

LABELEXPO AMERICAS PREVIEW

What's new at the world's biggest label and package printing show

LABELS &
LABELING

SPONSOR OF
LABELEXPO
AMERICAS 2012

L&L

AMERICAS CONVERTER SPECIAL

Leading converters from across the region discuss technology and strategy

LABELS REMEMBERED

What lessons can we learn from the long history of label design and usage?

TECHNOLOGY SPECIALS

In-depth reviews of pre-press technology and cosmetics end user requirements

THE WIDER WORLD OF NARROW WEB

 Zeller + Gmelin
UV Printing Link

 OPM
group

 abg
International

 reproflex3.com



VOL.33 ISSUE#4 SEPTEMBER 2012
WWW.LABELSANDLABELING.COM



Inspired Brands.
Intelligent World.™

Innovations Deliver Growth

Visit us at Labelexpo where we're redefining labeling and packaging with a number of ground-breaking innovations:

- **Global MDO Metallized film**, the newest addition to our Prime Film Portfolio of rigid and semi-conformable films—featuring Avery Dennison's exclusive S7000 adhesive.
- **Avery Dennison™ Shrink PS**, a patent-pending, pressure-sensitive label for shrink wrap bags that delivers operational efficiency and crisp graphics.
- A new, patent-pending **Durables film technology** that eliminates the need to combine rolls of facestock and overlaminates resulting in material savings and resilient labels.
- **Wash-off labels** that easily peel away in the recycling process and keep the facestock/adhesive together to deliver a more sustainable solution.



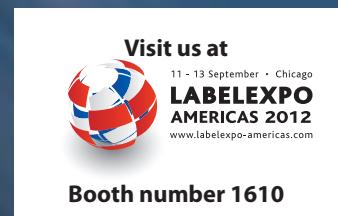
Redefining Labeling and Packaging Innovations

Come to Booth 119 in Chicago to learn how Avery Dennison can provide opportunities and differentiation for your business.

www.na.fasson.com

Swifts are the Fastest Flyers in the Animal Kingdom.

**SwiftColor
Inkjet Color Printers
are One of the Fastest
Label Printers in the Industry.**



- High speed
- Exceptional image quality
- Multi-color printing
- Single pass printhead architecture

Versatile Applications

Shipping case marks, address stickers, baggage tags, barcodes, cosmetic, health care product, prescription medicine packaging, gourmet food and bottle labels and MORE!

SCL-4000D
4" Printer



SCL-8000D
8" Printer



swifTCOLOR™
Digital Inkjet Color Printer

www.swiftcolor.com • info@swiftcolor.com

US: 100 Randolph Road, Somerset, New Jersey 08873, USA

Japan: 2-1, Shibaura 1-Chome, Minato-Ku, Tokyo 105-8005 Japan

Europe: Oststrasse 34, D-40211 Dusseldorf, Germany

Asia: 25th Floor, Thaniya Plaza Bldg., 52 Silom Road, Suriyawongse, Bangkok 10500, Thailand

KG
digital
SOLUTIONS

Tailor-Made Label Facestock

Materials with



HUECK FOLIEN is your reliable partner for high-tech film converting technology and innovative coating solutions. Key factor of our success is our outstanding competence in Research & Development. New ground-breaking concepts are swiftly transferred from lab to production scale in order to create new products tailored to your individual requirements. Let us turn our competence into your profit - with Top Coated Films from **HUECK FOLIEN**.

Visit us at **Labelexpo Americas 2012**.
Chicago, September 11-13, Stand 3614

Austria

Germany

Hong Kong

HUECK FOLIEN GmbH
Gewerbepark 30 • 4342 Baumgartenberg
R&D Competence Center and Production Site

Phone: +43 (0)7269 7570-0
Fax: +43 (0)7269 6616

e-mail: office@hueck-folien.at
www.hueck-folien.at

HUECK FOLIEN Vertrieb & Service GmbH
Am Ortheigmühlbach 2a • 92637 Weiden
Sales and Service Subsidiary

Phone: +49 (0)961 388 337-0
Fax: +49 (0)961 388 337-55

e-mail: office@hueck-folien.de
www.hueck-folien.de

HUECK FOLIEN Ltd.
Level 7, Two Exchange Square • 8 Connaught Place
Central Hong Kong

Phone: +852 2297 2235
Fax: +852 2297 2300

e-mail: office@hueck-folien.hk
www.hueck-folien.hk



DIVE RIGHT IN

No Pre-treatment or Top Coating Required
(Aren't you lucky?)

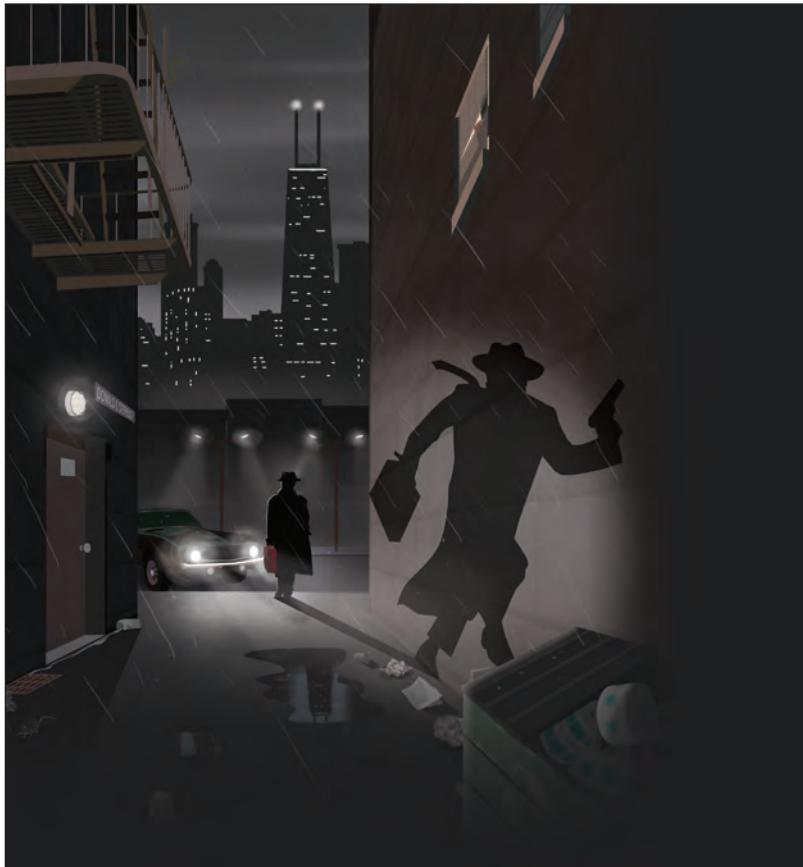


- The SurePress color matches and reproduces spot colors economically with Green and Orange inks for higher saturation.
- True-to-life shades; proofs easily made on the press.
- The press stays accurate.
- Does not require color adjustment from the first frame to the last. No drifts of the registration marks.
- Little substrate waste, low power consumption and one operator required.
- Automated print head maintenance and hot-swappable ink cartridges, no need to halt production during a 3 shift day.

The EPSON SurePress industrial inkjet digital label press with White ink makes high-quality, short-run label printing easier and more efficient, even on metallic and clear substrates enabling label converters and commercial printers to expand their service offering and improve profitability.

EPSON
EXCEED YOUR VISION

L&L CONTENTS



138 LABELEXPO AMERICAS 2012

L&L previews new product launches set to take the exhibition by storm

FEATURES

41 MATTER OF TIME

A new TTI label aims to cut food wastage

45 GROWTH RESTRICTIONS

Conference discusses sustainability issues for release liner

49 EXPANDING BUSINESS

Wide format specialist Flower City invests in flexography and digital

53 STORY TELLING

How to incorporate the company history in your marketing plan

55 SMART OPTIONS

Utilizing new technology to add value

57 LABELSTOCK FAQS

Mactac evaluates clear prime films

61 PRINTING POWER

Blue Spark Technologies battery assisted options revolutionize print

LABELS & LABELING

67 PACKAGING JIGSAW

L&L visits a museum dedicated to the history of brands and packaging

71 CALIFORNIAN CREATIVITY

Food traceability specialist innovates for international growth

75 STORE REVOLUTION

Private label brands establish themselves for future of smart phone shopping

85 EMERGING TRENDS

BPIF seminar analyzes new technology at drupa

88 AMERICAS DEBUT

Indian manufacturer explains why it is exhibiting at Labelexpo America

91 YOUNG AMBITION

The YMC organizes its first global congress

93 PACKAGING LIFECYCLE

Web-based label management will be key in the future



124 TARGETING FOREIGN GROWTH

Colombian labelstock manufacturer Arclad has ambitious plans



79 FRESH FACED

Designing packaging for the evolving cosmetics industry

97 ELECTRIC ENGINEERING

Family business in US develops electronic print options

101 FIRST AND FAST

UK installation of Epson Surepress enables 'Superfast' printing for converter

103 CUTTING IT THIN

Rotometrics assesses requirements for die-cutting ultra-thin film liners

107 ELECTRONIC INTRODUCTION

Enabling interactive electronic functionality in a traditional pressroom environment

108 NARROW CLEANING

Meech develops its first narrow web non-contact web cleaner

111 LEADING LASER

Spartanics discusses its approach to the latest finishing options

LEADER



67 PACKAGING JIGSAW

L&L visits a museum dedicated to the history of brands and packaging'

REGULARS

- 09 **Inbox** – The story behind our special edition front cover
- 10 **News** – Pago Group and Fuji Seal agreement creates global supplier
- 26 **Installations** – US converter installs new MIS software from EFI Radius
- 33 **New Products** – Tesa launches Automotive Laser Labels range
- 41 **Mergers & Acquisitions** – Key trends driving growth
- 120 **Corporate Culture** – Changes in the financing of manufacturers' equipment

115 CARTES CARRIES ON

Italian manufacturer survives devastating earthquake

117 LABELEXPO Q&A

Key speakers on the conference program discuss their views

119 GOING FOR BRONZE

South African printer pioneers inline bronzing process for wet glue

121 MANAGING MANUFACTURING

Workshop looks at ink dispensing systems for lean production

123 CONSUMER CHOICES

Building a brand for the competitive wine and spirit market

129 SERVIBARRAS SEEKS TO OPTIMIZE

Colombian converter Servibarras implements optimization plan

134 IPVENUS EYES MEXICO MARKET GROWTH

Carbon paper manufacturer sees potential in the country's label sector

LASER CUT

While perhaps not considered as a key investment in the past, laser die-cutting is now starting to become of greater interest for the potential benefits and opportunities it can offer to both converters and their customers. There are also more laser cutting equipment companies entering the market, so widening the choice of investment and equipment.

Laser die-cutting will certainly not obsolete conventional die-cutting, but rather complements it, and surely has a key role to play in the future of short run, on-demand digital label converting.

To aid converters in understanding these latest developments in laser cutting technology and requirements, the opportunities it can offer, how it works and the quality of the finished die-cut results, Labelexpo Americas will be running a series of four different laser die-cutting technology workshops each day of the show – one for prime labels, one for industrial labels, one for blank die-cut computer-over-printable labels, and one for special label solutions.

This is a true industry-wide effort. Four leading laser die-cutting equipment suppliers are participating in these technology workshop sessions: ABG International, Delta International, SEI Spa and Spartanics. Pre-printed labels for cutting at the show – with all the necessary re-registration eye marks and codes – are being produced by Xeikon, EFI Jetron and Mark Andy, with MIS input from Cerm and EFI Radius. Origination for the label designs has been undertaken by Esko. Labels materials are provided by UPM Raflatac, Flexcon and Green Bay Packaging.

Previous visitors to Labelexpo technology workshops will know that these events present a great opportunity to ask questions in an open forum and to see the results of different machinery and software approaches at close quarters.

It will be fascinating to see how far the technology has progressed since I saw my first laser die-cut system at Labelexpo over a decade ago.

ANDY THOMAS

GROUP MANAGING EDITOR
athomas@labelsandlabeling.com



FLEXCON

FOR THE LONG RUN

Now the paper you throw away is made from the paper you throw away.

Introducing the industry's first green release liner.

Finally, the tag and label industry can become consumers of post-consumer waste. Our one-of-a-kind green kraft release liner contains up to 30% post-consumer waste, but with the same performance advantages at the same price. It's available on custom constructions and our new THERMLfilm® NEXgen™ line - universally printable, UL-recognized polyesters for durable labeling. Your customers demanded it and we delivered it. So help them go green as you add some green to your bottom line.

Release your inner green by visiting us at Labelexpo, Booth #1311.



Scan or visit www.myFLEXcon.com/pcw to
get a free roll of THERMLfilm® NEXgen™
with our new PCW liner.



11 – 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

L&L**ISSUE 4**

L&L EDITORIAL

EDITORIAL [+44 (0)208 846 2835]
editorial@labelsandlabeling.com

ANDY THOMAS GROUP MANAGING EDITOR
DANIELLE JERSCHEFSKE NORTH AMERICA EDITOR
JAMES QUIRK LATIN AMERICA EDITOR
CAROL HOUGHTON JOURNALIST
KEVIN LIU CHINA EDITOR
MIKE FAIRLEY INTERNATIONAL PUBLISHING DIRECTOR
BARRY HUNT TECHNICAL EDITOR

ADVERTISING [+44 (0)208 846 2818]
sales@labelsandlabeling.com

TIM GORDON GLOBAL ADVERTISING MANAGER
JOERG SINGER ACCOUNT EXECUTIVE – EUROPE
RANDY KESSLER ACCOUNT EXECUTIVE – AMERICA
RICHARD QUIRK ACCOUNT EXECUTIVE – EMEA
JERRY LEE ACCOUNT EXECUTIVE – CHINA

SUBSCRIPTIONS
subs@labelsandlabeling.com

DESIGN [+44 (0)208 846 2709]
design@labelsandlabeling.com

BEN WALTON DESIGNER
JAMES WENMAN DESIGNER
ADAM EVANS DESIGNER

PRODUCTION [+44 (0)208 846 2841]
production@labelsandlabeling.com

DAN TAYLOR PRINT & PUBLISHING MANAGER

MARKETING & CIRCULATION
MICHAEL HATTON COMMUNICATIONS MANAGER

MANAGEMENT

ROGER PELLOW LABELS GROUP MD / PUBLISHER
LISA MILBURN EVENTS AND PUBLISHING DIRECTOR
TASHA VENTIMIGLIA EVENT MANAGER

PUBLISHERS

Tarsus Publishing Ltd, Metro Building,
1 Butterwick, Hammersmith, London W6 8DL, UK
T: +44 (0)208 846 2700 | F: +44 (0)20 8846 2801

ISSN 1478-7520

US OFFICE

Tarsus Exhibitions and Publishing Ltd,
16985 West Bluemound Road, Suite 210,
Brookfield, WI 53005, USA
T: +1 262 782 1900 | F: +1 262 782 8474

CHINA OFFICE

Tarsus Publishing Inc, Room 1108, Floor 11,
1 Hongqiao Road Xu Hui, Shanghai, China
T: +86 21 64484890 | F: +86 21 64484880

INDIA OFFICE

04U CENTRE, 649 | Office M-03, Phase-5,
Udyog Vihar, Gurgaon, India T: +911244234434

US MAILING

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

POSTMASTER: send address changes to Labels & Labeling, 16985 W Bluemond Rd, Suite 210, Brookfield WI 53005.

PRINTERS

Bishops Printers, Portsmouth, Hants

© Tarsus Publishing Ltd

All material published by Labels & Labeling is copyright and remains the property of the publishers. No material may be reproduced without the written permission of the publishers. The publishers do not necessarily agree with the views expressed by contributors, nor do accept any responsibility for any errors of interpretation in the subject matter of this publication.

L&L PUBLISHING TEAM



ANDY THOMAS
Group managing editor
athomas@labelsandlabeling.com
t: +44 (0)208 846 2835
Languages: English, French, German



MIKE FAIRLEY
International publishing director
mfairley@labelsandlabeling.com



DANIELLE JERSCHEFSKE
North America editor
danielle@labelsandlabeling.com
t: +1 262 754 6926
Languages: English, German



KEVIN LIU
China editor
ltao@labelsandlabeling.com
t: +86 (21) 64484892
Languages: English, Mandarin



JAMES QUIRK
Latin America editor
jquirk@labelsandlabeling.com
t: +54 11 4961 1316
Languages: English, Spanish, Portuguese



CAROL HOUGHTON
Journalist
choughton@labelsandlabeling.com
t: +44 (0)208 846 2769



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



ROGER PELLOW
Publisher/managing director
Tarsus Labels & Packaging group
rpellow@tarsus.co.uk
t: +44 (0)208 846 2700

LABELS&LABELING.COM



ALL THIS AND MORE...

DAILY UPDATED CONTENT:

News, new products, appointments. Filter the stories by subject or technology area

SEARCH THE ARCHIVE:

Thousands of features, technology reports and news articles from around the world

INDUSTRY FORUMS:

Air your views and see what your colleagues have to say at [www.labelsandlabeling.com/blog](http://labelsandlabeling.com/blog)

ONLINE BOOKSHOP:

Visit our bookshop for all the label industry's most important publications

VISIT US!
LabelExpo Americas
 Rosemont, IL USA Sept. 11-13 Booth 3003
 The future of High-quality flexography begins here.

Find out why hundreds of **flexo printers** worldwide have already said “**Bye bye anilox.**”



Join the **flexo revolution:** enjoy
higher quality, predictability,
cost-reduction and **uptime.**

Adios, unwieldy anilox inventories. Sayonara, BCM/LPI math. Bon voyage, roll changes. So long, pinholes, dot gain, mottling and haloing. See ya later, downtime.

Say Hello to GTT^{LABEL} When Apex — the world's largest anilox manufacturer — rewrites the flexo rulebook with a patented invention that blows away conventional hexcell anilox technology, you know it's got to be a pretty big deal. Our new *open slalom ink channel geometry* is the secret. Meet **GTT** for label, wide-web, and corrugated flexo. Say good-bye to bloated anilox inventories and nagging quality problems like pinholing, haloing, ghosting — and even excessive cleaning. Say hello to consistent quality, a streamlined pressroom, and a better bottom line.



Why is **GTT** your best new choice? It's simple: you'll achieve predictably higher-quality print results on fewer ink stations at higher speeds with less clean-up. Plus, you can do it all with fewer rolls in your inventory.

Of course, we still offer our world-class **UltraCell**-series of conventional anilox cylinders, but see for yourself how **GTT** delivers predictability, consistency, high quality — and a more profitable flexo future.

You owe it to your customers — and to your bottom line — to deliver your best quality at lower cost. Apex delivers for you.

GTT^{LABEL} for Label/Narrow Web | **GTT^{FLEX}** for Flexible Packaging | **GTT^{CORR}** for Corrugated | **GTT^{OFFSET}** for Offset | **UltraCell & UltraCell^{PLUS}** Anilox Cylinders | **UltraQuick** Sleeves



Download your **GTT** brochure or request a quote today
visit www.apex-groupofcompanies.com

The Measure of Quality.

APEX EUROPE T +31 (0) 497 36 11 11 E info@apex-europe.com	APEX ITALY T +39 0331 379 063 E info@apex-italy.it	APEX ASIA T +65 (0) 6284 7606 E apexasia@singnet.com.sg	APEX DEUTSCHLAND T +49 (0) 2823 929360 E info@apex-deutschland.de	APEX FRANCE T +33 (0) 475 46 39 42 E france@apex-europe.com	APEX IBÉRICA T +34 93 583 10 12 E spain@apex-europe.com	APEX LATIN AMERICA T +55 (0) 41 3677 2678 E info@apexlatinamerica.com	APEX NORTH AMERICA T +1 (0) 724 379 8880 E info@apexnorthamerica.com
--	---	--	--	--	--	--	---

L&L 4 COVER – AN ‘A’ TEAM PARTNERSHIP

The cover of this edition of Labels & Labeling was produced with the help of a number of key label industry partners. The cover was printed UV flexo inline by OPM Group based in Keighley in the UK. The job was sheeted by A B Graphic International at its UK production facility.

The cover design was conceived by Tarsus' award winning Labelexpo Americas marketing team and special effect layers were conceived and implemented by the pre-press team at OPM and leading UK pre-media house Reproflex 3, which also made the digital plates. Inks and specialist varnishes were supplied by Zeller & Gmelin UK, which also sourced the board on which the cover was printed.

There will be a full technical article on the making of the cover in the next edition of Labels & Labeling.



Visit labelsandlabeling.com/blog to read the full entries and leave your comments

GEARING UP FOR LABELEXPO AMERICAS 2012

With less than 10 weeks to go before Labelexpo Americas, the event organizers have reported the show will feature 70 brand new exhibitors – a remarkable figure which is cause for optimism about the industry's growth in the region.

The conference is brimming with strong panel discussions that will feature some of the industry's leading label converters from around the world. These converters, among them both large and small operations, are continuing to find growth in a time when many businesses are struggling to stay afloat.

Danielle Jerschefske, North America editor, L&L

PACKAGING SUPPLY CHAIN CONNECTS AT DRUPA

While attending Drupa 2012, it was pleasing to hear there was a large presence from brand owners wandering the exhibition halls – evidence they are increasingly aware of the benefits the label can offer their brand. Jeanine Graat, global marketing manager at Apex, noted that brand owners are now contacting the company directly. This is a positive sign that the entire packaging supply chain is beginning to connect and work together.

Carol Houghton, journalist, L&L

THE POWER OF YOUR PACKAGING THE POWER OF LABELS

When I heard Roger Pellow, managing director of the Labels and Packaging Group at Tarsus, speak at the Label Institute in New Orleans this year, he stressed the power of labels. 'The label isn't a commodity,' he said, 'and we shouldn't look at it as such.' I couldn't agree more. The label is our first line of communication with the customer. When my wife Janice worked at E&J Gallo Winery in the marketing department, one of the founders told her that she needed to get out of the office and into the retail environment, because that's where the war was won or lost. I love that. How did the packaging look? He wanted to know. How did it stand up to the competition? Whether it's on a wine bottle or otherwise, we all know that what we say on and with our label can make or break a sale. Are we saying all that we could? If you had more space at your discretion, what else would your label say?

Stephen M. Key, CEO of Stephen Key Design

INBOX



LABELS OF PINTEREST

This Svedka vodka party edition American flag shrink sleeve label was applied by Verst Group Logistics, while over 180 AWA International Sleeve Label conference (see page 97) attendees from seven countries toured the facility.

The Svedka brand is a part of the Constellation Brands group. It was launched in 1998 to be a high quality, fun, premium brand that remained cost effective.

Consumers have praised the brand for its fun, frequently changing shrink labels through social media channels such as Facebook.

Beverage company James Burrough will use packaging featuring images of the 'real London' to appeal to tourists arriving in London for the Olympics.

The summer 2012 editions of Beefeater gin will have a 'London Bus red' shrink wrap with transparent panels in the shape of Beefeater Guards, displaying what design agency Coley Porter Bell calls the 'conventional tourist view of London'.

Through the transparent panels, consumers discover a montage of diverse London images printed on the inner surface of the shrink wrap, including punks, models, designer Vivienne Westwood and Bollywood dancers. Coley Porter Bell says it wanted to provide a memorable souvenir for tourists coming to the summer games and the packaging adds intrigue and shelf appeal.

NEWS

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

PAGO GROUP MERGES WITH FUJI SEAL

Fuji Seal and Pago Group have merged to create a global supplier of sleeves, labels and flexible packaging as well as sleeve application and labeling technology. The merger will be implemented via the acquisition of Pago shares by Fuji Seal.

Fuji Seal, a leading manufacturer of shrink sleeves and sleeving machinery, is continuously expanding its business in Europe, America and South East Asia; most recently, it extended its product range to include spouted pouch packaging and is now supplementing this activity in Europe to cover the self-adhesive labels business area, and the accompanying labeling technology, by the acquisition of Pago.

Pago Group, which is itself a leading self-adhesive label manufacturer for all kinds of industries and also internationally active in the domain of labeling and marking technology, is said to be 'an excellent strategic fit' with Fuji Seal's business model. The acquisition also represents a succession arrangement for Pago Group shareholders and will secure the continuing existence of the Pago business.

For the time being, there will be no changes at the two companies in regards to the daily course of business or the contact persons for customers, suppliers and partners.

MARK ANDY CLARIFIES 2200 STATUS

Following an interview with Art Fields, Flexographic Training School, in Labels & Labeling issue 3, readers might have taken away the impression that the Mark Andy 2200 press has been discontinued. Said L&L editor Andy Thomas: 'After speaking directly with Mark Andy, I am happy to report the Mark Andy 2200 is alive and well, selling more than 130 units in 2011, and more than 50 so far in 2012.'

In a statement, Steve Schulte, vice president of sales and marketing for Mark Andy said: 'We can confirm the Mark Andy 2200 is still being manufactured and distributed throughout the world. The 2200 has been our best selling machine for more than 25 years. Available in servo and non-servo configurations, from simpler, entry level all the way up to sophisticated 12-color multi-web machines for coupon production, there is no 'gap in the market'. With more than 2,500 installations globally, the model 2200 is a proven favorite among converters.'



GOVERNOR Nikki Haley speaks with Bluestar Silicones' employees at the company's new plant in York, South Carolina. L-R: Facundo Aguilera, Rebecca Holland and Alberto Gonzalez

BLUESTAR SILICONES OPENS NEW SOUTH CAROLINA FACILITY

COMPANY aims to double sales over next five years

Bluestar Silicones, a global silicones manufacturer, opened its new plant and R&D center in York, South Carolina, on June 15. More than 130 customers, and local, state and federal officials, including South Carolina Governor Nikki Haley, attended the event.

'The opening of our new manufacturing and R&D facility is a major step forward in the execution of our strategic plan for North America,' said J. Christopher York, president of Bluestar Silicones North America. 'It is an exciting time for our company and the customers we serve as Bluestar Silicones evolves into a top tier supplier.'

Bluestar Silicones plans to double sales over the next five years. As part of its global expansion plans, the company has relocated its two US manufacturing facilities in Ventura, California, and Rock Hill, South Carolina, to the 226,000 sq ft building which is situated on 21.5 acres. 'Our investment in York, South Carolina, is significant because it takes our business to the next level,' said J. Christopher York. 'We are planting new roots and building a foundation here that will create business opportunities and position us for future market share growth.'

The facility now is the central R&D center for Bluestar Silicones in North America, bringing R&D personnel together under one roof. The larger manufacturing workshops and laboratory facilities and new pilot equipment are expected to improve technical synergies and accelerate product development and support. In addition, the new manufacturing and R&D center will provide enhanced customer service capabilities, resulting in improved efficiencies and faster response times.

'Our sizable footprint in York will give us ample room to expand workshops, supporting existing specialty markets along with entry into new markets,' explained York. The company is already a leader in paper release coatings and textile coatings for automotive air bags. Bluestar Silicones seeks to accelerate its penetration of high-growth markets such as healthcare, personal care and solar energy.

The company also intends to increase staffing in sales, marketing, and technical service at the York facility. Overall, employment is projected to increase 35 percent during the next two years at the York facility.



TARSUS LAUNCHES LABEL SUMMIT IN INDONESIA

INAUGURAL two-day conference and table-top exhibition in May 2013

The Labelexpo Global Series has announced a new event, Label Summit Indonesia 2013. Focusing on the growing Indonesian and South East Asian label market, the inaugural two day conference and table-top exhibition will take place on May 29-30 at the Westin Resort Nusa Dua in Bali.

Alternating each year between Bali and Jakarta, it is the second new summit to be added to the award winning portfolio following Label Summit Africa's successful introduction earlier this year. Aimed at label and package printing converters, brand owners and designers, the Summit has the full support of regional trade bodies including the Indonesian Packaging Federation, as well as the industry's major international

manufacturers who have already committed to exhibit at the show.

According to the event organizer, annual label consumption in the Indonesia label market is 100 million square meters. Wet-glue is the dominant label technology, while demand for self-adhesive labels is said to be growing rapidly.

Roger Pellow, Labelexpo managing director, explained: 'We're extremely excited to be launching into the region, particularly as Indonesia is fast becoming one of the world's most significant emerging markets. Many international companies are now doing business here because of the area's increasing personal wealth, financial and political stability and increasing demand for luxury and consumer brands.'

UFLEX OPENS FILM PLANT IN POLAND

INDIAN company plans to operate out of 12 countries by 2020

India-based Uflex Group, a manufacturer of polyester films for packaging applications, has opened its new biaxially oriented polyester (BOPET) film plant in Wrzesnia, Poland.

The 8.7 meter wide film line that runs at 500 meters/minute is said to be one of the largest in the world and can produce 36,000 meters a year of film. It is supplemented by a plasma enhanced high-barrier metalizer that can convert 6,000 meters of film per year.

The project operates under the aegis of Flex Films Europa. Pradeep Tyle, CEO of Uflex's global films business, said: 'We

want to get ever closer to our valued film customers by locating plants next door to them. Just-in-time deliveries not only enable our customers to totally do away with film inventories and warehousing, the freshly manufactured films also bring with them better functional properties that are better suited for conversion. We intend to operate out of at least 12 countries by 2020.'

The group now has film plants operating in India, Dubai, Mexico, Egypt and Poland. Another facility is under construction in Kentucky, USA, and will be operational by the end of 2012.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



NIGEL BOND, group managing director, Domino

DOMINO ACQUIRES GRAPH-TECH

Domino Printing Sciences has acquired the remaining 80.65 percent of the equity of Graph-Tech, taking its holding to 100 percent. Based in Switzerland, Graph-Tech designs, manufactures and sells digital inkjet equipment including advanced digital press printers and PC based controller systems.

Domino became a shareholder in Graph-Tech in 1999. Domino said: 'Since that time, Graph-Tech has become an increasingly important partner to Domino. It now supplies Domino's K-Series product range and the new N600i full color digital label press as well as production line controllers and other digital printing equipment.'

Sellers Piero Pierantozzi, Walter Urech, Marcel Galliker and Peter Brandenberger will remain employed by Graph-Tech on long term contracts. An additional seller, Markus Portmann will leave the company and become a third party reseller of Graph-Tech products in North and South America.

Nigel Bond, group managing director of Domino, commented: 'Graph-Tech has been a long term partner of Domino. We have built a profitable digital printing business based on Graph-Tech's technology. The timing of our acquisition of the remaining shares in the business coincides with the successful introduction of our new digital label press products. We believe these products combined with planned new developments will provide us with significant opportunity to capitalize on the growth in use of digital printing technology, in both printing and packaging applications.'

MACTAC SECURES UL STATUS FOR FLINT

MacTac Printing Products has secured Underwriters Laboratories (UL) recognition for Flint Group inks when used with its durable film product line.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

MARK ANDY PLANS TO ACCOMMODATE UV LED PRINTING

Recognizing the fast-growing development of UV LED curing and ink products in the narrow web flexo industry, the R&D team at Mark Andy is creating compatible print platform designs to integrate these latest curing technologies across its lines of narrow web machines.

Mark Andy says that UV LED technology demonstrates an important evolution in curing or drying in narrow web, continuing to show measurable advantages in energy usage, reduced heat load for thinner substrates, smaller footprints and clear environmental benefits.

'We are very pleased and excited to support UV LED as it really begins to penetrate the flexo printing market. It is an exciting technology that demonstrates much promise in narrow web. Partnering with leading UV LED and flexo ink suppliers has given us the ability to continue positioning ourselves as a technology leader in support of our growing worldwide customer base,' said Greg Palm, vice president of new business development for Mark Andy.



AL BUSTAN, Rotana, Dubai

TARSUS LAUNCHES PACKPRINT SUMMIT MIDDLE EAST

EVENT to take place in Dubai in November

Tarsus has expanded its labels and package printing product portfolio with a new event – Packprint Summit Middle East, which will take place at the Al Bustan Rotana in Dubai on November 6-7, 2012.

Focusing on the package printing industry, Packprint Summit Middle East is sponsored by Kodak and supported by L&L's sister magazine Package Print Worldwide. Aimed at brand owners and package printers, the Summit comprises a two-day conference program and table-top exhibition and is designed to deliver an educational and practical platform for delegates to learn about current trends and technologies, as

well as provide networking opportunities.

Roger Pellow, MD of Tarsus' Labels & Package Printing division, said: 'Despite worries about the current economic climate, the package printing/product decoration industry is booming. More and more converters are wisely seeing the opportunity to grow in this fast-changing part of printing, with short runs increasing and demand for more variations and versions ever intensifying. For instance, the print market in the Middle East and North Africa is growing at a phenomenal rate and alone has an estimated growth of 42 percent to USD \$11bn by 2015.'

L A B E L I N G S O L U T I O N S W O R L D W I D E

A NEW FACE IN
PRESSURE SENSITIVE LABELING



Taghleef Industries



View our portfolio:



Visit us at booth #1347



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

www.aetfilms.com

800.688.2044



FLINT Group hosted its distributor symposium in Stuttgart

FLINT GROUP HOSTS DISTRIBUTOR SYMPOSIUM

PARTICIPANTS attend from around the world

Around 80 participants from all over the world attended Flint Group Flexographic Products' distributor symposium on May 2 in Stuttgart, Germany. Taking place shortly before Drupa, the event gave attendees the opportunity to learn about current technologies and developments within the flexo industry.

Experts gave an insight into the latest trends within the packaging industry and laser technology. Flint Group specialists informed the audience about novelties in the field of sleeves and adapters as well as printing plates, and focused on the latest development, the high-durometer flexographic printing plates nyloflex Ace New and nyloflex Ace New Digital.

The event was concluded with

equipment presentations at the Flint Group demonstration center in Stuttgart. For the first time since its market launch, the nyloflex Next Exposure FV was demonstrated. nyloflex Next UV exposure technology allows sharp reproduction of finest elements, screens, text and fine line work onto flexographic printing plates. Also on show was the nyloflex Automated Plate Processor (APP), a fully automated processing line whose efficient automation and high level of standardization leads to an improved plate and thus printing quality. Waste and failure rates can be reduced to a minimum, resulting in cost savings. The processing line has a capacity of up to 120 printing plates / 320 sqm per day.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

EFI INCREASES RESOLUTION ON JETRION 4900

EFI has incorporated a new 720dpi mode in its Jetron 4900 to increase the print resolution for labels, along with broadening its portfolio of flexo substrates that need no special coating or overlaminating. The increased print quality uses new firing modes to drive the single-pass printheads, resulting in enhanced reproduction of text and image details. This 720 dpi mode is available for new and existing 4900 customers.

EFI has also added to its portfolio of substrates, and the Jetron 4830 and 4900 are now compatible with several additional stocks from 3M, Avery Dennison, Flexcon, UPM Raflatac, Ritrama, Spinnaker and Wausau. Label converters will benefit from the increased selections, as well as the economic benefits of low cost of printing UV ink direct-to-substrate.

'Since its introduction, the EFI Jetron 4900 has proven to be so successful that we have healthy demand from users around the world wanting to benefit from the surge in variable label content and shorter, more flexible runs,' explained Sean Skelly, vice president and general manager of EFI Jetron. 'Offering a higher output resolution option and adding more printable stocks to the machine's capabilities are certain to appeal to all present and future users.'

Good Reflections

Nothing on retail shelves matches the exceptional appearance of packages and labels with the unique sheen of Brushfoil. And in today's challenging marketplace, Brushfoil is a brilliant performer – commanding attention, projecting quality and reflecting the value of what's inside every package.

Give your next package or label the look of quality it deserves.

Success begins with the finish.

BRUSHFOIL

A division of Interfilm Holdings, Inc.

NEWS

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

WS PACKAGING ACQUIRES CONSOLIDATED PRODUCTS

WS Packaging Group has acquired Consolidated Products, a label converting company located in Knoxville, Tennessee.

Consolidated Products produces compliance labels for industrial products; manufactures flexo, digital and domed labels; markets thermal transfer printers and ribbons, as well as automation equipment; specializes in providing turnkey RFID and warehouse management systems; and provides both offset and digitally produced 'Directions for Use' manuals and instruction sheets. The company is an ISO 9001:2008 certified manufacturer of pressure sensitive labels and tags.

'Having Consolidated Products as part of WS Packaging's future is a win-win situation,' said Rex Lane, CEO of WS Packaging. 'With more than 24 years of experience, adding their vast knowledge of the converting business and their other capabilities to our product offering strengthens our strategic initiatives to be a true single-source provider for a broad range of our customers' printing and packaging needs.'

Consolidated Products has a long-standing commitment to Lean manufacturing principles, which will make for a smooth transition into the WS Packaging 'Impact' business system.

'We're excited to join forces with WS Packaging,' said Kirk Icuss, president of Consolidated Products. 'Our two companies have the same philosophy and commitment to product quality and creating long-lasting partnerships with our customers, based on continuous support and delivering value. Combining the capabilities of our two companies creates a powerful resource for all our customers, associates and business partners.'

KBA TO OPEN MEXICO OFFICE

After announcing at Drupa that it has acquired a majority interest in its Brazilian agency, Deltagraf in São Paulo, KBA will shortly boost its presence in northern Latin America with a new sales and service organization in Mexico City. The new subsidiary will serve printers in Mexico, Colombia, Peru, Ecuador, Bolivia and Venezuela as well as the Caribbean. It will be headed by Stefan Deuster, who has more than 20 years' experience in the graphic arts industry and previously managed the manroland Latina group.



MARK ANDY UK OPENS NEW SHOWROOM

PERFORMANCE presses and Rotoflex kit on demo

On June 20, Mark Andy unveiled the company's most recently updated showroom. Established in 1993 in Macclesfield, Cheshire, England, Mark Andy UK was the manufacturer's first international sales and service location. Since opening, the company has enjoyed great success throughout the UK and nearby countries with more than 300 installations. The showroom and service center allows converters to view the latest technologies from Mark Andy and Rotoflex.

The newly opened showroom currently features two Mark Andy Performance Series machines – a P3 10 inch (250mm) and a P7 17 inch (430mm) – as well as a Rotoflex VSI 330. The Mark Andy presses are equipped with the Performance Series print platform, as well as a variety of accessories including rotary screen, foil units and lamination. The Performance Series offers visitors the opportunity to view the first inline narrow web flexo machines

certified for HD Flexo. The Rotoflex VSI, with Genesis advanced control system and eDrive 2.0, demonstrates an integrated drive and motion platform for managing sensitive web tension and material movement from unwind to rewind.

The UK location is staffed by a team of print technicians, sales and customer support personnel to provide access to anything a converter may need, from maximizing existing equipment, reviewing new equipment and technology, solving workflow and application challenges or gaining quick access to parts and service.

'The UK showroom is an exciting opportunity for leading converters to experience our award-winning equipment in action,' said Mike Russell, international sales director for Mark Andy. 'The technologies we are able to demonstrate on-site, as well as the capable support staff, make it an ideal showplace for visitors from around the world.'

FLEXCON TO PURCHASE JDC COATINGS' SILICONE PSA LINE

Flexcon, a supplier of adhesive coatings and laminates, has signed a binding letter of intent to purchase JDC Coatings' silicone PSA line of products, including its customer list for those products as well as the inventory and product specifications.

The move extends Flexcon's silicone PSA offerings, particularly to its industrial customer base, with a wider range of products in high-performance applications including adhesion to low-energy surfaces while meeting extreme high and low

temperature performance requirements.

'The intent to purchase reaffirms Flexcon's commitment to providing its customers with a range of solutions that addresses all of their adhesive needs,' said William Sullivan, vice president, Performance Products, Flexcon. This acquisition furthers our objective to excel in the design and manufacture of transfer tapes and single and double-coated pressure-sensitive silicone, acrylic and rubber-based product constructions.'

Print 2000 labels* in 20 minutes!

The EDGE 850

Bring Label Printing to your Desktop

Small footprint

Speeds up to 9.14 meters/minute

Print 139.7mm – 216mm (5.5in - 8.5in)

Prints variable data



11 - 13 September • Chicago

**LABELEXPO
AMERICAS 2012**

www.labelexpo-americas.com

Visit Us At Booth #6515



*102mm x 152mm labels (4"x 6")/6 ips/25 ft per minute

iSys Label - For more information visit www.isys-label.com/el • 1.866.415.iSys (4797) • email: sales@isys-label.com

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

SVP INVESTOR GROUP ACQUIRES KLÖCKNER PENTAPLAST

Following a cash equity injection of 190 million euros by a group of new investors led by Strategic Value Partners (SVP Investor Group), Klöckner Pentaplast has been acquired by SVP Investor Group.

