

# THE CHANGING FACE OF COSMETICS

The cosmetics market presents a number of challenges to converters

## THE FINISH LINE

The trends defining developments in finishing

## AUGMENTED REALITY

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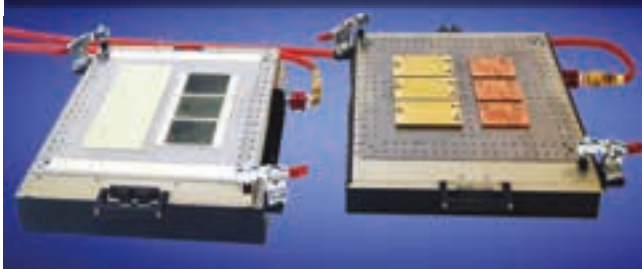
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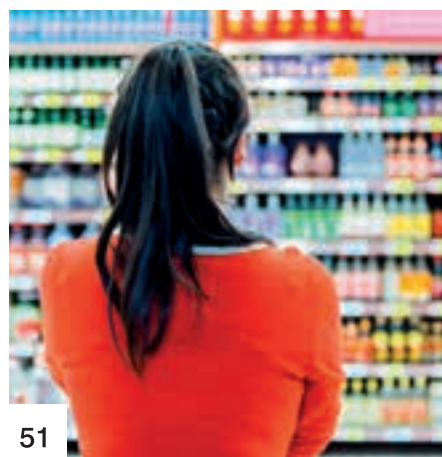
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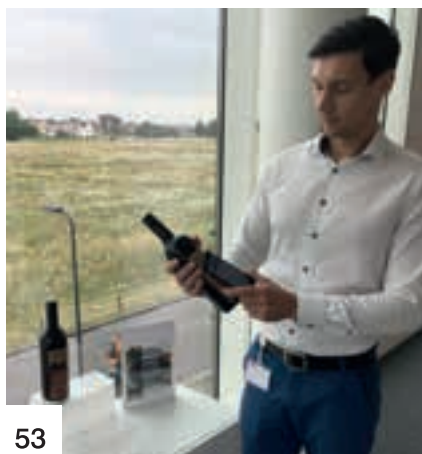
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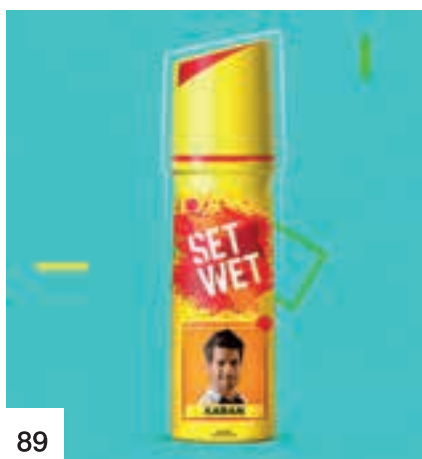




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The *Labels & Labeling* website presents daily news and exclusive content generated by its international editorial team and addressing the most pertinent developments in the label and package printing industry



### New-look L&L website (news)

Labels & Labeling has introduced a revamped website



### Troubleshooting corona (feature)

Like all machines, the corona treater performs best if it is correctly maintained



### Flexo problems? (video)

Bellissima DMS delivers an image reproduction claimed to rival offset and gravure quality



### What's next for the 'silent salesman'? (white paper)

A well-packaged product can influence purchasing decisions without people realizing it

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we're on it.

## Thirty years ago (*L&L* issue 2, 1988)



**P.12** Visiting the Cham-Tenerov mill in Switzerland, Mike Fairley discovered how the development of multi-coating technology is changing coated PS face papers. A gradual move away from uncoated grades to slightly coated or pigmented grades was taking place, largely to give performance or quality advantages but without increasing laminate costs. Some move was also being made to matte coated grades of face paper.



**P.26** TLMI attracted a record-breaking 217 entries from 37 companies for its 10th annual awards. The first recipient of the TLMI Innovator Award was Gar-Doc of Milford, New Hampshire. The award recognized the entry that demonstrated a technological or product development breakthrough for the tag and label industry. Gar-Doc also received the Best of Show.



**P.32** Mike Fairley visited St Gallen to discuss Gallus' investments and commitment towards bringing success to the company. 'The sheer level of investment in time, money and people to put together the world's most sophisticated label press manufacturing operation using the latest CAD/CAM system, computerization and automated assembly techniques, has to be seen to be believed,' wrote Fairley.



**P.44** Syd Staas of Assta Group explained that, in a market in which there has been some gloom and a reduction in the value of the Australian dollar, there was nevertheless a great deal of label equipment imported into Australia over the past year. Prominent installations of presses included Delta, Hikari, Ko-Pack, Sanjo and Webtron equipment.

## Twitter chatter



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**@MercianLabels:** Replying to **@LabelsNLabeling** Ink prices going up 3% to 10%. Substrates also increasing. Tough times!

**@FlexTechAssn:** Many label printers are now considering venturing into flexible packaging, says Tom DuPont of **@acpoldt** <https://tinyurl.com/ycrrluw2>

**@MouventDigital:** Trends in packaging: what's next for the 'silent salesman'? The packaging environment is a fast-moving one. But the trends look set to stay for the long-term. Sustainability. The rise of digital print. Corrugated is back in better quality. <http://bit.ly/2DRtQUK>

**@Henkel:** Supporting women on the way to work and creating equal job opportunities: Henkel Poland and the 'Women's Place' foundation work together on the 8th edition of a program, helping women to re-enter the labor market through workshops and professional development

## What does 'green' mean?

### Editor's note

**W**ith the continuing debate about one-trip plastics packaging, and many supermarkets moving towards 'plastic-free' shopping aisles, how can label converters contribute to a sensible debate about packaging waste?

In this issue of L&L we report on an initiative from leading Italian label and packaging group Nuceria, which worked with two brand owners to build in 'cradle-to-cradle' collection and recycling of liner waste from the very start of the project. Nuceria put the Italian brands – in the food and detergents sectors – directly in touch with Cycle4Green for collection and de-silicization of the glassine liner waste, and a recycler of filmic release liner. In both cases the material was returned as a raw material capable of being manufactured into liners.

This closed loop system sits perfectly with the European

Union's circular economy directive, which seeks further diversion of packaging and other wastes from landfill and incineration.

In order for recovery and recycling systems to make both economic and environmental sense, we need to drive the supply of material from end users. The Nuceria example shows the key role converters can pay by talking directly to customers and helping enhance their 'green' credentials.

The wider label industry must clearly demonstrate an awareness of how process waste and labels on containers can be recovered cleanly. Companies like Avery Dennison have moved a long way down this path with adhesive systems which release from containers under typical conditions found in flotation-type recycling systems.

As we have noted before, the shrink sleeve industry

faces particular challenges in this respect, with the inability to separate the sleeve from container material in a flotation tank. We must either move towards a Japan-style zipper removal system, or look to put markers in the shrink sleeve material allowing automatic identification and removal.

Developing a recycling system for matrix waste is another challenge, with incineration increasingly seen as a less acceptable option. In the UK, for example, it is now difficult to get a license to burn matrix waste pellets unless for specialist applications such as cement kilns.

One thing is for certain. Not acting is not an option.

**James Quirk**  
Group managing editor



# News



The Mouvent joint venture was launched last year

## Bobst moves forward with Ambition 2020 program

*Press manufacturer reports 5.7 percent sales increase in 2017*

Bobst is targeting an expanded global presence, a greater role in inkjet printing and an enhanced service offering as part of its strategic growth program. The machinery manufacturer has developed a program, Ambition 2020, to support these growth objectives. Ambition 2020 has the following priorities: 1) Increase customer satisfaction – Bobst will recruit and train technicians to support growth and customer service. 2) Expand the group's presence: the company will implement its group strategy in Southeast Asia, Africa and North America and give its business in China 'a new impulse'. Bobst is setting up new Competence Centers by technology in 2018 in France and China, and in Italy in 2019. 3) Improve business processes by developing a common IT backbone called Bobst Business Systems (BBS). 4) Digitalization development through Mouvent and increasing its offering in connectivity and software.

These proclamations come as Bobst reported a 5.7 percent increase in sales in 2017, with order entries increasing 17 percent and backlog more than 20 percent compared to 2016.

Bobst noted that it started 2017 with a lower machine backlog than the year before and order entries during 2017 have been higher than in the previous year for both of the machinery business units, particularly for sheet-fed. Globally, order entries increased driven by high activity in Europe. The Americas, Asia and Africa remained stable.

Sales reached CHF 885 million (US\$935 million) in the second half of 2017 compared with CHF 643 million (US\$679 million) in the first six months of the year, and to CHF 847 million (US\$895 million) in the second half of 2016.

Sales of sheet-fed products increased by 4.4 percent to CHF 745 million (US\$787 million). This growth was once more driven by strong demand for products for the corrugated industry. The demand for products for the folding carton industry remained stable.

Sales of web-fed products increased by 6.9 percent, reaching CHF 330 million (US\$349 million) for the year 2017. The growth came mainly from gravure printing and coating equipment. The demand for special machines and complex lines remained at a similarly low level as in 2016. Sales of services and spare parts increased by 7.1 percent to CHF 453 million (US\$478 million).



The merger is expected to be completed by the middle of 2018

## Goss, manroland web systems to combine

*Goss' Contiweb business will become independent company*

manroland web systems and Goss International's printing press business, both manufacturers of web offset printing systems for newspapers, commercial products and packaging, are to combine their complementary businesses. The new company will continue its activities in the fields of web printing systems, services, consumables and system components for the newspaper, commercial, packaging and digital printing markets. In addition to the new machinery and service business, the expansion of the business with retrofits and upgrades, and the systematic expansion of e-commerce, will be major areas of focus.

Subject to regulatory approval, the merger is expected to be completed by the middle of 2018. The Contiweb business of Goss International is not included in this transaction.

Contiweb, a specialist in technologies for advanced drying and web-handling products for printing, is to launch out as an independent company under the ownership of American Industrial Partners (AIP). Contiweb will become a supplier of ancillary products for commercial and digital inkjet printing applications, and press supplier for label and packaging applications.

Alexander Wasserman, CEO of manroland, said: 'manroland is on the path for continued success. We want to continue to develop this path by creating synergies, fostering the further development of our R&D activities and strengthening our innovation focus. Our customers will be able to choose from a wider portfolio of products and services.'

Goss CEO Mohit Uberoi said: 'This combination will enable us to achieve extensive synergies that will help us optimally serve our customers into the future. The combination will strive to provide a best-in-class product offering and customer service.'

The current shareholders of manroland, Possehl Group (Lübeck), and of Goss, American Industrial Partners, will continue to co-own the combined company.

## Cron establishes flexo business unit

Cron has formed a new business unit to serve flexo markets around the world, from the Americas and EMEA region, to China and Asia.

In September 2014, global CtP manufacturer Cron entered the North American graphic communications market with the formation of Cron-ECRM. The new business unit, Cron-ECRM FBU, will be led by Alex Lee as general manager and global sales director.



For more about Mouvent, go to [www.labelsandlabeling.com/features/technology-behind-mouvent](http://www.labelsandlabeling.com/features/technology-behind-mouvent)



*Dura-ID Solutions will manufacture labels for industries including horticulture, metals, chemicals and food*

## Merger creates Dura-ID Solutions

*IML Labels & Systems, Longcombe Labels and Leed Marque Concepts have merged*

The UK's IML Labels & Systems, Longcombe Labels and Leed Marque Concepts have merged their businesses, creating Dura-ID Solutions. The deal has created a combined company able to offer a larger selection of products, with a larger customer reach and greater capacity to keep lead times down.

Established in 1936, IML Labels & Systems was a specialized label manufacturer with sites in Sheffield, Mansfield and St Ives. Specializing in products for metals, horticulture and printer systems, IML was one of the largest manufacturers of high-specification labels.

Longcombe Labels was established in 1984, originally offering computer printable horticultural labeling systems. Longcombe Labels was also a large label manufacturer and specialized in horticultural labels alongside metal detectable and a number of leisure products such as wristbands and tickets.

Leed Marque Concepts, established in 2002, operated predominantly through online shops [www.labelbar.co.uk](http://www.labelbar.co.uk) and [www.patlabelsonline.com](http://www.patlabelsonline.com) to provide small runs of custom printed labels for mostly health and safety applications.

Dura-ID Solutions will continue to manufacture labels for a variety of industries including, but not limited to: horticulture, metals, chemicals and food.

The three companies at the heart of Dura-ID Solutions have been owned as separate entities by Goonvean Holdings. The merger follows a successful year of sales for the three businesses involved. All the current workforce has been retained.

The combined Dura-ID Solutions business has sites in Sheffield, Paignton, Mansfield, Cambridge and Aycliffe, and annual revenues in excess of £14 million GBP (\$19.4 million USD).

Shaun Higgins, managing director at IML Labels & Systems, said: 'We are very enthusiastic about the new opportunities that this merger will bring to our company. Becoming Dura-ID Solutions means that we will be able to offer a more extensive product range to every industry in which we specialize. We are all looking forward to our unified future as Dura-ID Solutions.'



*Kingsway managing director Richard Pullan (left) and Reflex chief executive Ian Kendall (right)*

## Reflex acquires Kingsway

*Reflex now employs over 600 staff across 16 UK sites*

Kingsway Printers has joined The Reflex Group in a deal that will see increased investment and the expansion of production at its Humberston site, near Grimsby, UK.

The family-run business was founded by Jim and Mary Pullan in 1972 with their son Richard becoming managing director in 2003. It now employs over 40 people and recorded sales of £4.6 million GBP (\$6.5 million USD) in 2017. Reflex Group was founded in August 2002 and made two acquisitions in that year in Easdale Labels and Reproflex. Reflex is still privately owned and now employs over 600 staff across 16 sites in the UK, serving an international customer base. Its sales this year are expected to exceed £100 million GBP (\$141.2 million USD).

The deal will see Reflex invest in and expand production at the Kingsway site to complement its existing customer offering and further enhance its presence in the region.

Richard Pullan said: 'Over the past 45 years my family and I have built a strong and unique business. It is time to pass this on to a group that can retain the character of Kingsway while taking it to the next stage in its growth.'

## Troika celebrates 21 years in business

In December 2017, Troika Systems celebrated 21 years in business by recording its largest ever single order for its flagship product, AniCam with anilox QC. Phil Hall has taken the company from a one-man business in the spare room of its founder's home through to being a global specialist in quality control 2D and 3D microscopes for the flexo and gravure print packaging industry.

Troika products are used to check the integrity of anilox rolls, gravure cylinders and flexo plates before the print run to ensure good quality print output, efficiency and accuracy. The Plate-II-Print HD units, recently modified and improved, offer customers even more accuracy and quality control over their printing flexo plates and print.

AniCam measures the surface profile of the anilox rolls, gravure cylinders, sleeves and plates used to deliver the correct volume of ink to the material to be printed, helping to save press set-up time, reduce waste and increase profits.

Over 900 AniCam and 1000 Plate-II-Print units have been sold to date into the label, wide web, corrugated and security print markets globally. The largest ever single order AniCam with anilox QC, totaling 10 systems, was placed by Apex.



# News



## BST eltromat acquires stake in Nyquist Systems

*Companies have cooperated on sales for last four years*

BST eltromat has acquired a stake in Nyquist Systems. The two companies have had an 'intensive sales cooperation' for four years, with the inspection systems in Nyquist Systems' TubeScan family said to complement BST eltromat's product portfolio for quality assurance in packaging and label printing.

These inspection systems – distributed exclusively by BST eltromat – fit into BST eltromat's existing offering for narrow web printing processes. This also applies to the new QLink workflow, which is opening up opportunities in synchronization, data handling and defect editing.

Previously, the companies have collaborated to install more than 800 TubeScan systems for the narrow web label and packaging sector worldwide.

Dr Stephan Krebs, managing director at

Nyquist Systems, said: 'The close collaborative partnership with BST eltromat, as part of its new stake and the exclusive sales agreement, offers Nyquist Systems a strong global presence and the ability to implement projects quickly for customers all over the world.'

Hans-Peter Stockkamp, global sales director at BST eltromat, said: 'On the wide web market, we have long been known as a supplier of a comprehensive solution portfolio for quality assurance in all print methods. With the addition of the TubeScan family and the related breadth of the product range and the specialist expertise, we are able to assume a similar position on the narrow web market. This means that we cover almost all requirements of label printing and narrow web packaging printing.'



## Finat introduces trial guest membership

*Free three-month guest membership available to converters and suppliers*

Industry body Finat has introduced trial guest membership for converters and suppliers to the label industry, allowing them to receive hands-on experience as a member company.

Being a Finat member entitles all employees of a member company to become connected with an industry-wide network of peers, to meet them at different events such as the forthcoming annual European Label Forum, and to acquire and exchange relevant information such as the Finat Radar market report, webinars, papers and articles on relevant topics in Finat's online member library. The association also promotes options in the field of release liner recycling, offers tools and guidance on lifecycle assessment and the handling of self-adhesive labels for food packaging. Finat explained that membership also creates more visibility for companies via an online membership directory and participation in the Finat labeling competition.



You can sign up for a free guest membership for three months at [www.finat.com/members/become-a-guest-member](http://www.finat.com/members/become-a-guest-member)



## Labels & Labeling launches new-look website

Labels & Labeling has launched its new-look website, providing the industry with the most up-to-date resource for news, features and information. Go to [www.labelsandlabeling.com](http://www.labelsandlabeling.com).

## RotoMetrics to host 'Exploration of Print' open house

RotoMetrics UK will open its doors to printers and packaging specialists from around the world in a two-day event on July 3-4, 2018.

More than 30 supplier partners have signed up to take part in this fourth biennial event.

Neil Lilly, customer services director for the UK and Ireland, said: '2016 exceeded all expectations in terms of the number of visitors and the diversity of markets from which they came. Unanimous feedback was to build on this prestigious event and to continue to provide information on the

cutting-edge developments in our industry.'

RotoMetrics has confirmed a number of headline speakers from the printing and packaging industry, as well as the participation of Sir Ranulph Fiennes, the world's greatest living explorer and an awe-inspiring motivational speaker who will take to the stage on both days, adding to the event's theme of 'exploration'.

To register to attend the free event, email Neil Lilly at [neil.lilly@rotometrics.com](mailto:neil.lilly@rotometrics.com), stating which day or days you wish to attend.

### Kocher+Beck appoints UK agent

Creation, a UK specialist in packaging artwork, reprographics and sleeve and plate production, has become the exclusive UK supplier of Kocher+Beck rotary screens to the label and narrow web market.

### Domino targets Baltic growth

Domino is expanding its presence in the Baltic region through a new partnership with Lipnus, one of the largest printing technology providers in Lithuania. Lipnus is based in Kaunas.



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# News



Constantia Flexibles CEO Alexander Baumgartner

## Constantia Flexibles acquires Indian packaging group

*Constantia Flexibles has agreed to acquire a majority shareholding in the Indian film-based laminates producer Creative Polypack*

Creative Polypack is India's fourth largest flexible packaging group, manufacturing film-based flexible packaging for the food, and home and personal care industries, as well as paper-based soap wrappers. The company serves domestic and international consumer goods companies in India.

Creative Polypack is family-owned and was founded in 1986. It has eight production sites in Baddi, Kanpur, Kolkata, Assam and Puducherry, in northern, eastern and southern India. It is expected to achieve sales of around 75 million (US\$92.6 million) in the business year 2017/2018.

Alexander Baumgartner, Constantia Flexibles CEO, said: 'Through this acquisition, we will become the third largest flexible packaging company in India – the fastest growing packaging market globally, with double-digit growth rates driven by the

megatrend urbanization and the expansion of the retail sector. In addition, we gain a stronger footprint in the HPC market, which complements our existing customer portfolio, while we are now able to cover the whole of the Indian subcontinent with our extensive production footprint.'

Creative Polypack's senior management will remain in their current roles after the transaction closes.

Constantia Flexibles is an active supplier of film-based flexible packaging for the Indian market since acquiring Parikh Packaging in 2013, which is investing a double-digit million euro amount in a new greenfield site that will be home to a polyethylene blown film extruder, high-definition flexo printing press and laminators that will produce high barrier laminates that can be fully recycled. The extra capacity will come on stream in 2019.

## Huhtamaki to acquire Ajanta

Huhtamaki has entered into an agreement to acquire the Indian business and related assets of Ajanta Packaging, a privately owned manufacturer of pressure-sensitive labels. The acquisition will further strengthen Huhtamaki's labeling business in India by adding new printing technologies into its offering, as well as improving its innovation capability. The acquisition is complementary to Huhtamaki's existing labeling product portfolio. Huhtamaki installed India's first Omet iFlex.

The annual net sales of Ajanta Packaging are approximately €10 million (US\$12.4 million). It employs altogether 170 people and has two state-of-the-art manufacturing facilities located in Daman, West India and Baddi, North India.

The debt free purchase price is approximately €13 million (US\$16 million). The transaction is expected to close at the end of April. The business will become part of Huhtamaki's Flexible Packaging business segment.



## Armor hosts Technical Club in Mexico

Thermal transfer ribbon specialist Armor recently hosted the latest edition of its Technical Club at its facility in Querétaro, Mexico. Forty-eight guests from 32 companies were in attendance, and the France-headquartered manufacturer used the event to launch its new thermal transfer ribbon brand – Inkanto – in the country.

Olivier Moreau, product director at Armor, said: 'Armor Group participates in various vertical markets such as flexible solar films, current collector films for batteries, and tactile films, all of which operate under their own brands. Until now, Armor did not have a specific brand name associated with its thermal transfer ribbons. This is changing with the launch of Inkanto.'

Armor also presented to delegates its extranet site, 2go2, for use by distributors and channel partners around the world. The site allows distributors to interact directly with Armor and to obtain more information about its products and services.

The Technical Club included a tour of the company's facilities in Querétaro, which were inaugurated three years ago.

Alejandro Cuomo, sales director for Central and South America, confirmed that Mexico is a key market for Armor, as the third largest in the Americas after the USA and Brazil, and with great potential for growth. 'We have built up a solid network of loyal partners in Mexico. The positive reactions and dynamics generated by the introduction of Inkanto encourage us in our great ambitions for Mexico.'

*L-R: Olivier Moreau, product director; Chris Walker, vice-president and general manager of Armor USA; Alejandro Cuomo, sales director for Central and South America*

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# News



L-R: Helmuth Munter, segment manager for labels and package printing at Durst, and Francesco Nioiretini, general manager of Italgrafica Sistemi

## Italgrafica Sistemi named as world's first XJet customer

*Hybrid press integrates Durst's Tau RSC 330 inkjet system with Omet X6 flexo and converting units*

Durst has confirmed Italgrafica Sistemi as the world's first customer for the new Omet XJet.

XJet is a hybrid printing platform integrating Durst's Tau RSC 330 digital inkjet system with Omet X6 flexo stations and converting units. The system will be installed at the Italian converter's headquarters in Castelfomberto, in the province of Vicenza, in the early summer.

Omet and Durst are providing a complete hybrid print and finishing line to Italgrafica Sistemi that will offer 'unlimited flexibility', it is claimed, and a wide range of final applications with a consistent cost reduction.

With 18 printing lines already running at Italgrafica Sistemi, the new Omet XJet, which is being provided through Lirma Print, a Durst and Omet distribution partner, is expected to replace two flexo lines as demands continue to increase for short run, personalized technology in a single pass.

The printer chose the Omet XJet because of the ability for in-line multi-process configurations that finalizes products in a single pass. XJet will open up new opportunities for cold foiling, printing on reverse and adhesives, as well as varnish and die-cutting, it is claimed.

Francesco Nioiretini, general manager at Italgrafica Sistemi, said: 'This investment opens up a new world of opportunity. It allows us to give far more choice to the market and produce so many more different

types of labels for any kind of job. By including the Durst Tau, we will be able to broaden our portfolio by combining all the technologies together.

'What is also really important is to ensure that we retain the same high level and definitions produced with flexo and offset, and the Durst-Omet hybrid will enable this. Other factors in our investment decision included the 50 percent increase in speed, the low service and consumable costs, as well as the fact that both Durst and Omet have good reputations in the market.'

Nioiretini added: 'We'll be saving huge amounts of money and time. We expect a 20 percent saving in overall production costs and will benefit from faster start-up times, which will enable us to offer a wider product range. As one example for, say, a 4-color job, we expect to increase the productivity of the machine by 40 percent with faster set-ups. In addition, we will be saving around 70 percent in material waste by using digital.'

Helmuth Munter, segment manager for labels and package printing at Durst, said: 'Italgrafica Sistemi is one of the increasing number of forward-thinking companies that are seeing the huge benefits of using the best technologies in a complete all-in-one printing process. This ability to combine digital inkjet printing with conventional pre- and post-press printing and finishing world, offers our future customers a highly cost-effective solution.'



L-R: Sandon Global MD John Millington, Carlos Da Rocha and Stuart Mitchell

## Sandon appoints French agent

Sandon Global, a UK-based manufacturer of anilox rolls, sleeves and gravure cylinders, has appointed Carlos Da Rocha of AFP in France to its distribution network.

Operating under the brand AFP, Da Rocha has an abundance of knowledge of the flexographic print industry, according to Sandon. He founded the first ever flexo industry college in France back in 1993. In recent years, he went on to perform senior technical roles in Morocco, Switzerland, France, Portugal and Spain for commercial print houses, ink manufacturers Sericol and a European anilox supplier.

## Schur Flexibles makes acquisitions

Austria-based Schur Flexibles Group has acquired multiple sites from Clondalkin Group, strengthening its position in premium packaging for the confectionery and tea markets.

This has seen it acquire Cats-Hänsel, including Cats Flexibles Packaging in the Netherlands and Hänsel Flexible Packaging in Germany, and Nimax, also in the Netherlands.

The three locations with around 135 employees generated a sales volume of over €30 million euros (US\$37.4 million) in 2017. With these acquisitions, Schur identified that turnover is likely to grow to over €400 million euros (US\$499.3 million) in 2018.

## MPS appoints agents

Dutch press manufacturer MPS has appointed three new agents in South America: Fencsa in Colombia, Peru, Ecuador and Venezuela; Coras do Brasil in Brazil and Argentina; and Ferrostaal in Chile and Bolivia.

MPS has also named Chimeng Packaging as its agent in Taiwan, further extending its presence across Asia. MPS has recently made a number of investments in the region, most notably by establishing an office in Kuala Lumpur, Malaysia.



# Bellissima DMS

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

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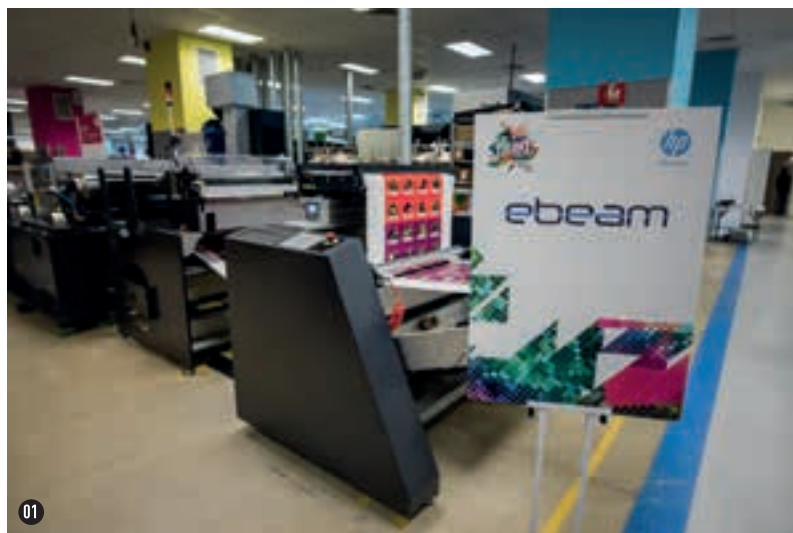
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# New Products



## PICTURED

1. eBeam Technologies Core
2. Afinia L901
3. Herma Hermafelt
4. Toray Torayfan CB3



### 01 Core 100/760 *eBeam Technologies*

Optimized for over-print varnish applications on the HP Indigo 20000 digital press, the system delivers instant electron beam curing for production of safe indirect food-contact packaging, enabling fast time to all markets. It was demonstrated on a GM coating unit at the recent HP Indigo worldwide VIP event in Israel.

**02 L901**  
*Afinia Label*  
This industrial digital label printer can produce full-color prints at speeds of up to 12 inches per second at up to 1600x1600 DPI via Memjet's Sirius print engine. Five high-capacity 250ml ink cartridges (CYMCK) offer low ink cost per label.

