

# GLOBAL LABEL INDUSTRY OF THE FUTURE

What factors will impact the label industry over the coming decades?

# LABELS & LABELING

THE WORLD OF PACKAGE PRINTING

## INK MATTERS

The latest ink trends, including LED, EB and low migration

## LABELS AND PACKAGING IN A DIGITAL WORLD

As e-commerce sales grow, what role will labels and packaging play in the future?

## MARKET FOCUS: NUTRACEUTICAL

The nutraceutical market allows label converters to be creative





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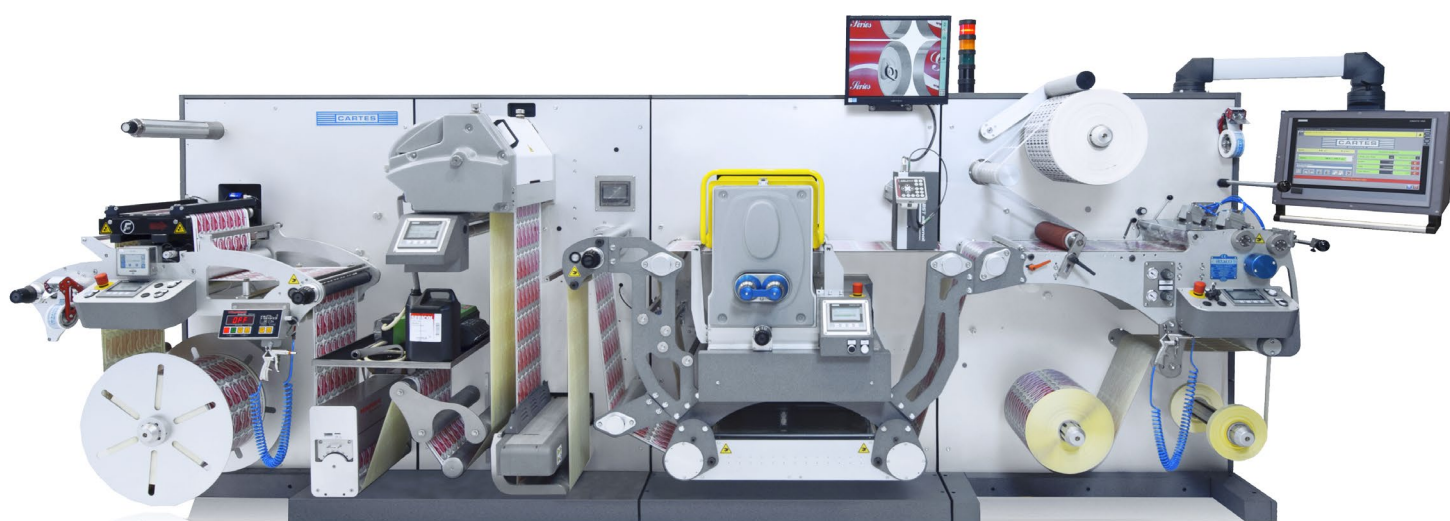




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## – Meet the team

*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, Africa and Australasia*



**James Quirk**  
*Group managing editor*



**Andy Thomas**  
*Strategic director*



**Mike Fairley**  
*Strategic consultant*



**Tim Gordon**  
*Publishing director*



**David Pittman**  
*Deputy editor*



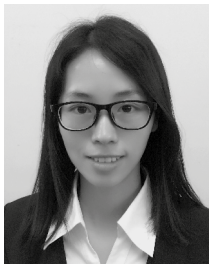
**Chelsea McDougall**  
*North America editor*



**Aakriti Agarwal**  
*India and Southeast Asia editor*



**Kevin Liu**  
*China project director*



**Yolanda Wang**  
*China editor*



**Keren Becerra**  
*Latin America correspondent*



**Gill Loubser**  
*Africa correspondent*



**Henry Mendelson**  
*Oceania correspondent*



**Danielle Jerschevske**  
*Sustainability columnist*



**Bob Cronin**  
*M&A columnist*



**Nick Coombes**  
*Editorial consultant*



**Barry Hunt**  
*Editorial consultant*

### Editorial

James Quirk, *Group managing editor*  
Andy Thomas, *Strategic director*  
Mike Fairley, *Strategic consultant*  
David Pittman, *Deputy editor*  
Chelsea McDougall, *North America editor*  
Aakriti Agarwal, *India and Southeast Asia editor*  
Yolanda Wang, *China editor*  
Kevin Liu, *China project director*  
Gill Loubser, *Africa correspondent*  
Henry Mendelson, *Oceania correspondent*  
Keren Becerra, *Latin America correspondent*  
Danielle Jerschevske, *Sustainability columnist*  
Bob Cronin, *M&A columnist*  
Barry Hunt, *Editorial consultant*  
Nick Coombes, *Editorial consultant*  
T: +44 (0)20 8846 2835  
E: [editorial@labelsandlabeling.com](mailto:editorial@labelsandlabeling.com)

### Advertising

Randy Kessler, *Vice president of advertising sales*  
Joerg Singer, *Account manager – Europe*  
Mirco Mazzarella, *Account manager – EMEA and online*  
Andrea Serna-Alvarez, *Account executive – Europe*  
Pradeep Saroha, *Account executive – India*  
Tina Wang, *Account executive – China*  
Daniel Zhao, *Account executive – China*  
T: +44 (0)20 8846 2818  
E: [advertising@labelsandlabeling.com](mailto:advertising@labelsandlabeling.com)

### Design

Ben Walton, *Designer*  
Adam Evans, *Designer*  
Laura Burns, *Designer*  
Simon Taljaard, *Designer*  
T: +44 (0)20 8846 2841  
E: [design@labelsandlabeling.com](mailto:design@labelsandlabeling.com)

### Production

James Wenman, *Design & production manager*  
Jamie Whittington, *Production executive*  
T: +44 (0)20 8846 2833  
E: [production@labelsandlabeling.com](mailto:production@labelsandlabeling.com)

### Marketing

Michael Hatton, *Marketing director*  
Paul Connelly, *Senior marketing manager*  
Hannah Whitnall, *Marketing executive*  
T: +44 (0)20 8846 2727  
E: [marketing@labelsandlabeling.com](mailto:marketing@labelsandlabeling.com)

### Management

Lisa Milburn, *Managing director*  
Tim Gordon, *Publishing director*  
T: +44 (0)20 8846 2818

### Publishers

Tarsus Exhibitions and Publishing Ltd, Metro Building,  
1 Butterwick, London, W6 8DL, United Kingdom  
T: +44 (0)20 8846 2700 | F: +44 (0)20 8846 2801

### Other offices

Tarsus Expositions Inc, 175 N Patrick Blvd,  
Suite 180, Brookfield, WI 53045, United States  
T: +1 262 782 1900 | F: +1 262 782 8474  
Tarsus Exhibitions & Publishing Ltd, Room G, 29th Floor,  
SIIC, 18 North Caoxi Rd, Xuhui District, Shanghai,  
200030, China  
T: +86-21-64686801 | F: +86-21-64279169  
Tarsus Exhibitions & Publishing Ltd, O4U Centre, 649,  
Office M-03, Phase-5, Udyog Vihar, Gurgaon, Haryana,  
122001, India  
T: +911244234434

### Subscriptions

E: [subs@labelsandlabeling.com](mailto:subs@labelsandlabeling.com)  
ISSN: 1478-7520

### Printed by

Bishops Printers, Portsmouth, United Kingdom

### US mailing

Labels & Labeling (USPS No: 002-914) is published  
bi-monthly by Tarsus Exhibitions and Publishing Ltd and  
distributed in the US by SPP, 95 Aberdeen Road, Emigsville  
PA 17318. Periodicals postage paid at Emigsville, PA.  
**Postmaster:** Send address changes to Labels & Labeling,  
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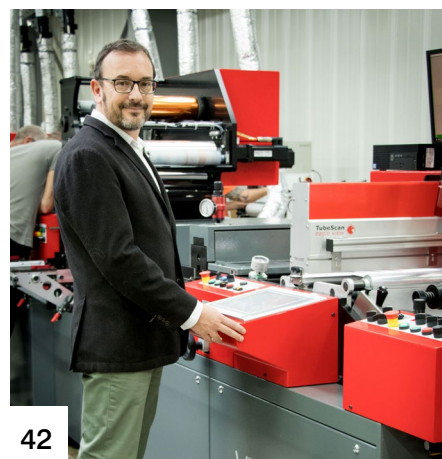
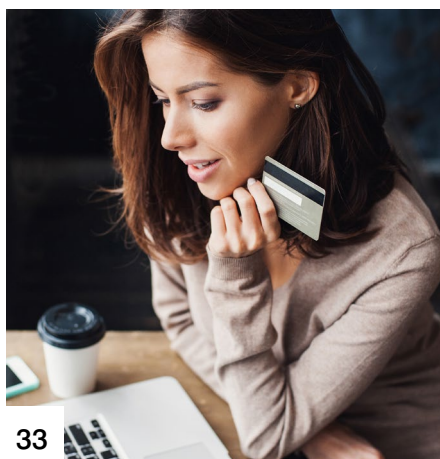
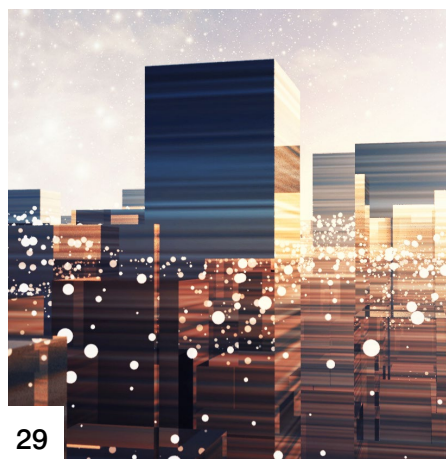
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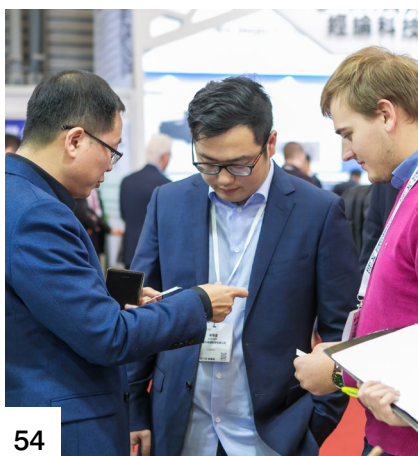
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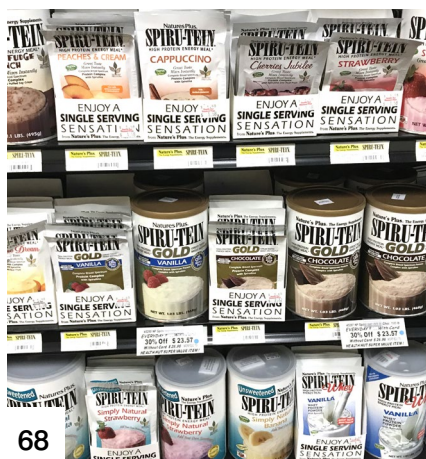




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The *Labels & Labeling* website presents daily news and exclusive content generated by its international editorial team and addressing the most pertinent developments in the label and package printing industry



### Why UV? (video)

Building on the UV trend concerning label printing for food packaging, an industry group provides a better understanding of UV use



### E-liquid labeling (white paper)

This white paper explains the TPD label requirements as well as the CLP guidelines



### Success in India (opinion)

Gourav Roy, FIG managing director, discusses the Indian label industry



### RAIN RFID milestone (news)

Impinj has shipped its 25 billionth Monza endpoint IC, including 7.1 billion in 2017 alone



# Bellissima DMS

## Seeing is believing

Rivalling the quality of print typically associated with offset and gravure, Bellissima DMS is challenging digital as the future for flexible packaging and labels.

### Highlights:

- High-quality prints equivalent to 350 - 450 lpi
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- Shadow dots up to 99.5%
- Vignettes that fade smoothly to nothing
- Smooth flat tints for 'perfect' fixed palette
- Solid object protection
- High solid ink densities
- No color shifts with misregistration
- Reduced bounce, barring and slur

**NEW video: Bellissima DMS says "NO"  
to the Flexo Printer's Problems**



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## Thirty years ago (L&L issue 1, 1988)



**P24** Dennison Manufacturing Company made its non-impact printing technology – under the name of Presidax – available to roll label printers. The system for adding variable data, sequential numbers and codes to labels and tags had rapidly created a 15 million USD market for the international label producer, with Webtron and Mark Andy presses retrofitted with unique ion deposition printing units.



**P34** Roll label printing with UV technology increasingly required the right kind of expertise, and the best inks, varnishes, lamps and dryers. Mike Fairley visited UVman to see the world's first dedicated UV resource center. Having pioneered UV into the US tag and label, business forms and sheet-fed markets, UVman was looking to achieve similar success in the US folding carton industry.



**P38** Formed in Hereford – primarily to serve one account – Creative Labels produced food, electronics, chemical warning, steel and computer labels on a wide range of substrates. Fourteen years on from purchasing its first Tackyboy, Creative Labels had eight Tackyboy and Stanford presses in operation. Together with four hot foil stamping presses and 30 employees, these serviced 600 accounts annually.



**P42** Harlands had installed a Digilabel System, claimed as the most advanced pre-press film creator. A dual laser beam scanning and plotting version of the Digilabel System was chosen, to enable the company to implement and appraise electronic pre-press technology. The system was claimed to provide a pre-press service faster and more efficient than any other available at the time.

## Twitter chatter



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**@AIPIAcongress:** @IKEA is looking into the area of printed electronics for ideas that could transform its operations <https://lnkd.in/dgJyVzi>

**@MPSSystemsbnv:** Kees Nijenhuis shares the exciting evolution of MPS Systems North America and how it has benefited our North American customers! #print #flexo <http://bit.ly/2DkE0vB> #blog

**@hpindigo:** We are moving, but we are taking all the great #HPIndigo conversations with us. To make sure you don't miss a thing, follow us @HPGraphicArts

**@Pulserl:** This #shrinksleeve for @FireflyTonics printed by @BerkshireLabels using our #UVflexo #PureToneinks features in Top 10 exceptional designs of 2017! More at <http://ow.ly/16U430hMpYl> #world-packagingdesignsociety

## Labelexpo Asia shows a new China

### Editor's note

**L**abelexpo Asia 2017 showed the Chinese label market moving to a new level of maturity 12 years after the first show in Shanghai. All exhibitors noted an increased level of professionalism and interest in new technologies – particularly digital, flexography and hybrid printing.

The Chinese machine manufacturing sector has responded to this shift. They are buying in top-level components such as Rexroth and Bosch servo drives and control software and responding to requirements for greater mechanical reliability, combination processing and automation.

This trend is driven by the Chinese government's decision to emphasize consumer spending over export-led growth as the main driver of economic development

Allied to greater disposable

income for the fast-growing middle class, this has led to a retail boom spreading from the coastal cities to the second and third tier cities in the west and north. Unlike in India, this boom has been spearheaded by global retailers such as Walmart and Carrefour, and they bring their global supply chain of multinational brands – all of whom are seeking local sources of supply for top-level label technologies.

And Chinese brands have in turn been forced to respond, increasing their decoration levels and responding to demands for shorter runs of more heavily differentiated products. In many cases quality requirements of local brands are higher than those of the global brands.

Chinese brands as well as global brands are now auditing converter plants and ensuring their label suppliers are using state-of-the-art equipment and

process control. Cheap copies of old western flexo presses are unlikely to pass such an audit.

The Chinese government is also impacting the choice of presses. The latest five-year plan aims to promote flexography and eliminate global warming emissions from solvents. There certainly were still letterpress machines at the show, but most Chinese letterpress and intermittent offset manufacturers are now bringing out their first flexo presses.

The Chinese label market has changed for good and it will be interesting to see if western press manufacturers are better able to play in this fast-growing sector.

James Quirk  
Group managing editor



*Alphasonics USA is expected to open for business in February 2018*

## Alphasonics expands into the US

*Richmond, Virginia-based subsidiary will be run by Christopher Jones*

Alphasonics, a supplier of anilox, parts and plate cleaning equipment, has formed a US subsidiary to better serve the country's flexographic print industry. Alphasonics USA, based in Richmond, Virginia, will act as a sales office as the UK-based manufacturer seeks to increase its US market share through a dedicated and direct sales force.

Christopher Jones will become vice president and business development manager of the standalone company, leaving behind his duties as Alphasonics UK and Ireland sales manager. 'I'm extremely excited to be fronting this project, designed to take us further in a market that unfortunately has been neglected for too long,' said Jones. 'I aim to bring the very best in terms of technical expertise, quality of service and a product that will bring unrivalled results in print houses across the country.'

Alphasonics USA is expected to open for business officially in February 2018.

The move comes as part of an overall program of expansion, which is also seeing Alphasonics make headway into the medical industry. Alphasonics managing director David Jones noted that this has been facilitated through the development of numerous technologies in the print industry. He explained: 'What we've found is that surgical cleaning has the same issues as print does to a certain extent, just in reverse. Both relate to the lack of consistency, whether that's through poor ultrasonic distribution or unequal application of chemical. In the same way we guarantee a consistent, safe and effective delivery of ultrasonics to clean an anilox to full volume, we can remove germs and prion protein from surgical equipment.'

'It's an extremely exciting time in terms of what comes next for us and equally as pleasing that what we've developed over the years has bigger potential than we even thought.'

As a result of a greater presence in the medical industry, Alphasonics will expand its production facility. This follows the achievement of ISO 13485 production quality standard, which gears the company to producing medical grade cleaning systems.



Read more about Alphasonics' move into the healthcare sector at [www.labelsandlabeling.com/features/latest/taking-ultrasonics-next-level](http://www.labelsandlabeling.com/features/latest/taking-ultrasonics-next-level)



*L-R: Tim Klappe, MPS Asia-Pacific managing director, and Wim van den Bosch, MPS CEO*

## MPS to establish direct presence in Asia

*Tim Klappe has been appointed MPS Asia-Pacific managing director*

As the next step in MPS's strategy to expand its local presence in Asia, the Dutch narrow web press manufacturer will establish an official Asia branch office in Kuala Lumpur, Malaysia early in 2018.

MPS has identified Asia as a market with 'significant growth potential'. The new office in Kuala Lumpur will extend its presence and level of service offered in the region.

'These are very exciting times for MPS in Asia,' said Wim van den Bosch, MPS CEO. 'With our official MPS Asia office in Malaysia, a demo center in Japan and regional representation in the complete Southeast Asia region, our presence will be vast with a strong service network for existing and new MPS customers.'

Tim Klappe has been appointed MPS Asia-Pacific managing director. 'Asia is a market with significant growth potential,' said Klappe. 'MPS has already built a reputable name in the Asian label and flexible packaging industry. What was needed was elevated local MPS presence and service, which will now be offered. I am honored to be part of this well-respected, innovative organization and excited to help bolster its market share in Asia.'

## Baldwin acquires QuadTech

Baldwin Technology Company, a provider process automation products, consumables and services for the print, packaging, textile and corrugated industries, has acquired QuadTech from its parent company, Quad/Graphics.

With this acquisition, Baldwin adds all of QuadTech's technology and strategic locations across the Americas, Europe, China, Japan and India. QuadTech manufactures control systems that help commercial, newspaper, packaging and publication gravure printers improve their performance and productivity. Headquartered in Sussex, Wisconsin (USA), QuadTech maintains a worldwide network of sales and service operations, and sells automated systems in more than 100 countries.

Baldwin will strategically unite QuadTech with two of its existing divisions – web printing controls and PC Industries – creating a global platform that will operate as Baldwin Vision Systems. Karl Fritchen, current QuadTech president, will lead the new Baldwin segment.





L-R: Edmund Ayres, country manager Chile, Peru and Bolivia; Mark Pollard, senior vice president, Global Films SBU & Americas Region; and Andreu Gombau, South America sales director

## UPM Raflatac opens new facility in Chile

*Santiago-based terminal will host slitting and distribution services*

UPM Raflatac has opened a new labelstock slitting and distribution terminal in Santiago.

This new terminal allows UPM Raflatac to expand its customer reach and improve its service capabilities by offering an expanded range of sustainable paper, film and specials products – particularly in the wine and craft beverage segments – to customers in the Chilean and surrounding markets including Argentina, Bolivia, Paraguay and Peru. The facility features two meter-wide slitting capabilities and UPM Raflatac also has trimless offerings on selected materials.

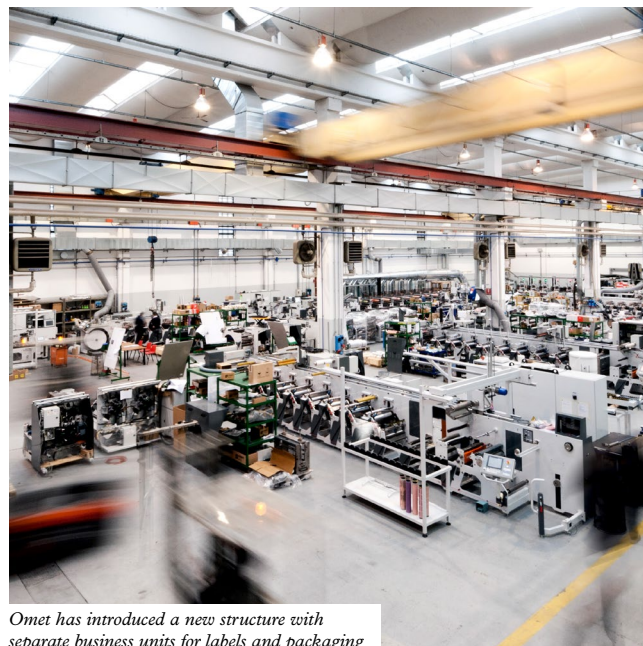
'UPM Raflatac has the highest quality product portfolio on the market combined with world-class service and we are happy to now be able to offer them to the Chilean and regional pressure-sensitive label markets,' said Mark Pollard, senior vice president, global films SBU and Americas region, UPM Raflatac. 'We look forward to bringing the latest innovations to our trusted partners and growing our businesses together.'

Andreu Gombau, South America sales director for UPM Raflatac, added: 'As we continue to expand our presence in South America with the opening of our new Chilean terminal, we will be there to meet customers' needs by offering them all the capabilities of our global company with a local touch.'

The new terminal joins UPM Raflatac's Americas Terminal Network, which includes a number of facilities throughout North and South America.

## CCL adds printed electronics expertise

CCL Industries has agreed to acquire UK-based Fascia Graphics, a producer of graphic overlays, membrane switch control panels and nameplates for large European OEM customers in the electronics and durables sector. The new business will trade as CCL Design on close and bring expertise in printed electronics to CCL's product lines. The purchase price is estimated at \$9.3 million USD.



Omet has introduced a new structure with separate business units for labels and packaging

## Omet implements new structure

*Separate business units for labels and packaging*

Omet has introduced a new structure with separate business units for labels and packaging, as it seeks to continue its global growth.

The new structure sees Labels and Packaging business units established, which the company stated will provide dedicated resources and enhanced support to its global customer base.

'This step will further allow Omet to have a deeper market presence, streamlined marketing and communication, and strengthen its customer-centric approach,' said the company.

Paolo Grasso has been appointed as head of sales for the Labels business unit.

## Flint Group opens new facility in Turkey

*Flint Group has opened a new factory in the district of Beylikduzu in Istanbul*

The new 3,800 square meter manufacturing and distribution site is located 13 kilometers from the main container terminal on the European side of Turkey and is well-positioned for exports to the Middle East.

Kim Melander, VP sales EMEA and global strategy paper and board, said: 'Flint Group's paper and board business has been a local supplier in Turkey and the neighboring regions since 2008. This additional investment not only solidifies Flint Group's dedication to the Turkish market, but also confirms our promise to grow together with its customers in this key emerging market.'

Krzysztof Struszcak, operations director packaging inks, eastern Europe, added: 'The acquisition of this new facility was initially, and strategically, planned for Flint Group's water-based paper and board business segment. However, it soon became clear that we should combine with other key segments supplying all needs of the packaging market from this one location. Today, Flint Group's narrow web, sheet-fed, and digital solutions (Xeikon) businesses have joined paper and board in this single facility.'