As part of the transaction, Klöckner Pentaplast's capital structure has been strengthened as total debt has been reduced by approximately 50 percent to 630 million euros from 1.26 billion euros. The new shareholders are said to be fully supportive of the existing management team.

Christian Holtmann, CEO of Klöckner Pentaplast, said: 'The committed efforts of various parties to invest in our business have proven that this is a well-managed, operationally strong business with a financially resilient business model. Klöckner Pentaplast is well positioned with a broad product and market portfolio within its key international markets.'

Victor Khosla, chief investment officer of SVP, said: 'We are delighted to have invested in a business of such quality and resilience, and look forward to working with Christian and his team to fully realize Klöckner Pentaplast's potential.'



MPS REPORTS SUCCESSFUL OPEN HOUSE

EVENT draws 200 visitors during Drupa

MPS welcomed around 200 visitors from more than 45 companies at an open house held during Drupa at its factory in Didam, the Netherlands. Three presses were sold during the event.

Attendees saw a demonstration of four different materials being converted on the company's EF flexo press, comprising three different jobs with distinct repeat sizes. The total demonstration reportedly took less than 20 minutes, with virtually no material waste and set-up times.

The machine is equipped with APC automatic press set-up technology. While

using the job memory, the press operator needed only to focus on the ink level and changing materials.

MPS also showed three different options for inking the anilox roller: first the 'normal' way, with the use of a metering roller, with a minimum ink content of less than 0.5 liters; then with a new recirculation system which uses a peristaltic pump to automatically feed the ink into the ink tray; and finally the company's 'lean inking' technology. Launched in 2008, it is a closed doctor blade system which has a minimum ink level of just 0.2 liters.

FINISHING SYSTEMS for DIGITAL PRINTED LABELS

- Semi-Rotary Die Cutting Units**

Web widths 8.5", 10.5", 13" (wider widths upon request)

- Fast Set-Up**

Can do 20 plus jobs per hour



- Fully Rotary Die Cutting Units**

Web widths 5", 7", 10", 13" (wider widths upon request)

- Operator Friendly**
- Short Web Path**

- Low Cost**



544 Sohn Drive, Elkhart Lake, WI 53020
Ph: 920-876-3361 • Fax: 800-525-7646 • Email: sohn@excel.net • www.sohnmanufacturing.com

SPEAR REPORTS PS SUCCESS AMONG CRAFT BEERS

SMALLER breweries are following the trend towards PS



BRAU Brothers is now using
nonresidue sensitive labels from Smear

Pressure sensitive label converting group Spear is seeing increasing numbers of craft and regional beers transition to the same pressure sensitive labeling technology already embraced by leading global beer manufacturers.

'Pressure sensitive is the largest labeling technology in North America and Europe. Thanks to its graphic, performance and cost benefits, it is quickly becoming a leading alternative to cut stack/wet glue (CS/WG) labels in the global beverage industry,' said the company.

Cold Spring Brewing Company began brewing beverages in 1854. Its products were solely decorated with CS/WG labels until 2001 when it introduced pressure sensitive labeling into its operation. After several years of side-by-side comparison, Cold Spring converted all production to pressure sensitive labeling due to improved line efficiency and flexibility; minimal

change part requirements; elimination of glue preparation and clean-up; and additional material options, including white or metalized paper substrates and white, clear and metalized film.

Lift Bridge Brewing Company also recognized the benefits of pressure sensitive labeling and converted its brands from CS/WG labels to paper pressure sensitive to take advantage of its flexibility. Since converting to pressure sensitive labels, Lift Bridge has changed its label sizes twice without any change part implications. In addition, they have received the functional advantage of pressure sensitive labels maintaining their appearance on the bottles regardless of how long they have been in an ice chest.

Brau Brothers also launched brands with CS/WG labels, but made the decision in 2011 to fully convert to pressure sensitive labels. The functionality and flexibility of Spear's labels allowed Brau Brothers to invest in a new pressure sensitive labeler to better manage the line changeover demands being driven by its growing SKU portfolio.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

MICHELMAN AWARDED GRANT FOR NEW R&D CENTER

Michelman has been awarded a USD \$2.5 million Ohio Third Frontier Industrial Research and Development Center grant for its new R&D center, which will be named the Michelman Advanced Materials Collaboration Center. It will be built at the site of the company's headquarters located in Cincinnati, Ohio, USA, and is scheduled for completion by the spring of 2013.

The grant will help create new jobs at the facility and will be used to enhance Michelman's ability to develop and commercialize new products including water-based coatings for paper and flexible packaging, and water-based surface modifiers, additives and polymers for industries including fiberglass and composite materials, wood and floor care, industrial coatings, inks and construction products. The company's workforce will expand by 20 percent. Dr Rick Michelman, VP and COO at Michelman, said: 'The addition of this new R&D center, as well as the collaborative approach we take within our R&D department, will position us to develop effective solutions that will help our customers win well into the future.'

**High Quality
UV Printing ink for labels
and packaging**

- food packaging
 - flexible packaging
 - folding carton
 - selfadhesive labels
 - shrink sleeve labels
 - in-mould-labels

Zeller+Gmelin GmbH & Co. KG
Germany
druckfarben@zeller-gmelin.de
www.zeller-gmelin.de

Zeller+Gmelin UK Ltd.
Great Britain
info@zeller-gmelin.co.uk
www.zeller-gmelin.co.uk

UV Printing Ink and Lacquer



NEWS

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

SYSTEC MANUFACTURES NW140 UV INKJET PRINTER

Systec, a Germany-based manufacturer of printing and slitting equipment, has begun to manufacture and service the NW140 UV digital inkjet printer in cooperation with Spartronics and Inx International. The announcement follows the introduction of the equipment in the late 2011 and successful participation at Drupa 2012. The NW140 UV digital narrow web press is a fully integrated printing and laser finishing system.

'We are excited to join forces with Inx International and Spartronics to manufacture and service the NW140 for our European customers,' said Reinhard Zimmermann, managing director of Systec. 'Sometimes it takes a group of experts in individual fields combining resources to produce a system that exceeds market requirements and we are glad to be part of this successful cooperation.'

The NW140 UV digital narrow web press provides single pass printing at speeds up to 80 feet per minute (27 meters per minute) on any labelstock. It employs 14 print heads, an air-cooled UV LED pinning system, a proprietary ink recirculation unit and a 225 high efficiency, water-cooled UV LED curing system.

The NW140 offers a base coat application for non-treated media and will support media up to 2mm in thickness. The LED curing lamps are used for the pre-coat, white base layer and varnish to hold the inkjet drops in position before a full cure is added by another LED lamp and laser cutting.

Systec is a manufacturer with over 30 years of experience building and servicing printing equipment worldwide. Spartronics is a manufacturer of laser cutting systems for the label, commercial printing and packaging markets. Inx International is a global supplier as part of Sakata Inx worldwide operations and is the third largest producer of inks in North America with over 20 facilities in the US and Canada.

LABELEXPO INDIA REGISTRATION

Registration is now open for Labelexpo India, with the event returning for its sixth edition from October 29 to November 1, 2012, at Pragati Maidan, New Delhi. Set to be the largest show in its ten-year history, there will be over 200 local and international manufacturers exhibiting at this year's event.

BIZERBA MAKES SPACE FOR 3.25 BILLION LABELS

NEW WAREHOUSE finished after two years of construction

After two years of construction, the Bizerba label factory has received a state-of-the art warehouse in Bochum, Germany, in time for its 30th anniversary. The warehouse offers space for 3.25 billion labels. It is now possible for customers to print large quantities of labels and to have them stored in the new warehouse. In addition, they can take advantage of 'label management', a new service from Bizerba, meaning they don't need to deal with logistics.

Around 30 years ago, sales figures for Bizerba retail scales increased rapidly. 'The company decided to also start producing its own tickets, and set up the label factory in Bochum. Over time, the portfolio expanded to include numerous decorative and functional labels and the demands placed on production and storage capacities increased, meaning that the old warehouse was bursting at the seams,' explained Marc Büttgenbach, sales director for labels and consumables.

Bizerba's new label storage warehouse

in Bochum is 15 meters high and offers space for 6,500 pallets holding rolls of 500,000 labels each. 'So in total we can store and bring out 3.25 billion labels semi-automatically using forklift trucks,' said Büttgenbach.

There is a particular trend that has been emerging in the food industry for some time, says Büttgenbach: 'Instead of XXL packs, retailers and manufacturers are increasingly working in smaller portions. Accordingly, producers need more labels than before, generally ordered in large quantities to save printing costs. Often there is not enough space on customers' own premises, meaning that many are looking for a service provider to store and deliver labels at short notice.'

'We store the labels and dispatch them with the shortest possible lead time. This becomes particularly challenging when companies have several, maybe even international, commercial premises. This is where our local Bizerba branches come into play.'

NORDSON TO ACQUIRE EDI HOLDINGS

DIE MANUFACTURER purchased for 200 million US dollars

Nordson Corporation has entered into a definitive agreement to acquire Chippewa Falls, Wisconsin-based EDI Holdings, (Extrusion Die Industries), a provider of slot coating and flat polymer extrusion dies for plastic processors and web converters.

The USD 200 million purchase price, subject to adjustment as provided in the purchase agreement, will be financed with availability under an existing USD 500 million revolving credit facility. The transaction is expected to close during Nordson's third quarter.

EDI employs approximately 317 people, has additional operations in Cologne, Germany, and Shanghai, China, and will operate as part of Nordson's Adhesive Dispensing Systems segment. EDI's operations include its March 2012 acquisition of Premier Dies Corporation, a complementary provider of slot coating

and flat polymer extrusion dies.

'EDI participates in the large and growing global plastics processing equipment industry, and is a clear fit with our strategy of acquiring companies that provide differentiated precision technology at a key part in the supply chain to deliver profitable long-term growth,' said Nordson president and CEO Michael F. Hilton.

EDI serves a wide range of customers, from Fortune 500 companies to custom plastics processors to extrusion equipment OEMs, who use the company's custom-designed proprietary extrusion dies, feedblocks and auxiliary equipment to efficiently produce complex polymer products, from multi-layer barrier films for food and beverage flexible packaging to micron-scale coatings for flat panel displays to critical separator films for next-generation batteries.



Silcolease® Solventless Release Coatings

Unleash your potential with Bluestar Silicones full spectrum of silicone release solutions

For over 30 years, the Silcolease® release coatings series has offered the most complete range of solutions for "nonstick" paper and film coatings. Our full spectrum of technological solutions enables silicone coaters to enhance their product offerings and widen their market opportunities while improving cost efficiency of coating operations.

Come visit us at LABELEXPO AMERICAS 2012
September 11th-13th - Stand 3604
Donald E. Stephens Convention Center, Chicago



Scan with your mobile device to learn more about our new manufacturing facility in York, S.C. or contact us at 1-866-474-6342.

Visit Bluestar Silicones' website:
www.bluestarsilicones.com to learn more about how we can Deliver Your Potential.

Bluestar Silicones. Delivering Your Potential.

BLUESTAR
SILICONES



11 - 13 September • Chicago

LABELEXPO

AMERICAS 2012

www.labelexpo-americas.com

Stand 6517

The Complete Digital Label Solution



CX1200
COLOR LABEL PRESS



FX1200
DIGITAL FINISHING SYSTEM

Primera Technology travels to Portland, Oregon, and visits Rose City Label to find out how its CX1200 Color Label Press and FX1200 Digital Finishing System are helping the business expand into the world of digital label production. Primera also visits several of Rose City Label's customers to hear feedback on the quality of labels they have received, along with label and packaging design tips.



Rose City Label

Watch the Case Study

www.primeralabel.com/rcl

Call us today at **1-800-797-2772** (USA and Canada) or
+1-763-475-6676 or email sales@primera.com for more information.

Primera Technology, Inc.

Two Carlson Parkway North
Plymouth, MN 55447 U.S.A.
Ph: +1 763 475 6676
www.primeralabel.com
sales@primera.com

Primera Europe

Mainzer Strasse 131
65187 Wiesbaden/Germany
Ph: +49 (0)611 - 92777-0
www.primeralabel.eu
sales@primera.eu

Primera Asia Pacific

Rm 1206-7, 12F New Victory House
93-103 Wing Lok Street
Central, Hong Kong
Ph: +852 3 8586 3030
www.primera-ap.com
sales@primera-ap.com

Primera Latin America

Avenida Marques de Sao Vicente 446 CJ 205
Sao Paulo, SP 01139-000 Brazil
Ph: +55 11 26 26 80 17
www.primera.la
sales@primera.la

PRIMERA
TECHNOLOGY, INC.

UPM ACQUIRES GASCOGNE'S LABELSTOCK OPERATIONS

AGREEMENT reached to strengthen specialty offering

UPM Raflatac has signed an agreement to acquire the business operations of Gascogne Laminates Switzerland. Gascogne Laminates Switzerland is the labelstock business of Gascogne Group, a major player in the French wood industry. Gascogne's labelstock operations' sales totaled 44 million euros in 2011. The company employs approximately 110 people in its factory in Martigny, Switzerland.

'UPM Raflatac in Europe has focused in the past years especially in growth in special labelstock products. Gascogne Laminates has a strong and long-standing brand in this product area in Europe and through this acquisition we are proud to add those capabilities to our product platform. As

a result of this transaction, customers will enjoy stronger specialty offering available through UPM Raflatac's extensive distribution network,' said Tapio Kolunsarka, senior vice president, Europe, Middle-East and Africa.

'We are pleased to reach an agreement with UPM Raflatac, which is one of the leading and most respected players in the labelstock market. We strongly believe that the combination of UPM Raflatac and Gascogne's labelstock operations will result in strong benefits for all stakeholders. I take this opportunity to thank the Gascogne Laminates Switzerland teams for their professionalism and loyal support over the years,' said Frédéric Doulcet, CEO of the Gascogne Group.

REPACORP APPOINTMENTS AND FACILITY EXPANSION

CHANGES reflect business growth and new press capacity

US-based converter Repacorp has appointed Rick Heinl as chief executive officer and named Tony Heinl as president. Tony Heinl has been with Repacorp since 1988, and has been involved in every aspect of running and growing the company.

Rochelle Heinl has assumed the role of vice president. Gary Parrott has been promoted to plant manager of the Ohio facility, and Joe Courts has replaced Gary Parrott as manager of Repacorp's RFID division. On August 3, 2012, Frank Ross, plant manager of Repacorp's Wisconsin facility, will retire. Aaron Dumke will take over Ross' place as plant manager. Tony Perkins will assume the position of production manager of the Wisconsin Facility.

Meanwhile, Repacorp has broken ground on a 20,000 square foot expansion of its Ohio facility, which will increase it to 73,000 square feet.

'This new expansion will provide additional manufacturing space and two new docks for trucks,' said Tony Heinl. 'We have a 13-inch Comco Commander 6-color press, a 10-inch Mark Andy 2-color that will be converted into RFID, and a 20-inch Mark Andy 10-color UV flexo press ready to be delivered when

construction is completed.

'The expansion of our Ohio facility is necessary to accommodate new presses and increased sales. Repacorp is seeing growth in all areas of business. I think the increase in RFID and digital business has brought more stock and custom flexo work. We just added a whole line of liner-free direct thermal rolls to our stock program. In the fall, we will be adding a line of stock integrated labels and cards, growing our stock catalog to well over 500 stock items.'

Last year, Repacorp expanded its Wisconsin facility to 71,000 square feet, adding additional presses and capabilities including an EFI Jetrion 4900 digital press with inline laser cutting. This year, Repacorp is expanding its Ohio facility, adding three additional flexo presses, and looking to add digital capabilities to its Arizona facility by the end of the year.

'We purchased our Arizona division for quicker and less costly west coast distribution. It came with screen printing capabilities with which we print our Sky-Scapes product line. Last year, we grew Sky-Scapes to over 200 designs for our Sky-Scapes Distributors,' continued Heinl.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



LEE KLUTTZ, VP of operations at Harper Corporation, with the bronze anniversary plaque

HARPER RECEIVES TLMI RECOGNITION

Anilox roll supplier Harper Corporation of America has been honored with a bronze anniversary plaque from TLMI to represent 20 years of membership with the association. 'We are honored to receive this beautiful plaque from TLMI,' commented Lee Klutts, VP of operations at Harper Corporation. 'It is our goal to be a positive force in the flexographic industry. We embrace honors such as this one because they prove that we are meeting that goal each and every day.'

MGX ADDS COATING CAPABILITIES

Masterpiece Graphix (MGX) has added equipment to its St Louis, Missouri, USA, facility for applications focusing on functional coatings. With the new equipment, MGX can now apply a variety of functional coatings to many substrates, including anti-corrosive, anti-glare, anti-static, heat-resistant, gel, lab trials, pre-print and post-print coatings. These capabilities allow MGX to apply bottom-end to top-end coat weights, from thin aqueous products to heavy coat weight gels. MGX can also offer pilot and demo runs for organizations that want to test coatings without using their in-house equipment.

Dan Lawellin, vice president of business development, said: 'Masterpiece Graphix is going to bring the same service, quick change capability, and application driven development that we have provided the print community to the rest of the coated materials world, including electronics, aerospace, and medical coatings. We have an absolutely incredible, efficient, and innovative team paired with some of the most sophisticated coating technology in the industry. That combination will bring new products, applications, and revenue streams to our partners and end users by allowing them to explore new developments that would have traditionally been cost prohibitive or otherwise difficult to justify on traditional coating equipment.'

NEWS

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

FINAT YMC TO HOST GLOBAL CONGRESS

After a successful summit last year, the Finat Young Managers Club (YMC) is holding its first Global YMC Congress, open to both YMC members and non-members, at Westin Hotel in Berlin, Germany, on November 28-30, 2012.

FTA OPERATOR PROGRAM SUCCESS

Launched three years ago, the North American FTA's First operator certification program now boasts a roster of more than 300 individuals who have attained the First operator certifications.

MPS UK TO REPRESENT RAANTEC

Germany-based Raantec has appointed MPS UK as distributor of its plate mounting equipment range in the UK. MPS UK has already sold more than six of the units to various label and packaging printers.

IOPP LAUNCHES IN UK

The first formal base of the Institute of Packaging Professionals (IOPP) outside the US will be launched in the UK on October 4.

PAMARCO LAUNCHES APP

Pamarco Global Graphics, a supplier of anilox equipment, has launched a flexo application for the iPhone and iPad. The app, said to be the first of its kind in the industry, allows printers and OEM companies to choose the optimum engraving brand, anilox calculations for line and screen plates including min printing dot. It also includes the optimum volume range for high quality print as well as HD print technology.

ESKO FIQ TEAM FTA CERTIFIED

Esko's entire US Flexo Implementation Quality (FIQ) staff has completed the First Implementation Specialist Certification – Level III. This is the highest level of certification offered by North American FTA. The newly certified team members are Rory Marsoun, Doug Benham, Henning Hansen and Ryan Hansen.

DRUPA ANALYSIS PUBLISHED

Ferrari Innovation Solutions, a packaging and branding consultancy, has published 'Drupa Simplified', a report which provides analysis of the trends shown at Drupa 2012.



FLINT SIGNS AGREEMENT WITH SHANGHAI PRINTING COLLEGE

COOPERATION aims to promote flexo industry

Flint Group Flexographic Products and the Shanghai Publishing and Printing College have signed a general cooperation agreement. The purpose of the cooperation is to promote education, consulting, research, development, technology service and career guidance in the Chinese printing and packaging industry.

Founded in 1953, the Shanghai Publishing and Printing College was the first educational institution linked to the publishing and printing industry in China. 'With a well-organized and highly competent team of teachers, the college has established the top-ranking training facilities and key laboratories of GAPP-National Engineering Research Center of Digital Printing and Modern Communication Science Center,' explained Teng Vueming, executive

vice president, Shanghai Publishing and Printing College. 'The partnership with Flint Group is poised to become a win-win alliance.'

Both partners will support the Chinese flexographic industry by providing specific education to talented students and offering them possibilities for practical training in research and application. 'The Chinese printing market is extremely vast and important, but flexography is still a minor part of this industry,' said Mario Busshoff, president of Flint Group Flexographic Products. 'Our cooperation will help to develop talent and to promote the flexographic industry in the short and long term.'

The signing ceremony finished with a visit to Shanghai Publishing and Printing College's training center and printing museum.

MITSUO KOMIYAMA HONORED WITH SPECIAL RECOGNITION AWARD

The judging panel for the Label Industry Global Awards 2012 has awarded Mitsuo Komiyama, chairman of the Japan Federation of Label Printing Industries, the Label Industry Lifetime Special Recognition Award. The award will be presented during the VIP reception on 26 July as part of the 2012 Label Forum Japan which is being held at Tokyo's Bellesalle Shiodome Center.

Komiyama was born in Tokyo in 1942 and joined the Fuji Shikou Co. (currently Lintec Corporation) in 1965. After working in Fuji Shikou's sales department, he established Mimasu Seal Printing (Nakano-ku, Tokyo) in 1985 which became MSP Incorporated (Shinjuku-ku, Tokyo) in 2005. Focusing on the industrial label market, the company has three factories close to Tokyo in the Yamanashi Prefecture and operations in Thailand and the Philippines.

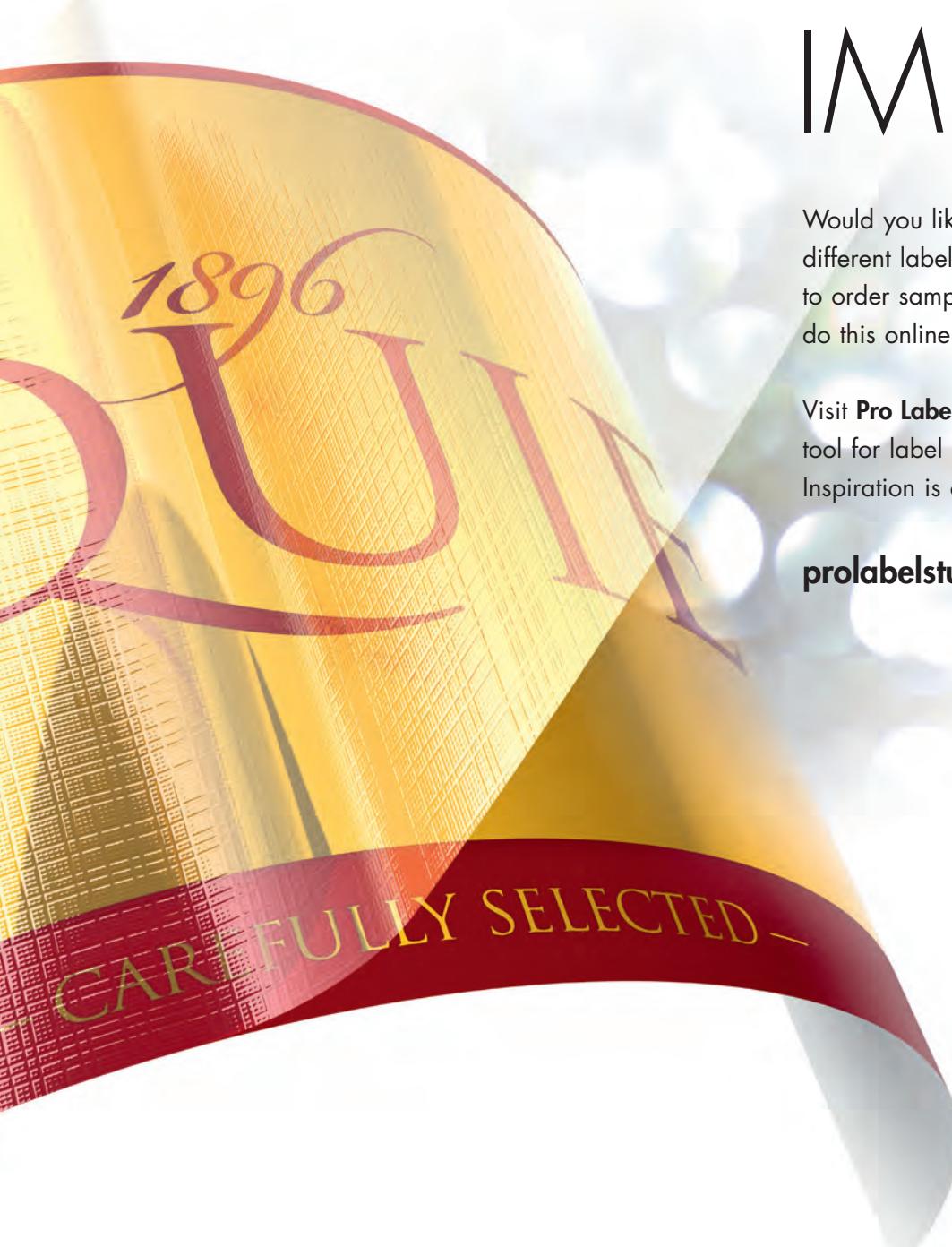
A prominent force in the Japanese label sector for over 40 years, Mr Komiyama has been responsible for

strengthening Japan's cooperation with the global label industry and trade associations. Personally involved with many Japanese industry bodies including the Tokyo Tag and Seal Printer's Association of which he was appointed president in 2005, he also became chairman of the Japan Federation of Label Printing Industries in the same year. The Federation is comprised of 10 associations throughout Japan, including the Tokyo Tag and Seal Printer's Association.

Mike Fairley, chair of the judges, said: 'We are delighted to present Mr Komiyama with this prestigious accolade. He is worthy of this special recognition for very many reasons, but most importantly the honor has been made in tribute of his pioneering innovation, input into the industry associations and his utmost dedication and unshakable passion for the industry as a whole and his own company.'



DRESSED TO IMPRESS



Would you like to experiment and preview different labelling materials? Would you like to order samples for free? Would you like to do this online in the comfort of your office?

Visit **Pro Label Studio** – UPM Raflatac's online tool for label and packaging designers. Inspiration is only a few clicks away!

prolabelstudio.com



UPM RAFLATAC

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

BURNISHINE CELEBRATES 125 YEARS

Burnishine Products is celebrating 125 years of supplying chemical products to pressrooms.

LUMEJET SECURES INVESTMENT

LumeJet, a UK-based technology developer, has raised GBP 1.87 million in a major funding round. The new investment will be used to develop LumeJet's imaging technology and brings the total investment in the company to more than GBP 4.5m. LumeJet has developed a new enabling imaging technology that can provide high precision 'printed' products for a variety of specialist markets and will launch an LED-based printer product later this year.

AWA TO HOST RELEASE LINER SEMINAR

The AWA Label Release Liner Seminar will take place on September 10 at the Hyatt Rosemont Hotel in Chicago, just before Labelexpo Americas. L&L North America editor Danielle Jerschefske will be among the presenters.

EDALE'S CHINA AGENT IN RFID FOCUS

Edale has appointed Tianjin G-Sight Technology to represent the RFID machine side of the UK press manufacturer's business throughout China.

FLINT GROUP HONORS DISTRIBUTOR

Flint Group Flexographic Products has named Italy-based Macchingraf as its distributor of the year for 2011.

ROLAND DG WARRANTY WEBSITE

Roland DG's new RolandCare website makes it easier for customers to choose warranties from a range of coverage options for its wide-format inkjet devices, engravers and cutters.

AC LABELS WINS AWARD

UK-based variable barcode labeling specialist AC Labels, part of the Mercian Labels Group, was named Best Trade Manufacturer of the Year at the Independent Print Industries Association 2012 annual awards.

HERMA REPORTS RECORD SALES

Self-adhesive materials manufacturer Herma has reported that in 2011 group sales increased by three and a half percent, from 229.1 million to 237.2 million euros – the most in the company's 106-year history.

BRISK LAUNCHES STAR WARS INSPIRED PACKAGING RANGE

INTERACTIVE tag links to computer game promotion



BOTTLE contains Microsoft tag that unlocks content in an Xbox game

US beverage brand Brisk Iced Tea has unveiled a limited-time one-liter bottle with the first-ever Kinect scannable Microsoft tag (M-Tag) printed on a bottle that unlocks content in an Xbox game.

The special M-Tag on the label will allow gamers to unlock an exclusive Anakin Podracer experience in the new 'Kinect Star Wars' game, available now, along with the Limited Edition 'Kinect Star Wars' Xbox 360 bundle.

The new bottle will feature a gold

cap and artist graphics of iconic Star Wars characters R2-D2 and C-3PO. It is available in the US at participating 7-Eleven stores for an exclusive launch period in April and wherever one-liter Brisk is sold throughout May and June. In order to activate the M-Tag and race with Anakin's Podracer, fans can simply hold the new bottle up to the Kinect sensor after loading the 'Kinect Star Wars' game and follow the instructions on the menu.

'To expand upon our successful partnership with Star Wars, Brisk will offer artist-designed packaging that features innovative on-pack technology to deliver exclusive content to a passionate fan base,' said Eric Fuller, brand director, Brisk Iced Tea. 'We're excited to creatively extend our Star Wars campaign to promote the release of "Kinect Star Wars" and to be able to provide an exclusive immersive gaming experience for Brisk consumers and Star Wars fans.'

DGPS ACQUIRES FORMER DRENT PREMISES

DG press Services was founded in 2009 by two former Drent employees

DG press Services has acquired the former Drent Goebel premises. DG press Services was founded in 2009 by two former Drent Goebel employees as a service provider for Drent's installation base.

Director Peter Kloppers said: 'Without the necessity of selling and producing an amount of printing presses, we could further focus on delivering service solutions, developing the existing presses and offer innovative upgrades, modifications and extensions.'

This shift in mentality has been well received by Drent Goebel customers

and is reflected by DGpS' recent growth. 'We started with 12 ex-Drent Goebel employees. Now we employ almost 30 Drent specialists,' said Kloppers.

The premises, comprising of 7000 square meters of which 5500 sqm is production and office space, further facilitates DGpS in its growth. Although the company's main focus will remain on service and customer support, DGpS' capability to build new presses, such as the newly developed Vision SP, will be increased with the extended factory. DG press Services plans to move on January 1, 2013.

AGREEMENT SECURES METALLIC MATCH

Color-Logic and matchmycolor have partnered in a move the companies say will ensure brand managers that the Color-Logic Process Metallic Color System can provide consistent color and special effects, regardless of when printing is done.

Mark Geeves, Color-Logic's director of sales and marketing, said: 'matchmycolor Gateway ColorControl – a cloud-based quality control system

which tracks the color consistency of production printers worldwide – provides brand managers with a digital dashboard indicating the quality of production at package production plants worldwide.

'The matchmycolor quality assessment system takes into account different inks and papers which may be used at various printing plants, as well as the overall print quality from each press.'

www.smoothmac.com



Maximize computerized

Easy set up

Minimize waste



SPM-450OR Shaftless Offset Intermittent Rotary Printing Machine



SMOOTH MACHINERY CO., LTD.

Tel:886-3-4725667 Fax:886-3-4726933 E-mail:info@smoothmac.com
Add:No.3,Ming Lung Road, Yang Mei City, Taoyuan County 326, Taiwan



INSTALLATIONS



ALPHASONICS Melanie Trio



THE EFI JETRION 4830 UV inkjet label printer

ALPHASONICS MELANIE TRIO

CHROMA PRINT (INDIA)

Alphasonics has announced its first Melanie Trio System has been purchased by Chroma Print, India, at Drupa. Designed specifically for the narrow web flexographic printer, the bench-top system comprises an anilox cleaning station, flexo plate cleaning station and rinse tank.

David Jones, managing director of Alphasonics, said, 'Chroma have purchased the first system of its kind and we're delighted that we're able to announce it at Drupa. We've developed the new additions to the range in order to provide quality and flexibility at a reasonable cost.'

The system was purchased via Alphasonics' narrow web partner in India, Royal Coat. Sunil Talpade, director of the company, commented, 'Chroma have showed they're dedicated to production quality by choosing Alphasonics as their choice for press room cleaning. I'm extremely pleased to have supplied the first Trio worldwide and we're working on many more potential sales at the show.'

Launched at Drupa, the Trio is an addition to the already existing Melanie range. These benchtop cleaning units utilize Alphasonics' Alphasound dual frequency ultrasonic technology and are designed as budget cleaning systems.

EFI JETRION 4830

ALLIANCE PRINTING (USA)

Commercial printer and EFI Pace customer Alliance Printing has installed an EFI Jetron 4830 UV inkjet label printer. Alliance purchased the Fiery-driven Jetron 4830 for industrial label printing, citing the desire for quick turnaround and versioning. Since the

installation, the company reports that more than half of its orders have been coming from new customers.

'We recently had a customer that ordered runs of 190 different labels to ship to over 2,000 store locations of a national home improvement chain. We printed the entire job in less than 24 hours. That time would have been spent changing plates alone on flexo equipment,' said Jeff Birmingham, owner of Alliance Printing. 'It took us more time to package and ship the order than to print it.'

Based in Houston, Texas, Alliance Printing is a commercial printing company that offers a full range of printing and graphic services, including graphic design, offset and digital printing, binding and finishing, and fulfillment and distribution. Alliance offers a wide range of products from forms, catalogs and reports to labels, signage and promotional materials.

In 2011, Alliance Printing replaced three selling, estimating and accounting systems with EFI Pace, which has enabled the company to go from processing 1,500 orders per month to over 2,500 without increasing staff. EFI Pace has also eliminated double-keying of information, allowed for more accurate information on jobs, and ensured better estimating. 'Before EFI Pace, we never knew how close our estimates were to the actual cost. Now there is a lot of great information in the system that helps us be more accurate,' said Birmingham.

Sean Skelly, vice president and general manager of EFI Jetron,

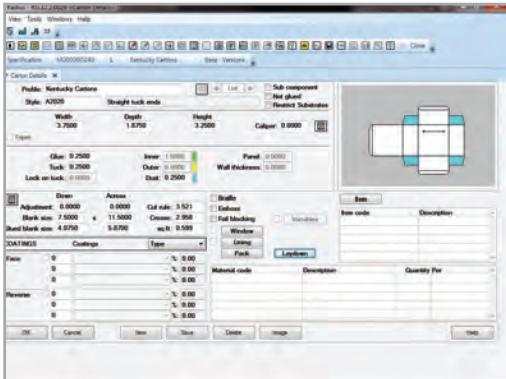
said: 'Companies are seeing a faster than expected ROI with our Jetron printers because they reduce waste, print directly on many standard flexo materials, typically require no overlaminates and get the best cost per label because of EFI's ink manufacturing scale. On top of that, they are adopting MIS/ERP software to help manage their business and stay flexible.'

EFI RADIUS MIS SOFTWARE

LTI PRINTING (USA)

US-based label and packaging converter LTI Printing has selected EFI Radius as its new MIS software. In business for more than 25 years in Sturgis, Michigan, LTI Printing is an international provider of flexo and offset printing. The company began using EFI PSI Flexo in 1997, but had to create its own systems to support the folding carton business. After experiencing steady growth over the years, LTI decided to move to a single ERP system. 'We needed one solution to support our flexo and folding carton divisions and the changing marketplace, and EFI Radius is the perfect fit,' said Mike Frost, president of LTI Printing. 'It's robust enough to support all types of printing, and will enable us to better serve our customers by ensuring we have the right resources at the right place at the right time.'

'Having a centralized place for information will be huge, enabling data to be easily viewed and shared. Radius will improve our accuracy and timeliness of communication, both internally and with customers, thereby enabling us to



LTI has installed EFI Radius MIS to handle both its label and packaging operations divisions



THE HP INDIGO WS6600 digital press

better utilize our current resources and grow the business without additional overhead.'

HEIDELBERG SPEEDMASTER SX52 THOMSON PRINT & PACKAGING (UK)

At Drupa 2012, Thomson Print & Packaging, a packaging and label converter based in Edinburgh, UK, ordered a Heidelberg Speedmaster SX52-5+L press with Easy Control color control. The machine will be the first of its type in Scotland.

The company also ordered a Polar 78N Plus with weighing scales, jogger and extended tables. This guillotine model, launched at the show, has a larger touch screen and can be linked into a Prinect workflow.

'The drinks industry has grown 28 percent in the last two years and we have grown 10 percent in the same period,' said Jim Thomson, managing director of Thomson Print & Packaging. 'We bought a SM52-5+L at Ipx and have been very pleased with its productivity but this latest generation press has even more technical advantages meaning even faster makeready and a higher running speed still. Having two 5-color and coater presses in the same format working side by side means we can quickly and easily switch jobs and staff.'

The existing press uses Axis Control but this time the company has opted for the new Easy Control, enabling it to measure color and scan and store specific Pantones. Linked by Prinect workflows, it has totally closed-loop color, maximizing efficiency and reducing waste. The company also bought a Ricoh

C751 digital press during the Drupa exhibition.

'We already use some Saphira consumables from Heidelberg and we love their online service. That may encourage us to buy even more from Heidelberg in future,' said Veronica Thomson, commercial director. 'We have had Japanese presses before but Heidelberg technology is the best in our experience.'

Thomson Print & Packaging produces promotional material, labels, swing tags, cartons and tubes.

HP INDIGO WS6600 BELMARK (USA)

Belmark, a Wisconsin, USA-based packaging and label converter, has installed an HP Indigo WS6600 digital press and Inline Priming unit.

'We recognized many years ago that the real advantage of digital printing would be taking steps out of the process before jobs hit the press,' said Karl Schmidt, president, Belmark. 'Anytime you can shorten the supply process, you're taking a tremendous amount out of waste, time, any type of carbon footprint and cost.'

Belmark first added digital printing capabilities with the installation of two HP Indigo WS6000 digital presses in 2006 to produce pressure-sensitive labels and folding cartons for food and personal care products. The company has now increased its digital capabilities with the recently installed WS6600.

The seven color stations on the WS6600 allow emulation of four, six, and seven colors – plus spot color printing.

The press also supports white ink, helping Belmark deliver on customer demand for opaque tones.

'Our customers have extreme needs around color, predictability and repeatability, so we tend to put more colors down than other companies,' said Schmidt. 'In my opinion, the results from the WS6600 are comparable to the print quality of an offset press.' Before owning the optional Inline Priming unit, Belmark sent substrates to be primed offsite. In-house priming has reduced turnaround time while increasing the selection of readily available standard and untreated paper substrates. Belmark can now print on a variety of unique media and improve production efficiency, aligning with the company's lean manufacturing practices.

ATLAS TITAN ER610 COMPACT SLITTER REWINDER

HEUKÄUFER FOLIEN (GERMANY)

Atlas Converting Equipment received an order for a Titan ER610 compact slitter rewinder from Heukäufel Folien during Drupa 2012. The company is located in Herten, north-west Germany, and will install the new slitter in a new, purpose-built production hall in August.

Heukäufel Folien has been established for more than 90 years and has become one of Germany's leading suppliers of specialized printed and composite films and flexible packaging materials, mainly used in the food processing sector.

'We decided some time ago that we needed to improve our productivity and replace an existing slitter rewinder,' explained Kurt Barth, managing director

of the company. 'The Titan ER610 model is very compact and is a perfect solution for our production requirements. We took some time to research the market and consider several suppliers but we were very impressed by the high performance of the Titan machine during a demonstration some months ago. We are looking forward very much to increasing our slitting capacity within the next few months.'

The new Titan ER610 slitter at Heukäufer Folien will be for materials up to 1350mm wide with a maximum speed of 450 m/min. Rewind diameters can be up to 610mm with a minimum slit width of 35mm. The slitter will also be equipped with laser safety scanners, a static control system and edge trim extraction system.

KODAK FLEXCEL NX SYSTEM

DOMENICO DE LUCIA (ITALY)

Italian packaging provider Domenico De Lucia has installed a Kodak Flexcel NX system. The Kodak system was purchased as part of a project that has led to Domenico De Lucia's diversification into flexible packaging printing with the incorporation of a local printing house.