**03 Hermafelt**  
*Herma*  
Hermafelt white (grade 313) and Hermafelt high white (grade 314) are both wet-strength, uncoated, textured papers with a tactile feel. On top of that, Hermafelt high white provides excellent wet opacity: even after a long time in an ice bucket, labels made from this material show no unsightly wet stains, maintaining their clean appearance. The multi-layer adhesive 62W, which has been developed especially for wine labels, ensures adhesion even under moist conditions.

**Grape Touch**  
*Avery Dennison*  
Two new label materials with sustainable facestocks have been added to its wine and spirits portfolio, each designed to help winemakers and converters

address the growing consumer demand for sustainability. Grape Touch is made of 15 percent grape waste sourced from wine production. With a natural color, it is said to provide a closed-loop option with impactful shelf appeal.

**04 Torayfan CB3**  
*Toray Plastics (America)*  
The new packaging film 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. CB3 films are suited for bags, pouches, stand-up pouches, and flow wrap. Among their applications are nuts, seeds, salted snacks, cookies, dried fruit, and confectionery items.

**EkoCure XS**  
*Flint Group Narrow Web*  
This UV LED ink series is the first shrink sleeve system that is dual-cure, and claimed to provide consistent cure at the highest printing speeds. Dr Paulo Vieira, director of research and development, Flint Group Narrow Web NA, explains: 'Our scientists have developed a unique combination of photoinitiators and binders allowing the ink to crosslink from top to bottom and therefore cure fully when exposed to the UV wavelengths from either mercury or LED lamps.'

**SunLam**  
*Sun Chemical*  
The de-seaming adhesive for shrink-labeled containers has been developed to help recyclers improve recycled polyethylene

# New Products



05



06



07

## PICTURED

- 5. Mactac Chill AT
- 6. Tresu SAVEink
- 7. RotaPlate Dev & Dry, SPGPrints
- 8. RotoMetrics Challenger



08

terephthalate (rPET) yield without process changes. Sun Chemical and Eastman tested SunLam on labels made with Eastman Embrace LV copolyester. It has received a 'Responsible Innovation Acknowledgment' by the Association of Plastic Recyclers after passing stringent testing.

### 05 Chill AT

*Mactac Performance Adhesives Group*

The three newest additions include chrome polypropylene (PTS7801), clear polystyrene (GFC7802) and direct thermal polypropylene (DPT7901) films for short-term indoor labeling needs. Chill AT labels are custom-engineered with hot-melt adhesive technology. Although formulated for demanding cold temperature applications, they have a temperate range spanning

-65 to +150 deg F — delivering adhesion at room temperature as well.

### 06 FlexiPrint Reservoir SAVEink

*Tresu*

The chamber doctor blade is a light, fast-change inking system for narrow web UV and water-based flexo applications that can be used without an ink pump. The chamber can hold 250-2000ml of ink, making it suited to application of normal and spot colors, as well as high ink transfer printing. Ink may be added manually without stopping the press, giving the system flexibility for long and short-run production.

### FC-125

*Spinnaker Coating*

This hot melt adhesive is FDA approved for direct food contact

to fruit and vegetable skins. Paired with a 40# semi-gloss paper facestock, the combination provides a product that not only prints and die cuts well, but that adheres to the various textures inherent in the food surfaces.

### 07 RotaPlate Dev & Dry SPGPrints

The system is said to provide a fast, ergonomic and automated means of developing and drying RotaPlate nickel rotary screens, for narrow web applications, in a one-step, quality-assured process. In a cycle lasting between three and four minutes, the exposed mesh is thoroughly washed out with recyclable water, then automatically air-dried without manual intervention. Once the process is complete, the screen is immediately ready for final assembly. Automated developing and drying ensures uniformity of

screen quality, freeing operators to focus on higher value activities. Replacing the use of a water gun that, in some cases, can contribute to wrist strain, is a further claimed benefit. The 2sqm unit also includes a water filtering and recycling system, and requires no drainage or exhaust: only electricity and compressed air are needed for use.

### 08 Challenger

*RotoMetrics*

A solid die designed for tough abrasive materials, enhanced tool steel, along with RotoMetrics' proprietary TufShield plating, are claimed to improve performance over the traditional dies used in abrasive applications. Challenger solid dies run more than twice as long as typical chrome-coated dies, according to RotoMetrics. In addition, the Challenger's blade wear is more consistent.

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# New Products



## PICTURED

9. HP Indigo 6900

### 09 Updated label and package printing portfolio *HP Indigo*

Building upon existing 6x00 series presses, the new HP Indigo 6900 label press extends the application range of pressure-sensitive labels produced for environments requiring enhanced resistance. Integration of Pack Ready for Labels offers enhanced chemical, mechanical, thermal and water resistance to pressure-sensitive labels. HP Indigo has developed a suite of pre- and post-press technologies to achieve this. An upgraded in-line priming features a gravure-style, anilox-based coating mechanism that supports the use of a new primer, developed in collaboration with Michelman – DigiPrime 022. On top of the new Pack Ready primer, the DigiGuard 222 Pack Ready varnish is applied. Alternatively, HP-approved off-the-shelf varnishes can be augmented with the DigiGuard 901 varnish strengthener additive. Further developments include a splice detector and a new DFE, HP Production Pro for Indigo Labels & Packaging, designed to cater to the increasingly complex environments printers operate in, where they are running multiple presses across multiple sites, producing an increasing number of complicated jobs, and with a need for more automation and streamlined management tools. ElectroInk Silver is also now commercially available, alongside a special binary ink developer

(BID) with a customized design and special materials to cope with issues arising when running the conductive elements found in ElectroInk Silver inside the electric field present in the print engine. For the HP Indigo 20000 flexible packaging digital press, the Pack Ready Laminator is now commercially available, while a new EB curing system for finishing of labels and flexible packaging materials has been developed. The HP Indigo 30000 sheet-fed folding carton digital press has been enhanced to enable dozens of folding carton jobs per day and up to one million B2 sheets per month. The press can also now handle 'the widest folding carton application span on one press', from paperboards to metallized, synthetic and transparent media; new security features are available, including micro-text and micro QR codes; and there are new automatic mass customization and personalization capabilities. Further, the HP PageWide C500 digital press for direct-to-board post-print corrugated production has been launched and is shortly to begin shipping to customers.

### Workflow software *Madiwor*

The software from new Argentine company Madiwor is easy to implement and run, and is highly customizable. Modules include production planning, estimating, raw material inventory, finished product stock, B2B e-commerce

(an extranet facility), and material cut and assignment. Users can install the complete system or select the modules they require. The cross-platform software can be integrated into an existing workflow, or operate as a stand-alone system. Madiwor is currently available in English and Spanish, but the system is configured to be translated easily into other languages.

The project is the brainchild of brothers Ignacio and Sebastian Morrison, who have extensive experience in the label sector thanks to their work with Nyssa, a self-adhesive label converter based in Buenos Aires.

### GB4U8 RFID inlay *SML*

GB4U8 RFID inlay, measuring only 42 x 16mm, is the first small format inlay in the RFID history to pass all active categories including F and N, making it ideal for use by omnichannel retailers in store and supply chain deployments around the world, according to SML. The GB4U8 RFID inlay is fully compliant with the GS1 EPC/RFID Gen2v2 standard, supports RAIN RFID with global UHF frequencies, and meets the following Auburn University RFID Retailer Performance Specifications: Spec A, B, C, D, M, G, Q, F, and Spec N.

### Advanced Inkjet Screens *Global Graphics Software*

The software screens have been designed to smooth out imperfections caused by the

physics of jetting ink onto a substrate. Two versions are available: Pearl produces an effect described as 'very natural' on more or less absorbent substrates; Mirror is intended for non-absorbent and poorly-wetting surfaces such as tin cans and flexible packaging, and also areas of dense metallic ink.

### Trojan T4 *TrojanLabel*

This is a digital stand-alone color label press offering digital color printing and a built-in finishing station. It has a 37.7 sq ft footprint and offers a flexible printing width from 2-8.8in. This machine can print, laminate, cut, and die-cut 4-color labels with up to 1600 x 1600dpi resolution at a maximum speed of 60ft/min.

### Digital printer recommendation tool *UPM Raflatac*

This new tool provides up-to-date and accurate product information about UPM Raflatac's digital labelstock materials as well as ratings for how they will perform on various digital printers, ranging from small desktop models to industrial-scale digital presses.



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The FL5 single pass solution allows for same day delivery of cartons, something currently very hard to achieve in the industry. The single pass ability naturally reduces waste, time, power, work in progress and personnel associated with the traditional multi task operations used in carton production. The addition of an inline flatbed die-cutter gives the end customer a product that maintains industry required quality and allows for quick and cost effective format changeovers, with a reduction in tooling costs by up to 90%, compared to standard rotary tooling.

With the Edale in-house designed tension control, the FL5 also has the ability to run multiple roll to roll products from 12 microns to 600 microns, giving industry leading flexibility on the same platform. With its modular build and ability to be easily upgraded, the FL5 is the only true one stop press for all your current and future packaging production needs.



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# Installations



## 01 Mark Andy P5 Mal-Pol, Poland

The 8-color, 430mm-wide press is the first from the American manufacturer to be installed at what has traditionally been a European press user. Tom Cavalco, European managing director at Mark Andy, commented: 'This was a key sale to secure, as it breaks the grip of our competitors and highlights the added benefits that the Performance Series offers converters who are looking to diversify into more profitable market sectors.'

## 02 HP Indigo 6900 eAgile, US

The world's first HP Indigo 6900 digital press is being used to expand security and brand protection services at the specialist in large-scale serialization deployments, utilizing IoT/RFID technology for healthcare and highly secure asset tracking. Digital printing on the newly launched digital

press with high performance data RIPing power combined with eAgile's RFID technology is said to 'open the door to a full array of smart packaging and product authentication solutions to brand owners'.

## 03 Xeikon CX3 FastLabels, UK

The company's second Xeikon press has been installed to meet ever-increasing demand for labels and stickers. Coupled with the upgrade of its existing Xeikon 3000 to the 3030 model, the printer has increased its label printing capacity by 228 percent. FastLabels director Shaun Pagin said: 'It's our mission to prove that low prices don't have to sacrifice quality, and our new Xeikon CX3 together with the upgraded 3300 will help us to achieve exactly that.'

## Screen Truepress Jet L350UV

*Etichettificio Dany, Italy*  
Based in Riccione, Italy, Etichettificio Dany prints self-adhesive labels, mostly for food, beverage, detergents and personal care packaging. The Screen digital press has been installed to meet increased demand for low volume work.

**04 Mark Andy Digital One**  
*Custom Printed Products, US*  
The purchase saw Digital One evaluated against another toner-based device, with Mark Andy's machine selected due to its cost-competitiveness and ability to retrofit all tooling to the press. Since installation, Custom Printed Products runs 8,000 to 10,000 feet per day on the digital hybrid machine. The company has a varied book of business and prints a variety of labels ranging from motor oil labels to work for clients in the wine and beer market.

## CEI BossJet powered by Domino

*International Label & Printing, US*

The hybrid press was selected for in-line operation of printing and finishing, as well as the ability to run multiple webs, pre-and-post coatings when necessary, foiling, and two-sided printing.

## Focus d-Flex Last Bros, UK

The group, which turns 70 this year, has installed a 'One + One' configuration, featuring KM1800i inkjet printheads from Konica Minolta, which are integrated into the d-Flex and can reach production speeds of up to 70m/min. The Last Bros machine has further been configured with two flexo stations, built-in lamination and rotary die-cutting, offering the flexibility of full print and converting in-line.

**05 MPS EF 430**  
*Hub Labels, US*

# Installations



The addition of the multi-substrate press provides Hub Labels the ability to print a wide variety of substrates including thin film, paper, shrink sleeves and flexible packaging. The press complements Hub Labels' full service, one-stop offering to existing customers as well as allowing it to nurture new customers, especially in the linerless label market by offering a wider web and unsupported film printing.

## 05 Nilpeter FA-2500

*Color Label, Denmark*

The supplier of self-adhesive labels for the food and chemical industries has purchased a refurbished Nilpeter FA-2500 flexo press, its tenth machine from the Danish press manufacturer. The Aarhus-based printer was established in 1980 by Erik Grønning, who continues to be at the forefront of the company. Its early presses were

Nilpeter models, with the refurbished FA-2500 taking the total number of 250mm-wide presses up to eight. Color Label also has two Nilpeter FA-4200 sleeve-based servo presses, tailored to run a wide range of tasks ranging from classic labels to film, flexible packaging and cartons. The machines can print films down to 15 micron and cardboard up to 350g.

## Bobst M4

*Label Express, UK*

The highly specified press, the first Bobst narrow web press installed in the UK, includes a web turner bar with delam/relam and in-line cold foil. There are three die-cutting stations that are capable of converting and waste stripping complex shapes and multi-cut label constructions. The servo driven press has eight in-line UV flexo print stations that are equipped with digitally automated print register and

die-cutting controls suitable for 7-color, extended color gamut production.

## 07 Omet X6

*Helf Etiketten, Austria*

Helf Etiketten originally worked in publishing and flexographic printing. In 2007, the company invested in digital printing and started using HP Indigo technology. The purchase of a 530mm-wide UV flexo machine enabled the company to end the publishing business, which was no longer profitable. Helf Etiketten was acquired by Bizerba Group, a German leader in labeling and weighing technologies, in 2015, with strong growth since followed by relevant investment in equipment and facility. The purchase of the Omet X6 was the result of an evaluation of the markets it serves, with growth in local markets a priority and Austria and South Germany more oriented towards offset printing.

## Koenig & Bauer Rapida 106

*Al Jawad, Saudi Arabia*

The press features a coater, extended delivery, automatic non-stop pile changing and logistics systems for the feeder and delivery. In addition, the ink rollers in the fifth printing unit can be washed parallel to production.

## 08 Nilpeter MO-4

*All American Label, US*

The offset combination press has been selected as the printer targets growth in the wine and spirits market. Brad C. Brown, All American Label owner, commented: 'The new Nilpeter MO-4 platform is ideally suited to meet our goals and exceed our expectations of excellence.'



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



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# Appointments



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*President*  
MPS Systems North America  
He brings experience in general management, sales and service and will be responsible to further grow MPS' North American organization.



**Paolo Grasso**  
*Head of sales, labels*  
Omet  
He will lead the global sales team, agents and distributor network of the company's newly-established Labels business unit, supporting them closely to further enhance the sales and market response.



**Chris Yanko**  
*Digital sales director*  
Mark Andy  
Focusing on Mark Andy's digital hybrid portfolio, he will support sales development and market education to further the company's mission.



**Thomas Lossec**  
*Sales director, France*  
Screen Europe  
He will manage direct and indirect sales channels in France for Screen's range of high-speed inkjet presses. This includes digital presses for labels and packaging, as well as continuous feed, high-definition inkjet printing presses for publishing and commercial applications.

**Rien van Tetering**  
*Thallo process manager*  
Contiweb  
His role includes providing advice to customers with product expertise and supporting customers with the implementation of new technologies.



**Jim Whitehead**  
*Sales manager, EMEA*  
Nazdar Ink Technologies  
Based in the UK, he will be responsible for sales management of Nazdar branded and non-OEM private labeled screen, digital and narrow web products in Europe, the Middle East and Africa.

**Chris Miller**  
*Vice president*  
Esko North America  
He assumed his new responsibilities at the

beginning of the year in preparation for the planned retirement of Mark Quinlan, assuring an orderly succession of responsibilities during the first quarter of 2018.

**Stefan Thulin**  
*Sales manager*  
Lüsch Technologies  
As a first step, he has assumed sales responsibility for Scandinavia, the Russian Federation and Eastern Europe, as well as for England, France, Portugal and Spain.

**Marshall Hogenson**  
*VP, Americas*  
Cron-ECRM FBU  
He will be responsible for driving the flexo business in North, Central and South America by naming dealers, handling key accounts and developing regional strategic partnerships.

**Jakob Moser**  
*CEO*  
Coveris  
He has succeeded interim CEO Dimitri Panayotopoulos, who will continue to serve the company as chairman.



**Micheal Lane**  
*CEO*  
Meyers  
His appointment coincides with David Dillon, current CEO and co-owner, and Chris Dillon Sr, co-owner, transitioning to the company's board of directors.

**Rich Filip**  
*Executive vice president*  
Continental Datalabel  
He has been part of the Continental Datalabel team for 29 years and previously held the position of director of sales before being promoted.

**Antti Mikkilä**  
*CEO*  
Marvaco  
He has been a Marvaco board member and a part of the company's development since 2015. He succeeds Kai Lankinen, who has become the company's full-time chairman.

**Eric Cathie**  
*Technical director*  
Magnum Inks & Coatings  
His areas of expertise include flexography, offset lithography, specialty ink formulation, UV LED formulation, and flexible packaging applications.

**Steve Mayer**  
*VP, US customer support*  
Hamillroad Software  
He will focus on supporting Hamillroad's American customers across its portfolio of products, including Auraia DMS and Bellissima DMS.

**Christian Delay**  
*EVP, software*  
Thinfilm  
In his expanded role, he is responsible for Thinfilm's software and IT strategy and technologies, the CNECT cloud-based platform, and the company's growing ecosystem of software partners.



**Christine Charlotte Akselsen**  
*Kezzler*  
She succeeds Thomas Körmendi, who is leaving Kezzler to take up the position as global CEO of Elopak Group, a global supplier of paper-based packaging for liquid food.

**David Hagen**  
*Director of sales*  
Magnum Tapes & Films  
In his new role, he leads a team of technical sales professionals working with prospects and customers to qualify and use Magnum's rubber and acrylic lines of pressure-sensitive adhesive tapes and PSA vinyl films.



**Lauren Stone**  
*Engineering apprentice*  
Clondalkin flexible Packaging Bury  
She is working on a level 3 extended diploma in engineering maintenance – EME engineered systems (pathway E) advanced apprenticeship, and is working in the production department.



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



## Label & packaging showcase



### EFIA Print Awards winners 2018

01 Flexo print on paper – narrow (gold)/Best in Show (silver)

Shackleton Front – MCG Scotland

02 Flexo print on paper – international (gold)

Wodka Gorbatschow  
Polar Star – DS Smith  
Packaging Deutschland  
Stiftung & Co

03 Flexo print on film, reverse print – wide (gold)/Best in Show (bronze)

M&M's Cookie Mix – Roberts Mart & Co

04 Flexo print on film, surface print – narrow (gold)

Morrison Thick Cut Sirloin Steak – Reflex  
Newcastle

05 Technical innovation – printer (gold)/Good manufacturing practice (gold)

Nobo Confectionary/  
Park-2-Nature – Parkside Flexibles  
(UK & Asia)





06 Flexo print on film, reverse print – medium (gold)/Best in Show (gold)

McCain Roasts Big Bag – Amcor Cumbria

07 Flexo print on paper – medium (gold)

Espresso Monte Carlo Velluto – Roberts Mart & Co

08 Flexo print on paper – medium (gold)

IPA Pavilion Pack – DS Smith Belper

09 Use of flexo for brands/retailers (gold)

Wookey Hole Cave Aged Cheese – Atlas Packaging

10 Flexo print on film, surface print – medium (gold)

Newby Feed Timothy Feeding Hay – Dandelion & Nettle – Roberts Mart & Co



This regular feature is dedicated to the best designed printed packaging from around the world. If you would like your product featured here, email [label Exposure@labelsandlabeling.com](mailto:label Exposure@labelsandlabeling.com). We require a high resolution photograph and supporting text.

# The road to growth

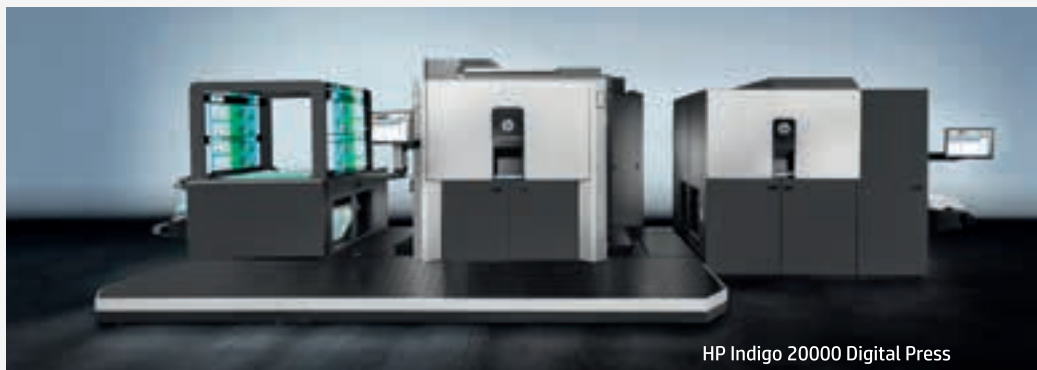
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HP Indigo 6900 Digital Press



HP Indigo 20000 Digital Press

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The **HP Indigo 8000 Digital Press** is the fastest narrow web platform, the **HP Indigo 6900 Digital Press** is the industry's leading narrow web label press with breakthrough productivity, while the versatility of the mid-web **HP Indigo 20000 Digital Press** makes it unique in its class.

As with all HP Indigo Digital Presses you can take advantage of **HP PrintOS**, an open and secure cloud-based print production operating system to help you get more out of your HP presses and printers, simplify and automate your production process and enable new forms of collaboration.

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keep reinventing





## The Mike Fairley column

### *What makes flexible packaging an interesting opportunity?*

*Mike Fairley examines the opportunities for narrow web converters to diversify into flexible packaging*

A number of market studies have been published about flexible packaging in the past one to two years. While they all have some variations in their market size and growth figures, the consensus would seem to be that flexible packaging is growing at around five to six percent per annum and is expected to be close to a \$300 billion USD market within the next five years.

Some of the key driving forces behind this growth include the increase in demand from the food and beverage, healthcare, cosmetics and toiletries, sports goods and agricultural products industries – and it's not difficult to see why. Products packaged in flexible materials have no defined shape, take up less floor and stacking space, and are easy and cost-effective to transport.

There have also been various advances in film and barrier properties, as well as key developments in high-speed filling technology, which have all helped to fuel demand for stand-up and transparent pouches, retort pouches, lidding and portion packs. It is also seen to be easy to use, is convenient, and has additionally enabled brand owners to add value to their packs with a higher quality of print and pack performance.

Depending on exactly what is included in the different market studies, food, supermarket and beverages are the largest end-use segment, accounting for up to 80

to 90 percent of global market share, with a growing demand for packaged ready-to-eat foods, snacks, frozen meals and cake mixes. Pharmaceuticals and healthcare are listed as the second largest segment for flexible packaging, followed by cosmetics applications.

Other important market applications include stand-up pouches for washing liquids, detergents and soups, sachets, lidding for yogurt pots, cream, desert pots, etc, garden center and horticultural packs, and agricultural seed and feed packs. End uses that are growing faster than the market as a whole range from coffee packs, fresh produce, snack foods, ready meals and pet foods.

#### **Diversification**

So what has made flexible packaging of growing interest for diversification by label converters? Well, many of the same things that label converters are all regularly facing: reducing run lengths, more differentiation, variations and versions, new product launches, smaller packs, added value, minimizing stockholding, shorter turnaround time, test marketing, inventory reduction and expanded promotional opportunities – incorporating social networking and interactive packaging.

The sector has also been faced with rising materials costs, price pressures and cost containment – as well as sustainability issues relating to waste, eliminating solvents, reducing energy consumption and minimizing the carbon footprint. Certainly, the development and use of more eco-friendly materials will be increasingly important.

Such a changing and challenging market has undoubtedly led to more and more interest in printing on narrower webs, creating added-value solutions, offering opportunities to enhance profitability, and to increasingly making use of digital printing technologies rather than the traditionally-used wider web rotogravure and flexo presses. In particular, digital printing's ability to react swiftly to market demands and to produce small print runs without the corresponding loss of time that can accompany the production of the new tooling required for flexo, offset or rotogravure printing, offers significant and positive benefits.

**“Key flexible packaging market opportunities for narrow web converters are seen as being in the food, personal care, pet food and nutraceutical sectors”**

Key flexible packaging market opportunities for narrow web converters are seen as being in the food, personal care, pet food and nutraceutical sectors where unsupported films are typically surface printed and then protected with varnish or an over-laminate.

Examples of food products suitable for narrow web printing included single serve snacks, powdered goods (soup mixes, gravy, spices), coffee and regional foods, while in personal care the opportunities are seen in items such as shampoos, conditioner, lotions, travel kits and promotional items.

Pet food possibilities included single serve pouches, treats and promotional items. Narrow web nutraceutical applications are in products such as bars, supplements, protein powders, snacks and drink mixes. Ideally, narrow web converters looking to get into flexible packaging production should focus on customers that need short runs, quick delivery and SKU proliferation; to focus on existing customers; and to develop relationships with co-packers.

Quite simply, flexible package printing represents a chance for PS label converters to widen their portfolio, compete on short runs and smaller packs, and utilize combination and hybrid press technology (plus in-line lamination, added-value embellishing or cold foiling) to increase the range and variety of high quality printed products produced.

Put together, narrow and mid web presses, both conventional and digital, now offer label and flexible packaging converters the opportunity to target new short-run flexible packaging applications, drive differentiation and personalization, offer quicker delivery and reduced stockholding – and become more profitable.



Yeo Valley yoghurt pot lids printed by Clondalkin Flexible Packaging Bury



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





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# The impact of today's M&A frenzy

Bob Cronin of *The Open Approach* analyzes the acceleration of M&A activity in the label and packaging market

The acceleration of M&A activity in both size and value has been nothing short of spectacular. The appetite for transactions is at the highest it's been in the last 20 years. In labels and packaging, majors like Ft. Dearborn continue to add accretive forces, while small and mid-sized groups are bulking up to enhance their growth possibilities. Private equity buyers, too, are targeting and devouring at lightning speed.

These transactions may not have immediate impact on your business, but they will. The landscape of the label market is changing – for the long-term – through the ongoing M&A and consolidation in the fragmented market.

The overall momentum is being driven by economic, strategic and locational considerations. Namely, lending is favorable, customers are expecting more from fewer suppliers, and local companies are being driven to have multiple manufacturing facilities to establish global presence. Depth and breadth are no longer niceties; they're imperatives to compete in today's market.

Today's M&A activity is affecting every label business in three distinct ways: 1) business advantage; 2) geographic landscape; and 3) competition. Let's take a quick look at these and their implications.

**Business advantage** – Many of today's acquisitions are based on providing a business advantage to the acquirer. Be it operational skill sets, vertical market strengths, or different customer bases, buyers are seeking the opportunity to expand. Increased capabilities, or girth, are big value. They not only provide for greater revenue possibilities, but they also help elevate the organization's appeal. Bigger is often better. And new capabilities can enhance SEO visibility and help a company connect with new buyer groups. Additionally, wider scope allows for manufacturing and purchasing efficiencies that can lower costs and improve profitability. Combining these factors, the organization can continue to grow through steady marketing and organic development. This means it will be able to compete better for the same customers. Your unacquired company will be left to deal with that.

**Geographic landscape** – The next issue that's arising with M&A is the move from local to global positioning. Forty years ago, we may remember the family hardware store, neighborhood bank, or shoe repair guy. These businesses have all vanished. You truly cannot compete as Jim's (or Jane's) Label Company down the street anymore. It's hardly even a regional consideration. While customers want personalized service, they really want to streamline their deliveries and reduce expenses. Namely, they demand greater value.

With more facilities brings more equipment, benefits and resources. Acquirers know this and are strategically targeting shops that establish them nationwide (and even worldwide). Such acquisitions can then be tied together with strong ordering platforms equipped with online storefronts, customized portals, mobile ordering or other cutting-edge technologies.

If you're not one of the ones being targeted, this will impact you. Others will indeed be acquired, merged or making a deal. Look for the guy down the block who's been your well-paired rival all these years to become a formidable adversary. How do you compete with an outfit that can deliver anything, anywhere, in 48 hours?

The competition – Perhaps the biggest change to be prepared for is competition. It's not so important that there will be more or less of it; it's that it will be different. The majority of acquisitions in our space are coming from private equity firms looking to capitalize on the fragmented market. They have the funds to accomplish this, as well as the intellectual capital. They can see beyond scale (ie, a typical play by the majors), and they understand how to build a company with a commanding service proposition. More important, they're looking

at building entirely new platforms that they expect to become the industry's next game-changers. This can mean altering products or services, converging existing ones, or conceptualizing entirely new possibilities. Analyze their past activity in other industries, and you'll see that this strategy has been very successful.

