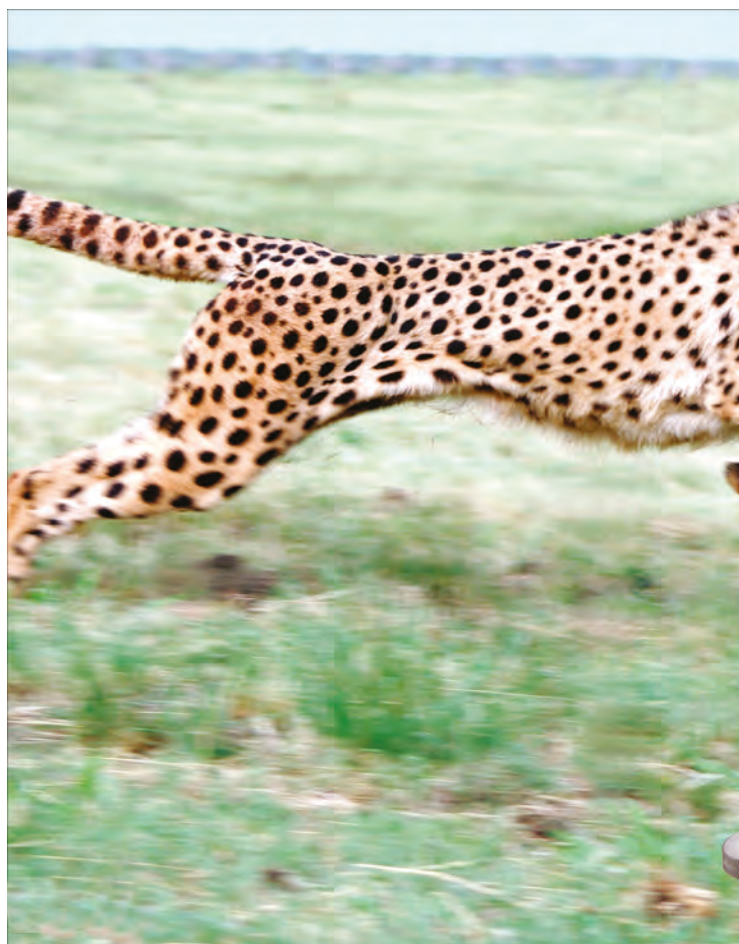
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An operator at Nordvalls Etikett demonstrates the simplicity and accuracy of GSE Dispensing's Colorsat Match dispenser

screen, letterpress and digital presses, supplying the food, beverages, wood, paper, chemical and general industrial sectors. A specialist pharmaceutical facility is nearby, and another label, ticket and tag plant lies near Gothenburg.

Nordvalls Print's main obstacle to productivity was the make-ready times, due a proofing process that occurred inline, taking up to 25 minutes to reach color targets on a typical four-color job.

Knut Nilsson, Nordvalls' color development manager, comments: 'We had been mixing colors on the press which cuts into available press time and can waste substrates. We had been looking for a solution and

our ink supplier suggested we have a look at the combination of a proofer and dispensing system.'

In order to help Nordvalls to optimize ink yields, the supplier Flint Group proposed the Colorsat Match dispenser from GSE Dispensing, on account of the latter's ability to offer a complete logistics solution based on mixing and software, and the Perfect Proofer from Print Proof Solutions. Both were installed in late 2012.

The Colorsat Match enables clean and waste-free recipe production, dispensing the exact amount of water-based or UV-curable inks needed in batches from 1kg (2lb) to 5kg (11lb). The dispenser's Ink Management Software (IMS) provides

## Fitting in EB

With the continued development of legislation and regulations affecting ink migration, there is a growing interest in Electron Beam curing technology, and Sun Chemical is at the forefront of these developments.

'EB technology is becoming increasingly relevant in an industry where concerns about food safety are rife, as it offers potentially the most food-safe energy curing inks, making it ideal for sensitive applications such as food and pharmaceutical packaging,' says Jonathan Sexton, sales and marketing director, Screen and Narrow Web Europe Sun Chemical. 'We're seeing significant interest not only in labels and sleeves but also in flexible packaging as well as more 'traditional' markets such as folding cartons and liquid packaging.