The company specializes in the agri-food sector, providing packing services for dried fruit and pre-cooked vegetables, as well as flexographic printing of plastic films for flexible

packaging.

'After evaluating another system, we opted for the Kodak Flexcel NX system with Prinergy EVO workflow,' said Marisa De Lucia, head of the flexible packaging production division. 'The high-resolution plates and the printing results delivered by the Flexcel NX system are far superior to other systems on the market. Today, flexography has reached a quality that's comparable to rotogravure printing – Kodak Flexcel NX plate technology produces high-definition printing dots, consistently on different materials and over an entire print run. 'We print and laminate, and have considerable experience of using materials according to their end use. We've become a unique operation, combining the knowledge of an agri-food company with the expertise of a graphics firm.'

With sales of almost 17 million euros in 2011 and 50 employees across the group, Domenico De Lucia made a significant investment in its printing division in 2010 and 2011. 'We brought the entire pre-press stage in-house. We wanted peace of mind that our flexographic printing system would guarantee consistent, predictable and perfectly repeatable results,' added De Lucia. 'Our service is built around the Prinergy EVO workflow. It provides scalable tools for controlling pre-press production, which can be implemented as the workload increases. These tools

have certainly proved beneficial from both a quality and efficiency perspective.'

The Kodak Prinergy EVO workflow system integrates with the features of the Prinergy Powerpack workflow and the Pandora step-and-repeat software.

KBA RAPIDA PRESSES

KOFFY PRINT (RUSSIA)

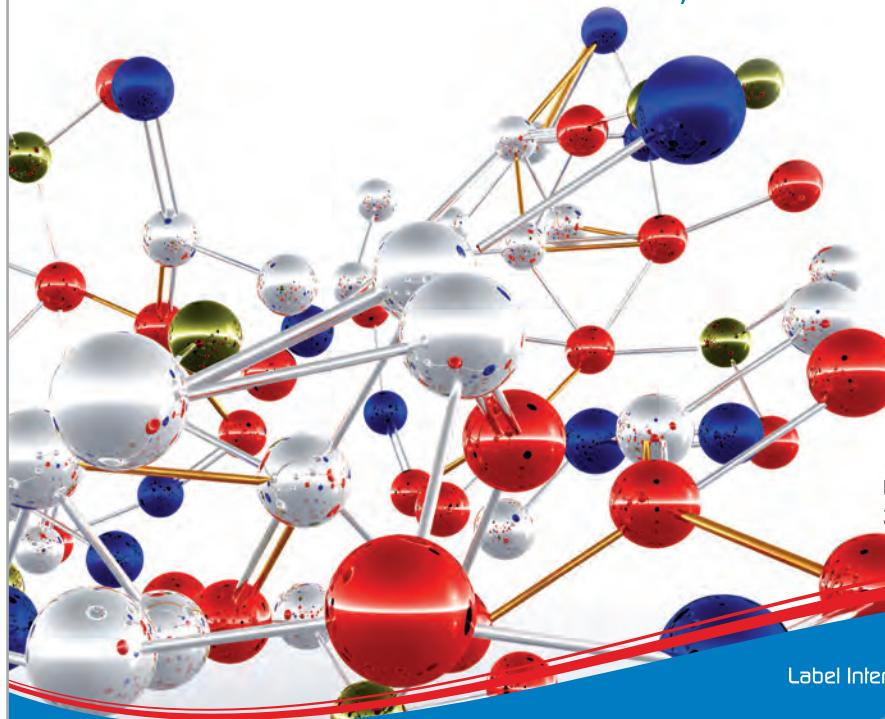
KBA received an order at Drupa from Koffy Print, a label and packaging converter based in Chekhov, 60km from Moscow, for two Rapida 106 presses. Both will be configured as 8-color machines plus coaters and will print commercial products in 4-color perfecting mode, switching to four-backing-one with coating to print food packaging for fast-food chains, and straight mode to print labels with up to eight colors and a coating for major confectionary manufacturers.

Koffy Print's association with KBA began in 2007 at the Polygraphinter trade fair in Moscow. At that time the company ordered a 6-color Rapida 106 plus coater which replaced a non-KBA press. The first of the two 8-color Rapida 106s will be installed in October; the second next year. This one will replace the Rapida from 2007.

The two new presses will substantially enlarge Koffy Print's production capacity. The company's sheet format of 740 x 1060mm (29.31 x 41.73in) is also ideal for printing labels.

NEW AQUATECH ION™ INKS

A DRAMATIC ADVANCEMENT FOR PAPER, FILM AND THERMAL LABEL PRINTING



- Strong performer for higher line, lower BCM anilox rolls
- Easy-to-use stay-open formulary prints cleaner screens
- Press stability for better printability
- Outstanding color, transparency and resolution

Also new: ION Plus for anilox rolls up to 1500 lines

Visit www.inxinternational.com

Booth # 6451

Watch it in action:

The INX NW140 UV Digital Narrow Web Press with Spartanics laser cutter for one-pass capabilities.

11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.lablexpo-americas.com

Label Intensive Thinking

INX®

Stay tuned with LABELEXPO AMERICAS

OFFICIAL app

INSTANT ACCESS TO:

LATEST EXHIBITOR LIST

...

FLOOR PLAN

...

SEMINAR SESSIONS

...

SHOW NEWS AND REAL TIME UPDATES

...

FEATURE AREA INFORMATION



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com



Gold Sponsor:



**AVERY
DENNISON**

Inspired Brands.
Intelligent World.™

Download our brand new LabelExpo Americas phone app (for iPhone, Android and Blackberry) and stay up to date throughout LabelExpo Americas 2012!

The LabelExpo Americas app gives you access to all the latest information from your phone, wherever you are, 24/7. And it's FREE!

To download the app, go to the LabelExpo Americas website or search for LabelExpo in either the App Store or Google Play Store.

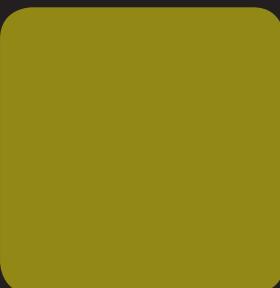
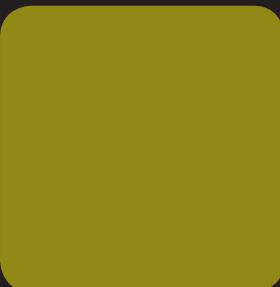


Silver Sponsor:

gallus



WWW.LABELEXPO-AMERICAS.COM



This is Where Paper Works™



You need a paper that works.

For you and your business; for your customers and their customers. Whether in production or on the shelf, NewPage Specialty Papers has the right solution to meet your needs.

 **NewPage®**
Specialty Papers

www.WherePaperWorks.com

NEW PRODUCTS



1

1 AUTOMOTIVE LASER LABEL RANGE TESA

Tesa has launched its Automotive Laser Labels range for managing critical information on automotive designs. Whether it is vehicle identification numbers (VIN), certification, service, security or warning and instruction information, Tesa offers a comprehensive range of automotive laser labels, combining knowledge of laser marking technologies with expertise in self-adhesive films.

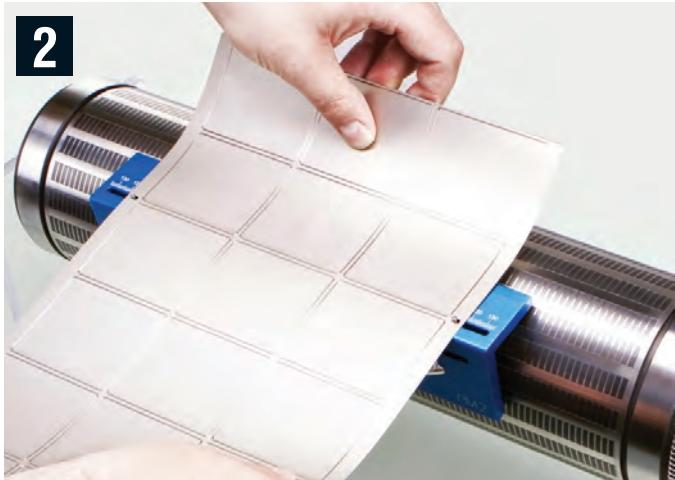
Automotive warning and instruction labels caution the driver about safety hazards relating to tire pressures and fuel information as well as servicing instructions, airbag, engine and air conditioning warnings. Tesa Automotive Laser Labels are also available with customer-specific visible and hidden security features integrated into the labels to maximize security against tampering. Throughout the vehicle, the labels are used for critical purposes to securely mark parts, such as nameplates and VINs.

Jeremy Smith, marketing manager for Tesa UK, commented: 'Compared to metal plates or printed labels, laser label marking offers the most advanced industrial identification technology available today. Tesa Automotive Laser Labels are making a substantial contribution to the efficiency of production and logistics processes while playing an important role in the fight against brand piracy with the highest level of protection from counterfeiting.'

NYLOFLEX ACE NEW PLATES FLINT GROUP FLEXOGRAPHIC PRODUCTS

The conventional and digital nyloflex Ace New printing plates from Flint Group Flexographic Products were launched in Western Europe and North America in July 2012.

The high durometer flexographic plates are claimed to offer premium quality in flexible packaging, corrugated preprint, beverage packaging and label printing. With its high solvent resistance, the new plate is suited for solvent-based as well as water-based inks and a broad range of UV inks. nyloflex Ace New is said to provide sharp reproduction of the finest halftones, smooth, homogenous vignettes and high contrast images combined with excellent ink transfer. Combination with new technologies, such as HD Flexo or nyloflex Next, results in high-class print results, says the company.



2

2 PROMOUNT ALIGNING TOOL FOR FLEXIBLE DIES WINK

Wink has launched its ProMount aligning tool for flexible dies. The ProMount aligning ruler is available for all common narrow web machines and facilitates the mounting process enabling dies to be perfectly aligned on the magnetic cylinder.

The system is said to provide more comfort and safety for the operator during retooling processes and help optimize die-cutting results as well as save time and money.

ProMount is available in seven standard types (PM 1 to 7), with each type optimized for specific machine types and working widths. Each type is best suited for cylinder circumferences from 65 to 204 teeth (1/8" cp), so that a broad range of applications is covered. Special individual sizes can be produced on request.

The tool is designed to make positioning of flexible dies easy by automatically aligning parallel to the magnetic cylinder surface. By the use of a small extra tool, the tool is adjusted on the cylinder so that the flexible die edges will be placed in the center of a magnetic row. ProMount flexible dies are produced with special fitting holes which are used to fix the die on the ProMount ruler. After placing the upper part of the die onto the cylinder, the ruler can easily be removed by pressing a push button. The remaining part of the flexible die is then placed on the cylinder and fits perfectly.

HP-CERTIFIED DIGITAL FACESTOCK avery dennison

Avery Dennison label and packaging materials has launched a new HP Indigo-certified digital print-ready version of its Global MDO film. Available in clear and white options, the new top-coated digital film laminate is part of Avery Dennison's machine direction orientated (MDO) film product line. The films feature a balance of properties that eliminate darts and wrinkles in high-speed dispensing environments and challenging packaging formats, ensuring greater shelf and brand appeal, says the company.

Global MDO digital facestock is said to offer enhanced productivity for label printers and brand owners looking for operational effectiveness. The strength of 50 micron MDO film and 23-micron polyester liner virtually eliminates line shutdowns due to web breaks. Avery Dennison's new S7000 adhesive increases productivity with up to 50 percent lower ooze and elimination of adhesive contamination.

**3**

L-500 LASER CUTTING SYSTEM **SPARTANICS**

Spartanics has introduced its L-500 laser cutting system for laser cutting rolls or sheets of material for the label, packaging, carton board and abrasive industries. The machine is designed for converting material from wide format printers with capabilities up to 500-600mm wide eliminating the need for costly tooling fabrication and design. Developed as a dual-head finishing option the L-500 laser cutting system incorporates Spartanics' laser control software for superior cut quality while reaching throughput speeds up to 80 meters per minute.

'The majority of our label and packaging machines work in tandem with digital printing and flexo systems where 210mm or 350mm are standard sizes. Expanding width requirements in the packaging sector as well as more innovative solutions from digital printing companies have pushed us to develop a wider format laser converting solution,' said Mike Bacon, VP of sales and marketing.

The L-500 automates optimization of web speed, eliminates quality issues in applications that require stitching cuts from two laser sources, enables job changeovers on-the-fly and is operator-friendly due to its intuitive interface and behind-the-scenes control engineering software. It incorporates UV coating stations, lamination, slitting and sheeting options for converting polyester, polycarbonate, polypropylene, metallized, paper, some vinyl and a wide range of other materials. Only sealed Co2 supplies are used to power lasers, in order to minimize costs for Co2 and avoid the inherent quality issues of open Co2 delivery systems.

1600 PC PRO INLINE FINISHING SYSTEM **COLORDYNE**

Colordyne Technologies (CDT), a manufacturer of color printing systems, has launched its 1600 PC Pro inline finishing system powered by Memjet technologies. The CDT-1600 PC Pro (Production Class) printer is a high-speed printing system running both pre-die-cut labels or non-die-cut master rolls for post-printing finishing with the Colordyne 1600 PC Pro inline finishing system. The 1600 PC Pro combines the 1600 PC Sprint with an inline finishing system. The printing system runs at 160 feet/minute (32 inches/second). The CDT-1600 PC Pro is the first commercially available production-class inline finishing system powered by Memjet.

4

DESKTOP INKJET LABEL PRINTER **EPSON**

Epson has launched the TM-C3400BK: a compact, monochrome, desktop inkjet printer for labels, tags and tickets. Suitable for a wide variety of labeling applications, the TM-C3400BK produces long-lasting labels on a range of plain and matte-coated media between 30 and 112mm wide.

The TM-C3400BK uses Epson's DuraBrite Ultra pigment ink to deliver prints that resist smudging, fading, water and most other liquids, and can survive outdoor usage and demanding storage conditions. Prints are long-lasting, even in direct sunlight, making the TM-C3400BK ideal for mission-critical applications, such as laboratory work or logistics.

As the TM-C3400BK has no need for thermal transfer ribbons, which carry a mirror image of the printout, security is improved for environments where data privacy is critical, including healthcare and government institutions.

David Ormerod, market development manager at Epson, said: 'Our customers wanted an alternative to the traditional thermal label printing technologies, and we believe inkjet is the answer. Epson inkjet technology brings many benefits to the label printing market, such as better print quality with greyscale capabilities, a wider choice of compatible media, and improved security. Most importantly, our DuraBrite Ultra pigment ink gives our customers the confidence that their labels will be legible for years.' With a print speed of up to 92mm/sec and an integrated auto-cutter, printing 100 labels takes less than three minutes.

ZT200 PRINTER SERIES **ZEBRA TECHNOLOGIES**

Zebra Technologies has launched the ZT200 printer series, a new line of printers intended for light industrial and commercial applications. The new series offers advanced printer integration capabilities and complete device management.

'This is an exciting time for barcode printers and other AIDC technologies as new adopters are turning to these technologies. The ZT200 answers the market need of small and medium-sized businesses interested in these technologies to increase business efficiencies,' said Richard Hughes-Rowlands, EMEA product manager, Zebra Technologies.

The new line of printers is durable and able to withstand harsh environments. The ZT200 series also helps limit ownership costs and maximizes printer uptime because it is easy to connect to the network and maintain without the use of tools.

**There are label printers
that are just as good as these.
They just happen to cost
ten times more.**

OKI proColor™



OKI proColor
Digital Web Press

Changing the game in commercial-grade digital printing.

With dazzling color, digital precision and the capacity to produce more than 10,000 4x6 production-quality color labels in less than an hour, the OKI proColor Digital Web Press can theoretically pay for itself its first day on the job. And whether you're running pre-die-cut or unconverted roll label stock, thanks to its durable construction, you can count on unsurpassed performance for years to come. You could easily pay ten times the price for a commercial grade label printer of this caliber, but we hope you didn't.



See us at LabelExpo in Booth #1350 to learn more
about our proColor products!

For product information or to schedule a demo, call **855.654.6777**

© 2012 Oki Data Americas, Inc. OKI, Reg. T.M., Oki Electric Industry Co., Ltd., Reg. T.M. Oki Data Corporation.

Scan now
to see it
in action.
(& prepare to be
impressed)



OKI®



Print on-site. On time. On the money.



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

To: Operative
From: Label commissioner

On 11-13 September in Chicago a great many label and package printing secrets will finally be revealed.

For years, over 400 exhibitors have been developing new technologies in underground laboratories, carefully hidden from prying eyes. Until now. These new machines and materials could completely transform your business and your competitors will do almost anything to get their hands on it. Why let them?

Come to Labelexpo Americas 2012 and be the first to see the technology in action. In addition to the hundreds of live demonstrations, we'll showcase cutting-edge flexible packaging and folding carton innovations in the Package Printing Zone and compare the latest solutions in the Laser Die-Cutting Workshops. Where else can you see that?

Good luck in your quest and remember to proceed carefully
You don't know who could be watching.

20% DISCOUNT

WHY YOU SHOULD REGISTER TODAY:

Save money: receive a 20% discount (\$55 instead of \$70)!

Save time: skip the lines and collect your badge from the pre-registration desk.

OFFICIAL CONFERENCE PROGRAM LABELEXPO AMERICAS 2012

Get **FREE** entry into the expo by registering for any of the conference sessions. Hear case studies from converters and brand owners and learn about the latest trends affecting your business.

SESSIONS INCLUDE*

- Panel discussion: editorial overview of the industry and current trends
- Global converter panel discussion
- Nanographic printing - the second digital revolution
- The benefits of going digital
- Maximizing your margins: sales tools for a converter
- What design means for the converter?
- How interactive labels will revolutionize our industry
- Anti-counterfeiting and security for brand protection
- CEO round table discussion
- Creating value by reducing waste across the PS value chain
- Package printing: opportunities for label converters
- Highlighting new developments in ink technologies
- A new era of flexo printing?
- Beverage panel discussion
- The future of combination printing

For the latest program visit: www.labelexpo-americas.com

*Correct at time of going to print, subject to change.



PACKAGE PRINTING ZONE

Package Printing is one of the fastest growing areas in our industry and dozens of exhibitors will be showcasing new technologies at the show. Much of this will be concentrated in the new Package Printing Zone (hall C).



SPONSORED BY:

UPM RAFLATAC



CONFERENCE PRICING

If booked before the show:

Single session: \$135

Three sessions: \$315

If booked at the show:

Single session: \$155

Three sessions: \$380

UNCOVER THE GREATEST TECHNOLOGICAL ADVANCES OF OUR TIME . . .

11 - 13 September, 2012

WHY YOU MUST ATTEND LABELEXPO AMERICAS 2012

By Ed Hesive

What you will see?

- Working machinery
- Cutting edge technology
- Multi-substrate presses
- Digital presses
- Laser die cutting
- RFID / smart labels
- Pre-press and plate making
- MIS
- In-line decoration systems
- Multi-process ink systems
- VIP substrates
- High technology label materials, films, sleeves and wraps
- Workflow solutions

Who should attend?

- Label printers/converters
- Flexible packaging printers/converters
- Folding carton printers/converters
- General printers/converters
- Brand owners
- Label designers
- Industry suppliers

DIGITAL PRINTING MASTER CLASS

Join an exclusive group (only 30 seats available) and get an in-depth overview from the experts. The 3-hour masterclass has always sold out in previous years, so hurry and book your place today!

Price: \$700.

LASER DIE CUTTING WORKSHOP

See how different laser die cutting solutions perform when we challenge them to run the same jobs on different machines from ABG, Delta International, SEI and Spartanics

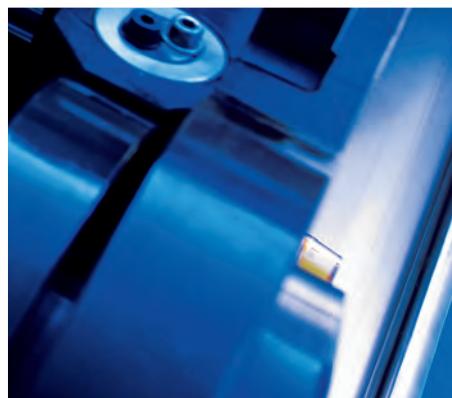
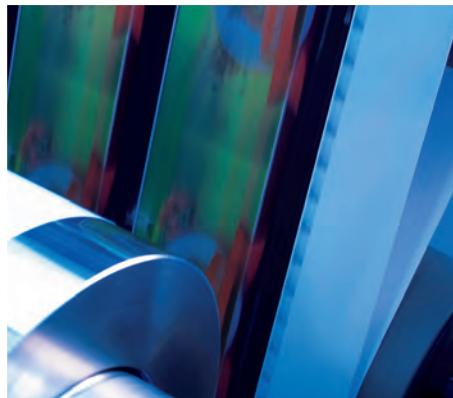
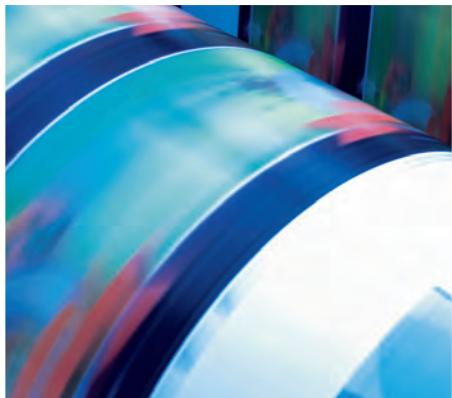
FREE
ENTRY



LEARN FROM
THE EXPERTS

START YOUR MISSION TODAY AT

WWW.LABELEXPO-AMERICAS.COM



Success and security for the labelprinter



11 - 13 September • Chicago

**LABELEXPO
AMERICAS 2012**

www.labelexpo-americas.com

Stand 5803

www.gallus-group.com

gallus

A partner of Heidelberg

Positioning your company for the road ahead

CONVERTERS must create an offering to inspire customers to take action, writes Bob Cronin, The Open Approach

Building your label enterprise means shaping it for the current, anticipated, future, and, of course, unforeseen needs of the client. You can have a superior product, more expensive equipment, and better hair gel than all your neighbors, but at the end of the day, a company's livelihood hinges on how well it responds to the customer. Differentiation is all good, and cutting-edge is wonderful, but you must have an offering that inspires customers to action.

This is sometimes a hard concept to grasp. Label entrepreneurs and print companies in general have enormous pride in their businesses. Their image of the value of the company can often be tied to the assets they have put in place. They have put together pieces in a fashion no one else can match. Indeed, our industry affords every owner to create their own unique company – in process, practice, people, technologies, and more. While we all might be producing a similar end product, every company does so in its own distinct way. It only goes to figure that label owners have a greater emotional attachment to their business, and stronger belief in their company's ultimate value. But sometimes what you build, no matter how great in theory, simply does not resonate with the client.

The fact remains; you can have a market-superior offering and die painfully. It could be a quick demise, or you could phase out. Think Beta tapes, WebTV, or stochastic screening. It does not matter how great your offering is if your customers do not embrace it, now – and be willing to exchange their mighty dollar for it.

You attend Labelexpo to find the latest and greatest in technologies, equipment, workflows, and the like. You participate in its sessions to hear stories from the trenches and get tips from the experts. As you meander the aisles or find a seat at a roundtable, consider how these new products and advice will be received by your specific market. It's a demanding climate out there. Forego the new add-on with the coolness factor. Make your decisions only on what will drive customer sales. And make sure you can back your investments with the solid marketing required for their introduction and pull-through.

Here are the top customer trends I see in the industry:

GETTING MORE FOR LESS

Customers continue to negotiate hard. Some nitpick every estimate to ensure absolute bottom-line pricing. Jobs that once required just two bids now parade through the RFP circuits and online (or reverse) auctions. Not only does this make it tough to maintain the client relationship, but also it spells disaster for your livelihood. Your Labelexpo investments must streamline processes, cut manufacturing overhead, and help you reduce pricing without reducing profit. Focus on the solutions that help you respond to this pressure. Think bundled offerings, distribution efficiencies, or solutions to fix areas where you have high costs. And make sure you can integrate these quickly.

BUYING MORE FROM FEWER SUPPLIERS

As buying moves from print procurement specialists to purchasing departments, customers are seeking to maximize their buying power, while minimizing their time in supplier management. Your Labelexpo investments should help support more of a one-stop value proposition. Look at your top 10–20 customers and consider two or three additions to your lineup that would be most convincing to them to select you as a preferred partner.

INNOVATIONS THAT BUILD BUSINESS

While customers may not be concerned with your profits, they are indeed concerned about theirs. There is a distinct trend in purchasing to seek out suppliers that not only produce the labels and packaging required, but also deliver features or benefits that create real value. Considering your specific customer base, what resources should you adopt that will help your customers reduce costs, improve marketing response, drive new sales, etc. What are the pain points in your customers' vertical markets? What can you offer that tangibly improves their business?

MULTIPURPOSE PRODUCTS

In the pulse of innovation, there is an emerging call for product convergence. The customer of tomorrow wants vendors who can supply products that can carry the brand and be the package. In the next few years, the label will not only protect contents and extend shelf life but also make the container more stable, improve shipment durability, or become all-in-one with the package. We've seen a huge change in shrink-sleeves since their original unveiling. We are seeing pressure sensitive labels with overlaminates being replaced by waterproof swatches. We are seeing outer



decorative labels grow to include postage and/or bills of lading. We can expect to see more novel solutions in this vein. What can your enterprise do to lead this charge? Can your presses accommodate thicker substrates that could help your customers bypass a component in their product manufacturing? Can a project you currently produce be combined with something else they purchase and help them skip a step (assuming YOU can handle both)? If you can collaborate with your client on a specific solution, you can solidify your position as a partner.

COST-EFFECTIVE DISTRIBUTION

For many companies, their greatest cost is getting their product to market. Reducing distribution costs is a huge driver. Products need to be lighter, transport cartons need to be more efficient, and shipping in general needs to capitalize on any possible freight advantage. Amidst the glitz and glamour of new presses, substrates, and technologies, head down the end aisles and look out for software, containers, and other solutions that can help reduce your customers' distribution costs. Then make sure you let them know about it.

PRICING MATRICES

Despite rising costs in just about every element of labeling, customers are looking for stability in their expenses. Pre-negotiated pricing matrices are a growing part of the business. Then, if they have a change, they know its impact ahead of time. You can no longer expect to improve margins with alterations. Make sure your workflow can accommodate on-the-fly adjustments and changes at little to no cost.

SUSTAINABILITY AND ENVIRONMENTAL CONSIDERATIONS

Customers want to look like they are saving the world while saving money. Using trees is bad, plastics are worse, and adhesives better somehow harmlessly vaporize at the exact point the labeled product is disposed of. You can respond to their needs by adding recycled stock to your house lineup, integrating biodegradable packaging options, or seeking out corn-based PLAs or adhesives. Yet, these products can add costs to the process. If your eco-friendly option is novel enough to give customers greater visibility or appeal in their markets, they'll be more likely to flip for the added expense.

PRODUCT IMAGE

To be successful, every company must be able to position their product as the preferred resource in the marketplace. Shelf image is critical. But this could mean looking like it is high priced, low priced, safe, healthy, eco-friendly, or a

LABELS & LABELING



ABOUT THE AUTHOR

Bob Cronin is managing partner of The Open Approach, an investment banking/M&A firm focused exclusively on the world of print. The firm's proven results have made it the exclusive member-recommended firm of PIA/GATF and IPW. For more information, visit www.theopenapproach.net, email Bob Cronin at bobrcronin@aol.com, or call +1 630 323 9700.

host of other things. In our market, the driver of the most important and meaningful component of image is the label. How can you better approach your customers' products to communicate the image that sells? Could you make a manufacturing change that could yield advantage? Too often, we simply process the job without giving it another thought. What you can do for your customers related to image can result in measurable value.

SECURITY

Certainly, no discussion of label trends is complete without the topic of security. Trackable, tamper-proof, shoplift-resistant, integrity-assuring products will be a veritable requirement in coming years. Yet, each vertical has its own dynamics. While RFID has not taken off in retail as expected, it has become huge in healthcare. Electronics, wireless devices, and groceries also have their own unique drivers. LabelExpo will offer a showcase of the latest and greatest in the security category. Think through the arising, relevant security pressures in your customers' industries before allocating your investments. Perhaps a combination of such items can give you a competitive edge.

It's a tough climate out there. Going forward, every label company must be astutely aware of the dynamics of the customer and be actively growing, changing, and improving to accommodate their needs. We know the customer is valuable to our businesses. Let's show them how valuable we are to theirs.





xpedx is full service

equipment | consumables | media & substrates
to support
production digital | offset | wide format | flexographic

 MacDermid
Printing Solutions

 ESKO artwork

 Kodak

 3M

 Adheso
graphics.
Building You A Better Image!

 BETA INDUSTRIES
The Quality Control Company

 Fiberweb®

 Texwipe®

 LEVERWOOD
KNIFEWORKS

 SANTEC
corporation

 TOWER
Excellence in Precision Chemistry

 x-rite

Visit us at **Labelexpo Americas & Graph Expo**

 xpedx®

xpedx.com



xpedx, a business of International Paper © 2012



KNOW HOW & MUTUAL GROWTH



THE FINISHING COMPANY

Since 1973, we have been designing and manufacturing machines for the label finishing industry: inspection, die-cutting, matrix removal, slitting, rewinding, overprinting and personalization.



www.praticompany.com

Converter claims TTI breakthrough

A 'REVOLUTIONARY' TIME TEMPERATURE LABEL constructed on a specially adapted Mark Andy press could lead to a huge reduction in food wastage. Carol Houghton reports

Working on behalf of a group of investors, John Robinson, product development consultant at Dynamic Input, approached Nik Richardson at Open Life Packaging Limited (OLPL) eight years ago to work on an exciting project – a new time temperature indicator (TTI) system called Oli-Tec (Open Life Indicator Technology).

The idea of producing a new type of self adhesive label with universally understandable product life cycle indicators – green/'good', amber/'consume now, I'm about to go off' and red/'do not use' – was originally conceived by Alex McLennan. He convinced the InTray investment group to take up his idea and they in turn employed Robinson.

In the early stages, the partnership worked with Leeds University in the UK to develop the basic science behind Oli-Tec, as Richardson explains. 'There are two sides to the project; the science (how it works) and how to make the label

"Building patented technology onto a Mark Andy 2200 base, the Alpha machine for pilot production is now finished and in the process of being fine tuned"

(production). It took a while, playing around, to get the science right and find a robust solution.'

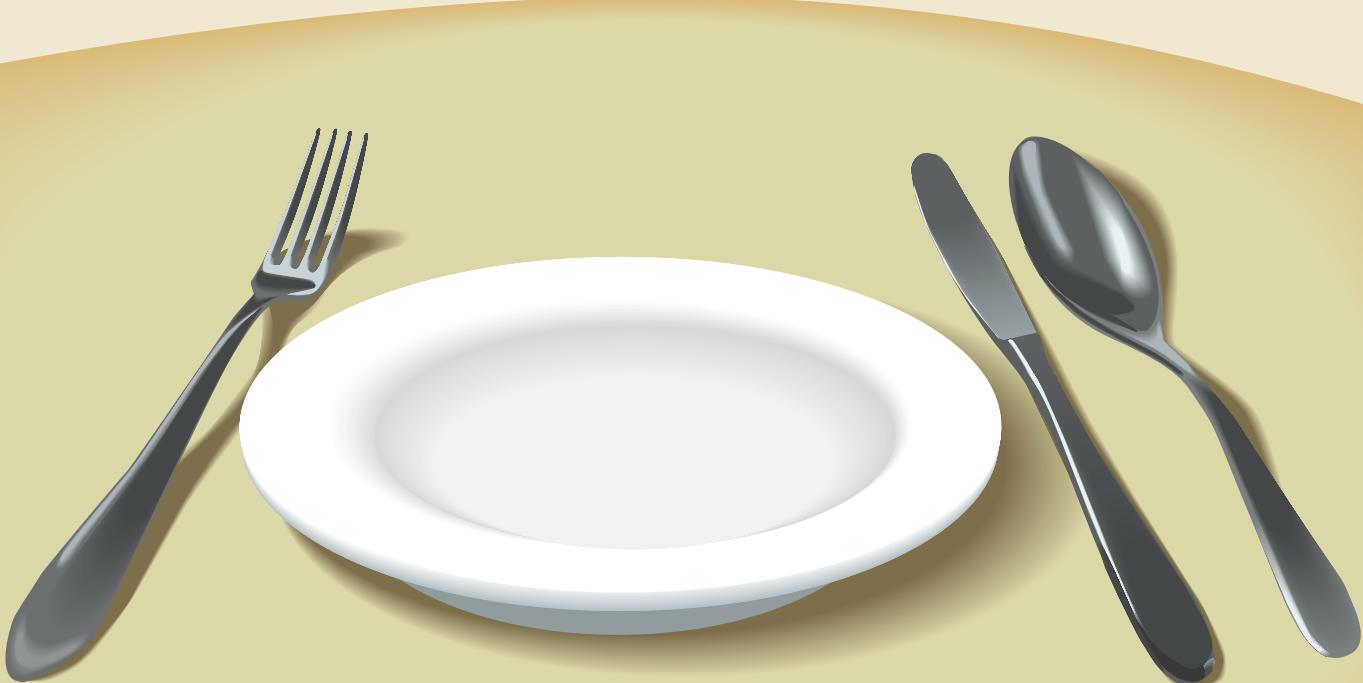
With the help of his late father Mike – then MD of Mark Andy UK – Richardson built a relationship with Mark Andy USA to partner and support the project, offering the knowledge required to make the label. 'We spoke with MPS, Nilpeter, Edale etc to assess and evaluate the options but given our existing relationship with them, and as an

English speaking company, with a global network, we decided Mark Andy was the best option.'

An agreement was finalized five years ago, enabling OLPL, InTray and Mark Andy to begin designing and developing the machine. Manufactured at Mark Andy's headquarters in St Louis, USA, and building patented technology onto a Mark Andy 2200 base, the Alpha machine for pilot production is now finished and in the process of being fine tuned. County Labels (see boxout) has

BUSINESS STRUCTURE

The Oli-Tec technology will be licensed out by Open Life Packaging, which owns the production rights to Oli-Tec while investment group InTray owns the patent rights. The licence allows the purchase of the dedicated machine which produces and converts the Oli-Tec label. The machine itself is complex to operate, so OLPL plans to open a dedicated training centre for press operators.



OLI-TEC labels use an internal timing technology to respond to temperature change



GREEN
Good



AMBER
Best Before /
Consume Me Now



RED
Use by

created a clean space for it at its facility in Macclesfield, UK, but it could possibly be located close to the Mark Andy USA facility.

Richardson predicts the Beta model could be up to ten times faster than the current system and expects there will be a label to show the market by September.

THE LABEL TECHNOLOGY

The Oli-Tec label is a multi-layer construction. The base layer comprises multiple 'reservoirs', each containing different fluids. The middle layer contains multiple 'conduits' – or capillaries – of differing lengths filled with High Viscosity Media (HVM), which connect into the reservoirs below to allow the fluids to react with each other. The top layer acts as the 'start mechanism' for the label when partially, or peelably, removed – at the point of packaging for fresh produce or the point of opening for pre-processed goods. It also has surface decoration and a viewing window.

The label is designed so that any internal failure – for example due to external trauma – triggers a 'fail safe' mechanism, resulting in a red indicator.

'The science behind the label is proven and accurate,' says Richardson, 'It is a true TTI, working with velocity and enzymes. There is no ambiguity about if a product has gone off, as the color change happens within a 40 second period'.

Label designers looking to incorporate Oli-Tec will need to be aware that currently the label shape and size is limited by the length of the capillaries required to measure the product's life cycle. The construction means the label is relatively thick, with up to six

layers of film – all made, incidentally from recyclable, non-toxic material. The material remains flexible and can be applied on traditional PS applicators. 'In fact the thickness of the label aids application,' says Richardson.

IN USE

Current systems used to measure food freshness – 'best before', 'display until', 'use by' and 'use within' are simply storage guides. In contrast, Richardson says the internal timing technology used in Oli-Tec adapts to temperature changes, better protecting the consumer.

As products like pharmaceuticals, move through the global supply chain – especially to developing countries – they are exposed to 'flash' or sudden temperature changes which may affect the color change on existing TTI labels using thermographic or related technologies. Oli-Tec is claimed to be more accurate as it looks at the life-span of the individual product. It evaluates the time the product is exposed to the temperature and whether it is long enough to damage the product. Richardson adds, 'It mirrors the actual product rather than the exterior packaging. This is key.'

Suitable for food, pharmaceutical and cosmetic applications, Oli-Tec can be designed for a specific product and temperature – for example omitting the amber stage for pharma and making the label change on seven to 10 days as opposed to 10 to 14 days at a set desired temperature.

Oli-Tec also has key functions once a product has been purchased. Jars of pasta sauce, for example, are often left

'Because Oli-Tec is activated only at the packing stage for fresh foods, retailers can give much more accurate use by dates compared to the current system, reducing the cost of thrown away, but still edible produce'

in the refrigerator and forgotten about. 'The "amber" stage is a huge part of the whole project. It is a call to action for the consumer,' says Richardson. 'The label is a food management system for the consumer, better than the visual, taste or smell tests many of us rely on currently.'

Similarly with products such as spices, which, kept past their best, can damage a brand's reputation as the quality and taste deteriorate.

Because Oli-Tec is activated only at the packing stage for fresh foods, retailers can give much more accurate use by dates compared to the current system, reducing the cost of thrown away, but still edible produce. Retailers could discount produce with amber labels while red would highlight the last day of sale with a final discount. Richardson also believes Oli-Tec could aid brand loyalty as consumers actively seek out these products with this technology.

OLPL is currently working on validating its technology in cooperation with the FDA, the UK's department of food and rural affairs (Defra) and various specialist laboratories. It is also looking for end users to pioneer the technology in return for an exclusivity period.

COUNTY LABELS

Based in Macclesfield, UK, County Labels is a growing business. It was founded in 1987 by Nik Richardson, at the age of 21, with just a hot foil machine in an old barn at his parents' farm.

The current 22,000sq ft plant is located in an old mill building and still specializes in hot foil and flexo printing, using Mark Andy 6- and 8-color machines. Other specialist work includes high end holographic security labels. In the last three or four years it has begun converting plain labels, a sector of the business which is growing significantly.

Celebrating 25 years in business this year, County Labels has 28 employees and a four million pound turnover.

For further information contact Nik@Openlifepackaging.com.

The website www.openlifepackaging.com will be online by the end of August 2012.

Invisible Brilliance That Is Clearly Different



Introducing STA's 1193 Overlam. Super Thin. Superior Quality. Superlative Clarity.

Ultra Thin #1193 is the newest and thinnest innovation in our extensive line of self wound overlaminates. At only 0.60 mils (0.83 mils total), it has substantial durability and is stronger than the competition. It is also backed by our guarantee of quality that our customers know and trust.

Since 1976, STA has supplied the labeling industry with superior overlaminates that protect and enhance labels of all types. We are the #1 overlamination brand in the US with high-performance products that are ready to ship anywhere in the US from our plant and warehouses. And STA's sales and support people will guide you to the perfect solution—for your product, your bottom line, and your peace of mind.

The World Leader of Overlamination®



SEKISUI TA INDUSTRIES, LLC

Subsidiary of the Sekisui Chemical Co., LTD., Japan
6131 Knott Avenue, Buena Park, CA 90620 Tel: (800) 258-8273 Fax: (714) 868-8696

Order available through



NO MATTER HOW GOOD YOUR PIT CREW Stopping Your Press for Roll Changes Costs Time and Money



**RUN NON-STOP FROM GREEN LIGHT TO
CHEQUERED FLAG WITH MARTIN AUTOMATIC
ROLL CHANGE TECHNOLOGY**

With more than 8000 successful web-handling and automatic splicing installations worldwide, our 44 years of experience is second to none.

Martin technology has simplicity designed-in to ensure that it performs efficiently and reliably in today's global working environment where continuous operation is taken for granted.