# News



Flint Group's Kim Malendar (left) and Eston Chimica CEO Nicola Mellon (right)

## Flint Group acquires Italian ink manufacturer

*Eston Chimica specializes in water-based inks for flexo and gravure applications*

Flint Group has acquired Eston Chimica, located in Padova, Italy. Eston Chimica manufactures water-based inks for flexo and gravure applications to printers predominantly located in Italy and southern Europe. These are used primarily for paper and board applications, such as corrugated, shopping bags, paper bags, and various other water-based print jobs.

Kim Melander, VP sales EMEA and global strategy paper and board at Flint Group, commented: 'We have found the right partner; a company who, with the dedicated support of its employees, has been very successful in recent years outgrowing the market as compared to other suppliers.'

'Eston Chimica's state-of-the-art facility in Italy is fully automated providing Flint Group important geographic expansion plus full manufacturing capabilities in southern Europe – an excellent complement to our established manufacturing facility in Europe.'

Eston Chimica CEO Nicola Mellon said: 'The team at Eston Chimica is the principal reason for our business success thus far and we are very excited by the prospect of growing our business as part of Flint Group. In combining our strengths, we are able to offer our customers cutting edge innovations in both inks and coatings and customer-focused support. The water-based packaging print sector is growing and changing; this partnership gives us the opportunity to stay one-step ahead and effectively plan for the future.'



The new visual identity for Armor's thermal transfer products

## Armor establishes subsidiary in Turkey

Thermal transfer specialist Armor has opened an office in Turkey, expanding its network of international subsidiaries dedicated to the slitting and marketing of thermal transfer ribbons. Armor Turkey, based in Istanbul, provides customers with local support and the full range of products

and services for this 'strategic market'. Armor Turkey joins other global subsidiaries in Africa, India, Mexico and Canada, launched in early 2017. Further new international subsidiaries are planned and will be announced shortly.

## Tilia Labs and Cerm collaborate on pre-press

*Tilia Labs, a developer of planning, imposition and automation software for the graphic arts industries, has partnered with Cerm*

The two companies will offer integrated pre-press capabilities for maximizing efficiencies in label print production. The companies created a new, seamless integration between Cerm MIS and tilia Phoenix ganging capabilities to deliver a 'Plug and Play' product for optimizing sheet-fed label production workflow, from design through to distribution.

According to Geert Van Damme, managing director of Cerm, increasing demand from customers for an 'intelligent ganging system' acted as the catalyst for Cerm to explore options for an imposition product: 'Cut and stack sheet-fed label producers were asking for a sophisticated capability that would allow them to combine a variety of labels with different sizes, colors and quantities on print sheets. We tested several different offerings and options with a number of customers and tilia Phoenix came out way ahead in every respect.'

Tilia Lab's tilia Phoenix draws on new developments in artificial intelligence (AI) in automating planning and imposition for all types of devices and print applications. At its hub is Imposition AI, a set of tools and protocols designed to search across

millions of possibilities to calculate the most cost-effective ganging and nesting combinations for up to 1,000 orders at a time. The system factors in parameters, such as job specifications (quantity, dimensions, colors, substrates), presses/print devices, post-press requirements, and delivery considerations.

In the combined product, the Cerm MIS interfaces directly with Phoenix without the need to switch between applications. A group of individual orders can be ganged based upon the calculation of total production costs. The preferred 'option' can be stored during estimation and reused for repeat production runs, even allowing individual elements within the template to be swapped for identically shaped labels. If significant changes are called for, the gang-sheet can be opened, elements can be replaced or added and then re-ganged. When a final option has been selected, tilia Phoenix generates print-ready ganged layouts and imposition JDF instructions.

Due to Cerm's existing integration with Esko automation engine, the Phoenix JDFs will automatically drive Esko's platemaking, offering additional time and cost savings to the user.



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# New Products



## PICTURED

1. Metronome, ETI
2. rotec ULW Bridge, Flint Group
3. iColor 550, UniNet
4. eXact SCTV, X-Rite

### 01 Metronome, ETI

#### ETI Converting Equipment

A new generation of the press has been developed for unsupported monoweb thin film. This has seen ETI develop two new types of flexo printing station: a drop-in plate cylinder type for web up to 17in and a sleeve plate cylinder type for wider web widths. The new stations are fully servo controlled. The productivity of these new stations has been increased by reducing the set-up time and web path length. The stations have the ability to run reverse, which allows to print the web in reverse without using a turn bar. Auto-registration and pre-registration modules have been improved to make the task easier for the operator.

### 2800 Series Mini Laser Pro Colordyne Technologies

The entry-level machine has been designed to provide end users, private brands and in-plant printers on-demand digital label and tag production with in-line lamination and laser die-cutting capabilities. The print module uses a single Memjet printhead producing full color, CMYK graphics up to 8.77in (222.8mm) width. It runs up to 60ft/min (18m/min) with a claimed resolution up to 1600 x 1600 DPI. 2800 Series Mini Laser Pro can run in three separate modes: print and cut, print only and cut only.

### 02 rotec ULW Bridge Flint Group

This ultra-lightweight polyurethane adapter claimed to offer up to 65 percent reduction in weight compared to similar

products in the market. This new generation adapter is available with a wall thickness starting at 30mm and face lengths up to 2000mm.

### 03 iColor 550, Uninet

The multi-purpose printing machine has been developed for production of heat transfer prints for garments, labels, stationery, banners, hard surfaces, marketing customization and more. It allows users to create heat transfer prints with white overprint, right side reading with white underprint and regular CMYK prints without white. The iColor 550's capabilities can be further enhanced using UniNet's specialty toner upgrade kits, which includes fluorescent, clear, security and dye sublimation toners.

### 04 eXact SCTV X-Rite

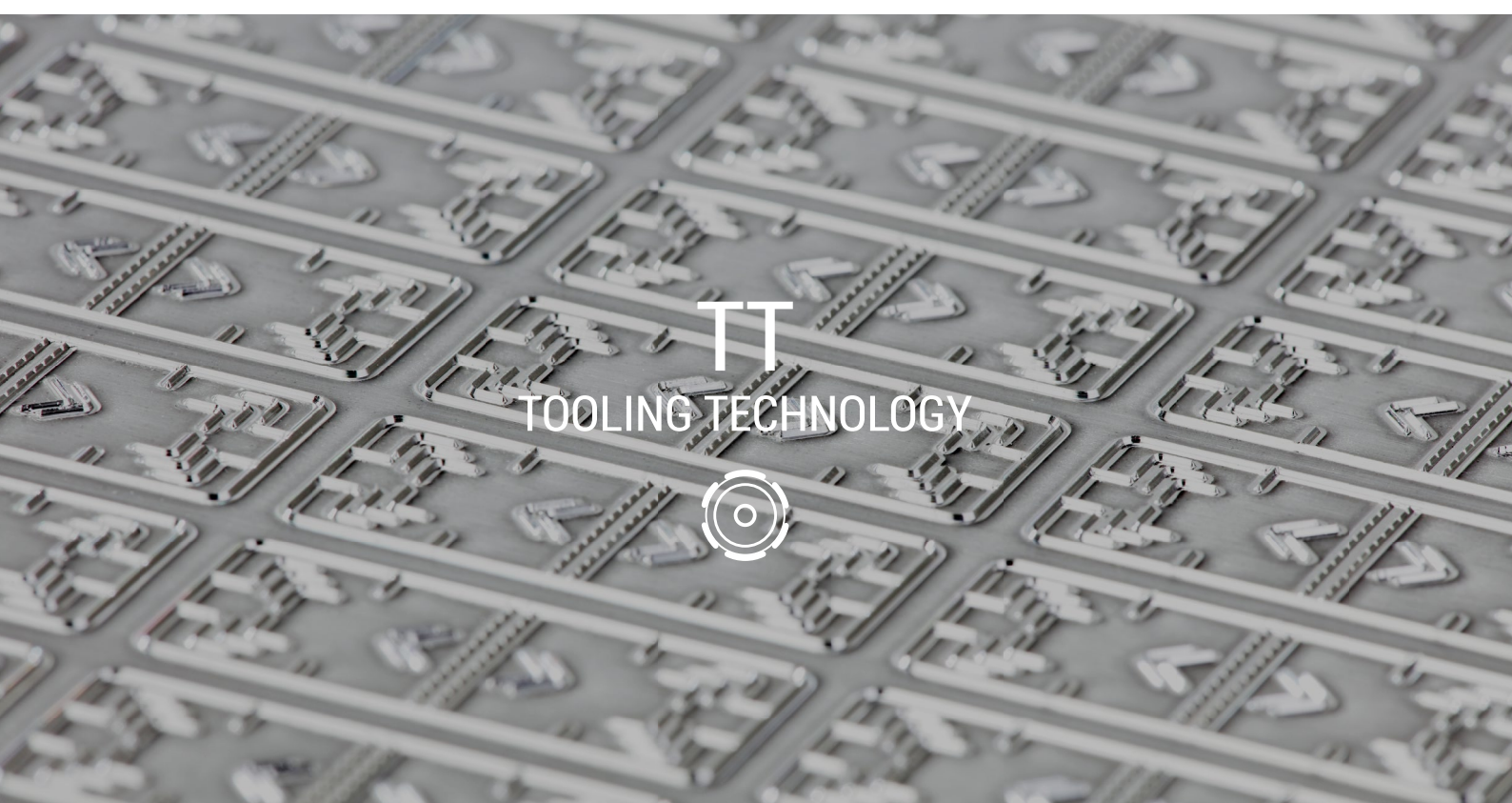
The eXact portfolio of handheld spectrophotometers has been extended to include a spot color tone value (SCTV) feature that supports the latest ISO 20654 standard. The configuration has been developed to allow commercial and package printers to verify tone value for spot colors that 'correlate well' with visual appearance. With this latest firmware update to the eXact family, X-Rite said printers will be able to more easily verify both spot and process colors that brands specify using the new standard.

### 05 OVF labelstock E Fresnel

The optically variable foil (OVF) nanotechnology has been made available as labelstock, allowing



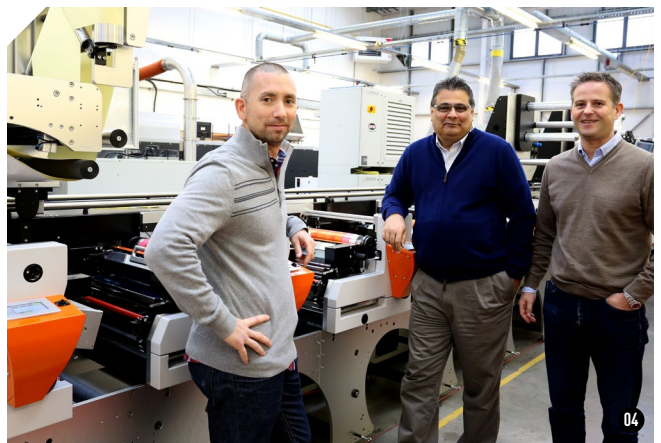
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# Installations



**01 Mark Andy Digital One**  
*Color Digital, Mexico*  
Hector Martinez, owner of Color Digital, notes that many of his high-volume customers are beginning to shift towards short-run work. It is claimed that Digital One will allow Color Digital to become a single source to the brand owner by enabling it to produce short runs of labels efficiently and keep it from overburdening other technology, such as its Mark Andy Performance Series P3 press. Sales of Digital One presses have also been confirmed to fellow Mexican printers Etiprint and Matecmex Label.

**02 Screen Truepress Jet L350UV**  
*Tenovis, Slovenia*  
The family business prints self-adhesive labels mostly for food packaging, but is now considering new markets as a result of purchasing its first digital press, including the cosmetics

industry and short runs for local wine producers.

**03 Dantex PicoColour**  
*WM Labels, UK*  
The sale was brokered at Labelexpo Europe 2017, with installation in December. WM Labels was incorporated at the beginning of August 2017, while Dantex celebrated its 50th birthday last year.

**Konica Minolta bizhub Press C71cf**  
*Scott Labels, UK*  
Prior to taking delivery of the Konica Minolta bizhub Press C71cf, Scott Labels was a 100 percent flexo print shop, running a fleet comprising two 6-color flexo presses, alongside a single-color printer and die-cutting machine used for plain labels. These presses were running to good capacity, but with increased demand for short runs of multi-color, multi-version labels, the company identified the need for a more

effective way to process these orders.

**Afinia Label desktop label printers**  
*Kmart, Australia*  
Kmart Australia purchased more than 200 Afinia Label desktop label printers from Rawson Print for an in-store label printing campaign. The printers utilize HP thermal inkjet technology. Kmart Australia marketed the in-store personalized labeling experience for Christmas shoppers in more than 200 stores around the country, with the desktop printers delivering personalized labels for jars of popular spread brands Vegemite and Nutella, exclusively in-store, for holiday gift-giving.

**04 Edale FL3**  
*DPI Direct, US*  
The investment has been made into an 8-color flexo press with 430mm web width, AiiR system and a converting automation pack which includes semi-rotary

die-cutting, automatic die load and unload, auto set shear and back slitting. It was sold via Matik, Edale's North American distributor.

**Daco D350S**  
*Flexi Labels, UK*  
An initial Daco D350S sheet production line was installed in January 2016, but with increased production requirements, Flexi Labels ordered a second machine to add further products to its growing portfolio. This second investment includes a flexographic print station allowing for color washing/tinting of labels, and the ability to print common packaging labels on A4, A3, A5 and SRA3 sheets. The machine is also capable of running roll-to-roll and able to produce plain labels on rolls for the thermal transfer market.

Go to [www.labelsandlabeling.com/news/installations](http://www.labelsandlabeling.com/news/installations) for more installation news



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# Appointments



**Christof Naier**  
*CEO, Gallus*

He joined Gallus in July 2012, first as head of sales, marketing and service label business. Since July 2017, he has served as general manager of the label business. He will continue to implement the growth strategy for Gallus initiated three years ago and drive the expansion of the digital business.



**Hans Sohlström**  
*President and CEO, Ahlstrom-Munksjö*

Previously, he served as president and CEO of Rettig Group and gained 24 years' experience in various leadership positions at UPM-Kymmene Corporation, including leading corporate and new business development, sales and marketing as well as operations as a mill director. Current president and CEO, Jan Åström, will retire from the position on June 30, 2018, at the latest.

**Charlie Brown**  
*Labels and Packaging Solutions Manager, Screen Americas*

He brings 30 years of expertise in the printing

industry, covering both the customer and production sides of printing, through a variety of positions in print and packaging procurement to executive management environments. For more than two-thirds of his career, Brown has been involved with many aspects of packaging, including print quality control, color management and workflow optimization. He has been engaged in three printing start-ups and managed a software development company in the computer graphics field.



**Shane Dewar**  
*Digital Printing Solutions, director, Europe, Domino*

He has been with Domino for 22 years, initially employed in the logistics area of the business. He then moved into UK coding and marking area sales, before moving on to national accounts management and OEM management. In 2012, he transferred over to the company's Digital Printing Solutions division, initially in UK sales before being promoted to the role of UK business manager, with responsibility for the UK sales, service and project management team.

**Tim Klappe**  
*Asia-Pacific managing director, MPS*

Living and working in Asia for over 27 years,

he is well-known in the printing industry through his executive positions with Heidelberg, Manroland and Norde International Distributors. MPS has identified Asia as a market with 'significant growth potential'. A new office in Kuala Lumpur extends its presence and level of service offered in the region. Overseeing sales in the new MPS Asia office will be George Tan, MPS area sales manager.

**Reto Simmen**  
*Chief business officer, Mouvent*

He is responsible for marketing, sales and service within the company. He will oversee the marketing and global sales channels to ensure coordinated and consistent messaging and rollout of Mouvent's portfolio of products. He will establish a service organization that will provide best-in-class support to the company's customers from the outset.

**Atsushi Suzuki**  
*CTIO, Sato*

The CTIO position has been created with the mission of accelerating commercialization of the company's in-line digital printing business and growth of future core businesses. Suzuki has 35-plus years of experience with numerous companies in Japan and the US. In addition to Japanese manufacturers like Konica Corporation and Kobe Steel, he has professional experience at companies including Polaroid and Brooks Automation. He was also vice president at Zink Imaging, a full-color printing technology venture spun out from

Polaroid, and led R&D and business development for its inkless printing technology.



**Jim Lambert**  
*VP, digital sales – ink and hardware, INX International*

He has over 35 years' printing industry experience, with responsibilities ranging from operations and management to sales and marketing. Lambert most recently served as vice president and general manager of the digital division of INX International.



**Melvyn Chan**  
*Sales and operations director, Southeast Asia, Meech*

He has spent more than 12 years working for a local distributor and has extensive knowledge of the plastics, packaging, print and converting industries, among others. The appointment follows Meech opening a regional sales office in Singapore to provide local support to its distributors and increase sales in Southeast Asia.



**Michael Franz**  
*European sales lead, Sandom Global*

He qualified as an electronics engineer and has since performed a variety of industry roles, including field sales, anilox technical consultant, export manager and sales director. His experience includes positions at Praxair, Kurt Zecher and TeroLab Surface. Based in Germany, Franz will support the Sandom Global brand across the region and manage the extensive anilox sales network.



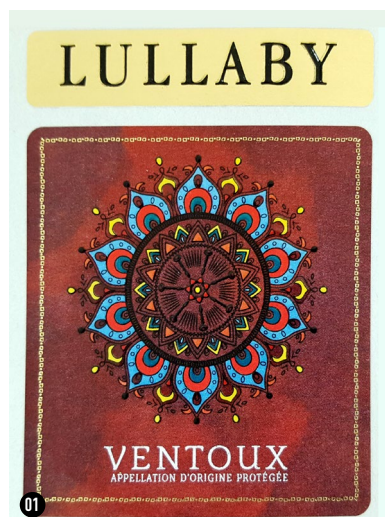
**Mark Easton**  
*Oceania manager, Ecolan*

Until recently national marketing and sales manager at Impresstik, Easton is currently setting up new country offices for Australia and New Zealand for the lighter weight packaging manufacturer with a focus on liquid beverage stand-up pouch alternatives to PET and HDPE plastics.



For more appointments, go to [labelsandlabeling.com/news/appointments](http://labelsandlabeling.com/news/appointments)

## Label & packaging showcase



### Flint Group Narrow Web 13th Annual Print Awards winners:

**01 UV Offset Combination**  
Etigraph  
France

**03 Low Migration UV Flexo**  
Labelpack  
Switzerland

**05 Wine & Spirits**  
Alyaska-  
Poligrafoformlenie  
Russia

**07 Tube Printing**  
CheMeS  
Poland

**09 UV Flexo Low Migration – LED Flexible Packaging**  
ACM  
Italy

**02 UV Flexo Process**  
Ready do Brasil  
Brazil

**04 UV Flexo Line Print**  
Kimoha Entrepreneurs  
UAE

**06 Wrap-around**  
Label Impress  
Russia

**08 UV Flexo Combination Line Print**  
Flexoline  
Russia





10 Self-promotion  
Optikett  
Germany

12 Special Effects  
Pragati Pack  
India

11 Combination print  
Spektr-Line  
Belarus

13 Security Printing  
Pragati Pack  
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# Should I stay or should I go?

*Is now the time to sell your business, asks Bob Cronin of The Open Approach*

**D**eciding whether to exit is an age-old question, be it business, situation, or relationship. But rather than pondering the lyrics of the 1981 Clash song, your most important consideration should be what's right for you. Indeed, there will always be 'trouble' if you stay or if you go; you just need to make sure that any exit produces your ideal outcome.

The best circumstance in which to make the selling decision is one where you understand all issues ahead of time, as comprehensive knowledge – and insight – enable the opportunity to truly examine the situation, plan for all elements and details, and ensure success. Thus, it's essential to have a competent advisor. While this is true even when 'staying' or 'adding' (buying), it's perhaps most important when selling. While the first two can be altered down the line, you sell your business only once. The decisions you make need to be the best possible.

**With that in mind, here are four considerations as you decide whether to stay or go:**

**Is the timing/market ideal?** Entrepreneurs can get swept up in the chatter or stories of how their neighbor just sold for some ridiculous figure. It's important that your goals aren't just about trying to keep up with the Joneses Label Co, but that both the market and your personal timing make sense. Transactions have multiple elements to them, so a sell price on its own does not necessarily mean a lucrative deal. Instead, consider what indicators will guide you in a direction during the process. What's the market showing for similar transactions, and how does your company compare? How are banking rates and terms? How well is your company positioned for the future? What kinds of buyers might be interested, and will these fit with your vision? If you aren't ideally positioned, what do you need to do to get there? Will the return on investment be worth the time and expense? Moreover, if you do take these actions, will you still want to sell down the road, or will you be in a better capacity to buy or simply flourish? Enlist a qualified advisor who operates in the labels and packaging space to help you navigate these questions. A generalist will never be able to leverage your unique assets or shape you for your best results.

**Am I controlling the sale?** Labels and packaging is an attractive space. Unless your business is really tanking, there should never be a time when you're not steering your decision. The best way to stay in control is through information. First, know your market and the realities of how your business stacks up. Second, know what all your options are. Your company may have several more opportunities than a 100 percent sale – even if you don't want to stay on board. A partnership or merger, for example, may be more beneficial. Or, you can sell part of your share and participate in future growth. Finally, understand all the financial terms and how any offer truly compares. You will need a financial and legal expert to help you understand all facets and maintain control.



**How does the business look upon transfer? Are the people and circumstances you care about provided for?** Great financial offers can often cloud the picture about the disposition of your business. Equally important is achieving your vision for your brand and remaining people going forward. If your name will still be attached to the business, you will have an even greater interest.

You're in the driver's seat when it comes to what's best for your organization. When you seek an avenue of either buying or selling, the dynamic that occurs impacts everyone in your company. That type of potential challenge says you need to understand all the nuances and make appropriate provisions.

**Where am I pursuant to the sale? Is this indeed my objective?** Make sure that the sale is the right move for you personally. Entrepreneurs who sell only for the cash are often remiss about exiting their hard-earned business. Where will you be afterward? Will you be launching a new venture, retiring, staying on the board, or something else? If it's a complete change from operating a company, are you sure the move will achieve your goals? If you've been at it more than a decade, the shift will be difficult. Find an advisor who's been through it themselves, and they can help you through your every consideration.

The final decisions around the impacts, drivers, financial and personal needs, and status of the business all reside in your hands. You can do with it what you want. But enlist the team that can ensure you capitalize on your greatest opportunities. As you decide whether you should stay or you should go, make sure the transaction overcomes all the trouble, as any regrets will surely make it double.



*Bob Cronin is managing partner of The Open Approach, an M&A consultancy focused exclusively on the world of print. To learn more, visit [www.theopenapproach.net](http://www.theopenapproach.net), email [bobcronin@aol.com](mailto:bobcronin@aol.com), or call (001) 630 323 9700*





# Q&A

After studying economics Iban Cid went on to receive an MBA from Barcelona's IESE Business School before joining Germark, the family firm founded by his father German in 1958. He spent some years getting hands-on experience in the production, administration and sales departments, then took over as commercial manager, a position in which he remained for eight years. On his father's retirement 20 years ago, he took over as general manager of the company, and today he is the Spanish converter's managing director. He served as president of Spanish label association Anfec from 1999 to 2003, and of self-adhesive label association Finat from 2001 to 2003. He is the president of the Catalan Guild of Graphic Arts since 2015. Interview by James Quirk





L-R Andrea McGinty, marketing manager, Domino Printing Solutions; Iban Cid; Pedro Marta, Domino's digital printing sales manager for Iberia

**Labels & Labeling: What has been the evolution of Germark's business since its foundation?**

**Iban Cid:** Germark was founded in Barcelona in 1958 by German Cid, my father. Initially the company was the Spanish agent for Guhl & Sheibler, a label systems manufacturer from Switzerland, selling mechanical printers for pricing labels to the retail market. That's the origin of the company's name: GER for German, my father's name; MARK for price marking devices and the consumables, the labels.