Sexton says the issue of low migration is constantly evolving, with the likelihood of further categorization of materials in the

future, more toxicological testing on the effects of migration as well as more countries introducing their own compliance legislation. Products that satisfy the French requirements on Bisphenol A are now an essential part of Sun Chemical's and other ink suppliers' product portfolios.

'Recognizing the increased demand for printing on packaging films, during 2015 we'll be expanding our offering for low migration flexo and offset printing,' says Sexton. 'We'll also be adding a number of complimentary products including new matt and gloss varnishes.'

Another area of growth for Sun Chemical is in low energy curing. 'This is a key area for us and one which will see Sun Chemical develop new technologies and product offerings throughout 2015,' says Sexton. 'We're also exploring the opportunities in the emerging LED applications.'

## Ink trends

Andy Thomas looks at new products and trends in the inks sector

Colorgen has launched a series of product lines, including TX 01495 high opacity UV flexo White, and a UV-cured lamination adhesive suitable for bonding PET films to polyester film, polypropylene film, paper or board. This formulation is based entirely on low migration raw materials, is non-yellowing and will exhibit little or no odor when cured, says the manufacturer.

Working with a customer, Colorgen has also developed inks to compliment the Esko Equinox expanded gamut for packaging and labels. 'The concept may not be considered a new one, but the ability to achieve the correct color specification and density at very low anilox volumes has allowed our customer to successfully meet his spot color requirements, with a higher print quality, and use less ink,' says Mark Bowman, managing director of Colorgen.

Colorgen is now set to launch a new range of multi-functional, low odor low migration (LOLM) coatings. Bowman explains: 'Many of our customers have adopted digital press technologies over the past year. Listening to their comments it became clear that we should endeavor to find solutions that would not just be specific to their digital requirements, but provide a crossover technology allowing product rationalization without compromising on performance.' Currently on beta testing, these products will be available from February.

The preference in retail for packaging to have a matt finish continues. Printed by Coveris, a recent product launch for Tesco saw the use of Colorgen's ultra-matt finish coatings. 'Excellent results are achieved by combining two specific coatings on press and will yield the lowest gloss levels achieved by UV cured products,' says Bowman. They are now in use on a key Lidl branded product range.

Spring Coating Systems has launched its Flow low migration UV-flexo ink series, designed to adhere to difficult substrates while using only ingredients listed in the Annex 6 of the Swiss Ordinance.

Comments Tom Korchak of Spring Coating Systems: 'Today, most ink manufacturers offer a range of flexo UV inks manufactured using only ingredients listed in the Swiss Ordinance regulation. It is well known that these same formulation constraints can result in poorer adhesion to film, foil and coated paper products; the paradox being that these "low migration inks" can lead to higher levels of ink migration, particularly via transfer within the reel. To further complicate matters, the use of film and foil is growing rapidly in the narrow and medium segments where UV flexo inks are most common.'

The first product is an opaque white, known to be one of the more complicated inks for which to obtain good through-cure and adhesion. Spring can provide lab drawdowns on the customer substrate to verify adhesion before going to press.

Continued on pg. 100 >

< Continued from pg. 99

## *Ink trends*

Zeller+Grielin has developed what it describes as a 'one ink fits all' flexographic ink system. 34-Series inks can be used for a wide range of applications including shrink films, pressure-sensitive labels or flexible packaging. For standard PS label applications the company is offering its new 37 Series Prime Label Inks.

Z+G has also developed a primer series providing enhanced adhesion to difficult substrates such as foils, polypropylene, shrink films and vinyl, without the need for corona treatment.

Also available is a new VMP mirror silver ink which competes with foil and an Ultra Matte coating that approaches solvent-based results, according to the manufacturer.

As mentioned in L&L6, the company has now commercialized an Expanded Gamut ink series to match the color space of digital offset printing.

FujiFilm has extended its specialty UV Flexo varnish line to include 12 different clears, now including a non-slip varnish, High-Resist clear and High-Resist Clear with no optical brightener. New additions

*Continued on pg. 101 >*



precise formulations.

When Nordvalls receives a color specification from the customer, a small ink batch is mixed in the Colorsat Match system and checked with a spectrometer. If necessary, adjustments are made and when the correct color is achieved it can be tested on the Perfect Proofer.