With the ongoing rise in raw material costs, the need for sustainability becomes primary.

- Improve substrate usage by reducing waste
- Improve press uptime with automatic roll changes
- Improve print quality with constant printing speed
- Improve output per shift with fewer stoppages
- Improve your bottom line with better machine utilisation



11 - 13 September • Chicago

**LABELEXPO
AMERICAS 2012**

www.labelexpo-americas.com

STAND 811



Martin Automatic Inc

High Performance Splicing, Rewinding and Tension Control Systems

www.martinautomatic.com

OUR EXPERIENCE... YOUR ADVANTAGE

Will shrink sleeve growth be stifled by recycling issues?



AWA hosted over two hundred attendees, including a number of big-name brand marketers, at its International Sleeve Label Conference and Exhibition in Cincinnati earlier this year. Corey Reardon, president of AWA, said, 'The sleeve label market is growing, is dynamic and an opportunity for growth in package decoration. Still we are seeing some challenges with recycling materials as are all packaging sectors.'

Brands enjoy the 360 degree decoration capability of shrink sleeve labels, the vibrant colors and design for contour that the technology offers, which is why environmental issues need to be addressed immediately. Shrink sleeve decoration achieved six and a half percent growth globally in 2011 and five percent growth in North America and Europe.

According AWA's 2012 shrink sleeve report, global brands are specifying alternative materials to replace PVC for sustainability and recycling reasons. There has been some development around PLA, but tests have found the material difficult to convert and difficult to handle in the recycling stream. There is a rapidly rising concern in Europe and North America surrounding shrink decoration materials for labeling PET containers, with good reason.

MOST AND LEAST RECYCLABLE MATERIALS

On March 1 NAPCOR, a trade organization for the North American PET plastics industry, released this position statement: 'Containers with full-body wrap labels as a percent of bale weight has increased from 0.65 percent in 2007 to three percent

in 2011. The association says the key challenges with cradle-to-cradle recovery for shrink labels are: the blinding of auto sort devices; difficulties removing labels; melt and bleed with regard to adhesives and inks.' (<http://www.napcor.com/pdf/NAPCORfullwrap.pdf>)

The Association of Postconsumer Plastic Recyclers (APR) published its statement on March 9 finding 'all sleeve labels to be unsatisfactory' with regard to viable recycling in current infrastructures. The only label to pass satisfactorily was a polypropylene wrap label that does not shrink. Both associations are looking to the value chain to innovate so that more plastic materials can be re-processed and sustainable design is used in the development process. (http://www.plasticsrecycling.org/images/stories/doc/apr_shrink_sleeve_protocol_report_3_15_12.pdf)

It is clear that the issue of shrink sleeve label recyclability has reached a critical point. According to Dave Cornell, technical director at APR, who represents 20 PET recyclers in the US, 'The label resin must be compatible with the bottle side wall or it needs to be separable. Clarity of PET resin is what sells. When you print on a label it can carry over to the resin and tarnish clarity.'

Adhesives were said to scorch, burn and cinder in the PET recycling process that reaches 270 degrees C, creating yellowing specs and

haze. He continued, 'If you can avoid the adhesive it is a good thing.'

SHRINK DESIGN FOR RECYCLING

The two main ideas tossed around at the conference to overcome recycling stream compatibility issues for shrink sleeve labels:

- Shrink labels designed with a perforation that allows consumers to remove the label prior to disposing of the container into recycling outlets
- Floatable materials that easily separate and remain buoyant in the wash-out process.

The problem with the first proposal is whether consumers can be enticed to remove the labels and how quickly the industry can adjust to making changes to perforate labels for removal while maintaining performance.

Within the SPCs' labeling for recovery project, committees are working on floatable label performance. The hang-up with this notion is the ability of recycling conveyer sensors to tell the difference between shrink-wrapped bottles and wet-glue or PS labeled containers. They only read 'PET' or 'no PET'.

Other questions include whether a floatable design would impact the PP and polyethylene cap recovery stream. Would de-labeling equipment be required? If the labels can be effectively removed, is shrink a better decoration choice when it comes to environmental impact? What about the ability to recycle the label material? Would that require air

or water elutriation (a process for separating lighter particles from heavier ones using a vertically-directed stream of gas or liquid)?

APR SHARES TIPS

Cornell confirmed that wraparound PP labels separate very nicely in the PET recovery stream and explained that the near Infrared NIR auto-sorting machine cannot see through an opaque label. 'The sensor is unable to penetrate through the label, so defaults to 'not PET' and the container is kicked out.'

Cornell suggests designing labels with transparent panels to give the auto sorting machines a chance, yet such designs impact the marketing goals of brands selecting shrink sleeve decoration.

He said, 'The density needs to be well below 1.0 (.995 or less) in order for material and polyester to separate (Plasticsrecycling.org). None of the currently used materials are good – OPS, PETG, PVC, PLA all sink.' Stretch sleeves made of LDPE had also not performed well in early tests.

PET sinks and PP floats. If the label sinks, then the label color mixes with PET. So there is an opportunity to develop an effective shrink material with a surface layer of PET that allows sufficient identification in the conveyer systems and still floats.

There are two issues when it comes to shrink label substrates and PET flake contamination. Firstly sleeve labels are relatively

thick and PET bottles are about half as thick as they were five years ago. This would require improved elutriation.

The second problem with regard to PET flake contamination and a perforated zipper design relying on mechanical separation is that such automated technology is proprietary to PET recyclers, so not every recycler has such integrated systems.

Cornell suggested, 'We need competitive polyolefin labels. Polyolefin floatables are a revenue stream. Recyclers are survivors and they have to have something to work with. Demand is twice the supply.'

SUSTAINABLE SHRINK INNOVATION

CCL introduced a new LDPE material, TripleS, that is a stretch sleeve that offers design and application benefits and a few environmental perks. Mike Fairley covered this introduction in detail on page 21 in Labels & Labeling issue 3. MRI Flexible Packaging too discussed its LDPE-based stretch sleeve development, C-Fit.

Both C-Fit and TripleS are claimed to reduce material and costs by around one third. An additional benefit is that the stretch technology requires less energy, on average 5.75 kwh versus 85.5 kwh, to apply the label to a container. Stretch sleeves require no glue or solvents; they should create no ink bleed and hold a specific density less than 1.0 so it becomes buoyant in the pre wash process.

Karville's Raul Matos encouraged the use of promotional labels in coordination with a perforated shrink label design to help educate consumers. Global brand owners such as SC Johnson, heavily involved in the SPC, must also be informed. Matos also called for

MAKE SHRINK SLEEVES RECYCLING COMPATIBLE

- Establish visibility in auto separation
- Workable perforated zipper that's easily removable in separation or pre wash
- Utilize floating resin or floating structures

PERCENTAGE OF MATERIALS USED FOR SHRINK SLEEVE LABELS IN 2011

PVC	54 percent
Pet-G	21 percent
PE 1	1 percent
PP, PP	0 percent
OPS	9 percent

Visit us in Booth #1547

*Paper
Film
Foil
Patterns
Piggyback
Digital
IRC
Release Liner
Wine Label
Thermal
Sheeted*



Pressure Sensitive Labeling Solutions



A leader in the pressure sensitive adhesive label industry since its founding in 1980, Technicote, Inc. is pleased to offer a wide variety of products to meet the demands and challenges of today's market.

Technicote specializes in manufacturing custom label products to service converters throughout the United States, Latin America and Canada through its three sales divisions: Technicote pressure sensitive roll label products, Sil Tech silicone coated release liner, and Strata® pressure sensitive sheeted products. From material identification to product recommendations and certifications, our experienced team of technical professionals are on hand to provide guidance and support for your next label application.

To learn more about Technicote's product offering and service programs from any of its three sales divisions, please contact your sales representative directly, or request pricing and samples by calling 800-358-4446.



Release Liner



Pressure Sensitive Roll Label Products



Pressure Sensitive Sheeted Products



the establishment of label converting guidelines for electro-optical scanners.

Eastman Chemical shared its progress on developing awareness around the environment and shrink sleeve decoration in an effort to avoid the pressures that NAPCOR and APR are applying.

Tri-City Beverage and Eastman Chemical collaborated with 16 Virginia Tech industrial design and graphic arts students on a six-week project to develop Eastman Embrace copolyester shrink film label concepts for Dr Enuf, a long-standing beverage brand on the East Coast, with the aim of enticing consumers to remove the label and recycle the container. The project refreshed an old brand and makes sustainability fun. A video about the project can be watched here. http://www.youtube.com/watch?v=wmFvHDB9_I0

As brands look to embrace shrink sleeves to increase sales and reap the other benefits of the decoration technology, the labels must be designed to empower and educate consumers and must allow recyclers to viably close the recycling loop. Cornell was sure to tell attendees that APR is not out to stifle innovation, but that solutions must be found that can benefit everyone in the supply chain.

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



(L-R) Claudia Fabbri, sales manager, Micaela Roncaglia, customer care and marketing manager, Chiara Prati, sales director

PRATI EVALUATES GREEN CREDENTIALS

As carbon footprint becomes more important for customers, finishing systems manufacturer Prati looks into the possibility of becoming carbon neutral.

'Customers are asking more about our carbon footprint,' said Chiara Prati, sales director at Prati. In response, the company is evaluating its eco-friendly credentials with the possibility of applying to be certified as carbon neutral.

The new headquarters, opened last year in Faenza, Italy, was designed and built with sustainability in mind. The floor is eco label certified and no resin has been used. Walls are 37.5cm thick in order to keep the cool in and heat out, in addition the glass windows are designed to reduce the amount of heat that enters the building. Most of the factory's light is natural but low energy consumption

lights are used where needed.

Solar panels have been installed on the roof to generate electricity and heat water. However, Italian law insists you cannot use your own electricity and it must be sold.

The company uses only ROHS products and materials requiring no additional method to recycle them. No heavy metals are used and all machines are made of recyclable materials.

A tank with the capacity to hold six tonnes of water is buried four meters underground, collecting rain water which is then recycled for use in the garden and toilet flush. 'It was a huge investment,' added Chiara Prati.

A kind gesture to staff – many of whom still live near the old factory – is the company bus, which transports them to and from the new facility each day.

Label Traxx – fully-integrated management software for label converters



Efficiency is a key route to improved profitability.

Label Traxx MIS was designed and built specifically for label converters to unify all departments within your business.



Estimating: label estimating for the full gamut of conventional and digital equipment



Prepress: tools for managing artwork, proofs, plates, digital print files and JDF integration with EskoArtwork AE10



Production: production planning, inventory management, label-specific purchasing



Shipping: integrated shipping documentation



Accounting: full management accounts integrated with sales and purchasing



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

US OFFICE Info@LabelTraxx.com
www.LabelTraxx.com

UK OFFICE Info@LabelTraxx.co.uk
www.LabelTraxx.co.uk

Latin America - Australia



Verso strength and stability.
Now available in a label paper.



aspect™ C1S Label
by VERSO®

- Strength
- Stability
- Reliability
- Performance

A bright white sheet that is stable and strong, Verso's **aspect™ C1S** cut and stack and pressure sensitive label products deliver outstanding print quality and exceptional performance. Want reliable service? Turn to a reliable supplier.





Narrow investments balance wider portfolio

WIDE FORMAT specialist Flower City Printing/Packaging has invested in flexography and digital, expanding its full service business platform, writes Danielle Jerschefske

Flower City Printing in Rochester, New York, got its start in 1970 as a commercial printer in the offset world servicing the consumer-facing manufacturing firms in the upstate New York area. As the business grew and evolved to meet the various needs of the company's broad customer base, a decision was eventually made to invest in a wide format 55" KBA Planeta to print cut and stack labels. This investment beat a successful path forward in the larger display and POP markets.

Today Flower City continues to print a wide variety of work in the food and beverage markets for national retail chains and consumer product companies. It offers a wide range of print services including displays, labels, folding cartons, kit-packing and fulfillment, POP materials and garment tags. President Bill Oliveri explains, 'In this way our customers deal with one point rather than multiple, allowing them the flexibility to easily obtain efficient and speedy production no matter what volume, type and size of product they require.'

As the market evolved towards shorter runs printed more frequently, the converter adopted narrower technology to maintain a profitable business model. It has also invested in a complex, internally developed software system that streamlines the scheduling and production of these various print routes.

NARROW WEB EXPANSION

Flower City first invested in flexography a couple years ago, adding an 8-color 13" Nilpeter FB press. Since then the converter has experienced significant growth in its flexographic business in two key ways.

Firstly by pulling offset work from the wider sheet fed presses for efficiency in production. 'A lot of our existing work fits flexo better,' explains Oliveri. 'We are also expanding and

capturing new business with more work suited to flexo from our current customer base.'

The pressures towards lower volume label work persuaded the converter's management to expand the company's flexo capability and to seriously review digital printing options.

Kirk Ellsworth is general manager of the Lee Road facility, housing the flexographic and kit-packing and fulfillment departments. 'Our offset production numbers showed more waste in shorter runs and multiple make-ready situations than we knew would be the case for a flexo press,' says Ellsworth. 'Enough work was small enough to necessitate the ultra-short run capability that only digital printing can handle.'

Flower City selected the Nilpeter Caslon hybrid option with inline FA-4 flexographic printing because of the inherent flexibility of integrating flexo and digital printing processes. The press is configured with four flexo stations and two die stations around the Caslon 4-color inkjet module.

SUSTAINABILITY

Flower City Printing has long been a steward of the environment. The environment has been taken into account with all manufacturing and capital investment decisions since the business started. The converter has been recycling its paper for a number of years and is Chain of Custody certified with PEFC, SFI and FSC forestry stewardship programs.

For the last five years the converter has pumped offset press coatings and inks direct to presses thereby eliminating the use of 12,000 to 18,000 ink cans each year. And in the last nine months the converter has installed a system that recaptures solvents to be re-used in the offset printing process.

Oliveri says, 'Sustainability is not only a buzz word. We all have the responsibility to leave the planet as a nice place for future generations to enjoy.'



The 16" Caslon hybrid was installed in May 2011, followed quickly by the installation of a stand-alone 12-color all UV 16" FA-4 in July 2011.

'The Caslon supports effective production of lower quantities while keeping cost down, and we don't have to compromise with the quality,' says Ellsworth.

Several people within Flower City have been trained to run the Caslon. The main operator is a successful homegrown employee with a digital background. The company gave him flexo experience on its existing Nilpeter FB press prior to the hybrid installation. Now operators have the ability to tag team work using their skills and experience operating a multitude of printing processes.

'This technology has surpassed our expectations as far as quality and capabilities,' says Oliveri.

The converter produces a lot of sheeted labels within its flexo division, as well as tags and narrow-web work on card stock, and is producing some PS and supported film materials. There are sheeters on all of the flexo machines. All digital plates are manufactured in-house for both the offset and flexo sides of the business.

Many of the labels produced at Flower City are still produced using its wide format offset machinery because of the nature of the work. These same machines are used to produce the larger POP, retail display signage and carton packaging work. There are a total of nine presses from 40" to 73"; two to eight colors and inline UV capabilities.

MULTIPLE LOCATIONS

Flower City operates with over 300 employees at three locations within Rochester. One plant is dedicated

to converting rolls to sheets for offset production; another houses the offset presses, main offices and finishing department; the third plant is where flexographic and digital labels and tags are produced, and where kit-packing and fulfillment takes place along with warehousing.

The converter's e-scheduling system is outstanding. It orchestrates the various streams of business within this unique and complex printing operation. A handful of associates collaborated to write the code for this visually friendly system. In the scheduling department located in the main offset building, there are 14 monitors that give detailed snapshots of orders to the minute, which can be pulled up on any internal computer.

The various run speeds of the presses, average make ready times, average time required to complete repeat orders and more production details like shift hours – there are three shifts Monday through Saturday – have been programmed behind the code. The system organizes and can recall data from order placement through fulfillment. Each plant with its respective responsibilities and processes is linked together.

This system is critical to the company's success, particularly when it comes to kit-packing, which refers to the printing, finishing and organizing of in-store displays and shelf promotions. Often customer work is delivered to multiple locations, so production and fulfillment have to be in constant communication to ensure on-time delivery without any pieces of the kit missing upon delivery.

One kit-packing customer can have as many as 150 items such as signs, banners, danglers, shelf talkers, and labels that must be packed into one kit and delivered to hundreds or even

thousands of retail outlets. All this is scheduled within the customized management software.

FINISH WITH FLOURISH

Flower City's finishing department is filled with state of the art equipment and has an extensive die database so that operators and assistants are able to find the required tooling quickly.

There's a machine for adhering materials together, two new flexo folder/gluers recently added to two older systems for a total of four, straight guillotine cutters, saddle stitchers, and embossing equipment. If a customer is looking for a particular look or feel for their print communication, Flower City can make it happen.

The company has full-time structural designers on-board who use CAD systems to create virtual folding cartons and POP signs. It will also produce prototypes for customers to experience an idea more fully.

Flower City has made the shrewd decision to incorporate narrow web roll-fed flexo and digital technology into its business to expand the services it can offer. It is a novel and fascinating business model.

'FLOWER CITY' LILACS

In 1892 20 varieties of lilacs were brought to Highland Park in Rochester, New York after an endowment of 20 acres of land in 1888. Frederick Law Olmsted, famous for designing New York City's Central Park, was responsible for the final development of Highland Park. Today over 500 varieties of lilacs cover 14 percent of the park's acres. Rochester's famous Lilac Festival features a beautiful array of blooming flowers, attractions, and special events that signal the arrival of spring.

See it at:
Label Expo Americas Booth #6412
Fachpack Germany Hall 7/7-532

One of a kind.



VersaUV LEC Series
UV printer/cutters

Print, varnish, emboss and diecut micro-run labels.
With a single device.

Now you can create stunning micro-run labels with a single, easy to use device. The VersaUV prints vibrant CMYK, White and Clear for varnish and embossing effects, then automatically cuts dielines on a wide range of label materials. Produce truly unique labels of virtually any shape, size and texture, with no plates, dies or film. And set yourself apart.



For more information or a free sample visit www.rolanduv.com.

Imagine.  **Roland**®

Are you searching for an innovative solution?

Stop by to see
Ashland's complete
line of products for
adhesive and coating
applications.

LabelExpo 2012
Booth 1320

ashland.com



* Registered trademark, Ashland or its subsidiaries, registered in various countries
™ Trademark, Ashland or its subsidiaries, registered in various countries
® Trademark owned by a third party
© 2012, Ashland AD-11712

ASHLAND[®]

With good chemistry great things happen.™

Story telling

JOHN FOLEY JR, CEO of Interlink1 and GrowSocially, encourages label converters to put their story at the center of the company's marketing plan

I recently had a great discussion with one of our clients. During the discussion we talked about the 'story' of his company and immediately I could tell from his enthusiasm and passion while he spoke that he really enjoyed telling that story (and it was great listening to it as well!). It quickly made me think about all of the label printing companies that I've been involved with throughout my career so far and there is definitely a commonality between most of them.

The commonality is that many of those label printers have a rich history behind their brand. In many cases the story is something around the fact that the company started in a one car garage with a single color press, the current owner is a fourth generation label printer, and so on.

Now some of you may be saying, 'my customers don't care about the history; they just want the best labels at the best price.' If you're saying that then you're really missing out on a huge opportunity and I'll tell you why.

The rich history of your label company needs to be shared; sharing the story online is a great place to start with your online marketing strategy. The reason it's important to share your story is because it helps humanize your brand. If you attended my webinar last week you know humanizing your brand is something I stressed quite a bit. Humanizing your brand is important because it gives your company a human face and feeling as opposed to being viewed as just another company that is trying to sell.

So want to know how to share it? There's several ways to do that:

- Add a 'history' page to your website where you can share the story of your company
- Incorporate a 'landing' page along with the story so visitors can enter their information to request more information
- Share the URL for the story on your social networks — post a quick snippet and link it back to your website

- Create a Facebook page and a Pinterest page where you can share pictures that represent milestones in your company's history over the years. The Facebook timeline feature is perfectly suited for this. And with the growing popularity of Pinterest, it certainly makes sense for label printers to put that site to use for them as well.

These types of steps will help to increase interest in your company within your targeted audience. It will also drive them back to your website.

Once they are at your site and read the story, they could use the landing page to request more information – and that's what we call an inbound lead!

Would you like to learn more about how your printing company can use online marketing and social media to reach prospects and customers? Then please visit the *Grow Socially* booth #3802 at *Labelexpo*.



Turn your silicone coater into a superhero.

There's a side to your silicone coater that you never suspected. Now you can use it to raise productivity, improve cost-efficiency and get better quality – with Ahlstrom's revolutionary Acti-V™ release paper.

With Ahlstrom Acti-V™ newly developed technology, release paper is no longer just a carrier. Ahlstrom Acti-V™ plays an active role in silicone curing and anchorage. Curing is faster and requires less catalyst. Anchorage is stronger and more stable even in challenging environments.

You can switch to Ahlstrom Acti-V™ right now and enjoy the benefits immediately. And because there's no change in physical properties, or in converting and end-use performance, you won't have to alter technical data sheets or re-qualify with your customers.

Flexibility, quality and certainty made easier. It's how our research helps you stay ahead.

For more information,
please visit us at ahlstrom.com
or contact us at release@ahlstrom.com



Stay ahead™

AHLSTROM

smart future

CAROL HOUGHTON rounds up the latest in smart label technologies

SOCIAL MEDIA AIDS REBRAND

Wyke Farms, the UK's largest independent cheese producer and milk processor, has asked the public to cast a vote on the three final packaging designs shortlisted for its packaging rebrand.

The campaign will begin with the company's Facebook community of approximately 5,000. The company says is committed to accepting the 'wisdom of the crowd' and will be putting the chosen design into production this autumn.

The rebranding exercise will give Wyke Farms its first major redesign since 2009 – when zip packs were introduced. It is hoped the move will improve its block branding, making the Wyke Farms area on the shelf more visible to the shopper, while retaining its 'premium image and farmhouse feel'.

Richard Clothier, third generation family member and managing director, Wyke Farms, said, 'Good proactive consumer engagement like this is often talked about within our industry but rarely seen. We are proud of our transparency and our ability to embrace ultra modern practices within our traditional business.'

STICKY LABEL OPENS UP NFC TO MOBILE PHONE USERS

SES RFID Solutions has expanded its RFID component and transponders business into the rapidly growing Near Field Communication (NFC) market. The company's Mobile Phone Sticker family now enables mobile phone users to utilize NFC services.

The self-adhesive stickers are less than 0.6 mm in thickness (+0.04 mm) and available in three standard formats – 48x25 mm, 44x22 mm, 28x19 mm. They can be delivered with all standard NFC and ISO 14443 chips.

The integrated ferrite shield layer ensures communication between the sticker and a NFC reader system – even when placed on metallic surfaces or directly on a mobile phone battery. Optional services include custom sizes, full color printing and chip programming/personalization.

The pre-punch NFC Card Series (TIC-XX) allows customers to personalize the mobile sticker on standard ISO card size printers. After programming and printing, the mobile sticker is broken off from the ISO card body and attached to the mobile phone so users can complete low volume and individual personalization on standard card equipment.

The NFC-Ink Jet Printable Label Series XX SCIP labels are delivered in a three by three layout on an A4 size sheet. The self adhesive labels can be printed using common office inkjet and laser printers. Options include a three by three or six by six layout and chip programming.

ID&C GO CASHLESS

Manufacturer ID&C provided radio frequency (RFID) wristbands to enable more than 10,000 attendees at the Isle of Wight Festival in June to make instant payments for food and drink throughout the site.

Prior to the festival, ticket holders were able to upgrade their standard wristband to an RFID one, which when activated, was linked to their debit or credit card.

A number of top-up points were dotted around the site and some vendors accepting the cashless payments were able to tell punters how much credit was left on their wristband. After the festival, any unused credit would be automatically refunded to their card.

PRINTABLE DATA STORE

A polymer ink which allows secure data to be printed directly on a label or carton is now available on the full range of pharmaceutical packaging products supplied by German converter August Faller. This follows Faller's investment in Certego, a management buyout of the Bayer group which develops optical storage elements for use with packaging or ID card systems. The investment gives Faller the exclusive, worldwide license rights for Certego's Printable Data Store technology in the pharmaceutical packaging market.

Printable Data Store is a self-contained system that allows up to five MB of information to be saved directly on the packaging, independently of external data sources. The polymer ink is applied with conventional press technology, allowing overt, covert and forensic security features to be designed for each individual package.

An optional encryption and reader system can also be supplied, allowing different user groups to simultaneously store secure information on the packaging. The technology can withstand temperatures up to 160 degrees Celsius and is resistant to damp and electro-magnetic fields.

'With the fully developed Bayer technology which has been assumed by Certego, we can set new benchmarks concerning printable, digital data storage combined with our knowhow in pharmaceutical packaging,' said Dr Daniel Keesman, managing partner of August Faller. 'We can offer our customers a unique innovation for anti-counterfeiting and track and trace solutions.'



RFID wristbands allowed festival goers to pay without cash



SES RFID Solutions' Mobile Phone Sticker family



Eagle UV™ Inkjet System



Finally, an inkjet system designed for flexographic and web printers.

Solid 4.25" or 8.5" Print Heads

- Suitable for multiple lanes of small or large barcodes, numbering or graphics - without "stitching".
- Print heads can be combined for a total width up to 17 inches!
- Supports Data Matrix and HarvestMark™ capability.

High Quality

- True Native 600dpi quality.
(The competition is 256dpi vertical.)

High Speed

- 600X400dpi at 250 feet per min.
- 600X300dpi at 333 feet per min.
- More output for less money!

Smaller Dots

- Higher Resolution – 2550 nozzles per print head!
- The Eagle UV drops are just 14 picoliters.
(The competition uses 28 to 80 picoliters.)
- Less ink. Save money!

Simplicity

- The MCS Eagle UV is designed to be easy to use, highly reliable, and very flexible.
- Takes less than 5 minutes to set up.
- Choice of UV-Curable or Water-based inks; including Spot color.

Scan to see the
Eagle in action.



Contact us at 800.728.0154 or at www.mcspro.com

Clear prime films FAQs

MACTAC'S Kim Hensley gives answers to the seven most commonly asked questions about clear prime films

Labelstocks are designed to withstand exposure to extreme temperatures, scuffs, solvents, moisture and UV light. But, how do you know which is the best labelstock to protect against these elements and enhance packaging design? From rubber to acrylic-based adhesives, selecting the best film labeling application can be overwhelming for those not well versed in all the available options.

As the industry shifts from wet glue applied labels to ultimate clear adhesives, selecting the right material has become even more complex. To aid in the selection process, here are the answers to seven wonders of prime label products.

Q: WHAT ADHESIVE PROPERTIES ARE CUSTOMERS LOOKING FOR IN PRIME FILM LABELING APPLICATIONS?

Customers are seeking a clear-on-clear label for health, beauty, food and beverage, and household cleaner products. Customers are focused on labelstock that provides secure adhesion, while maintaining outstanding initial tack, exceptional clarity and long-lasting adhesion to these common low-surface energy substrates.

Consumers are the ultimate testers in terms of exposing clear adhesives to the toughest elements. For example, in beverage applications, the label might start to whiten around the edges after sitting in a bucket of ice for an extended period of time. Labels in high-moisture environments also begin to lift, tunnel or flag. Consumers have reported dissatisfaction when a label is peeling off, a typical reaction when exposed to humidity over an extended period of time and particularly in cases in which the product has not even made it home.

Common complaints with clear-on-clear labels include water whitening, lifting and tunneling. But, new optically clear technologies are available, providing:

- exceptional clarity
- high tack
- a quick, strong bond
- excellent adhesion
- resistance to water whitening
- direct food contact compliance
- tamper evidence

These key characteristics make clear on clear adhesives for prime labeling applications unique from anything previously available on the market. While satisfying customer need for a fresh, upscale appearance, clear labels allow for product packaging to be the center of attention while adding a dramatic effect for customer appeal.

Q: WHAT AESTHETICALLY APPEALING BENEFITS DO CLEAR LABELS PROVIDE PACKAGING?

In recent years, as customers continue to demand a "no label" appearance, the industry has relentlessly been looking for a label that meets both functionality and aesthetic goals.

Because image is critical, a label should do more than convey information, as a label is worth a thousand words in the packaging industry. Brand managers want a label that won't obscure the product or be a detriment to the brand once the label is applied. This is true from health and beauty packaging to food and beverage containers. A clear label lends itself to higher end products where a sophisticated look is required.

Q: HOW DO PRIME FILM ADHESIVES PROVIDE SECURITY?

Outstanding initial tack and long-lasting performance contribute to enhanced secure adhesion in clear prime film applications. These features make the label difficult to remove, thus making counterfeiting more complex. Counterfeiting, an ongoing concern for manufacturers of high-value products, has driven companies to reevaluate the security measures integrated into their product packaging.

As repositionability has become less of a requirement due to improved assembly line technology, adhesives are able to integrate higher protection through high-initial tack and good performance characteristics. The next generation of prime film labeling, such as PUREtac CL216 from Mactac, is especially useful from a security standpoint, as any removal attempt will leave residue as evidence of tampering.

Q: WHAT TESTS ARE USED TO DETERMINE AN INITIAL HIGH-TACK PERFORMANCE IN A PRIME FILM ADHESIVE?

Because clear prime film adhesives are ideal for use on low-energy surfaces, including polystyrene, polypropylene, polyethylene terephthalate (PET) and both low-density and high-density polyethylene (LDPE and HDPE), two tests are commonly used to determine tack performance.

First, quick-tack tests involve a standard one inch loop test as defined by CTM-25 testing procedures. This test is used to demonstrate excellent initial tack of various surface properties like HDPE, LDPE and glass. Then, a standard peel-adhesion test, as defined by CTM-8 testing procedures, is usually conducted over a 30-minute time span at 180 degrees Celsius. Showcasing the adhesive's superior long-term aggressiveness, it is used to demonstrate the adhesives security capabilities.

Q: WHY ARE PET LINERS COMMONLY USED IN SPECIALTY APPLICATIONS FOR HIGH-VOLUME PRIME LABEL APPLICATIONS?

High-volume applications require labels to be applied at maximum speeds. Under these conditions, traditional paper liners are quick to tear, stopping the label application process. The strength of PET liners nearly eliminates web breaks for reliable converting.

In addition, the consistent caliper of the liner converts easily due to its harder die

cutting surface and greater tolerance, which is a benefit to converters. The use of PET liners also helps by reducing dust in clean up and minimizing changeover times due to the ability to have more material on rolls.

Finally, the smooth surface of PET liners allows the adhesive to mimic that smooth appearance during the adhesive transfer coating process, resulting in a true glass-like appearance for a clear or 'no label' look. Because PET is not affected by moisture, the liner will remain flat despite the conditions of the storing environment.

Q: WHEN SHOULD A WHITE BACKGROUND/WHITE INK BE APPLIED BEHIND A CLEAR LABEL?

Although a clear label complements a large variety of product packaging, a portion of the clear label may need to be opaque for legibility, as well as performance, purposes. To determine whether a white background should be applied, the color of the product and the objective of the packaging should be taken into consideration from the beginning of the design process when using clear labels. For example, using a white ink typically works well with colorful products, such as shampoo and conditioner bottles, hand sanitizer, deodorant and more. Furthermore, if a product's packaging includes a barcode, it automatically requires a printed white background for ensured scannability, thus reducing chances of the color fading out to maintain the transparent label look.

In other cases, a background may need to be applied simply to make the text stand out as it sits among other products on store shelves. Because you have less than three seconds to catch the attention of a potential consumer, the messaging on the label should not get lost. Although white offers an

elegant look, it also offers the most design flexibility. However, a color that compliments your brand and best suits the product is an alternative option.

Q: WHAT ARE SOME CURRENT TRENDS REGARDING PRIME FILM LABELING APPLICATIONS?

An increase in demand for ultimate clear adhesives, from conventional wet glue applied labels, has occurred for health, beauty food, beverage and household cleaner products. This transition stems from increased reliance on plastic containers in the packaging industry, ultimately reducing direct package printing.

Trending in the area of prime film labeling applications is the 'no label' look that can work well even over the shapes and contours used in specialty packaging. In these instances, conformability is key in performance. The film adhesive must maintain strength and performance while adhering to a convex bottle, despite the film adjusting shape to conform around the complex surface. Squeezable bottles, increasing in popularity, contribute to the label's need to resist deformation. The label material needs to accept the squeeze and recover from it without resulting in marks. Optically clear adhesives, such as Mactac PUREtac CL215 from Mactac Printing Products, are designed to combat these much too common problems by providing exceptional clarity and outstanding initial tack.

Ongoing technology advancements make the future of prime film labels uncertain and difficult to keep up with the latest and greatest offerings on the market. But, one thing is for certain – you can rely on your supplier to be your guide in finding the best solutions for your specific application.



ABOUT THE AUTHOR

Kim Hensley is product manager at Mactac Roll Label Films. She has served Mactac's roll label commercial area for more than 15 years. Hensley's expertise is in the development of thermal transfer films, thermal transfer ribbon and in Underwriter Laboratories (UL) marking and labeling. In her previous positions, she served as inside sales representative, product development specialist and product marketing manager for Mactac's roll label business and was responsible for several new product developments and markets based on future product offerings.

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

UV LED GUIDE PUBLISHED

Integration Technology has published 'The UV LED Handbook', which covers a broad range of topics spanning the basics of UV curing and UV chemistry, health and safety, system integration, LED measurement, costs and economics.

FLXON REPS BROOKFIELD

North Carolina, USA-based Flxon has partnered with Brookfield Engineering Laboratories to market the latter's line of viscosity control systems to the flexo and rotogravure printing industries.

USCAC TO REPRESENT RUIAN

USCAC, a distributor of screen printing and packaging film equipment, has partnered with Chinese press manufacturer Ruian Cambridge Machinery in a distribution deal that will see the US-based company represent Ruian's machines throughout the Americas.

UK CONVERTERS SUFFER

One in four companies in the UK label industry is making a loss as economic conditions continue to take their toll, according to a new study by industry analyst Plimsoll.

US CONVERTER CELEBRATES 50 YEARS

Valley Forge Tape & Label, a self-adhesive label converter based in Exton, Pennsylvania, USA, is celebrating 50 years as an independent printing business.

INFINITY FOILS NAMED NAKAI AGENT

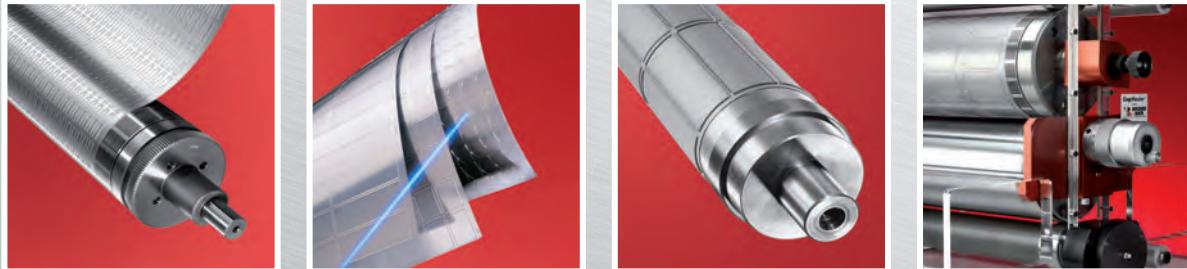
Japan-based Nakai International has appointed Infinity Foils as its exclusive North American distributor.

FFEI APPOINTS CGS AS DISTRIBUTOR

CGS Publishing Technologies has been appointed as distributor for FFEI's range of 3D packaging design, publishing and workflow products.

HAMMER RECOGNIZED

US converter Hammer Packaging was recognized with seven awards in the 37th International Gallery of Superb Printing competition, produced by the International Association of Printing House Craftsmen (IAPHC).



Kocher + Beck has and continues to pioneer flexible die technology, making us the leader in die cutting. At Kocher + Beck we only use the highest quality steel, and all of our dies are precision machine sharpened as standard.

Our 3L Laser Long Life flexible die uses a precise laser hardening process of the cutting blade to dramatically increase die life thereby-, reducing the overall cost of converting. These in-house processes are standard procedure in Kocher + Beck manufacturing plants around the globe, which includes Germany, USA, the UK and Russia. Along with our wide product line of magnetic cylinders, print cylinders, anvils, hotstamps, pressure monitors, and the world renowned Gap Master, a pre-cision adjustable anvil system with 0.8 Microns (3/100,000") adjustment, Kocher + Beck is proven to be the leader in flexible and solid cutting technology.

EXPERIENCE PREMIUM QUALITY.

HIGH PRECISION IN EVERYTHING WE DO.



Hall D
Stand 5613



11 - 13 September · Chicago
LABELEXPO AMERICAS 2012
www.labelexpo-americas.com

Kocher+Beck USA L.P.
Flexible Tooling
15850 W. 99th St.,
Lenexa, KS
877-Flex-Die
www.kocher-beck.com

Kocher+Beck USA L.P.
Hard Tooling
3870 Lakerfield Dr.
Suwanee, GA
800-554-4015
www.kocher-beck.com

GEW

...engineering UV

THE MOST POWERFUL
LOW ENERGY UV SYSTEM
FOR NARROW WEB PRESSES



...energy2cure

**MAXIMISE
PRODUCTIVITY**

**MAXIMISE
PROFITABILITY**

**MAXIMISE
SUSTAINABILITY**



MAXIMISE THE CAPABILITIES OF YOUR PRESS
VISIT GEW AT LABELEXPO ON BOOTH 3505

UK +44 1737 824500 USA +1 440 237 4439

GERMANY +49 7022 303 9769 INDIA +91 22 2528 5422

WWW.GEWUV.COM SALES@GEWUV.COM



11 - 13 September • Chicago

**LABELEXPO
AMERICAS 2012**

www.labelexpo-americas.com

GEW STAND 3505 GEW STAND



Printed batteries power smart revolution

HIGH-VOLUME, high-value printed electronics options now include battery-assisted RFID, RF-enabled sensor systems and eco-friendly interactive packaging, writes Matt Ream of Blue Spark Technologies

Printed electronics, in the development and testing stages for several years, is now operational and ready for prime time. Industry analysts predict that the market potential for printed electronics will be 35 billion US dollars by 2018, and sales of thin film and printed batteries as a power source are expected to exceed five billion US dollars by 2015. Going forward, these predictions about printed electronics and printable batteries signal a powerful opportunity for label designers, producers and converters.

Printed electronics can be defined as the printing of electronic components on common media such as paper, plastic or textiles using traditional high-volume printing techniques.

Today's innovative printed electronics options call for incorporating one or more thin-profile electronic elements, such as programmable chips (ICs), sensors, antennas, RFID tags, LEDs, electro-conductive and color-changing electro-chromic inks. The functionality of the electronic elements is powered and activated by thin, flexible, eco-friendly carbon-zinc batteries, which are also printable in mass quantities in a roll-to-roll process.