Private equity further is creating entities that can focus on specific vertical customer bases and furnish solutions that local label manufacturers cannot. This means that they'll be able to destroy your business the old-fashioned way – by stealing your customers. We all know how fickle customers can be. Even the most loyal and traditional clients have a hard time passing up an opportunity to get more services, programs, geographies, and offerings, at a better price.

Now for the most important question: Do you and your organization have the desire, tools and willingness to do what's necessary to continue your success? Whatever your answer, you have to make a choice. Either jump in on the M&A frenzy (as buyer, seller, strategic partner or investor) or take on the capital investment to stay in the game. The above discussion can help you with the former. My next article will address the actions to take to pursue the latter. Moreover, it will help you learn how you can transform yourself to continue to progress in the ever-changing label and packaging market.

Making the determination is tough. There are many perspectives, people, and nuances you'll need to make provisions for. And there are many business, legal, financial, and personal considerations you'll need to tackle as well. The Open Approach has helped numerous entrepreneurs wade through these, and we can help you make the most of your opportunities.



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

The Brand Chefs at Mighty Fudge Studios is more than just a small company with a funny name. Inside its Boulder, Colorado, studio, the company is creating cutting-edge augmented reality programs and apps for the packaging industry alongside creative branding. The company's founder and 'Maître d'Creative Patrick Mallek talks about the state of augmented reality in the packaging sphere, which he's pioneered since 2008. Interview by Chelsea McDougall





**Labels & Labeling: Tell us about yourself and your company.**

**Patrick Mellak:** Pull up a chair! I started Mighty Fudge Studios in 1999 primarily as an animation studio. In 2008, my wife Kimberly came on board full time (from in-house CPG and grocery) and brought in the packaging creative. We've got a small shop in downtown Boulder, Colorado, with a few employees, a couple of dogs and a six-year-old daughter running around here somewhere.

**L&L: What markets do you serve?**

**PM:** We are a full-service creative studio, but we specialize in food packaging and creative services supporting those customers — branding, copywriting, illustration, animation, motion graphics, UI, and of course augmented reality. We're in Boulder, Colorado, the heart of the natural food industry. Our clients are local and national. Over the years we've done private label creative for retailers like Walmart, Wild Oats and Harmons Grocery and branding, design and animation for CPG companies like GoGo SqueeZ and Earth Balance.

**L&L: What's the story behind your company name?**

**PM:** Ha! Mighty Fudge is a more socially acceptable way to say a popular profane idiom. It worked well in Hollywood and the film and animation industry, but not so much in the food packaging space. We invented The Brand Chefs in 2011 as a marketing device to help alleviate our awkward elevator pitch. Not because the name was dirty, no one seemed to care about that, but because people thought we made actual fudge. We

still use the Mighty Fudge Studios name for animation and augmented reality and other subversive endeavors [laughs].

**L&L: What is your company's value proposition?**

**PM:** High-level concept creative. We take our creative very seriously and work best with courageous clients who aren't afraid to go all-in on their branding, design and viral content. In our opinion, half-baked creative is inherently doomed to fail.

**L&L: How do you define augmented reality?**

**PM:** The goal of augmented reality is to make your world a more magical and functional place. The difference between augmented and virtual reality is that with VR, you are immersed into an entirely virtual experience. With AR, you still see the world around you, but you can see things that aren't really there (or at least they are not 'really there' by our current concepts of reality.) The opportunities are endless.

**L&L: What is the current state of the AR industry?**

**PM:** The augmented reality revolution is incipient. Investment money is pouring into the hardware side of the industry, with creative soon to follow. Coming advancements such as AR wearables, 5G and blockchain cloud technology coupled with younger consumers' expectations of how technology integrates into their world will vault augmented reality into the mainstream.

**“AR is much more than people wandering into traffic chasing Pokémon or gaudy gimmicks on Snapchat. It's a powerful but still emerging technology that will change the way we live, work and play in the very near future”**

**L&L: How has AR changed over the years?**

**PM:** Augmented reality has gone from novelty to need. When we first saw it, it was webcam-based and not very convenient to use. When it went mobile, we saw value. Pokémon Go was the first shot across the bow, and now that Apple and Google have integrated it into their developer tool kits, it's officially here. The next generation of technology is being developed for specific applications, not just to see if it works.

I guess the big takeaway is that augmented reality is much more than people wandering into traffic chasing Pokémon or gaudy gimmicks on Snapchat. It's a powerful but still emerging technology that will change the way we live, work and play in the very near future.

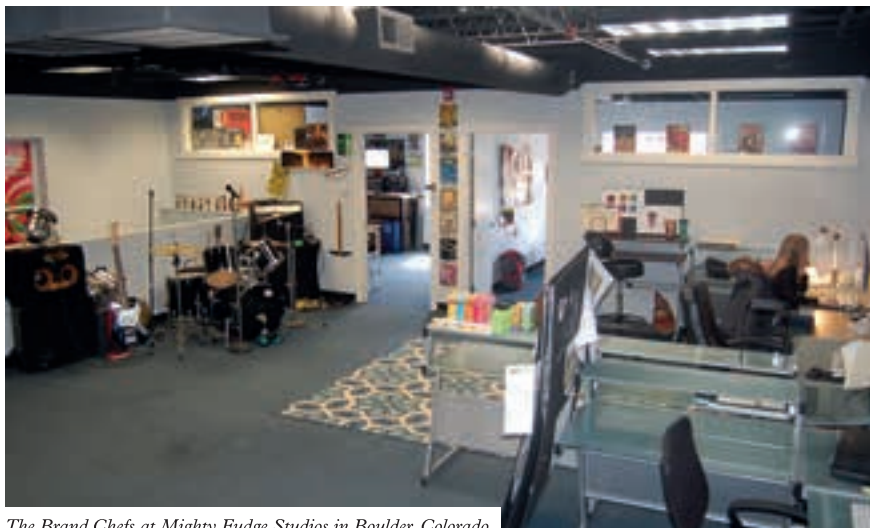
**L&L: What are the biggest growth markets for AR?**

**PM:** That depends on who adopts the technology first. The possibilities are virtually endless, but I expect a lot more failures than successes early on. Right now it looks like gaming and social media will be the first growth markets. Entertainment will probably adopt quickly as well. But the end game will be functional AR, or augmented reality that improves functionality in your daily life. In 10 years, AR will have changed the way we interact with the world around us, from communication to shopping to travel to the way we are entertained and beyond.

**L&L: What are the latest trends in AR?**

**PM:** It's almost too early to tell. Developers everywhere are exploring every conceivable purpose. Gaming is the backbone, but that's because its success has been quantified (by Pokémon Go). The next big trend will be functional AR, but that won't happen until the hardware takes the next big leap, which is coming soon. The main thing I've learned

**“We take our creative very seriously and work best with courageous clients who aren’t afraid to go all-in on their branding, design and viral content. In our opinion, half-baked creative is inherently doomed to fail”**



*The Brand Chefs at Mighty Fudge Studios in Boulder, Colorado*

about pitching and selling AR is that once people grasp the concept, the ideas come pouring out from every direction. It’s the most limitless technology since smartphones, maybe more so.

**L&L: How can brands implement an AR strategy on labels and packaging? Why should they?**

**PM:** Right now brands would need to either have a proprietary app or use one of the aggregated AR services. The pros to having their own app are apparent – exclusive branding, data collection, contained ecosystem – but it requires the initial investment of creating, deploying and servicing the app. An aggregated service reduces the costs, but limits the creative and functionality and doesn’t provide nearly the level brand support since you’re lumped in with other companies. Either way, marketing support will be critical to the success of any AR deployment.

Now the ‘why’. There really is no one single reason, it’s more brand specific and needs to align with their current marketing strategy. That’s an important point. If the AR seems foreign or awkward when compared to their familiar messaging, it will fail like any other ill-conceived marketing device. For brands that promote transparency, augmented reality can be a magic window into ingredient sourcing and manufacturing process and alert consumers to dietary specific concerns. If your brand is based in altruism, AR can connect and drive social media with objective-based social gaming. Fun and funky brands can engage with their customers outside the store with custom content unlocks and back-of-pack gaming – imagine a cereal box with an AR game on the back instead of tic-tac-toe. If your brand is into sustainability, AR can unlock multiple branding and communication features from a simple sticker on a recycled craft paper package. Foodie brands can have

celebrity chef recipe demos on-pack right in the customer’s kitchen. For retailers, AR can also unlock all the features available to online shoppers to customers in their brick and mortar stores, combining the power of Amazon with the personal touch of traditional retail.

**L&L: What are the challenges with AR?**

**PM:** Number one is ‘what is augmented reality?’ Beyond that the main hurdle is marketing – it’s not expected at this stage, so getting consumers to download your app is key. Use AR for promotions. Brands that incentivize downloading the app and using AR will be the most successful.

**L&L: What can label and packaging suppliers do to increase adoption?**

**PM:** I think educating the client is the most important thing right now. There are so many mysteries surrounding AR at this stage: What is it? Do I need some kind of special printing? How do I get an app? Until it’s an expected feature, the buy-in will be limited to brands willing to take the chance, which can be a great PR opportunity. The main thing is to use AR to solve their problems. With AR, a small package can contain a limitless amount of branding and features. It’s like a QR code without the ugly QR code. AR can give you a great talking point in a crowded market space.

**L&L: What do label and packaging suppliers need to know about AR?**

**PM:** The biggest question is usually about the printing. There is nothing proprietary about the printing or image. AR uses image recognition technology to scan for triggers, so almost any package is already AR compatible. There are certainly considerations, but your AR provider should be able to help you navigate them.

## *Rapid growth in augmented reality market*

Experts estimate the value of the augmented reality market was at \$3.33bn USD in 2015, across all sectors, and is expected to reach \$133.78bn USD by 2021, growing at a CAGR of slightly above 85.2 percent between 2016 and 2021.

A Transparency and Markets report on augmented reality in the packaging market reports that growth in AR is attributed to high demand from end-user industries based in the US, Germany, France, China and Japan. However, the report states that factors such as low awareness among consumers and restricted size of storage devices may hamper the market.

Currently, packaging manufacturers based in North America are largely adopting augmented reality packaging, with the US and Canada being major contributing countries. In Asia Pacific, urbanization and rapid digitization have boosted the information technology sector.

**L&L: What advice would you give to suppliers considering testing an augmented reality strategy?**

**PM:** My best advice is to work with an experienced AR team who knows what they are doing. This is new technology, so make sure you are not the guinea pig for someone’s AR development team. We know from experience that a bad AR deployment can quickly come back to bite you. Social media can be a double-edged sword.



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# SLR Print shows digital expertise

*Dedicated digital converter SLR Print, the first company in Israel to install an HP Indigo press, uses the technology to produce stunning results. James Quirk reports*

Israeli label and flexible packaging converter SLR Print has honed its digital printing expertise to such an extent that it can achieve results on its HP Indigo presses that even the digital machine manufacturer thought impossible.

SLR Print, based in Ramla, near Tel-Aviv, became the first user of HP Indigo digital presses in Israel – the manufacturer's native country – when it installed a ws4000 in 2003. It has since become a digital-only print shop, today running three WS6600s and one 6900, and is regularly used as a beta-testing site for new HP Indigo developments, such as its Production Pro workflow.

'We believed in the technology,' says general manager Abraham Levy, known to all as Avi, of that first installation 15 years ago. 'Our competitors at the time were skeptical, and it was only around three years later that more Israeli companies began regularly buying HP Indigo presses.'

SLR Print, which today employs 35 people at its 1,500sqm factory, was founded in 1960

**"We believed in the technology. Our competitors at the time were skeptical, and it was only around three years later that more Israeli companies began regularly buying HP Indigo presses"**

by Levy's father, Haim. Initially a sign printer, it later became a silkscreen specialist, but with that market beginning to decline twenty years ago, Avi Levy was on the lookout for something new, and so began discussing the possibility of installing a digital press with HP Indigo.

The initial target was the wine market – boutique vineyards are common in Israel – as well as cosmetics, which remains the company's main area of business today, followed by food and wine. New, growing applications include security labels, craft beer and organic 'super food' products. These all require short runs, high quality, and, often, variable data. 'The HP Indigo press is perfect for the Israeli market,' says Levy.

## Quality and innovation

After the first installation in 2003, a second HP Indigo digital press followed two years later, with a third added in 2007. The

presses have been upgraded over the years to WS6600s, while a new 6900 was added recently. According to Levy, the new 6900 can achieve premium white and better color calibration than previous incarnations. SLR Print increasingly uses HP's PrintOS operating system, as production processes become more automated.

AB Graphic Digicon converting machines were installed alongside each digital press. They too have been upgraded over the years, with a Series 3 version added shortly after the 6900. The Digicons all have hot and cold stamping, embossing, lamination and silkscreen capabilities.

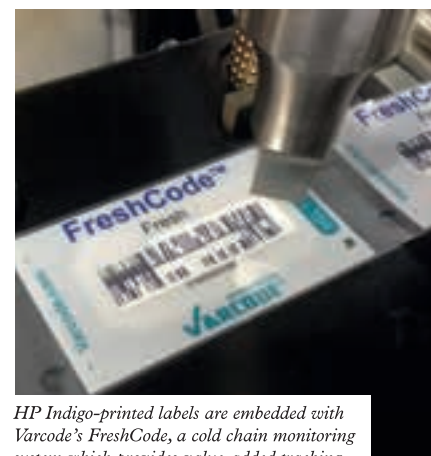
Alongside the HP Indigo and AB Graphic machines, SLR Print runs – in an exclusive global deal – an integration machine from



Labels printed by SLR Print on HP Indigo digital presses



L-R: Yael Warman, content development manager at HP Indigo; Shirly Levy, SLR Print's quality control and special projects manager; Tim Gordon, L&L publishing director; Monique Cohen, market development manager, Labels & Packaging, HP Indigo; Haim Levy, founder of SLR Print; Avi Levy, general manager at SLR Print



HP Indigo-printed labels are embedded with Varcode's FreshCode, a cold chain monitoring system which provides value-added tracking

Varcode. Here, HP Indigo-printed labels are embedded with Varcode's FreshCode, a cold chain monitoring system which provides value-added tracking with time-temperature recorders, reader apps and a cloud-based management system. Applications include meat, frozen foods and vaccines. SLR Print produces labels with integrated codes and supplies them to Varcode, which handles sales. The company plans to install more Varcode machines in the future.

The company focuses on quality and innovation, using high-end materials



Labels printed by  
SLR Print on HP  
Indigo digital presses

from the likes of Avery Dennison, Lintec and Manter to serve specialty applications. 'There are higher margins for added-value labels,' explains Levy. Within HP Indigo, SLR Print's expertise is regarded with awe. A job printed on very thin aluminum is just one of many things achieved by the converter which the digital press manufacturer itself thought impossible. 'We can't believe the things they can do with the press,' HP Indigo's business development chief for labels and packaging, Yael Barack, confides to L&L. When asked the square meterage of production – a standard question during an L&L visit – Levy replies: 'I really couldn't say. Quality is most important to us; a very high-quality job is ultimately more profitable.'

SLR Print's focus on quality breeds an unhurried atmosphere on the shop floor. Rare among Israeli converters, it runs a single shift – albeit one that might last more than

12 hours – as Levy believes print quality is not quite the same at night. Rather than increase shifts, Levy has opted to install more presses in order to raise capacity. Jobs can be turned around on the same day, if needed by the client, thanks to the company's flexible production. 'Preparation is key. For every job,' says Levy. 'We never think: "It's easy, we've done it before". I am a perfectionist; I don't know any other way. I hate to have to give an excuse to a client – I would rather spend the money and do the job again.'

SLR Print has been involved in three projects for Coca-Cola: Share-a-Coke, a word combinations campaign for the Israeli market, and the shrink sleeve mosaic. For the latter, SLR Print was the only Israeli converter involved, printing a run of two million labels.

'Being involved in projects where you have to manage millions of pieces of variable data requires a lot of expertise,' emphasizes Levy. 'It's not "plug and play". It's harder when you're the first one to try out a new machine,



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but we work closely with HP to continually improve our processes and capabilities. We have been learning together. They are great partners and are happy to gain knowledge from our cooperation.'

Some 100 wineries are among SLR Print's client roster, which numbers hundreds of companies. Levy says he prefers to build relationships with stable companies, and many customers have worked with SLR Print for decades. Client service is a key facet of the converter's offering. High-end materials are kept in stock – which, according to Levy, many competitors don't do due to the costs involved – in order to facilitate quick turnaround. SLR Print also offers its customers graphic design services through its dedicated six-person team.



## Flexible packaging on the rise

Flexible packaging production at SLR Print has risen from 5 percent of production three years ago to 30 percent today. Shrink sleeves, produced on equipment from Karlville, represent 5 percent and are showing steady growth; the remainder is dedicated to HP Indigo-printed self-adhesive labels, as well as booklet labels produced on AB Graphic Flytec machines.

'We've been learning about the flexible packaging market,' says Avi Levy. 'We have employed a specialist packaging technician, which has helped us. It is a harder market than labels, with a lot of knowledge required.' An upgrade to one of HP Indigo's bigger flexible packaging presses is a possibility for the future, according to Levy.



US converter ePac has installed 10 HP Indigo 20000 digital presses, HP's biggest packaging deal to date. See feature in this issue

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ePac opened 18 months ago, and recently purchased 10 HP Indigo 20000

# ePac expands digital platform

Digital-only flexible packaging manufacturer ePac has aggressive expansion plans, starting with a historic capital investment. Chelsea McDougall reports

**H**P Indigo is calling a recent sale of 10 digital flexible packaging presses its 'largest packaging deal' to date, which is impressive in itself, but considering the order came from a company that didn't exist more than 18 months ago, it's monumental.

ePac Flexible Packaging, an all-digital flexible packaging converter, has purchased the 10 additional HP Indigo 20000 digital presses to expand its operations across the US. The order quadruples production capacity for ePac.

It's a bullish and impressive capital investment for a start-up company that got its start less than two years ago, and which has gone on an aggressive investment blitz that shows no sign of slowing.

## History

ePac was launched May 2016 with a location in Middleton, Wisconsin. In its tool shed was one HP Indigo 20000 digital press, a solventless laminator, pouch maker, rewinder and slitter and a pre-press operator. They were ready to go. They just needed customers.

'When we began commercial operations, we started with no customers,' says ePac CMO Carl Joachim. 'All we had at the start was what we thought was a great idea and business model, and some assets to start the business with'.

ePac did some limited marketing but initially relied primarily on word of mouth. The orders started rolling in, as customers saw

**"When we began commercial operations, we started with no customers. All we had at the start was what we thought was a great idea and business model, and some assets to start the business with"**

the value ePac could provide: small run lengths, multiple SKUs, on-demand printing and fast turnaround. In a few short months, a second HP Indigo 20000 was added.

'ePac really helps small and medium size businesses by simplifying how they buy flexible packaging,' says Jack Knott, ePac CEO. 'Turnaround time of 10 business days, low minimums, customization, photo-quality graphics, and the ability to print on demand differentiate ePac from conventional flexible packaging converters. ePac's entire service delivery model is built to make selecting and purchasing flexible packaging fast and easy.'

ePac primarily targets small- and medium-sized companies and



**“I’ve seen digital disrupt virtually every segment of the print market. The only market segment it hadn’t really touched at the time ePac was created was flexible packaging, but we’re quite sure it will follow the same path of accelerated growth that other industries have seen”**

regional brands and produces stand-up and lay-flat pouches and roll stock.

By December 2017, ePac opened a second location in Boulder, Colorado. Six months before opening the company added a local sales office, with orders fulfilled by the Middleton location. Once the plant opened it already had customers, a sales pipeline, and two months later added a second press to keep up with demand.

ePac recently revealed a partnership with Karlville for a manufacturing facility in Miami. (see boxout).

In addition to Miami, the 10 new units will be deployed coast-to-coast in new regional facilities opening in Chicago, Houston and Los Angeles. Its new HP Indigo 20000 presses are slated to be installed in these market hubs in 2018.

Since its release in 2014, converters around the world have purchased more than 115 HP Indigo 20000 digital presses, the company says. The 30-inch HP Indigo 20000 can print virtually any sized flexible packaging application with unlimited variation for growing SKUs – a principle upon which ePac built its business.

‘Digital printing is the core enabling technology we have built ePac on,’ added Knott. ‘With the HP Indigo 20000 serving as the foundation of our manufacturing platform. ePac’s collaboration with HP is fundamental to our growth strategy, as we look to adding ePac sites in the months ahead.’

### **‘Drastically different’**

For what Joachim calls a ‘drastically different’ business model, ePac ironically almost got its start in a conventional facility.

One of the first investors was Emerald Packaging, a California-based flexible packaging company that beta-tested the HP Indigo 20000.

It turned out the technology just didn’t fit with its conventional processes, so that unit later was transferred to the Middleton facility in what launched ePac.

What ePac quickly realized was that job sizes were shrinking and becoming unsustainable and unprofitable for many traditional wide web CI flexo and gravure printers.

‘This was obviously quite different than the high-speed, wide-web operation that [Emerald Packaging] built its business around,’ Joachim said. ‘Their conventional infrastructure and approach to the market were different enough that we felt that starting with a greenfield would allow us to focus on building a new business.’

ePac’s principals Joachim, Knott and Virag Patel all bring different backgrounds to the team. Knott and Patel have extensive experience in flexible packaging, and Joachim in digital printing.

‘Over the past 25 years I’ve seen digital disrupt virtually every segment of the print market,’ Joachim said. ‘The only market segment it hadn’t really touched at the time ePac was created was flexible packaging, but we’re quite sure it will follow the same path of accelerated growth that other industries have seen.’

Smithers Pira forecasts growth in flexible packaging, with digital forecast to increase at more than 17.1 percent CAGR in the five-year period to 2022, when this market is expected to reach more than \$750 million USD.



*ePac operates a digital-only platform aimed at small- to medium-sized business*

## *ePac and Karlville partner on Miami flexible packaging facility*

Karlville and ePac have entered into an agreement to establish a digital flexible packaging facility at its Miami, Florida headquarters.

Karlville will add ePac commercial operations to its incubation lab and showroom facilities in Miami. The joint initiative is the first step in a longer-term strategic collaborative relationship designed to speed research and development of manufacturing products for flexible packaging. This arrangement will enable ePac Miami to serve its local market, while at the same time, work with Karlville on innovation projects and create a working showroom for Karlville customers.

ePac Miami will be equipped with Karlville Solventless and HP Indigo Pack Ready laminators, slitters and stand-up pouch makers. As an incubation strategy, the arrangement will enable new technologies in lamination, coating and curing to lower cost, increase performance, create a testing ground for new materials, and to broaden diversity in pouch formats.

Raul Matos, Karlville vice president, said: ‘We’re excited about our partnership with ePac, and the ability it will provide Karlville to focus on innovation and extending our research and development with the HP Indigo 20000, all in a live, working environment. This is a win-win relationship for both companies: Karlville gains a global showcase and working incubator environment, while ePac continues its expansion throughout the United States with leading edge technologies.’

John Price, Karlville president, said: ‘This new cooperation with ePac gives us the opportunity to refine our machinery solutions and build a stronger technical support team for digitally printed flexible packaging. We are happy to be working closely with both HP Indigo and ePac to help push digital business to the next level.’



*For information on the narrow web flexible packaging, particularly market data, read issue 1 of Labels & Labeling*

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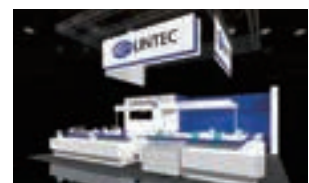
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Nilpeter completed an Industry 4.0 upgrade of its North American headquarters



The new FA line mirrors Nilpeter's goal for its North American headquarters – automated efficiency

# Nilpeter upgrades US headquarters

*Nilpeter USA recently completed an expansive upgrade to its manufacturing site and invited Labels & Labeling for a tour. Chelsea McDougall reports*

**N**ilpeter has completed a \$6m USD remodel of its US headquarters in a move that shifts its manufacturing plant from a conventional machine shop to a completely automated facility.

In 2015, the company began renovating its Cincinnati, Ohio-based US factory and front offices. Also included in the remodel was a shiny new showroom to host customers for press demonstrations.

Walking into Nilpeter USA is like taking a step into the future. A robot-operated forklift moves along a rack at 30mph to pull parts and retrieve components that are then moved to an automated CNC machine that creates the frame for the new FA line press. Building a module used to take 20 hours; it now takes six, and when finished, each part is identical. Tools in the machine shop are tagged and alert the operator when they're dulled or need to be replaced.

Nilpeter has created a standardized approach to machine building and smart manufacturing.

**"We needed to address a workforce challenge that's affecting all manufacturing. We can't just preach it. We have to live it"**

## The new FA

Nilpeter manufactures flexo presses on both sides of the Atlantic, which means more support and flexibility to meet customers' demands, says Paul Teachout, vice president of sales and marketing at Nilpeter USA.

The Ohio facility will be the manufacturing site for North and South America for Nilpeter's new FA flexo line press. Since launching the new press at Labelexpo Europe 2017, Nilpeter has sold 40 new FA line presses – 20 in Europe and 20 in North America (see boxout).

The new FA line is equipped with what Nilpeter is calling 'clean hand technology', meaning the press minimizes hands-on press interaction, and ensures clean hands during operation. All job data is saved on the press so jobs are easily recalled, and the press will auto register for an automated set-up. The new press has replaced manual knobs and controls with touch buttons, which Nilpeter believes will resonate with younger press operators. 'If you grew up doing this,' Teachout says, pausing and miming video game play between two hands, 'that's the generation we're targeting.'

The company's investment into a fully automated manufacturing facility mirrors how it's trying to market the new press: fully automated efficiency. 'We're practicing what we preach,' says Larry

## Label Systems installs new FA flexo press

Label Systems, located in Addison, Texas, has added a new Nilpeter FA flexo press to extend its capabilities and continue growth.

Label Systems started 45 years ago from a family garage, and today serves over 5,000 customers worldwide across more than 25 industries. Amy Van Brunt, president and owner, says: 'We work with some very large brand owners that require the highest quality packaging delivered on time and on budget. When we discussed the new market trends and opportunities, the team at Nilpeter shared a wealth of information and knowledge. The level of innovation and automation in its equipment, along with its skilled team, will provide us with the tools to be a leader in this industry.'

John Van Brunt, founder and vice president of operations, adds: 'Your next press purchase is always a challenging decision. We researched many press manufacturers but in the end our previous success with Nilpeter, and the partnership we have built, solidified this decision. The level of automation providing improved make-ready times and operator efficiency make this press the perfect choice. This press will allow us to easily enter new markets and offerings.'

DeGirolmo, president of Nilpeter USA. 'This wasn't cheap, but it was worth it. Not only did we change what we're doing with our equipment, but we had to change our cultural standpoint.'

As industry trends change and label manufacturers are faced with an aging workforce, Teachout says it's imperative that OEMs recognize and address that problem.

'We needed to address the workforce challenge that's affecting all manufacturing. We can't just preach it. We have to live it,' Teachout emphasizes. 'It was important for us to address that because that's a real challenge our converters are facing.'

'We have restructured our operation to meet the needs of industry 4.0 with big data and consistent manufacturing between global manufacturing sites. We are now much more efficient with less. Now we have the ability and experience to share this culture with our customers. To offer the most sophisticated 4.0 offering to them so they can do more with less and engage with a modern workforce.'



Nilpeter will bring its FA line to Labelexpo Americas 2018 in September. Read Labels & Labeling issue 4 for a preview of the event, and issue 5 for a complete review



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# Italian brands secure sustainable goals

*Nuceria Group has worked with forward-looking brand owners to close the liner recycling loop while developing impactful and efficient packaging. Andy Thomas reports*

**L** leading Italian brands Italsilva and Petti have partnered with Italy's Nuceria Group to develop labels which not only help the products sell on retail shelves, but promote cradle-to-cradle recycling of release liners.

Italsilva, founded in Seregno in 1908 by Ambrogio Silva, is a major player in the Italian detergents sector, while Petti has been active as a food preserves producer since 1925. Petti is focused on the tomatoes which form the basis of Italian cuisine and Pasquale Petti represents the fourth generation to head the group. Its focus is on wholesome ingredients, environmental respect and packaging innovation.