In 1960 we invested in our first Gallus press, which printed just one label shape in one color, for customers' logos. In 1970 we began to develop our own line of label applicators and created the company's Systems Division. We installed our first 5-color rotary press in 1976, and this was followed by several letterpress and MPS flexo/rotary silkscreen presses, a Xeikon digital press in 2000, an HP Indigo digital label press in 2006, a Cohesio from ETI Converting for adhesive and silicone coating in 2009, and an HP Indigo WS6800 in 2014, the first installation of the press worldwide.

**L&L: Germark is well-known for its promotional labeling expertise. What are the specific challenges related to this segment?**

**IC:** Promotional labels is a challenging market. We have to invest a lot in R&D costs and the sector demands high levels of service. But on the other hand we have less competition offering this type of label, and it makes us stronger in terms of innovation and production capabilities for specialty label applications. The first step is to understand the customer's needs and then to propose a better solution, always keeping in mind that our final goal is to help them increase sales. What I can say is that in all the promotional campaigns where our work was present, we have achieved that goal.

**L&L: What was the most important lesson your father taught you before you took over the family business?**

**IC:** Not only for the business but for life in general: to be honest. In a business context, it means being honest with all the people who you are involved with: workers, suppliers, customers. In life, you reap what you sow.

**L&L: Do you think a third generation of your family will join the business in the future?**

**IC:** I'm not educating my three sons with that goal in mind. They will be whatever they want to be. If they are interested in the business, I'll be happy. They would have to be well-prepared for the position for which they wanted to apply – just like in the real job market. Just because it is a family company does not mean family members can automatically have a job.

**“In the medium to long term, I see Germark being integrated into a large label converting group. Nowadays, in this global world, we are too big for small customers and too small for the big ones”**

Moreover, in the medium to long term, I see Germark being integrated into a large label converting group. Nowadays, in this global world, we are too big for small customers and too small for the big ones.

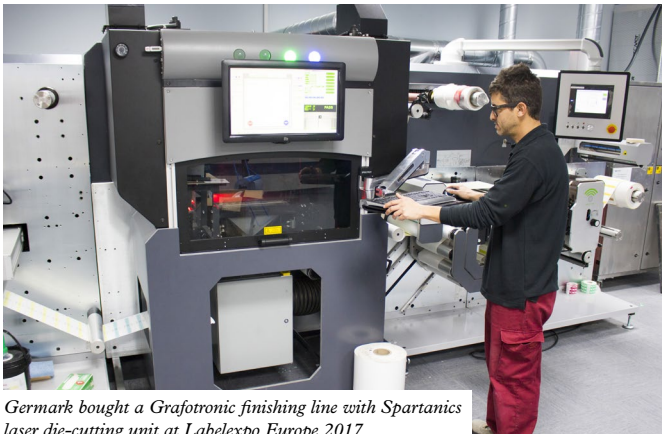
**L&L: You have been president of both Finat and Anfec, and are currently president of the Catalan Guild of Graphic Arts. How important is the work that industry associations do, and what benefits has Germark gained from these memberships?**

**IC:** The work done by the different associations is key and absolutely necessary for the industry. Someone has to do that work to the benefit of the whole sector. As an example, the Finat test methods are beneficial not only for the label printers but also for the labelstock manufacturers and the end users as well. But being president of an association is like being president of your building: all the neighbors approach to you with complaints, but none to say thanks. In the end, the main benefit that Germark or any member company can gain by joining an association is networking with industry peers. This has no price.

**L&L: What are your proudest achievements during your tenures as president of these associations?**

**IC:** I'm very proud of the foundation of Anfec in 1999. Now it is an established industry association, nearly 20 years old, with some 250 members.

More recently, the challenge of maintaining the Antoni Algueró graphic arts school that belongs to the Catalan Guild of Graphic Arts. Despite the Spanish government's policy of decreasing funding for this kind of school, we have the best graphic arts school by far in Spain, with all kinds of technology available to students, including two HP Indigo digital presses – a 5000 for sheet-fed and a WS4500 – with an AB Graphic line for label converting.



Germark bought a Grafotronic finishing line with Spartanic laser die-cutting unit at Labelexpo Europe 2017

**L&L: At Labelexpo Europe 2017, you invested in a Domino N610i inkjet press. Germark was an early adopter of digital technology from HP Indigo. What prompted the move into inkjet technology, and what benefits do you anticipate the system will bring the company?**

**IC:** We were the first Spanish label printer to invest in a digital label press with the Xeikon machine in 2000. Then in 2006 we switched to our first HP Indigo. Now we have increased our digital capacity with the Domino UV inkjet press. Domino's N610i digital inkjet press is a good complement to our existing print technologies. We conducted extensive research and visited two of Domino's existing N610i customers in the UK and France before deciding to invest. We were particularly impressed by the high print quality, the cost-effective production costs, and with the added value capability to print digitally textured labels.

Besides the benefit of high print speed at full color, for us the greatest advantage of inkjet is the capability to imitate analogue silkscreen for short runs. We are very active in the health and beauty sector, where silkscreen is a must. But, similarly to other sectors, the trend is towards ever shorter runs.

## Germark fact file

With 101 employees and a turnover in 2017 of 13.25 million euros, Germark is a leading player in Spain's premium label market and exports to some 20 countries. Its principle end user segments are health and beauty and pharma, while it also serves the food and beverage, industrial and chemical sectors. Germark was the first company in Spain to invest in a digital label press in 2000, and also the first to invest in a printing, adhesive and silicone coating system in 2009. The company operates a comprehensive selection of printing technologies – including digital, letterpress, flexo, rotary and flatbed silkscreen, and adhesive and silicone coating – and produces self-adhesive decorative labels, promotional labels, functional tags, RFID labels and shrink sleeves, as well as providing labeling, print & apply, and shrink sleeve applicator machines and thermal transfer printers to its customers. Its Systems Division sells around 100 label applicators a year.

**L&L: What other equipment did you invest in during the show?**

**IC:** We also order some machines from Grafotronic: a digital finishing line equipped with a Spartanic laser die-cutting unit, a slitter rewinder, and an automatic core cutter.

**L&L: Which technology or equipment would you consider investing in in the future?**

**IC:** Our next investment in 2018 will be in a MIS dedicated to our business. With digital orders booming, we need some automated help in this area.

**L&L: Was there any impact on your business in the lead up to the recent unofficial referendum for Catalan independence?**

**IC:** In terms of business, there was no impact. We didn't lose any customers due to the special political situation. It is true that we are not very active in the cava [sparkling wine from Catalonia] market: some of our competitors are facing a dip in sales due the boycott of cava by Spanish citizens, as it is a traditional Catalan product.



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Germark's Systems Division sells around 100 label applicators a year

**L&L:** You are a regular presenter at Label Summit Latin America events. What business links do you have with the region? What benefits having attending these events brought you?

**IC:** We have agents in several Latin American countries for specialty labels and also for label applicators. I try to schedule visits to our agents in different countries to coincide with the Label Summit. It is a great opportunity to learn what is going on in the Latin American label industry, and also to network and have fun with peers.

**L&L:** Away from the label industry, what are your main interests?

**IC:** My family: my wife and I have three boys, aged between 11 and 15. And skiing. During the winter, we go to Andorra every weekend to ski. We are lucky because Andorra is only a 2.5 hour drive from Barcelona, and everyone in our family loves to ski.



Iban Cid will be a presenter at Label Summit Latin America 2018, being held in Guadalajara, Mexico, on April 24-25. See [www.labels Summit.com/mexico](http://www.labels Summit.com/mexico) for more information



Germark's labels for Danone's Actimel Kids yoghurt drink turned the bottles into collectable 'Acti-Warriors'

**L&L:** Please cite an example of a promotional label job of which you were particularly proud.

**IC:** In 2015 we did a project for Danone's Actimel Kids yoghurt drink. Danone wanted to connect with its youngest customers and increase brand loyalty among parents. The colorful containers of the Actimel Kids yogurt drink had a new shape and came with stickers and accessories that let kids convert them into action heroes known as 'Actiguerreros', or 'Acti-Warriors'. The packaging's all-white humanoid shape, thermochromic inks and colorful stickers were developed by Germark, and were the perfect components for kids to customize the characters of 'Team Actimel'.

Kids could decorate their warriors, with new sticker designs periodically added to the collection, so the bottles had a second life as the kids collected, traded and played with them. The project was named one of the most successful innovations in FMCG products by Innovation Radar magazine / Kantar Worldpanel.

The print run was five million labels, printed by flexo and silkscreen and finished with a flexo spot varnish.



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# The global label industry of the future

*Mike Fairley looks at factors that will impact the global label industry over the coming decades*

**T**he global label industry has undergone significant changes in recent years: globalization, digitization, environmental sustainability pressures, workflow automation, changing consumer demand and expectations, profitability concerns, and problems of recruitment and training. Each new and growing challenge impinges on converter performance, return on investment, knowledge and skills requirements, and much more. Managing a label plant, or multiple plants, seems to get ever more complex.

So what can the global label industry expect over the next 10, 20 to 30 years? To begin to find the answers it is interesting to look at some of the major world economic and mega trend forecast studies, such as that produced by PwC (PricewaterhouseCoopers LLP) – The World in 2050 – and other global forecasters.

Perhaps the first thing that stands out from such studies is that the global population is expected to rise by more than one billion over this period. That's an awful lot of food and medicines that will need to be marketed, packaged, labeled and sold. Some 97 percent of this population growth will come from Asia and Africa, and the fastest population growth segment will come from the over 65s. Population growth will undoubtedly bring growth to the label and package printing sectors of the global economy.

However, that in turn will significantly increase pressures on finite raw materials and on energy resources, with the consequent need to raise recycling and re-use rates, further improve production efficiencies, reduce wastage, and

find new and better ways to package and identify goods for, particularly, consumer consumption. All these pressures can be expected to continue – becoming increasingly important as each year progresses.

Having said that, the overall world population continues to grow rapidly, that is not actually the case with almost all the OECD countries in Europe where populations are declining (although the UK and France are broadly static), and there is an ageing workforce that will be expected to work longer before retirement. The USA, Japan and Russia are also seeing declining or slow population growth.

## Challenges

Declining population growth provides its own challenges. Young workers with IT, digital, Internet of Things, Cloud computing, social networking and other advanced communications skills do not currently see the label industry as an attractive vocation, while we have an ageing industry workforce that is largely challenged by the advanced IT, digital and computer skills that will be required for future growth. Growing IT and communications department resources will be a necessary part of the industry's future.

Solutions to these issues suggested by PwC include the opening of training and apprenticeships to older workers, and considering the possibility of reverse mentoring in which older workers are

**“China has already overtaken the US to become the world's largest economy, while India is also expected to move above the US by 2050. Only Germany amongst the western European countries is forecast to even remain in the world's top ten economies”**

able to learn new digital and IT skills from younger colleagues. Certainly, the ability to connect 'things' to the internet and each other will continue to transform whole areas of the label industry in the coming years (but maybe also make it more accessible to cyber-attacks). The ongoing role of the Label Academy's books and masterclasses would also seem to be a valuable support system.

The general trend in declining working age populations, slowing birth rates, relatively stagnant productivity and slower overall economic growth found amongst the advanced westernized nations of North America, Canada, Japan, Australia, western Europe and Russia means that they are all slowly sliding down the rankings of world

## Key challenges for the label industry

- Become ever more energy efficient
- Invest in alternative energy (*solar, wind, etc, resources*)
- Reduce wastage of all kinds
- Improve recycling and reuse
- Encourage use of environmentally friendly materials and solutions
- Enhance production and workflow efficiencies
- Find new and better ways to package and identify goods
- Develop new ways of working
- Move to software enabled businesses
- Raise profile of the label industry to attract younger workers
- Retrain/mentor older workers to develop new IT, computer, digital skills
- Evaluate and invest in new market opportunities

economic powerhouses. This trend is forecast to continue. China has already overtaken the US to become the world's largest economy, while India is also expected to move above the US by 2050. Only Germany amongst the western European countries is forecast to even remain in the world's top ten economies. Eastern Europe is expected to remain much as it is now.

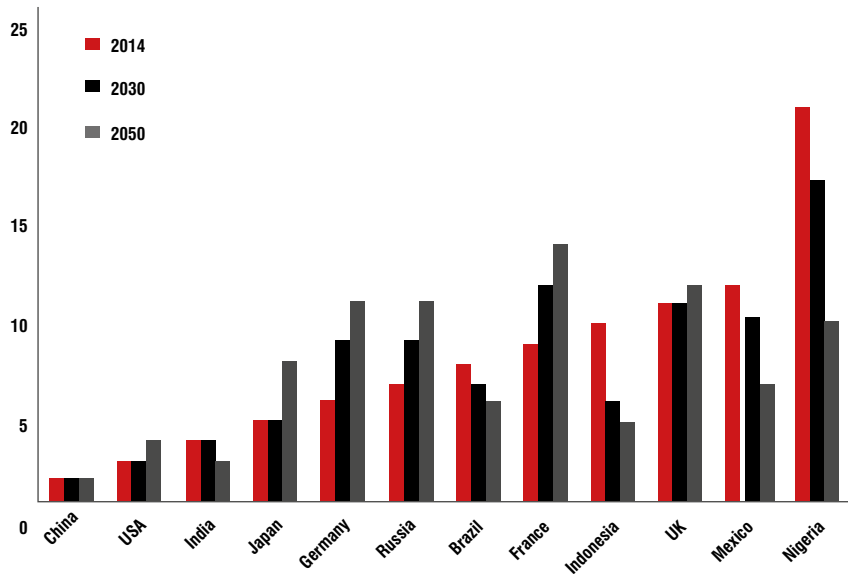
So where are the new growth opportunities coming for the main, increasingly global, label groups and industry suppliers? Where are the rising economies of the future where we should find sustained, buoyant or good economic growth, impressive GDP growth and high population growth?

Brazil and Indonesia have already moved into the top ten global economies, while Mexico is only just outside. All of these will continue their rise into more powerful economic positions, with Indonesia forecast to rise as high as the world's fourth largest economy by 2050, Brazil to fifth and Mexico to sixth. Other fast-growing economies include Thailand, the Philippines, Malaysia, Bangladesh, Pakistan and Egypt, with Vietnam seeing the fastest growth and rising from 32nd in the world to 22nd. As for Africa, Nigeria is undoubtedly the fastest-growing economy in the region (likely to move into the top ten global economies by 2050), while South Africa can look forward to long-term sustained growth.

### Market growth

All these growth economies are where global brands will find good product and market growth for the future, and increasingly establish manufacturing bases

**Ranking of the world's top ten economies by GDP for 2014, 2030 and 2050**  
(based on PWC projections)



**Note:** Figures show GDP at purchasing power parity (PPP) rankings. A rising grey bar shows declining top ten GDP economies: A reducing grey bar shows growing top ten GDP economies

– in turn requiring ever more sophisticated labels and packaging. Growth in these new emerging markets will initially come without the pressures on raw materials, energy, sustainability and an ageing workforce that the advanced westernized countries are currently facing, and will be attractive markets for the major international label and package printing groups.

Global long-term GDP growth is currently forecast to continue at around three percent per annum, with the advanced economies achieving growth rates of nearer one or two percent, and the emerging economies, depending on region, as high as four, five, six or seven percent. Traditionally, the label industry has performed at a few percent above GDP, which would give the industry's worldwide growth prospects over the next 20 or more years of around three to five percent.

While the emerging economies can expect good long-term volume growth, the traditional advanced economies will need to continue looking for value growth and production and workflow efficiencies, as well as meeting ever more demanding environmental, energy and waste pressures. The western label converter of tomorrow will undoubtedly be working differently, doing different things and liaising with customers in different ways.

Increasingly they will need to think of themselves as technology – or perhaps more specifically – software enabled businesses. This brings us back to establishing what kind of skills, knowledge base and workforce the label industry will require in the fast-changing world of tomorrow. There is no doubt that IT skills, digital, computer and communication skills will need to be somewhere near or at the

top of the list.

The industry can already see the impact that digital technologies have made on both label and package printing, but we're still only near the beginning of this revolution. Can we expect digital direct printing of bottles, jars and cans to supersede labels? It's a possibility.

The questions for label converters in the current advanced economies is how do we attract (and keep) the right kinds of workers for the future, how do we go about training them, and how do we develop the software and digital enabled label businesses for the future if we do not want to be left behind in the global economy? It is already a fact that many of the emerging economies, which have a young, well-educated workforce, are already adopting the more advanced and sophisticated label technology advances as fast as – in some cases even faster – than the current most developed markets. Frequently they are also jumping technologies and generational skills to become global leaders in label quality, performance and innovation. Indeed we already see this occurring in the various label awards winning entries.

We need to bring the label industry into a future fit for the challenges and opportunities of tomorrow, able to attract the best workers and skills, work in the fast-changing IT, digital and communications arena, and evolve to meet the requirements of the mid-twenty first century world of label production and usage.

Are we ready for these challenges?



Read more from Mike Fairley online at [www.labelsandlabeling.com/author/michael-fairley](http://www.labelsandlabeling.com/author/michael-fairley)



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Online shopping is becoming more ubiquitous

# Labels and packaging in a digital world

*As global e-commerce sales continue to grow, the role labels and packaging will play in the future is brought into question.*  
Chelsea McDougall reports

**F**or years, brands have recognized the importance that labels and packaging can play in purchase decisions at the store shelf. Eight seconds is all it takes for a shopper to decide which product they will take home with them. You have eight seconds to make an impact with your labels and packaging, so you better make it count. Marketers often refer to packaging as an extension of a brand's sales team.

But as online shopping becomes more ubiquitous, what happens when the grocery store shelf becomes digital? Will packaging have as much of an impact as the physical shelf becomes virtual? Will there still be a need for value-added, dynamic packaging?

Kantar Retail estimates e-commerce today makes up just 2 percent of grocery sales. By 2025, researchers predict that 20 percent of all grocery sales, representing around \$100 billion USD, will come from online shoppers, data from the Food Marketing Institute and

Nielsen reported.

A Nielsen report says: 'While e-commerce represents a sliver of the overall dollar sales, it's growing rapidly and steadily gaining prominence. In fact, online channels have driven 90 percent of growth in fast moving commercial goods in the past year.'

According to Nielsen, e-commerce sales of FMCG grew 21.1 percent from 2015 to 2016, while brick and mortar stores grew only 0.1 percent.

As long as e-commerce sales continue to chip away at traditional brick and mortar, it's fair for label and packaging converters to question what their role – and the role of packaging – will be in the era of digital disruption. Can print sustain in the world of internet store shelves?

## **The good news**

The role of labels and packaging in an increasingly digital world was among the

**"Will future products be supplied in generic packaging forms? My belief is no. In fact, we're seeing the contrary. Marketers and brand owners today are looking for any and all ways to engage in greater detail with consumers. I don't believe brands will be reverting to generic packaging any time soon"**

topics examined at TLMi's PrintTHINK Summit, hosted last September. One of the event's sessions was dedicated to exploring whether the proliferation of e-commerce is impacting packaging – for better or for worse.

One could stand to reason that if we take



**"I believe that the proliferation of digital channels and the growth of e-commerce has actually made brands pay more attention to how their physical product is constructed; how the physical product is packaged. What is the type of label printing that decorates the surface of the product? How can that product make a more memorable impression on the consumer?"**

away the physical shelf, we're also taking away dynamic labels and packaging. In fact, it's quite the opposite, experts say, including Dr Thomai Sedari who spoke at the TLMI technical conference.

'Rather than moving to simple and generic format of packaging I believe that we are going to see brands moving in the direction of wanting more elaborate packaging,' said Sedari, a professor at New York University and a strategist in luxury marketing and branding.

Troy Johnson from SGK, who also spoke at the TLMI technical conference, agreed with Sedari. 'Will future products be supplied in generic packaging forms? My belief is no. In fact, we're seeing the contrary. Marketers and brand owners today are looking for any and all ways to engage in greater detail with consumers. They're spending more time and effort and money on enhancing designs through a variety of fashions. Generally, it means more colors, more complicated packaging. I don't believe brands will be reverting to generic packaging any time soon.'

Brands still want their packaging to make an impact, no matter how it's purchased, Dr Sedari said. For brands to be successful both online and in the stores, they must ensure that packaging remains an integral piece of the purchasing decision.

'I believe that the proliferation of digital channels and the growth of e-commerce has actually made brands pay more attention to how their physical product is constructed; how the physical product is packaged. What is the type of label printing that decorates the surface of the product? How can that product make a more memorable impression on the consumer?'

It's equally important to ensure that a brands' packaging meets consumer expectations once they open that package on their doorstep, experts say. The experience of e-commerce packaging must reflect consumer expectations from shopping with that brand in stores. In other words, shoppers expect products that are delivered to their homes to look like those they purchase in a store.

'There can be a gap between the experience the consumer has online to the experience one has when having the product in their hands,' Dr Sedari said. 'Brands want to bridge that gap and create consistency with visuals that are easier to transfer to the real world. Texture is one of those tools that allow us to do that.'

#### **A shifting landscape**

Most of the conversation on e-commerce is driven by convenience and centered on giants like Amazon and Alibaba. Shoppers moved online for its convenience and competitive prices. Marketing Profs says that 23 percent of shoppers buy groceries online, and that figure is expected to more than triple in less than 10 years.

Also what we saw in 2017 was a blurring of the lines between online and traditional retailers. With Amazon's purchase of Whole

## *E-commerce trends around the world*

### **China**

In China – the world's largest e-commerce market – online retail sales accounted for 12.9 percent of the total retail purchases in 2015. Sixty-two percent of the Chinese population shopped online in 2015.

### **France**

The concept of e-commerce varies by market. Click-and-drive is the ability to buy goods online and collect them at a local store without leaving the car. In France, 77 percent of people have access to a click-and-drive location within 15 minutes by car.

### **Great Britain**

In Great Britain, online shopping accounted for an average of 12.5 percent of all retail spending through the first 10 months of 2016.

### **South Korea**

In South Korea, online retail sales accounted for 11.6 percent of the total retail purchases in 2015. In fact, 43 percent of consumers over 50 years old purchase groceries online.

### **US**

In the US, e-commerce represented an average of 8.1 percent of total retail sales through the first three quarters of 2016 – a rate that Nielsen projects will grow at a combined average growth rate of 12.2 percent through 2020.

*Source: Nielsen*

Foods, the online retailer has entered traditional markets, whereas when Walmart bought Jet.com for \$3 billion USD it was largely seen as the company's entry into its own e-commerce model.

At this point, it's not a matter of 'if' brands and chains will adopt an e-commerce strategy, it's 'when.' A recent article in Forbes predicted that e-commerce is only going to get stronger in 2018.

'We've only begun to see Amazon's impact on the retail landscape,' Tom Popomaronis wrote in Forbes. 'They're transforming the way brands like Walmart compete and acquire customers; this trend will continue.'



To learn more about Nielsen's food retail project, visit <https://www.fmi.org/digital-shopper>



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Printing flexible packaging requires a team effort from suppliers and converter

# UVFoodSafe group clarifies mission

Group targets event at Labelexpo Americas 2018 to promote benefits of short run flexible packaging to end users. Andy Thomas reports

**T**he UVFoodSafe group recently completed a round of consultations with its trade association members Finat and RadTech, resulting in a mission statement which emphasizes best practice guidelines and promoting UV flexo to end users for flexible packaging applications.

Shifting the group's emphasis to explaining the benefits of UV flexo compared to solvent- and water-based wide web presses also opens the door on non-food flexible packaging opportunities.

Finat president Chris Ellison is joint owner of OPM Labels & Packaging group, which has long championed printing flexible packaging on in-line flexo presses. 'There are huge opportunities for narrow web label converters to play in the short run flexible packaging market, and not all these opportunities are in food,' says Ellison. 'Areas like agro chemicals, other industrial applications and cosmetics don't involve migration issues. Food and drink are actually the most commoditized areas of the market.'