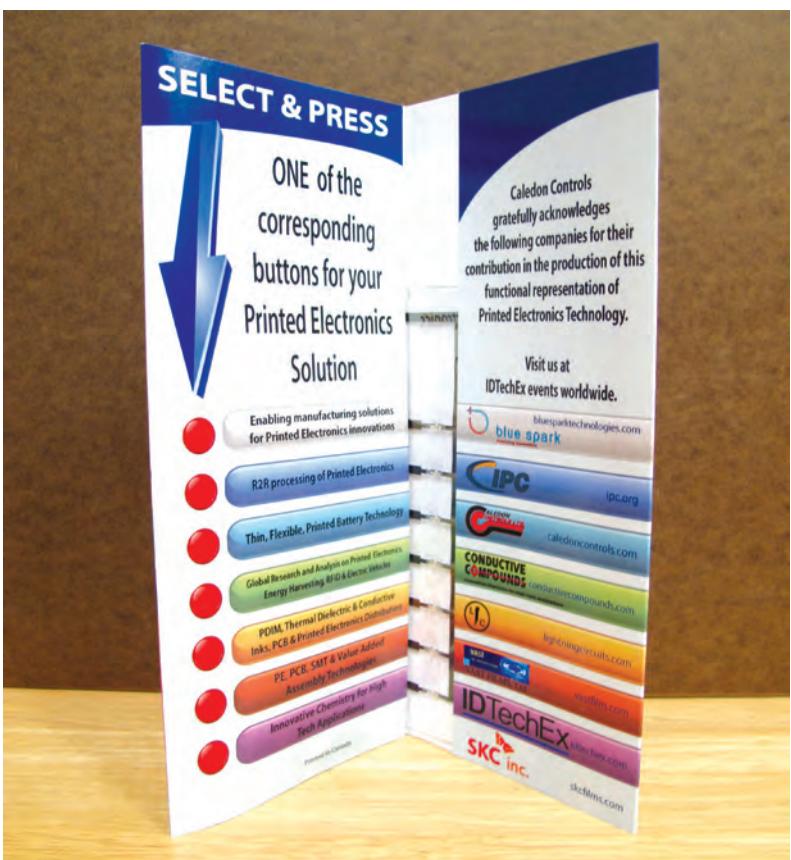
For companies in the label and converting business, some high-value applications for printed electronics reside in battery-

assisted passive (BAP) RFID, RF-enabled sensor systems, such as time and temperature monitoring and data logging systems, and interactive consumer goods packaging. Today, new options are being designed and implemented to improve accuracy and efficiency of workflow processes in the manufacturing, supply chain logistics, retail and other industry sectors. And innovative packaging and point-of-sale merchandizing displays are bringing new excitement to the consumer packaged goods (CPG) and retail sectors.

This article takes a closer look at how label designers and converters can profit from the printed electronics trend by partnering with system developers and integrators of high-volume options. It also describes the essential role played by low-voltage printed carbon-zinc batteries in ensuring reliable operation and performance.

BATTERY-ASSISTED PASSIVE RFID

Battery-assisted passive (BAP) RFID tags, also known as semi-passive tags, incorporate a small, flexible carbon-zinc battery to increase the tag's sensitivity, resulting in longer read ranges and faster reads than pure passive RFID. The eco-friendly batteries can also improve read performance and



THIS demonstration brochure, which was distributed to attendees of Printed Electronics Europe 2012, provides a functional representation of printed electronics technology. The electronic components included microcircuits and mini LED lights powered by Blue Spark printed batteries. The photos show the brochure's front and inside, as well as an interior close-up of the embedded electronics.

reliability in challenging environments, such as those involving densely packed liquids or metals. In independent testing conducted on one type of BAP RFID tag, free space read ranges in excess of 130 feet have been observed, using traditional EPC Gen2 readers.

Active RFID tags require a more powerful battery and are larger and more expensive to manufacture and deploy. BAP RFID effectively bridges the price/performance gap between pure passive UHF and active RFID, and does so with far less cost and complexity. BAP RFID tag and label options offer many of the same advantages of active RFID and are fully compatible with existing RFID architecture and EPC Gen2 standards, which lowers the cost of integration versus that of active RFID. The tags can be manufactured in high volumes using conventional printing processes, and their small form factor makes integration relatively easy.

As a result, BAP RFID offers a practical and cost-effective choice for many applications that provide significant user benefits. Industry examples include:

- **Manufacturing and supply chain –**
Inventory management and closed-loop tracking of parts, materials, work in process or finished goods increases visibility, accuracy and productivity in the plant and distribution center.

Introducing the New Finecut L-350 and L-210 Laser Cutting Systems designed to produce quality labels at a low initial investment.

Embracing the future with laser technology . . . cutting at the speed of flexo.

Options available:

- UV Coating
- Lamination
- Rotary Sheeting
- Slitting



- Roll-to-Roll Digital Cutting
- Up to 80+m Per Minute
- Optical Registration
- On-The-Fly Job Changeover
- Spartanics Optimization Software for Cut-and-Stitch and Job Estimating
- 210 Micron Spot Size



Spartanics®

www.spartanics.com

www.systec-bielefeld.de

3605 Edison Place

Rolling Meadows, IL 60008 USA

US: +1-847-394-5700

EU: +49 (0) 521 27640

sales@spartanics.com

Also, introducing the new
NW 140 Digital Narrow Web
Printer powered by JetINX
for low-cost digital printing
and in-line laser finishing.

www.inxevolve.com



- Asset management** – Tracking and tracing of valuable assets, whether reusable pallets and containers, tools and equipment, computer hardware, or essential files and documents, minimize loss and theft, save time and improve asset control.
- Retail** – Smart case and shelf systems help reduce shrinkage due to misplaced merchandise or theft, and can help improve inventory management to minimize overstocks and out-of-stocks.
- Healthcare, security and public safety** – RFID cards, badges or wristbands can be deployed to track the location of people in secure buildings and hospitals, at large public events, and at disaster management and evacuation sites.

RF SENSOR AND DATA LOGGING SYSTEMS

Radio frequency-enabled time and temperature monitoring systems are becoming increasingly popular in the food industry to ensure cold chain compliance. Using such systems, processors and distributors of meat, poultry, seafood, perishable produce, refrigerated and frozen foods can better ensure consumer safety and product quality, while minimizing waste. Another early adopter of time and temperature monitoring options are pharmaceutical firms that make and ship temperature-sensitive drugs and biologicals, such as vaccines, which require strict temperature control to maintain their efficacy.

Compact, portable RF-linked sensor systems are typically comprised of a built-in sensor or external probe sensor device, an RFID chip and antenna, programmable chip (IC), and thin, flexible, low-voltage printed battery. In addition to temperature monitoring, the systems can also be designed to monitor ambient humidity, shock or vibration for products that require

careful handling throughout the supply chain. And, they can monitor individual containers or cases of goods in transit to be sure they have not been tampered at any point in the chain. In all of these applications, standard low-voltage printed batteries are embedded, along with the other printable electronic components, into a smart card, tag or label to provide the primary power source required to activate time-phased monitoring and data logging.

'SMART' PACKAGING

One of the newest and most exciting applications of printed electronics is smart packaging, sometimes called interactive or e-packaging. CPG leaders and their package designers are working with printed electronics industry pioneers to develop and implement new applications in item-level packages and point-of-sale promotional displays designed to attract consumer attention and boost sales.

Depending on the special effects functionality desired, interactive packaging and displays can embed such printed electronic components as programmable chips (ICs), sensors, RFID tags, mini-speakers, mini LEDs, and conductive or light-changing inks. Some examples of item-level smart packaging and promotional displays include:

- Cereal boxes featuring interactive games or puzzles, or a character that talks or sings a catchy jingle
- A cookie box for kids that 'transforms' into a toy fire truck, complete with flashing light and siren, after the contents have been consumed
- A prepared or frozen food package that reveals an easy-to-read recipe or series of recipes, available at the touch of a button

**Take a closer look
at 30 years of
innovation and
service...**

For more than 30 years,
Focus has been manufacturing high
quality printing and converting equipment for the
narrow web industry, providing
solutions for labels, tags, tickets, flexible
packaging, cartons, shrink sleeves, meat casings, narrow
textiles, elastics and heat transfers.

FOCUS
LABEL MACHINERY LTD

PROFLEX

Proflex 'S' Series

- New Touch Screen Operator Interface
- Servo-assisted control on all press operations
- Fully Programmable Digital Control Platform
- Preset tension parameters for flexibility of substrates
- Superior and consistent print quality
- Higher productivity & reduced waste
- Auto Register option
- 250 & 330mm web widths
- Wide range of accessories & options



REFLEX
Reflex 'S' Series,
Re-Register System

- New Single Colour Press Design
- Servo controlled re-register system
- U.V & IR drying options
- High speed production
- Full range of options
- Compact converting press
- 250mm or 330mm web widths

CENTRAFLEX

Centraflex 'UV'
Series

- New Press design 5+1 or 6+1 Colour options
- 1000mm CI Central Impression Drum option
- Full IR or UV optional drying systems
- Chilled Central Drum option
- Wide range of Accessories
- Superior printing platform for unsupported materials
- 250 & 330mm web widths



WEBFLEX

Webflex 'S' Series

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



CLOSE-UP of Blue Spark thin printed battery

- A ‘shelf talker’ or end-of-aisle retail merchandising display featuring a questionnaire or other special effects to engage shoppers and call their attention to products on the shelf

CARBON-ZINC BATTERIES

All of the printed electronics applications discussed here require a reliable low-voltage power source capable of activating the other components. The battery supplier prints thin, flexible printed batteries on a recyclable plastic PET base using carbon, zinc and manganese dioxide materials. The anode material may either be a laminate of zinc foil or printed zinc and the cathode material is a manganese dioxide mixed with carbon. After a separator is placed atop the printed design, a couple of drops of electrolyte are added, and a top layer of PET is used to seal the battery cell. Power generation in the battery results from a chemical reaction between the electrolyte liquid and the anode and cathode materials.

The batteries are produced using high-speed, roll-to-roll printing processes, which means they can be prototyped and mass-produced quickly and economically. This scalability makes it possible to achieve economies of scale as product development advances from pilot test quantities to high-speed, high-volume production in use, printed batteries function as primary power cells. For low-voltage electronic products and systems, state-of-the-art 1.5 volt carbon-zinc batteries offer multiple

advantages over traditional button and coin cells. These include:

- **Eco-friendly, safely disposable –** Printed carbon-zinc batteries are completely ‘green,’ containing no lithium, mercury or other toxic materials. This is important since global environmental regulations have become ever-more stringent.
- **Small form factor, thin profile, customizable shapes –** Printed carbon-zinc batteries range from about 430 to 700 microns (0.017 to 0.027 in) thick and are typically capable of delivering peak drain currents of at least one mA. Batteries supporting higher drain currents, and designs with voltages above 1.5V can also be supplied. Within limits, users can specify size and shape (linear and non-linear), overall voltage, storage capacity and thickness, tailored to the application requirements.
- **Lower production and integration costs –** A thin-profile battery can often be printed or mounted on the same substrate as other printed electronics (IC chip, RFID inlay/antenna), so assembly and integration of the electronic elements into products is faster and easier.

This is just a quick snapshot of the innovation made possible when creative package designers and converters delve

into the capabilities of today’s advanced printed electronics. Now is the time for many more CPG label makers and converters to explore how they can best profit from this trend.

Looking back over the past decade or two, package printers and converters were early adopters in integrating auto-ID and RFID technologies for CPG and other mass markets. Given analyst expectations about the coming growth of printed electronics, smart packaging promises to be the next wave of innovation for CPG marketers and their suppliers. Thanks to alliances formed by leading developers of printable electronic devices, as well as the creativity of label designers and converters, we will soon see an array of new options designed to add business value for consumer, industrial, healthcare and security markets.

ABOUT THE AUTHOR:

Matt Ream is vice president, marketing and product development for Blue Spark Technologies, a leading developer of flexible, eco-friendly proprietary power source solutions for battery-powered printed electronic systems. As an electronics engineer, Ream has 20 years of experience in high tech electronics and radio frequency identification (RFID) and has held senior positions in engineering, product research and development, and marketing. For more information, visit www.bluesparktechnologies.com or call +1 440 249 5400.

New – Durst Tau 330 UV Inkjet Label Press

The most versatile high speed fully digital label printing system, a recipe for success.



Visit us at



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

Booth number 5901



The Durst Tau 330 is a Digital UV Inkjet Label Press designed for short and medium run narrow web applications covering web widths up to a max. of 33 cm (13 in.), running at a printing speed of up to 48 m (157 ft.) per minute. With this, the system offers very high size flexibility as well as highest productivity. Tau 330 is particularly suitable for applications such as:

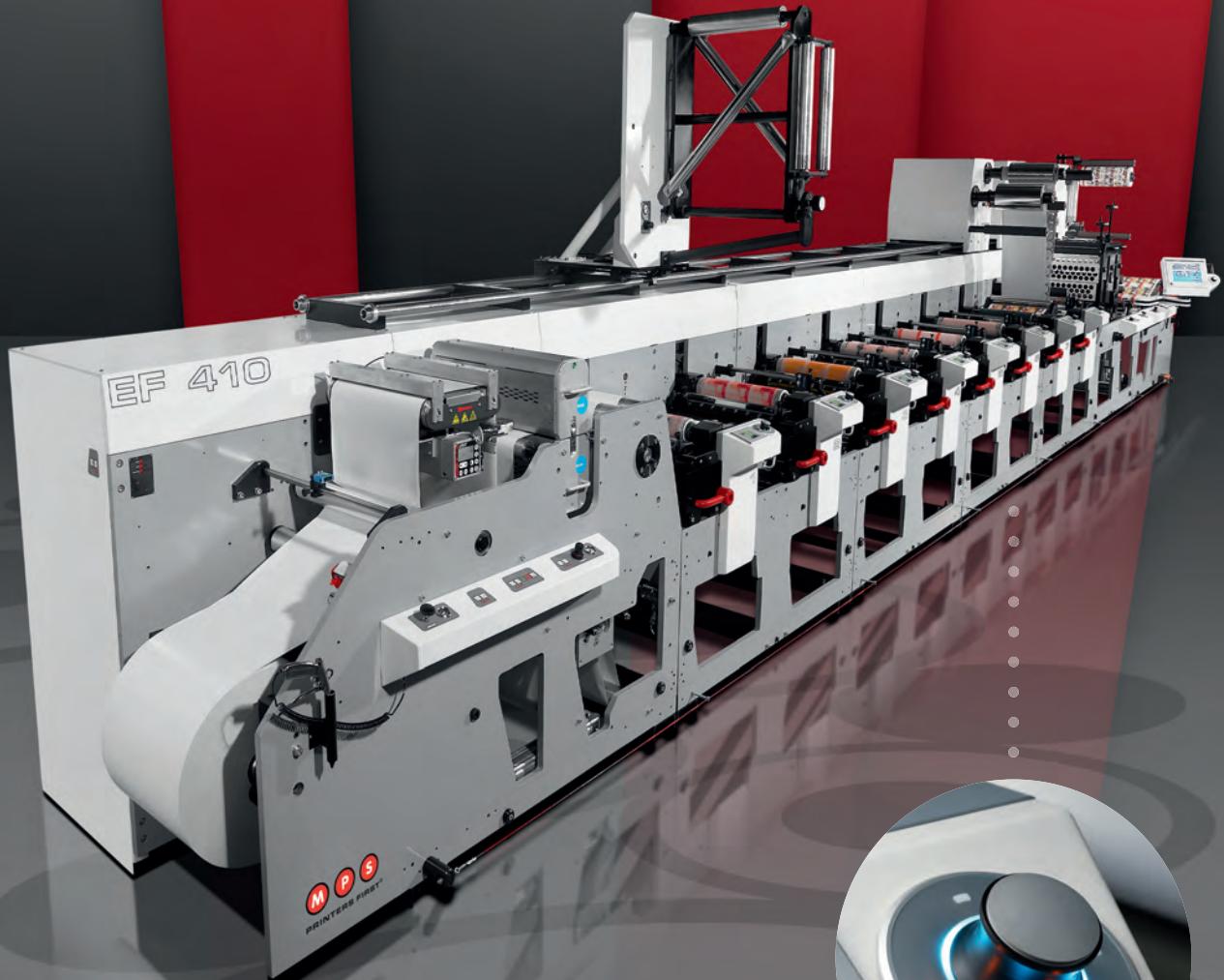
- Short & medium run printing of a variety of label jobs such as industrial and security type labels, durable electronics and automotive labels, paint, specialty food & beverage, body & health care, household chemical, DIY, ... and more.
- Printing on aluminum foils for blister and other packaging applications
- Late stage versioning of preprinted label jobs in body & health care
- Printing on pre-die-cut label stock (blank labels)
- Variable Data Print jobs containing variable or sequential numbering, variable text, barcodes, matrix or QR codes as well as variable images.

Durst. The industrial inkjet specialist - www.durst-online.com



durst





iControl

Controlling your servo drives easily.

Visit us at our booth 927 at
Labelexpo Chicago 2012.

**Flexibility
is our
nature.**

Technology with respect.

www.mps4u.com





A journey through time

HIDDEN in a quiet side street in the fashionable Notting Hill area of London, England, the Museum of Brands, Packaging and Advertising gives packaging the respect it deserves. Carol Houghton reports

Consumer historian Robert Opie began his collection of over 500,000 original items – including sweets, washing powder boxes, posters and food packaging – 40 years ago, ‘pulling together the packaging jigsaw to tell the whole story’.

Depicting over 150 years of British consumer society, the collection takes visitors on a nostalgic journey from the Victorian era to the present, showing how creative packaging, advertising and social influences have helped popular brands to evolve.

Product development and innovations have allowed new ideas and materials to drastically change the shape of packaging during the past 200 years.

The 1880s and 90s saw a huge rise of new brands. By 1900 pre-weighed, sealed packs produced by brand manufacturers had replaced traditional bulk buys by grocers, which were weighed out for individual purchases. Tea and coffee were now often pre-packed and strongly branded.

Biscuits were overwhelmingly sold loose from 10lb tins that had large colorful labels to distinguish different types. Huntley and Palmers ‘Star and Garter’ design was created in 1851 and lasted until the demise of tins in the 1950s. Opie adds, ‘The art of the labels reflect design styles of each era, show the product range and vie for consumer attention in store’.

THE 1940s

In what became known as ‘the decade of rationing and austerity’, packaging was strictly controlled during the materials shortage surrounding World War II. Paper, tin and card needed to be conserved and the public were encouraged to save paper for the salvage collector as well as return glass bottles and jars. A similar focus is present in society today for environmental reasons.

Tin had been a popular packaging material but was then replaced by cardboard boxes. Labels became smaller and the width was reduced on can labels.

In the 1940s printing ink was restricted and colors reduced to save ink costs, meaning once familiar brand images lost their vibrancy. Cans and tins were no longer wrapped in paper and bottles and jars weren’t individually boxed for extra protection. Overwraps – which had been evident up to the 30s – disappeared.

THE 1950s

Self-service supermarkets began to open in this decade, changing consumer shopping habits. Packaging designs became more vibrant with sharper graphics and brighter colors. Photographic images also became common on frozen food and



cake boxes.

However, as is true today, brands had to change their look gradually to assure the consumer that the product itself was the same. Opie explains, 'We eat with our eyes as much as taste. Taste is enhanced by what we see. It would be a disaster for a manufacturer if the consumer thought the content has changed because the design of the packaging had.' This creates a challenge for designers; brands need to keep their traditional image whilst adjusting design minimally to keep a contemporary look.'

Throughout consumer history convenience has become increasingly important. In the 1950s, for instance, instant coffee became popular, and by the 1960s every store had its own label instant coffee jar. Other trends included cereal brands targeting children by linking packaging to TV characters. Frozen food was the other great advance as an increasing number of homes could afford a refrigerator.

THE 1970s TO 80s

Reflecting wider '70s fashion trends, packaging often featured oranges, reds and yellows in this decade. Manufacturers and supermarkets created special packages and products to tie in with the Silver Jubilee of 1977. Surprisingly, this trend wasn't widespread in the confectionery industry with only a few small decorative tins – and no chocolate wrappers – featuring the patriotic theme.

During the 80s, the nation's awareness of

ecological and environmental issues grew, increasing concerns about CFCs and the ozone layer.

1990s

The internet offered an 'information super highway', opening a world of endless possibilities for brands and consumers. Pagers and mobile phones turned people into 'moving offices' and the trend for convenience heightened with the introduction of Sunday trading and 24-hour shopping. This was the beginning of the smart technologies now beginning to be utilized by marketing teams across the globe.

BRAND IDENTITY

In the early days of packaged goods, identity was particularly important. Many brands used a signature on a label as a security device to ensure consumers bought the right pack. This was where the famous slogans 'Look for this signature; W.K Kellogg' and 'If it doesn't say Kellogg's on the box, it won't be Kellogg's in the box' originated from. However, as in the present day, counterfeit goods were a huge issue. Today, it is estimated that six percent of global trade is counterfeit.

The Design Registry was created in 1839 to protect industrial designs. It transferred the task to the Patent Office in 1875, who registered for trademarks, which created recognition, confidence and legal protection against imitations.

Today, the Intellectual Property Office:



A Brilliant Choice

Running at high speeds, you need a stamping foil product you can count on! Our foils stamp clean, with brilliance and reliability, to help you meet the demands of the narrow web industry.

Infinity Foils offers the perfect rotary foil products – in the most sought after shades – for both hot and cold applications. We set the standard for quality and performance. You won't find a better high-speed stamping foil product on the market. You can trust the experts at Infinity Foils, a member of the UEI Group.

Order online – 24/7 – with no minimums at infinityfoils.com

Visit us at LabelExpo Americas, booth #255

 **INFINITY[®]**
FOILS, INCORPORATED
A UEI GROUP COMPANY

+1.913.888.7340
+1.877.932.3645





GOD SAVE THE QUEEN!

The Queen's recent Diamond Jubilee and coming Olympic celebrations saw the Union Jack design used more than at any other time. 'It shows how lucky we are to have such an adaptable flag design – whatever part you see, or even if it's in a different color, it is still recognizable. This wouldn't have the same effect if, for example, you took the Italian flag's three block color scheme and changed them'.

- Grants patents to protect technical aspects and functions of products and process
- Registers designs to protect product appearance
- Registers trademarks to protect brands and help consumers choose between different products
- Develops UK law on copyright, patent, design and trademarks

Packaging and labels are a visual reference to the product and require a huge investment. Opie explains, 'The

product is only as good as the packaging which represents it'. Brands need to be visually recognizable to assure consumers it is a trusted product. This reputation has been nurtured through the years and invested into instantly recognizable images, identified by color, shape and graphics. Opie adds, 'The brand itself is one of the greatest assets a company owns'.

A wide spectrum of color can be used to create brand awareness with specific combinations that consumers can identify with. Black Magic brand of chocolate was launched in 1933, using black packaging with a small amount of red and gold. Gold has traditionally been used to translate luxury but few products found this to be a successful color until recently when many men's toiletries and luxury products gave it a new image.

Shape has also proved to be a great differentiator to stand out on the shelf, examples include Marmite and Coca-Cola.

WHAT'S NEXT?

Manufacturers have responded to consumer needs, making products faster to open, easier to reseal, quicker to dispense and easier to dispose of. In addition to its functionality, packaging became an attractive object to be kept and adapted for continued use.

Robert Opie says, 'It is hard to define expectations for packaging in the next five years. The industry is split into so many

categories and sub categories, each with their own trends which change faster or slower depending on the market.'

He predicts, 'Within 10 years every brand will have a QR code. The first barcodes were introduced in 1980 and five years later every brand had them. But the speed in which technology takes off depends on us; humans are conservative, we dislike change.' Will people constantly use the QR codes emerging on packaging and labels today? As Opie says, 'It will depend on how useful we find them – and whether we can be bothered'.

PACKING A SUSTAINABLE FUTURE

Packaging is currently a hugely debated topic in terms of the environment. It has always been a functional part of a product – protecting and preserving the product, facilitating transport, informing consumers and being visually attractive – as well as carrying nostalgic associations. Now it has become a controversial aspect of marketing, forced to justify itself.

Consumer packaging accounts for 20 percent of weekly household waste, 30 percent of this is now recycled.

ABOUT THE COLLECTION

Robert Opie's collection was displayed at the Museum of Advertising and Packaging in Gloucester from 1984 to 2001. In December 2005, it moved to London with the aid of branding and design consultancy pi global.

THE GLOBAL LEADER IN RELEASE

LOPAREX



Loparex is a leading, global manufacturer of silicone release liners, used in a wide variety of pressure sensitive adhesive applications. We deliver unparalleled customer solutions with the industry's broadest product portfolio, produced and serviced globally with world-class manufacturing, sales, R&D and customer service teams.

With in-depth technical expertise, state-of-the-art production technology and flexible service programs around the world, Loparex can offer you the right release liner for your specific application. We provide personalized customer service and environmentally friendly solutions that help us find the right product for you.

There's no better solutions partner than Loparex to support your business and back the value of your products and your brand.

Manufacturing Capabilities

Extrusion Coating

Silicone Coating

Blown Films

Printing, slitting & sheeting

Specialized finishing & packaging options

Pilot Lab

Backing Your Products, Backing Your Business

United States
1255 Crescent Green, Ste 400
Cary, NC 27518
Ph. 919 678 7700
For other regions, please visit
www.loparex.com

Water Wash Plates, Equipment & Sleeves

Naturally
Dantex



More...

New additions to our extensive AQF range of water wash plate processing equipment include the **900 Mark II** Inline Water Wash Processor for flexographic plates, incorporating pin bar transportation and our all new **DigiWash Range**, developed as an extended form of our highly successful 7900 Combination system and incorporates a separate tank for the collection of black mask residue for a cleaner wash. We are also introducing a **Light Table** with integrated finishing capabilities.

Dantex Sleeves

Fast turnaround and short production runs mean the use of sleeves for pre-mounting plates and continuous work is essential; ensuring greater productivity and improved efficiency on press. The **Dantex Sleeve Division** now manufactures a number of Hard Plate Mounting Sleeves and Bridge Adaptors with optional air conduction systems. Adhering to strict European standards and manufactured using the latest precision grinding techniques in our purpose built European manufacturing unit, Dantex produces a variety of precision-ground sleeves for a variety of printing applications.

Plates & More...

Dantex offers the latest developments in LAMS layer removal, fast plate processing and filtration solutions; plus, our range of pre-press and pressroom consumables includes the latest generations of Digital Aquaflex and Rapidoflex flexographic plates and our traditional Torelief letterpress plates.

Everything you need plus the best advice and support – Dantex, Plates & More...

www.dantex.com

DANTEX
Plates & more



Harvesting success

NEW LABEL APPLICATIONS and equipment have fueled growth at food traceability specialist Creative Labels. Danielle Jerschefske reports

In the heart of produce country and the garlic capital of the world, Creative Labels of Gilroy, California is growing by leaps and bounds, thanks to growth in the agricultural business. Once a small regional company, Creative Labels now has national clients, as well as international clients in Costa Rica, Peru, Mexico and Ecuador. To support this growth, it has doubled the size of its facility, adding several thousand square feet by taking over the other half of its 18,000 square foot building. In fact, March 2012 was a record-setting month, with sales 75 percent higher than its best month.

Like most label manufacturers, Creative started from humble beginnings. In 1980, founder Sandy Franzen was a single parent with two children. She resigned from the label company she was working for as a sales rep, and set off to start a new company that would operate 'with integrity and 110 percent customer focus'. Together with a former press operator and 700 square feet of space, Sandy gave birth to Creative Label.

'I approached some of my former customers, many of whom agreed to work with me,' recalls Franzen. 'Then we hopped in a van and drove to Shingle Springs, CA, to pick up our first press, a used 3-color Mark Andy 810 and brought it back to our facility. Our first job was run for Memorex in September of 1980.'

Now in 2012, the Creative Labels team has grown from two to 32 employees, including sales reps. Chris Martin, vice president of operations, recalls joining the company while he was a Freshman in high school: 'I went from cleaning ink pans and sweeping floors to the rewind table. I started thinking about how we could boost our output and reduce run times. Somewhere along the way, I decided that we could run a label more than one across. It had a profound impact on our business,' he says.

Today, that is exactly the type of innovation which fuels the company's growth. 'We had been seeing growth for variable information on labels, and for one large client we did runs with several hundred SKU's of header tags for each order. We had been changing plates out for each copy, but with so many SKUs, the job would require up to three weeks to complete. Also, the waste factor on those runs was probably well over 50 percent,' recalls Martin. 'For this variable application, we initially purchased a digital solution, but found that it still had some limitations. So when MCS introduced the Eagle UV inkjet, we were pretty excited. We found that the Eagle with dual print heads could increase our capacity, improve our quality, and allow us to achieve higher press speeds. It was also capable of printing much higher resolution,' says Martin.



CHRIS MARTIN, operations vice president of Creative Labels



SANDY FRANZEN, president, Creative Labels

'Prior to acquiring either of our variable UV inkjet systems we had purchased an MCS Array variable system which used standard ink jet cartridges or bulk supply standard ink jet inks. At this time, MCS had introduced us to the opportunities with HarvestMark, the genesis of our new offering, for both individual codes or for PTI case labeling,' recalls Sandy Franzen, president. 'We realized though that this market was going to require a wider range of materials and higher press speeds in order to be competitive. The Eagle UV Inkjet was again the answer, and it made a huge impact on our business,' says Franzen.

The Produce Traceability Initiative (PTI) is an industry-led effort to enhance traceability throughout the entire produce supply chain. Having become a HarvestMark certified company, Creative Labels is equipped to handle the most technical and advanced label applications required, and can produce a wide variety of custom printed products with variable data.

FOOD TRACEABILITY LABELING

There are various types of food traceability labeling. All consist of an alpha numeric code that can be printed on labels for individual items, cases or even pallets. According to HarvestMark, more than two billion produce packages have been enabled with its codes to speed response to suspected recall events and deliver on-demand product

'While we can attribute most of our growth to the HarvestMark business, we believe this application will be transferable to nutraceutical companies, including herbal supplements'

information throughout the supply chain. HarvestMark's website (www.harvestmark.com) is set up to let consumers type in the numbers from a barcode or one they've scanned with a smartphone to research where their food originated.

'It might take you to a web page that shows the product is from the Jones family farm and was picked on Tuesday. The farm can also have messages on its page, giving the consumers a more personalized experience,' Martin explains.

ON THE HORIZON

'We're seeing labels go wider in general. For instance, the HarvestMark code has been steadily moving to the wider top label. In the label industry substrates are important – the label materials are coated. With the MCS Eagle, we can run the glossy labels at higher speeds. We're getting output of 250 feet-per-minute,' Martin asserts.

Martin speculates on the future of the business: 'While we can attribute most of

our growth to the HarvestMark business, we believe this application will be transferable to nutraceutical companies, including herbal supplements. This opens up a whole new market for us. These labels typically require a small font size and very high quality. This is so important, because for these customers, the label is their brand.'

Other new produce applications include rolls with laminated film for a 'petal tags' – a non-adhesive tag with a promotional message that slides in between the leaves of, say, an artichoke. 'And those smaller PLU labels that are affixed to melons, squash, and other produce? The company wants to start putting food traceability codes on those. That can require a good amount of adhesive testing due to the surface, moisture, and application temperature,' Franzen notes.

Growth is also about investing time in unique applications. It's a by-product of being responsive to inquiries that come right out of nowhere. Says Franzen, 'We had a recent off-the-wall inquiry about dry gum labels a client wanted to use. We agreed to furnish a roll or two for testing and over a five-week period found a solution for them. Now we are looking at producing labels for them in three sizes, with quantities up to one million each!'

IT PAYS TO GO GREEN

Aside from installing solar panels on the roof of the building, Franzen is taking a cue from industry organization TLMI and its environmental leadership initiative. 'Did you know that over 200,000 tons of waste liner go into landfills each year? This is a great target for recycling, and we're exploring opportunities to provide that service for the greater Salinas Valley and South Bay area,' asserts Franzen.

In the heart of the 'Stinking Rose' region, Creative Labels is on track for greater success.

ABOUT CREATIVE LABELS

Founded in 1980, the company is primarily a flexo shop with five presses of various widths and color capabilities. The company prints labels for produce suppliers, fresh pasta and pasta sauces, wine, medical devices, health and beauty products as well as tags and coupons. It also has a full pre-press department that includes platemaking and several kinds of digital printing devices and a full finishing department.

Precision is our Passion



Foto: © Okan Metin (istockphoto)

Spilker develops and produces in its headquarters in Leopoldshöhe flexible dies, rotary cutters, sleeves, printing cylinders, hot stamping cylinders and magnetic cylinders as well as further tools for various industries such as printing, labelling, automotive, pharmaceutical and packing.

As a specialist for innovative solutions, Spilker offers its customers all over the world furthermore the complete services of a special purpose machinery manufacture for rotary cutting and converting processes.

For further information please refer to our website:

www.spilker.com



Spilker GmbH . Handelsstraße 21-23 | 33818 Leopoldshöhe | Germany
Phone: +49 (0) 5202 9100-0 | Fax: +49 (0) 5202 9100-90
info@spilker.de | www.spilker.de



your tool to success.

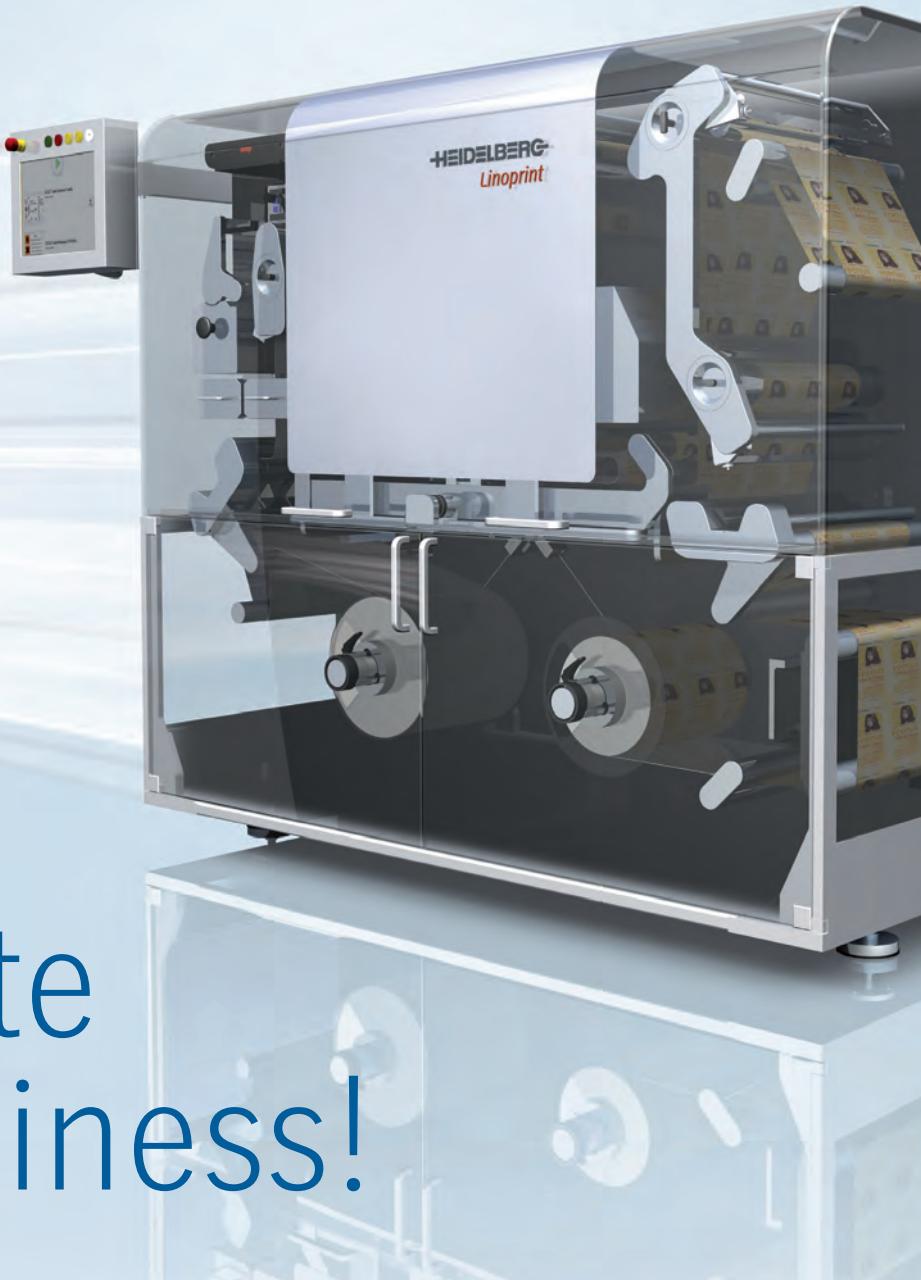
11 - 13 September • Chicago

LABELEXPO AMERICAS 2012

Booth 5803 – together with

gallus

Accelerate your Business!



Linoprint L, the digital label printing solution that speeds up your production and packaging processes: Producing your labels exactly as you want them, fast, and at the highest quality possible. Integration services available upon request. With a resolution of 600 x 600 dpi, Linoprint L delivers high print quality on virtually any kind of film, paper or composite material. The Linoprint L digital label printing system provides high productivity with optimum cost efficiency for small and medium-sized runs.

HEIDELBERG



A selection of coffee jars on display at the PLMA show

Private Lives

STORE BRANDS are moving up the quality ladder and positioning themselves for the smart phone shopping revolution, as Carol Houghton discovered at the recent World of Private Label Show in Amsterdam

Private Label (PL) brands are more of a threat to global brands than ever. PL market share has grown in every European country since 1999, now accounting for up to 40 percent of sales in some markets. Recent research by consumer analyst Mintel found that the number of PL products launched in 2011 overtook 'name' brands for the first time. This growth has been achieved by improving packaging and labels, something which is becoming a great driver for value.

'Private Label growth is a long term trend,' says Tim Simmons, vice president/communications at the Private Label Manufacturers Association (PLMA). 'There have been various economic swings during this period; the economy has gone up and down but growth has continued.'

According to a report by market research firm Nielsen, PL brands are now in a position to compete on quality as well as value – key attributes that today's consumers seek. Retailers are also now willing to invest into new categories. For example German retailer Rewe recently introduced gluten and lactose free dairy product ranges, as well as 'bio' ranges. Carrefour, in France, launched a beauty range of 650 products with packaging that rivalled its big name brand competitors – demonstrating that retailers are no longer afraid to move into an area previously owned by big name brands.

PL brands have a close relationship with their customers, enabling them to effectively react and adapt to demand – something other brands find harder to achieve. British retailer

Asda has increased its market share by developing a new line of products following targeted discussions and taste tests with customers to define what they wanted. The range is called 'Chosen by you'.

Much of the growth in PL has come from the discount retailers. Aldi and Lidl, for example, have always been a strong presence in Germany, but now take a combined share of seven percent in France and six percent in the UK. This growth has increased PL market share through the chains' own sales, as well as by encouraging mainstream supermarkets to broaden their offering.

'We thought PL was reaching its peak in the recession,' says Gill Atkinson, president at brand research specialist Ipsos Marketing. 'It looks as though they are positioning themselves to succeed very well in an improving economy as well.'

MOVING ONLINE

A key trend that both PL and global brand need to take into account is online and mobile shopping.

Richard Wallace, business analyst at the Institute of Grocery Distribution (IGD), shared results from the IGD's monthly shopper survey, which suggests 44 percent of the 1,000 participants would use online shopping in the next five to 10 years – mostly 25 to 40 year-olds and families with young children. Currently six percent of respondents use smart phones to shop, but well over 50 percent of respondents said mobile shopping was something they would consider.



The key drivers of online grocery are the same as for the physical store: convenience, price, product range, service and the ease of obtaining additional information. Wallace says any online PL offering needs to exploit these factors, for example by showcasing the 'infinite shelf'. There is a broad consensus among consumers that PL is better value for money and 42 percent of shoppers think PL premium products offer the best quality in the whole store. Personalization is also a key opportunity for online stores.

Retailers are already creating the extra capacity to handle the rising tide of online ordering. Tesco, for example, has opened a '.com store' in Enfield, London, where staff are trained to pick top quality produce as if shopping for themselves. They work at night so that fresh products – such as store-baked bread – can be delivered to the customer in the morning. Such 'Dark stores', or warehouses for packers of online orders, reduce pressure on physical stores.

Social networking is also hitting the purchasing cycle, and not just amongst the younger generation. The IGD says that well over half of 35 to 44 year olds actively use social networks, increasingly accessed through smart phones. 'The mobile revolution is imminent,' says Wallace. 'With smart scanners, GPS-triggered deal responders and on the spot price comparison, growth is coming from clicks rather than bricks.'

CONVENIENCE

'Convenience' – allowing shoppers to buy where and whenever they need to – is a major trend in Europe. Cliona Lynch, senior retail analyst at the Verdict consultancy, focused on the 'top-up shop', where consumers buy little and often at a local store, a trend which is increasing as consumers begin to do a main shop online. Local, 'top-up shops' are used for forgotten or emergency items and treats.