'These two projects emphasized sustainable development, minimizing waste, lowering costs and, more than anything else, attaining production with the least possible impact on the environment,' says Nuceria general director Guido Iannone.

Italsilva group worked with C4G (Cycle for Green), which promotes the retrieval and processing of glassine liner waste as an alternative to landfill, incineration and down-cycling. C4G co-operates with an Austrian paper mill which de-siliconizes paper release liners. This has allowed C4G to create a closed loop that turns the waste into cellulose-based recycled material to be fed back into the production cycle. Each year Italsilva generates around 180 tonnes of liner waste and C4G calculates that its recycling leads to a lowering of CO2 emissions by about 360 tonnes a year.

## Sustainable growth

Nuceria Group acted as a bridge between the two companies and the driver of the project. 'The project implemented for the Italsilva group was designed from the beginning to be in compliance with the European Union's recently announced directive on the circular

economy,' says Guido Iannone. 'It was inspired by a model of sustainable growth that aims at zeroing waste thanks to the reuse of resources. Waste silicone backing paper has been turned into a resource for Italsilva and for the other companies who receive it as a secondary raw material to be fed back into the production cycle.'

In the case of Petti, Nuceria Group took on the project of restyling the company's product line with the core concept to 'make the invisible visible'. The Petti brand name evokes the centrality of the tomato on the packaging, as well as in the Italian food tradition and the Mediterranean diet, and the transparency builds a 'relationship of faith' with the consumer.

The packaging process was at the same time optimized by increasing application speed and reducing machine stoppages, while preventing the formation of unsightly air bubbles.

Petti also required a 'green orientation' and this came both through the collection and recycling of the company's PET liner waste, and through increased production efficiency based on using a filmic liner.

'The advantages of PET liner are often underrated by the labeling industry,' says Iannone. 'Compared to silicon paper liner, which is usually disposed of as mixed waste, PET presents many advantages in terms of recyclability and production efficiency.'

Continues Iannone: 'The most important difference between the two materials concerns the gauge, considerably reduced in PET liner, with various advantages. The amount of liner discarded is less and the cycles between the roll changes are longer because each roll contains at least 20 percent more labels. Hence there is a consequent reduction in transportation costs and the storage space taken up by the rolls of labels.'

'In terms of performance, PET liner is

**"The project implemented for the Italsilva group was designed from the beginning to be in compliance with the European Union's recently announced directive on the circular economy"**

sturdier, and hence guarantees less breakages and greater speed in the label application stage. As well as that, being a plastic material, it ensures a greater cleanliness on the packaging line.'

Nuceria placed the Petti group in contact with Romei, a longstanding specialist in the recovery of industrial waste from polymer producers and converters. Petti's liner waste was collected and sent for recycling into new industrial-grade polymer. The material is treated at extremely high temperatures (over 2,000 deg C) and the ashes and the heavy metals are incorporated back into the end product. Petti is paid 50 euros/t for the collected liner waste.

Nuceria supported Petti both in pre-production and production stages. In 2016 alone, for an output of around 18.2 million pieces, Nuceria had generated a total cost saving – between direct and indirect costs – of nearly 40,000 euros.



For L&L's report on Nuceria's design agency acquisition strategy, see [www.labelsandlabeling.com/features/latest/nuceria-climbs-value-chain](http://www.labelsandlabeling.com/features/latest/nuceria-climbs-value-chain)



*Nuceria restyled the Petti brand with an emphasis on sustainability*

# Are your RFID inlays tough enough for beauty brands?

Beauty is no place for the fragile. Besides being lovely to look at, RFID integrated labels must be rugged enough to stand up to the punishing liquids, metal, and form factors that can cause lesser inlays to fail.

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# UVFoodSafe sets future agenda

*Meeting at the Finat technical conference in Barcelona, the UVFoodSafe group has clarified its aims, as Andy Thomas reports*

**T**he UVFoodSafe group met during the recent Finat Technical Conference in Barcelona to adopt a statement of principles and to plan the next steps in the mission. It was agreed to set up technology-based working groups – inks, presses, curing systems, materials – to help define which material types are 'at risk' in terms of migration, and how working procedures and new technology can be adapted to help converters meet these challenges when working with flexible packaging and indirect food contact labels.

The groups will meet again in June to decide a common position.

It was acknowledged that there will always be converters printing food-contact materials looking to cut corners or unaware of how to optimize their UV systems – and also that occasionally, even when following best practice, human error could still allow non-compliant print to reach the market.

These factors convinced the group that it will not issue any legally enforceable 'certificate of compliance' to converters following its guidelines.

But the UVFoodSafe group did agree that it could have an important role in issuing standards of best practice which converters can implement as part of a GMP regime.

## Safety rules

Bobst technology director Federico d'Annunzio said it should be possible to develop intelligent and integrated press, curing and inspection systems which would automatically implement safety procedures.

'It would feature redundant sensors and the machine would automatically stop

itself if the correct measure of UV dose is not reaching the web. So this is just like the airplane industry, where there are safety rules which everybody follows.'

d'Annunzio said the group 'needs to commit to an environment where we commit to measurement – otherwise the food industry will say "it's nice but I'm not sure the converters are doing it." It has to be

**"We have to think in terms of what technology can make the process feasible. So RFID on the anilox talks to the press, then the press has to go to a certain level of power, and if not, the press stops. This is just a question of adapting (existing) technology – but you would need agreement between the press manufacturers and ink suppliers"**

measured.'

Sun Chemical's Jonathan Sexton warned against relying too much on in-line dose measurement systems. 'It is not so simple to measure the cross-linking of inks of different densities on-line. This needs specialist (laboratory) equipment.'

Nilpeter's international marketing manager Jakob Landberg agreed: 'You can measure the intensity of UV but not how much energy goes into the substrate.'

Flint Group's Marc Heylen supported this statement: 'I agree we need to increase confidence in UV curing, but it will be difficult because of the wide operational window for printing inks. We will need to control for all variables including ink weight.'

Roland Ingendoh pointed out that it does not help process control when final migration approval arrives such a long time after the job has been printed. It can take up to eight weeks for a migration test to be completed.

Marcus Greenbrook of GEW then suggested that rather than print then conduct the migration test, the migration test results should provide validation for the correct press set-up. 'You'd do a migration test, and then set the UV dose level on the press (for all jobs using that material). So long as you are above that curing level you can carry on printing. Once we have printed and tested

and approved then we can give a stamp for the correct press conditions.'

Federico d'Annunzio suggested that extended gamut printing significantly decreases variables at the press. 'Putting RFID on the anilox rolls is another possibility. We have to think in terms of what technology can make the process feasible. So RFID talks to the press, then the press has to go to a certain level of power, and if not, the press stops. This is just a question of adapting (existing) technology – but you would need agreement between the press manufacturers and ink suppliers.'

Roland Ingendoh from Siegwirk argued it would take a huge effort by converters to add RFID to their anilox roll inventory. 'And at the end of the day will brand owners pay for that?'

Thomas Efsen of Efsen UV+EB Technology talked about his company's experience of measuring and controlling UV dose in the wood laminate industry, where Ikea is now demanding that its sub-producers introduce 24/7 process control. 'They realized that you cannot certify a process just once. They say you have to control it every day, and they push us to have on-line process control. We are now measuring UV dose every day, and if it measures under the limit they have to re-print it.'

Jonathon Sexton said Sun Chemical is now starting to get enquires directly from brand owners about food compliance. 'And this is only going in one direction – towards more inspection and audits.'



To join the UVFoodSafe group, or for further enquiries, contact Andy Thomas [athomas@tarsus.co.uk](mailto:athomas@tarsus.co.uk)



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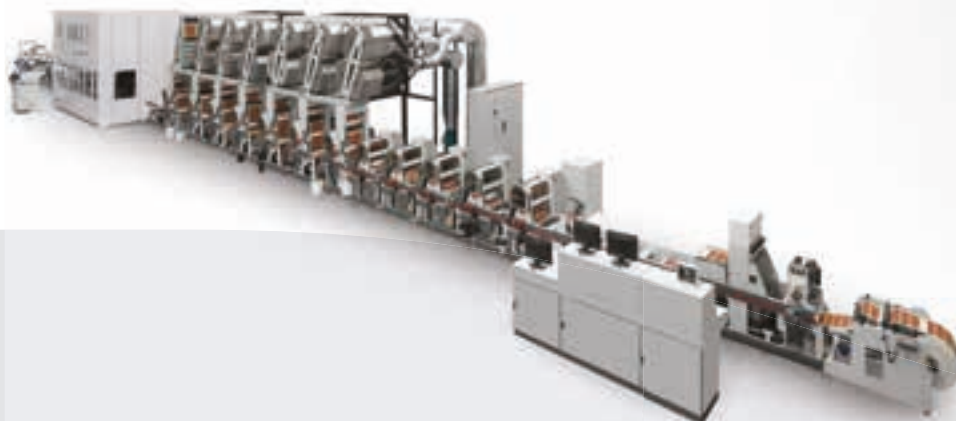
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Tony Fazhev demonstrates practical RFID applications at I.Lab

# Avery Dennison demonstrates RFID opportunities

*Avery Dennison is looking for converter partners to take its RFID and smart label technology into new areas, all showcased at the recently opened I.Lab. Andy Thomas reports*

**A**very Dennison has opened a technology center at its European HQ in Oegstgeest, Netherlands, to showcase RFID and intelligent labeling developments. The I.Lab demonstration suite allows users hands-on experience of how RFID works in a retail environment, from automated stock taking to helping shop assistants quickly find the correct garment in a crowded storeroom. In addition there are demonstrations of how RFID can assist in supply chain, security and lists operations across a wide range of industry sectors.

Avery Dennison is an established player in the RFID sector. It has some 800 RFID-related patents and claims to be the world's biggest manufacturer of UHF RFID systems, all backed up by a global base of manufacturing and technical support.

The opening of the I.Lab center represents an important change in how Avery Dennison markets its RFID products, with the materials business now fully involved in marketing and selling RFID business solutions through its converter customer base. Up to now RFID solutions have been negotiated directly with global brands.

'This allows us to match our materials science expertise with our smart label and tag expertise,' explains Rob Verbruggen, communications director at Avery Dennison. 'Through our converter customers we can expand the general market for smart labels.'

In fact it is relatively easy for label converters to enter the RFID label market, as an Avery Dennison partner, as Tony Fazhev, ECP, RFID technology business development at Avery Dennison Label and Packaging Materials, explains: 'Label printers will need to install a delam/relam system like the Tamarack unit, then laminate a dry inlay which Avery Dennison can provide. We can also supply pressure-sensitive wet inlays in either clear or white, and these can be printed directly, just like a standard laminate.'

Fazhev notes, however, that the inlays are delicate and susceptible to handling and electrical damage on the press, so need to be handled with care. Typically this requires careful set-up of a rubber-coated nip roll, and 'soft' web and rewind roll tension. Ionizing bars are needed to control static, and press operators should also be grounded. Both in-line and off-line testing modules will be

## Security

A key element of a Cloud-based product identification system is EPC (electronic product code), which gives every product a unique identifier. This can be combined with a unique code stored on an RFID or NFC chip. For security purposes, this means that even if an EPC was discovered and hacked, the chip code would remain secure.

This has proven important for the auto industry in particular to guarantee the provenance of spare parts. Using these unique codes, packs can be scanned into warehouses and retail outlets across the supply chain with guaranteed authenticity.

Other key security applications include the pharma supply chain.

required to ensure that inlays are still 'alive' when they reach the final customer.

## Real world applications

The I.Lab showcases how Avery Dennison's RFID investment has begun to transform multiple industries, from retail and apparel to food. The company's goal, supported by its



*I.Lab showcases a wide range of food supply chain RFID applications*



*Premium wine is a key opportunity for RFID*

## Sustainable RFID

To enhance the sustainability profile of the RFID laminate, Avery Dennison now offers SmartFace technology, which removes the PET layer and replaces it with a paper substrate – meaning the laminate is recyclable. 'Combined with our new 12 inch wafers, which reduce manufacturing energy and waste, this creates one of the most sustainable RFID solutions on the market,' says Tony Fazhev.

converter base, is to expand intelligent labelling technologies to other areas such as cosmetics, automotive, pharmaceuticals and aviation.

Over the past 10 years, Avery Dennison's end user-focused RBIS division has driven change in the apparel market, kicked off by UK retail giant Marks and Spencer adopting RFID for inventory tracking.

Initially developed to drive efficiencies and increase inventory accuracy, RFID technology is now being used to drive interactive experiences; from 'magic mirrors' – thanks to

partners like Oak Labs – to triggering unique item-level experiences and self check-out. These can all be experienced in the I.Lab.

At an item level, RFID tags were originally supplied on hang tags, but because these could easily be torn off, the tags and antennae can now be concealed inside the garment label.

Avery Dennison's success in the apparel market has been linked to its close working relationship with Internet of Things (IoT) specialist Evrythng, first announced at Labelexpo Americas 2014.



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Avery Dennison's Janela technology is powered by the Everything Smart Products Platform. It equips apparel and footwear products with a unique Cloud-based identity that allows products to capture real-time data and enhance the consumer's experience. Effectively, every product has its own URL, which facilitates this interaction.

In a great example of how this works in practice, the two companies collaborated with New York fashion brand Rochambeau to produce an exclusive Fall/Winter run of Bright BMBR 'connected' jackets, powered by Janela. Another collaboration using the same technology saw a 'smart bag' developed for designer Rebecca Minkoff's spring/summer 2017 runway event.

Another sector in which Avery Dennison has been successful is airport bag tracking. In 2016, the company partnered with Delta airline to launch a global RFID bag tracking system, enabling the carrier to achieve a 99.9 success rate in monitoring bags through screening, sorting and transit. Bags are scanned with no line of sight while the tags are moving through the collection and delivery process at the airport.

The chip can be programmed with flight destination changes, and includes a user app to tell the traveler when and where the bag will be delivered. An interesting aspect of the project is that Avery Dennison worked out the overall deal with Delta, but worked through its

converter partners to deliver the full solution: a perfect example of how converters can enter the RFID arena as a partnership.

The food sector is another important area for Avery Dennison, and the company is working with food retailers in the UK, Europe and US to replace manual or barcode-driven track and trace systems with high-speed RFID technology. It is claimed to have led to a 20 percent reduction in food waste by increasing visibility throughout the supply chain.

The TT Sensor PlusA is a powerful smart label tool developed by Avery Dennison for supply chain management which logs time and temperature, and acts as an alternative to the bulky temperature data loggers commonly used. Key applications will be in the pharma as well as food sectors.

Another interesting food and drinks opportunity is to incorporate RFID tags into paper cups. The RF reader is based in the dispensing machine, and each time the consumer refills, this is written to the chip. The dispenser is closed down once the maximum refill number has been reached.

Avery Dennison and its converter partners are also exploring potential applications in the auto industry. For example, engine parts could carry a service history on an RFID chip, not only telling the garage which parts are due for replacement, but ordering stock as well. RFID-labeled tires are now an established application. RFID also has applications in

## Read-write environment

The container surface – and even the pack contents – can have an important influence on the distance at which an RFID chip can be read and written to. 'RF-transparent' materials include plastic, cardboard and dry wood. Metals, however, act as a shield to RF, and liquids absorb radio waves, reducing the energy available to 'bounce' the RF waves back. Orientation of the tag is also important, since tags cannot be read from the side. Adjustment of the shape of the antenna is necessary to enhance readings

streamlining industrial assembly processes, for example during dashboard assembly.

'In all these areas our converter customers already have great contacts with the end users, who they are already supplying with labels,' says Rob Verbruggen. 'We can work with both converters and their end users to see how all this fits together to make a complete RFID solution. We can also give technical advice to converters on handling RFID inlays in everyday production.'



Avery Dennison and L&L recently collaborated on a series of RFID webinars targeted at label converters. These can be viewed at [www.label-sandlabeling.com](http://www.label-sandlabeling.com)



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Dubai Production City director of business development Khadija Al Bastaki

# Gulf Print & Pack Summit breaks new ground

*Claimed the first educational event for the Middle Eastern commercial and package print industry, the Gulf Print & Pack Summit showed there is a real thirst for knowledge in the MENA region. Andy Thomas reports from Dubai*

**T**he two-day Gulf Print & Pack Summit, which took place in Dubai in March, was the first educational print conference to be held in the region, and was heralded a great success by attendees.

The conference supports the Gulf Print & Pack show which takes place in Dubai next year, providing business intelligence to printers across the whole spectrum, from commercial and graphics to label and packaging.

Dubai is positioning itself as a regional production and trans-shipment hub, hosting a range of industries in a series of duty and tax-free zones. Indeed, the platinum sponsor of the Summit, Xerox, has located its own regional hub in the Dubai Production City print and media zone.

The operation of the Dubai Production City was explained by director of business development Khadija Al Bastaki. She said that despite the negative global outlook for print, it will continue to dominate the MENA area's media consumption for the near future. 'Despite a predicted decline in the traditional print market by \$0.9 billion USD in the period 2015 to 2020, it will still have the largest market share by 2020 followed by new media segments,' she told delegates.

'However, the longer term trend of revenue flowing from traditional products and services to online will continue, and the print industries must react by innovation and development of new capabilities, shifting resources away from currently successful business models.'

Dubai Production City was designed as a hub for local and global publishing and print industries as they develop these new strategies. The 'Freezones' offer full foreign ownership and repatriation of capital and profits and no custom duties, and are supported by a highly developed port and airport infrastructure.

An interesting insight into the logistics labeling implications of these developments was given by Sanjay Alekar, regional IT coordinator for UPS. Alekar said the company consumes a massive 80 billion sqm of labels a year, of which 30bn are linerless. He told delegates there are major opportunities for label converters to develop RFID and smart label products to enhance UPS' track and trace capabilities. The company did carry out trials of this technology

six years ago but abandoned it as being too costly. 'We will definitely look at it again if the cost has come down.'

A wider view of MENA region print market trends was delivered by Stewart Johnston, head of consultancy Europe, Middle East and Asia at the Smithers Pira market research group. Johnston broke the market down into publications, graphics and packaging (including labels) and started with global trends.

Overall, the publications market continues to decline, although there are successful niches, particularly short-run book production. The graphics market remains relatively stable, with niche growth in Big Data-driven printed mailers and security print. But the star performer is packaging, which grew to a value of US\$391bn last year, up from US\$379.9bn the year before. By value, packaging and labels now account for half the global print market.

Turning to regional trends, Johnston said the printed products market in MENA has actually grown slightly by volume, from 2.38 trillion A4 equivalents to 2.40 trillion in the last five years. 'The fastest-growing end use application is packaging, then advertising and labels. The worst-performing products are newspapers and business stationery.' The total value of the print sector in MENA in 2017 was around US\$28.3bn, with packaging forecast to rise from US\$17.2bn in 2017 to US\$24.9bn by the end of 2022.

The region's three biggest print markets are Turkey, Israel and Saudi Arabia. The Turkish printing industry is the largest by value at US\$6.3bn, with rapid growth expected to 2022. Israel is a force in technical innovation for printing with a market worth US\$2.69bn in 2017. The Saudi print industry is well-established, with 'huge market potential' for digital printing. Almost three quarters of the country's print industry is involved in packaging.

The demographic of the MENA region is overwhelmingly towards millennials and younger people – 70 percent of the region's population is under 30 – and there is a major drive towards increasing literacy rates, education and increasing disposable income. All these factors will increase demand for printed packaging across MENA.

Among key technology trends in the package printing sector, Johnston picked out the increasing automation of flexo presses – allowing them to challenge digital on ever-shorter run lengths – and



Chris Lynch, head of production technology Xerox Middle East and Africa, gives keynote presentation

e-commerce packaging, which presents new opportunities for innovation, where the package is a primary consumer-facing marketing tool.

Johnston singled out digital (inkjet) corrugated print as an area with a lot of potential for growth.

### Printer input

A stand-out feature of the Summit was a series of excellent contributions from printers representing all three major print sectors. A particularly lively panel session featured Wolfram Gruening, executive director at leading label printer Kimoha Entrepreneurs; Amit Radia, CEO of commercial print group Atlas Printing Press; Chandrasain Negandhi, MD of flexible packaging powerhouse Leo Pack; and Sebastian Lonth, GM of pre-press specialist Reprotronics. All identified a major threat from cut-throat competition and the apparent willingness of many buyers to chase the lowest price rather than seeking value.

A presentation by Kuldip Goel, MD of Indian converter Any Graphics and LMAI president, focused on the company's transition from printing sheet cartons to converting both flexible packaging and cartons in-line on a combination Omet press. A key takeaway is the attraction of the 'one-stop shop' for packaging buyers, who can source labels, cartons and flexible packaging from the same company.

Goel decided to make the move into flexible packaging on the back of unstoppable growth in the packaging format in India, expected to grow 10 percent per annum over the next five years. Flexibles already represent almost one third of all packaging by volume in the country.

The importance of shifting to rotary working is the ability to add modules as necessary for different materials and workflows. The Any Graphics press is supplied with modules for coating, laminating, screen and cold foil, along with a sheeter for carton production (with off-line flatbed cut+crease). Where sheet-fed cartons require multiple separate machines – and the workers to man them and move materials around – working in-line requires just two operators, generating major savings, said Goel.

A different kind of transition, from conventional offset to on-demand web-fed digital print, was described by Samer Abdel Qader, COO of Masar Printing and Publishing. Abdelqader explained why the company eventually chose to go digital with the Kodak Prosper press: 'Digital has reached a point where we can print personalized content without a big compromise in productivity and quality. And we can add more value by removing unnecessary process steps, which makes the process cheaper.'

Abdel Qader maintains that digital does not compete with offset. 'Rather, it is creating a new space of products and services not possible in the past.'

As well as printers, there were insightful contributions from brand owners, including Sukhdev Singh Saini, packaging head at General Mills. Singh Saini looked at how consumers' expectations are formed and how packaging design – both graphical and structural – helps brands target the 'unconscious drivers' which influence buying decisions at the point of sale. Product differentiation can be achieved in a number of

**"The printed products market in MENA has grown slightly by volume in the last five years. The fastest-growing end use application is packaging, then advertising and labels. The worst-performing products are newspapers and business stationery"**

ways, said Sukhdev Singh Saini, including smart features, personalization, different surface finishes and holographic effects.

### Keynote

The keynote presentation came from Platinum sponsor Xerox, and was delivered by Chris Lynch, head of production technology Xerox Middle East and Africa. Lynch pointed out that going digital is more than buying a digital press: 'It is about PSPs as communicators, building their customers' success story. You need to speak to buyers in the way they want to be spoken to – to have digital conversations.'

An example is to not simply offer personalized print, but to link that to online. The PSP's customer obtains data that in turn gives the PSP the tools to provide print services that are more relevant and targeted.

Lynch described the extension of digital into all the major packaging formats: folding cartons (he pointed out that almost one third of folded carton runs are less than 5,000 pieces), flexible packaging, corrugated and smart labels. The ability to mark a box or package to confirm authenticity, versioning and live prototyping are other key value-added applications.

In the commercial world inkjet is changing everything, said Lynch, not least the ability to print books locally and on demand, ending the problem of obsolescence at a stroke.

Making a successful transition to digital in any of these markets demands 'touchless' automation of processes, said Lynch, leaving the system to look at a file and make decisions about how to handle it.

Lynch then introduced Amit Radia, CEO Atlas Printing Press, to the stage, to describe how the print industry is moving rapidly from 'print and distribute' to 'distribute digitally and print'.

A series of technical presentations rounded off the event. These included Wolfram Verwuester, global business director, corrugated packaging and display printing, at Durst Group, looking at opportunities in extra large format digital printing of corrugated; and Roger Nicodeme, GM sales at Heidelberg, looking at developing an automated quality assured workflow. Color management was examined by Nayyar Ansari, business development manager at Konica Minolta Business Solutions Middle East, and Afsal Kottal, CTO Phoenix Technologies. Adrian Shuttleworth, worldwide product manager, offset plates at Kodak, looked in depth at the development of true process-less offset plates.



The next Gulf Pack & Print show takes place April 15-18, 2019. For more information visit [www.gulfprintpack.com](http://www.gulfprintpack.com)



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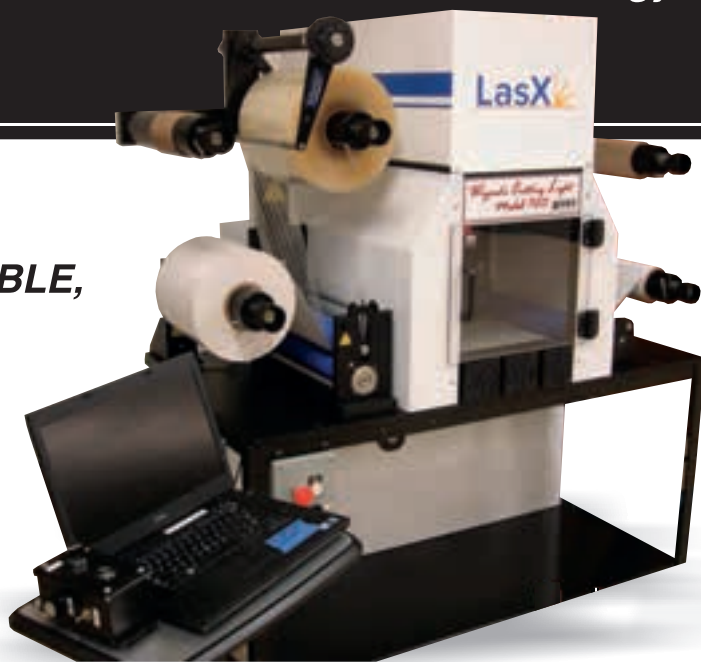
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Saton Samerphark, managing director at Skanem Bangkok



Skanem Bangkok plant at Amata Nakorn

# Skanem Bangkok focuses on reducing costs

*Saton Samerphark details the company's investments and its focus on controlling production costs. Aakriti Agarwal reports*

**S**kanem Bangkok completed the installation of its fourth Nilpeter FA-4 UV press in December, 2017, at its facility in Thailand.

Saton Samerphark, managing director at Skanem Bangkok, says: 'We started with two 9-color Nilpeter FA-4 presses in July 2007 and today run four. We have always opted for 420mm web width for the flexibility it offers to print bigger sizes of labels.'

The company primarily caters to the FMCG, healthcare and lubricant markets in Thailand. 'We will have to expand our market reach with another press coming in to ensure production and sales go hand-in-hand. We will have to diversify to in-mold labels and/or shrink sleeves to meet market demand and achieve five to seven percent volume growth year-on-year. We study machine capability and market forecasts,' Samerphark adds.

Currently, the company mainly supplies labels to the Thai market in Southeast Asia. 'We cater to multinational companies with offices in Thailand. Labels are supplied to local offices and then exported to neighboring countries such as Vietnam and Indonesia. So, we have limited direct export as of now,' explains Samerphark.

Skanem Bangkok primarily prints long run jobs of 1,500 linear meters and above, because multinational companies normally cater to fast-moving consumer goods that require huge volume. Lubricant labels, however, are often short run jobs printed on labelstock.

The plant prints mainly on labelstock, PE white and filmic materials. It boasts stringent quality checks and in-house inspection with AVT missing label detection systems installed on each slitting machine.

## Reducing costs

Despite good infrastructure and service, many companies today are affected by shrinking margins due to a highly competitive market, rising raw material prices and shortage of skilled labor. Thailand is no different in these respects.

## "We have implemented cost saving projects in-house to continue to run profitably"

'The market is very competitive. Customers demand competitive pricing for quality labels which is very challenging. Functional and smart labels with QR codes and other security features are demanded but the challenge is that they want more features at less price. Thus, we have implemented cost saving projects in-house to continue to run profitably,' Samerphark explains.

The team at Skanem Bangkok ensures accurate information of the correct ink, substrates, thickness, and quantity before the job is sent on a press. 'We thereby print error free labels in one go and waste less, which helps us control our costs,' he continues.

The company also requests larger substrate rolls so a press printing long-run jobs doesn't have to be stopped unnecessarily to change rolls.

It is now working on signing up multiple vendors for raw materials so as to receive material and ink in time for a job. 'This will enable us to negotiate better on price.

## Skanem in Asia

Skanem Bangkok, the company's first venture in Asia, started production in July 2007 in a 4,200sqm factory within a 13,000sqm site at Amata Nakorn industrial estate in Chonburi, Thailand.