The UVFoodSafe group aims to disseminate best practice to narrow web label converters looking to enter the flexible packaging market, providing 'a roadmap to compliance', as Ellison explains it. Facing end users, the UVFoodSafe group will tackle the perception that UV cannot safely be used for indirect food contact packaging while promoting the benefits of UV flexo: fast changeovers with minimal waste for short runs; faster time to market with smaller SKUs; ability to add decoration processes in-line; and color strength and consistency between presses and between plants.

## Converter challenges

As Chris Ellison can attest, making the transition from PS labels to narrow/mid web flexible packaging is not an easy option. Implementing a low migration regime is a much more complex task than simply switching to LM ink: it involves the whole plant and the way it operates. In addition, low migration inks present their own challenges in reduced color gamut compared to conventional UV inks, so some reeducation of customers is required.

At the same time, there is a range of variables to take into account to ensure adequate curing on flexible packaging materials. These include the enormous number of structures used in flexible packaging (some of which act as a functional barriers to migration). Other variables include ink density and film weight, and use of different pigments or varnishes.

A recent development by GEW is sensor technology which allows

**"UVFoodSafe partners could print different substrates in a controlled way, and publish the migration results as general guidance"**

measurement of UV dose in-line close to the web surface. But this is not a simple pass/fail measurement because of the range of variables noted above. The sensors would need to be calibrated separately for each unique set of characteristics on a job by job basis.

Sun Chemicals' Jonathan Sexton – appointed as the liaison between Finat and the UVFoodSafe group – notes: 'In-line dose measurement can give guidance as part of a quality assurance system but cannot give an absolute value as to required dose.'

Using Extended Color Gamut (ECG) ink systems will cut down the variables, since the same anilox, inks and color management systems are used for all jobs. This is the approach being pursued by the Revo group of companies, for example.

UV LED is a promising technology in terms of enhancing process control. Compared to conventional UV it gives more consistent cure across the web and does not degrade over time. But once again, care is required as LED still cures progressively (from the base of the material up), so is not a simple 'pass-fail' cure given a set amount of energy.

A suggestion going forward is to get flexible packaging and film label materials suppliers more closely involved with the UVFoodSafe group. 'UVFoodSafe partners could print different substrates in a controlled way, and publish the migration results as general guidance,' notes Jonathan Sexton.

Looking forward to this year, confirmed UVFoodSafe events include a brand owner-focused seminar at Labelexpo Americas in Chicago in September looking at the whole area of short run flexible packaging and filmic labels produced on narrow and mid web presses by label converters.



For more information on low migration ink systems, both conventional and LED, see 'Ink matters' feature on page 71



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# In-mold success for Gráfica Rami in Brazil

*Gráfica Rami, Brazil's leading in-mold label converter and the country's biggest user of synthetic materials from Yupo, has reaped the benefits of increasing its focus on this growing segment. James Quirk reports*

**B**razilian company Gráfica Rami is the country's leading in-mold label converter, with a 30 percent share of the local market. It began in-mold production in 1997 and it has become the converter's core business, aided by a strong relationship with synthetic material manufacturer Yupo.

Gráfica Rami was founded in 1978 by José Carlos Rizzieri, still CEO today, as a commercial printing house producing magazines, publicity materials and labels. It installed its first KBA offset press – the first of its kind in Brazil – in 1991, and by 1996 was focusing exclusively on label printing. 'There was increasing local demand for our labels, particularly in the beverage market for beer, wine, and liquors,' says R&D director Fernando Rizzieri, one of three second-generation Rizzieris to work at the company.

Today Gráfica Rami runs five KBA presses, all equipped with varnish and of 5, 6 or 8 colors. The presses can print on paper or film, using conventional, oxidative and/or UV inks and water-based or UV varnishes.

'We have always had a philosophy of pioneering new technology,' says José Carlos Rizzieri. 'As well as the first KBA offset press

in Brazil, we installed the first Polar and Busch cutters and first Artwork Systems [now Esko] security screening software in the country. We were also a pioneer in offset-printed metallized papers for the beer market.'

Gráfica Rami's latest investments add to the breakthrough installations. As part of a \$10 million USD investment program last year, it installed the first KBA finishing system in the Americas and its fifth KBA press, an 8-color machine with reel-to-sheet infeed which is the first dedicated KBA label press in Brazil. 'The press has been customized to handle very fine synthetic and plastic materials,' says Fernando Rizzieri. 'It has excellent control and quality, and high productivity at 18,000 sheets an hour. KBA told us that there is no other project like this in the world.'

As well as the KBA press and finishing system, the investment program also covered pre-press in the form of an Amsky offset platemaking system. The company has had an in-house pre-press department since 2002. Thanks to these investments, according to Fernando Rizzieri, capacity will be increased by 120 percent. The company

## *Yupo sees increasing in-mold demand in Latin America*

Gráfica Rami was the first Latin American converter to be certified by Yupo for using its synthetic materials, and after two decades of doing business together, the links between the companies are strong. 'Gráfica Rami is one of our key partners in the region,' says Alexis Cruz, Yupo's Latin America sales director. 'As they grow, we grow. They represent the same values as a company as we do, and are a very special company to us.'

According to Cruz, it is not uncommon in Latin America for one converter to dominate a country's in-mold label market. 'We often see one major in-mold label supplier in a given country, with lots of labels still imported. It's a great advantage for a company such as Gráfica Rami – local brand owners want reputable local converters who can supply them reliably and with excellent quality. This reduces the need for minimum orders, as often the case when importing labels, and avoids the possibility of imported labels being held up in customs, which can be particularly damaging if the job is seasonal. Smaller brands are increasingly looking for an edge in order to compete with larger brands, and in-mold is an excellent way of gaining that edge.'

Latin America is a fast-growing market for Yupo's synthetic materials, says Cruz. He spends a great deal of time in the region, and not only visiting clients: 'We work with the whole supply chain, including the molders and ink suppliers, and we also talk to the brand owners about the benefits of in-mold labeling.'

The region is overseen by Yupo Corporation America, based in Chesapeake, Virginia, with a network of local distributors also in place. 'Our high level of technical service – handled by Rey Cabanos and his team – is a great strength of ours,' says Cruz. 'It's crucial, because we're not selling a commodity product; we are dealing with customers that have very high levels of technical expertise.'



*L-R: Fernando Rizzieri, R&D director; José Carlos Rizzieri, CEO; Bruno Rizzieri, supply manager, with Gráfica Rami's multiple Fernando Pini awards*



Fernando Rizzieri and Yupo's Latin America sales director Alexis Cruz

was previously producing 1,800 tons of labels per annum, a figure expected to rise to some 4,000 tons.

As well as equipment, Gráfica Rami has invested in its factory too: its 4,500sqm facility in Jundiaí in São Paulo state, which houses 150 staff, was increased by 2,000sqm after the company bought adjacent premises.

The investment in additional capacity

leaves Gráfica Rami well placed to take advantage both of the improving economic situation in Brazil, and the increasing market share of in-mold labels, which has evolved into the company's core business since it began production in 1997.

'2015 was not a good year in the Brazilian economy; there was lower demand,' recalls Fernando Rizzieri. 'But in 2016 we achieved

## Awards success

Gráfica Rami has received many accolades for both its paper and in-mold labels over the years. At Brazil's Fernando Pini Graphic Excellence Awards, the company has won 18 times in 20 years of entries. It has received one second place and one third place, and the top prize for all the others.

40 percent growth – a great result – and 2017 growth was 20 percent.'

## In-mold growth

Gráfica Rami began printing in-mold and blow-mold labels in 1997, with Yupo supplying its synthetic materials. Initially, in-mold labels represented 30 percent of production, with 70 percent taken by sheet-fed offset printed labels. Today, those figures have reversed, with in-mold – at 70 percent – now the company's core business. Its main end user segments for in-mold labels are food, beverage, cleaning products and industrial paints.

'We began by researching the market, and Yupo technicians from Japan visited our factory to talk to us and carry out tests,' says Fernando Rizzieri. 'Yupo is a pioneer in materials for blow-mold labels. One of the big advantages is the stability of their

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**“We have a 30 percent share of the Brazilian in-mold market. Imported labels make up 40 percent, while 30 percent comes from other local suppliers. We believe we are the number one in-mold label printer in Latin America”**

material on the press. In 19 years using Yupo's materials, we have never had to send back any materials and never had any cause for complaint.'

'The consistent quality in each batch of materials is also fundamental,' adds José Carlos Rizzieri. Today, Yupo supplies 30 percent of Gráfica Rami's in-mold materials, with Treofan and Innovia also providers. The converter has formulated some 30 different recipes for in-mold label production, covering a multitude of end user requirements.

Equipment for in-mold label production was bought locally, but materials have been imported since day one. 'We don't buy

from distributors. We talk directly to the manufacturers to help ensure the product is developed according to our needs,' says Fernando Rizzieri. 'Technical service from Yupo is excellent. We speak directly with their technicians.'

Globally, in-mold is estimated to represent 3 percent of the overall label market. In Brazil, Fernando Rizzieri estimates that it is growing by 15-20 percent a year. 'This isn't to do with overall market growth, but because in-mold is gaining market share from other label formats. It is particularly strong in industrial paints and margarines, for example. It creates a high quality appearance for the product, and the in-mold label strengthens the package meaning that less resin can be used in thin-wall products.

'We have a 30 percent share of the Brazilian in-mold market. Imported labels make up 40 percent, while 30 percent comes from other local suppliers. We believe we are the number one in-mold label printer in Latin America. It requires a big investment and is a complex process technically. Many companies have tried to enter the market but without success.'

Gráfica Rami has found success convincing local brands to make the switch to in-mold labels for their products. 'It is easier to persuade a local brand than a multinational, as they are more agile,' explains Fernando Rizzieri. 'But the move by smaller brands

## Beer label expertise

Expertise in beer label printing lead Gráfica Rami to set up a dedicated company, Six Label, in Manaus in Brazil's Amazonian region. Fernando Rizzieri was based there for three years from 2011, setting up the business, though today Gráfica Rami is a minority shareholder. In Manaus, two million beer labels per hour are produced on rotogravure presses.

spurs the bigger brands into action. We have seen this happen in both the toy and chemical markets, for example.'

He cites the example of a local food brand. 'Initially they weren't convinced by the extra cost of in-mold labels. We delivered them a batch of free samples. They rang us two days later to order more, saying that all the products decorated with our in-mold labels had been sold straight away.'



*Alexis Cruz will give a presentation on in-mold labeling at Label Summit Latin America 2018, being held in Guadalajara, Mexico, on April 24-25. Go to [www.labelsummit.com/mexico](http://www.labelsummit.com/mexico) for more information*

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Arnold Deregnacourt with the new Codimag Viva press at Imprimerie Billet



View of the printing stations of the Codimag Aniflo Viva press at Imprimerie Billet

## Imprimerie Billet sparkles in Champagne label market

*Imprimerie Billet, a major supplier of labels for Champagne wines, has installed a 5-color Codimag Viva 340 Aniflo press at its facility in Damery, near Épernay, to handle smaller production runs efficiently. James Quirk reports*

Located in Damery, a commune surrounded by the vineyards that slope towards the right bank of the Marne, Imprimerie Billet is one of the largest suppliers of labels to the Champagne region, with a market share of 30 percent. Running two shifts at its 7,000sqm factory and employing 115 people, Billet produces approximately 350 million labels per year – 90 percent self-adhesive, the remainder glue-applied.

The company has remained in family control since it was established 1910 by Joseph Billet, the great-great uncle of the present owner, Arnold Deregnacourt. During that time, Billet has not been afraid to take a lead in adopting new technologies. In 1937 it brought the first offset press to the region – a project that was delayed because of the war. The company grew as Champagne sales took off in the 1950s, and with it, the taste for innovation. The phasing out of the traditional letterpress presses began with the permanent return of offset in 1968; computer-aided design arrived in 1984. The installation of a Gallus R200 rotary offset press marked the beginning of self-adhesive label converting, which today represents 90 percent of the business. Finally, flexo, for long runs, became an established process in 2006.

'My work is only complete when the last drop of the bottle is drunk,' Deregnacourt says. 'A Champagne label must fulfil three specific requirements: aesthetic appeal is a given; in addition, there are strict legislative requirements, such as the provision of alcohol content and health warnings. Thirdly, it must meet mechanical demands – performing smoothly on the converting and label application line, so that a perfect

laydown is achieved. We work closely with materials suppliers to optimize this. The look of perfection must also provide resistance to moisture, humidity and abrasion because of the exceptional bottle weight.'

### Respect

In recent years, Imprimerie Billet has seen many family-owned label printing business disappear. Increasingly, the competition comes from large manufacturing operations.

'To be successful in this business, it is first and foremost a question of showing respect. We ensure that every Champagne house, no matter the size, receives the same attention to detail and support. The smallest Champagne houses, which often have a less formal approach to order placement, trust us to deliver their order based on just a phone call. On top of this, there can be no compromise on quality. One defect in a batch of 10,000 can result in the loss of a client. And finally, you must be able to deliver creativity cost-efficiently. That means user-friendly workflows and single-pass, combination process printing, where waste is minimized at every opportunity.'

Billet has specified high-value finishing processes on all eight of its existing offset and flexo roll-fed presses since self-adhesive labeling began at the company. Flexo varnishing is essential to protect against abrasion during logistics, due to the bottle heaviness; screen and embossing add impact and tactile qualities to underlying graphics; and foiling meets the demand for metallic effects. Presses feature in-line inspection systems to meet zero-defect requirements.

When it was time to replace an offset

machine in 2016, Billet needed an efficient system for delivering shorter production runs, the demand for which is not only driven by the size of the vineyard house alone.

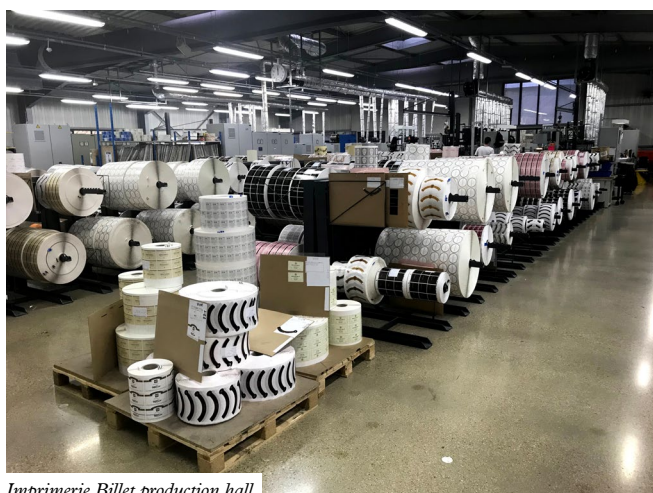
The growing share of worldwide exports, notably to the USA, Mexico, Russia, Canada and New Zealand, compensate for a declining domestic market. This means labels in more languages, with health warnings specific to each country. Additionally, Champagne growers are producing special editions to maintain interest, especially at the higher end of the market.

For Billet, flexo offered excellent returns for the longer runs, but its relatively expensive pre-press, large footprint and thus web path, generally prohibited its use for shorter runs. Offset offered both the outstanding quality with cheaper plates, but the many components, especially in the inking system, can mean higher costs in terms of maintenance and manpower.

### Codimag

Deregnacourt and the team were aware of Codimag, the label press manufacturer located in Bondoufle, south of Paris, and the company's Aniflo technology. Introduced in 2007, Aniflo is an intermittent technology combining waterless offset ink and plates with a flexo supply system, comprising a chamber doctor blade, anilox roll and rubber roller, which in turn delivers ink to the plate and on to the blanket. Each cylinder has the same diameter, ensuring an exact controllable level of ink is delivered across the web, so exact color is achieved without ghosting. The finely engraved anilox is adapted for the highly viscous waterless ink, and ink density





Imprimerie Billet production hall

is regulated by a proprietary heat control system.

A semi-rotary system, Aniflo saves tooling costs because one cylinder can be used for all repeat sizes. A dancer system, infeed and outfeed ensure controlled web motion to convert from semi-rotary to stop-and-go motion for flat-bed processes. Billet specified a 340mm-wide 5-color Viva Aniflo press with in-line varnish, rotary and flat-bed foiling, plus semi-rotary screen printing in-line, as well as an automatic waterless offset plate-making system from Presstek. Data processing with the Esko Automation Engine module ensures a fast pre-press workflow.

'Codimag's Aniflo combines the high definition of offset and the easy operation of flexo,' Deregnacourt says. 'Though a new concept, Aniflo is based on our two core processes. Our operators have many years' experience of anilox-based printing, so there was a relatively low training requirement. Thanks also to its straightforward pre-press workflow, we were able to integrate it smoothly into our operations.'

The Viva Aniflo at Billet is being used for sophisticated labels in production runs of between 1,000 and 50,000. Its simplicity and relatively short web path means color targets can be achieved with minimal material waste, especially in the start-up phase.

'In flexo, you get immediate results but due to the web-path, 30 meters of waste at the beginning, while conventional offset takes time to regulate the color because of the opening of the inking systems,' says Deregnacourt. 'However, with Aniflo, it takes just a few minutes of makeready time to set the temperature and the results are immediate.'

A dedicated chamber and anilox washing zone near-line allows



Gosset Champagne Label printed on Codimag Viva

## Expanding Grower Champagne sector highlights demand for short print runs

The flexibility to supply short as well as longer runs is increasingly important in the Champagne market. Besides the 100 or so big globally recognized 'Grand Marque' Champagne Houses, there are approximately 5,000 others that produce their own wines, known as Grower Champagnes, using grapes exclusively from their own estate. Sourced from a single vineyard, or closely located vineyards surrounding a village, they are identified by the letters 'RM' (Récoltant-Manipulant) on the wine label.

Recently, demand for Grower Champagnes – mostly available in relatively small quantities – has increased, as independent producers gain recognition for their efforts to enhance the quality, complexity of palette and diversity of their produce. Récoltant-Manipulants seek to cultivate a distinct identity that primarily reflects quality, heritage and values of the grower, rather than luxury and prestige associated with a Grande Marque Champagne. One example is Champagne Le Gallais, of Boursault, on the south bank of the Marne, just downstream from Épernay.

Owners Charlotte and Hervé Le Gallais produce 25,000 bottles annually from four hectares of land. They produce five Cuvées, of which Cuvée du Manoir Brut accounts for about 80 percent of sales. Others are Brut Naturel, Rosé and Blanc des Blancs varieties, plus a special edition Millésime 2008. Each Cuvée is aged for between three and ten years. Le Gallais introduces special editions occasionally, to enhance market interest, by experimenting with different combinations of grapes, ages and cultivation areas.

Sixty percent of sales are to restaurants, including those with Michelin stars; other business comes directly from consumers via the website, and corporate clients.

Le Gallais recently revamped its wine labels, with a simpler design including a bolder logo.

'I simply wanted our labeling to be faithful to our way of making and living this Champagne – straight and pure, with a sense of depth resulting from the ageing, and of tradition,' Charlotte Le Gallais says.

Le Gallais relies on Imprimerie Billet for its supply labels, choosing the company for its responsiveness, especially when advising on technical matters relating to colors, graphics and paper choice. It places one order annually for all its wines, in quantities from 1,000 to 20,000. These are applied with an ID Concept machine, shortly before dispatch.

immediate changeovers between jobs. Generally, lead-times at Billet are between four and five weeks. Deregnacourt aims to reduce these nearer to three – and the speed of the Aniflo workflow, will help towards this aim.

Undoubtedly, innovation will be crucial to the Champagne region's future success, particularly in addressing climate change. Recent examples include lighter 830g bottles that reduce the carbon footprint by 15 percent and new grapes with more resistance to higher temperatures and disease.

The same can be said of the label, given its vital role in the branding of Champagne, not least in the face of growing competition from other sparkling wines. In a market that is generally stable, Billet's business is growing. Deregnacourt concludes: 'Success in this business centers around outstanding quality, the imagination to create a variety of sophisticated designs efficiently, and assuring the service to match. The addition of Codimag's Viva Aniflo press to our operation means we are well-placed to continue this success in a highly competitive market.'



For more news and features on Codimag, go to [www.label-sandlabeling.com/search/site/Codimag](http://www.label-sandlabeling.com/search/site/Codimag)



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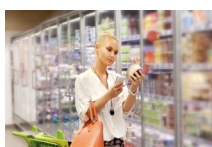
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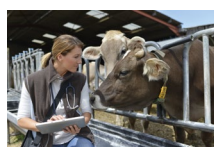
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Amberley founder Chris Strong (left) and current boss Trevor Smith

# Amberley states intent with flexo investment

*The UK printer has invested in its first flexo press in two decades, giving it the opportunity to do different things with the technology. David Pittman reports*

**A**mberley Labels has commissioned a new Edale FL3 at its manufacturing facility in Dorset, UK, as it makes its first investment in flexo printing technology in two decades.

Long known as a digital printing pioneer, Amberley installed the UK's first HP Indigo ws4000 in 2003, not long after the company had gone through a management buyout (MBO) led by current owner and managing director Trevor Smith. Since then it has had seven HP Indigos and currently operates three WS6800 presses.

Amberley Labels was founded in 1978 by Chris Strong, moving to its current premises in the mid-1990s. Strong cites investment in both production and the office as central elements of the company's success under his stewardship. The MBO allowed the company to continue this.

'After the MBO, there was a concerted effort to continue what Chris had achieved through the transition,' says Smith. 'We'd much rather be around with a strong business model than pursue boom and bust. We have maintained the business model laid down by Chris with organic and steady growth based on superb customer service and high quality levels.'

Strong identifies how, when Amberley was founded, 'he didn't really need to sell', with demand outstripping supply. The company also used to take on large volumes of trade work.

'That has changed now,' says Smith. 'We've become a niche supplier within a niche. We have set ourselves very high standards that create a barrier to entry for certain jobs and applications, which is why we are so careful about investing. Some companies invest in a press and

think they can produce work, but it's not always as good as it needs to be.

'If it was easy, everyone could do it. It's true to say that if you buy a modern-day digital press, you can get good work from it. But the difference between good work and top-level work is people. That's why all of our digital press operators are trained in Barcelona by HP Indigo, and how we have come to have so many Level 3 operators. To achieve top-level quality and service you need the best kit and the best people.'

Digital now accounts for the lion's share of work produced by the company. Amberley has been very successful since adopting digital, with its journey including numerous notable projects, plaudits and awards. Amberley was selected as the only UK partner for Coca-Cola's 'Share a Coke' campaign in Europe because of its experience and capability in digital printing using HP Indigo technology. A clear-on-clear label for Fortnum and Mason Still Blenheim Palace Natural Mineral Water won Finat and World Label Awards trophies. It has worked with Bramley and Gage for the rebrand of artisan liqueurs and premium gin using digitally printed labels. And the development team at Amberley met the challenge of Farrow & Ball, a manufacturer of heritage paints, to prove the capability of digital print before moving its color match labels from conventional to digital print (see boxout).

'The easiest thing to do is "me too",' affirms Strong. 'The faith shown in digital speaks for itself. What can be achieved with digital now is unbelievable. When I was in the industry, others had started



Amberley founder Chris Strong was present for the launch event, where he ceremonially cut the ribbon on the new press



Amberley has invested in its first flexo press, an Edale FL3, in almost two decades

### Amberley Labels timeline

- 1978:** Established
- 1997:** Moved to purpose built 26,000 sq ft factory
- 1998:** Mark Andy 4200 9-color UV flexo press installed
- 2002:** MBO
- 2003:** Installs UK's first HP Indigo WS4000
- 2005:** Adds second WS4050
- 2008:** First of WS6000 series installed
- 2012:** Third WS6600 installed
- 2013:** Amberley selected for pan-European Coca Cola project
- 2014:** UK's first AB Graphic Series 2 foil + crossover Digicon installed
- 2015:** Two MBO shareholders retire
- 2016:** Trevor Smith becomes sole owner
- 2017:** Third WS6800, Edale FL3 and three Bar Graphics rewinders installed

with digital but very few were able to make a success of it.'

Smith attributes much of this success to technical developments in digital, such as speed and quality, to the point where Amberley might not have looked to invest again in flexo were it not for 'a core amount of work that stubbornly remains flexo, mainly multilayer.'