The Perfect Proofer is a fully gear-driven replica of a flexo printing unit, using the same anilox roll type and cell count, polymer plate, tape, drying system and substrate as the full job. Nip distances can be calibrated in increments of microns, allowing reproduction of half tones at precisely intended dot gain levels.

'By testing offline, we can get much closer to the color sample than before and produce the samples faster, so there are time savings for the customer, too,' Nilsson explains.

'These systems have been a cost-effective combination. It has cut the time spent on the press to a few minutes per color and reduced the amounts of ink and substrate that were wasted.'

Jonas Rengbo, regional manager Nordic of Flint Group Narrow web, adds: 'We are fully aware that ink usage can influence operational cost to a large extent, and thus we invest heavily to ensure inks are delivered consistently, within the tightest tolerances from batch to batch. Other features such as improved mileage, and press-readiness and ease of operation are benefits that printers will see on their bottom line thanks to improved productivity and overall reduced cost to print.'

## New products and services

INX International has introduced the HMJ-200 small batch ink dispenser from HMJtech Dispensing Solutions for tag and label converters.

Designed to quickly deliver single point dispense into jugs with small openings,

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## UV Printing Ink and Lacquer



**Zeller+Gmelin**  
Printing Inks



Marabu introduces LED Screen white



it takes only 90 seconds to deliver four ingredients into a one-gallon jug. Available for water-based or UV curable ink, it is configurable up to 14 base ingredients from kits, drums, totes or bulk. A quick adjust scale base accommodates multiple dispense containers from jugs to pails. Other features include an automated valve cleaning system, a necessity with today's fast-drying water-based inks.

The plug-and-play design allows local staff to remove the HMJ-200 from the skipping skid, load inks, and making batches in less than two hours.

The HMJ-200 incorporates a touch screen display to provide durability and ease of use. The software package is simple and intuitive, and most users are fully trained to use it in less than 30

minutes. Features include a scheduling and practical work-off function to minimize time and waste.

Rowat Inks has meanwhile developed an ink formulation laboratory for printers making extensive use of spot colors in both UV flexo and water-based flexo, conventional offset, UV offset and UV waterless offset.

MG Color Proofer is a universal inking simulator – a miniature proof press – which can simulate multiple printing techniques and works with any type of ink. The system delivers an equivalent machine ink transfer and the tests are fully repeatable. The system is quick cleaning.

MG Color Dosink is an automatic ink weighing and mixing station for all types of ink, including offset, flexo,

< Continued from pg. 101

to the company's Tactile UV Flexo varnish options include a Velvet Touch varnish and a Tactile varnish.

Fujifilm has also launched a new Supernova UV flexo White which the company claims matches the opacity and smooth laydown of a rotary screen white and prints with a high level of detail when used with fine line anilox volumes.

For water-base applications the company now offers its 700 Series Waterbase inks, allowing up to 200 line screen capability and with a range of 17 line/spot colors including economy black and ultra-dense black. Fujifilm 700 Series ink can be used both for paper and most films, especially when used with a varnish or laminate.

Siegwerk's main focus has been on low migration applications, introducing the Sicura Litho Nutriboard UV-offset series, which can be used for narrow web as well as sheet-fed applications. It is made with raw materials free of Bisphenol-A (BPA).

Sicura Nutri-WL is a new low migration UV waterless offset ink which maintains printability and adhesion with minimal odor and low migration potential, says the manufacturer, making it ideal for pharmaceutical and food applications.

Continued on pg. 102 >

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UV, conventional or waterless connectable to the main MG Color Formulation software. The system is capable of weighing 50 grams for lab application, and up to 2.5kg for production, in less than three minutes with an accuracy of 0.1 gram.

In related developments, Siegwirk's new FastMatch service allows label printers to create recipes quickly from basic inks and then mix the inks themselves. Siegwirk offers this service in cooperation with color specialist X-Rite, which now also incorporates Pantone Inc. The system has been launched in CUSA and will be launched in EMEA soon.

RK Print Coat Instruments has developed a compact LED-UV curing system which can be integrated with the company's FlexiProof. The LED-UV curing system is an optional alternative to the dichroic mercury arc vapor lamps currently provided with the FlexiProof.

FlexiProof makes it possible to create accurate prototypes without taking a production press off line. Because the Flexi Proof with LED UV can print directly onto a substrate and cure inline the customer 'proof of concept' is made much easier and speedier.