It is possible to get better returns if we use multiple vendors who offer quality products. Sometimes, brand owners want labels to be printed on materials from a specified company, in which case the printer can charge the extra cost that is being incurred by the business. However, for most other jobs, it is possible to control cost,' Samerphark elaborates.

Skanem Bangkok is evaluating local suppliers for materials and has started using some samples in trials. 'We need a vendor to supply quality product in time and at a good price,' he says.

Sustainability is high on company's agenda. It not only uses thinner materials but also ensures its corrugated boxes are used multiple times. 'We are working on brand owners to start using certified materials as well,' Samerphark says.

'We have managed to save a considerable percentage by following these steps. Though we can see the immediate effect of some projects, others take several months to show results.'



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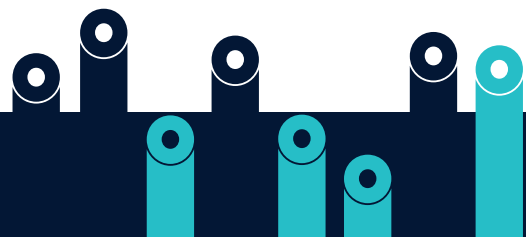
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Tim Klappe, managing director Asia Pacific, with Wim van den Bosch, MPS CEO

## MPS establishes direct presence in Asia

Tim Klappe, MD for MPS in Asia Pacific, discusses the company's growth strategy and local market trends. Aakriti Agarwal reports

**M**PS has opened its new office in Asia, with further plans to extend its presence in the region. The new office in Kuala Lumpur, Malaysia, is being led by recently appointed Tim Klappe, managing director for the Asia Pacific region. Joining Klappe in the new branch office is George Tan, MPS area sales manager.

Besides opening the new office, MPS has plans for a future technology center where printers can view press demonstrations and test a variety of applications. 'We will equip this center with one or two presses to run tests of all types of substrates and experiment with new creative applications. We want this to be the knowledge base of flexo printing in the region where our customers can come for all their application questions,' says Klappe. MPS currently has a demo center run by T&K Toka, the local MPS agent in Japan, located at its Saitama facility.

'Kuala Lumpur is an ideal location for a dedicated MPS office,' says Klappe. 'Now that the infrastructure of the local branch is fully operational, we are focusing our efforts on business development through supporting our existing agent network and increasing local representation. MPS is expanding its sales and

service teams in order to give current and future customers top support. Good service is an absolute must for MPS, because of which the company is building regional service capacity before selling additional machines. We have already appointed new agents in Indonesia and Taiwan and will soon add more throughout the Asia Pacific region.'

Until now, MPS was selling presses into Asia from Europe through its agents in India, Japan, Australia and New Zealand. The company has around 50 presses installed in Asia.

### Trends in Southeast Asia

Of the Southeast Asian market, Klappe says: 'It is a good market to be in. Shopping malls and supermarkets are growing. The middle class – which wants to buy a variety of goods and luxury packed items – is growing. These trends catalyze the growth of the label and packaging industry. Asia and Oceania accounts for 41 percent of worldwide label consumption. Flexo printing output volume in Asia is expected to grow at CAGR of 7.2 percent from 2015 to 2021 and reach 4,177 million sqm, which is just over half of output volume forecasted for Europe.

'More countries are getting serious about the environment. Rules are not only made but also enforced by both governments as well as brand owners. This is one of the reasons why gravure printers are looking to more environmentally friendly print technologies such as flexo. Further, we see a rise in the use of label films, which are difficult to print on most letterpress machines installed in this region. MPS presses are well-suited to print, embellish and convert films. Therefore, we see a growth opportunity from the letterpress users as well.

'There is an increasing demand to print wraparound labels, shrink sleeves and film-based pressure-sensitive labels in Southeast Asia. The market is focused on

### New appointments

Living in Asia for more than 27 years, Tim Klappe is well-known in the printing industry thanks to executive positions with Heidelberg, Manroland and Norde International Distributors, representing brands such as HP Indigo, Kodak, Xeikon and Esko. Prior to joining MPS, Klappe led operations for Ferrostaal Indonesia and OneVision Software in Singapore.

Overseeing sales in the new MPS Asia office is George Tan, who was employed by the company in June 2017, previously representing MPS as an agent at EP Digital.

MPS has also hired local service engineers and plans to expand the team further with additional service and sales staff.

accuracy, registration and color consistency. Therefore, we see high demand for MPS EF multi-substrate and MPS EXL-packaging presses because these machines can handle these requirements at speeds of up to 200m/min and 300m/min respectively.'

MPS has also received attention for its EF Symjet hybrid press, which combines MPS EF flexo press with an inkjet unit from Domino. 'Where dedicated digital printing machines can print economically to around 1,000 meters, a hybrid machine is good for runs up to 2,000 or 3,000 meters. The advantage of a hybrid press versus digital is that you can do the converting and embellishment in-line. It enables creative label applications without having to go through additional finishing passes. We see great potential for this press in the region,' concludes Klappe.



Labelexpo Southeast Asia takes place in Bangkok on May 10-12, 2018. [www.labelexpo-seasia.com](http://www.labelexpo-seasia.com)



George Tan, MPS area sales manager, with Tim Klappe at the new office

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The Nilpeter team in Bangkok

# Nilpeter opens Technology Center in Bangkok

*Erik Blankenstein, Nilpeter's sales director for Asia Pacific, talks about the new Technology Center and the Southeast Asian market. Aakriti Agarwal reports*

**N**ilpeter has opened its Technology Center in Bangkok and has relocated its local office to King Kaew, viewed as a more strategic location close to Suvarnabhumi airport. Nilpeter Asia Pacific was established in Malaysia in 2000 but moved to Bangkok two years later and has been based there ever since.

The Technology Center houses a new Nilpeter FA-Line press as well as partner equipment from Trojan Label, Pamarco, Grafotronic, Alphasonics, BST eltromat, Biesse, Flexo Concepts, Vamatco, Enercon, Lundbergtech, Ultralight, Olinxo, Ad Doctor Blade and Trelleborg. 'With its partners, Nilpeter can offer custom tailored advice to its customers,' says Erik Blankenstein, sales director for Asia Pacific at Nilpeter.

## Nilpeter at Labelexpo Southeast Asia

Nilpeter will demonstrate its latest FA-Line press at Labelexpo Southeast Asia, to be held in Bangkok from May 10-12, 2018.

**"Bangkok has been home to Nilpeter for more than 16 years and has developed itself as a main point for business in Southeast Asia"**

'In commercial strategy, the Technology Center will further boost Nilpeter's presence in the Asia Pacific region as it will not only be an ideal location for Australasian customers to visit but also will focus on providing a full package to customers. Bangkok has been home to Nilpeter for more than 16 years and has developed itself as a main point for business in Southeast Asia,' adds Blankenstein.

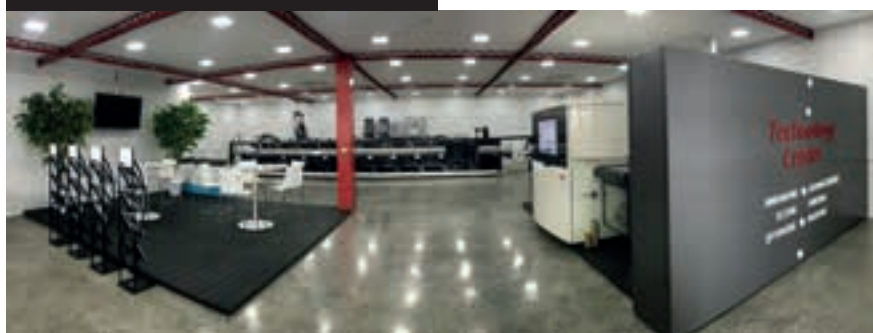
The company has a team of technical engineers, electricians and printers based in Thailand and locally in Indonesia, Vietnam, The Philippines, China and Australia for installation, training and after sales service of Nilpeter products as well as all strategic partner equipment and supplies.

## Complex configurations

With an installation base of more than 200 presses in Asia Pacific, Nilpeter has a prominent presence in Thailand, Indonesia and Japan. 'We are also growing in Australia, New Zealand and China. There is a plan for further expansion in 2018, possibly, with new strategic partnerships in Vietnam, Malaysia and South Korea as well,' says Blankenstein.

Turning to popular press configurations in Southeast Asia, Blankenstein sees increasing interest in more complex configurations, including a variety of embellishments such as screen, hot and cold foil, and embossing, amongst others. 'We see a lot of interest in our highly automated flexo presses such as the FA-4\* and the new FA-line. Several new FA-lines have been sold in the region already and at the moment one of the latest installations of the new FA-line is taking place at Brady Corporation Asia in Singapore.

'Break-even points with digital printing have come down significantly due to this new level of automation, which includes faster job changeovers, immediate registration and fully automated press operation controlled by iPad, all of which results in minimal amounts of waste. Converters who have not yet invested in a digital press, but have been considering it, think twice now,' he says. 'It is likely that it makes more sense for them to invest in a highly automated flexo press instead. It brings more advantages for medium and possible longer runs.'



For more info about Labelexpo Southeast Asia, go to [www.labelexpo-seasia.com](http://www.labelexpo-seasia.com)

# Labelexpo Southeast Asia debuts in Bangkok

*The inaugural Labelexpo Southeast Asia, taking place in Bangkok on May 10-12, features extensive educational opportunities and leading international suppliers exhibiting their technology. Aakriti Agarwal reports*

**L**abelexpo Southeast Asia debuts at BITEC in Bangkok, Thailand on May 10-12.

Aimed at printers, brand owners, technicians, buyers and designers, the show is expected to attract visitors from Thailand, Malaysia, Indonesia, Vietnam, Singapore, the Philippines, Japan, South Korea and Australasia. Supported by the Thai Screen Printing & Graphic Imaging Association (TSGA) and the Department of Industrial Promotion (DIP) under the Minister of Industry, the event will cover over 3,500sqm of floor space and host some 150 exhibitors.

As with all other Labelexpos, the show floor will feature live machinery demonstrations and a host of different technologies on display. Labelexpo Southeast Asia will also offer a variety of educational opportunities, including a two-day conference and two workshops in association with the Label Academy.

'Southeast Asia has a population of over 646 million and label consumption growth of around seven percent, making it hugely significant as one of the world's fastest-growing markets,' says Jade Grace, project director for Labelexpo Southeast Asia. 'This show is set to be a game changer for the region's printers as it brings together both supply chain companies and key clients. Many of the west's big international manufacturers

are now setting up shop here so the days of sourcing from overseas and enduring slow shipping are numbered.'

Prapaporn Narongrit, TSGA president, comments: 'As the representative association of industrial print in Thailand it is our pleasure to extend our support to this inaugural event and also welcome that of the Department of Industrial Promotion, under the Ministry of Industry, and the Thailand Exhibition and Convention Bureau (TCEB), under the Office of the Prime Minister.'

#### **Exhibitors include:**

**Armor** will introduce inkanto as a new brand for its thermal transfer offering in Southeast Asia. inkanto comes with a new visual identity as well as enhanced services such as a newly introduced lifetime guarantee and 2D barcode that connects customers back to Armor.

**Berhalter** will show die-cutting machines that can be used for paper labels, for example beer and IML labels, as well as flat packaging lids made from aluminum or polyester, such as Nestlé yoghurt lids.

**Bobst** will display the M1 flexo press with daily printing and in-line converting demonstrations. This press was launched at Labelexpo Europe 2017, configured with mechanical line shaft and laser pre-register

and automatic register. Visitors will also be able to discuss CI flexo and gravure printing presses and laminators effective for mid to wide web short run production, as well as the Bobst range of silicone, adhesive and pre/post coating lines and vacuum metallizing systems.

**Brotech** will demonstrate its CDF330 digital finishing system, equipped with a flexo unit for varnish, coating, cold foil, semi-rotary die-cutting, slitting and conveyor stacking on non-modular system. It can be configured for roll-to-roll or roll-to-sheet label converting.

Alongside its standard web guiding products, **BST eltromat Southeast Asia** will show its PowerScope 5000 and TubeScan Digital Strobe 100 percent inspection systems.

**BST eltromat Southeast Asia** will show its product range of quality assurance systems for the web processing industries. Visitors can see the web monitoring system PowerScope 5000, a selection of web guiding products such as CompactGuide, and systems from the TubeScan range, such as TubeScan eagle view with the new QLink workflow.

PowerScope 5000 is a web viewing system providing the print operator with a clear, sharp image with easy navigation across the web via the intuitive multi-touch screen user interface. TubeScan Digital Strobe is available in web widths from 180mm up to 1100mm, and web speeds from 150 to 400m/min.

**BTS Industries** will showcase blank and pre-printed labels, security labels and tapes, specialty labels, thermal transfer ribbons, barcode printers from Zebra, Citizen, TSC, and other scanners and accessories.

**Dow Corning** will showcase Robond Invisu PS-7910, which builds on Dow Adhesives' expertise in water-borne adhesive technologies for self-adhesives filmic labels. This adhesive is a water-based acrylic adhesive polymer with proven runnability on high productivity curtain coating equipment.

**Edale** will promote its narrow web flexo presses for printing and converting labels and packaging, with emphasis on the Edale AiIR technology for autonomous inking, impression and registration. It comprises a high-resolution end-of-press camera system, Edale registration software, print mark sensors



Bobst will run live demos of the latest M1 press at the show





Epson shows its new SurePress L-4533AW digital press for the first time in Southeast Asia

**“Southeast Asia has a population of over 646 million and label consumption growth of around seven percent, making it hugely significant as one of the world’s fastest-growing markets”**

and seven independent motors positioned on each print station. AiiR adjusts the print impression and inking and brings the print into register without the need for operator intervention.

For the first time in Southeast Asia, **Epson** will show its new SurePress L-4533AW digital label press. The easy-to-operate press allows short-run label printing with accurate color reproduction on a wide variety of substrates.

**Flexo Wash** will demonstrate anilox and plate cleaning machines.

Three divisions of **Flint Group** will join forces on the show floor: Narrow web, Image Transfer Solutions (Flexographic Products) and Xeikon/ThermoflexX. Xeikon will demo its Xeikon 3500 press in a roll-to-roll configuration for packaging and label applications.

**Graphtec Corporation** will show digital label printing machines Labelrobo LCX1000 and LCX603 alongside auto sheet feeder F-Mark. LCX1000 comes with DLP1000 digital label finisher with functions of laminating, free-shape cutting, matrix removing, slitting and rewinding.

LCX603 delivers high-durability three-color printing, laminating, contour cutting, matrix removing, and slitting. F-Mark is an automatic sheet feeder for the Graphtec cutting plotter CE6000 Plus.

**Harn Engineering** will show samples printed on a Domino N610i digital UV inkjet label press.

**Domino** has formulated UV90 ink set for use with this press which is EuPIA and Swiss Ordinance compliant and has improved adhesion across range of standard substrates, thus, reducing the need for in-line priming. Harn Engineering will also promote the Domino K600i White digital print module inkjet system, targeted primarily at printers looking for a digital alternative to screen printing.

**Hitachi High Technologies** will showcase the LAB-X5000 SRF for analysis of silicone coat weight. Its features include streamlined user interface, large industrial grade touch screen, high resolution detector, and one-touch measurement start. It handles single and double sided coating applied to a range of paper, film, fabric and other substrates.

## Workshops and conference

Labelexpo Southeast Asia will feature a 3.5-hour technology workshop run in association with the Label Academy, dedicated to shrink sleeves.

Conference sessions, meanwhile, will take place on the afternoons of May 10 and 11. The first day will feature Brenton Barrett, Asia Pacific president for Multi-Color Corporation, discussing market trends in Southeast Asia, and Danny Lim, sales and marketing director for Theia Digilab Indonesia talking about the choice between digital and conventional printing technologies. A CEO panel discussion will feature a cross section of converters from the region, including Piyapong Wongvorakul of Trisan Printing (Thailand), Peter Woods of QLM Label Makers (Malaysia), Judy Tan of Prestige Label (Singapore), and Ann Magdalene Chua of Allied Pacific Packaging (Philippines). Day two will feature sessions on design and branding, as well as a panel discussion bringing together leading regional brand owners.



Hitachi High Technologies will show LAB-X5000 for analysis of silicone coat weight



Navitas will show NaviLab-Lite, a desktop roll label inspection system



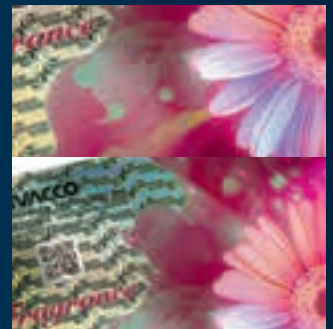
Flexible dies from Tsukatani

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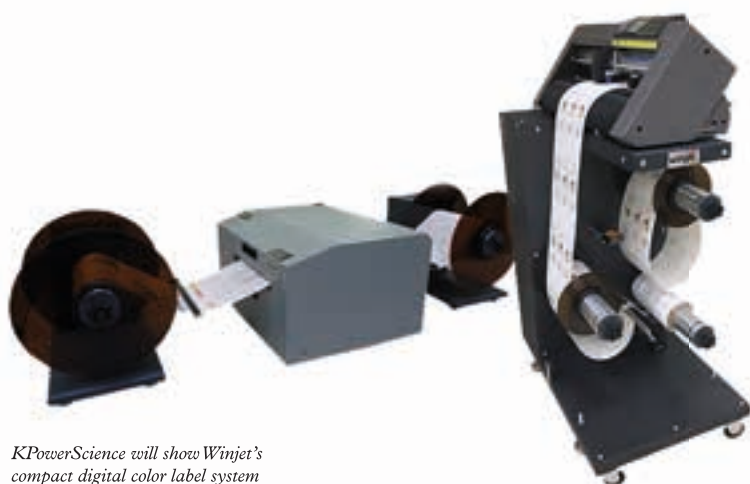


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KPowerScience will show Winjet's compact digital color label system

**HP Indigo** will show the recently launched 6900 digital press. Based on HP's narrow web platform with 1,400 units operating worldwide, it includes all Indigo's top-line innovations to print any label job of any run length. The innovations include Pack Ready for Labels for the production of high-resistance labels; new HP Indigo ElectroInk Silver, now commercially available, which delivers metallic effects across a wide color gamut, including Pantone colors; and integration with the HP Indigo GEM embellishment unit, the first fully digital, one-pass label printing and embellishment system for spot, tactile, foil, holograms, mini textures and lamination.

**IST Metz** will showcase the MBS range with its standard hot swap functionality that enables users to switch between UV lamp technology and LED technology at any time during the production process. During the switchover, the outer housing remains in place on the machine. The Lampcure unit can be exchanged for a LEDcure system designed in the form of a cassette. Contact to the supply connections is created automatically by the insertion process.

**Jiangsu Wampolet High Tec** will

show topcoated direct thermal paper and direct thermal films.

**Konica Minolta** will showcase the AccurioLabel 190 digital label press, which offers 1,200 DPI image quality at a printing speed of 13.5m/min, and FDA standard toner.

**KPowerScience** will show Winjet's compact digital color label system. Users can design graphics and die-cut files, print, install printed web on finisher, and die-cut on this machine.

**Kurz** will focus on its Trustseal Decorate and Trustseal SFX products. While Trustseal Decorate allows color changes and 3D effects onto a product; the pseudo-plastic character of Trustseal SFX creates spatial effects and appears to rise from the surface.

**Lintec** will showcase new products including easy-to-apply and bubble-free labelstocks, labelstocks for oily surfaces, and ultra-low migration labelstocks.

**Martin Automatic** will discuss its non-stop unwind and rewind systems aimed at narrow web label printers.

**Monotech Systems** will promote the various products under its in-house brand, Jetsci. The company will focus on track and trace capabilities, its newly launched Colornovo digital label press,

hybrid full color inkjet system, and variable data inkjet printing, slitter rewinder and inspection system.

**Nagase Thailand**, distributor of Asahi Photoproducts in Southeast Asia, will showcase its principal's AWP-DEW water washable flexo plate system featuring Clean Transfer Technology. Visitors will also be able to see printed application examples. Professionals from Asahi will be available to discuss plate requirements and benefits of fixed color palette printing.

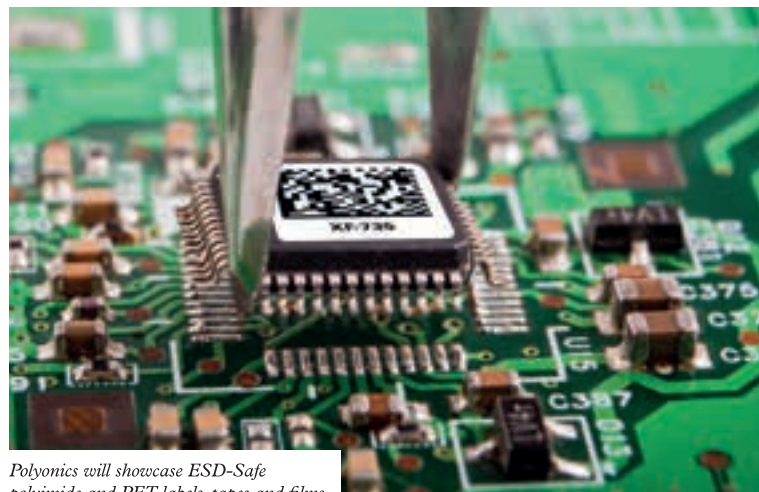
**Navitas Vision Solution** will show NaviLab-Lite, a compact roll label inspection system with a maximum feeding and rewinding speed of 50m/min. It comes with 3-CMOS color line scan camera.

**Nichiei Thailand** shows an anti-mosquito label equipped with citronella oil to repel insects. The product can be supplied directly to OEMs, in which case it can be customized to include other insect repellent ingredients. Other products on display include a weather-resistant label aim at motorcycle applications.

**Nilpeter** will demonstrate the new FA-Line printing press alongside a variety of equipment from its partners, including Trojan Label, Lundbergtech, Pamarco and Grafotronic, among others.

**Nova Inter Tech** will introduce screen and flexo engraving technology from German machine manufacturer AKK, as well as high mesh rotary screens from Uniprints for rotary label printing.

**Phoseon Technology**, a manufacturer of patented LED technology, will focus on its new FirePower FP601 and FireJet FJ601 systems for film and flexible packaging applications. While FirePower FP601 cures at 300m/min and have water cooling capabilities, FireJet FJ601 air-cooled product range provides simple integration and high-power 16W/sq cm at 395nm for the retrofitting individual press stations.



Polyonics will showcase ESD-Safe polyimide and PET labels, tapes and films

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Univacco will show its latest developments in hot stamping foils



Tradeally International, exclusive distributor for Flexor in Asia, will display xCut, a 'plug and play' machine that can print, laminate, die-cut and convert in one pass

**Polyonics** will show ESD-Safe polyimide and PET labels, tapes and films that comply with the S20.20, IEC 61340 and JESD625B standards and are safe to use in ESD control plans. The materials have static dissipative top surfaces and low charging PSA and liners. The materials are proven to protect the most sensitive ESDS devices from electrostatic charges arising from both human contact (HBM) and charged devices (CDM).

**Pulse Roll Label Products** is participating alongside its exclusive Thai partner, Press Systems. It will perform live demos of PureTone UV flexo ink mixing and color matching to showcase the benefits of the total color management system for narrow web label printers. PureTone FPC ink system is available for non-direct food contact packaging and labeling applications.

**RotoMetrics** will show RotoRepel no-stick treatment for flexible dies and solid rotary dies. Its technology minimizes adhesive build-up and transfer, and improves die performance. The die does not chip or flake and maintains blade profiles.

**RT Supply** will display silicone coated and anti-static coated plastic release liner films that can be used for labels, adhesive tapes, die-cutting, and hydrocolloid adhesive medical tape.

**Seal King Industrial** will show tamper-evident security labels, security tapes for security bags, and packing tapes.

Phoenix Pulp & Paper, a subsidiary of **SCG Packaging**, will show paper products for label applications. The company will focus on glassine paper with smooth surface optimal silicone coating and transparency for

suitable for automatic labeling systems.

**Siegwerk** will show tailor-made inks that address current and future packaging trends. The main focus will be the latest innovations for plastic tube laminates, shrink sleeves and in-mold labels, including low migration systems, LED inks and specialties for combination printing.

**Stic-on Papers** will launch digital self-adhesive labelstock targeting digital printing applications both in paper and filmic labels. Both pigment and dye-based inks work well on this product.

**Toyobo** will showcase water-washable flexo plate Cosmo Light, which can be washed in tap water with a small amount of mild detergent. It eliminates the usage of hydrocarbon and hazardous solvents. Plates are press ready within an hour. Cosmo Light enables resistance with water-based, alcohol-based, UV flexo and solvent inks.

**Toyo Corporation** will showcase a hole punching machine for label and sticker with auto image processing positioning.

**Tradeally International**, exclusive distributor for Flexor in Asia, will display xCut, a 'plug and play' machine that can print, laminate, die-cut and convert in one pass. The system is compatible with any printer. It can convert at 18m/min and produce blank labels at 24m/min with precise semi-rotary die-cutting. The company will co-exhibit with Print-on-demand solutions (PODS), which offers a digital label printing machine with Memjet technology.

**Troika Systems** will show its AniCAM with Anilox QC products which measure the surface profile of anilox ink metering rolls, sleeves and plates used to deliver the correct density of ink to the packaging material to be printed. Troika products check the integrity of the rolls and plates before a print run to ensure good quality print output, efficiency and accuracy capturing the data and automatically collating

it into easy-to-read reports with graphics for analysis.

**Tsukatani** will focus on its flexible Pinnacle die that can be used for labels, packaging, and envelopes.

**TTR Euroworks** will showcase thermal transfer ribbons, thermal print heads, TTO printheads and ribbons, dye sublimation ribbon, hot foil, PIY ribbons, fabrics and printheads.

**UPM Raflatac** will display its latest self-adhesive labeling materials for various end uses, including food, beverage, logistics, home and personal care, pharmaceuticals and healthcare, and more.

**Univacco** will show its latest developments in hot stamping foils, sheet-fed offset cold foils, holographic foils, and narrow web cold foils. Newly released is Narrow Web Cold Foil CF4.6R-A, said to provide excellent transfer at high printing speeds with straight lines and sharp edges for both text and graphics. CF4.6R-A is applicable on flexo, letterpress and web-offset machines.

**Vinsak** will showcase Vinsak USAR 430 modular slitter rewinder and VRL 400 Vinsak roll lifter. The USAR comes equipped with die-cutting unit and VIS 1200 inkjet system as well as 100 percent inspection system. VRL 400 is a manual reel lifter which can carry reel with a maximum weight of 400 Kgs with width of 1000mm. There will also be a live demonstration of Vinsak security software. In addition, visitors can get more information on Lombardi Synchroline flexo presses and Lead Laser's DLE systems.

**Zeller+Gmelin** will present low migration Uvaflex FCM Y81-series of inks for printing on food packaging and labels. The low-migration UV flexo inks are claimed to offer a high degree of migration safety and feature low odor. The formulation of the new ink series dispenses with BPA-containing raw materials. It is therefore suitable for printing labels, folding boxes and flexible packaging in the food sector.



Vinsak will showcase the USAR 430 modular slitter rewinder



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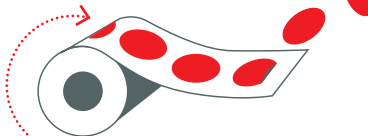
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2017's Label Summit Latin America took place in Santiago, Chile



# Label Summit Latin America returns to Guadalajara

The 15th edition of Label Summit Latin America takes place in Guadalajara, Mexico, on April 24-25. James Quirk previews the event

**L**abel Summit Latin America, the longest-running conference and table-top exhibition in the Labelexpo Global Series, returns to Guadalajara, Mexico, on April 24-25. The event, which features Avery Dennison as gold sponsor, takes place at Expo Guadalajara and is aimed at senior decision makers in the label and package printing sector.

The summit will cover many hot topics such as business diversification, consolidation in the marketplace, packaging design trends, product security and material technologies and their applications. Featuring a cross-industry mix of expert speakers, the conference sessions are designed to help steer industry development and shape the way printers strategize their businesses.

The summit will also feature around 90 exhibitors as part of its table-top exhibition. Participating companies confirmed in

addition to Avery Dennison so far include: acpo, AB Graphic, Armor, AVT, Bobst, Codimag, Durst, DuPont, Epson, Esko, Etirama, Flint Group, Fujifilm, Gallus, GEW, HP, Green Bay Mexico, Industrial Papelera Venus, Label Traxx, Mark Andy, Martin Automatic, Omet, Pantec, RotoFlex, RotoMetrics, SPGPrints, Sun Chemical, tesa Tape, Xeikon and Yupo.