#### Flexo

Amberley's previous investment in flexo had been a 9-color, 10in-wide Mark Andy. Smith says this was only the second UV flexo press sold by Mark Andy in the UK at the time, making it a technically advanced machine when installed.

'We've always been an early adopter. It was a big investment back then. Now it is

used to run specialist jobs as a piece of legacy equipment. Maintaining such equipment can become expensive. We haven't got much in the way of traditional flexo work but instead we have complex short runs. That's one of the reasons why it has taken us so long to invest again in flexo. Press speed is not so important to us, rather efficient set-up and being right first time.

'Similarly, we aren't desperately pursuing faster digital press speeds. There are companies making money from digital printing that is faster and faster but that's not something we can do. Likewise, we do stuff that they can't. We've probably got the same presses, but we want to engage and talk about work, and see how we can add value to a job.'

These considerations make the Edale FL3 a big investment for Amberley. Such was the importance of Amberley's reinvestment in flexo that Chris Strong was present for the launch event, where he ceremonially cut the ribbon on the new press.

#### Evolution

Much like how Amberley has evolved over the last two decades, flexo press technology has changed to meet current and future demands placed on printers. As an example of this, Amberley's Edale FL3 features AiiR print automation, as well as semi-rotary die-cutting, and a peel and reveal module. AiiR (autonomous inking, impression and print registration) uses precision camera technology to improve registration accuracy, while automated print pressure control reduces wastage and set-up times. By fully automating print and the registration processes, the level of operator intervention can be reduced, leading to fewer errors and a more consistent, higher quality final product. Automated finishing with semi-rotary die-cutting further reduces set-up times and waste, while reducing tooling cost and reliance on the operator.

'The Edale press gives us lots of new things we can do,' says Smith. 'This will be extended if and when we make additions to the press, such as chill rollers to print unsupported

### Color match challenge

Farrow & Ball, a manufacturer of heritage paints, set the development team at Amberley the challenge to prove the capability of digital print before taking the decision to move its color match labels from conventional to digital print. Farrow & Ball sells a wide range of 100ml sample pots, with each featuring a color matched label to guide consumers as to the paint color in the tin.

Previously, sample pot labels were printed separately on a conventional press with each variant requiring individual plates and ink mixes. As many of the run lengths were short, make-ready costs and material wastage were high. However, none of the paint colors matched to Pantone references, while the special tinplate design used by Farrow & Ball was having a negative show-through impact on color reproduction.

David Beeby, sales manager at Amberley, explains: 'From the outset we made every effort to demonstrate the potential and characteristics of the digital printing process and to allay any initial concerns. The team here worked in close partnership with the client throughout the process and achieved a first class result.'

film. That's not going to be core work but it doesn't hurt to have the option to run that type of job through the flexo press.

'It gives us lots more opportunities. We don't want to simply push flexo jobs back on to it. This press can do other things and we want to do different things with it.'

Smith concludes: 'We chose Edale as much for the company as the technology. It is the right size for us to be able to work and engage with. And it doesn't just sell presses, but has worked with us on projects. It is a vibrant company that challenges us.'

'What we got from HP was a company that dragged us forward; it has been similar with Edale.'



See L&L issue 5, 2017, for an update on Edale's work to change the market's perception of the company from a narrow web press manufacturer to an engineering company



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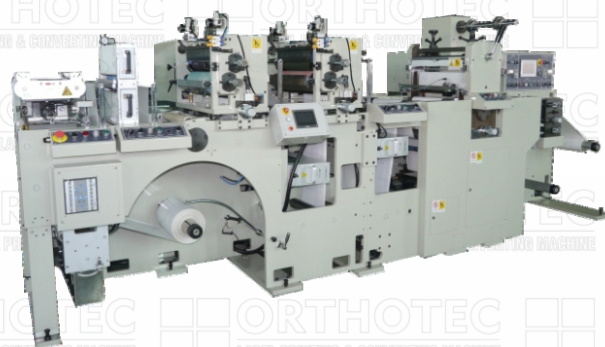


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Visitors to the Narrow Web Flexible Packaging Summit saw a demonstration of a Bobst M5 press

# Narrow web flexible packaging booms in US

All Printing Resources commissioned LPC to study the narrow web flexible packaging market and the results were presented at a Narrow Web Flexible Packaging Summit. Chelsea McDougall reports

According to market research firm LPC, narrow web converters printing and converting flexible packaging jobs are showing year-over-year growth rates of 9.73 percent.

In some instances, narrow web converters running flexible packaging are showing annual growth rates of 15 percent.

'It's very robust sector and one that is delivering growth to a lot of label converting companies,' LPC managing director Jennifer Dochstader said.

LPC was commissioned by All Printing Resources to survey the narrow web flexible packaging market. The researchers presented their information at a Narrow Web Flexible Packaging Summit hosted by APR at its Glendale Heights, Illinois, headquarters.

Of all the printed sectors, LPC researchers said, 'Flexible packaging is witnessing the highest growth rates, and has been for the past half-decade. We project it will continue to do so for the next five years.'

Other figures presented by LPC's Dochstader and David Walsh painted a

picture of a segment that's thriving, but one that is not free of challenges.

## State of the industry

Flexible packaging converters – there are 420 in North America – recorded sales of \$23.5bn USD in 2016. Labels, by contrast, marked sales of \$10.2bn USD by 2,200 North American converters.

Both the label and flexible packaging industries are poised to have steady growth through 2022. Annual growth for the label industry is predicted to be 3.1 percent, while flexible packaging is expected to grow at 3.4 percent. Flexible packaging is predicted to eventually make up 34 percent of the total \$85.6bn USD printed packaging market in 2022, while labels will make up 14 percent.

Much of the flexible packaging growth is driven by demographic and lifestyle factors in North America. Shrinking households, the rise of dual-income families, and the trend of snacking in place of traditional meals, all drive demand for pouches in small or single-use sizes. This favors smaller format presses as run sizes are not economical to run on traditional wide web CI flexo and gravure presses.

Dochstader said: 'The single most impactful force affecting all printed packaging sectors today: run sizes. Job sizes are getting smaller and smaller. Hence the opportunities for label converters as far as running flexible packaging substrates through their narrow web presses.'

But one industry's gain is another's loss. More and more products are moving away from glass, aluminum and HDPE bottles in exchange for pouches or bags. This presents a loss for the label industry, meaning products that once were labeled, are moving toward flexible packages.

## Pouches are king

The LPC study for APR found that 41 percent

of those surveyed are printing and converting flexible packaging on one to two presses, and nearly half, 48 percent, of the respondents were printing and converting flexible packaging on 10- to 13-inch-wide presses.

Dochstader said: 'These are narrow web press that they are producing these applications on. What does that mean? Small run sizes. Really small flexible packaging run sizes.'

The shortest flexible packaging job sizes – translating to opportunity for narrow web converters – come from polyethylene prepared meal and entrée bags, deli pouches, produce pouches, pet food pouches, specialty teas and coffee pouches, re-sealable bakery bags, single-serve and one-dose cosmetics and pharmaceutical packs and sachets, LPC found.

The Summit also featured presentations by industry suppliers who addressed converter pain points, a panel discussion and a demonstration of a Bobst M5. There were about 40 people in attendance.



To download the presentations from the Narrow Web Flexible Packaging Summit, register at [www.teamflexo.com/news/nwfps-recap](http://www.teamflexo.com/news/nwfps-recap).



Single dose cosmetics packs provide opportunity for narrow web converters to enter the flexible packaging market



Most narrow web label converters are producing pouches



# AiiR

AiiR technology developed by Edale ensures consistency from operator to operator by working in conjunction with the existing Edale print-to-mark registration system.

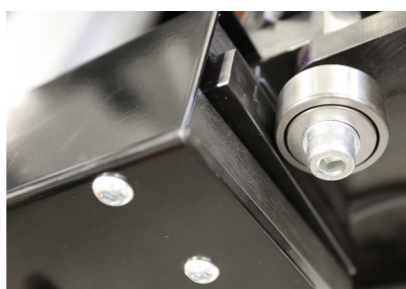
The AiiR System is an end camera, closed loop inspection system which will bring the print into register without operator input. Edale software tracks the image through the press which stops the over-correction hunting associated with other camera systems. The system stops unauthorized adjustment by operators eliminating the possibility of human error.

The system can be used by any operator, ensuring consistency throughout the workforce, ultimately providing regularity on repeat and job-to-job. AiiR can vastly improve the set-up time when switching substrates, provided that the substrates have been used in the system before. This system can also automatically set pressure by running a single web length of material with an automated print sequence run. The system will then analyse the print to find the optimum pressure settings.



## 3

### LEVELS OF AiiR



#### Advance Register Control

- Autonomous register set-up and continuous register monitoring of the X&Y using AVT camera-based technology
- Motors on each print station make small adjustments ensuring the print remains in register throughout the print run
- Job data storage and recall from press control system

#### Advanced Register and Pressure Control

- Autonomous register set-up and continuous register monitoring of the X&Y using AVT camera-based technology
- Automatic setting of anilox to plate and plate to substrate pressure
- Perfect pressure achieved without operator input
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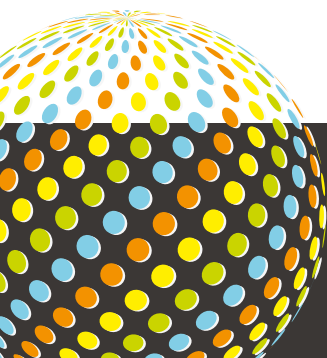
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AIPIA executive director Eef de Ferrante opening the association's latest World Congress



'In the future, all labels will be smart' – Maryne Lemvik, Skanem

# Investigating active and intelligent packaging

Active and intelligent technologies are now commonplace, with developments ongoing to improve capabilities and increase adoption. David Pittman reports

**T**here's no way around active and intelligent packaging anymore,' exclaims Eef de Ferrante, AIPIA executive director, in opening the association's latest World Congress.

It is evident that active and intelligent packaging technologies have become a much more common occurrence in recent times. They have taken on many forms, been used to deliver different results, and have broadened their reach into new markets and applications. For instance, CCL-Kontur has produced promotional labels for Miller Alcohol Free bottles in Russia featuring NFC tags that function as an active recording device. Selinko and Toppan Printing have launched a device that combines a sensor coupled with an RFID/NFC tag for authentication and consumer engagement. WestRock has introduced connected packaging for smart products combining Digimarc's enabled barcode technology with Evrythng's IoT smart products platform. This last example has brought embedded, real time, connected digital intelligence to billions of WestRock packages, in-store signs and displays produced annually.

'IoT is a megatrend that is gaining exponential traction and every day we see more products enabled with NFC solutions coming onto the market,' comments Paolo Bavaj, head of corporate venturing and scouting at Henkel Adhesive Technologies.

For mass serialization specialist Kezzler, IoP – Internet of Packaging – is already here, with the digitization of products opening an interactive highway of information connecting stakeholders across the value chain, from brands and consumers, to manufacturers and regulators. This is being enabled by serialization at mass scale, where encrypted unique IDs carry and transmit information throughout every step of the product cycle.

## Value

John Beerens, head of sales at Kezzler, identifies how pre-serialization allows for everyday products to be connected via IoP, both engaging consumers and providing brands with a powerful anti-counterfeiting tool. This can, and is being achieved for mass volumes despite cost and logistical concerns. Kezzler and Amcor's MaXQ technology allows for the secure storage of printed codes, which can later be activated on the production line.

Smart packaging is a strategic innovation initiative at Henkel Adhesive Technologies, principally through the implementation of NFC technology. It has expanded its NFC smart packaging activities

**"The possibilities for a brand to bring their products to life or make their advertising more engaging are quite literally only limited by the imagination"**

through the launch of the Indola #SimplySmarter line. Indola, a Henkel professional hair care brand, uses three styling products connected via NFC tags as a way to inspire professional hairstylists. With a volume of 100,000 products to be rolled out in 35 different countries, Indola #SimplySmarter is said to be one of the largest NFC pilots in the beauty care market to date. Professional hairstylists tap the Indola product with an NFC-enabled smartphone and a landing page is opened. It displays product information, how-to videos by celebrity ambassadors and a curated Instagram wall. For Indola, Henkel partnered with All4Labels and Goodstag, an IoT platform, to encode and digitally connect the NFC tags.

'Smart packaging allows Henkel to empower brands with a holistic solution to address their consumer pain points,' says Bavaj.

Dr Shira Rosen, packaging development manager at Strauss Group, underlines the importance of such work in 'activating' and leveraging consumers, and having them engage with a brand across multiple channels through creating an experience or value to them, which in turn creates value for brands with the data collected and returned a highly prized resource.

Skanem's Maryne Lemvik, executive vice president of product and business development, explains how smart labels can be used to achieve this in a number of ways. From different promotional activities, to overt and covert security measures, and a complete picture of the supply chain. And covering both the physical world and cloud-based assets. 'Smart labels are powerful tools, with one scan allowing promotion, protection and traceability.'

For applications such as product promotion, protection and tracking, Skanem has introduced Smart Labels. They can feature RFID, NFC, hidden codes, and machine- and human-readable codes. Skanem handles all elements of Smart Labels, from design, printing

## The world of active and intelligent packaging

AIPIA has introduced a new event for the North American active and intelligent packaging market, with the inaugural Active & Intelligent Packaging Summit Americas taking place June 4-5 in Jersey City, New Jersey, US. AIPIA will then hold a conference on July 12 alongside Propak Shanghai. The AIPIA World Congress returns to Amsterdam on November 19-20.

and conversion, to connectivity and analytics. All information is stored and managed via a cloud-based data management system.

'In the future, all labels will be smart,' she remarks.

To get to that point, she notes Skanem's work to demystify the topic by approaching each project case-by-case and identifying where the benefit from smart packaging lies. Kevin Lewis, strategy and marketing, digital manufacturing at Xerox, reiterates this point, and that the future is very much about smart packaging. He notes similarities to how the print market has embraced digital technology as a means to create value.

However, creating smart packaging is not as simple as adding low-cost electronics to a physical package, he describes, rather requires a holistic view on the product and components, software, ecosystem, and the



AR in action on the Leonhard Kurz stand at AIPIA World Congress 2017

value relationship between the brand and the consumer.

'There is an optimal level of "smart", and smart enough is OK,' Lewis continues. 'Smart must be appropriate to the application.'

### AR in action

For Martin Stahel, Zappar sales director, smart packaging technologies, such as augmented reality (AR), are a strategic tool for brand owners. 'You are sitting on a powerful media space, which you should take control of and unlock the value in.'

An example of this has been Treasury Wine Estates (TWE) and its 19 Crimes campaign.

Partnering with AR company Tactic, a series of animated characters have been created for TWE's wine labels. Once the consumer downloads an app and points their phone camera at a bottle on the shelf, the character on the label becomes animated and tells his personal crime story. The shopper can also share the AR experience on social media.

Michelle Terry, TWE chief marketing officer, Americas, comments: '19 Crimes defies convention – this is a wine brand that tells a rich and authentic story, and has proven to have strong appeal to millennial consumers. It is without doubt one of our most successful innovations.'



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## Challenging perceptions

Alongside the main conference program, AIPIA World Congress 2017 featured sessions intended to help brands challenge perceptions of active and intelligent packaging. This includes the 'PepsiCo Challenge' with a series of five-minute presentations from AIPIA members covering opportunities from increased consumer engagement and interaction, to extending shelf life and increased functionality. Presentations came from Verstraete IML, Advanced Track & Trace, Eshuis and Kezzler, PragmatIC and more. If PepsiCo is interested in exploring any concepts further, it will enter into appropriate agreements with vendors regarding disclosure of confidential information. 'Idea Hackathons' also took place to allow members of the active and intelligent packaging supply chain to freely discuss, brainstorm and develop ideas related to the topics 'Acceptance of nano-technology' and 'Accelerating consumer interaction'.

Shazam, a service long identified with music, has introduced its own AR platform as it continues its transition from audio to visual services. While Shazam has offered visual-recognition functionality since 2015, AR functionality, powered by Zappar codes, was introduced last year and in conjunction with spirits company Beam Suntory. Consumers

## "All labels will be smart in the future"

in the US who used Shazam to engage with Sauza or Hornitos tequila in-store creative were offered the chance to play a co-branded AR interactive memory game.

With the rollout of the AR campaign in the lead up to Cinco de Mayo, Beam Suntory identified it as allowing the Sauza and Hornitos tequila brands to 'effectively break through the Cinco de Mayo advertising clutter'.

Michelle Cater, senior director of commercial marketing at Beam Suntory, explains: 'This breakthrough technology offers an accessible, immersive platform with which to engage in a rewarded gamification experience at the point of purchase.'

For Shazam, its existing install base allows it to offer AR at scale. 'The possibilities for a brand to bring their products to life or make their advertising more engaging are quite literally only limited by the imagination,' proclaims Shazam chief revenue officer Greg Glenday.

Bob Pernice, director of market development, intelligent labels at Avery Dennison, states: 'Labels have always been smart, now it's about intelligence.'

Avery Dennison has a strong presence in intelligent labels through RFID, including a global RFID partnership agreement with

Target Corporation. This forms part of Target's deployment of RFID technology to more than 1,600 stores to help maximize inventory availability and deliver an enhanced guest experience. With Ferm RFID Solutions, Avery Dennison has created a tire tread label with worldwide RFID functionality, which allows entire pallets of tires to be read in a single pass. Avery Dennison and L&L also hosted a series of webinars on RFID technology (available for catch-up at [www.labelsandlabeling.com](http://www.labelsandlabeling.com)).

RFID specialist SML has recently moved into tangential markets that it has identified to benefit from item-level RFID technology. Sharing many of the same business case elements and omnichannel models that are driving adoption in the apparel and footwear segments, SML is now active in: mobile phones and accessories; cosmetics and fragrance; eyewear; wine and spirits; food; and retail pharma.

'All of these segments have significant issues with inventory accuracy, and when you combine state-of-the-art RFID tag technology with best-in-class item-level inventory management functionality, unprecedented results are easily available,' proclaims Dean Frew, CTO/SVP, RFID Solutions at SML Group.



See [aipia.info](http://aipia.info) for more on the trade association and its work to promote developments in active and intelligent packaging

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# Shanghai hosts record-breaking Labelexpo Asia

*The eighth edition of Labelexpo Asia welcomed record visitor numbers, up 19.9 percent on 2015. Report by Yolanda Wang, Andy Thomas and James Quirk*

**T**he eighth edition of Labelexpo Asia welcomed record visitor numbers, up 19.9 percent on 2015. Held at the Shanghai New International Expo Centre (S Amica NIEC) in December, Labelexpo Asia 2017 attracted 20,084 visitors.

Expanding its feature content and show footprint, Labelexpo Asia 2017 featured 300 exhibiting companies, including 80 first time exhibitors. In addition to the Digital Trail, Labelexpo Asia hosted its first Smart Zone to highlight new technologies and applications for improving customer appeal and tackling counterfeiting.

Labelexpo Asia 2017 was supported by the Printing and Printing Equipment Industry Association of China (PEIAC).

## Digital printing

**Amica Systems** showed a full-color UV label press. Gemini 330 offers 4/6-color printing including white, varnish and spot color. Gemini 330 can achieve 600x600 DPI and 32mm print width with a print speed of up to 75m/min.

**Basch** exhibited the Panthera 3322C color inkjet press, with UV optional varnishing unit.

**Beijing Shield** launched the Shield D6600 variable barcode and data printing system. This modular machine is available for various inkjet platforms.

**Dilli's** Neo Mercury digital label press demonstrated by Shanghai Yongxiang features a printing speed of 50m/min, resolution of 600/1,200 DPI and Kyocera inkjet heads. It covers 85 percent of Pantone colors. It can print a variety of materials with no need for coating.

**Domino** demonstrated its N620i digital press and predicted an upsurge in demand for digital label printing. 'The Chinese market is moving quickly and adopts technology including the new generation of color QR codes which requires higher resolution head technology,' said Mario Fanton, director Domino Digital Printing Solutions Asia-Pacific. QR codes are being heavily adopted for track and trace applications, increasingly mandated by the government.

Domino now offers a wide range of configurations for its N610i digital color print engine and Fanton stresses to Chinese customers the importance of finishing efficiency – semi-rotary die-cutting against flatbed for example.

**Durst's** Tau 330E UV inkjet press was shown by **Fuji Xerox China**. The two companies signed an agreement on-site for the Chinese market. The digital color label press exhibited by **Envove** uses piezo drop-on-demand inkjet technology and can print directly on various substrates including paper, metal foils, PET, PVC, PE and PP.

**Flint Group** demonstrated integrated digital and conventional technologies at the show, combining a **Zeikon** 3500 digital press, a **ThermoFlexX** flexo and letterpress CTP device alongside ink and coating technologies. 'There is huge growth potential in the Chinese market for digital label production, and it is an important market for **Zeikon**,' said Bent Serritslev, **Zeikon's** managing director of **Zeikon Asia Pacific**.

**Zeikon's** broader strategy is to play more deeply in the packaging market, according to Benoit Chatelard, president Flint Group Digital Solutions and CEO **Zeikon**.

A major focus in the Chinese market is

heat transfer labels. The 3500 press on the Flint stand was delivered after the show to Onga for a heat transfer application. Folding cartons are another sector being targeted by **Zeikon** in China – the 3500 can handle substrates up to 350gsm to roll or sheet.

**Guangzhou Trojanjet** exhibited the TrojanF1 digital printing machine integrating high-speed inkjet printing, laser cutting and complete post-press system. Modules are available for unwind/rewind, color inkjet printing, stripping, waste discharging, coating, flexo, rotary die-cutting and more.

**Haotian** exhibited the digital color label press SM210/330. Its features include 1-6 colors, white ink, varnishing or special color printing, print resolution of 600x600 DPI, 324mm width and a high speed of 50m/min.

**HP Indigo** was demonstrating a WS6800 digital press. The company now has an installed base of 160 presses in China, of which around 60 are 6000-series machines and four are 20000 machines used mainly for flexible packaging. For finishing systems **HP Indigo** in Greater China works closely with both **Brotech** and **AB Graphic**. **Comexi** is the partner for flexible packaging and **Kama** for folding cartons.

According to Hendry Feng, Greater China sales director for **HP Indigo**, there is a new generation of label printers in China using only digital presses. They are using the internet to find customers and allowing them to upload their own artwork. Most **HP Indigo** customers have moved directly from letterpress to digital, and these are often quite small printers. 'Often the price of flexo is too high for these companies because of plate costs.'

**OKI** showed its latest PV701 roll-to-roll label printer, a 5-color (CMYK+ white) system. It's suitable for multiple applications including food and beverage, chemical, garment and logistic and cultural and sports.



Labelexpo Asia 2017 attracted 20,084 visitors



The K series UV inkjet printing system exhibited by **Shanghai Lion** can be configured flexibly with a data detecting unit, and other automation units such as automatic cleaning, multifunction diagnosing and real-time monitoring.

The UV inkjet printing system exhibited by **Shenzhen Chuangsaijie** is equipped with imported UV ink which results in excellent attachment and gloss on different material surfaces. It is available for both monochrome and color inkjet printing.

**Shenzhen Runtianzhi** launched a high-speed integrated inkjet label printing system. The SDW-340 combines 1,200 DPI UV inkjet printing utilizing the Fujifilm Dimatix Samba printhead with a dual laser die-cutting system.

**Vorey** launched its latest Color DLP VP320C digital label press using advanced S-LED and DELCIS (Digitally-Enhanced Lighting Control Imaging System). The machine can print with a resolution of up to 1,200/2,400 DPI.

**Zhejiang King Label** exhibited the KTech 700 series barcode printer. It features a patented energy balance system which prolongs the lifespan of the printhead and produces high quality results with low temperature output.

### Conventional printing

Spurred by the Chinese government's ongoing tightening of environmental regulations, flexo printing is gaining greater acceptance in the country and was prevalent on the Labelexpo Asia show floor, as was offset technology.