There are four main trends in top-up shopping:

- The typical 'top-up' shopper is 25 years old and male. They could be targeted with apps, social media and the kinds of 'window shopping walls' trialed by Tesco in South Korea and Delhaze in Belgium, which use 'cubes' showing 300 key products.
- Freshness and quality is key. UK retailer Morrison's M-local store, for example, will receive deliveries throughout the day from the main store, enabling it to adapt its stock to customer demand and provide fresh, local produce.
- The mobile channel is expected to grow by over 55 percent, compared to eight percent online, driving the trend for 'click and collect' shopping.
- The quality, freshness and range of 'food to go' products has increased as the foodservice boundaries blur and it becomes more common for people to eat breakfast and dinner out of home.

EUROPEAN PL MARKET SHARE

**In Western Europe there is a strong presence of Private Label discount retailers, particularly in Germany.*

Spain	49 percent
UK	47 percent
Portugal	43 percent
Germany	41 percent
Austria	39 percent
Belgium	40 percent
France	36 percent
Netherlands	28 percent

**Scandinavia has a consolidated retail structure which is beneficial for PL and growth is expected to continue. The top three brands account for 75 percent of volume.*

Finland	31 percent
Denmark	29 percent
Norway	28 percent
Sweden	27 percent

**Modern retailing is developing quickly in Central and Eastern Europe, set to help Private Label grow. Tesco and other major supermarkets are beginning to expand into this region.*

Slovakia	31 percent
Hungary	30 percent
Poland	28 percent
Czech Republic	27 percent

**Perhaps one of the most interesting regions to watch in terms of growth is the Mediterranean, which has a robust market of small, price orientated stores.*

Greece	23 percent
Italy	20 percent
Turkey	19 percent

Game changers

Proven HP Indigo solutions are enabling major brands to set new standards in labels and packaging printing.

We offer the highest HP Indigo print quality, with integrated partner solutions, resulting in the most complete end-to-end labels and packaging digital conversion solutions available.

With an unmatched portfolio of innovative current and next generation products designed specifically for labels, flexible packaging and folding cartons, HP Indigo meets your needs today – while opening endless opportunities for tomorrow.



Scan for Customer Success Story.

For more information:

Email indigo.uk@hp.com, call +44 (0) 1344 363368 or visit us online at hp.com/uk/go/labelsandpackaging



HP Indigo WS6600 Digital Press



HP Indigo 30000 Digital Press



HP Indigo 20000 Digital Press

Make it matter.





Cosmetic changes

THE GLOBAL ECONOMIC and environmental crises are changing the way the cosmetics industry approaches its packaging strategies, as Carol Houghton reports

'Recessions change the relationship between brands and their consumers,' says Amy Bridgman, director of creative and strategic brand planning at consultancy pi global.

The good news is that while other markets are experiencing a downturn in sales, consumers are still splurging on cosmetics to treat themselves. Bridgman explains, 'A powerful reaction to lean economic times is "the lipstick effect" where, still needing to reward, consumers are seeking out smaller ways to make themselves feel special. Cosmetics and toiletries are the perfect solution. A new lipstick, beautifully packaged, can reward as much as a new outfit or handbag, without the financial guilt.'

Robert Bergman, creative director and president of Bergman Associates, confirms the impact the recession is having on his clients' designs. 'As the world financial slump drags on and on, brands are finally coming around to the realization that they need to reexamine their antiquated packaging strategies.'

A linked trend is towards nostalgia, magnified in the

UK, for example, by the Queen's Diamond Jubilee. This has spread globally and Bridgman is keen to point out that the trend is by no means caused by specific celebrations. In current uncertain economic times, she says, 'Consumers are connecting with a nostalgic past that is reassuring and safe, a time where life was simpler and easier.'

Bridgman says, 'Brands that have a story are telling it. Those that don't are creating one; reviving skills, customs and old technologies to communicate the nobility of craftsmanship and the honesty of provenance and their connection to it.'

Another result of tough economic times has been the growth of private/own label brands (see page 75), and more cosmetics are now sold in supermarkets than independent franchises. Andy Connacher, managing director at the Whitewater graphic and design agency, says private label packaging design is getting increasingly sophisticated. 'Own label brands have mirrored the bottle shape of big brands and the label design is no longer plain and poorly designed,



QUALITY WINS!

what appears simple is often
the most difficult to realize

Qualitaly!

The future for the Labels and Packaging industry: digital press set up without operator (pressure and register), 20 meters of waste (8 colours job), full speed without register variations, 80 lines/cm print quality, from LDPE film to 500 gsm carton unlimited substrates. **M5 Digital Flexo line**, solid efficiency for the next generation of Labels and Packaging printers.

[tauruslab.net]

Come and visit us! **Stand 5722**



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

Come and visit us! **Stand H9**



29 Oct - 1 Nov • New Delhi
LABELEXPO
INDIA 2012
www.labelexpo-india.com

Open the three
pages coupon

GIDUE

www.gidue.com



KIEHLS uses limited edition labels to constantly refresh the brand

in fact it rivals the big name brands.'

Robert Bergman agrees. 'Gone are the days of surviving with a mediocre packaging and lackluster design. Today's customer requires more – and "more" means greater spending on investigation of new finishes, printing techniques, groundbreaking custom structures and most importantly, design with more personality, bolder, more powerful communication and better design. All

of these factors need to be addressed because differentiation has become the most important tool for success in today's market.'

TURNING GREEN

Robert Bergman is adamant that you can no longer ignore green. 'The aspect of "eco" is being included in more and more briefs. Carbon footprints, post-consumer waste, and reusable

and multi-purpose packs are turning up, clearly because the customer is demanding it. Being a designer who has always been interested in ecology and preserving nature and resources, it's an exciting time to be designing packaging because we get to explore all the ways that a product and pack can "go green".'

Bergman Associates recently designed the packaging for Pureology hair care products. 'We initially proposed a range



VIVA340 VIVA420



CODIMAG

www.codimag.fr
office@codimag.fr



“ What if the real revolution in the graphic industries was not digital printing but digital data management? ”



Aniflo®
Keyless offset

Precise
Stable
Predictable

Simple
Economical



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

SEE YOU ON
BOOTH 3429



of designs and design concepts that explore ecology in many ways – how product is dispensed, the “single-mold bottle” we designed, or creating “multi-use packaging”. The final design utilizes the same mold that is used right-side-up and up-side-down without having to re-tool any parts.’

Bergman adds, ‘Besides Pureology, we’re also getting more requests to incorporate just one or two “eco” aspects

into designs in ways such as thinner walled bottles, design of bottle using more post consumer waste and that incorporate more eco friendly materials.’ There has also been a move against PVC, with L’Oreal, for example, banning its use two years ago.

As the world becomes more concerned with sustainability, screen print is becoming popular to add authenticity to the look and feel of packaging. Andy Connacher explains, ‘People want to see that a label is made of recycled materials but if it looks too clinical, they won’t believe in it. The advertising and label need to relate – including texture – there is no point advertising a green product if the label looks too perfect to have been recycled.’

A related trend is to use clear, natural design elements, often featuring fruit, to emphasize closeness to nature.

By contrast, high-end products like skin care range Vinchy continue to use a stark white, clinical appearance to clearly differentiate themselves.

A NEW WAY OF THINKING

Amy Bridgeman notes brand owners are beginning to integrate their marketing and packaging strategies far more closely. ‘Brand design is no longer being left static.’ Brands are creatively using their in-store real estate and creating campaigns that are played out on ever-changing labels designs. These designs ‘build a conversation with their consumers, connect with their lives and

NEW WAYS OF WORKING

Robert Bergman sees brands in the middle of a rapid transformation. ‘Companies are quickly understanding that their way of working has to change – and that means that the ‘Design Request for Proposal (RFP)’ is quickly disappearing.’

The RFP originated as a tool for commissioning mostly government work or fixed commodities and services, but during the 80s and 90s, it started creeping into the design world. It was seen as a way to drive costs down for packaging design work from firms that were providing broadly similar services.

‘But in today’s market, you can’t afford to have similar or mediocre design, and you can’t compare design firms “apples to apples”,’ says Bergman. ‘The RFP makes no sense because finding a firm that can design your brand into success is a much better business decision than what, essentially, was a tactic for finding the most desperate design agency. Most successful design firms – and especially those firms that create unique creative work – simply opted out of design RFP’s.’

Bergman says a well-written brief has replaced the RFP. ‘A brief that is complete, well thought through, proactive and concise makes it possible to achieve the most valuable results – getting great design that creates great success, even in a tough market’.

NEWFOIL SERVO

HIGH SPEED HOT FOILING AND EMBOSsing

The fourth generation of Newfoil flat bed hot stamping, embossing and die-cutting machines feature “integrated motion and safety control”.

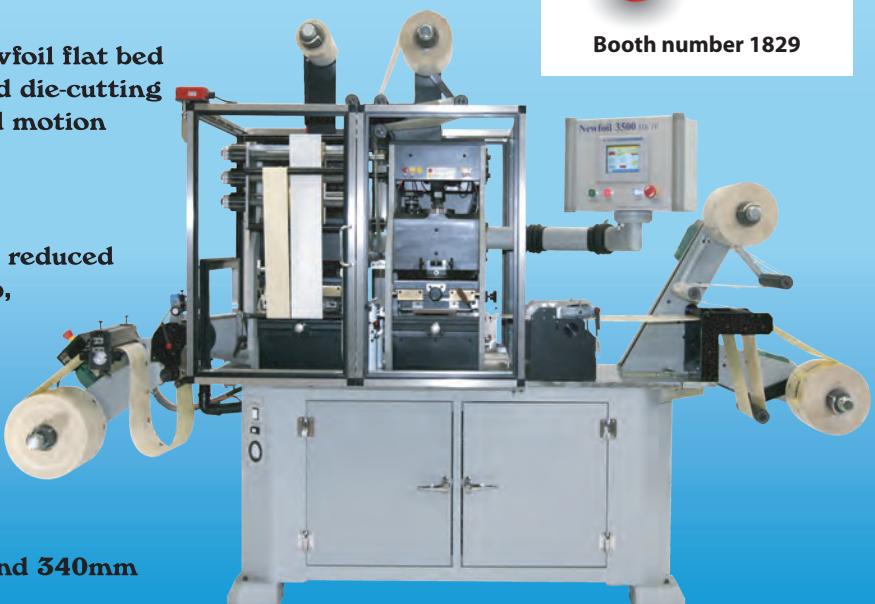
Productivity is doubled, with reduced operator input, quicker set-up, reduced waste, lower noise levels, data logging and much more.

**Speeds up to 18,000 I.P.H.
(75 metres per minute)**

Web widths 175, 250, 300 and 340mm

The best just got better!

Newfoil Machines Limited
Moorhey Engineering Works
Moorhey Street, Oldham
OL4 1JE England



Visit us at
LABELEXPO AMERICAS 2012
www.labelexpo-americas.com

Booth number 1829



There are Newfoil Distributors world wide

"Leveraging this 'conversation' into a physical form has proved successful for high end cosmetic brand Kiehls, using limited edition labels to constantly refresh the brand"

turn them into loyal brand advocates, hungry for more.'

Leveraging this 'conversation' into a physical form has proved successful for high end cosmetic brand Kiehls, using limited edition labels to constantly refresh the brand. The flagship product, Crème de Corps, has sold on its basic label branding since 1851. In 2010 it introduced personalized labels – such as 'To...from...' labels at Christmas and replaced its iconic shop image with a heart in time for Valentines Day – when it began selling in top end UK store Selfridges using the whitewater personalised label service.

The company has continued this marketing technique – with the addition of gold limited editions – to create differentiation and catch the consumer's eye but still sells the original label to retain the brand's traditional reputation. Kiehls has also partnered with a succession of charities for limited edition labels.

L'oreal Kids labels follow a similar strategy, featuring film characters in a series of a vivid designs tying in with new Disney film releases.

SOCIAL NETWORKS

Andy Connacher expects on-line marketing and smart technologies to be increasingly important routes to market. 'Whitewater has been approached by a lot of brands expressing an interest

BERGMAN ASSOCIATES

Robert Bergman is owner/creative director of New York-based branding, creative and advertising agency for the fashion, beauty and luxury industries, Bergman Associates – and the packaging design company, Mpakt. Email: contact@mpakt.com

PI

pi is an independent, global branding and design consultancy which specializes in holistic branding for consumer goods and healthcare products.

Call: Steve Kelsey, strategic innovations director on 0207 908 0808 or email steve@piglobal.com. www.piglobal.com

in incorporating augmented reality into their packaging'.

Cosmetics brands are now linking their in-store presence to online offerings through the use of QR codes and social media, Bridgman says. 'This unlocks a potential for interactivity so far unseen. Brands can't afford to stand still. They need to offer the consumer more than just a product to retain their edge over more price competitive own label brands'.

Bergman says the biggest challenge is finding a way to get the brand's 'romance, knowledge-base and back-story into the consumer's hand (and mind). Any marketing professional knows that if you can succeed at that, you are on the way to brand success. And technology is making it simpler and faster to supply that romance to the customer. For instance, the incorporation of a QR code into a pack's design can take a customer to the brand's website or mini-site.'

For the recent launch of Redken's Chromatics Hair Color, Bergman Associates incorporated a QR code onto the packaging and repeated the same code on all collateral and advertising to bring consumers to the brand's video, where they could find use directions, tips and additional material. 'For the future, we are waiting for the next generation of QR code concept – a way to access all kinds of product info and enticement without having to be at a PC or smartphone. Whoever invents this technology will completely change the shopping experience'.

More products are now being purchased over the internet, creating a different role for the label. Its current role of creating shelf appeal and providing product information becomes redundant for internet shoppers. According to Connacher, purchases will be more about product perception. But the label retains a key role post-purchase: 'You would think less of a product if it arrived without a label. The label is a tool to portray the product's value and convince the client of its quality.' He concludes, 'The label is becoming part of the brand and product, it is a reason to buy a particular brand.'

WHITEWATER GRAPHIC AND DESIGN

Whitewater has a strong design background in cosmetics and luxury product packaging. It also has experience in toys and games and gardening product packaging.
www.whitewater.co.uk
e: admin@whitewater.co.uk
Call: 0845 299 8596
Fax: 01733 286 874

ENVIRO NEWS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

UPM'S RELEASE LINER RECYCLING AVAILABLE INDUSTRY-WIDE

UPM's in-house program for recycling paper release liner is now available industry-wide through UPM Raflatac's RafCycle waste management concept in Europe. Label printers, packers and brand owners can have spent release paper collected for recycling at UPM's paper mill in Plattling, Germany, saving on waste disposal costs from landfill or incineration.

With UPM's in-house de-siliconizing process, waste becomes useful raw material. UPM's network for Recovered Paper (RCP) Sourcing provides the logistical solution to collect the materials. The spent liner is accumulated and stored in big bags at printers' or packers' premises, and transported either to local hubs or directly to the UPM Plattling mill. At Plattling, the liner is processed into pulp used as raw material for UPM paper products.

GREEN BAY'S COATED PRODUCTS OPERATIONS EARN FSC CERTIFICATION

All US locations of Green Bay Packaging's Coated Products operations have achieved the Forestry Stewardship Council (FSC) chain of custody certification (FSC-C110428) for pressure-sensitive roll labelstock.

VINSAK LAUNCHES IMAGESOLV

Vinsak, part of India-based Creed Engineers, has introduced Imagesolv, described as a green alternative to perchloroethylene. Natural additives ensure cleaning efficiency to increase the plate's life and reduce cost. In addition to being environmentally friendly, special features and benefits of Imagesolv include low odor, low toxicity, fast processing and less maintenance. It is also said to offer excellent solubility.

Vivek Bhardwaj, general manager of Creed Engineers, said, 'Imagesolv is environmentally friendly and reduces the overall impact on the environment. At the same time, it enhances the plate's life without compromising on productivity and reduces cost related to cleaning efficiency.'

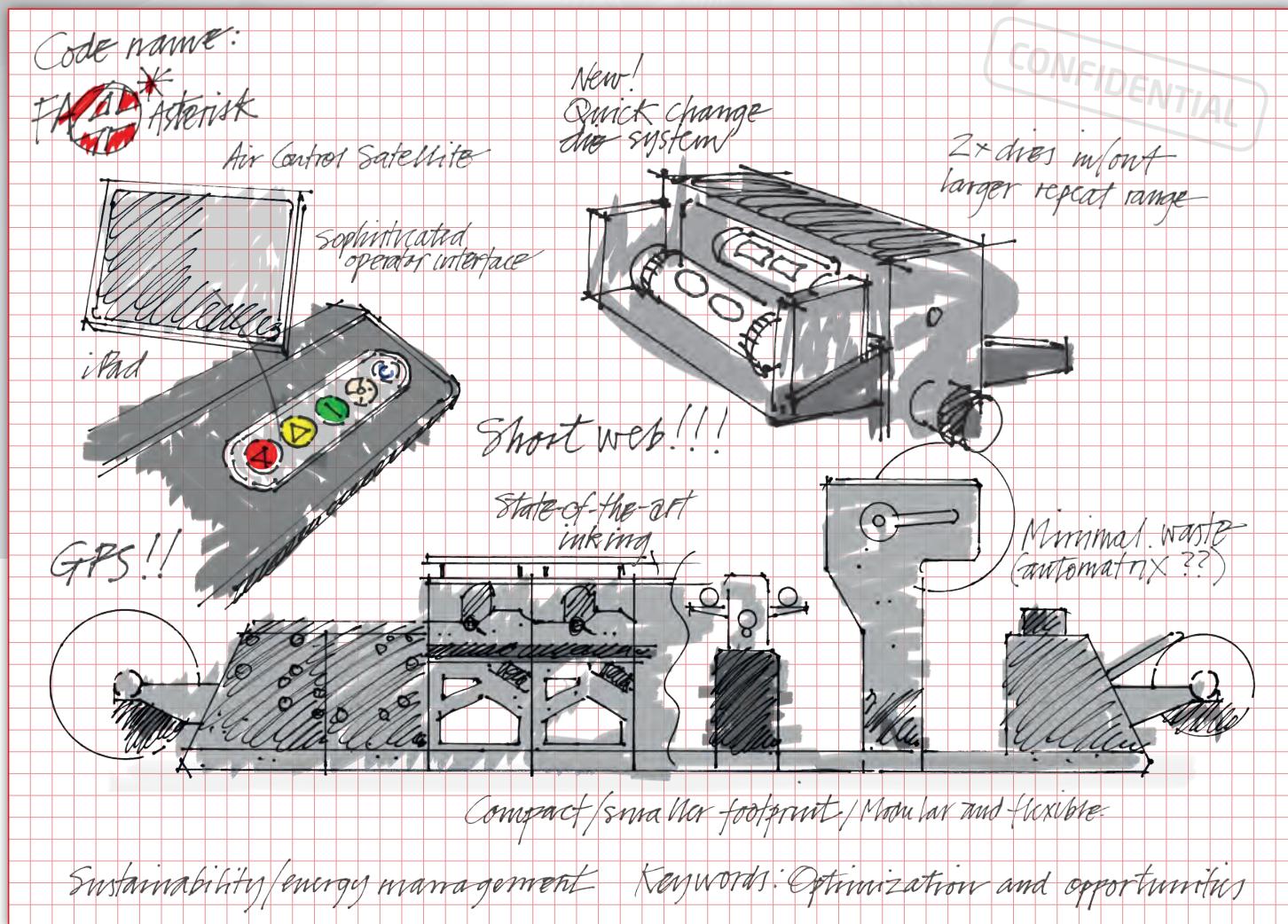
TWO MORE TORRASPAPEL SITES CERTIFIED TO ISO 50001

Torraspapel's Sant Joan les Fonts and Sarrià de Ter mills have joined the list of the group's manufacturing sites with ISO 50001 energy management system certification.

The certification, based on a cycle of continuous process improvement, entails the efficient use of available energy sources, thus contributing to reducing greenhouse gas emissions.

Revealing new presses and the **NEXT** level of performance

LabelExpo Americas 2012
Hall B, stands 3105 and 3205



NEXT
YOUR : OUR
CHALLENGE : COMMITMENT





THE WORLD CLASS PARTNER FOR TODAY'S LABEL CONVERTERS



Visit us at



11 - 13 September, Chicago

LABELEXPO
Americas 2012

www.labelexpo-americas.com

Booth number 3226



A B Graphic International Ltd

Lancaster Road, Carnaby Industrial Estate,

Bridlington, East Yorkshire, YO15 3QY England

t: +44 (0)1262 671138 f: +44 (0)1262 677009

e: info@abgint.com w: www.abgint.com



Drupa technology trends

SOME OF THE UK'S leading label converters attended a BPIF seminar looking in more detail at some key technology trends unveiled at drupa. Andy Thomas reports

The British Print Industries Federation's labels section ran a very successful technical seminar in May focusing on post-Drupa technology trends.

Opening the proceedings, Neil Falconer of the Print Future consultancy issued a stark warning to UK label converters: 'There is too much capacity and the wrong type of skills and equipment.'

New skill sets are required for future success, said Falconer, and converters will need to invest in technologies like digital asset management and workflow as well as the training to make them work. 'Today, business is not about putting ink on paper but how to use the available tools to give a point of differentiation.'

Label converters need to live in a different world, where they are a part of a brand's marketing conversation. 'Brands are integrating their budgets, so point of sale collateral is as important as the primary and secondary packaging.' The business opportunity is to offer a range of new services from asset management to flexible packaging, building on the core labels business.

Converters must also see themselves as part of the supply chain. 'To help brands re-engineer supply chains is key. Delivering print close to the point of packing and filling and printing on demand.' Falconer pointed out that in the pharma industry delivery times have reduced from 17 weeks to just two days,

which had resulted in 70 percent savings on packaging material costs and cut overall supply chain costs by 30 percent, with waste reduced from 20 percent to almost zero. 'This is a new world away from price per label. This is not the end of conventional packaging, but we are at a tipping point and the pressures will increase.'

Already there is an unstoppable trend to shorter runs, with 65 percent of jobs less than 50,000 linear meters. But Falconer warned against seeing digital printing as a magic bullet. 'You have a new service offering, meaning new business, but digital print is already a commodity market. So you still need some point of differentiation.'

Profitable production of shorter runs brings the associated need to finish, dispatch and invoice, and converters need to embrace automated workflows whether they print conventionally or digitally, said Falconer.

DIGITAL OPPORTUNITIES

Drupa showed digital print suppliers opening up new opportunities for added value production. Paul Briggs at Xeikon UK foresees a growing demand for short runs of digitally printed folding cartons after the company introduced its B2 format carton press with inline die cutting/creasing or sheeting at Drupa. The press is able to handle substrates up to 600 microns as well as the full range of

current label substrates.

Digital cartons are also a key application for Screen's JetSX B2 sheetfed press launched at Drupa. The company's Carlo Sammarco said the press has a flat sheet transport system designed with these thicker substrates in mind. Sammarco also used the seminar to give more details of Screen's first dedicated digital label press, the prototype TruePress L350UV seen at Drupa. The UV inkjet press uses 600dpi native print heads with four gray levels, printing at speeds up to 50 m/min on web widths between 100mm to 350mm. Sammarco said a white ink will be demonstrated at Labelexpo Americas and an extended gamut ink set will be available by Q1 2013.

Domino's Steven Hancock talked about how the company is integrating digital spot varnishing and digital cold foiling into its N600i inkjet press using the ABG Digicon digital converting platform.

Hancock said there is still a place for monochrome inkjet heads on conventional presses where only the black information changes and run lengths are too long for a digital press. Applications include track and trace, batch numbering on pharma labels, variable numbering systems linked with an online database, and numbered retail coupons. Other variable print opportunities include promotional games and multi-part labels enticing consumers

to enter details through their smart phones. Hancock cited a promotion by cordials manufacturer Robinsons where QR codes take consumers to a competitions website where they enter a unique number found on the label. 'This all represents major opportunities for new business.'

Hancock said DoD (drop-on-demand) inkjet heads can now be scaled to match any web width, allowing variable black printing at full web width. This technology also underpins Domino's digital varnishing and foiling technology where the need is for high coverage across the web width. The heads can be mounted either inline on a press or on finishing equipment, or on a dedicated module which can be moved between different presses and rewinders.

In a Q&A session, delegates asked about price trends for inkjet inks, and were told the price has fallen from 300 GBP per kg to 100 GBP per kg over the past four years, and it is expected to fall 'very significantly' in the coming years.

DIGITAL PLATEMAKING

With so much attention focused on digital printing, it is easy to forget the strides still being made in digital platemaking.

Paul Briggs said Xeikon has made a major commitment to the flexo CTP market with the acquisition of FlexoLaser's technology. This forms the basis of the ThermoflexX launched at Drupa for the imaging of ablation flexo

CONVENTIONAL VS DIGITAL

Digital printing is taking more and more short run territory from conventional press technology. But Gidue managing director Federico d'Annunzio said flexo press manufacturers are 'not afraid' of digital printing, claiming that by digitizing control of UV flexo's twin variables – print register and pressure – a modern flexo press can be competitive down to run lengths of just 5,000 linear meters when all cost factors are taken into account.

This type of 'Digital Flexo' system is 'self-learning', said d'Annunzio, automatically adapting itself as the variables change. This level of control is made easier with flat top dots, which exhibit less dot gain and are easier to control.

D'Annunzio said digital print technologies have their own limitations. While the higher quality toner-based systems have probably reached a physical limit in terms of speed and width, inkjet has relatively low (native) resolutions and is more expensive to scale across wider press widths, he said.

'On a Digital Flexo press we can achieve 20 meters of waste no matter how long the press, since there is only one "digital" operator'.

and letterpress plates. Xeikon's strategy is to offer digital options for conventional presses as well as complete digital print and converting lines.

Screen has also launched a flexo CTP system on the back of its successful litho technology. The PlateRite FX1524 will handle all LAMS flexo, letterpress, screen and thermal offset plates at resolutions up to 4800dpi for high definition flexo printing.

At Drupa, Esko introduced the Spark CDI 4835 Auto which combines automatic plate loading, LED back exposure and ablation in one operation. 'This gives total consistency and no hot spots and we can hold 6-10 micron dots,' said EskoArtwork's Paul Bates.

A discussion illuminated the issues surrounding flat top versus round top flexo dots. To summarize: round dots give you 'fantastic' one percent highlights, but cannot match other processes when printing solids, particularly on filmic materials. Flat top dots, on the other hand, deliver pinhole-free solid areas matching gravure, but are more difficult to control on the highlights.

'With our inline UV2 plate processor technology we control the UV output to allow both round and flat dots to be combined on the same plate,' said Bates. 'The vignettes are of offset and gravure quality.' Bates said Esko has made 450 HD Flexo installations in the last two years and carried out 175 certifications. 'We are working with both end users and press manufacturers to drive the technology.'

NEW OPPORTUNITIES

ABG's Matthew Burton outlined four possible new revenue streams for PS label converters: short run cartons, short run flexible packaging, in-mold labels and web-to-print with inline laser die-cutting. Burton told delegates that at Drupa ABG had seen a significant interest in HP Indigo's upcoming wider format (762mm) 20000 press targeted at short run flexible packaging applications. The company is investigating semi-rotary converting of mid-web digital printed webs up to one meter and already offers a low cost offline laminator.

For IML, ABG works with finishing partners specialized in handling these difficult substrates off the roll.

A key focus for ABG is laser die-cutting. Burton gave the example of two US converters, Sticker Giant and Digital Dogma, doing web to print label work using laser die-cutting to move jobs quickly through the business. Sticker Giant estimates it has saved 100k US dollars on die tooling in 12 months and is now looking at a second ABG laser die-cutter. At Digital Dogma the company says it is saving up to 5000 GBP per

BPIF STATE OF PLAY

BPIF Labels has been rejuvenated under the leadership of non-executive chairman John Bamberg, who aims to make the organization the main voice in the UK for the PS label converting industry.

'With a one third increase in membership and, our technical seminars now gaining credibility, companies are now beginning to realize that a collective voice in helping to solve some of the industry's problems is the way forward', Bamberg told L&L. 'The post-drupa technical seminar enabled companies to be made aware of the developments in the wider world of printing and how they are impacting on the self adhesive and narrow web sectors.'

BPIF Labels has already published two brochures: Recycling of Backing Waste and Ink Migration. The next publication will be a code of practice for the production of labels for the food and 'sensitive' product sectors.

month on die costs.

ABG is now working on automating delivery of its laser die-cut files with MIS suppliers Labeltraxx and Cerm. Burton likened the current state of laser die-cutting to the emergence of digital print in the 1990s.

EskoArtwork, meanwhile, consolidated its position at the heart of labels and packaging digital workflows with the announcement at Drupa that its holding company had acquired X-rite/Pantone.

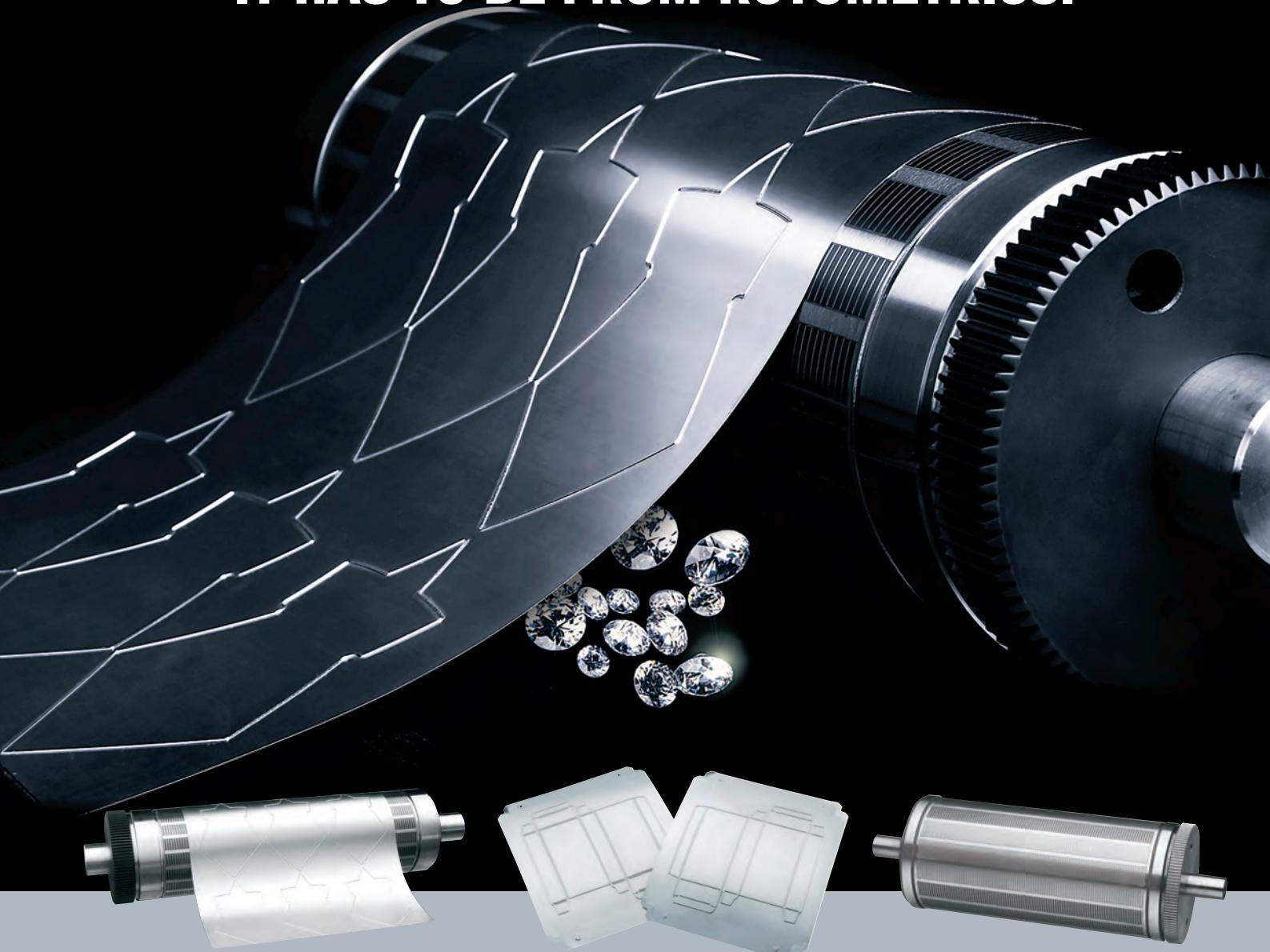
'This brings the Pantone library within the Esko group and allows us to open Cloud-based color management to everyone,' said Bates. 'The Pantone Live database gives everyone information about color at the earliest stage of design. Colors like Cadbury blue will be profiled just once and then can be shared by anyone with a license.'

Bates also described how Esko's Suite 12 now allows converters to offer their clients remote approval of labels and packaging rendered in 3D on an iPad. 'We can automate the process by linking a printer's MIS, like a LabelTraxx, directly to our on-line approval system.'

In other presentations, David Galton looked at Asahi's latest flexo plate technologies, while Wayne Dobson of Virgo Environmental discussed the possibility of setting up a recycling plant in South Wales utilizing a new enzyme technology. This recycling method is being tested in a pulp recovery mill in Thailand, with a JV in Malaysia launched last year. The proposed South Wales plant could use paper liner waste as a feedstock.

The seminar also heard a presentation from the European Flexographic Industries Association (EFIA), which introduced its modular Academy Two e-learning program.

WHEN THE QUALITY OF THE CUT MATTERS, IT HAS TO BE FROM ROTOMETRICS.



AccuStar® Flexible Dies: precision-finished, laser hardened and optimized for ultra-thin film liners (23 micron PET/0.00092").

Rotary Pressure Cutting Dies: innovative technology for longer die life on liquid packaging and folding carton applications.

Magnetic cylinders: industry-leading precision and guaranteed diameter tolerances of +0.0/-2.5 micron (.0001").

Diamonds are forever, and RotoMetrics has a reputation for quality that's just as long lasting. No matter what your converting challenge, RotoMetrics delivers the products, people and performance that can help you get flawless results, every time. You'll see that quality in every product we make – like the most complete line of flexible dies in the industry – all with RotoMetrics market-leading technology and innovation built in. Learn more online, or by calling 1 of our 16 worldwide office locations.



www.rotometrics.com/quality



Cosmo Films enters Labelexpo arena

THIS IS THE FIRST LABELEXPO AMERICAS EXHIBITION for India-based films manufacturer Cosmo Films. Andy Thomas finds out more

Cosmo Films is a global manufacturer of packaging and label films. The company started manufacturing BOPP in India in 1981 and today has a BOPP production capacity of 96,000 tonnes a year. In addition the company manufactures 38,000 tonnes of thermal laminating films and 3,000 tonnes of coated films a year. Total annual production capacity is expected to reach 174,000 TPA by Q1 2013.

Cosmo Films runs a total of 10 state-of-the-art extrusion coating lines, seven BOPP lines, two metalizers and two coating lines, all supported by a comprehensive R&D laboratory. The company has two manufacturing plants in India – at Aurangabad and Baroda – and plants in the Netherlands, Korea and the US. It has distribution centers and sales offices in Japan and Singapore. The plants are certified to ISO 9001 and to the BRC-IOP product safety and hygiene management system.

Pankaj Poddar is company president and responsible for managing Cosmo Films' Indian operations. So why did the

company choose to exhibit for the first time at a Labelexpo Americas?

'We already sell BOPP and thermal lamination films in the US and now intend to sell coated films,' said Poddar. 'The USA is the biggest market for label films in the world and we have a wide range of coated products including print receptive label films, PVDC, acrylic, velvet, scuff free matte and digital film.'

Continues Poddar, 'The USA is an apt market for our company given our strength and focus on research and development and quality and we can provide a significant value as our advanced products are available at a reasonable cost.' There is local service from the company's distribution center in the US.

In terms of label films, Cosmo offers a wide range including wrap around, self-adhesive facestocks and In-mold (IML). Among other specialist products promoted at Labelexpo Americas will be metalized facestock film, HP Indigo digital printable label films, a range of over-laminating films including Velvet

touch, linen and silk matte, as well as Holographic patterned film and clear films for liner and specialty packaging grades.

'Next year capacities will expand by 40,000 MT/year which will give us an opportunity to expand our customer base globally,' says Poddar.

Looking to the future, Poddar sees a great future for in-mold labels in particular. 'In the coming future IML will take over self-adhesive labels because of its unique advantages. In IML labels the number of conversion operations are less and its cost effectiveness with better results are added advantages.'

On trends in the PS sector, Poddar comments, 'Paper liner might be replaced by flexible film liner on account of environmental issues. Bio-degradable films may also be the future trend to nurture the environment.'

Poddar is certainly buoyant about the future. 'We predict that the international label films market will grow by seven to eight percent in the coming years.'



Who printed her secret to natural beauty?

For decades Stork Prints has been setting the international standard in graphics printing and our original screens and (digital) printing systems continue to guarantee the best quality today. Together with printers and manufacturers worldwide, we offer cutting edge printing solutions for labels and packaging.

www.spprints.com

spgprints®

The origin of success

Indelible mark.



MONEY SAVER

ULTRA FLEXIBLE

LOWEST WASTE

ERGONOMIC

FULL OPTIONAL

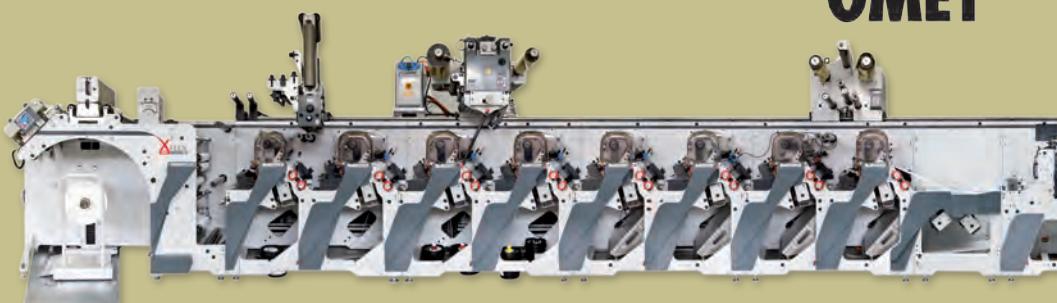


Booth 3123

11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

XFlex Series

Multi Process Label Presses for
All-in-one-Pass High Quality Printing.



OMET Srl
omet.it

| archipelago.omet.it
DIGITAL WEB MAGAZINE

since 1963



Young, Global and Ambitious

FOUNDED JUST THREE YEARS AGO, Finat's Young Managers Club is now organizing its first global congress. Here L&L interviews chairman Francesc Egea, IPE (Spain) and treasurer Dana Kilarška, Purgina (Slovakia)

L&L: HOW HAS THE YMC EVOLVED SINCE ITS INITIATION IN 2009?

YMC was founded in 2009 with the election and appointment of the YMC board during the annual Finat congress in Antalya, Turkey. The board consists of young professionals from Belgium, India, Italy, Slovakia and Spain representing small and large companies that are active in the global labeling value chain. Initially, we held a few small conferences to get a feel of what we wanted to become and achieve. As we saw more and more members join from India we staged a larger event at Labelexpo India in close collaboration with Tarsus.

In order to comprehend what is going on in our industry globally, and align our business to the changing requirements, young managers (those under 40) are very keen to connect with peers in the labeling industry from around the world. From that the idea to organize a global congress originated and we are looking forward to an exciting program at Westin Hotel, Berlin, Germany, on 28-30 November 2012. This is being run in close collaboration with TLM (US), LMAI (India) and hosting association VskE (Germany).

WHAT IS YOUR FUTURE STRATEGY?

In just three years we have grown into a truly global organization and have attracted over 60 members. Currently we have a vast majority – 70 percent – from Europe, 20 percent from Asia, particularly from India and the remainder from US and Latin America. Our aim is to expand that number, in geographies, cultures, company type, and gender. Therefore we plan to organize more networking and learning events that cater for the needs of these young professionals who are likely to look for information, solutions and answers that differ from those more experienced managers have. That is why we envision a more hands-on approach. Through workshops and presentations we want to provide practical information that helps develop both personal and managerial skills, and inspires and supports them in their strategic and operational activities. We are very grateful for the 'heritage' received from our predecessors, but believe we can help fix some of the 'blind spots' for the younger generation.