Jorge Orejuela, general manager at Avery Dennison Mexico, said: 'Avery Dennison participates in Label Summit Latin America 2018 as gold sponsor to demonstrate our continued commitment to change and evolving this industry with great innovations, such as intelligent labels among others, being shown to the Mexican market during the show.'

Tasha Ventimiglia, Americas event director for Labelexpo Global Series, commented: 'The Label Summits provide an excellent opportunity for delegates to network, collaborate and hold open discussions on the most pressing issues facing their industry and ultimately their own businesses. The summits bring together some of the most knowledgeable and influential people from across the Americas region and it is a great chance to foster best practice and help build a sustainable and profitable future.'

## Conference


The conference program running alongside the table-top exhibition will feature expert speakers discussing key industry topics. On day one, Ciaran Little, director of operations for Smithers Information, will provide an overview of the printing industry both in Mexico and in the wider world. Heriberto Sánchez, president of local association Acoban, will present on the challenges of attracting skilled labor and retaining key employees. Juan Sebastián Estrada, CEO of Mexican converter Ideo, will outline the company's experience in moving from commercial printing into production of flexible packaging and labels. A converter

## Recent Label Summit Latin America attendances

2012	Guadalajara	729
2013	Sao Paulo	623
2014	Medellin	747
2015	Mexico City	1,080
2016	Cartagena	621
2017	Santiago	815

panel will bring together leading local converters, including Fernando Gómez of Grupo Ercus and Ricardo Stone of Etiquetas e Impresiones de México. A further session will discuss mergers and acquisitions.

Day two will include technical sessions on shrink sleeve production and in-mold labelling, the latter featuring Alexis Cruz, Latin America sales executive for Yupo and the synthetic material manufacturer's customer Cristian Reyes, CEO of Mexican converter MayaPack. Iban Cid, managing director of Spanish converter Germark, a specialist in promotional labelling, will talk about how smart label technologies such as RFID and augmented reality can increase consumer interaction and spending. Hernán Braberman, partner and executive design director at Tridimage, will look at the latest international design trends, focusing particularly on how food and drink brands define themselves through design. The day will end with a panel discussion of leading brands, including Mónica Medina, packaging and design manager at Nestlé, Sergio Bojalil, packaging development manager at The Hershey Company, and Humberto Ojeda, international marketing director at Tequila Casa San Matías.

 On-site registration is possible throughout the event and full registration can be made online at [www.labelsummit.com/mexico](http://www.labelsummit.com/mexico)



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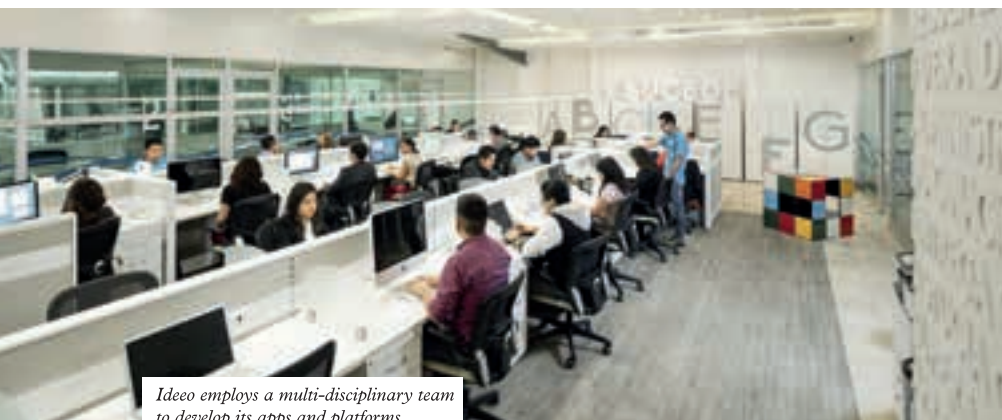
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Ideeo employs a multi-disciplinary team to develop its apps and platforms



With Ideo 4.0 the company will transition to packaging

# Mexican commercial printer moves into smart packaging

Mexican commercial printer Ideo is adopting augmented reality for its move into package printing. Chelsea McDougall reports

**M**exican commercial printer and communication company Ideo is turning its sights on packaging, and plans to open a business line that incorporates digital experiences such as augmented and virtual realities into the printed product.

Mexico City-based Ideo has built a solid communication and printing business that has focused on commercial printing such as account statements, publications and documents. But in recent years – and like many commercial printers – the company has started to diversify into offering end-to-end products and services all under one roof. That was just the beginning.

## Ideo 4.0

Ideo has developed a successful augmented reality application for electricity bills in Mexico. Customers' power bills come alive when they scan with their mobile phones a QR code that's inserted in the receipt. By scanning with the IdeeAR+ app, created in-house at Ideo, the app triggers a character who appears on screen and explains the charges.

In what it's calling 'Ideo 4.0', the company will take that foundation to shift its focus from commercial printing to short-run promotional folding carton packaging. 'This reinforces our conviction for creativity, innovation and high

technology,' says Ideo managing director Lucrecia Fabián.

During Labels & Labeling's visit, Fabián showcased a small box, printed with a handsome man smiling on the front. Once held under a smart phone and scanned with the IdeeAR+ app, the man begins speaking and explains why the end user should vote for him. And just like that, the box was transformed to a digital promotion.

Ideo gave life to the box, but it didn't happen with magic. Ideo employs a multi-disciplinary team of 18 who work to develop its apps and platforms. Or, as Fabián describes it, 'taking the physical world and combining it with the digital one.' 'We're taking printed communication to a new level,' she says.

The candidate carton was one of the many prototypes Ideo has developed to show customers its augmented reality prowess. Connected packaging is just one part of the forward-thinking principles upon which the company prides itself. 'We're constantly innovating,' Fabián says. 'Innovation is not just an action, it's a habit.'

## Diversifying

Ideo has long found ways to differentiate itself in the market. It has built a business model that's part advertising agency, part print house, part digital developer.

For its transition to packaging, the company has invested heavily in new machinery – including equipment from HP Indigo, Canon, Heidelberg and – its latest – KBA. In all, Ideo houses 150 machines, a health clinic, gym and salon for employees in its massive 21,000sqm facility.

The company also offers photography and videography services and marketing support that is all part of its comprehensive offering.

'Compared to other printing companies, we're only growing,' CEO Juan Estrada says.

'Package printing was an obvious move for us because there are not as many people doing it here in Mexico. There are less competitors and, hence, massive opportunities.'

'This is the future,' he continues, holding up the printed promotional box described above.

For customers also seeking labels, Ideo has partnered with Mexico City-based Etiquetas Lobo Impresores. (That company's operations director Keren Becerra, who also manages Label Pack Magazine and is on the board of Mexican association AMETIQ, is a correspondent with Labels & Labeling).

Estrada didn't rule out producing labels in the future. 'Eventually we'll get into labels, when our customers request it,' he says. 'Labels are complementary. One thing will get to another.'

In speaking of the risks of reinventing the company, Estrada wasn't worried. 'I'm convinced that companies that don't reinvent themselves they are going to fail in this market.'



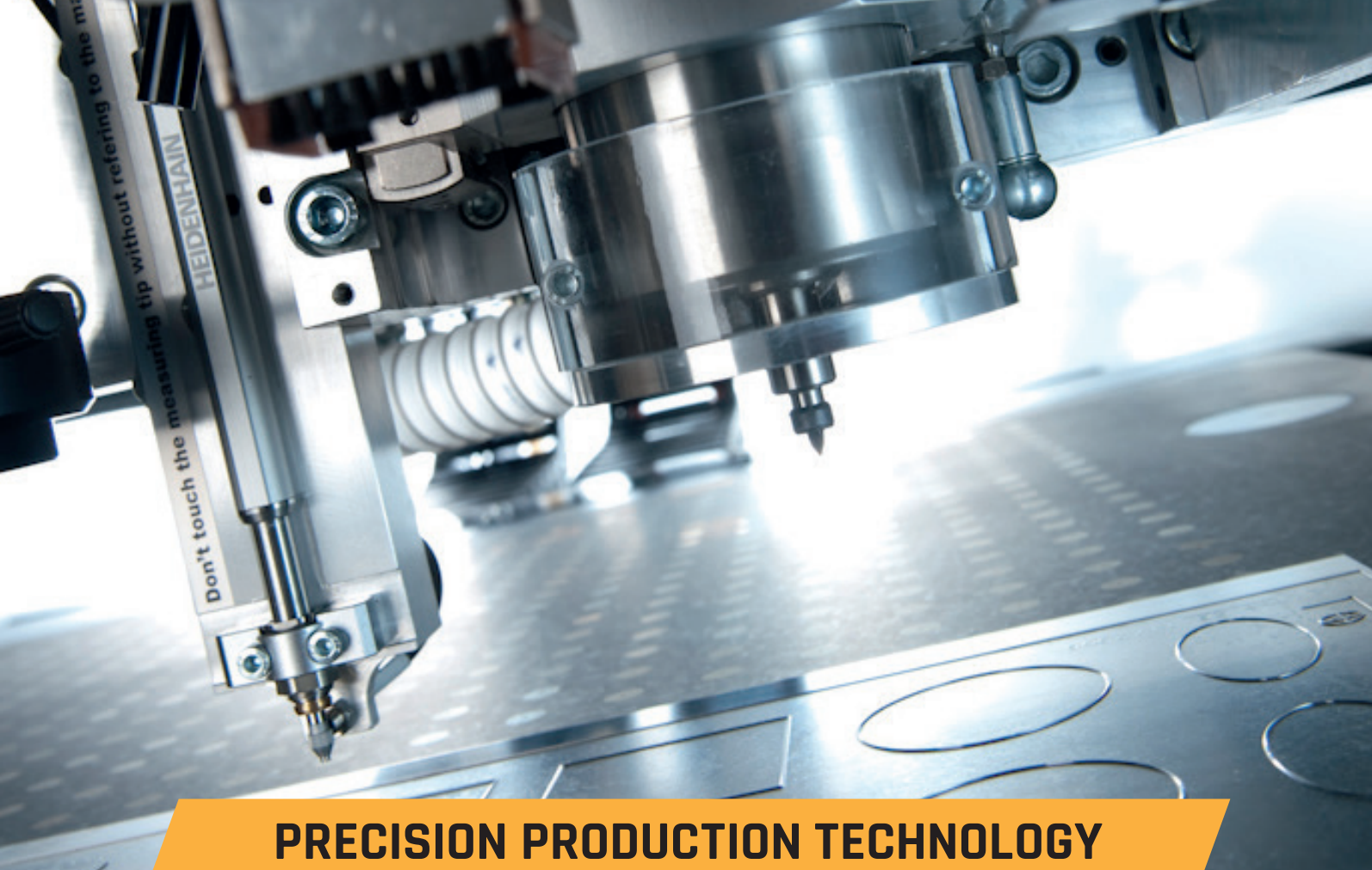
For information on Label Summit Latin America 2018, visit <https://tinyurl.com/y868c7xe> and see the event preview in this issue



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## Ideo CEO to share insights at Label Summit

Ideo CEO Juan Estrada will speak at Label Summit Latin America 2018, taking place in Guadalajara, Mexico, on April 24-25 at Expo Guadalajara. Estrada's discussion, titled 'Business diversification: from commercial printing to folding cartons and labels' will explore moving into label production from other printing industries, and attracting new clients by diversifying your product offering.



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Cristian Reyes, Mayapack (right)



David Cárdenas, Grupo Romo

José Luis Bezaury Creel, Litoplas,  
and Roberto Avila, Natural Ink

# Mexican awards honor label industry leaders

Leading figures in Mexico's label industry were honored recently at the 2nd annual Graphics Industry Supplier Awards. Keren Becerra reports

The second annual Graphics Industry Supplier Awards, organized by Mexico-based magazine Label Pack, welcomed around 250 label and packaging industry leaders, government representatives and media to the Club de Industriales in the Polanco district of Mexico City in December. Sponsors of the event included UPM Raflatac, Bobst, Daetwyler, Natural Ink and Jetrix, and it is the industry suppliers themselves who vote for the winning label and packaging converters.

Awards were given in seven categories to honor leading figures in the Mexican label and packaging industry.

## The winners were:

- **Printer of the year:** Litografía Gil
- **Packaging converter of the year:** Imprenta Reyes Hermanos
- **Label converter of the year:** Etiflex
- **Award for innovation and dynamism:** Ideo 4.0
- **Sustainable company:** MayaPack
- **Corporate social responsibility award:** Grupo Romo
- **Graphic industry personality of the year:** Jose Luis Bezaury Creel, Litoplas

Keren Becerra, general director of Label Pack and the event's compere, said: 'The Graphics Industry Supplier Awards were created to give a voice – and also a vote – to the most important players in the supply chain, our suppliers. They witness our achievements, know the work we carry out daily, and create innovative technology. Label Pack thanks them all for the trust they have shown in providing us with their votes for a second consecutive year.'

Cristian Reyes, director of Grupo MayaPack, said: 'To win the Sustainable Company of the Year award both brings us pride and reinforces the philosophy we have as a company for innovation in our processes, improving resources and bringing greater value to our partners, all so as to generate a positive impact socially, environ-

**"To win the Sustainable Company of the Year award both brings us pride and reinforces the philosophy we have as a company for innovation in our processes"**

mentally and economically.'

'It is a privilege for Ideo 4.0 to receive this award, which has great significance for us as it shows how our company is perceived by the national graphic arts supply chain. We are very proud,' said Juan Estrada, CEO of Ideo 4.0.

Gerardo Reyes, CEO of Imprenta Reyes Hermanos, commented: 'It was a very well-organized event which allowed us to enjoy a special momento not only between client and supplier, but also among friends. For us to win an award for the second year running motivates us to keep moving forward. It is a recognition not only of good work but also of a constant relationship with each and every one of the suppliers with whom we work, and to whom we owe the successes and failures of our projects.'



Adrián Romo, Etiflex



The third Label Pack Graphics Industry Supplier Awards will take place in late 2018. [www.labelpack.lat](http://www.labelpack.lat)



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Rafael Salcedo with the Nilpeter FA-4\*, the first press of its kind in Colombia

# Globalflex outlines plan for ambitious growth

*Globalflex, a self-adhesive label converting offshoot of Colombian offset printer Calidad Gráfica, has ambitious plans for growth after installing the country's first Nilpeter FA-4\*. James Quirk reports*

**G**lobalflex, a young flexo label converter based in the port city of Barranquilla on Colombia's Caribbean coast, has made an ambitious leap forward in terms of quality and productivity with the installation of the country's first Nilpeter FA-4\* press.

The company was started in 2015, the brainchild of siblings Rafael Salcedo and Ester Posada, as an offshoot of the offset printer Calidad Gráfica which they founded 18 years ago.

Printing is in their blood: in 1939, their grandfather, also named Rafael Salcedo, opened an editorial printer, Editorial Mejoras, and achieved local fame when he received an international patent for his invention of a mathematic formula for binding and numbering book pages. Their father and his seven siblings eventually took over the business.

Calidad Gráfica, which employs 110 people, uses equipment from Heidelberg, Manroland, and Polar to produce sheet-fed

**"It's a value-added machine, the first of its kind in Colombia. It will increase our production capacity by five times, thanks to its speed of 200m/min"**

offset printed labels, the largest part of its business at 60 percent, as well as folding cartons – 30 percent. A wide-format Mimaki digital printer handles publicity work, which represents 10 percent of production.

After five years, Calidad Gráfica installed a Webtron flexo press in order to test the water in that market. 'It was hard to make the machine profitable,' recalls Salcedo. 'We needed specialist finishing equipment and had to import materials from abroad. We realized we needed to focus investment either in offset or in flexo.'

'We could see the trend of clients wanting to move from offset to flexo: flexo materials



The Omicron was Globalflex's first flexo press



Calidad Gráfica runs three Heidelberg Speedmasters

are cheaper, and there can be more options for adding value through advanced finishing. But because the initial flexo press wasn't a success, we decided to create a new company, Globalflex, housed within the Calidad Gráfica factory, and invest in an Omicron press, slitter rewinder and sleeve equipment.'

#### Successful move

The Omicron 7-color UV flexo press – a vertical machine from China equipped with

corona station, cold foil, lamination, delam/relam, video inspection and two die-cutting units – was the pair's first real experience of flexo technology. Alongside it, they added a die-cutting system and shrink sleeve equipment, also from Omicron. 'The move was a success: we achieved 40 percent growth in our second year,' says Salcedo.

Needing to increase capacity, Salcedo began looking at alternatives to the Chinese press, studying machines from suppliers in North America, Brazil, Europe and China

**"The expanded gamut printing brought by the Nilpeter press is a huge advantage. We can show clients tangible examples of the improved quality of our printed products"**

before installing the Nilpeter FA-4\* in late 2017. 'It's a value-added machine, the first of its kind in Colombia,' he says. 'It will increase our production capacity by five times, thanks to its speed of 200m/min.'

The servo-driven 8-color UV flexo press has a 16in web width and is equipped with lamination, cold foil, delam/relam, die-cutting, turnbar and a screen unit from SPGPrints. According to Salcedo, only five other label converters in Colombia have rotary screen capabilities.

'The expanded gamut printing brought by the Nilpeter press is a huge advantage,' continues Salcedo. 'We can show clients tangible examples of the improved quality of our printed products.'

Globalflex, which has 11 dedicated employees, continues to operate within

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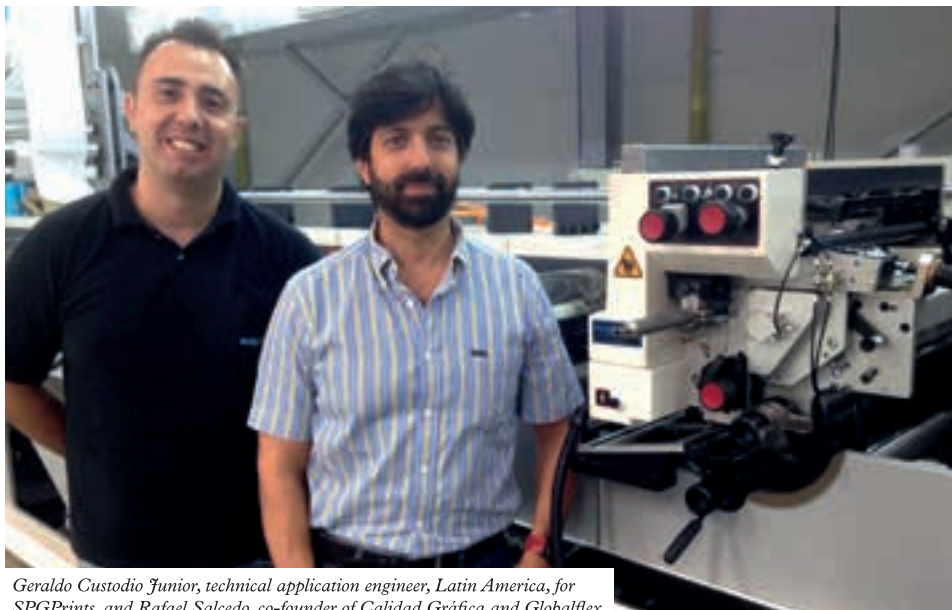
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*Geraldo Custodio Junior, technical application engineer, Latin America, for SPGPrints, and Rafael Salcedo, co-founder of Calidad Gráfica and Globalflex*

Calidad Gráfica's factory, which has been expanded from 2,400sqm to 3,000 sqm following the Nilpeter press installation. The Nilpeter and Omicron equipment is housed in a specific area dedicated to self-adhesive label, wraparound label and shrink sleeve production, alongside a fleet of Chinese slitter rewinders.

Self-adhesive materials are sourced from Colombian manufacturer Arclad, while shrink sleeve materials come from Klockner Pentaplast. RotoMetrics and Kocher+Beck supply tooling; inks are bought from Nazdar. A workflow software developed in-house by Calidad Gráfica has been implemented at Globalflex.

It's not only technology that the companies share: some 80 percent of clients buy from both companies, with many ordering both offset- and flexo-printed labels.

Globalflex's biggest end user markets are

liquor, representing 20 percent of production, and agrochemical, at 15 percent. It also serves the pharmaceutical, cosmetics, personal care, food and beverage sectors.

#### Growth prospects

Salcedo is bullish about Globalflex's growth prospects. The installation of the Nilpeter FA-4\* press helped the company boost growth to 90 percent last year – only its third year of operation – while a further 100 percent growth is forecast for 2018. To help achieve this, the company plans to invest in high quality finishing equipment in the near future.

While Calidad Gráfica only serves the Colombian market, Salcedo says a focus for this year is to expand Globalflex's export business, particularly in Central America and the Caribbean. It already has clients in Panama.

## Climate control

Due to Barranquilla's average year-round temperatures of more than 28 deg C, and high humidity levels, presses at Calidad Gráfica and Globalflex are housed in climate controlled rooms within the factory.

Fifty percent of the companies' energy costs go towards air conditioning. Two hundred liters of water are produced by air conditioning units every day in the Nilpeter press room alone. The water is reused in the factory's bathrooms and other areas.

According to Rafael Salcedo, Barranquilla is one of Colombia's fastest-growing local economies, thanks to its increasing industrial sector. Its strategic location next to the delta of the Magdalena river and close to the mouth of the Caribbean sea means it serves as a port for both river and maritime transportation within Colombia. It is the biggest city in Colombia's Caribbean region.



For more features on label converters from Latin America, go to [www.labelsandlabeling.com/contributors/james-quirk](http://www.labelsandlabeling.com/contributors/james-quirk)

## The Anatomy of a Great Label.

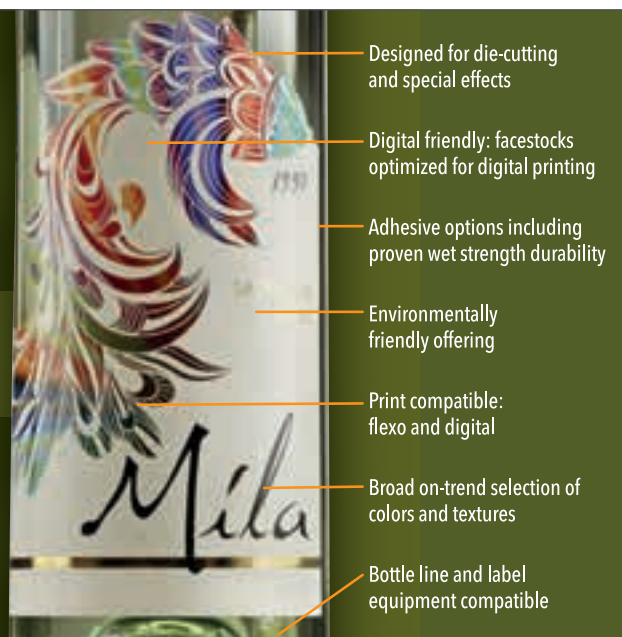
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# Línea Adhesiva focuses on sustainable growth

*Celebrating its 20th anniversary this year, Colombian converter Línea Adhesiva is reaping the benefits of its focus on sustainable growth and diversification of its products and services. James Quirk reports*

Colombian label converter Línea Adhesiva, based in Sabaneta, just south of Medellín, celebrates its 20th anniversary in 2018. The company's success is borne of sensible management and a focus on sustainable progress – with impressive consistency, it has achieved double-digit growth every year since its foundation. The company's evolution has taken it from a printer of 2-3 color labels through to prime label, shrink sleeve and folding carton production, while adding a host of additional products and services to its offering.

Línea Adhesiva was founded in 1998 in Medellín as a supply company to Línea Information, a barcode specialist and distributor of Zebra Technologies equipment which was looking for an alternative source of labels and other products rather importing from outside Colombia. Línea Information owner Miguel Barreiro was one of three founding partners, alongside Waldemaro Sacco and Olga Lucía Osorio. A fourth partner, Carlos Echavarría, joined as general manager a few months later, following a 15-year stint with Colombian self-adhesive material manufacturer Arclad.

In a 150sqm factory equipped with a 3-color Mark Andy 830 press, Línea Adhesiva initially specialized in product traceability, providing logistics labels for pallets as well as some textile labels. At two-year intervals, two further Mark Andy 830s were installed, with the presses accompanied by slitter rewinders

**“With impressive consistency, Línea Adhesiva has achieved double-digit growth every year since its foundation”**

built by a local manufacturer to Línea Adhesiva's specifications.

From day one, the company also began selling Zebra Technologies thermal transfer printers. Now representing 25 percent of Línea Adhesiva's business, the machine division's portfolio has expanded over the years to include Cab thermal transfer printers, since 2010, and thermal transfer overprinters from Linx, beginning in early 2016. Zebra and Cab thermal transfer printers are focused on secondary and tertiary packaging; Linx equipment on primary packaging.

## Prime move

In late 2008, Línea Adhesiva relocated to its current 1,000sqm facility in Sabaneta. Initially renting, it bought the factory four years ago. This was swiftly followed by the installation of a 6-color Mark Andy 2200 UV flexo press – with a 13in web width and hot stamping, varnishing and reverse printing capabilities – to facilitate a move into prime label production. 'Our clients began asking for

more complicated labels with higher quality finishing,' recalls general manager Carlos Echavarría. 'The Mark Andy 2200 allowed us to move into the food and personal care sectors.'

At the same time, the company invested in its pre-press department and an ink laboratory for color matching. It standardized its processes and developed its own management information software to increase automation. 'It was a necessary investment,' explains Echavarría. 'If you're printing labels of 2-3 colors and then moving into prime label production, it is like moving into the big leagues.'

In 2015 Línea Adhesiva installed a 13in, 8-color Nilpeter FB3300 servo-driven flexo press with relam/delam, cold foil and the Danish manufacturer's Quick-Change Die unit. 'We wanted to begin shrink sleeve production, achieve the quicker turnarounds that were being requested by our clients, and increase our capacity,' says Echavarría. 'We had considered buying another Mark Andy 2200, but the press range had been discontinued and we felt the Performance Series was too big a jump for us, so we opted for the Nilpeter FB3300.'

'Nilpeter presses are well-equipped and bring together high-level technology from leading suppliers: RotoMetrics cylinders, Harper anilox rolls. The GEW UV lamps, for example, are a key factor in performance.'

With the installation of the Nilpeter



Standing L-R: Natalie Moranth (no longer with the company), María del Pilar Barreiro, Paula Sacco. Seated L-R: Waldemaro Sacco, Olga Lucía Osorio, Carlos Echavarría



The company moved into a 1,000sqm factory in 2008



L-R: Línea Adhesiva partners Carlos Echavarría, Olga Lucia Osorio and Waldemaro Sacco

FB3300, Línea Adhesiva shifted its focus. Armed with the new options brought by the machine, the converter expanded its marketing department, began shrink sleeve production, and made further inroads into personal care, a sector with stringent demands for quality printing and finishing.

'With the Nilpeter FB3300, we were able to provide the better quality and more elaborate labels which our clients were looking for,' says

Paula Sacco, service manager. 'The new press also brought higher productivity with less downtime and reduced waste. We received great support from Nilpeter and their technicians from Brazil. We like to have strong relationships with our suppliers. They are not just suppliers, but strategic partners.'

Cutting of shrink sleeves was initially carried out externally, but was brought in-house with the addition of dedicated

**"We have strong trust in our processes. There are many converters who might have similar technology and suppliers; our key differentiating factor is the service and flexibility we can offer clients"**

equipment in 2016. 'Shrink sleeve use is rising in Colombia in the food and drink sectors, as well as personal care, where the company is strong,' says María del Pilar Barreiro, marketing director. 'There is lots of potential in these markets for this technology.'

Thanks to its 13in web width, the Nilpeter press will also allow flexible packaging production in the future. 'There's a niche in market for short runs of flexible packaging which we can serve,' says Echavarría.

The same year, Línea Adhesiva further invested in its laboratory, with ink supplier Actega installing formulation and mixing equipment and software for ink measurement.



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# Steady growth

Línea Adhesiva prides itself on the sustainable and steady nature of its growth during its two decades of operating. It has achieved 10-15 percent growth per annum since its inception; this rose to 16 percent in 2016 and reached 20 percent in 2017.

'We are always organized and stable in our growth,' says Echavarría. We have strong trust in our processes. There are many converters who might have similar technology and suppliers; our key differentiating factor is the service and flexibility we can offer clients. This support is crucial to sustainable growth.'