**Bobst** demonstrated an M5 UV flexo press fully specified to the company's REVO Digital Flexo specification. This includes fully automated pressure and register control, 7-color process color printing and the involvement of all REVO partners including Flint Group, AVT, Apex, X-Rite, Esko, DuPont and UPM Raflatac.

The press was kept busy producing ten jobs in five minutes during regulator daily demos, with just ten meters of waste between jobs. Bobst REVO specialist Daragh Whelan – who previously pioneered the REVO automation process at converter Americk Packaging – said the Chinese market is now ready for such an advanced machine: 'It will be of particular benefit to people who don't have the skills for flexo.'

**Codimag** demonstrated its latest Evolution 6-color waterless offset press, incorporating for the first time IST's 'Hot Swap' hybrid UV lamp technology. This allows the converter to change rapidly between UV LED and conventional UV at any print station by the simple exchange of cassettes. The power supply automatically recognizes which lamp type is installed. The UV LED lamps are air cooled.

This is the first time a waterless offset UV LED equipped press has been seen at a Chinese show. Along with energy saving benefits compared to mercury UV, the LEDs can be programmed to the print width and LEDs can be switched off during the web reverse phase of the intermittent printing process. Codimag MD Benoit Demol estimates these factors can lead to a 30 percent energy saving compared to conventional UV.

The press on the Codimag stand was sold to China's Sunrise Printing Company – the company's second Codimag machine and Codimag's third installation in China in the last three years. 'The two Evolution presses we sold in China last year were for the wine label market, although they are now being used for food and pharma applications on a wide range of materials,' said Demol.

**Dowell** showed its MF series flexo press aimed at medium and short runs of label, flexible packaging and carton printing. The press has a twin servo and pre-register system, a short web path and modular design allowing UV flexo, gravure and cold foil units.

**Hebei Wanjie's** JPS-350 intermittent rotary label press adopts servo driven rollers and an advanced US inking and watering system, which guarantees ink-water balance and color stability at high or low speeds.

**Hexiang** showed its HX-330 rotary offset press, featuring high levels of automation claimed to feature ease-of-use for operators.

**Kunshan Jinjian** exhibited the 6-color JJ380 waterless intermittent press.

**Omet** demonstrated a highly specified XFlex X4 press in a series of daily demos. The company's Southeast Asia managing director Dario Urbinati was impressed with the level of visitors to the company's stand. 'Compared to two years ago we had a higher number of people interested in flexo, and the quality of the visitors has improved. We have interest in at least two presses from this show.'

The company maintains a demo center in Shanghai and has an established base of 50 machines in China, including not only XFlex narrow web presses but also wider VaryFlex machines for applications including flexible packaging and tobacco cartons.

**Ruian Hongsheng** launched the HSS-320/450 flexo press. **Ruian Jingda** exhibited a multifunctional flexo label press available for both cloth and paper label printing. **Zhejiang Hexiang's** RY320 basic flexo press, **Baangcheng's** F3/F5 flexo press and **Spande's** S7 flexo press were also on show.



Interchangeable IST LED-arc lamp cassette on Codimag Evolve waterless offset press



Amica Systems exhibited its latest-generation full color UV label press, Gemini 330



Brotech showed its SDF520 finishing machine



Zhejiang King Label exhibited the KTech 700 series barcode printer



Shenzhen Runtianzhi launched a high-speed integrated inkjet label printing system



Bobst showcased its latest M5 in-line UV flexo press



Wanjie JPS-350 intermittent rotary label printing machine

**Zhejiang Weigang Machinery's** ZJR-330/450 flexo press features Rexroth-Bosch servo drive for tension control, 330mm printing width and a high speed of 180m/min. There are 23 servo motors in eight color units and three die-cutting stations in the press. More than 50 of the presses have been installed in China.

**Zhejiang Zhongte** exhibited its ZTJ-330/520 intermittent offset label presses, equipped with an advanced inking system composing of 23 ink rollers.

#### Pre-press and workflow

**Cerm** was present at the show for the first time, announcing the first Chinese language version of its management information system (MIS). Although now part of the Heidelberg group, Cerm has retained its identity as a narrow web MIS specialist and sees great potential for streamlining converter operations in China.

**Esko** showed a series of new flexo solutions while launching new products, integrated automatic flexo plate-making into automated pre-press workflow. Esko could provide upgrade service for current users with automatic engines. Meanwhile, the Crystal Optech exhibited CDI Crystal imaging system and XPS Crystal UV exposure units. Yantai Hengli Label bought one CDI Spark 4835 from Esko during the show.

As well as showing its offset CTP, **Hangzhou Cron** launched a digital flexo imaging machine for the label and packaging market, and the EZColor high-precision digital inking system aimed at sheet-fed offset printers. **Hangzhou Eastcom** showed its CPT system. **Shanghai Aurora** exhibited its Aura 400, 600E/S and M800E/S digital flexo engraver.

**SPGPrints** showed rotary screen printing and laser imaging systems for creating high-quality labels and packaging. SPGPrints' rotary screen solutions displayed at the show cover every step in the workflow, providing a cost-efficient, productive way of applying numerous eye-catching and functional effects that add brand value. These include the no-label look, raised varnishes, fine linework, small text, metallic foil, security features and Braille up to 250 micron thick, in a single pass.



Omet SE Asia MD Dario Urbinati (L) and L&amp;L's Andy Thomas with XFlex X4 press

#### Inspection

**AVT** showed its advanced 100 percent automatic inspection systems for narrow web printing, including the newly developed Helios S and Helio II systems. The company has an office in Shanghai and has been selling into the Chinese market since before 2000. Of Labelexpo Asia 2017, marketing manager Aviram Vardi said: 'You can see the technology shift – flexo is beginning to replace letterpress. With greater speeds and volumes, you need inspection. There is a faster learning curve in China compared to the rest of the world. It is a very important market for AVT.'

**Beijing Daheng Image Vison** exhibited its E-tag inspection rewind system and pre-press proofing software.

**Erhardt+Leimer** showed its SmartScan 100 percent inspection system for the first time in China, and its Elscan web monitoring system which combines two high-resolution cameras.

The **EyeC ProofRunner** 100 percent inspection system, which can operate at up to 600m/min, can be installed on the fastest presses and rewinders on the market. The EyeC Quality Link can transmit the inspection results from the press to an independent computer for analysis and evaluation, with the data then sent to the rewinder to eliminate defective labels.

**Guangzhou Pulisi** showed its automatic 100 percent inspection system range.

**ISRA Vision** demonstrated its new NarrowStar narrow web inspection systems, with the company's Amir Dekel stressing the advantages of the 'plug and play' system in which all replacement parts can be installed directly by the converter without requiring an ISRA engineer.

Although a relative newcomer to the narrow web sector, the company is an established player in a wide range of industrial applications including CI flexo and employs 105 people in China.

ISRA demonstrated its latest intuitive interface, which Dekel claimed takes only ten minutes to learn – ideal for converters lacking an in-depth narrow web skills base. The system also incorporates defect management and automated rewinder control.

An alliance between China's inspection specialist **Luster Light** and US-based **GlobalVision** was announced at Labelexpo Asia. Luster will integrate GlobalVision PDF-based pre-printing inspection module which compares the final artwork to the approved PDF. This forms part of the bigger SmartFab project which aims to analyze print defect data from multiple Luster Light installations using artificial intelligence. The system will work to the JND standard – Just Noticeable Defects by the human eye at a distance of 300mm

The Cloud-based SmartFab will analyze and categorize a wide range of defects, for example those caused by incorrect pressure setting or over-inking. 'We are building an intellectual model,' explains Reuben Malz, CEO of GlobalVision.

The next stage will involve working on complete closed loop control of inking and pressure adjustment using the data generated by the SmartFab system.

Italian company **Re** showed its ReGuard 100 percent print inspection system for the first time in China. Roberto Galbiati, Re's president, said: 'We feel the Chinese market is requiring better quality, so it is the right time to invest in China with this product.' The company has a new partnership with fellow Italian company ACE to distribute its range of web cleaners in China.

#### Inks and curing systems

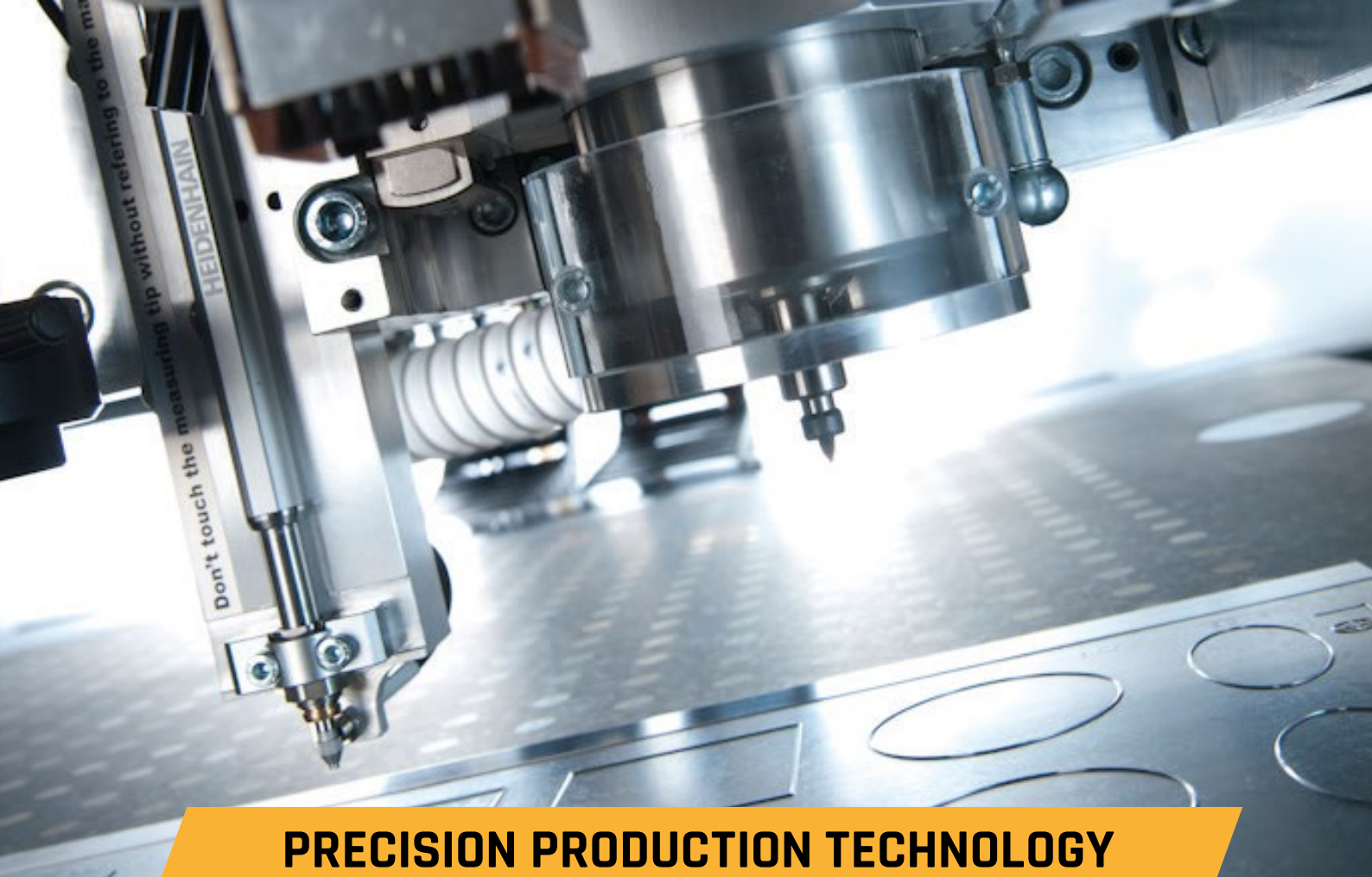
**Encres Dubuit** launched new range of halogen-free inks including UV and solvent-based screen printing inks.

**Guangzhou Topcolor** highlighted its range of UV flexo, UV screen, UV offset and UV letterpress inks, and water-based flexo inks, metallic inks and special-effect inks.

**Hangzhou Toka** launched low migration UV flexo and UV offsets inks, which have passed US FDA and Swiss SQTS migration tests.

**Phoseon** showed its UV LED curing products, which have been optimized for thin and thermo-sensitive materials. They eliminate the production of noxious gas while enhancing the safety of working environment. The UV LED lamps can make full and efficient use of the





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power supply, which extends the product lifespan and reduces running costs.

**UV Energy** exhibited its latest UV LED curing products, compatible with traditional printing methods and available for all conventional UV inks, varnishes and primers. Its maximum speed is up to 350m/min, and is available for flexo, offset, screen, letterpress, gravure and high-speed digital printing.

**Zeller+Gmelin** showed its latest-generation Uvaflex-FCM-Y81 UV flexo inks, which offer a higher level of security in terms of migration and which feature an especially low odor.

### Converting equipment

**Brotech** announced its entry into the wider packaging finishing market, providing 'one-stop' finishing systems for flexible packaging and folding cartons as well as for labels. Brotech has already developed finishing systems for HP Indigo's WS6800 and a system for the 20000 press. Now a wider, 32in-wide system is under development incorporating a range of finishing modules including lamination, coating, flatbed die cutting and sheeting. The company's managing director Ramon Lee also announced development of a 520mm-wide flatbed die-cutter to join the existing 350mm-wide FB cutter.

New on the Brotech stand was a semi-rotary flexo module for the SDF520 finishing machine, alongside lam/delam and turnbar. 'This cuts down spending on different sized cylinders,' said Lee. The SDF520 labels but also flexible packaging and light cardboard up to 250gsm.

**Changrong (Yingkou)** showed its LC330RE, LC340S and LC590SF laser cutting-engraving machines. The **GCC LabelExpress** laser die-cutter is a high-speed system that delivers high flexibility and great precision with an intuitive operation. With the CCD module, auto-feed system, waste removal module and rewinder device, as well as an optional slitting module and self-developed SmartControl Label software, LabelExpress provides a fully automatic digital cutting system for roll labels and PU thermal transfer films.

Spanish finishing equipment manufacturer **Enprom** was present for the first time at Labelexpo Asia, having appointed Sinotrade Service Corp as its Chinese distributor last year. Sales manager Enric Sucarrats said: 'We are enthusiastic about the potential for our technology in the Chinese market.' The company focused its narrow web machinery, including equipment for sleeve and in-mold labels and cutter stack system for beer labels.

**ETI Converting Equipment**, which recently celebrated the 10th anniversary of its manufacturing operation in China, was promoting its Cohesio, Metronome and Pellicut systems. Under the direction of Waley Xuan, ETI Shanghai employs around 60 staff, including managers, engineers, mechanics, electricians and technicians. The recently launched Pellicut die-cutting system can slit materials down to 12 micron at high speed. The company recently relocated Chloe Bayzelon, international technical coordinator and daughter of CEO Francois Bayzelon, to its Chinese office.

**Hontec Machinery** showed its laser die-cutting system. **Kampf** made its Labelexpo Asia debut, showing the Conslit slitter – whose fully automatic unloading function reduces labor costs and increased efficiency.

**Martin Automatic** showed its butt splicing and non-stop automatic unwinding machines, which can help users improve production efficiency and reduce waste.

**Rhyguan** showed its TOP-330-2 multifunctional intermittent rotary die-cutter, which can switch between rotary mode for in-mold labels and intermittent mode for self-adhesive labels. The company also showed Kiss-330SD high-speed flatbed die-cutting machine, Smart-HMS330 slitter and rewinder inspection system and Won-S330 automatic high-speed slitter rewinder.

### Substrates and adhesives

**Armor**, which has operated an office in Shanghai for nearly 10 years, launched its rebranded Inkanto thermal transfer ribbons, including new products AXRTX and AXREL.

**Avery Dennison** showcased a wide range of label and packaging



In addition to the Digital Trail, Labelexpo Asia hosted its first Smart Zone

materials in five different zones at its booth, including products for cold chain logistics, inkjet printing and smart labels. Also on show was a hotmelt adhesive label and a PET-based material range. Sustainable materials were on display including a recycled paper facestock and FSC-certified facestock.

**Dow Corning** launched its Syl-Off 7953 emulsion technology in China, designed for manufacturers using both in-line and offline coaters. Key advantages include better silicone anchorage, lower coat weights and less 'rainbow' effect, which increases aesthetic appeal.

Charlie Zimmer, global strategic marketing director, Packaging, Elastomers & Telecom at Dow Corning, said Syl-Off 7953 is ideal for the Chinese market as the government puts more restraints on solvent use.

**Dragon Foils** exhibited its FXC general/holographic flexo cold foil series, OSC offset/holographic cold foil series and DT digital printing foils.

**Durico** showed its new translucent film, which was launched earlier in the year. It is aimed particularly at the food market, where there is a trend for translucent labels for products such as meat.

**Gold East Paper** showed a coated paper featuring good water and distortion resistance, aimed at labels for cans and bottles. ITW Thermal Films exhibited wax/mix/near-edge/resin/washable ribbons and TTO online printing barcode ribbon.

**Innovia Films** was showing BOPP alternatives to paper, including a tactile coated film for the beverage market. For beer crate labeling, the company showed a BOPP 92 micron film in clear and white. A thinner grade version of its Squeezable label film, in clear and white, was on display for the health and personal care market.

**Lintec** showed industrial low-adhesive tapes and double-sided tapes.

**Shanghai AKO** launched a recyclable PET ultrathin film of 12 micron compared to the traditional 23 micron, and, at 30g, half the usual weight. Shanghai Jinda exhibited various adhesive, release and packaging products covering paper, film, foils, cloth, tapes and release liners.

**Soontomax** showed its water-based PS adhesives, with separate ranges available for film and paper incorporating some 100 products suitable for a wide range of end uses.

**UPM Raflatac** showcased its new Thin Film range of materials which allows more labels on a roll, less downtime for roll changes and reduced storage and transportation costs. Also on show were ice-resistant materials for wine labeling; food labels with a new adhesive approved for direct food contact; and materials for garment and lubricant applications. UPM Raflatac also promoted its RafCycle recycling system, and the first RafCycle partner certificate in China was awarded to Hangzhou Changli during the show.

**Univac** showed its new LTM-08 cold foil as well as a new cold foil for in-mold labels. **Wacker** launched two new silicone release emulsions.

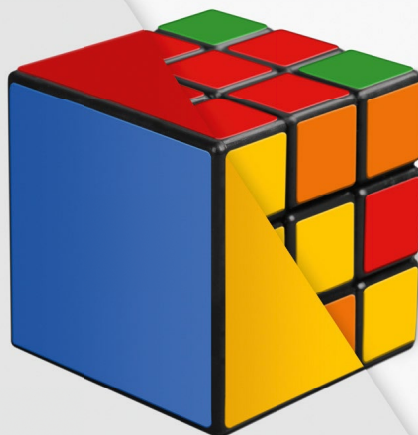
**Zhejiang Guanbao** showed a thermal-sensitive film adhesive aimed at medical, frozen food and tire applications. **Zhongshan Kinglabel** showed a halogen-free flame-retardant material. **ZonglvQuan** exhibited the MDO PETG shrink film.



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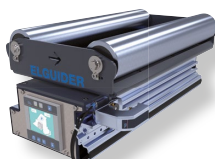
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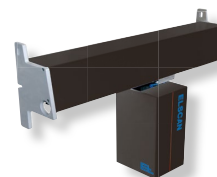
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# Kurz increases Southeast Asia focus

*Kurz sees Southeast Asia as a region with high growth potential. Aakriti Agarwal reports*

**L**eonhard Kurz dominates the foil business in labels and flexible packaging. High volume jobs are done using cold foil stamping which is very popular and a growing segment in Southeast Asian countries. The traditional hot foil stamping is a stable business,' says Supreecha Muangsaen, managing director at Kurz Thailand. The company is focussed on increasing the market share and is witnessing a healthy year-on-year growth in the region.

Kurz has a manufacturing facility in Malaysia that manufactures and exports hot and cold foils for labels and packaging across the world. The company is currently expanding infrastructure and increasing production capacity in the country. 'We have bought new land next door for expansion to better cater to the region. We are in the expanding phase and investing in high potential markets including China, Malaysia and the US,' says KS Chan, Asian Pacific area director, Kurz. The company has another, much bigger, facility in China that caters to other industries as well including automobile, security, textile, amongst others.

Of the high growth markets in South East Asia, Chan indicates Indonesia as one of the fastest growing markets for labels and flexible packaging followed by Thailand. 'Companies in Indonesia are getting bigger, are growing fast and investing in bigger machines. The country has a strategic location advantage for export to nearby countries. Thailand, on the other hand, has a strong local market and also a huge export market.'

'Personal care, white goods and food markets are growing in all of Southeast Asia. Flexible packaging is growing tremendously because a lot of packed food

is consumed in the region,' Chan continues. 'Smaller runs but multiple SKUs has also led to the growth of digital technology here.'

## Digital Metal

With increasing acceptance and usage of digital technology in the region, Kurz is optimistic about the success of its Digital Metal foil technology, which combines digital print with a metal transfer process, creating glossy, metalized surfaces. It can be used for short runs, as well as personalized and numbered prints.

Kurz offers the complete workflow to printers including machines, web-based software and foil. Digital Metal foil can be printed on both digital and conventional presses. It can either be used in-line on a printing press using a module provided by Kurz or as a standalone process where labels can be decorated and finished on a Kurz digital foiling machine after being printed on a press. 'In addition to printing on a number of substrates including paper and PET, this process also allows overprinting, which gives printers flexibility to print on Digital Metal foil they are using without having to buy foils in many colors,' explains Chan.

'Digital is the new direction we are driving and we already see positive reaction for this product in the label and flexible packaging industries,' continues Chan. 'We tested this process with a Taiwanese printer and have received positive results. Now, we want to further explore the market with this product.'

Kurz and its Digital Metal process has also been recognized by HP Indigo as a partner for creating tangible added value using digital technology for printed products.

Kurz, therefore, sees high growth potential in the region and is aggressively driving the labels and packaging

market. 'We provide very strong technical expertise in this region to support different subsidiaries and agents. Our investment is in educating the market and telling them of new products we develop to further grow the industry,' Chan concludes.



*KS Chan, Asian Pacific area director, with Supreecha Muangsaen, managing director of Kurz in Bangkok*

## Digital future

Though it is true that brand owners largely try to squeeze margins and reduce cost per label, Kurz sees digital printing as the future. 'The advantage of digital printing is fast reaction time to market so converters can print smaller volumes at a slight premium that saves inventory, warehousing, high volume invoicing, and several other costs for brand owners. Digital printing has changed the business model by enabling to react to market demand in time and print what's required, that results in huge savings and reduces wastage,' explains Muangsaen.



*DM Liner UV Ink, Kurz's foil transfer unit*





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# Indonesian converter diversifies into digital

*Cahaya Jakarta Group has created a new company, Theia, for its digital label printing business. Aakriti Agarwal reports*

**C**ahaya Jakarta Group, a 26-year old conglomerate based in Indonesia which specializes in letterpress and flexography label printing, created an independent company, Theia, in 2017 for its digital label printing business in Jakarta.

Danny Lim, sales and marketing director at Theia, says: 'The new company is dedicated to digital label printing and specializes in short runs and customized printing with quicker turnaround times. Life-cycle, batch-cycle and repeat orders are on a decline so we look at variance in products and value that can be offered to customers. This is possible with digital equipment because we can print as little as one label and don't need plates.'

'The sales and marketing strategy for digitally printed labels, therefore, is different from its parent company because we cater to different requirements of customers. Hence, the decision was taken to create a separate entity.'

Anything less than 2,000 linear meters is considered short run at Theia. The group's flexography business usually requires between 2,000 to 4,000 linear meters, depending on the complexity of the job, to begin production.

## Rapid growth

Lim says there are opportunities for both flexo as well as digital printing in the country. 'Big brand owners want to decorate their labels with hot foil stamping, matt varnish,

matt and gloss lamination so they stand out on the shelf. Some companies even like to apply holograms as a security feature to create an appealing effect. Different techniques are being used in combination on one label to make the product look good.'