WHY IS EXPANDING MEMBERSHIP IMPORTANT?

Recruiting members is an ongoing process and the board's priority. We deploy our network and make use of social media. But the best way to attract new members is still by sharing our passion and informing them of the benefits of becoming a member through personal conversations. Apart from attracting new members we also aim to make existing ones more active. With the support of the Finat board and members, we believe YMC can become a leading association for young managers. Provide guidance, and develop a social and global framework. The goal is also to further connect with other associations and make the global congress a recurring event.

WHY BECOME A YMC MEMBER?

Because we believe it is the best networking platform for young managers. There are so many interesting young global citizens and professionals out there. We are highly educated, ambitious and excited about the future. Being a member and becoming part of this community is fun, interesting and rewarding. It makes you grow, in all respects. In order to understand the world, you have to be part of it. So far, we have only received very positive feedback.

WHAT DO YOU SEE AS YOUR GENERATION'S OPPORTUNITIES AND CHALLENGES?

To connect and operate in a global organization, we benefit from the availability of much faster communication, smarter devices, and people who are multilingual with greater intercultural experience and empathy. The downside is the 'speed' at which we live and work. We need to be cautious about not wanting to chase short term profit, making the wrong decisions through lack of time or long-term vision. There is also the price pressure from both supplier and customer. And the need for a flexible business model that can bring more added value to customers.

A challenge, particularly for second and third generation successors of family run business, is to consolidate their business. It is often said that the first generation brings the foundation, the second builds the actual house, but the third one needs to keep it future proof. Yet, last but not least, there remains the big question on how to embrace the whole environmental/sustainability issue. This can make or break our industry.

Introducing the



The next revolution in complete digital label manufacturing has arrived. Announcing the iTech CENTRA HS Digital Label System from Allen Datagraph Systems, Inc. The iTech CENTRA HS Digital Label Printer and the iTech CENTRA HS Digital Label Finisher is truly a "first-in-class" system that enables label converters the ability to efficiently produce labels in any shape without dies and is unmatched in its capabilities and economics for digital label manufacturing.

To learn more about the iTech CENTRA HS Digital Label System please contact
Allen Datagraph Systems, Inc. at
info@allendatagraph.com or
1-800-258-6360.

The iTech CENTRA HS Digital Label System will be exhibited for the first time at booth 6115 during Labelexpo Americas 2012, September 11-13.



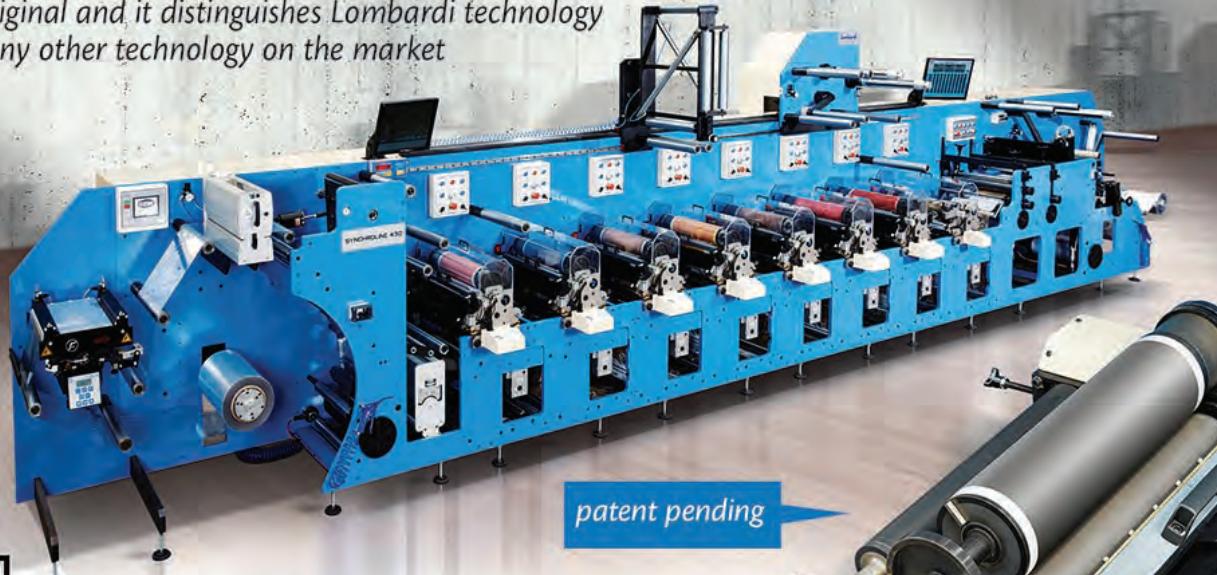
**Allen Datagraph Systems, Inc.
56 Kendall Pond Road Derry NH 03038
I-800-258-6360**

email: info@allendatagraph.com
website: www.itechlabel.com



"improve your printing"
SYNCHROLINE

Lombardi A.B.S. Technology is absolutely new and original and it distinguishes Lombardi technology from any other technology on the market



Lombardi Converting Machinery S.r.l. - via del Mella 61/ 63 (zona industriale) 25020 - Brescia (Italy)
Tel 0039 030 3580531 • Fax 0039 030 3580644 • www.lombardi.it • lombardi@lombardi.it
sales@lombardi.it • lombardi.lorenzo@lombardi.it • lombardi.massimo@lombardi.it

Web-based label management is the future

CLOUD-BASED label management is critical in helping brands streamline their products' packaging lifecycles, explains Danielle Jerscheske

The burden of managing label order processing and text content management (CMS) has traditionally been the sole responsibility of the brand. This situation is undergoing radical change thanks to recent advances in cloud-based technologies and applications.

To differentiate themselves from their competitors, packaging converters must today move beyond 'merely' providing quality printing and on-time delivery. Customers are beginning to demand help from vendors with more comprehensive treatment of their entire packaging supply chain. Failure of a package printer to expand their service responsibilities can result in losing accounts to competitors more willing to be creative in providing something closer to a 'total service solution'.

Forward thinking converters have responded with approaches that include maintaining label inventory, just-in-time production schemes, and more direct interaction with the printer's pre-press department. Some have begun providing a pre-press technician to

perform rudimentary label management functions like graphic file archiving and text revision and proofing.

Text revisions are often made by the printer's 'artist' in the heat of meeting the press schedule with expediency foremost in mind. This can result in a somewhat limited proofing approach, and, over time, a patched-together condition of the graphic file. Communication through special email accounts and FTP sites represent improvement but still operate in separate spheres and by their disjointed nature limit efficient and wider participation. In truth, the workflow is not fundamentally different from the old paper job ticket.

New cloud-based technologies give label managers access to powerful server-based platforms that can perform an amazing array of time-saving functions while opening up participation to a much larger circle of stakeholders.

DEVELOPMENT HISTORY

Bill March has been focusing on the topic of text content management and package print order processing for the last eight years. This segment of the package print supply chain is the most underserved link in the chain. As a salesman, March witnessed widespread chaos in the label management efforts of his clients. March recognized the benefit of standardizing management practices and workflows. Concurrently, web-to-print technologies became available that allowed March to implement his ideas in a set of cloud-based tools. The result of his efforts can be found at LabelArchive.com.

March lives with his family in Boise, Idaho and regularly enjoys Idaho's wide variety of outdoor adventures.

In this case, 'workflow' means a coordinated set of highly intuitive sequential interfaces operating within a cloud-based solution that can provide users with a system to efficiently treat all of the crucial tasks related to label management.



These functions include task assignment, order scheduling, direct and highlighted text revisions and proofing (CMS), and order placement. As a cloud-based option it offers a wide circle of users immediate and convenient access to the label management process.

What if an option like this were offered to customers by their label and packaging converter? How would the relationship between print option provider and customer progress?

Brand owners are less concerned in today's on-demand environment with the actual production of their package printing. They still want quality images and materials that arrive on-time at their packaging contractor; so a web-based label management option like LabelArchive can be the tangible face of, and the first step in, a brand's label procurement operation.

With such modern technology a converter has the opportunity to provide the LabelArchive system under its own branding whereby all processed orders can be effectively set to flow exclusively to their own pre-press department. In this way the converter has the ability to enjoy a strengthened position in the relationship with the client.

LabelArchive is a cloud-based software that provides brand owner packaging managers with an interactive forum where everyone on their team can clearly communicate together and with the packaging converter. The system links databases into a four-point workflow that works as a collaborative Content Management System (CMS) and Order Processing workflow.

This system gives the brand manager the ability to archive label and packaging images and relevant data, to schedule label orders for print and assign scheduled tasks to various system users and team members. Brand managers are able to visually highlight content changes within the system for all users to clearly see.

Bill March, president of LabelArchive, says, 'When a brand customer uploads their graphic files and data to a printer's cloud-based label management system and begins to enjoy the overwhelming benefits of using it, any thoughts of shopping around for another provider tends to evaporate.'

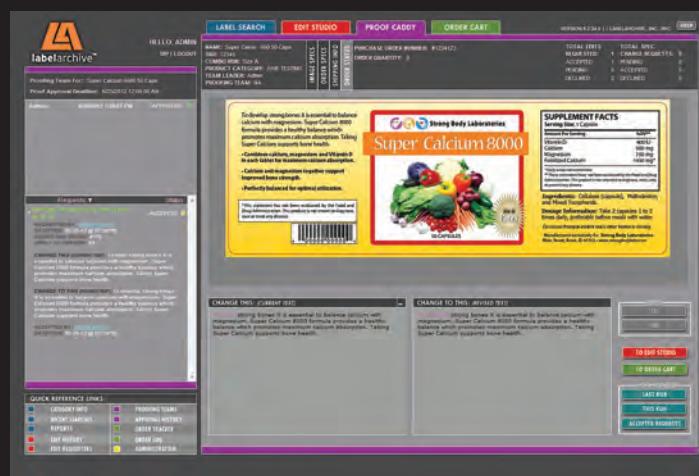
'Another significant benefit is that pre-press, print production, and packaging planners can be registered on the customer's system to directly monitor planning and scheduling of web-to-print orders. The package printer can now reach forward in the supply chain and become a 'fly on the wall' of the brand's label procurement operation.'

The day is coming that a web-based label management option will be considered standard equipment for any modern package print provider. It is relatively inexpensive to provide and will keep customers satisfied and engaged with a truly full service option.

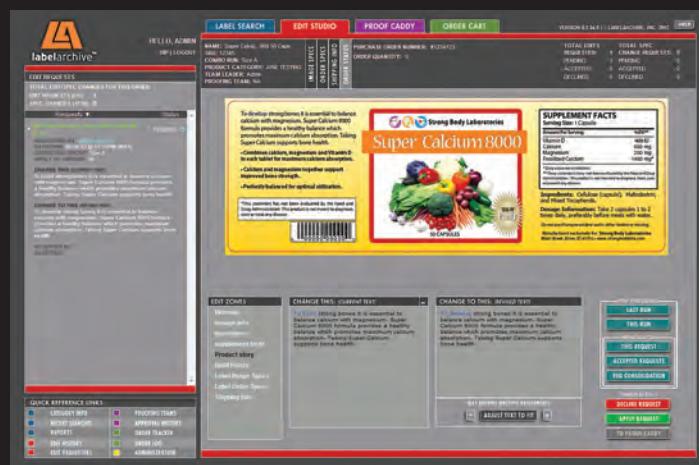
Label management is the first link in the package print supply chain and it remains relatively underserved. The package printer that fills this gap will be in an excellent position to control the other links in the chain.



SCREENSHOT of user-friendly cloud-based LabelArchive



IN PROOF CADDY USERS can simply direct text to change from one way to new on the bottom of the screen



ON THE LEFT BRAND OWNER marketing team users are able to interact easily

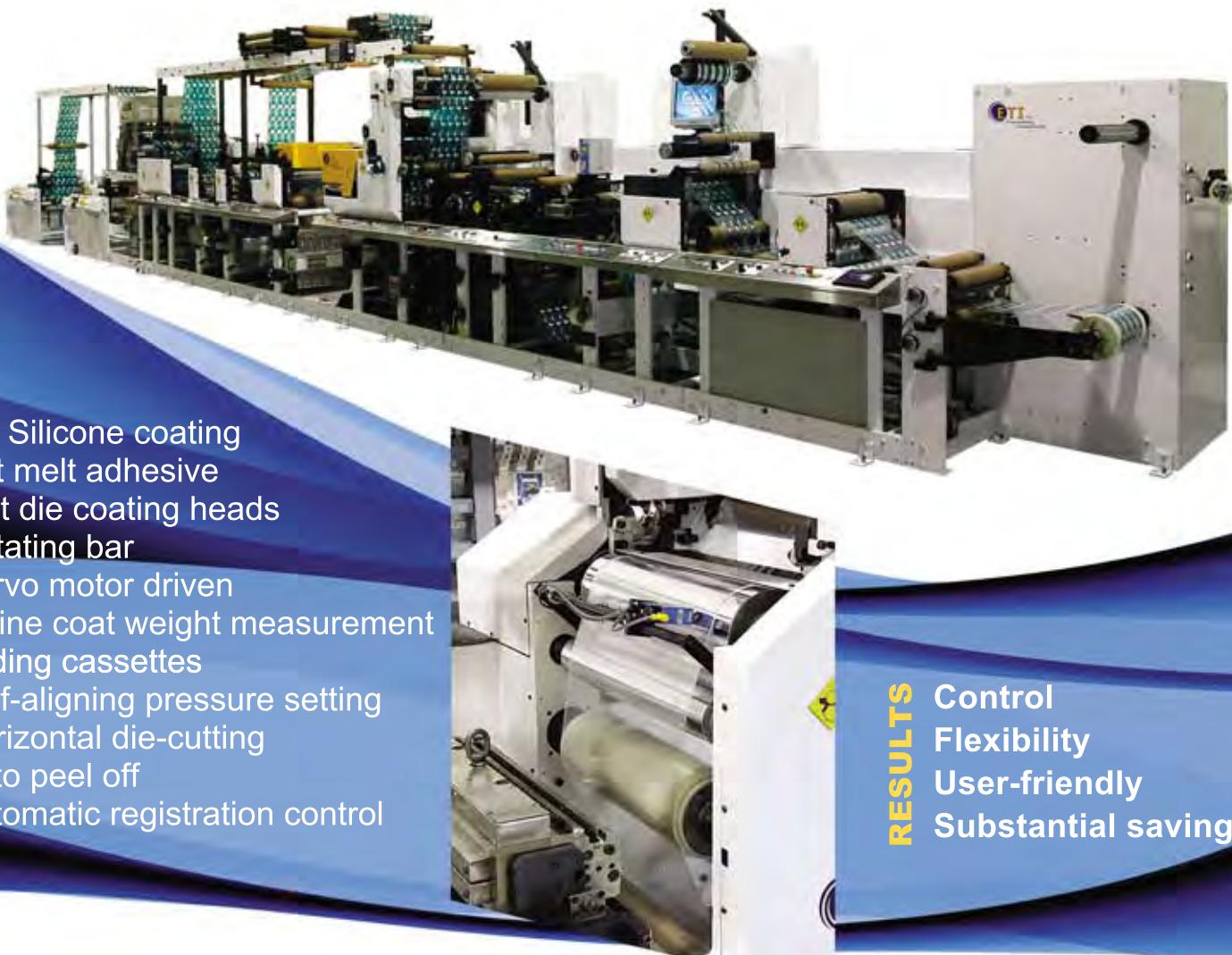


www.eticonverting.com

INNOVATE TO CONQUER

COHESIO TECHNOLOGY

Multifunctional off-line or in-line printing along with silicone and adhesive coating



FEATURES

- UV Silicone coating
- Hot melt adhesive
- Slot die coating heads
- Rotating bar
- Servo motor driven
- In-line coat weight measurement
- Sliding cassettes
- Self-aligning pressure setting
- Horizontal die-cutting
- Auto peel off
- Automatic registration control

RESULTS

- Control
- Flexibility
- User-friendly
- Substantial savings

LIVE DEMO ON COHESIO MINILINER™

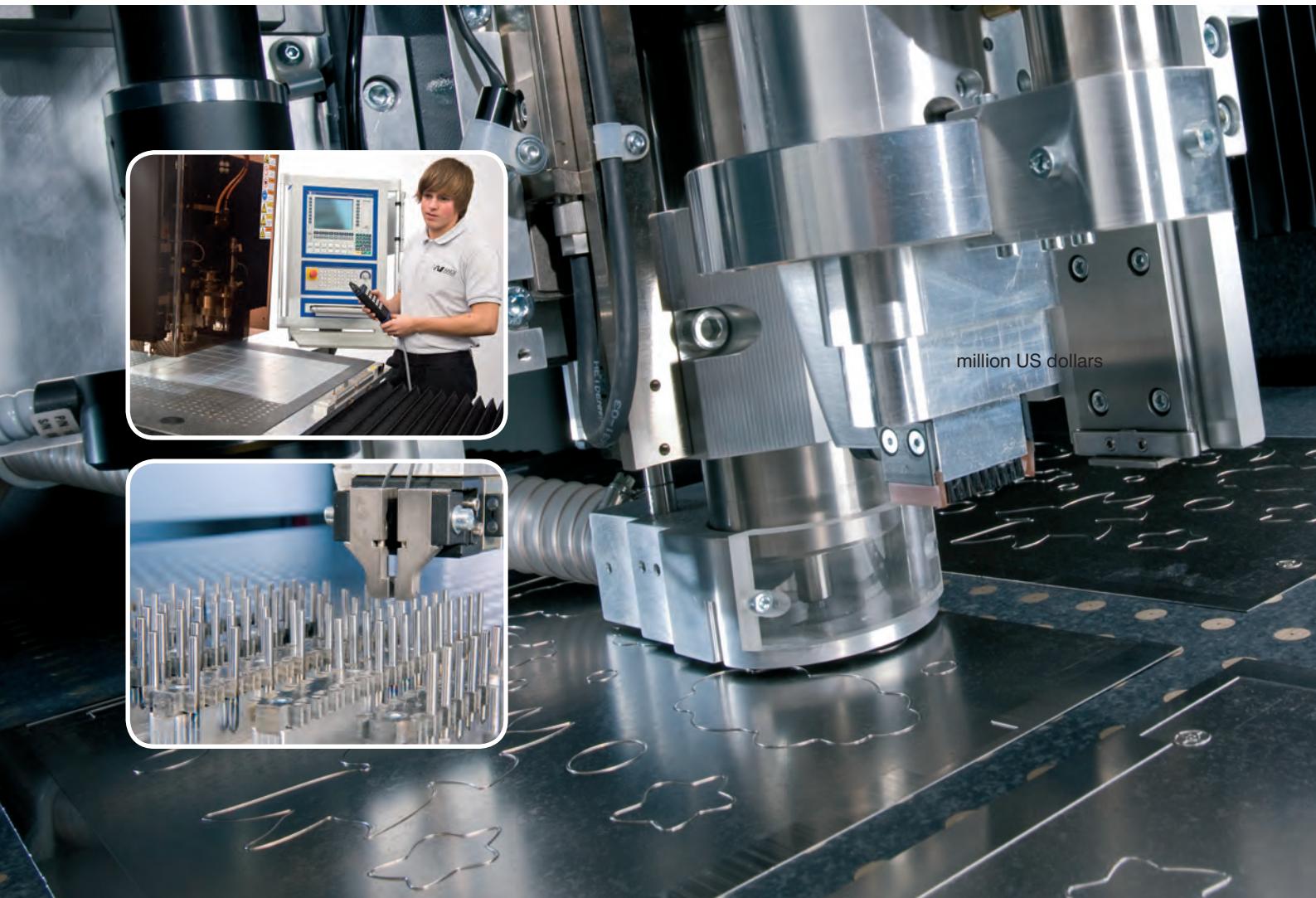


ETI Latest Technologies:
Miniliner™ & Linerless



Come visit us
at BOOTH 5603

GVM ENGRAVING MACHINE



million US dollars

Worldwide unrivaled in Precision,
Quality and Efficiency.

Specifically developed for CNC
sharpened flexible dies.

Made in Germany

ANDERSON EUROPE GMBH

Am Oberen Feld 5
D-32758 Detmold/Germany

Fon +49(0)5231 9663-0
Fax +49(0)5231 9663-11

sales@andersoneurope.com
www.andersoneurope.com



ANDERSON EUROPE

Print on the cutting edge

GSI TECHNOLOGIES has leveraged cutting-edge engineering techniques to develop a range of unique functional and electronic print solutions, writes Danielle Jerschefske

Functional printing and printed electronics are creating a buzz in the print community as challenges are overcome and new levels of quality and process control reached. GSI Technologies (GSI), located in Burr Ridge, Illinois, has blazed the trail for others to follow.

Brother and sister co-founders Bob and Suzanne Zaccone launched the operation in 1985 to produce prime and anti-counterfeit labels and polycarbonate overlays. The pair guided the business to profitable growth while maintaining a strong involvement in TLMI, having both served on its board. Among key personal qualities have been a willingness to put family before business, and the audacity to take risks to drive innovation.

Today, industrial graphics and prime label production represents only 15 percent of GSI's business. The balance is a vast range of advanced functional printing products including strips to measure glucose for diabetics, electroluminescent lamps, smart card displays, sensors and automotive circuits.

Printed electronics is set to be a multi-billion dollar business. According to Frost and Sullivan's World Printed Electronics Report, the market is projected to grow from \$910 million in 2011 to \$5.04 billion by 2016. The same research firm named GSI Technologies a 'prominent participant in the medical sensors market' last year.

METHOD TO MADNESS

To make the transition to a functional printing specialist, GSI needed to take on a different mindset. In the early years GSI had seven sales people and no engineers on staff; now the business has one salesperson, two business managers and employs a staff of engineers with expertise in materials, electronics, process and quality control, and different product-specific areas.

Printed electronics is not primarily about reducing cost, explains Suzanne Zaccone: 'What we develop at GSI is not considered disruptive, because it is typically not replacing something that is currently in the market with something that is cheaper. Our work is far more encompassing. We're adding value and finding success by enabling a product to be produced that could not have been done any other way.'

GSI must be able to help overcome a problem in order for its solutions to be viable. For example, printed batteries are often touted as a more environmentally friendly alternative to coin cell batteries. But it is difficult and far too costly to attempt breaking into a market with affordable infrastructure and solutions already in place.

GSI is looking for something unique, like a requirement for a printed battery of a specified thickness. Ideally the design is nearly complete



with a few hurdles to overcome in either form or function. GSI business managers are technically minded, allowing them to communicate directly with their engineering peers to filter through the business concept and help in the final design and development.

To drive such innovation, GSI has made major investments in equipment, engineering capital and quality systems, all dedicated to scaling up promising ideas to commercial reality.

Says Jack Kraemer, president of GSI Technologies, 'our investments have brought more science and less art to the processes involved. You must be able to follow the rules for science to work correctly. Our objective is to have predictive production for whatever we're manufacturing.'

Engineering handles the layout of the complex multi-layer constructions of high-cost consumables that can cost as much as \$30 per ounce. The risk is high, which is why the converter works on the value proposition right from the get-go.

Four manually fed screen presses are used to create prototypes and low volume orders as projects are massaged into viable, marketable business solutions. Cylinder screen presses then lay down one layer on each pass to create the final product. Roll to roll production is utilized for high volume applications where customers wish to perform downstream operations in roll form. All lines are equipped with camera systems to monitor layer-to-layer registration to ensure each piece has dimensional consistency.

The dimensions of each deposited layer are critical in determining functionality. With the inherent qualities of some of the advanced coatings used, such as PEDOT:PSS [Poly(3,4-ethylenedioxythiophene) poly(styrenesulfonate)], thickness can directly impact electrical properties as well as characteristics such as light transmission.

Silver is used as the conductor of choice in printed electronic devices as it has the lowest electrical resistance, and therefore the highest conductivity.

Copper is a close second to silver in the low resistivity category, but is easily oxidized, limiting its usefulness. Any exposed copper surfaces, such as the surfaces of particles in inks, will oxidize, readily forming a highly resistive (low conductivity) copper oxide. The conductivity of printed inks containing copper oxide-coated copper particles is essentially zero. Still, new products have been introduced with pre-oxidized copper particles that convert to copper when printed. These systems show great promise for lower cost production in the future.

The GSI operations team uses a range of analytical tools including real-time SPC (Statistical Process Control) software, which works with the in-line inspection equipment. Team leaders located anywhere in the plant can access this frequently updated data for continuous improvement purposes.

After each functional layer is printed, an engineer reviews the designs and through a microscope compares the design to the print. Most recently GSI



installed a 100 percent in-line verification system for testing electrical resistance and conductivity.

'With in-line and end-of-line testing tied to real time feedback, we have the ability to run the production lines at targeted precise functional attributes,' says Gordon Smith, CTO.

There is no tweaking allowed on-press. Each and every product going through the machine is manufactured with methodical accuracy. Operators are disciplined, given the data and tools needed to set the press to lay down the precise amount of material, which has already been tested and formulated to work reliably. While there is little turnover of associates within the company, less experienced and newer shop floor workers follow a lead and are paired with experienced engineers and line staff.

The converter has taken screen making in-house so it can control quality and provide quick turnarounds, allowing engineers to rapidly adjust the dimensions and thickness of each printed layer.

GSI moved into electroluminescent lamp (EL) manufacturing in 2003 with the acquisition of the assets of BKL Electroluminescent, moving the capital equipment to the plant in Illinois. The business manager, application engineer and the CAD leader have remained on-staff and continue to support the expansion of the business.

The converter produces commercial EL exit signs and night lights that light up when an electric current runs through the material. CTO Smith explains that EL is a cool light source emitting little heat. Combined with the high flexibility of EL lamps, the technology has an edge

MILESTONES

2006 - Zaccunes won prestigious TLMI Converter of the Year award
2010 - Suzanne Zaccune published A Random Interruption: Surviving Breast Cancer with Laughter, Vodka, Smoothies and an Attitude

over popular LED technology in some applications. It takes about eight to ten layers in order to produce a functioning EL exit sign.

BUSINESS DEVELOPMENT

Business development and project adoption is handled carefully. The converter isn't always certain where new business will come from. For example, printed automotive circuits had not been on the strategic plan, but have proved a great fit for both client and GSI.

'There are so many different applications that are being constantly evaluated,' explains Bob Zaccune. 'To some extent, how the business evolves, and where it develops, is due to a project first offering a market advantage and second fitting with GSI's production capabilities.'

Bob continues to say as he smiles knowingly at Suzanne, and she grins back, 'You can lower the risk by keeping the right amount of balls in the air. It can be a scary and subjective process with a lot of technicality involved, which is why we take the time for proper engineering and accurate prototyping beforehand.'

'Our goal is the same as our clients - to bring a unique product to market,' Smith chimes in. 'We desire to find projects which require significant uptime on press. The longer the process runs, the better we're able to track the parameters. We filter through each business concept as it comes to ensure that the capabilities we offer will give a technical advantage to the product's development.'

SCREEN STAR

Screen printing is currently the best process for producing functional materials. Smith says, 'screen printing has the widest printing window out of all the print technologies. Dry film thicknesses from a micron to several microns have successfully been produced on commercial products. Multi-layer stack structures are quite common.' He explains that there are simply not enough specialist

consumables available for other printing processes.

The integration of digital printing into the printed electronics sector is not yet a reality, but is a focus area for development. Explains Smith, 'Digital printing offers the ability to deposit small amounts of inks and to change designs in real time. The disadvantage of digital printing is the very thin layer structures which result. Thin layer deposits directly lead to more resistive structures which can create design barriers in end applications. The next commercialization breakthroughs will likely be with flexography as new ink systems are beginning to enable functional products.'

WHERE NEXT?

When Jack Kraemer became president of GSI five years ago, he brought in-depth experience of developing medical and surgical products for the healthcare industry. As the population ages, the company is looking to bring new diagnostic innovations to the doctor-patient relationship, allowing patients to be monitored remotely.

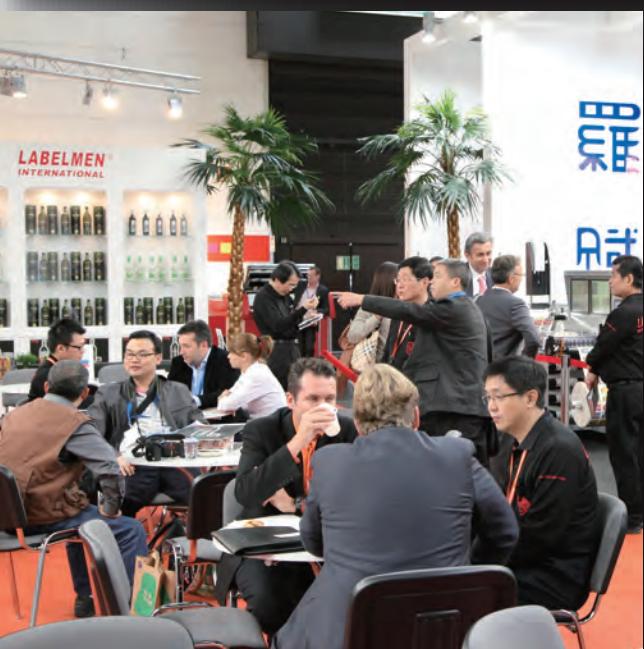
In fact, much of the development of GSI's quality systems can be attributed to its participation in the healthcare market, where guaranteed performance and measurability are key requirements.

The Zaccunes were eager to develop their traditional converting business into an operation that could produce unique and special printing that cannot be commoditized. They have achieved this with GSI. Armed with a team of esteemed experts, GSI will continue to position itself for and capture the opportunities that functional printing holds.

GLOBAL DIMENSION

The US market is not the only place functional printing is driving forward. There is significant government funding in the EU and particularly solid support from German universities, as well as a new project based in the UK you can read about in this edition of L&L. Korea too dedicates significant budget for printed electronics R&D. GSI was an early member of the Organic and Printed Electronics Association (OE-A), which groups domestic and international businesses under the German Engineering Federation (VDMA). The association hosts regular tradeshows and networking events to stimulate collaboration between all elements of the supply chain.

drupa 2012 LABELMEN – FUTURE DEFINITION



A worldwide leader in Label Printing Presses - Labelmen proudly showcased their very latest technology at Drupa 2012.
The machines on display included:

**RS-350PS 5-Color Full Rotary/Intermittent Offset Printing Machine
PW-260-R6C MN Type 6-Color Non-Stop Full Rotary Letterpress
SRM-350QC Multi-Functional Slitter/Rewinder/Inspector**

Throughout the 14 days show, live demonstrations successfully drew both visitor's and competitor's attention . Drupa 2012 will go down as an overwhelming success for Labelmen not only for the accolades they received, but also for the new business it created.

**NEW INNOVATION IN UV INKS
AND LOW MIGRATION COATINGS**



Cosmo Films... Innovative Film Solutions

Celebrating
31
years of service

BOPP Films for
Wrap around label | Self - adhesive label | In-mould label
Liner films | Over Laminating films | Packaging films

Labelexpo Americas 2012 : Visit us at stand no.1243



Label ... an identity of your product !

Cosmo Films Limited B-14/8-9, MIDC, Waluj, Aurangabad 431136 (MS) India. T : +91 240 2554611-14 E : info.abad@cosmofilms.com www.cosmofilms.com
Corp. Office : 1008, DLF Tower - A, Jasola District Center, New Delhi. 110 025 India. T : +91 11 4949 4949 / 34 E : cosmo.del@cosmofilms.com



EPSON SurePress
L-4033A digital press

Superfast SurePress takes pole position

FAST TURNAROUND label specialist Superfast Labels has installed the UK's first Epson SurePress digital label press. Andy Thomas reports

Within four months of installing the UK's first Epson SurePress L-4033A digital label press, Superfast Labels had printed over three million labels on it, cut waste, cut stock levels, cut overtime and identified lucrative new markets.

The 11-strong company based in Sittingbourne, Kent has been at the forefront of self-adhesive label printing for almost 30 years. Living up to its name, Superfast considers itself the fastest label printer in the country, offering a 24 to 48 hour turnaround, and manufacturing over 100,000,000 labels of over 2000 different sizes a year for customers across Europe.

Superfast's reputation for printing a wide range of labels has attracted a strong customer base from a wide range of sectors, including: music, book, drink, food, retail, pharmaceutical, software and electronics. Particular specialities are cover labels for books and CD/DVD labels for all the UK's largest duplication plants and music publishers (over 20 million in 2011 alone).

A policy of continuous improvement in production equipment has kept Superfast Labels at the top of its game with the ability to offer top quality and often complex and specialist labels at any volume, very quickly and competitively. Managing director Andrew Miller chose the 6-color Epson SurePress to add high quality affordable inkjet printing capabilities alongside his four Nilpeter flexo presses.

'While it can happily print label volumes up to and over 10,000, the SurePress also gives us the ability to handle smaller volumes fast and cost-effectively,' he says. 'Unlike many other digital presses, it prints directly onto standard off-the-shelf label stocks at variable web widths up to 330mm wide without the need for special pre-treatment or top coating. The non-contact inkjet printing process also means we can print onto textured substrate which opens up a whole new market for us in food and drink packaging, particularly for artisan producers who

want a quality bespoke product at small volumes.'

Space is always an issue and Miller originally planned to replace a flexo press with the SurePress. 'Because it is so compact we placed it in its own small pressroom alongside a new GM DC330 mini converter finishing system, creating a self contained department while keeping all four existing flexo presses.' After a short installation and training period, the SurePress started live production and within four months had already printed 500 jobs, averaging 65 metres printed in 21 minutes each – totalling 3.1 million labels. 'The ability to get jobs on press, printed and finished quickly with no waste is great,' says Miller. 'It means we can print jobs on demand for customers, in the exact quantity they want at any time and with the confidence that the color will be perfect and consistent. As a result we don't need to keep stocks of labels on site for customers which has freed up valuable space.'

Miller has designed a bespoke Management Information System that allows the company to cost jobs, view machine status and track all orders in real-time through the factory from all departments. This is linked to the SurePress Esko digital front end and provides live production data, including queued and finished jobs, label quantity, substrate type, ink use, etc. 'This gives us very useful management data,' says Miller. 'For example, I can see immediately that a job of 12,000 38mm circular labels took me 35 mins to print on the SurePress.'

'Our success is due to the service we provide and the digital capabilities of the SurePress are already rapidly opening up new markets for us,' says Miller. 'The combination of flexo and digital printing capabilities allows us to provide a broader range of services than before. We pick the best press for the job and have moved numerous jobs to the SurePress that were previously printed flexo. I expect 30 percent of all our production will move to the SurePress within a few months.'

Visit
Xeikon at
LabelExpo
Chicago

CHAP STANDING: JOHN BAMBURY,
NON-EXECUTIVE CHAIRMAN BPIF-LABELS

CROWD:

THINK BEFORE YOU INK

"In recent years the trend of faster turnaround and reducing run length has only been confirmed. The need for a flexible affordable production press complementing our conventional presses has become mandatory and that is what the Xeikon 3030 offers us."

— David Webster,
Managing director,
The Label Makers Ltd., Leeds, UK.



Use this QR code
to read more.

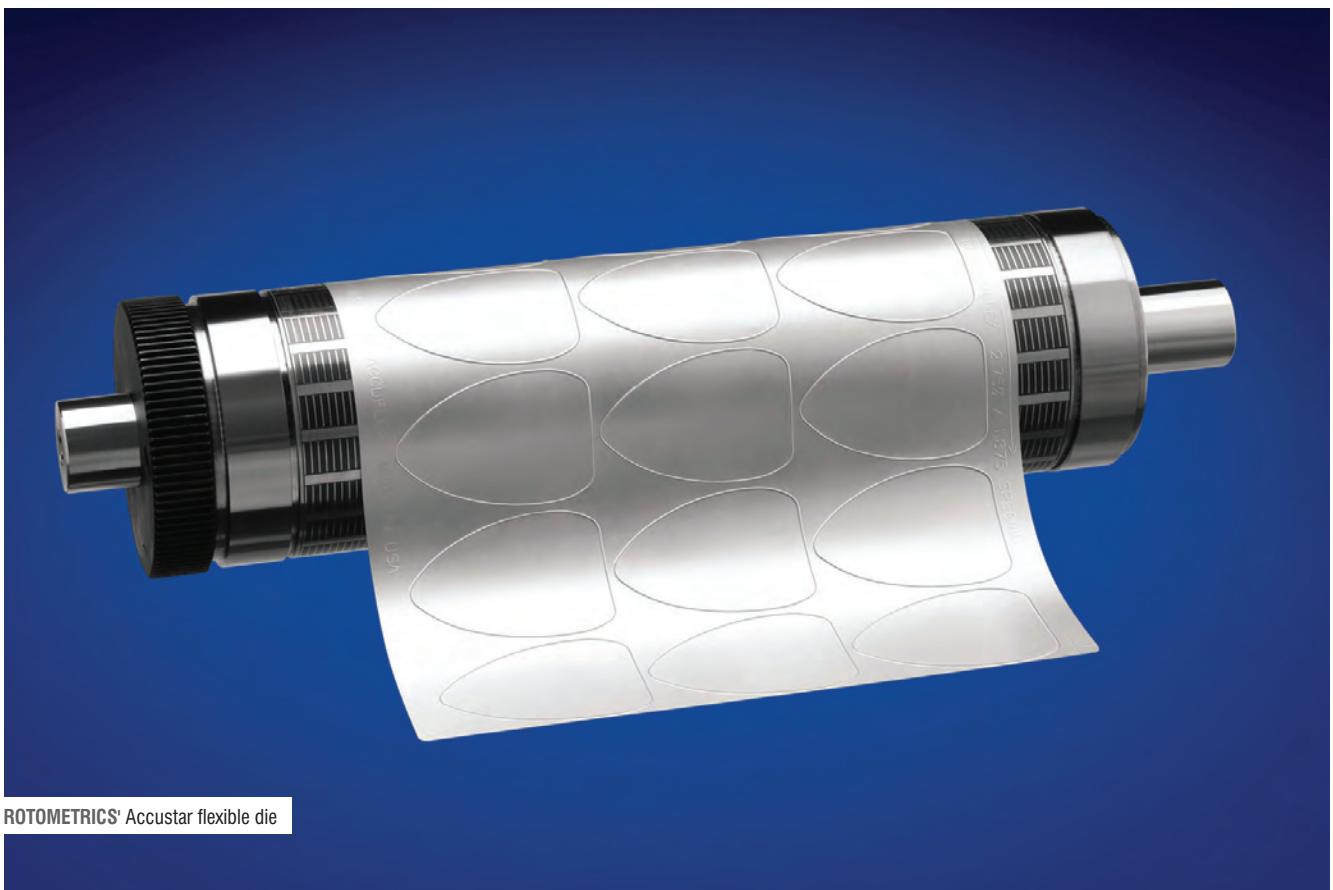
You want to feel confident about choosing your digital label press.

Selecting the right digital press is a difficult process – which one will be right for your business both now and in the future? You need to be able to rely on the experience, know-how and excellence of Xeikon equipment.

Xeikon simply ticks all the boxes:

- High profitability
- Superb print quality
- Unique flexibility
- Unrivalled sustainable technology

Xeikon International BV
T. +31 (0) 117 37 50 20
info@xeikon.com



Cutting thin liners

STEVE LEE, RotoMetrics' vice president of technology, discusses the requirements for die-cutting technology when dealing with ultra-thin film liners

Spurred by the potential for less waste and increased productivity, the label and packaging industry is moving to implement ultra-thin facestock and liners. Converters are pursuing the multiple promises of significant waste reduction, better resistance to moisture and humidity for food and beverage applications and material recyclability. At the same time, brand owners are looking to the combination of new 23 micron/.00092in PET liners with thinner film face materials for label application technology that enables product differentiation and an enhanced clear film, 'no label' or opaque conformable look for high-volume applications.