The continual diversification of its products and services has also been key to the company's success, points out María del Pilar Barreiro, and is aided by the investment into R&D of 10 percent of turnover.

Over the years, a wide array of products have been added to its offering: prime labels, security labels and shrink sleeves. The company sells printers, consumables, applicators, dispensers and software. It is an authorized distributor of thermal transfer ribbons from Armor.

Línea Adhesiva produces 275,000sqm of labels per month at its factory in Sabaneta, which houses more than 70 employees. A further 20 are split between sales offices in the Colombian cities of Bogota and Cali.



Carlos Echavarría with the Nilpeter FB3300 and press operator Patricia López

Carlos Echavarría says the company is well-placed to continue its solid growth. 'We are optimistic about the label market in Colombia. There is good growth in the food, beverage and personal care sectors, where we have a strong focus. The weaker Colombian peso has stimulated various industries, particularly those which are exporting products, while local label suppliers are doing well because imports are

more expensive'.

The country's GDP growth dipped in 2016 and 2017, but is forecast to bounce back to 3 percent per annum and higher in 2018-2020.



For more reports on Latin American converters from the L&L archive, go to [www.labelsandlabeling.com/author/james-quirk](http://www.labelsandlabeling.com/author/james-quirk)

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Durst's R&D headquarters in Lienz, Austria

# Durst set to disrupt African market

*The team at Industrial Inkjet Specialists – Durst's newly-appointed South African distributor – believes the local digital press market is ready for change. Gill Loubser reports*

A dynamic force has emerged on South Africa's digital printing scene. Between them boasting decades of industry experience, the four players are Wayne Barker, Pierre Driver, Rodney Pillay and Nigel Tretheway. Their fledgling business, Industrial Inkjet Specialists (IIS), has been chosen by Durst as its distribution partner for an exciting array of digital equipment throughout South Africa and neighboring territories.

Headquartered at Brixen, Italy, with R&D headquarters at Lienz, Austria, Durst has evolved from its origins in the photographic arena to become today's specialist inkjet purveyor.

As the world moved into the 21st century, Durst launched its first inkjet devices – initially for wide-format display, textile and ceramic printing – and over the intervening years earned an enviable reputation for high-performance equipment. More recently, Durst has increasingly targeted narrow web label and packaging printing.

Based on South Africa's line-up of suppliers of digital presses in general, and narrow web in particular, Durst and the team at IIS believe the local market is ready for change.

'We're offering an advanced range – from wide format to narrow web presses – and we're set to disrupt the local market,' Wayne Barker emphasizes. 'We're committed to offering the African market machines that provide printers with a competitive edge.'

Headquartered in Cape Town's Montague Gardens, and offering sales representation in four regions, IIS has been in operation since last April. However, while unpretentious – as befits a start-up business – the premises can be expanded as the company grows. More importantly, the local business has assembled a comprehensive stockholding of spare parts and consumables, ensuring fast and efficient service for customers.

**"We're offering an advanced range – from wide format to narrow web presses – and we're set to disrupt the local market"**

## Untapped market potential

Clearly, Durst has seen untapped potential in the African market and has decided to invest in its development. 'This is a serious commitment that includes investment in continuous upskilling of local staff in terms of technology and sales,' comments Pierre Driver, an expert in digital printing of packaging and labels, having spent the last 20 years marketing HP Indigo products.

Durst is a global player in the narrow web digital label market and has installed over 150 of its Tau series UV inkjet presses. Most are used for label printing, particularly suiting personal care, pharmaceutical and industrial labels. Increasingly, they're also finding application in folding carton production; and significantly 15 percent of existing installations are using low-migration inks as customers move inkjet into food and pharma applications. Says Pierre Driver: 'As Durst's local distribution partner, we're well positioned to grow in the label market.'

As reported some 18 months ago, 'inkjet' was a buzzword at drupa 2016, but coming close behind was 'corrugated packaging' – not concepts traditionally mentioned in the same sentence. Apart from the expected focus on digital printing of labels and flexible packaging, a number of inkjet presses were specifically targeted at the corrugated sector.

For instance, visitors to the Durst stand were mesmerized by the Rho 130 SPC press, an exciting development in digital inkjet printing on corrugated board, running at speeds of up to 9,350sqm/hr, offering the

industrial productivity needed to move the corrugated packaging sector towards digital technology.

Now known as the Delta SPC 130, and dedicated to the burgeoning market for digital printing on corrugated board, the press also supports sampling, customization and versioning, directly and without set-up costs. It's based on the latest-generation single-pass printing systems already used for label printing – for instance Durst's Tau 330, a single-pass UV inkjet label press.

A more recent development was the launch of the Tau 330 RSC at last September's Labelexpo Europe. This 330mm wide UV inkjet label and package printing press offers speeds up to 78m/min at 1,200 x 1,200 DPI. Its production capacity is 1,485sqm/hr, and, thanks to eight color stations (CMYK+W+OVG) and highly-pigmented inks, delivers flexo-like print quality with close to 98 percent Pantone color gamut.

'The Tau 330 RSC with its unmatched printing speed and printing quality is creating a high level of interest among label converters looking for an industrial scale digital press solution,' comments Wayne Barker.

'But we're delighted to offer Durst's entire market-leading presses, whether potential customers are producing labels, packaging, point-of-sale displays or textiles. Durst is now playing in conventional flexo territory when it comes to speed and color fidelity – and all from a very compact machine. We offer all the speed and quality advantages with no hidden monthly charges relating to spare parts and click charges.'



For more from Gill Loubser on the African market, go to [www.label-sandlabeling.com/author/gill-loubser](http://www.label-sandlabeling.com/author/gill-loubser)

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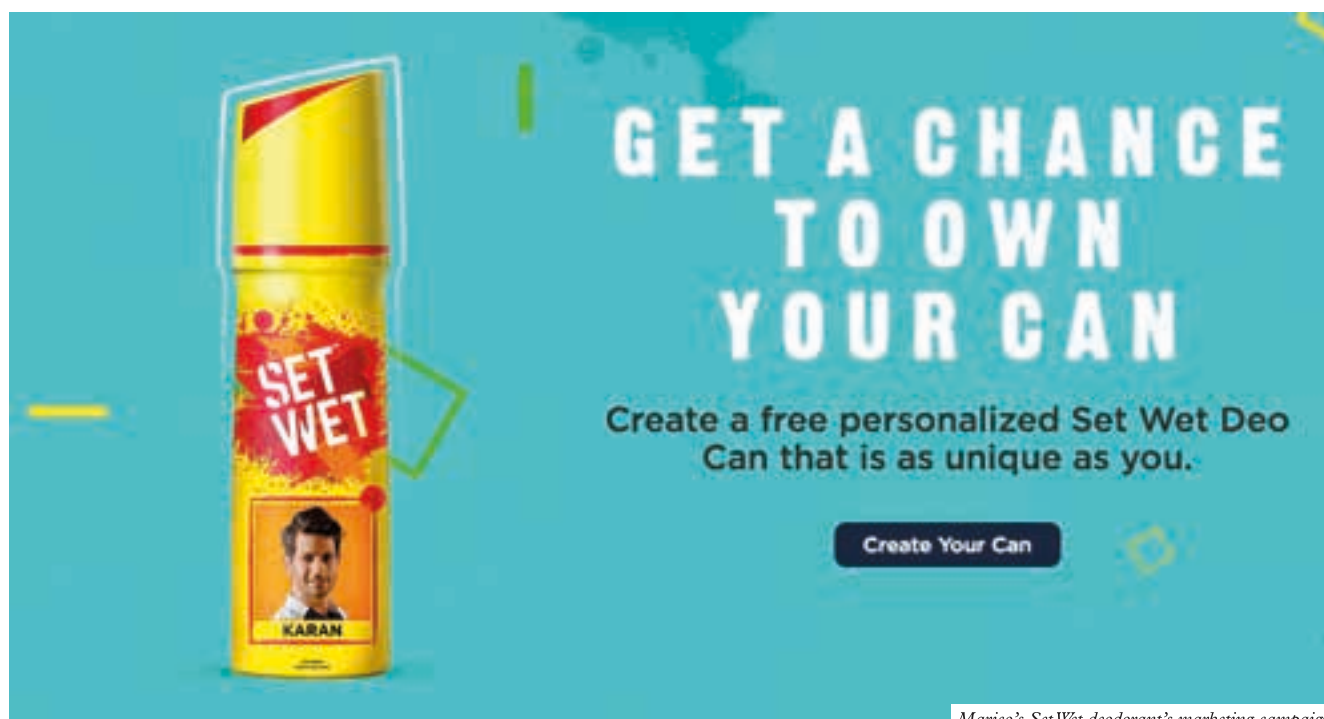
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Marico's Set Wet deodorant's marketing campaign

## Marico implements personalization project in India

Marico, HP Indigo and Trigon have executed a personalization project on a national scale in India. Aakriti Agarwal reports

Indian consumer goods company Marico has implemented a personalization project for one of its deodorant brands, Set Wet, which has become the first brand in the country to enable customers to put their face as well as their name on the can.

The brand launched a limited edition range where a select few had the chance to receive their personalized cans at no cost. 'However, going forward, the business model could enable sales at a slight premium. We are contemplating mass personalization for other brands and this will be done at the right time,' says Sridhar Janardhan, head of packaging, Domestic, International and Foods Division at Marico.

The brand wanted to offer the consumer an experience of true personalization, enabling each person to be able to customize every can to his or her liking, rather than rely on templates as with previous projects by other multinational companies. 'Cracking a technology that allowed every can to be unique and different was the key challenge, on which the packaging development and marketing teams worked together to overcome

along with HP Indigo and Trigon. From planning to implementation, it took about three months to complete the project. The entire execution was covered in a month,' says Janardhan.

**"The brand picked up on the rising desire among its consumers to add a personal touch to whatever they own"**

Marico visited Dscoop Asia 2016 in Singapore to see HP Indigo's innovation center. 'We saw the immense potential of the HP Indigo digital presses and discussed the possibility of a project. Fortunately, Trigon had recently purchased an HP Indigo press and we have. The campaign began with Set Wet's brand ambassador Ranveer Singh posting teasers on his Facebook page for a new 'Scent-sational' deodorant with his face on the can.' This sparked curiosity and excitement as many speculated on whether the Bollywood

### Marketing and packaging strategy

Talking of marketing strategy in international markets, Janardhan says that there is not much difference in packaging a product except the label and text. 'However, any prudent international marketing strategy needs to take things like cultural, historical and religious divides into account. While a "one size fits all" marketing strategy may work in a fairly homogenous country like the US, this same type of strategy would most likely be a huge failure in countries like those in the Middle East, South Asia and Southeast Asia.'

As for packaging materials, they are mostly chosen on the basis of not having to be changed due to varying altitudes, temperatures and demography. Citing an example of the popular dark blue Parachute Coconut Oil bottle, Janardhan says: 'It is made of HDPE, a material that can cater to breadth of temperatures. Oil solidifies below room temperature so heating the bottle becomes a critical parameter for consumers and hence we have not deterred from changing the material. This not only due to cost reasons but also temperature stability which is required on heating the bottle with product. However, at the same time the transparency of value added hair oils such as Parachute Jasmine, Parachute Gold in Middle East and Nihar Shanti Amla makes the consumer see its purity of product and hence PET as a material selected for these type of products.'

**“For teens and millennials, personalization is not just a fad but is, in fact, a way of life. These consumers place high value on self-expression, individual storytelling and staying connected with a brand”**

star was launching his own line of deodorants. However, Ranveer finally revealed the new customized range of Set Wet deodorants highlighting the fact that it's not just him, but anyone could get their face on the Set Wet can,' says Janardhan. Recognizing the power of word-of-mouth and in order to maintain interest, the brand recruited online influencers.

The exercise motivated consumers to participate, enticing them to post, respond, upload and share on social media. 'For teens and millennials, personalization is not just a fad but is, in fact, a way of life. These consumers place high value on self-expression, individual storytelling and staying connected with a brand,' Agarwal adds.

Marico stopped the campaign after a few days, as it required a lot of team effort, research and development and analysis. 'We want to take it one step at a time, learn from the campaign and then plan to do it bigger. Marketing and supply chain teams learnt a lot on cost structure in planning this exercise. Technology was yet another hurdle that was handled well by HP Indigo and Trigon, but cost remains still a bigger concern,' Janardhan says.

Cost is also affected by the ever-growing counterfeit market in the country. 'Fast-moving consumer goods (FMCG) packaging remains the worst-affected industry by counterfeiting, which accounts for over 30 percent of business revenues, according to industry reports,' says



Marico's Set Wet deodorant's personalized can with brand ambassador Ranveer Singh

Janardhan. 'The estimated value of counterfeit and smuggled goods grew from \$11.2 billion USD in 2012 to \$16.2 billion USD in 2014, according to a study by consultancy firm KPMG. A study by KPMG and the Federation of Indian Chambers of Commerce and Industry (FICCI) indicates that sales of fake consumer goods are growing faster than the overall consumer products market. We have been doing overt features specifically with Livon, and also the quality of labels in Saffola Aura Olive Oils is difficult to copy. However, Marico is significantly affected by counterfeiters and it's a challenge to label and other material suppliers to come out with cost-effective overt features, specifically in South Asia where the consumer population with has lower literacy levels than elsewhere of the world.'



For more from Aakriti Agarwal on the Indian market, go to [www.labelsandlabeling.com/contributors/aakriti-agarwal](http://www.labelsandlabeling.com/contributors/aakriti-agarwal)





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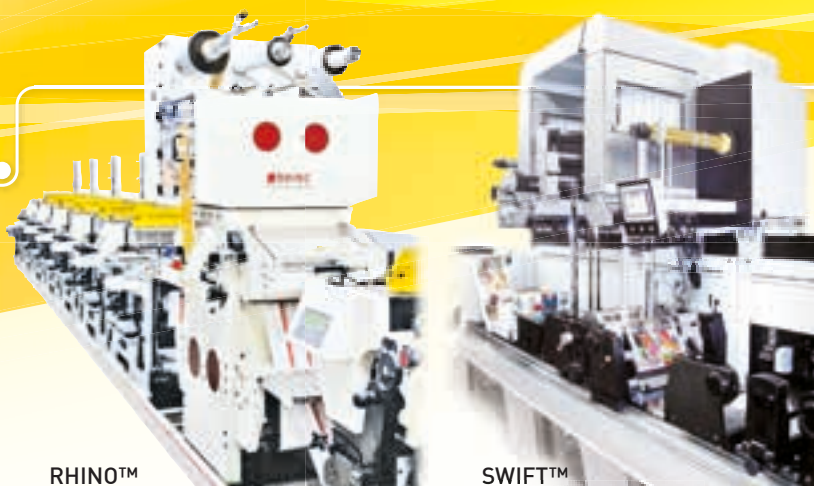


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# Discussing the Indian label industry

Indian converters discuss the major challenges they are facing. Aakriti Agarwal reports

Indian machine supplier and manufacturer Vinsak organized a seminar in Mumbai that discussed some of the major challenges faced by label printers in the country.

2016 and 2017 have been eventful years in the Indian economy. The current government announced demonetization in November 2016 and introduced Goods and Services Tax (GST) from July 2017, which changed the tax structure in the country. Though the Indian label industry largely believes this is a positive step, both these policies affected many businesses directly or indirectly.

Kuldip Goel, managing director at Any Graphics and president of Label Manufacturers' Association of India (LMAI), agreed: 'My company grew by 7 percent in 2017-18 fiscal but we could have done better without the impact of GST. However, it is a positive step and in favor of the industry with long term benefits.'

Manish Desai, managing director of Mudrika Labels, said: 'Our company has not been affected by either of the two policies. We are positive about double digit growth in 2018.'

Ajay Agarwal, managing director at Syndicate Labels and vice president of Association of Label Printers and Suppliers (ALPS), observed that temporary effects were faced by many businesses because the two policies affected printers' customers. 'A few months in 2017-18 fiscal were tough but we will continue to see buoyancy in times to come as packaging requirements are growing in the country.'

From a manufacturers' and importers' perspective, Ranesh Bajaj, director at Vinsak, said: 'GST has been a boon for us as we get

**"The first press has all bells and whistles. Printers soon understand features they really use and then opt for presses with right configurations accordingly"**

immediate credits on all input costs. It's a much smoother process compared to earlier policy. GST coupled with better infrastructure will benefit the industry. I believe the label industry, comprising wraparound labels, pressure-sensitive labels, in-mold labels and shrink sleeves, will grow by 10 percent in India. Flexo will grow because runs are getting shorter and businesses are shifting away from gravure.'

## Performance

To cater to the growing demand and increasing volume, both Desai and Aggarwal agreed it was important to invest in branded machinery. 'People want to run machines at high speed resulting in low wastages and lower output cost which are critical factors to be competitive and deliver performance in the market,' said Aggarwal. 'The Indian population is growing and many segments such as food and liquor labels are opening up, thus, adding a lot of volume to the label market and fueling converters' ambitions to invest in better machines.'

Goel opined: 'Many brand owners evaluate printers based on the brand of the press they have but most often they don't see

## Labeling simplified

This panel discussion was a part of the seminar, 'Labeling Simplified' organized by Vinsak, which was attended by about 65 printers.

Sanjip Kandhari, director at Vinsak, gave insights into various label technologies. Lombardi's marketing manager Nicola Lombardi presented case studies that compared production costs between flexo and rotogravure processes.

Naoki Ogawa, director at Iwasaki International, spoke about how intermittent offset presses rule the liquor label market because of consistent and high quality printing as well finishing.

the configuration of the press. It is good to have one branded machine and the following presses can be any good machine with good configuration. Printers must work out their return on investment (ROI) against their cost to stay competitive and profitable.'

He added that Any Graphics does not always run machines at full speed because they offer value addition on labels and charge a premium as a result. 'ROI takes around five to six years on the machine but the added capacity and configuration adds a lot of value to the business,' Goel said.

Turning to the most preferred web widths used in the industry, Aggarwal opined that 330mm (13in) remained the most popular with those printing only pressure-sensitive labels. 'However, if printers foresee demand for shrink sleeves or wraparound labels, they must invest in wider web machines. One machine cannot be used for printing all kind of labels. Investments depends on each printers' customers' requirements.'

Agreeing with Aggarwal, Bajaj informed that Vinsak installed nine 430mm (17in) Lombardi presses in India out of a total of 11 presses installed. 'Wider web gives printers flexibility to print on wider substrates.'

'The first press has all bells and whistles. Printers soon understand features they really use and then opt for presses with the right configurations,' Bajaj summed up.



The panel discussion at the 'Labeling Simplified' seminar organized by Vinsak



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Web Width	Colours	Unwind	Splice table	Drying	Cutting	Laminating	Hot Foiling	Re-Reg	Slitting	Sheeter	Rewind	Waste Rewind	Counter	PRICE EXW.
260mm	3	yes	yes	UV	flatbed	yes	yes	yes	yes	no	yes	yes	yes	30 000 EUR*

In a fast business deal, bonus of 1500pcs - Aluminum printing plate worth € 40 / piece = € 60,000

## Machine: **Smag 250** - (silkscreen) Year Of Manufacture: **1992**

Web Width	Colours	Unwind	Splice table	Drying	Cutting	Laminating	Hot Foiling	Re-Reg	Slitting	Sheeter	Rewind	Waste Rewind	Counter	PRICE EXW.
260mm	5	yes	yes	UV	flatbed	yes	yes - register	yes	yes	offline	yes	yes	yes	50 000 EUR*

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## Machine: **Smag 250** - (silkscreen) Year Of Manufacture: **1991**

Web Width	Colours	Unwind	Splice table	Drying	Cutting	Laminating	Hot Foiling	Re-Reg	Slitting	Sheeter	Rewind	Waste Rewind	Counter	PRICE EXW.
260mm	5	yes	yes	UV	flatbed	yes	yes - register	yes	yes	inline	yes	yes	yes	50 000 EUR*

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## Machine: **Smag Galaxie 350** - (silkscreen) Year Of Manufacture: **2006**

Web Width	Colours	Unwind	Splice table	Drying	Cutting	Laminating	Hot Foiling	Re-Reg	Slitting	Sheeter	Rewind	Waste Rewind	Counter	PRICE EXW.
350mm	4	yes	yes	UV	semi-rotary	yes	no	yes	yes	offline	yes	yes	yes	120 000 EUR*

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# Deji invests in new Omet press amid confidence in Chinese market

Chinese converter Deji hosted a seminar to mark the upcoming installation of its second Omet XFlex press. Yolanda Wang reports

Chinese label converter Deji recently hosted a seminar at its new facility in Beijing, attended by customers, suppliers and local media, to announce the upcoming installation of its second Omet XFlex, an X6 10-color flexo press.

The company installed its first Omet XFlex in 2013. It will receive its second in April – an investment which emphasizes Deji's success at a time of slow growth in the Chinese market, and founder Yu Dayang's optimism about a potential upturn. Thanks to the rising cost of raw materials and pressure brought by new environmental regulation, many local converters are struggling to maintain the status quo, rather than investing in new facilities and high-end machinery.

'We have also had our low moments in recent years,' says Yu Dayang, 'but as someone who has worked in the field for more than 20 years, I am very optimistic about the future development of the Chinese label printing market. As long as you can make good use of them, current challenges can be converted into opportunities.'

This confidence is evidenced by the investment in a second Omet Xflex X6, and shows the company's determination to increase productivity and create high quality work for its customers.

**"I am very optimistic about the future development of the Chinese label printing market. As long as you can make good use of them, current challenges can be converted into opportunities"**

'The installation of a second Omet XFlex flexo press meets our growing production demands,' explains Yu. 'Equally importantly, it allows us to schedule work between the two machines for more efficient production, avoiding bottlenecks and having a back-up if there is a problem with one press. It is also a significant boost to our supplying better, quicker and more responsible services to our customers. The press offers international-level quality as well as security and speed during production.'

Dario Urbinati, managing director, China and Southeast Asia for Omet, says: 'The XFlex X6 is one of Omet's most representative machines, especially in its incomparable

performance in material and labor savings, automation and intelligent control. We hope that Deji will make full use of the press, not only as a printing tool, but also as a way of increasing the automation of its processes.'

The Omet XFlex X6 can handle almost any type of substrate used in the production of labels and packaging. In addition to producing pressure-sensitive labels – Deji's core area of business – the press can print on unsupported film down to 12 micron.

According to Yu Dayang, Deji is investigating the markets for shrink sleeve, wraparound and in-mold labels. 'We will learn from Western enterprises and address our weaknesses in short and medium run printing with the support of the XFlex X6's capabilities,' he says.

## Quality

Established in 2004, Deji specializes in printing high-quality self-adhesive labels and digital anti-counterfeit labels. R&D, design and production are all integrated in its new 4,000sqm plant, located in Yongle Industrial Park in Beijing's Tongzhou District, which hosts 70 employees.

Deji's labels serve a wide variety of



Attendees at the seminar hosted at Deji's new factory in Beijing



L-R: Yu Dayang with Kevin Liu, China product director for Labelexpo



The first Omet XFlex flexo press installed by Deji

industries, including electronics, chemical, pharmaceutical, wine, food and beverage. It produces 3 billion labels a year, and counts Maotai Group, Red Star Wine, COFCO Wine, JNC Group, Sony, Junlebao Dairy and Tongrentang among its clients.

Yu Dayang says Deji owes its success to investment in high-level technology, and its rigorous adherence to quality, environmental and governmental standards. Apart from the two Omet presses, Deji runs a Nipson

digital press, 9-color and 12-color letterpress machines, Esko pre-press software and equipment, Luster LightTech inspection, and an RFID insertion system. Its scope extends from conventional printing to variable data printing, RFID label production, digital information management and the production of anti-counterfeiting products.

Deji has been granted governmental licenses and certificates for industrial production, printing, adherence to

environmental standards, barcode printing and anti-counterfeiting technology, as well as achieving ISO 9000/14000 quality and environmental standards. It has a number of patents, including for anti-tamper packaging and package sealing.

'The economy in China has entered a new normalization phase and the label industry is also experiencing great changes,' says Yu. 'A company must reform itself and adapt to trends in order to find its own way to growth.'

'The introduction of the second Omet press, and the exploration of technical topics in our seminar are important parts of our reformation. Deji will build a digitalized and automated workflow, and a safe factory with high quality production.'

'Our development comes under strict industrial policies and amid fierce local competition, and so implies our customers' trust in us. We must set a good example and contribute to the national dream of invigorating the country through industry.'

#### Preparation

The seminar at Deji's factory served as preparation for the installation of the Omet XFlex X6. Partner suppliers hosted technical brainstorming sessions to advise on various processes, including image processing, platemaking, surface treatment, printing,

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**“The XFlex X6 is one of Omet’s most representative machines, especially in its incomparable performance in material and labor savings, automation and intelligent control. We hope that Deji will make full use of the press, not only as a printing tool, but also as a way of increasing the automation of its processes”**

inspection, temperature and humidity control and more.

‘The idea for the seminar was inspired by our customers,’ says Yu. ‘Nowadays, the quality demands from end users are increasing. The converter must take all steps of production into consideration. We provide design services to customers, and then discuss with them the overall packaging solution they require and to analyze the market. We are not only a label converter: we can provide many practical suggestions based on our production experience.’

The suppliers present told attendees about the technology they had provided. Marco Yang, application engineer at Esko, described how the pre-press expert had supplied a fully

automated pre-press management system to Deji. Addressing the converter’s move into printing films, Wang Yu, general manager of Beijing Webcon Science & Technology Development, and Henry Ma, general manager of Beijing Dynabond Tech, provided practical advice on surface treatment.

Qiao Yingzhe, product planning department director at Luster LightTech discussed how in-line and off-line automatic inspection can lower the rate of product defects and reduce labor costs. Jimmy Cao, sales manager at SPGPrints, talked about the silkscreen unit his company had supplied on the Omet press. Tianjin Jiejing Engineering drafted a customized solution for creating a dust-free environment at Deji’s facilities.



*L-R: Yu Dayang, general manager of Deji, and Dario Urbinati, managing director for China and Southeast Asia at Omet*

After the seminar, Yu Dayang expressed his satisfaction. ‘By surveying industrial experts in this way, we are trying to connect the label printing supply chain in order to be able to react to different trends in the future. With regards to the layout, configuration and construction of the new workshop, we are confident about achieving better, more efficient and more secure services to our customers.’



*For more from Yolanda Wang on the Chinese label market, go to [www.labelsandlabeling.com/contributors/yolanda-wang](http://www.labelsandlabeling.com/contributors/yolanda-wang)*



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# The changing face of cosmetics

*The cosmetics market presents a number of challenges to converters. David Pittman reports*

**C**osmetics are substances or products used to enhance or alter the appearance or fragrance of the body. This means they are intrinsically linked to feelings of positivity among users, and to enhancing social interactions.

Other contributors to growth of cosmetics include an ageing population looking for anti-ageing products; growth in the male grooming market; and a growing beauty conscious population in emerging economies, where disposable incomes are increasing.

Citing figures from the L'Oréal Annual Report 2016, self-adhesive substrate specialist Arconvert notes that the worldwide cosmetics market had an estimated value of €205 billion (US\$254 billion) in 2016, with the global cosmetics packaging market predicted to exhibit steady growth over the next 10 years.

Cosmetics have also experienced an acceleration of online sales, according to Arconvert SpA marketing manager Chiara Tomasi. Ian Renton, owner of Australian printer Renton's Labels, says: 'The internet and digital label printing technology have altered the cosmetics industry forever. No longer do the big players have it all to themselves. There are lots of smaller suppliers that provide unique products that compete well with traditional cosmetic products. There are

more participants, so more products in the cosmetics industry. Marketing is also easier today than ever before. The internet and social media make it possible to sell large volumes of cosmetic products without the assistance of large supermarkets and other retailers.

'Label printing suppliers such as ourselves have to provide the technology to keep up with the trend for more products and smaller print runs.'

Renton's Labels prints many cosmetic labels on a Xeikon 3030 toner-based digital press, with some other jobs produced on the Epson Surepress L4033 inkjet press.

The UK's Amberley Labels, a fellow stalwart in the digital label printing industry through its use of HP Indigo technology, sees smaller, high-end brand owners as having far more stringent requirements when it comes to the labels and packaging for their premium products.

Amberley Labels managing director Trevor Smith says: 'You've got to have extremely high production standards, from print quality and color consistency, to cut performance and reel integrity. Everything has to be as close to perfect as possible.'

Smith adds that working with such specialist brand owners requires the ability to handle a high number of SKUs, low minimum

order quantities and very short run lengths. 'The meterage of finished labels for some orders can be eight or nine meters, so you've got to be able to handle small orders.'