'On the other hand, multinational companies are now asking us to create mosaic pattern and use promotional packaging using QR codes that link to their websites and other promotions they want customers to see. We have been approached by many brands that want to move towards more interactive and smart packaging. The market is huge, young and developing. It's in the early stages of rapid growth.'

However, Lim agrees that digital printing is done at a premium. 'In the printing industry, the higher the volume, the lower the cost. For instance, a gravure press starts printing at a minimum purchase order of 100 million Indonesian Rupiah (\$7,000 USD). Brand owners now have the option to spend one-tenth of the amount on the stock they need. Per label cost may be double when compared to gravure, but the amount on the purchase order is much lower and companies can print according to market demand. This not only saves them inventory and warehousing costs but also wastage, resulting in more savings and better planning. Digital label printing technology allows brands to control their numbers, so if one variant is selling better than the others, the companies

## One-stop shop

The group also includes Cahaya Jakarta's packaging division, which specializes in sourcing plastic bottles and lamitubes. 'Cahaya Jakarta can print any label, source packaging, put labels on a pack and dispatch to customers so they can focus on the product they manufacture,' explains Lim. The group has three factories in Jakarta, one dedicated to each business.

can now print according to sales made at the retail store.'

It is clear that the market in Indonesia is shifting to shorter life-cycle and run lengths. Rotogravure printers may diversify as the demand for short runs grows. 'It comes down to the fact that a lot of business owners don't want their cash flow to get stuck on something like labels. With digital printing, the cash doesn't get stuck because you are printing what you need at that time,' Lim summarizes.

Theia houses two 6-color intermittent rotary presses, two HP Indigo WS6800 digital label presses and one ABG Digicon 3 finishing machine. It uses Cerm software to automate workflow and Esko for in-house pre-press.



For more on market trends in Indonesia, read Aakriti Agarwal's report in the *Labels & Labeling Yearbook 2018*



Danny Lim, sales and marketing director at Theia



Theia's factory in Jakarta



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# Huhtamaki expands in India

*Huhtamaki PPL has opened a label printing plant in Sikkim and a flexible packaging unit in Guwahati, further increasing its presence in India. Aakriti Agarwal reports*

Indian pressure-sensitive label manufacturer Webtech Labels has merged with Huhtamaki PPL. After divesting a 51 percent share in Webtech Labels in 2012, Webtech promoters merged their company into Huhtamaki PPL by exchanging their 49 percent stake with a share in Huhtamaki PPL in April 2017. 'Now Webtech runs as a division of Huhtamaki PPL in India,' says Amar Chhajed, who has been promoted to president of Huhtamaki PPL's labeling businesses in India.

Since 2017, Huhtamaki's entire labeling portfolio – which includes shrink sleeves, wraparound labels, in-mold labels and cut-form labels – were consolidated along with the pressure-sensitive labels business under the leadership of Chhajed.

Huhtamaki also acquired 100 percent stakes in a major flexible packaging manufacturer, Positive Packaging, whose Indian business was merged with Huhtamaki PPL in April 2017. With this acquisition, Huhtamaki gained access to all operations of Positive Packaging in India, the Middle East and Africa.



Amar Chhajed, president of Huhtamaki PPL's labeling business

## Expansion

In the fast-growing Indian market, Huhtamaki PPL opened a new plant in Guwahati in March 2017 where it manufactures flexible packaging. Sensing the potential in the north eastern market, the company also inaugurated its new pressure-sensitive label manufacturing unit in Sikkim to cater to the region. Spread across an area of 20,000 sq ft (1,860 sqm), this plant houses the latest Omet iFlex press that was bought at Labelexpo India 2016. The company now runs five dedicated pressure-sensitive label manufacturing plants in the country with one each in Baddi, Bengaluru, Hyderabad, Mumbai and Sikkim. The company primarily manufactures pressure-sensitive labels only in India.

**“Huhtamaki PPL has a key interest to develop and grow the labeling business in India and expand the reach of its products in the global market”**

'A lot of effort and investment goes into setting up a new plant. It certainly helps that we have a very good team that strives to succeed in the business. With five plants, the idea is to be close to the customer. Huhtamaki PPL has a key interest to develop and grow the labeling business in India and expand the reach of its products in the global market,' says Chhajed. The company is focusing on markets where it can deliver value-added labels within the shortest lead times.

It produces more than 20 million sqm of pressure-sensitive labels on more than 20 UV flexo presses from Bobst, Gallus, Mark Andy and Omet as well as three digital label printing presses from HP Indigo and Xeikon.

Talking of digital technology, Chhajed says, 'Digital has a very important role to play but the market is still evolving. Consumers may be ready but brand owners are yet not fully aligned with the capabilities of what digital printing can do for their brands.'

## Outlook on Indian industry

The Indian label industry is not untouched by rising raw material prices, shrinking margins and lack of skilled labor. Furthermore, converters participate in reverse auctions to get more business and keep their presses running.

Of this practice, Chhajed comments: 'It negatively affects every converter because the margins are razor thin. Reverse auctioning is all about capacity utilization and doesn't follow any cost structure. However, I believe that converters do understand that they won't sustain for too long if they don't bid responsibly. Buyers also understand that lowest bid does not always win: quality matters.'

'Most converters in India don't charge for plate and screen costs, or dies either, which is a crucial error because that's a major cost in the label printing business,' he adds.

However, with many international companies coming into India, these practices will hopefully be reviewed. 'Globally reputed companies are good competition to have in the market because they raise the operating and quality standards of the industry in general,' Chhajed says.

Many of the digital presses in the country are not being utilized to their full capacity. We have to work towards marketing digital. We all need to "think digital". Brand owners will be willing to pay the price once they understand the value creation possibilities with digital printing technology.'



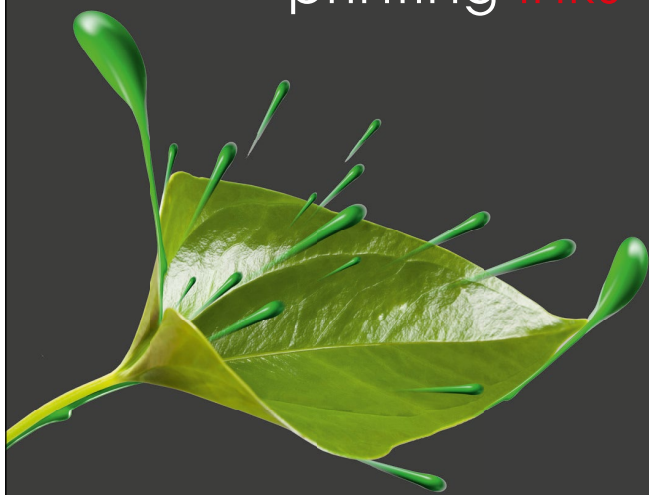
For more on digital label printing in India, read [www.labelsandlabeling.com/opinion/latest/digital-label-printing-india-journey-has-begun](http://www.labelsandlabeling.com/opinion/latest/digital-label-printing-india-journey-has-begun)

## Correction

In a photo caption on page 67 of L&L issue 6, 2017, we mistakenly identified Fujifilm Sericol's machine as a flexo press for ink testing. In fact, it is a flexo ribbon printing press for developing textile tag inks for the garment industry.

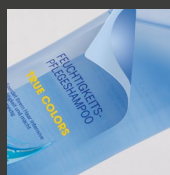


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# Sri Lankan converter strategizes growth

*Printcare, a converter based in Sri Lanka, has increased its productivity with the installation of Gallus and MPS presses, and now has increased exports in its sights. Aakriti Agarwal reports*

**P**rintcare, based in Sri Lanka's capital Colombo, recently installed a 10-color Gallus RCS 430 press to print pressure-sensitive labels, as well as a 10-color MPS EF press for its tea bag tags and envelopes business. On September 4, 2017, the company invited its customers to launch its new presses and show off its printing capabilities.

Printcare is Sri Lanka's largest exporter of packaging, with its products being used in over 40 countries worldwide including the UK, Europe, Middle East, Russia, and China. It has been using narrow web flexo machines to supply the global tea industry for over 30 years. Printcare expanded into the security printing business in 2007 and then into the self-adhesive label business in 2014, with a second hand UV press, and is a prominent player in Sri Lanka.

'Exports are crucial to our growth strategy because we understand that relying on the Sri Lankan market alone limits our opportunities. To fuel growth, we have augmented our existing capabilities with two highly configured presses to cater to both domestic and export markets,' explains Krishna Ravindran, general manager at Printcare.

Approximately 70 percent of the group's combined turnover is from products leaving the island, including its offset unit, which also leads the country in exports. Printcare's label business currently caters to the local FMCG and pharma markets with pressure-sensitive labels, and aims to start exporting to Asia and the Middle East soon. 'It's about building a sales channel into these markets. Given our expertise in catering to export markets and our geographic location we can offer great service, lower prices and less turnaround time into many countries while still offering high quality labels,' Ravindran assures.

Sri Lanka still brings in a large amount of labels from abroad, but the local customers want to reduce their dependency on imports. Therefore, Printcare has worked towards successfully supplying the local market and matching the high quality of imported labels that Sri Lankan consumers used to. 'Imported labels are very high quality and so the consumers are used to that quality and sophistication. Our new presses allow us to do a lot of value addition on labels, and we are cutting lead times and costs for our customers. It is imperative that we differentiate ourselves from others to be able to grow and be profitable,' adds Ravindran.

## Increasing productivity and innovation

After investing in new presses which have enabled the company to be more efficient and productive, it has made a strategic decision to continue to run the more advanced machines and stop running

## Diversified business

Printcare was founded by Merrill J Fernando and K R Ravindran in 1979, printing tea tags and envelopes. 'When we set up the tea tags and envelopes plant, there were only four tea bag machines in the country. Today, we are one of the largest producers of tea bag packaging in the world. We decided to diversify to other segments because this market is now very crowded,' says Ravindran.

In time, it started its offset unit where it prints cartons and embellished boxes, and diversified into high-security lottery tickets, telephone cards, lottery labels, and supported and unsupported labels. 'We print cartons for chocolates, toys and several other segments, mainly for the export market. Though we have the capability to print almost anything, we choose the work we do. We don't go shopping for business but are focused on the top end of the labels and packaging market,' Ravindran adds.

Printcare also has a joint venture in Sri Lanka with a major flexible packaging company from Pakistan, Packages Limited.

the others. 'We would like to bring the same finishing to labels that we have on cartons. We are in the process of implementing the right workflow and working with our supply partners to get the productivity and automation we desire,' Ravindran says.

The pressure-sensitive market in Sri Lanka is still small, but growing fast. 'It is a nascent market and the volume of pressure-sensitive labels has doubled in the last five years, albeit from a very low base. Demand for wraparound and in-mold labels has just started growing in the country,' says Ravindran. Printcare is also in the process of breaking into the liquor segment, where wet-glue labels still dominate.

Printcare has two plants in Colombo, one each dedicated to offset printing and flexo printing. The offset unit that prints cartons also houses a research and development center that enables the company to do value-added printing. Printcare has a sales and service office in London, UK, and has opened another one in Myanmar. The company also has a manufacturing plant in Coimbatore in South India, and will soon have a new MPS press running in the Indian factory. The company is in the process of implementing end to end automation in all its plants.



To read more about automation, go to: [www.labelsandlabeling.com/opinion/latest/automated-label-plant-tomorrow](http://www.labelsandlabeling.com/opinion/latest/automated-label-plant-tomorrow)



Krishna Ravindran with the new 10-color Gallus RCS 430 press installed at the company premises in 2017



L-R David Jeyaraj, COO at Printcare, with Krishna Ravindran, general manager, and K R Ravindran, managing director



Label converters can help nutraceutical brands stand out on crowded shelf

# A healthy nutraceutical market

The nutraceutical market is generating opportunities for label converters to get creative. Chelsea McDougall reports

Consumers who are becoming more health conscious, more proactive about their well-being and more aware of healthy habits are helping drive a prosperous nutraceutical market.

Globally, consumers are shifting toward alternative therapies and preventative care and are spending hundreds of billions of dollars on products that, by definition, provide nutritional benefits, boost physical performance or prevent diseases.

Nutraceuticals – a word that derives its name from a combination of 'nutrition' and 'pharmaceutical' – come in the form of capsules, tablets, liquids and powders. Popular products are vitamins, probiotics, minerals, fibers, energy drinks, juices, sports drinks and protein powder. While much of the market demand is from foods, beverages and dietary supplements, there is a growing market for herbal shampoos and creams enriched with vitamins and minerals.

It's an industry that reached \$285bn USD in 2016, and those involved in it say the nutraceutical market is increasingly competitive and one that doesn't mind

spending money on labels and packaging to help them stand out on shelves.

## All about the flash

Because nutraceutical brands are so ambitious, they provide label converters with the opportunity to get creative. Like most sectors, nutraceutical brands rely on shelf appeal to grab shoppers' attention and are looking for ways to stand out from their competition. A common way of doing that is metallic foils, bright colors and inviting textures.

As Ramon Fernandez, owner of ProLabel in Miami, Florida says of nutraceutical labels: 'The flashier the better.'

Brands, who are putting forth an organic brand identity, tend to veer for a more matte, natural label look, Fernandez adds.

Fernandez operates a digital-only print shop, producing labels on two Xeikon presses and a Domino press. When running some nutraceutical label jobs on his digital assets, ProLabels uses a metallized BOPP material to achieve a foiled look without a foil station.

Sheetlabels.com owner Adam Gray, much

**"These brands often do flavor or version changes multiple times a year in order to stay competitive. I think that's driving some of the demand and causing a spike in volume. In order for those brands to stay competitive on the shelf they have to rotate flavors to keep consumers interested over a long period of time"**

like Fernandez, often opts for silver BOPP for nutraceutical labels to avoid a cold foil station, saying: 'It's a faster and better value for our customers. It's one less step in the process, it's less cumbersome to deal with on the production side.'

Gray, based in Glens Falls, New York, says color is an important factor to nutraceutical brands: 'Typically, these customers are looking





Flexible packing, in-mold, sleeves and pressure-sensitive labels all make an appearance in the nutraceutical market

**“Typically, these customers are looking for bright colors. Saturation is very important. CMYK is acceptable and these customers like to experiment with blending colors and layering images. White ink in certain circumstances can make the images pop”**

for bright colors. Saturation is very important. CMYK is acceptable and these customers like to experiment with blending colors and layering images. White ink in certain circumstances can make the images pop.’

Oklahoma City’s Regency Labels has carved a 10-year-old niche in nutraceutical labels and flexible packaging. The company began exploring this arena when, according to Regency Labels president Kenneth Green, the owner who was a fitness devotee the time, handed his sales team a list of companies, a few sample labels and said: ‘I think we can do this.’

Today, nutraceuticals make up about 80 percent of the work produced at Regency Labels. The company serves clients of a wide range in size, from new start-ups to well-established brands. The majority of the nutraceutical labels produced at Regency are printed on its Mark Andy and Omet flexographic presses, and most companies want seven or more colors.

Right now, holographic labels are en vogue, Green reports, and the company sources holographic label materials from Avery Dennison. ‘It produces really well,

and everybody likes it. We don’t change what’s working,’ said Rebecca Wixom, a sales representative at Regency Labels.

#### **New flavors, more labels**

The global nutraceuticals sector will continue to grow and reach \$578.23bn USD by 2025, growing at a compound annual growth rate of 8.8 percent, according to a report from Grand View Research.

North America is expected to dominate the global nutraceuticals market in terms of demand over the forecast period.

The report, released in December, notes that there is rising demand for dietary supplements from Brazil, China and India. Furthermore, Grand View Research found that the Asia-Pacific region is growing at the fastest rate – 9.9 percent through 2025 – thanks in large part to rapid growth market in China, Japan and India.

Green says anytime a nutraceutical product is featured on popular television programs, he sees a surge in new labels. ‘They all hop on it,’ he says.

As the market for nutraceuticals expands, so do the flavors and varieties. Digital printing

### *Esko develops software to help customers with regulations*

In an effort to help pharmaceutical and nutraceutical converters manage regulation artwork changes, in early 2017 Esko outlined details of a strategy to help companies adapt their packaging in the face of new regulations on nutritional labeling.

‘We are seeing a wave of new legislation being introduced as governments all over the world seek to educate consumers via product packaging,’ explained Philippe Adam, vice president of global marketing at Esko. ‘For the food and beverage industry, as well as many pharmaceutical and nutraceutical companies, this means keeping on top of all the various regulations and adapting their packaging and business processes accordingly.’

Depending on the needs of each individual organization and where the target data is stored, Esko has devised three options, the first of which starts with the brand owner, the second with the artwork and the third being full system integration. Each organization can choose the option most suited to its current situation and nutritional labeling processes, according to Esko.

‘It is important that companies can stay ahead of all new regulations and feel confident every single SKU they produce will have compliant packaging,’ Adam says. ‘Esko will continue to support with new templates into which centralized nutrition and ingredient information can be automatically placed. With our solutions in place, new regulations can just be an everyday standard part of doing business and not an exceptional undertaking and disruption.’

also makes economic sense for many of these nutraceutical brands looking for small run sizes to experiment with new flavors.

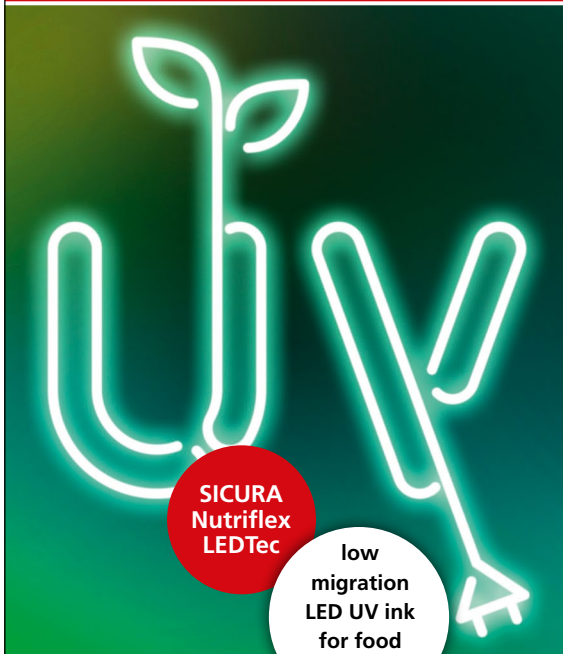
‘There seems to be an increased demand of season or varietal flavors,’ Gray says. ‘These brands often do flavor or version changes multiple times a year in order to stay competitive. I think that’s driving some of the demand and causing a spike in volume. In order for those brands to stay competitive on the shelf they have to rotate flavors to keep consumers interested over a long period of time.’

That’s good news for label converters playing in this market.



For more on the Grand View Research Report on the nutraceutical market, visit <https://tinyurl.com/>

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# Ink matters

*Andy Thomas looks at the latest trends in inks, including LED, EB and low migration ink series*

Label inks are too often regarded as commodities and not as complex systems requiring high levels of technical support and an optimized eco-system. Ink-related factors include accurate color matching, extended gamut vs spot colors, overprint characteristics on combination presses, use of surface treatment and primers to assist ink key, alternative drying and curing systems, and ink logistics, storage and waste minimization.

Added to this potpourri are the concerns raised around migration of ink components through low barrier packaging materials into food, beverage and pharma products and best practice for this class of jobs.

Label converters are constantly torn between short-term buying based on price – the commodity approach – and the development of long term relationships with ink suppliers. Increasingly, converting groups are striking longer term deals with ink suppliers which include the supply and maintenance of automated ink mixing and logistics, often manned by an ink company operative – effectively turning the ink kitchen into a franchised operation run by the supplier.

The alternative is to develop these skills and knowledge in-house, which takes a high level of commitment to training in all aspects of ink handling and management and how the ink kitchen integrates with pre-press, quality assurance and warehouse departments.

Companies like GSE have made significant inroads supplying automated ink mixing and logistics systems to this class of converter, and a major development has been the integration of the company's ink mixing and returns hardware and software with MIS system suppliers. Cerm, for example, has worked closely with GSE on areas such as automated ink reordering based on an accurate understanding of inks already in-store, returns waiting for reuse and planned jobs: future ink usage can, in principle, be obtained from density and coverage measurements taken at the PDF level.

## Migration compliance

A key area where supplier expertise should be used is for applications where migration of ink components into food products is a potential issue. These applications require the use of low migration (LM) UV ink systems, sometimes called 'packaging compliant' in ink manufacturers' promotional material.

LM (or 'packaging compliant') inks must be seen as one part of a wider workflow which seeks to eliminate any source of contamination from the press. Potential sources of contamination might include using the wrong kind of press cleaning chemicals, or airborne contamination.

Where combination presses are being used, care must be taken to ensure that all inks and varnishes used in that print



**“Increasingly, converting groups are striking longer term deals with ink suppliers which include the supply and maintenance of automated ink mixing and logistics, often manned by an ink company operative – effectively turning the ink kitchen into a franchised operation run by the supplier”**

run are LM. For example a job sequenced with UV screen, UV flexo, cold foil and spot varnish requires each element to be LM specified.

Low migration does not mean no migration. The use of LM inks does not eliminate the need to test any printed material intended for indirect food contact applications. These tests confirm that any ink components that have migrated are within strictly specified limits. The exact specifications will depend upon the customer and the territory in which the products are to be sold. Advice on regulatory compliance should always be sought from as far up and down the supply chain as possible.

In some cases, and particularly where odor is an issue, LM inks may be used in conjunction with a nitrogen inerted chamber to eliminate the oxygen which inhibits cross-linking.

This is the route taken by the inkjet industry, with both Durst and Screen now demonstrating LM presses which match LM inks with nitrogen chambers. (The challenge for designing inkjet LM inks is the greater particle sizes required must not clog or interfere with the delicate nozzle dispensing systems).

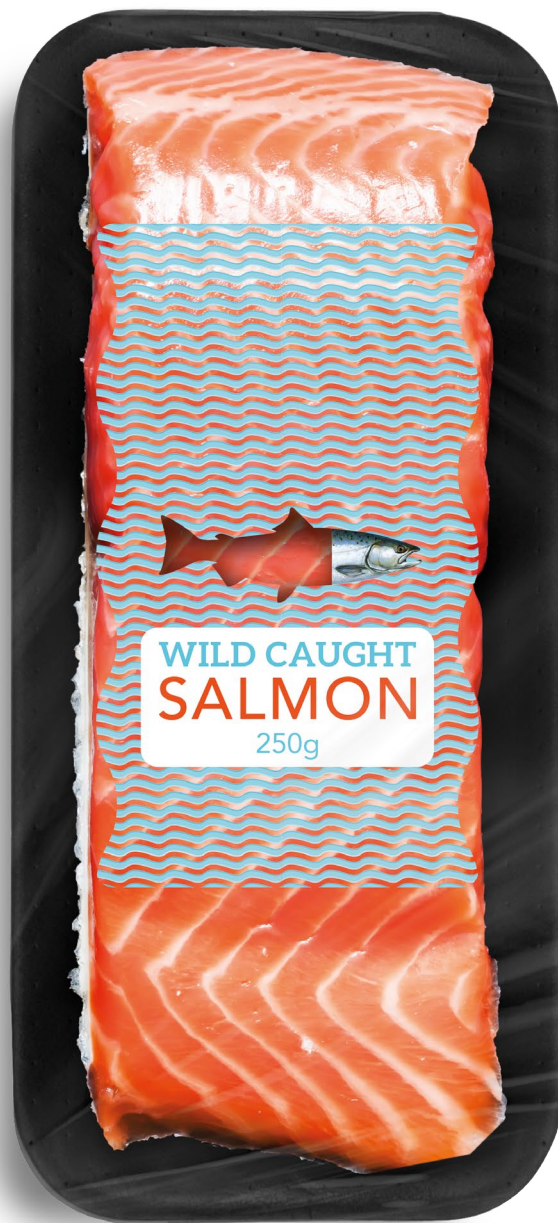
At Labelexpo Europe 2017, Siegwirk launched its Sicura Nutri Jet, a low migration UV inkjet ink series for food and pharma packaging. The company also launched Sicura Jet, a low-odor, non-CMR UV inkjet ink series designed for printing labels for household, hygiene and industrial packaging. Sicura Nutriflex LEDTec is a 'migration optimized' UV LED flexo series for food and pharma packaging.