Tom Kerchiss, RK's managing director, comments: 'In the not-so-distant past there was a lack of suitable inks formulated to react to the output from UV LED light sources, but this is beginning to change. A significant benefit of LED UV is that there is minimal heat/energy transfer to the substrate. UV LED also provides uniform and consistent radiation across the width of the web. LED-UV therefore enables a pre-press quality control and product development device such as the FlexiProof to handle a wider range of heat sensitive substrates.'

The lamps integrated with the FlexiProof offer a tailored output at the 385 or 395 nm wavelength. The lamps are energy efficient, require little in the way of maintenance and are both ozone and mercury free.



< Continued from pg. 101

## Ink trends

Siegwerk has also succeeded in developing a low migration primer for in-mold labels and wet conditions. The company says this 2-component UV dry offset primer gives outstanding adhesion on the most difficult substrates and excellent mechanical properties in wet conditions.

At Labelexpo Americas 2014, Siegwirk highlighted its most recent innovation involving UV LED shrink sleeve technology. Siegwirk says it is actively working on low migration UV-LED systems as the technology becomes gains more traction with label converters. Siegwirk has also been working on 7-color process systems for both UV flexo and UV offset, and new products are promised this year.

Marabu has developed an LED-UV curable screen ink, Ultrapack LEDC, which it claims delivers excellent results in terms of adhesion, opacity, degree of gloss, and reactivity. It is suitable for container printing and flatbed label applications. The good opacity works especially for full area prints or text.

LED technology is entering the screen printing market, and more machine manufacturers are offering the option to take advantage of its low heat output and productivity benefits.

Ultrapack LEDC screen printing ink can also be cured with conventional UV lamps without additional post-curing.

In addition to Ultracolor basic shades, high opaque shades and opaque white, the Ultrapack LEDC screen printing ink series include a silicone-free opaque white 171 optimized for flexo over-printability.

## Flint Group launches REACH-compliant CombiWhite

Flint Group Narrow Web has introduced a REACH-compliant version of its CombiWhite over-printable opaque white rotary screen ink. 'A classification and labeling change led by REACH resulted in Flint Group, as a responsible supplier, deciding we could no longer use N-vinyl caprolactam (NVC, CAS number 2235-00-9), in any of our products,' says global product director Jennifer Joyce. 'While EuPia has initiated a prolonged substitution process until March 2015, we are pleased to announce we are ready with re-formulation work and have had fifteen clients using the new product for well over five months; furthermore, we have not had one single negative report from any of these tests. We are very pleased with the results.'

CombiWhite C3 is designed for combination printing with all narrow web ink technologies and can be used on all types of substrates. Says product manager Par Olsson, 'The whole aim with this reformulation is that no one should notice any difference between existing formulations and the new, upgraded, CombiWhite C3.'

One of the early beta sites for the new ink formulation was APE Etiquettes, France. 'We were approached early in the testing process,' states the company's Jean -François Clisson. 'We understand fully the aspect of printer safety, and care for our staff. But safe products should still provide superior performance attributes. We have been running the new CombiWhite C3 under an experimental code for well over three months and we see not a single defect; in fact, we believe flow-out has slightly improved. For us this is an easy switch and win-win for all involved.'

Effective immediately, CombiWhite C3 is available across all Flint Group Narrow Web distribution channels and, from this date, Flint Group will no longer supply inks containing N vinyl caprolactam in Europe.



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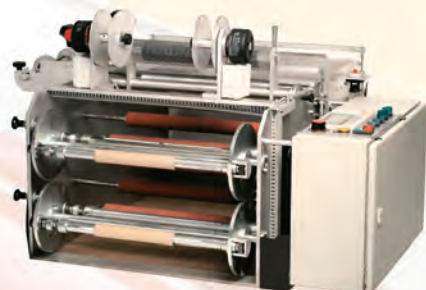
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# Label trends

James Quirk rounds up statistics on the global labels and consumer markets

## \$7 TRILLION IN 2010

McKinsey estimates two billion new middle-class consumers, located across a dozen developing nations, spent nearly \$7 trillion in 2010.

Source: McKinsey

## \$20 TRILLION IN 2020

They forecast another billion will enter the middle class by 2020, increasing annual spending power to in excess of \$20 trillion.