Renton reports similar, saying: 'It is not uncommon for us to receive print requests for 20 different cosmetic labels in relatively short runs. There are sometimes different sizes for the same product and there are also many more products.'

## Technical challenges

Tomasi notes: 'Today, more than ever, the bathroom is the center of our psycho-physical wellbeing. We love everything that makes us feel good and – even in our bathroom – we love to surround ourselves with beautiful things that stimulate our senses. However, if the bathroom is the most enjoyable and relaxing room in the house, it is certainly the most hostile to our objects, which are constantly endangered by the risk of stains and condensation.'

## SML targets cosmetics with RFID

SML, a developer of RFID tags, has moved into six tangential markets that can benefit from item-level RFID technology. The six markets are: cosmetics and fragrance; mobile phones and accessories; eyewear; wine and spirits; food; and retail pharma. 'These segments share the same major challenges and resultant pain points with assortment inventory accuracy that has been found inside the apparel and footwear segment,' says Dean Frew, chief technology officer and senior vice president at SML Group. 'Our market analysis shows that 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.'

Frew adds: 'Fragrance is a department with one of the highest gross profits in a retail chain. We are seeing retailers doing apparel expanding into cosmetics and fragrance, which means many of the systems are already in place so it is a natural department to move into.'



*The global cosmetics packaging market is predicted to exhibit steady growth over the next 10 years*



Cosmetics and fragrance is a market identified by SML to benefit from its RFID expertise



Cosmetics packaging can be a challenge for RFID due to the nature of the materials used

'That is why the cosmetic packaging industry should be able to respond simultaneously to two conflicting needs: to seduce vision and feel, generating desire and emotions on the one hand, and ensuring functionality and ease of use on the other.'

Labels may come in contact with the actual product and in some cases come in contact with water, Renton explains. The products are also kept for a period of time, sometimes many months, where a durable stock is recommended. This makes choosing the right stock one of the biggest challenges in printing cosmetic labels.

'Our preferred stock is a synthetic label with a laminate or varnish. A laminate can be used for hand application. A varnish covering has the advantage of being thinner so it easy for machine application and more suitable for smaller labels on small cosmetic jars or tubes.

'We help a lot of start-up cosmetics companies so we always recommend that new clients get their plastic containers, glass jars or tubes prior to ordering their labels so the labels can be tested on the actual product before printing begins. We often provide samples of multiple stocks.'

Amberley produces around 70 percent of its cosmetics labels using synthetics, 'although this might change with the drive to move away from plastics', notes Smith.

Alongside self-adhesive films, Arconvert sees inherent advantages in the use of self-adhesive papers, particularly when compared to decoration using screen printing.



Many cosmetics labels are produced using synthetics, although there are advantages to using self-adhesive papers

## "The internet and digital label printing technology have altered the cosmetics industry forever. No longer do the big players have it all to themselves"

These include: cost, in both tooling and order size; environmental benefits in production; waste reduction; versioning, which is more easily facilitated by digital label printing; and creative and finishing options.

'When consumers see or touch a paper label, the natural aspect of the paper instantly evokes a conceptual connection with nature so as the label becomes a sensorial access to the product and the brand,' says Tomasi. 'Touch creates symbolic connections between people and products, and between buyers and sellers. So, to physically hold and touch a product can create a sense of psychological ownership, driving must-have purchase decisions.'

In terms of format, peel and reveal, and multilayer labels are a big part of Amberley's production for the cosmetics market. For Renton, 'there is a reasonable demand for clear labels so the impression is given that there is no label and the printing is done directly onto the container.

'Clear labels do create a challenge, as black and other dark colors are more suited to clear labels than lighter or pastel colors.'

'Registration is really important for the cosmetics industry because many cosmetic products come in small containers,' he adds. 'These products require small labels so the registration must be perfect to be able to read the fine print on cosmetic labels and for retail outlets to be able to read the barcodes on such labels. It is much more challenging to print a high-quality label on a small lip balm plastic tube than it is on a bottle of wine.'

High end finishes, foils, embossing/debossing and such, are increasingly in demand. Adhesive bleed is a further important consideration, says Smith. 'As these are small labels, there is a high ratio of edge

to surface area so controlling adhesive bleed is critical. You must be able to advise on this, right through storage and application.'

For RFID specialist SML, which recently identified cosmetics and fragrance as one of six tangential markets to benefit from its RFID expertise (see boxout), the nature of cosmetic packaging poses a major challenge, as Dean Frew, SML chief technology officer, explains.

'A lot of packaging in that segment has materials that can be unfriendly to RFID, where metal and foil in the packaging, or bright, shiny surfaces, cause a challenge.'

SML is working with manufacturers to come up with a tag and placement strategy to overcome such issues while matching the objective of the retailer. SML also has a packaging division, SML Retail Package Design, building RFID-friendly packaging for the cosmetics and fragrance market.

Frew notes that there are multiple ways to get around it, 'but we have to be more intentional going forward. Most packaging in this segment is not designed with RFID in mind, so it's an evolution for the industry.'

### Beyond printing

Such level to detail and scrutiny on production is supported by services before the labels even reach the press.

Renton says: 'Since many of our customers are medium sized businesses or in some cases start-ups, they really need help with not only the label printing and design but also the legal side. The cosmetics industry is constrained and rightly so by legal issues. I do not have a legal background but am happy to refer our customers in Australia to government websites to more easily help them comply with labelling and packaging laws. Our customers can also get up-to-date information on marketing their products and other issues about labelling by reading my regular blogs.'

Renton's Labels offers graphic design services as well as printing. 'We actually prefer it when we get involved in the label design because some of our smaller companies occasionally employ graphic designers that send artwork without bleed or crop marks so we find we need to fix artwork on several occasions.'

Amberley engages with customers on a number of levels, with a studio, quality assurance, technical teams and customer service department geared to helping its customers get the most out of their labels.

Smith makes clear that to get on in the premium cosmetics market, you've got to be ready to invest time and resources. 'Working with such demanding clients is a barrier to entry.'



Visit <https://tinyurl.com/ycxz25sm> for more from L&L on developments in the cosmetics market



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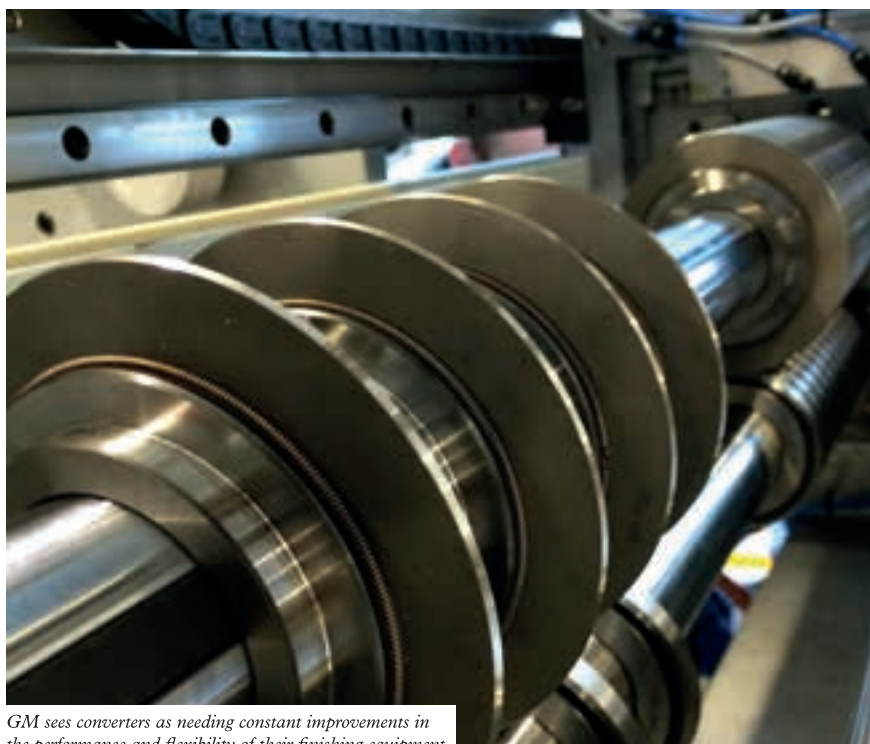
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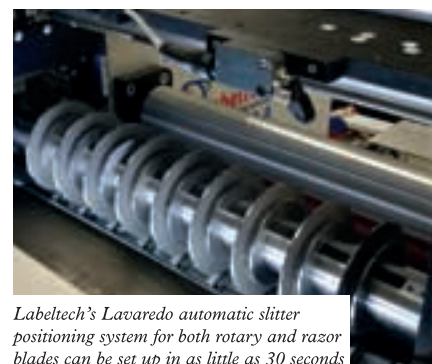
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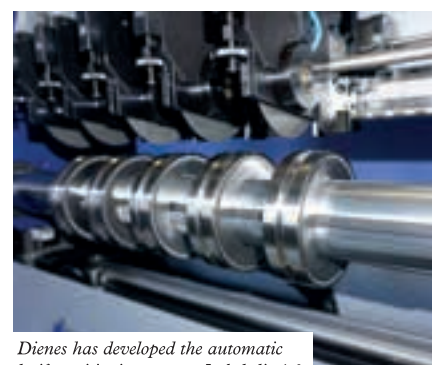




GM sees converters as needing constant improvements in the performance and flexibility of their finishing equipment



Labeltech's Lavaredo automatic slitter positioning system for both rotary and razor blades can be set up in as little as 30 seconds



Dienes has developed the automatic knife positioning system, Label slit 4.0

# The finish line

What are the trends defining developments in finishing? David Pittman reports

From creating value when printing using flexo and offset, and options catering to the rise in digital printing, to rotary and semi-rotary equipment, and in-line and off-line systems, the development and product innovation in finishing technology reflects a number of demands from the market.

Morten Toksværd, global sales manager at Grafisk Maskinfabrik (GM), says: 'Converters need constant improvements in the performance and flexibility of their finishing equipment.'

Dietmar Fritz, sales director at Dienes, comments: 'Industry trends in printing and converting are increasingly moving towards automation, higher speeds, narrower cutting widths and faster format changes.'

## Needs

'Fully automatic production is designed to increase productivity, improve quality and avoid machine downtimes,' continues Fritz. 'Today, a modern slitting and scoring system should be designed as a fully automatic slitting system, because every manual intervention has a negative effect on the production speed and production costs, and ultimately determines the price of the end product. This system is able to change cutting widths within seconds, and thanks to a simple

job administration the different formats can be called up quickly at any time. Knife holders and knives must be ideally adapted to the materials to be cut. In our in-house slitting laboratory, Dienes determines the optimum combination of knife and knife holder for each customer product.'

Grafotronic's customers are similarly looking for machines with a strong focus on automation and high speeds, 'which is of course all about increasing the efficiency, uptime and cutting downtimes to a minimum,' comments Mattias Malmquist, the company's vice president of sales and marketing.

GigaFast is a semi-rotary die-cutting module from Grafotronic for finishing digitally printed labels that can reach a speed of 160m/min. AB Graphic's Fast Track semi-rotary die can run at speeds of up to 150m/min and be coupled with the Auto Set SGTR glueless turret rewinder to allow labels to be finished onto smaller cores without having to go through another process.

Tony Bell, sales director at AB Graphic, reiterates: 'Speed is becoming important, and we have been addressing this in our recent innovations, such as the Fast Track die, new screen unit and inter-label gap sensors on our Autoslit scissor slitting module. We also need to handle different and complex substrates,

**"The industry requires products which give them a lot of flexibility to cover more than one specific job"**

but more importantly our machines need to be capable of producing different and complex finished constructions, such as booklet labels.'

Lemorau CEO Pedro Teixeira sees the main characteristics required of die-cutting units as semi-rotary and rotary mode in register for short and long runs, as well as turret rewinding, lamination and varnishing.

Labeltech owner Gabriele D'Onofrio identifies that the market is moving toward short runs and printers are answering with digital printing equipment, meaning their main need is fast changeover with as little waste as possible, both in terms of time and material.

He continues: 'The most demanded characteristic is quick and precise job set-up and big versatility. Another important feature is the workflow integration of the machine in

the production process.'

Equipment designed for digitally printed labels, such as Digital Galaxie and E-Cut Generation III, represent 50 percent of Smag Graphique's turnover. This has seen the company focus on optimizing the development of its new generation of finishing equipment to match high speed requirements, and offer increased workflow connection. E-Cut Generation III is available in 330mm and 530mm web widths to meet digital printing equipment standards and to double the die-cutting speed of the previous generation E-Cut S330, reaching up to 70m/min. Additionally, Smag has extended its collaboration with the main press manufacturers to propose finishing customization capabilities as standalone or integrated in-line hybrid systems.

## "There is a trend that digital run lengths are getting longer"

'We see a growing trend towards digital printing and the need for high end finishing solutions,' confirms Malmquist.

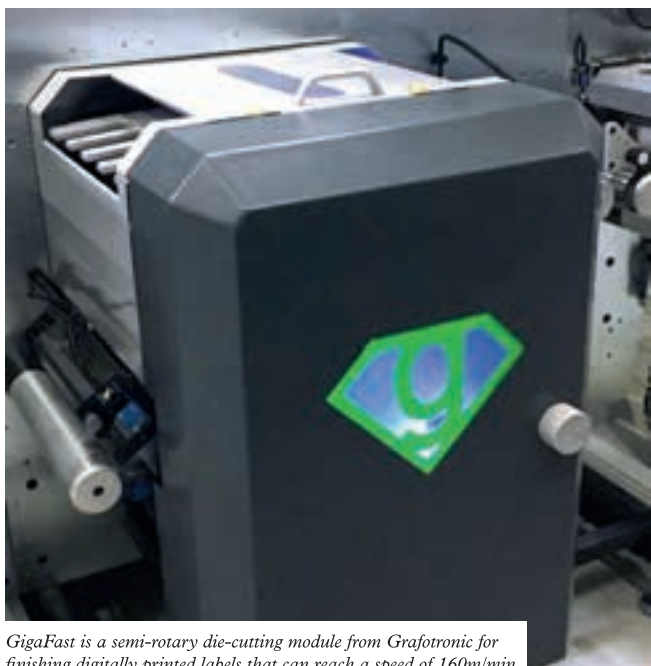
AB Graphic sees finishing, excluding laser, as an analog process and historically being slower to set-up than digital. Bell says: 'Our goal is to digitalize as many operations as possible, maximize efficiencies and reduce down times. There is a trend that digital run lengths are getting longer, so not only are we providing quicker set-up times, we're having to provide faster line speeds, coupled with non-stop rewinding. We've done this by incorporating our turret technology into our digital finishing lines.'

Teixeira sees more instances of integration of digital printing on finishing machines, as evidenced by his company's DIGIEBR+ that can, in one pass, print with water-based or UV inkjet, coat, die-cut and rewind.

'After printing on a digital press, with our finishing line customers can coat labels with varnish or laminate, can add one color more or sport varnish on the flexo unit, and cold foil. Adding a primer onto the substrate before printing on a digital machine could be possible too.'

### Modularity

Jannik Müller, product manager at Herzog+Heyman, says: 'The



GigaFast is a semi-rotary die-cutting module from Grafotronic for finishing digitally printed labels that can reach a speed of 160m/min

## ScanMould achieves success with rotary die-cutting for IML

ScanMould, Scandinavia's first dedicated IML label converter, has reported positive benefits from the use of a Rapida RDC 106 rotary die-cutting machine from Koenig & Bauer. ScanMould has operated the Rapida RDC 106 since the middle of 2017. The machine was installed in a configuration with a single die-cutting unit and accessories for the processing of labels and in-mold films. Important features include the sidelay-free in-feed system, DriveTronic SIS, as well AirTronic delivery, compressor cabinet and those to provide scratch-free sheet travel. Both reels and individual sheets can be handled. An RS 106 reel sheeter incorporating the newly developed Register-Cut system cuts reels from a flexo press into sheets of the required length ahead of the feeder. Subsequently, the sheets are fed to the rotary die-cutter in precise register. Video systems at the feeder and in the delivery permit close observation of the passing sheets. For ScanMould, it is a major advantage that reels printed on a large flexo press can be sent to the Rapida RDC 106 without further intermediate steps thanks to the reel sheeter. Already the expectations placed on the Rapida RDC 106 at ScanMould have been fulfilled. A complete job changeover, including die and forme change, takes 5-10 minutes. This makes the machine suitable for both high-volume production and short runs, as the high die-cutting speed is effective for long runs and the fast job changeovers ensure that shorter runs are also economical.

industry requires products which give them a lot of flexibility to cover more than one specific job. Also, it's necessary to shorten set-up times and take care of untrained operators. In times of job sharing and job rotation, simplicity is a big topic for us as a machine building company. The machine should be quick and easy to handle.

'To cover all those points is a tough challenge in matters of quality. The size and formats of substrates, and therefore the machines, mean it's a different story from customer to customer. The request range of machine and product widths is 16-31.5in.'

As evidenced at Labelexpo Europe 2017, manufacturers of finishing equipment are largely using a modular machine construction to allow printers to maximize the use of their finishing hardware, as D'Onofrio explains: 'As the modern machine concept is based on modularity, customers will be able to add other features anytime they will be asked for.'

Labeltech's Stelvio machine can be configured with semi-rotary die-cutting, gap master, varnish, sheeter, inspection, automatic slitter positioning, score and groove cut, and more.

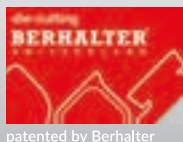
GigaFast is available as a module for Grafotronic's fully modular DCL2 finishing line, and is available as a retrofit option. Other



Smag's E-Cut Generation III is available in 330 and 530mm web widths to meet digital printing equipment standards



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## **“Perfect results are required and the key is to be able to run faster with more complex materials and still keep very tight tolerances”**

modules now available for DCL2 include: a laser cutting module, powered by Spartans; non-stop modules, such as knife positioning systems that set-up the knives in 10 seconds and semi- or fully automatic turrets; printing and lamination module, with several print stations together with a lamination in register for producing multi-layer labels; and a booklet production module that is powered by a Longford feeder.

Smag's Digital Galaxie Generation III is a modular platform featuring options such as flexo, high speed flatbed screen, high speed flatbed foil and embossing, and laser and semi-rotary die-cutting. E-Cut Generation is similarly built on a modular platform and is pre-equipped to receive additional features such as web treatment, inkjet printing, inspection, laser die-cutting, sheeting and more.

MEBR+ is a modular finishing machine from Lemorau that can be configured with several options and modules. All of GM's machines are modular and flexible, while DPR offers all-in-one systems that unwind, laminate, laser die-cutting, strip, slit and rewind, such as the Taurus roll-to-roll system. SEI Laser's roll-to-roll system, Labelmaster, has options including laser die-cut, semi-rotary die-cutting, rotary/semi-rotary flexo varnishing, semi-rotary hot stamping and overlamination.

Herzog+Heyman machines can be added to with any of its single units, with all parts height adjustable and combinable. Herzog+Heymann's transport system, 091.1, can be equipped with tools to produce different jobs. Possible applications can be plough folds, window patching, gluing (hot melt, cold glue), parallel folds and card application.

### **New products**

Due to the various factors defining the future of finishing equipment, product innovation has and is taking many forms.

Spanish machinery manufacturer Enprom is targeting consumer demand for easy-open packaging with eSRC 60, a hybrid converting machine configured with unwinder, label insertion to register, cut to register by semi-rotary die or laser, slitting unit and a two-shaft rewinder. In-line inspection is available as an option.

GM's latest products include EB30 with electron beam curing, DC350, DC330Miniflex and SmartLam.

Labeltech's Lavaredo automatic slitter positioning system for both rotary

### *Grafotronic opens digital demo center*

Grafotronic is to open a demonstration center in the Polish capital, Warsaw, which will allow customers to bring their digitally printed jobs and run tests on different finishing machines designed for such work.

and razor blades can be set-up in as little as 30 seconds, with placement of eight slitters and counter slitters, Labeltech claims. 'As manufacturer of the first 100 percent servo motorized slitter rewinder, the long experience with this technology give us a solid basis to develop devices always at the top for performances and reliability.'

At Labelexpo Europe 2017, AB Graphic launched the quick change mandrel option for the AutoSet glueless turret rewinder, available as a module on the Digicon Series 3 or as a standalone Vectra turret rewinder. 'Now, in addition to the turret being set in seconds, the mandrels can be changed without tools in a similar timeframe,' explains Bell. AutoSet is also now available as an option with AB Graphic's SRI slitter inspection rewinder, offering an increased automation of production and all its associated benefits.

Dienes has developed the automatic knife positioning system, Label slit 4.0, engineered especially for labels in order to enable minimal set-up times and provide perfect cuts. The system can be used in printing and coating systems, as well as in processing machines, such as finishing and control machines. A compact design and high compatibility, it can be integrated into new or existing machines.

Mounted in a cassette construction, Label slit 4.0 can handle a maximum web width of 915mm (36in), and works at a web speed up to 610m/min (2000ft/min). A change of format can be completed in 10 seconds. The system features a stable bar design with linear rails, a pneumatic expansion shaft/glass hard countershaft. Pneumatic knife holders allow shear, razor blade and crush cuts.

'The Label slit 4.0 slitting cassette ideally meets today's requirements for a precise cutting edge, minimizing set-up times and reduction of rejects,' explains Fritz. 'The use of pneumatic knife holders means that knives no longer have to be reground in sets, which reduces costs and the number of unproductive knife changes when slitting a wide variety of materials.'

Toksværd identifies Industry 4.0 optimization as of further importance to the future of finishing, alongside a focus on the shortest possible, and easiest, make-ready time to provide optimum profitability.

Grafotronic's Malmquist states: 'Our machines are prepared to connect with most business management systems and you can set-up your job with the information from a QR code.'

'Online service is also an important feature today. We support all our customers online and are constantly connected to the machine to help with advanced settings whenever needed.'

Malmquist concludes: 'Perfect results are required and the key is to be able to run faster with more complex materials and still keep very tight tolerances. We are involved in the Automation Arena at Labelexpo which goes hand-in-hand with what we believe is the future for finishing equipment.'



*AB Graphic's Fast Track semi-rotary die can run at speeds of up to 150m/min*



*The Automation Arena will return at Labelexpo Americas 2018, taking place September 25-27 in Rosemont, Illinois. [www.labelexpo-americas.com](http://www.labelexpo-americas.com)*



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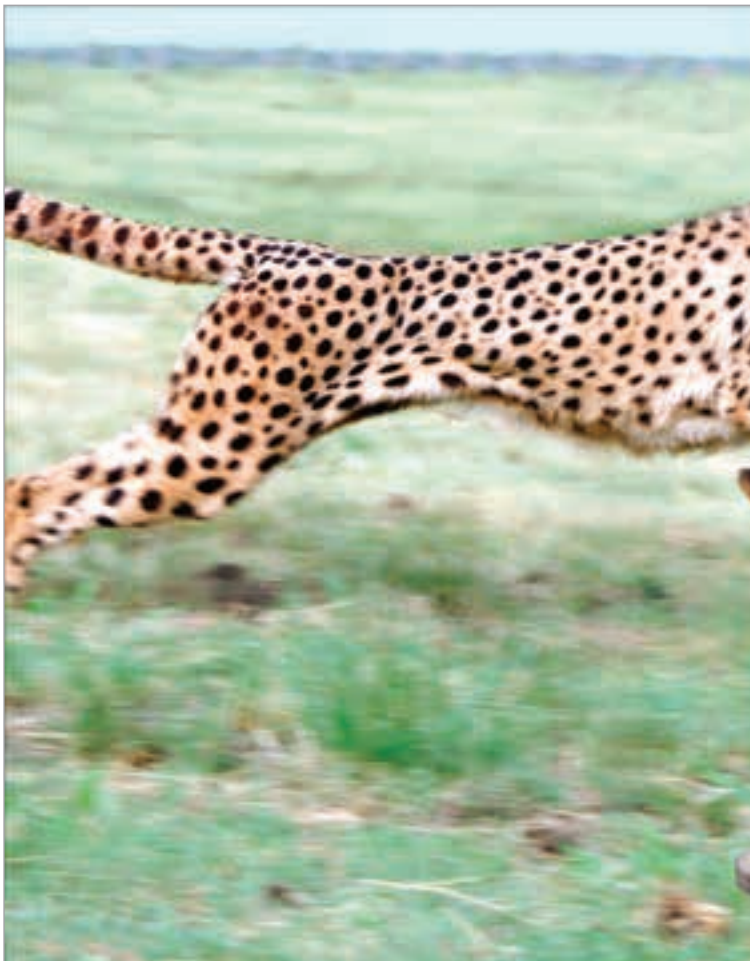
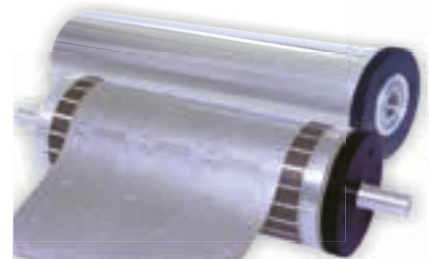
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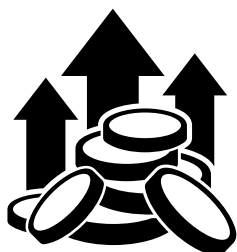
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# Label trends

Indonesia is one of the fastest-growing labeling markets in Southeast Asia, according to Henky Wibawa, executive director at Indonesia Packaging Federation



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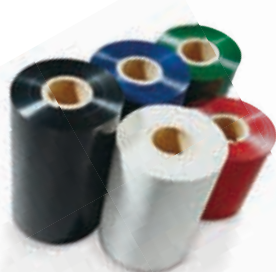
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09 Delegates at the Graphics Industry Supplier Awards in Mexico. See page 77 for a review of the event.



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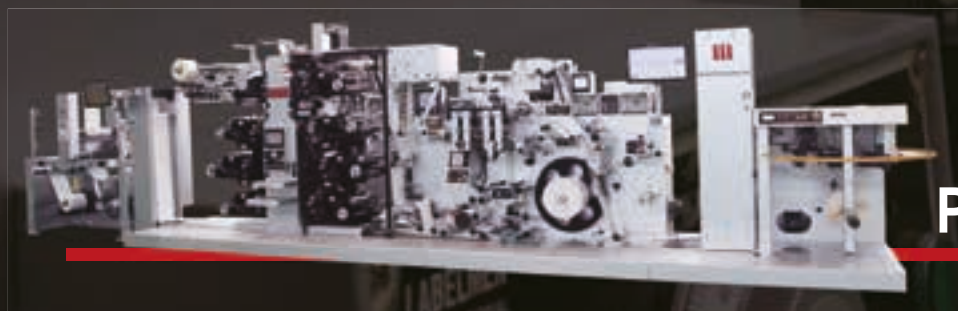


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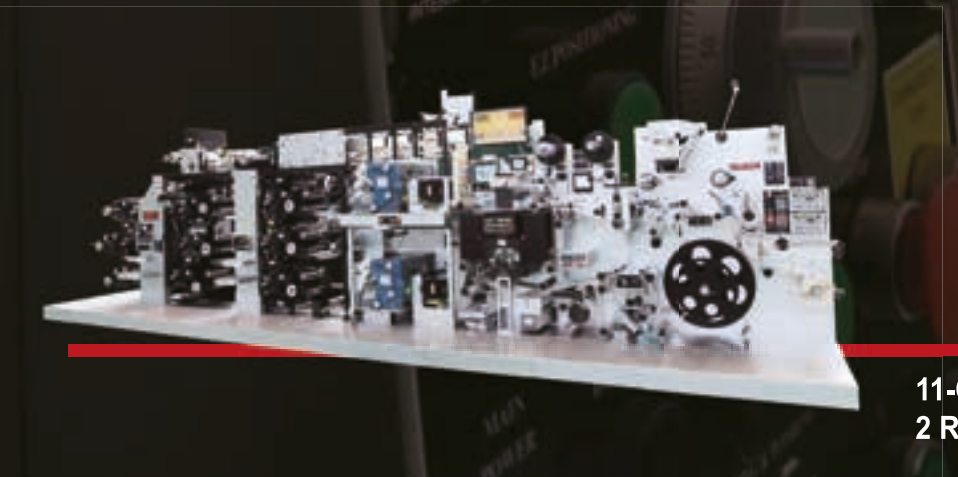
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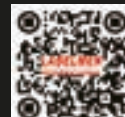
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