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Pulse PureTone inks rebrand



SunJet and Durst launched low migration digital inks back at Labelexpo 2013

**“Low migration does not mean no migration. The use of LM inks does not eliminate the need to test any printed material intended for indirect food contact applications. These tests confirm that any ink components that have migrated are within strictly specified limits”**

All the major ink suppliers now offer LM products, and more were launched at Labelexpo Europe last year. One example was Zeller+Gmelin, which launched its Uvaflex FCM Y81 in a formulation which eliminates raw materials containing BPA. The molecular weight of the cross-linked photoinitiators is claimed to exceed that of conventional photoinitiators, and they contain polymerizable groups which participate in curing.

Pulse Roll Label Products showed its new food packaging compliant (FPC) UV flexo product range suitable for non-direct food packaging and labeling applications. The PureTone FPC ink system comprises a high strength process series and a mono-pigmented mixing base scheme. PureTone FPC is suitable for shrink films and general label printing. An FPC shrink sleeve opaque white, special blacks and metallic inks, plus FPC varnishes and adhesives are all part of the range, and a new FPC cold foil adhesive and FPC laminating adhesive for PE substrate applications is available.

Many end users, and particularly in the US, continue to specify water-based inks for these types of application, and modern inline presses can be fitted with hybrid drying systems combining UV with hot air/IR. Pulse Roll Label Products, for example, recently launched its PureAqua series of water-based flexo inks, varnishes, primer and additives.

#### Ink chemistries

Along with what are now standard narrow web drying and curing technologies – UV and water-based – we have recently seen the emergence of UV LED inks curing systems, and even the first use of Electron Beam (EB) curing.

Labelexpo Europe saw the launch of the EB-powered Gaia inkjet press for mass personalization of indirect food contact flexible packaging and labels. The press was built by Uteco, with the electron beam unit developed by ebeam Technologies. Up to now EB has only appeared on wider web package printing presses such as the VSOP, Rotatek and Omet VaryFlex Offset. These are expensive and sizable units, but the key benefit is there are no photoinitiators – the electrons cure the ink directly.

The major achievement of ebeam has been to miniaturize the EB unit in a form and price/performance factor suitable for the narrow web market. The EB inks were developed by INX Digital. Kao Collins – created by the acquisition of Collins by Kao last year – also offers EB-capable inkjet inks through the recently created Kao Advanced Printing Solutions business unit.

UV LED was a hot topic at Labelexpo Europe, driven by a new hybrid curing technology demonstrated by both GEW and IST. GEW led the way with its ArcLED unit, an exchangeable cassette which allows converters to switch between conventional and LED on the same print station. The power supply automatically senses which lamp system is installed. IST now has a similar system.

This allows converters to use UV LED where it is most beneficial – for example curing first down Whites or Blacks – while retaining their existing conventional UV inks for the rest of the job.

Flint Group was one of the first and strongest advocates of UV LED printing, following early pioneering work with Mark Andy. The company has supplied inks for presses with both full and partial UV LED curing systems.

One of the biggest obstacles to adoption of UV LED in indirect food contact applications has been the difficulty of producing a low migration version. Flint has now overcome these obstacles and at Labelexpo Europe laid out a roadmap for a low migration future based around its EkoCure Ancora UV LED low migration technology. ‘Low migration LED curable inks and printing systems open up opportunities for expansion into food packaging that did not exist before,’ said Kelly Kolliopoulos, global marketing director at Flint Group Narrow Web.

Sun Chemical introduced its SolarFlex LED migration-compliant UV flexo 4-color process inks that feature its M-Cure photoinitiators for rapid curing and full cure at high press speeds.

UV LED series are also being introduced for rotary and semi-rotary offset presses. Sun Chemical, for example, introduced both flexo and offset UV LED inks at Labelexpo, while Zeller+Gmelin showed Uvalux LED U45, an ink series with optimized gloss properties for UV LED offset printing, alongside a new product line for LED flexo printing.



The Label Academy will publish a book on inks and coatings later this year. See [www.label-academy.com](http://www.label-academy.com)



09.25.18



# Film labels: past, present and future

*Jasper Zonnenberg, director of films for Avery Dennison's Label and Graphics Materials Group, looks at the history of – and current trends in – film labels*

Sixty-plus years after their invention, film labels are so ubiquitous that it's easy to take them for granted. Yet their remarkable history is a story of continual innovation – one that has mirrored evolutions in consumer preferences, plastics and the packaging industry itself. It's a story that is part materials science and part process engineering. And it's a story made possible not only by flashes of disruptive innovation, but also by ongoing collaboration among virtually all the players in global packaging, from raw materials providers, to converters, to end users.

Today, innovations in film labels are most often refinements driven by the same imperatives that gave rise to film in the first place – durability and conformability, conversion speed and efficiency, and brand aesthetics – punctuated by the occasional, industry-shifting breakthrough. At the same time, the urgent need for sustainability, and consumers' desire for corporate transparency, are increasingly influential in how film labels are being made and used. At Avery Dennison, we've had a front-row view of film labels' evolution. Here's our take on where they've been, and where they're going.

## A brief history

We introduced film labels in the early 1950s as an alternative to labels made from paper. Film was more water-resistant and durable than paper. However, these PVC-based labels were complicated to produce and apply, requiring oil-based plasticizer to make them conformable, and topcoats and primer to keep the plasticizer from seeping out (and the label from falling off).

**“With converters continually pressured to produce faster at less cost – while providing superior shelf appeal – film will continue to be a go-to material”**

Olefin-based filmic labels would solve those problems. Like paper, they were easy to print and die-cut, while still offering the conformability, clarity and moisture-resistance of PVC – perfect for plastic shampoo bottles and other health and personal-care

product packaging that gained popularity during the post-WWII boom in consumer goods. Evolution in inks and printing processes also drove the desire for labels that performed differently than paper.

These new films would be developed during a period of rapid innovation in film labels that began in the late 1980s, as various plastics came down in price and increased in availability. New polyethylene-based films were launched in Europe, while films made from polypropylene were introduced in the US. These new thinner, lighter labels dramatically removed barriers to production and efficiency for converters, while providing a more versatile, eye-catching canvas for brands and label designers in pursuit of differentiation and shelf appeal.

At Avery Dennison, we experienced a film label 'renaissance' of our own between 1990 and the early 2000s, inventing a number of landmark facestocks, liners and adhesives. Among them: machine-direction orientation (MDO) films made with ultra-thin facestock and liners to provide more labels per roll and less material usage; topcoating that enabled greater printability and faster converting speeds; the first ultra-clear adhesive that didn't whiten when exposed to water; wash-off labels, created to increase glass-bottle recycling; and the introduction of clear-on-clear materials enabling the 'no label look'. In 1998, we built the first



Stan Avery and his employees stand in front of the Fourth Street location to which the company moved in 1940



Sixty-plus years after their invention, film labels are so ubiquitous that it's easy to take them for granted

## Film launches

### Synlite Xtra

UPM Raflatac

Lightweight and production-efficient PP-based matte film is claimed to be suitable for industrial chemical labeling applications that require a high level of resistance to challenging outdoor conditions. Synlite Xtra with RC77 adhesive complies with the requirements of Section 2 – and with selected ribbons, Section 3 – of the BS 5609 standard for seawater resistance to ensure that dangerous goods transported by sea are durably labeled and identified.

### Melinex FR2XX

DuPont Teijin Films

The series of halogen-free, clear flame retardant polyester films of PET films combine the inherent polyester film properties with the VTM-0 flame rating certified by UL's UL 94 flame classification testing. The series has been engineered to help designers in the industrial, transportation, construction, electronics and label industries provide improved safety at a lower cost.

### Torayfan CB3 packaging films

Toray Plastics (America)

The new Torayfan CB3 portfolio is manufactured with Toray's proprietary formulation and a patented PVdC-free coating. The films offer oxygen-barrier protection along with moisture barrier and are available in sealable and non-sealable versions.

plant dedicated to high-speed films lamination. We also worked with the industry to develop state-of-the-art films slitters and shared our knowledge and experience with customers to help them optimize filmic label converting.

As a result of the innovations and advances in manufacturing, more market segments embraced the advantages of film, particularly food, beer and beverage, and wine and spirits.

### Innovation

It's fun to think of innovation as the abrupt invention of something brilliant that storms the marketplace to instant acclaim and success. But that's rarely how it happens. In an industry as interdependent as packaging, innovation has a ripple effect, affecting everyone in the value chain. That has been especially true with film labels.

At Avery Dennison, we know that inventing any new labeling product means not just developing the materials science behind it, but also engineering how to manufacture it at scale, and then helping converters and brands use it to maximum benefit. Sometimes what that entails is determined by region. In



*Above: As a result of the innovations and advances in manufacturing, more market segments embraced the advantages of film, particularly food, beer and beverage, and wine and spirits*

tropical Asia, for example, introducing filmic facestock has meant creating special adhesives that stand up to high temperatures and sticky humidity. Across Latin America, when we began rolling out film labels in the region in the early 2000s, we worked closely with converters to ensure that they could print film labels on their existing equipment. (We had to make sure our own coating lines were up to challenge as well.) We're always mindful of our invaluable relationships with our partners across the value chain, and never is that more apparent than when we're bringing a new idea to life.

### Where next?

Much of the innovation in film is still focused on optimizing production speed

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**“In an industry as interdependent as packaging, innovation has a ripple effect, affecting everyone in the value chain. That has been especially true with film labels”**

and efficiency for users by making facestocks, liners and adhesives thinner, yet stronger and more functional. Though we continue to push the envelope in downgauging, we may be reaching its outer limits, absent dramatic evolution in converting equipment or resin construction. Still, with converters continually pressured to produce faster at less cost – while providing superior shelf appeal – film will continue to be a go-to material.

Beyond incremental improvements in label and adhesives, trends in film labels are, as ever, driven by innovative brands and shifting consumer preferences. As creators of labeling materials, we aim to anticipate where market segments are going, so that we can be ready with the next new solution.

Among the trends we see currently:

- Growth in reclosure. How do you make a pressure-sensitive reclosure system that's both convenient, durable and cost-effective? We're working to answer that question, not just for food, but

also for moist items, like glass-cleaning wipes, sold in flexible packaging.

- The influence of online shopping. As more people buy online, labels must inspire shoppers to re-order items by offering compelling design durable enough to look as good as they day it was purchased, use after use. Shelf appeal still matters; only now, the shelf is in the consumer's home.

An important trend shaping innovation in film labels, and packaging as a whole, is the urgent need for sustainability. When it comes to films, the labeling industry must foster development of cost-effective renewable materials that allow us to move away from petroleum-based resins. Similarly, we must eliminate the millions of tons of label waste produced every year. For our part, Avery Dennison is working to do both as part of meeting our corporate sustainability goals.

Sustainability is also a significant driver of film label adoption. As shoppers demand transparency about the origins of food and other products, more brands are turning to film as the most functional, aesthetically appealing material for telling their story.

Six decades on, film is still the right solution for countless applications, and its future is strong. At Avery Dennison, we're proud to be a pioneer of film's past as well as its future, working with our customers and partners around the world

## Film launches

### 70 micron IML film

#### Treofan

BOPP film specialist Treofan has added a 70 micron thick film product to its portfolio of EUP in-mold labeling films. Matte on both sides, EUP70 has been developed to meet the demanding requirements of sheet-fed offset printing. Its high stiffness enables especially high processing speeds with excellent quality, while the low density ensures optimal area yield.

### FlexmetProtect F-HMB


#### Flex Films

Flex Films has launched FlexmetProtect F-HMB, a high barrier metallized polyester film for laminated film structures, designed to improve adhesion between the metal and the base polyester film. The film is either untreated or corona treated on the other surface, while metallization is carried out on the specially treated composite surface imparting metal adhesion or bond strength of > 1200 gram-force/inch. This is said to reduce the risk of laminate failure.


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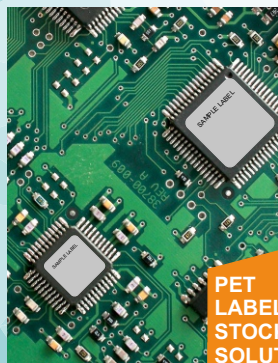
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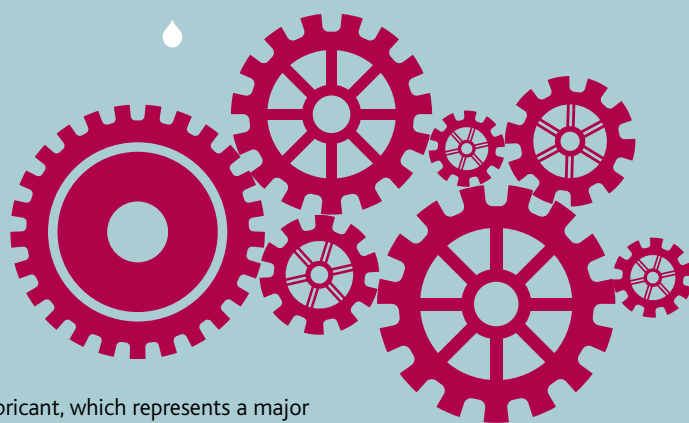
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# High performance lubricants help keep presses running

*Making informed oil and grease selections can help label printers save money while also enhancing productivity, according to Mohamed Mourad, industrial marketing advisor EAME, ExxonMobil*



**W**eb breaks and unscheduled maintenance stoppages – in fact, anything that impedes productivity – can be damaging to a printer's bottom line performance. In an industry as competitive as label printing, unplanned downtime and repairs are unwelcome and costly disruptions that need to be kept to an absolute minimum.

The key to ensuring optimized productivity is to implement a bespoke and fully-featured maintenance service; something that all cost-aware label printers will already have in place. However, one aspect of this approach is often overlooked – the choice of lubricants. In a world where a small change can make a big difference, this oversight can have serious implications; not just on press reliability and performance but also, significantly, on energy consumption.

A properly lubricated narrow web label press can be more efficient than one using less effective oils or greases and this can be reflected in its energy usage. Tests show that for some hydraulic system applications an energy efficiency saving of up to 6 percent is achievable by switching to a high performance lubricant. This type of reduction not only improves competitiveness but it can also enhance margins.

There are health and safety considerations, too. A well maintained and lubricated press will be less prone to mechanical outages, which reduces the instances of unplanned maintenance and human machine interactions. The fewer the interactions the less chance there is of an accident.

It is important to note that not all lubricants are created equal – high performance synthetic oils and greases can offer important advantages over lower-priced mineral-based alternatives. For example, depending on its formulation and application, a synthetic oil can offer up to seven times the oil drain interval of a

mineral lubricant, which represents a major reduction in cost, oil change interruptions and used oil disposal fees.

**“In an industry as competitive as label printing, unplanned downtime and repairs are unwelcome and costly disruptions that need to be kept to an absolute minimum”**

Synthetic greases and oils can also provide enhanced levels of wear protection, excellent cleanliness and protection against deposit formation. They also offer improved resistance to oxidation and a wide operating temperature range, which helps ensure good parts protection on press start-up. Taken together, the total cost of ownership associated with synthetic lubricants can therefore be significantly lower than mineral alternatives.

## **A health check for your presses**

Once the most suitable oils and greases have been selected – ideally in collaboration with your lubricant supplier or preferred maintenance partner – it is possible to further enhance printing press performance and reliability by implementing a used oil analysis service. By regularly sampling lubricants and subjecting them to laboratory testing it is possible to spot maintenance issues before they become a problem.

For example, the presence of contaminants, such as wear metals, can be an indication of under-lubrication, which if left untreated could result in premature bearing failure

and associated maintenance costs and downtime. Used oil analysis can also confirm the continued effectiveness of a lubricant, preventing unnecessary and costly oil changes and waste oil disposal. It can ensure that label printers avoid opening up equipment for unnecessary inspection when their oil analysis reports indicate no serious issues have arisen within test intervals. This helps to avoid additional costs, improve productivity and reduce safety concerns.

A properly implemented and fully featured oil analysis service can additionally provide users with bespoke press-by-press lubricant recommendations, helping improve individual equipment reliability and component life. Put simply, investing in this type of preventative maintenance offers both peace of mind and potential financial rewards.

ExxonMobil has developed a range of synthetic lubricants and greases specifically for industrial applications. Our field engineering services (FES) team can assist label printers in choosing the most appropriate oils and greases for their presses as well as help optimize feed rates and re-greasing intervals. We also offer Mobil Serv Lubricant Analysis (MSLA), a highly streamlined used oil analysis service that has been specifically design for ease of use. Keeping up-to-date with your lubricant analysis reports has never been easier.

For a modern, efficient label printer it is essential to have a consistent and regular maintenance schedule in place. Choosing the best possible lubricants is a crucial part of that process, along with a used oil analysis service. Taken together these steps will help operators increase productivity while avoiding unplanned and costly downtime.



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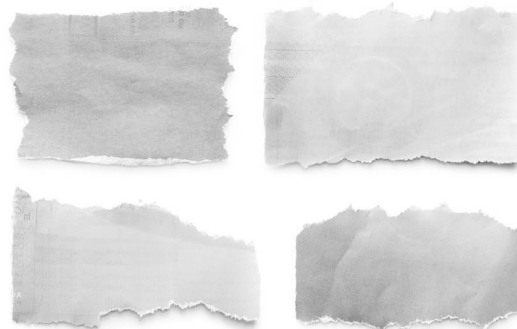


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# Label trends

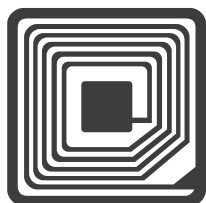
Adoption of active and intelligent packaging continues at pace, as indicated by figures from industry association AIPLA

## GLOBAL MARKET

Most rapid growth across Asia and the Pacific Rim, with Europe and the US remaining dominant in terms of demand and production



**'SMART' LABELS** can be defined in many forms



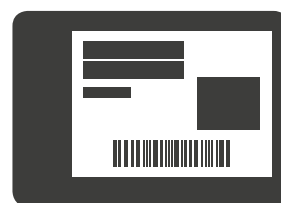
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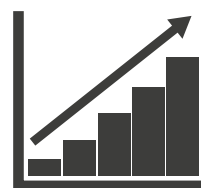
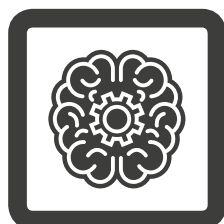
Global smart label market by 2025

**50-60%**

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Growth being seen across all 'smart' labels



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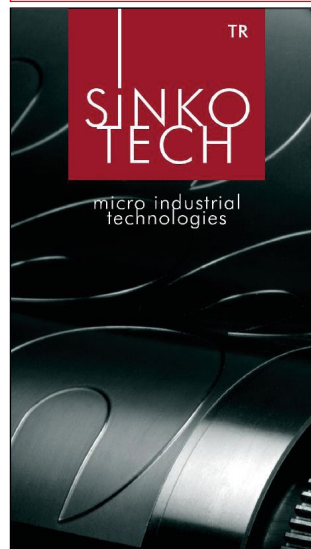
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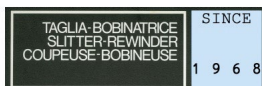
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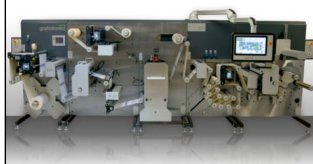
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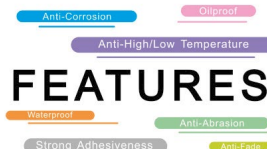
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# Label SOCIETY



## Narrow Web Flexible Packaging Summit

Illinois, USA

02 Label and packaging suppliers at a Narrow Web Flexible Packaging Summit hosted by All Printing Resources



## Labelexpo Asia 2017

Shanghai, China

06 Hirosawa Kei of Screen and Yukiko Suzuki of Label Shimbun

08 Tarsus China office enjoying team night out during Labelexpo Asia

09 Bobst team at Labelexpo Asia



## TLMI Annual Meeting 2017

Arizona, USA

01 L-R: Brian Hurst of Yerecic Label and Jim Rogers of Flint Group

02 L-R: Rob and Susan Wray of Nilpeter, Colin Phillips of Herma, Paul and Dinah Teachout and Jakob Landberg, all of Nilpeter

03 L-R: Ryan Potter of Flexo Wash, Neil Surber of Interflex Laser Engravers, Gary Cooper of Dot-It Labels and Patrick Potter, also of Flexo Wash

04 L-R: Ryan and Jamie Faber of 3M with Gary Falconbridge

05 L-R: Steve Schulte of Mark Andy, Tara Halpin of Steinhäuser, and Brian Wenger of GEW

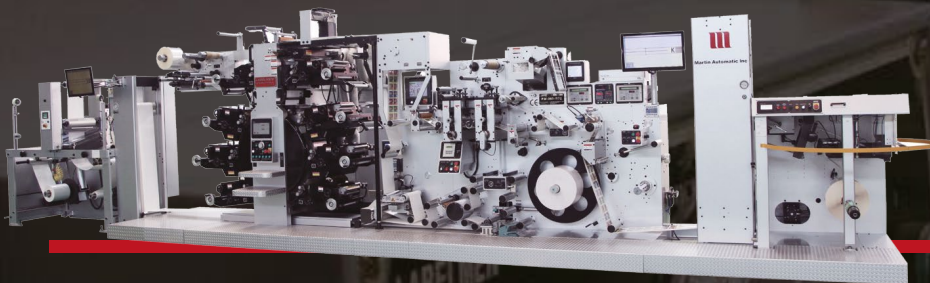
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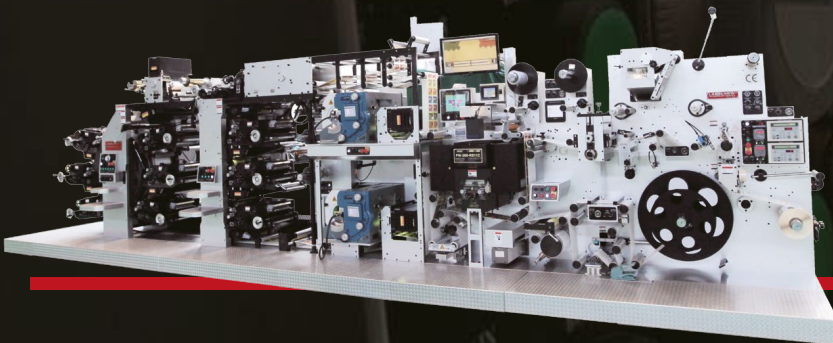
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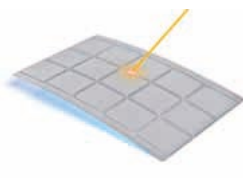


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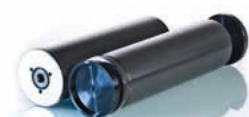
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### 1. Self-adhesive labels: Craft beer

The most cost-effective solution for a large variety of short-run craft beer labels



Micro breweries are a strongly growing market. This digital solution offers benefits such as high quality and an offset look. It allows these companies to produce labels with an outstanding professional look.

### 3. Food services: Paper cups

The only food-safe digital complement for the production of over 50.000 paper cups



Digital production offers unlimited possibilities for personalisation and advertising on paper cups - an ever more popular marketing tool, while ensuring food safety compliance and high productivity.

### 5. Wet-glue labels: Wine & spirits

The 5-color complement to conventional offset printing in B2 format for print runs up to 50.000 labels



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## 2. Self-adhesive labels: Premium beer

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Random variable image printing of multi-designs for premium labels, all in one run



## 4. In-mould: Food containers

Brands constantly seek ways to better approach their audience. This digital solution offers benefits such as food safety, waste minimization and high productivity, making it the ideal complement for your conventional technologies.

The only digital solution for extended B2 format which is food safe and allows for print runs up to 3000 sqm



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