Source: McKinsey

## 80% GROWTH IN EMERGING MARKETS

Last year, global demand for label materials grew by six percent. And 80% of that growth came from emerging markets.

Source: Avery Dennison



## PET LINER CALIPER IS DOWN TO 19 MICRONS

In the 1990s, the lowest caliper of PET liner that converters were comfortable using was around the 36 micron mark. Today, PET liner caliper is down to 19 microns.

Source: Avery Dennison

## DIGITAL LABELS MARKET AT OVER USD \$3 BILLION

The global market for digitally printed labels is now estimated at over USD \$3 billion, and it's growing at more than 15 percent a year. 25% of new narrow web label presses installed worldwide in 2013 were digital and the figure for some of the developed markets (Europe in particular) is around 30%.



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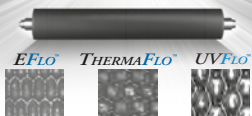
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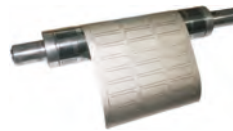


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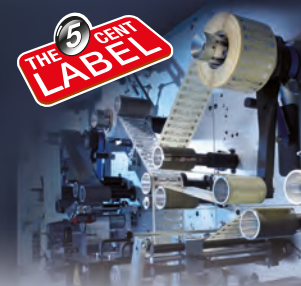
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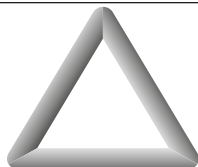


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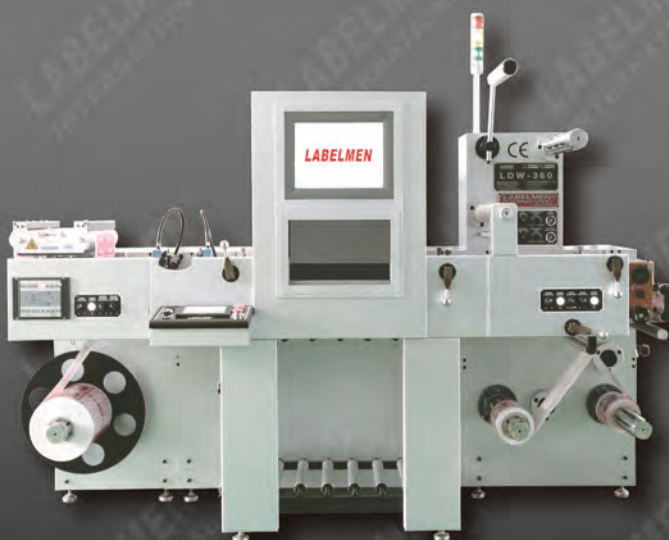
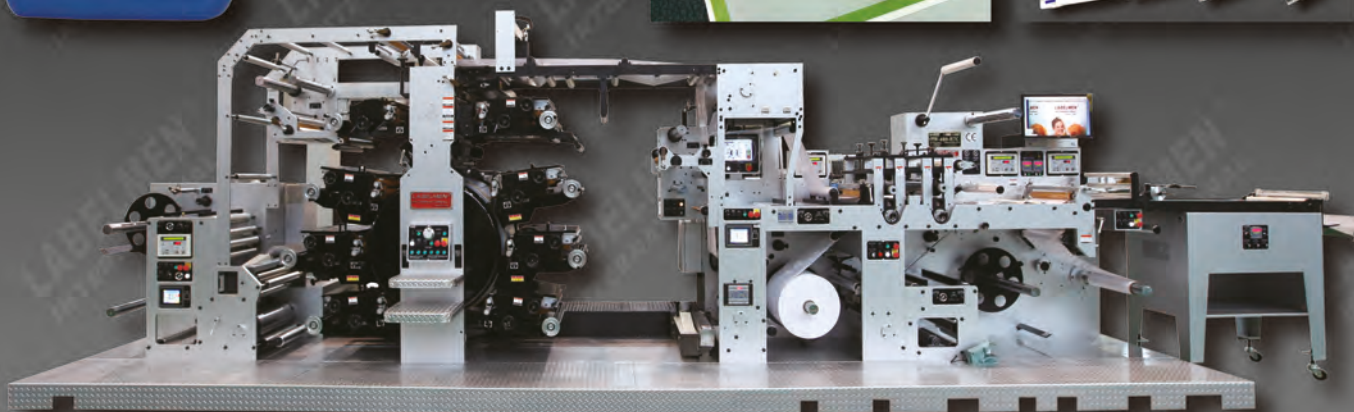
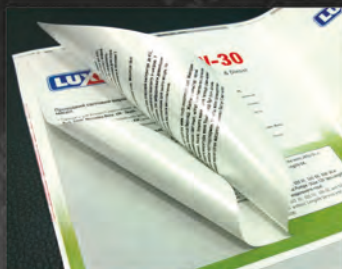
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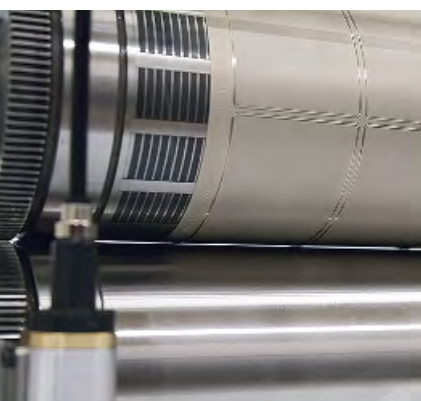
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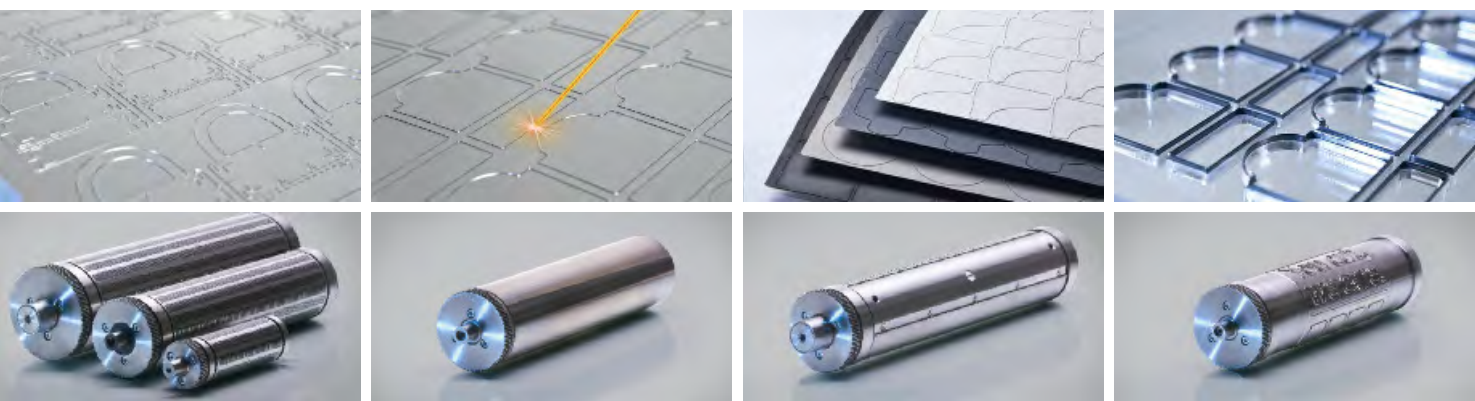


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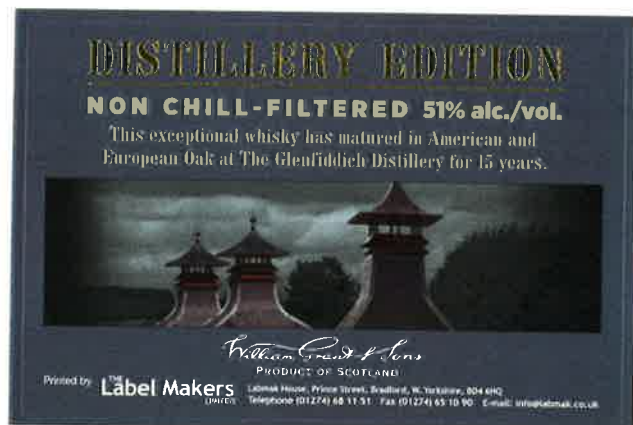
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