The transition to 23 micron/.00092in PET liner material – or even thinner (20 micron/.00075in) – is also posing new challenges for die-cutting. There is literally no room for error cutting to the ultra-thin PET layer. With the ultra-thin liner materials, pressure sensitive die-cutting requires separation of the facestock and adhesive while ensuring that the die does not touch the liner or cause a break during automated label

dispensing. New flexible die technology has emerged in direct response to the new challenges of film substrates, with suppliers optimizing performance for 20/23/25 micron PET.

RotoMetrics has introduced the AccuStar flexible die for extensible film converting. Given the absolute premium on control of liner strike, the die is machined to a tolerance on total plate height of +/- 2.5 microns (.0001in). Advanced manufacturing technology also delivers narrower, and laser hardening achieves hardness levels of up to 68 HRC for more durable blades, providing long lasting performance in high volume applications.

Along with improved flexible die performance, the exacting requirements of new substrates require greater control of the entire die-cutting process, to include high precision, high quality magnetic cylinders and die station components. New technology cylinders are manufactured to guaranteed diameter tolerances of +0/- 2.5 microns (.0001in). Total indicator readings (TIR) are also held to this exacting level.

Before converting thin film liner material, we recommend that RotoMetrics inspect the magnetic cylinder inventory to assure their overall accuracy.

Along with advanced flexible cutting die technology, machine-finished solid rotary tooling (such as RotoMetrics RD250 and MU200 series dies) remains an industry option to achieve the tight tolerances on blade edge consistency and total height required for 20/23/25 micron PET.

Beyond the cutting dies, care must be taken to maintain overall die station performance. A strong program of preventive maintenance is necessary as you address the converting challenges of thin film liners. In particular, a very smooth anvil surface must be maintained. Work with your die supplier to audit your anvil inventory. At the same time, wear in the die frame slots can mean your anvil and dies are not being held firmly, which can lead to an inconsistent die strike. Similarly, bearers on support rolls and magnetic cylinders or solid dies should be inspected for wear that could affect liner impression.

Die station component accuracy must

be validated as well, given the greater requirement to manage heat build-up. When the web is hot leaving the print stations, it will bring this heat to the cutting anvil causing thermal growth. A rise in anvil temperature by as little as 20 degrees F can lead to die-cutting problems. If bearers are not in good condition and well lubricated, they too can generate excess heat and thermal expansion. Solutions for cooling the web prior to the die station are recommended.

The challenges of handling 23 micron/.00092in PET liners are leading to innovative die station solutions. New technology is being demonstrated today to avoid direct strike to the liner altogether by a process of delaminating and relaminating the substrate layers and the use of chilled dies.

Waste/matrix removal is another area of attention in converting with the ultra-thin liners. The nature of the light die strike on a thin film means there will be areas that are in tolerance but light enough that you need to help the waste removal. As with a number of challenging materials being converted today, you may have to employ the same stripping/waste removal 'fixes' currently used at high speeds. Testing for customers at our Converting Technology Center in Eureka, Missouri, has clearly demonstrated the need to help the stripping process as speeds increase to 1000 ft/min.

Another key process at the converter level is testing for liner strike control on press. The margin between acceptable or unacceptable die strike is 2.5 microns/.0001in out of die tolerance. High-volume, automatically applied labels require a lighter impression with no room for error. A converter should perform liner strike testing at the beginning of each run and at the end of each master roll to assure consistent quality. Some converters test every new role of material as it moves on-press. With the rapid growth of thin polyester liners, multiple new options for testing have been developed to test die strike impact for high-speed dispensing.

In many cases, and given the rapid introduction of new materials, the liner strike tests have been developed by converters themselves. Current options include stretching the material, using a 'snap test' or applying pressure to the die-cut areas to determine the integrity of the liner. It is critically important that the converter and the customer approve targeted liner strike prior to job launch. Visual inspection remains important, and surface inspection lights (such as LandSco) are recommended for confirming acceptable liner impression. RotoMetrics partners with converters to develop the right testing for die-cutting performance.

In conclusion, the growing acceptance of ultra-thin film liner material poses a range of challenges for converters and their partners for rotary tooling. Both solid and flexible die-cutting solutions are available today to meet the exacting demands for perfect control of liner strike. As a converter, it is more important than ever that you have partners like RotoMetrics that can help you maintain performance of your entire die-cutting system.

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

UNIVERSAL CONVERTING EXPANDS FACILITY

Universal Converting Equipment, a UK-based slitting and coating equipment manufacturer, has purchased an additional 4,000 sq ft of manufacturing space adjoining its existing facility.

RR DONNELLEY FACILITIES RE-CERTIFIED

US converter RR Donnelley's Senatobia, Mississippi and Lynchburg, Virginia production facilities have been re-certified with Voluntary Protection Program Star Status by the Federal Occupational and Safety Health Administration (OSHA).

WIKOFF OPENS SACRAMENTO BRANCH

Wikoff Color, a supplier of inks and coatings, has opened a new branch in Sacramento, California, to service its customers on the US west coast.

LUX CERTIFICATION PROGRAM

MacDermid Printing Solutions has created the Lux Certification Program, an initiative whereby tradeshops and printers using the Lux platemaking process become officially certified through MacDermid.

NEW ACUCOTE DISTRIBUTION CENTER

Acucote has begun to distribute its line of specialty and commodity adhesive products out of a new distribution center in Fullerton, California. The facility, in addition to enhanced slitting capabilities at its Texas facility, expands Acucote's footprint in the west coast and southwest regions of the US.

US FOOD SAFETY PRODUCT FORECAST

Demand for food safety products in the US is forecast to increase 7.3 percent annually to \$4.5 billion in 2016, according to a new study by The Freedonia Group, a research firm.

ASIA SEES BOPP GROWTH

The BOPP film industry continued to show robust growth during 2011 with demand advancing by 5.5 percent compared with 2010 to top six million tonnes for the first time, according to the latest report on the global BOPP film market from AMI Consulting.

ACUCOTE CELEBRATES 25 YEARS

Acucote, a manufacturer of custom adhesive coated products, has celebrated its 25th anniversary. It started with four employees and has grown to a customized and commodity adhesive coating supplier with more than 135 staff.

SMALL ROLL SERVICE FOR DURABLES

UPM Raflatac has launched its Small Roll Service for durables and security labeling products in the Americas, which allows converters to order single rolls, available in widths of six and a half inches by 1,500 feet, of 11 of its durables and security products.

GRAFOTRONIC APPOINTS BENELUX DISTRIBUTOR

Grafotronic, a Sweden-based manufacturer of finishing equipment, has signed a new agent agreement with Van Zalinge for the sales and service of Grafotronic machines in the Benelux countries.

MEG TO REPRESENT ROTOCOMMAND

Rotocontrol has appointed MEG Trading Commercial Solutions as its agent in the Benelux region. With the recent acquisition of LeoMat by Rotocontrol, MEG Trading will now locally represent Rotocontrol and LeoMat brands of inspection, slitting, rewinding and die-cutting finishing machines.



Smart Sensing Solutions Since 1954



Be Completely Confident!

Features & Benefits

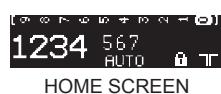
- Multi-Function Display
- Confident Setup
- Worry Free Performance
- One button AUTOSET (Gap Set)
- Tweak-able (Momentary Up/Down Adjustable)
- Available Timers and Delays
- High Speed (200 μ s)
- Durable and Robust Housing



We Make
Sensing Easy!

Application Example: Clear label on clear web

SAMPLE DISPLAY FEATURES



HOME SCREEN

Quick Reference Text
Run Mode

QUICK SET



SENSOR SCOPE



www.ttco.com/clearlabelsensor.aspx

FOLLOW US:



P.O. BOX 25135 • TAMPA, FL 33622-5135

813-886-4000 • 800-237-0946

FAX: 813-884-8818 • 800-375-8861

ttco.com • info@ttco.com

LED Curing: The Future is Now. *Expand your Capabilities.*



 **Phoseon[®]**
TECHNOLOGY

The Leader in UV LED Curing
Superior Performance. Integrated Control.

Contact us today: www.phoseon.com

CONTI *LASERLINE*
DIRECT ENGRAVING TECHNOLOGY

CONTI *Laserline.* NEW

- ▶ Flexo plates off the reel.
- ▶ Designed for direct engraving technology.
- ▶ Integrated compressible layer for optimized print.



11 - 13 September • Chicago

LABELEXPO

AMERICAS 2012

www.labelexpo-americas.com

Come see us at
BOOTH #1601



ContiTech Elastomer-
Beschichtungen GmbH
Market segment Flexo Products
www.conti-laserline.com



Continental CONTITECH



smart lead

A NEW PRINT FACILITY offers potential for real world printable electronics products. Andy Thomas reports

Following L&L's exclusive report (see online at www.labelsandlabeling.com), the Centre for Process Innovation (CPI) has announced the completed installation of its Integrated Smart Systems facility: a two million GBP development with the ability to deliver interactive electronic functionality in a traditional pressroom environment.

Based at its National Printable Electronics Centre, NETPark, site at Sedgefield, CPI's Interactive Smart Systems (ISS) line is an open access facility and proves that current commercially available equipment can print electronically interactive items in a standard pressroom environment. Applications include point of sale material, toys, games, novelty items, smart packaging and intelligent sensors – proving that developments such as digital, condition-sensitive sell-by dates on fresh produce are not as far away as you may imagine.

The facility, which is now open and already has a list of projects lined-up, includes a one and a half million GBP Nilpeter press, which has the capability to handle multiple printing techniques on to backing such as paper, card, films and foil with thickness ranging from 25-370 microns. This technology is further

supported with a host of printing, curing, cutting, and pick and place tools.

The ISS line is able to produce demonstrator units and prototypes, as well as performing pilot production and scalable process development for a range of users including brand owners, printers, packaging houses, creative designers, ink formulators, substrate suppliers and equipment manufacturers. It not only develops the integration of printable electronics with existing processes, but also initiates the evolution of a cross-market supply chain.

ISS program manager Bela Green says: 'There is almost a limitless number of applications for interactive print, and as an open access facility the ISS line represents an excellent opportunity for clients to become familiar with the technology before being trained on how to implement it. Alternatively, they can utilize the expertise that CPI has on offer and allow us to lead on projects – it is a flexible set-up that can significantly benefit companies looking to capitalise on printable electronics.'

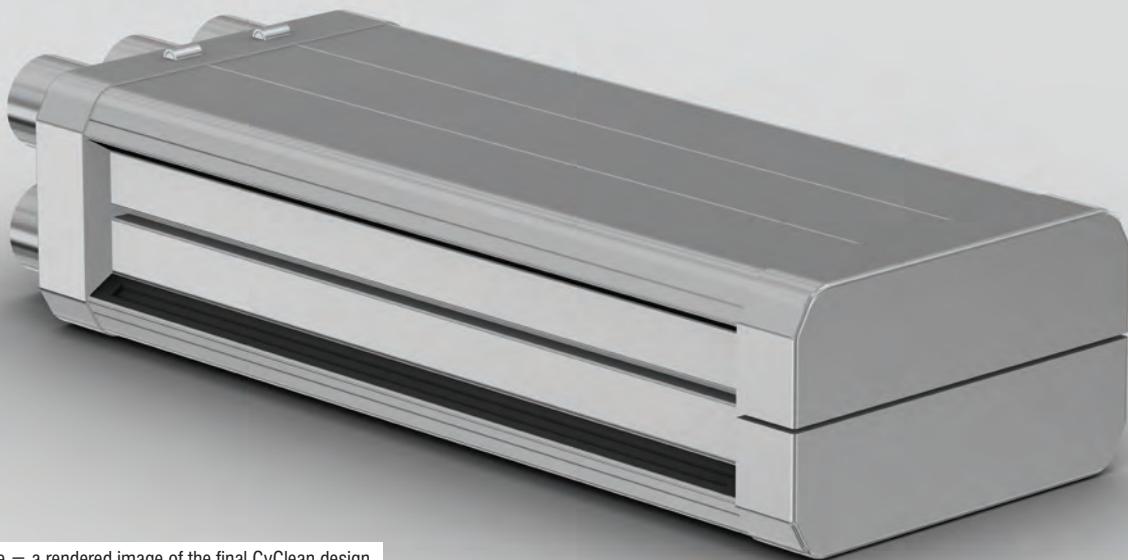
CPI ran its first workshop for North East-based SMEs in July. Further workshops are planned, and readers are advised to check online at www.uk-cpi.com/events.

WHAT IS ISS?

CPI's two million GBP Integrated Smart Systems line at the National Printable Electronics Centre has the capability to perform flexo, gravure, offset litho, rotary screen printing processes alongside cut/crease operations and pick and place technology. The ISS facilities include, but are not limited to: Nilpeter MO4/FA4 Combination R2R Press for the printing of conductive tracks (420mm web, 25-380 micron substrate thickness; offset litho; flexo; rotary screen, gravure; Delam-Relam, UV lamination, cold foiling, die-cutting and sheeting), DEK 248 Flatbed Conductive Adhesive screen printer, Trotec Speedy 300 CO2 laser, Europlacer lineo Pick & Place component attachment, Esko Kongsberg i-XE10 digital cutting table.

The Centre for Process Innovation (CPI) is a UK-based technology innovation centre and part of the UK government's High Value Manufacturing Catapult. CPI offers market and technology expertise along with cutting-edge development assets to help its public and private sector clients build and prototype the next generation of products, processes and services quickly and efficiently, and with minimal risk.

CPI has the capability to develop products and processes for companies working in the pharma, chemical, energy and printable electronics markets. Cutting-edge facilities are manned by commercially experienced scientists and engineers, and are equipped with development laboratories, prototyping facilities and pilot plants that enable clients to prove and scale up processes from the laboratory stage through to commercial reality. CPI also offers a multi-disciplined team who work together on project management, investment and market opportunities to ensure each business fulfils its potential.



CC chrome = a rendered image of the final CyClean design

Non-contact cleaner launched

MEECH has developed its first non-contact web cleaning system specifically for the narrow web industry, as Andy Thomas reports

Meech International is to launch a non-contact web cleaning system at Labelexpo Americas developed with the help of a sophisticated modeling and prototyping process.

CyClean is a double side blow and vacuum-based web cleaning system which flows contaminants into an in-line filter unit. It is Meech's first non-contact system developed specifically for the narrow web industry.

'Compared to our existing non-contact system this is priced and targeted more at the narrow to mid-web web sector,' says Adam Battrick, business unit director, Cleaning Systems at Meech. 'In the future we plan to roll out a unit for over 1 meter web widths.'

The CyClean unit has been designed with a small footprint so it can be fitted into a confined space without having to extend the web path. A cantilever mount allows easier access to web up where space is tight. It is available both as an OEM unit and for retrofits.

DESIGN CHALLENGE

'In developing CyClean our two main challenges were how to remove very small levels of particles, and to eliminate the need for operator adjustment,' explains Battrick.

Automatic monitoring was achieved by increasing the fan performance as the filter gets progressively blocked so that the preset performance levels

are maintained. When the filter needs changing, interlocks and operator warnings kick in.

Removing small particles required an in-depth knowledge of airflows over the web and inside the cleaning system itself. This is where a combination of computational fluid dynamic modeling and rapid prototyping came into play.

'Just a few years ago this technology would not have been available to a company of this size and the whole development process would have taken at least three times longer,' says Battrick.

The project was carried out in conjunction with a renowned fluid dynamics consultancy which modelled airflows over the web and through the unit. Airflow on a moving web not only creates turbulence in the machine direction, but also across the web, leading to a set of highly complex, dynamic changes which can cause web 'flutter' and vibration. The challenge is to ensure even blow and vacuum airflows across the web.

The fluid modeling information was used to design new 3D parts on Meech's CAD system, with the resulting files sent electronically to the rapid prototyping supplier. The plastic part was delivered within two days for assembly into the next prototype.

'We were able to use the physical part to prove that the modeling was accurate,' says Battrick. 'We could

model factors like shear stress across the web at different production speeds and with different materials so we could understand how much force was needed to move particles of different sizes. We had a mountain of research which we could apply directly to the design, prototyping and manufacturing process.'

As an example, the modeling prototyping sequence quickly showed up problems with an early design where contaminant exited the unit with the web. 'So we had to modify the air flow to keep the contaminants within the unit, which itself affected airflow on the web,' says Battrick.

LABELEXPO AMERICAS

At Labelexpo Americas Meech continues its move to address the label market with the launch of a static bar designed specifically for narrow web presses.

Meech also shows its TakClean contact web cleaner for the first time in Chicago, capable of operating speeds up to 250 m/min, and a 'maintenance friendly' redesign of the VacClean contact cleaner. By allowing the faceplate to slide easily off the manifold body, converters can save up to two hours downtime, says Meech. The manifold has been redesigned for more even web coverage, so fewer duct connections are needed and single length manifolds of up to four meters can be used.

INTERMITTENT OFF-SET LABEL PRINTING Machine **CFT3536**

Possess 6 essential Elements of being a High-Level Off-Set Intermittent Label Press.



TWIN HYBRIDS LABEL PRESS **TWP3550**

Innovative Hybrid Feeding Motion + Hybrid Inking Mode.



HYBRID INKING SYSTEM : FLEXO/LETTER-PRESS.

HYBRID FEEDING MODE : - INTERMITTENT/CONTINUOUS.

ORTHOtec CSL3022 SHAFT-LESS MODULAR INTERMITTENT

ROTARY LETTER-PRESS LABEL PRINTING MACHINE



SHAFT-LESS REGISTRATION TECHNOLOGY + INNOVATIVE LETTER-PRESS INKING SYSTEM.

SRN3030 SUPER SPEED

SILK SCREEN PRINTING MACHINE

FLAT BED, REEL TO REEL



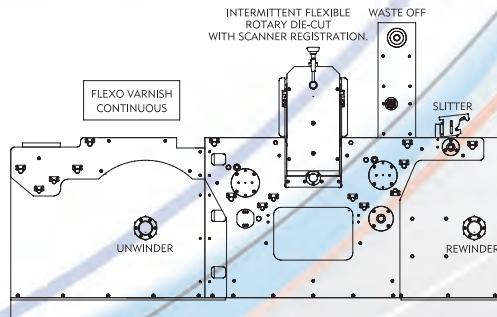
DGCON350 MULTI-FUNCTION DIGITAL LABEL

CONVERTING MACHINE:

Web Width: 360mm

Converting Width: 350mm

Repeat Length (Intermittent): 150mm - 350mm
Speed: 200 RPM



CONCORD PRECISION TECHNOLOGY CO., LTD.
WAN AN PRECISE MACHINERY WORKS CO., LTD.

INTERNATIONAL OFFICE
CHAMPION CREATION INDUSTRIES CO., LTD.
P.O.BOX:24-157 Taipei, Taiwan
TEL:886-2-23635092 FAX:886-2-23622137
E-Mail: orthotec@ms1.hinet.net

<http://www.orthotec.com.tw>



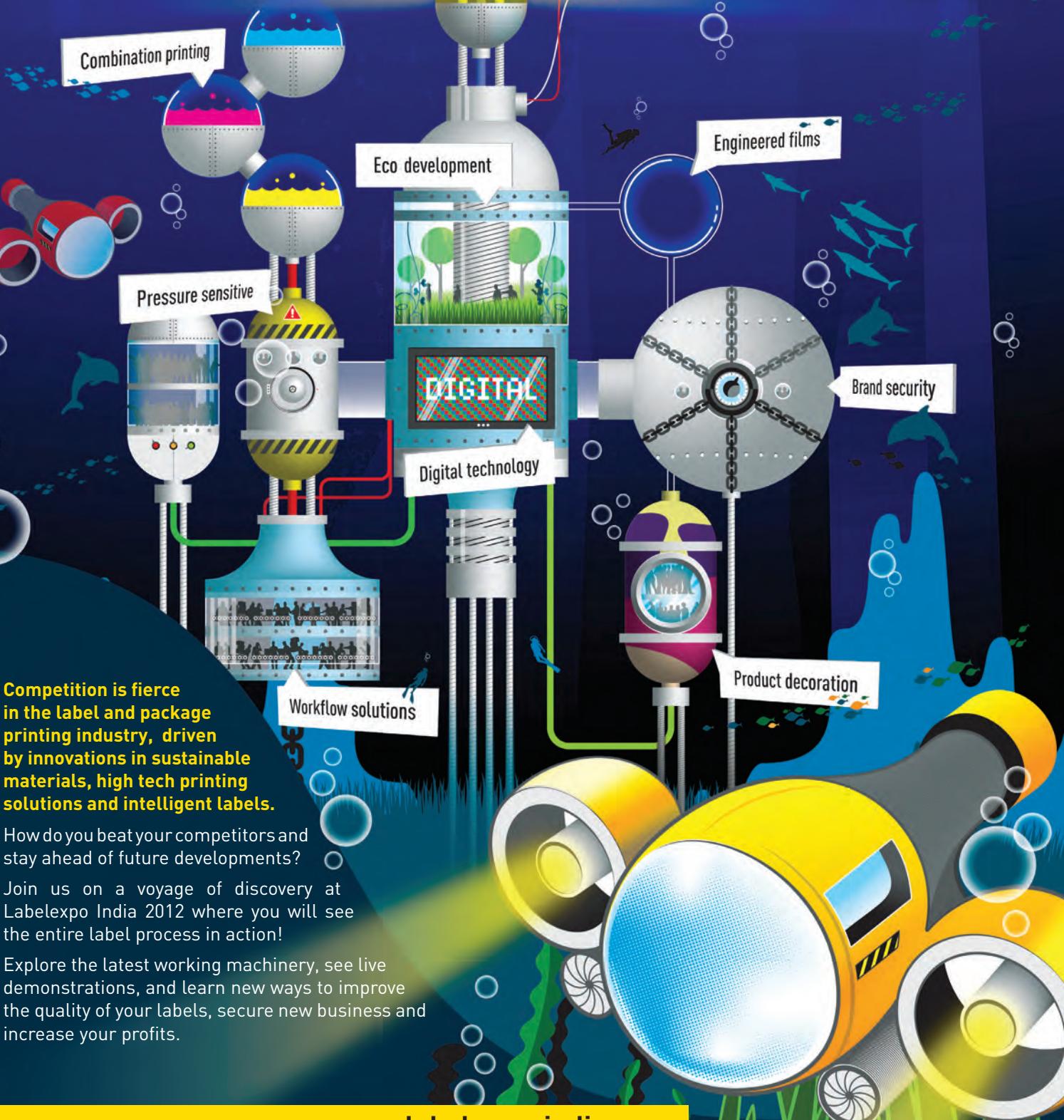
INNOVATIVE TECHNOLOGY FOR CREATIVE LABELS

JOIN US ON A VOYAGE OF DISCOVERY

4 days, 200 exhibitors,
unlimited opportunities



29 Oct - 1 Nov • New Delhi
**LABELEXPO
INDIA 2012**
www.labelexpo-india.com



Competition is fierce in the label and package printing industry, driven by innovations in sustainable materials, high tech printing solutions and intelligent labels.

How do you beat your competitors and stay ahead of future developments?

Join us on a voyage of discovery at Labelexpo India 2012 where you will see the entire label process in action!

Explore the latest working machinery, see live demonstrations, and learn new ways to improve the quality of your labels, secure new business and increase your profits.

Climb aboard and register today at: www.labelexpo-india.com

Laser show

MIKE BACON, vice president of sales and marketing for Spartanics, discusses how the company approached a complex laser die-cutting installation at a leading Danish converter

Laser cutting in the label market has slowly transitioned from a fancy magic show to a legitimate finishing option that is solving problems for many label manufacturers. Several years ago the thought of using a laser to cut labelstock was not widely accepted. Quality and speed seemed to be the two major concerns for many critics. As operating software for controlling the laser source and galvo heads (mirror device used to redirect laser beam around the die-cut line) got better so did the speed and quality of laser cutting systems. Naturally when a technology begins to gain acceptance within any given marketplace there is a greater push to utilize the technology by companies looking for a competitive advantage. Label manufacturers are suddenly looking to laser cutting equipment to provide this advantage as shorter job runs and private labeling begin to require quicker response times.

A little over a year ago, a label manufacturer in Denmark was presented with a unique challenge. Flexiket was a traditional label house with several flexo and screen printing machines and one digital printing machine from Xeikon. A pharmaceutical customer asked if it would be possible to produce a couple of hundred jobs consisting of approximately 10 to 400 part runs every 24 hours. The key was to be able to track print on demand (POD) jobs on every piece of equipment utilized in the printing, inspecting and converting processes. Following extensive research a POD cell was

'A logical way to track the jobs was to introduce a barcode that would remain on the web of material and act as a trigger point and tracking device for each piece of equipment within the digital cell'

introduced into the plant including a Jetrion 4830 digital printer, a L-210 dual head laser cutting system, a Convertec Braille machine and a AB Graphics combination system for vision control, slitting and/or sheeting. Bjarne Svensson, Flexiket's production manager and partner, explains, 'Tracking of all jobs was important to Flexiket but not a direct requirement for our customer or the pharmaceutical industry, however, full traceability regarding printing of lot numbers, batch counts and corresponding date is a requirement for our customer and the pharmaceutical industry.'

A logical way to track the jobs was to introduce a barcode that would remain on the web of material and act as a trigger point and tracking device for each piece of equipment within the digital cell. Flexiket identified all of the equipment with the exception of the cutting device. Traditional die-cutting would not allow them to handle all of the variability in label sizes that this project required. So the final piece to the POD puzzle was

'The Spartanics laser cutting system is able to accept hundreds of job files (die-cut files) in a given library either on the system or in a remote location'

flexibility of several different shapes and short, day to day delivery of labels. 'Laser cutting based on unique software parameters for packing different jobs and label sizes gave us the possibility for non-stop production and Spartanics designed their laser cutting system to fit our needs,' says Svensson.

The Spartanics laser cutting system is able to accept hundreds of job files (die-cut files) in a given library either on the system or in a remote location. The system reads a barcode that corresponds to a specific job file. Pen settings (colored die lines) are defined in the prepress area, which designate different laser energy levels and cutting depths. As a result, hundreds of jobs can be sent to the laser cutting system without operator intervention.

The finishing system required dual laser cutting stations. The first laser cutting station (Station A) was dedicated to making an initial cut into the printed label followed a second laser cutting chamber (Station B) that operated as a standard laser cutting station to kiss cut the final label design. The system needed to average 30 to 40 meters per minute in order to keep up with the other processes and the volume of jobs being processed daily. Everything seemed like it was in place in terms of system configuration but there were three glaring concerns:

- 1) Since the job runs were so short there would be many instances where laser Station B would be finishing a job while laser Station A was starting a new job.
- 2) Throughput speeds vary when using laser cutting technology more so than traditional rotary die-cutting systems. If job one runs at 80 meters per minute and job two runs at 30 meters per minute due to the complexity in cutting requirements, how do you compensate for this when job one running 80 meters per minute is in Station B and job two running 30 meters per minute is in Station A?
- 3) Will the laser display cut quality issues when ramping up or slowing down system speeds between jobs and laser stations?

The answer to these concerns is software. Keeping with the long standing tradition of 'it's only software' Spartanics gave its engineering department several bags of sunflower seeds (a Spartanics tradition that provides

ABOUT THE AUTHOR

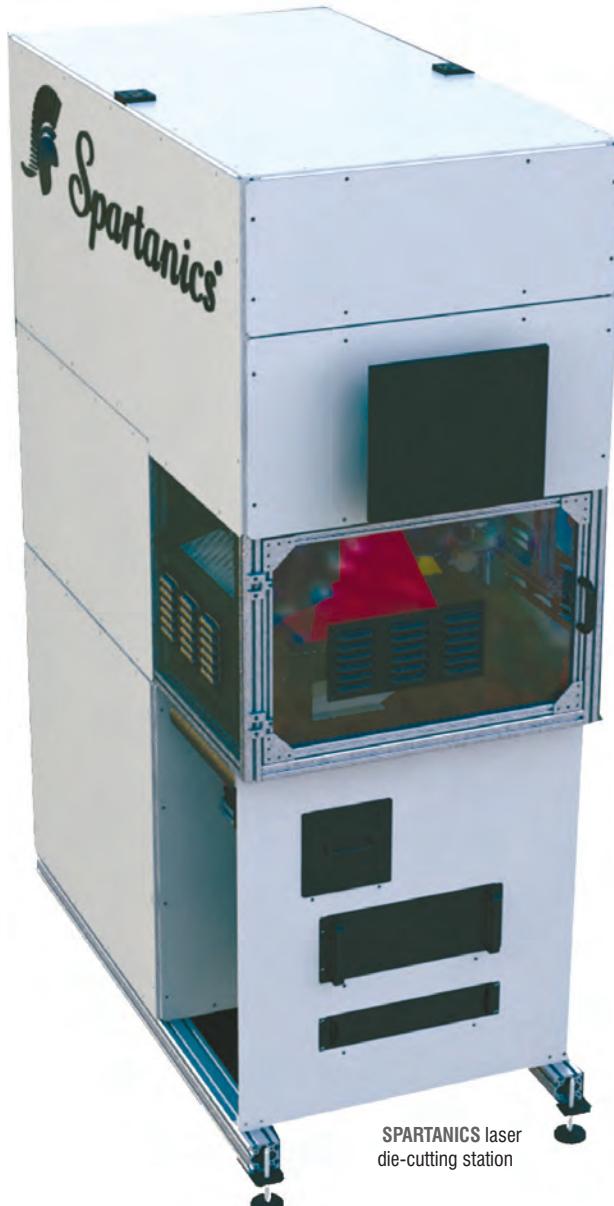
Mike Bacon is vice president of sales and marketing for Spartanics, which manufactures laser cutting systems, inline digital printing/laser options, steel rule die cutting systems, screen printing lines, automated counters and other equipment.

carefully timed food release) and put them to work.

As with any digital technology, improved software developments dominate technology breakthroughs. Once the hardware reaches a certain level of competency, software takes over and makes standard improvements even more impressive. The basics were in place to provide a solid laser cutting option for this POD project, however, the final 20 percent required software enhancements that would make the system operational with very little operator intervention.

In general terms, laser cutting has arrived in the label market following a lengthy introduction. With all of the emphasis on lean manufacturing in the label market, the 'Flexiket Experiment' was very timely. Laser cutting and digital printing are not trying to replace traditional flexo printing, rather co-exist. The three main advantages of laser cutting systems are 100 percent savings in tooling costs and design time, 30 percent savings in job changeover and 20 percent material savings. These savings are important when calculating the bottom line for short run jobs, but also important when considering longer run jobs given that some laser systems reach speeds up to 100m per minute.

Looking ahead the next obvious technology will be fully integrated digital printing and laser cutting equipment that offers true plate-less technology. These systems are here and being sold into the marketplace. Lean manufacturing at its finest!



(th)ink lean!

**Lean ink management
saves up to 30 percent of your costs**



GSE Dispensing's gravimetric ink dispensers help printers to implement lean business practices that also make sound financial sense.

Over 900 packaging printers have invested in a GSE dispenser for water-based, solvent-based or UV curable inks. It has helped them save up to 30 percent of their costs, by:

- **Reducing ink usage:** dispense exactly what is needed, instead of ordering excess amounts of ready-mixed ink from the supplier "just in case".
- **Reusing inks:** easily locate and retrieve press return-inks from stock.
- **Recycling inks:** effortlessly add return-inks to new recipes.

Whatever package or label substrate you're printing on, our dispensing program puts you in total control of your ink logistics needs. To find out more, visit us at **Labelexpo Americas 2012 (stand 551)**.

GSE Dispensing

www.gsedispensing.com

Naturally impressive - inks for label printing

RUCO. Respecting all forms of expression.

Inks offering excellent compatibility for combination printing:

- Low-migration UV screen printing inks 965UV/MA
 - UV screen printing inks for rotary screen printing 985UV/NV
 - Low-migration UV flexographic inks UVFX/MA
-
- Special effect inks and lacquers for effective, outstanding advertising designs and packaging identification
 - Ecologically friendly UV screen printing inks based on renewable primary products

Impressive Opportunities.
Impressive Colours.



www.ruco-inks.com

RUCO



PACKAGING IS WHAT YOU MAKE OF IT

The design and printing of packaging is among the fastest growing and dynamic sectors of the printing industry, providing fantastic opportunities.

Packprint Summit Middle East is the region's first event that focuses entirely on package printing. Taking place from 6 - 7 November at the Al Bustan Rotana Dubai, Packprint Summit Middle East comprises of a two day conference and table-top exhibition.

The summit offers delegates an educational platform to learn about current package printing trends and technologies as well as network with the world's leading suppliers and experts. Providing specialized information on technical developments and practical advice to those wishing to enter the world of package printing, the summit will include some of the most knowledgeable and experienced industry speakers.

Delegate passes include access to all conference sessions, the table-top exhibition and lunch on both days.

Join us at The package printing event of the year – the only place for the industry to meet and do business. This specialized market will not meet again for another two years so book today to guarantee your place.



6 - 7 November • Dubai

**PACKPRINT
SUMMIT 2012**
MIDDLE EAST



Earthquake strengthens Cartes' resolve

ITALIAN FINISHING SYSTEMS MANUFACTURER Cartes has survived an earthquake which wrecked its main production plant. Carol Houghton reports

Production was disrupted at Italian machinery manufacturer Cartes after an earthquake hit the north Bologna region where the plant is located. The magnitude 5.9 earthquake struck in May, killing 26 people and causing extensive damage.

'Cartes is still alive,' said company president Mario Lodi. 'No staff were hurt in the earthquake and we expect to be working at 25 percent capacity within one month. Orders are still being delivered internationally and all customers have been informed of the disruption.' Export orders account for 80 percent of the company's business.

The Cartes factory, located less than 20km away from the epicenter, suffered structural damage and the roof of one building collapsed. Production has been moved temporarily to an 1800sqm building beside Cartes' showroom, located one km from the damaged facility. Extra storage space has been created, giving Cartes the capacity to

build two big machines a month. 'We have a lot of orders but no space at the moment,' added sales manager Virgilio Micale.

The damaged factory will be rebuilt, said Mario Lodi. 'It will be better as the damaged one was getting old.' He expects construction of a new warehouse to take four to five months.

The company's second building was not destroyed and the structure is currently being made safe. It should be back in action by March 2013. Luca Goldoni, sales manager, added, 'We are lucky that suppliers can store parts in their warehouse and send to us when we need them. This helps.'

Before the earthquake, Cartes had been experiencing a strong year, with 58 machines sold so far compared to 39 in the whole of 2010. 'Company growth is currently more than we can handle, approximately 15 percent per year,' said Micale.

Due to the earthquake, Cartes will

not have any machines at Labelexpo Americas although the team will be available on its booth. Cartes expects to be working at 100 percent capacity again within 90 days.

TECHNOLOGY LAUNCH

Since launching its modular GT360 finishing system at Drupa, Cartes has already sold nine machines. The GT360 can be configured with silkscreen printing, hot stamping, flatbed die-cutting, flexo varnishing and laser die-cutting units, along with auto registration. The machine is claimed up to 40 percent more energy efficient than previous models.

Cartes had planned to launch a new laser technology at Labelexpo Americas, designed specifically to cut transparent materials while leaving no marks on the liner at speeds up to 120 m/min.

In the future Cartes plans to work with a digital press manufacturer on an inline laser die-cutting option.



**Label Industry
GLOBAL AWARDS 2012**

11 September 2012 • Chicago



A licence to thrill...



Join us on **Tuesday 11 September** at the **Aragon Ballroom, Chicago** for the prestigious Label Industry Global Awards 2012.

Hosted by comedian Rich Hall, the evening will provide secret agents with the ideal opportunity to network with industry professionals over good food and entertainment whilst taking in the architecture design and ambience the unique venue has to offer.

Ticket prices include transportation, welcome drinks and three course meal with wine.

Table of 10 = **US \$1,400**
Individual seats = **US \$150**

The world is not enough, so book your table today at
www.labelawards.com and enjoy an evening to remember!

R. Stanton Avery Lifetime Achievement Award



**AVERY
DENNISON**

Converter Award for
Sustainability/Environmental
Responsibility

**Inspired Brands.
Intelligent World.**

Flint Group
Narrow Web

Continuous Innovation Award

**LABELS &
LABELING**

L&NW
LABEL & NARROW WEB

**Narrow
WebTech**

Q&A

Speaking of Labelexpo

L&L speaks exclusively to two key speakers on the Labelexpo Americas conference program – Joel Carmany, president of Consolidated Label Company and Art Yerecic, TLMi chairman and president of Yerecic Label

HOW IMPORTANT IS LABELEXPO TO YOU AS AN INDUSTRY LEADER?

Joel Carmany: Labelexpo is a great venue for industry suppliers to showcase their technology and innovation rollouts for the next few years. It is an opportunity for converters like myself to view the opportunities we have to improve our businesses with the products and services presented and make decisions on where we want to spend investment dollars.

Art Yerecic: Our team that attends the show typically includes associates from sales, production, pre-press, purchasing, quality and R&D. Prior to attending the show, we meet and discuss our wish list. On day one and day two of the show, we split into small groups and canvass the show then discuss our findings at team lunches and dinners. Day three is spent as a team, pursuing the most promising opportunities.

Almost all of our spend decisions on new technologies and improvement opportunities for the upcoming two years are made from information gathered at Labelexpo.

WHAT ARE THE KEY TECHNOLOGY TRENDS YOU EXPECT TO SEE AT THE SHOW?

Carmany: The press manufacturers will focus on quick change overs and less waste. The labelstock suppliers will be showing their thinner film technologies. The digital suppliers faster and more efficient presses with coating capability.

Yerecic: I'm certain the show will have some interesting developments in the digital sector. We expect to see an increased focus on printing packaging and unsupported films because these are big growth areas. Automation will continue to be a key trend as converters look to grow their businesses without adding personnel.

CONSOLIDATION IS A TREND CURRENTLY DEFINING THE US CONVERTER INDUSTRY. DO YOU SEE THIS CONTINUING?

Carmany: One of the themes in mature industries is consolidation so I expect this to continue. The label industry is ripe because there are many smaller companies with good financial performance that are attractive to both private equity and strategic industry consolidators.

Yerecic: I believe it will continue for two main reasons. First, converters that entered the industry during its double digit growth heyday are getting to the point in their careers when they must determine an exit strategy. Many will choose to sell if a next generation successor is not in place. Second, automation is reducing costs for converters able to afford it. Those who cannot make the investment will continue to face increasing competitive pressure.

WHAT ARE THE CHALLENGES – AND OPPORTUNITIES – CURRENTLY FACING THE US CONVERTER INDUSTRY?

Carmany: The biggest challenge in the industry is finding growth. I believe ultimately that this is why converters will move into the packaging markets for opportunity. Driving

cost efficiency is an ongoing challenge that is always on the front burner.

Yerecic: Finding ways to remain profitable in an environment where it's difficult to pass on cost increases is a challenge for all of us. However, TLMi's LIFE (Label Initiative for the Environment) gives converters and suppliers a proven method to increase sustainability efforts and lower operating costs.

Partnering more closely with vendors to drive out costs is an opportunity that can easily get overlooked when relationships become adversarial due to price increases.

Labelexpo provides a showcase of innovative ideas we look to carry to our customers and grow sales. As an industry, we are printing better than ever and expanding beyond pressure sensitive labels to create a wide range of packaging.

BRIEFLY PROFILE YOUR COMPANY AND HOW YOU SEE ITS ROLE DEVELOPING.

Carmany: Consolidated Label is focused on prime labels, flexible packaging, shrink sleeves and laser and inkjet labels. We have been able to grow organically through sales force expansion, new product introduction and internet sales. For the last 10 years we have been able to achieve double digit growth annually with superior service, products and consistent systems improvement. We believe this approach will continue to produce profitable growth for us.

Yerecic: At Yerecic Label, we continually seek to better understand our customers and their customers' needs. We do this through original research and strategic partnerships that give us insight and deliver measurable results. We'll continue to prosper if we keep developing innovative new product lines that bring our customers success.

Yerecic Label is constantly looking for ways to reduce waste. We employ a lean, cellular approach in both our office and our pressroom. Our lean journey began in 1993 and we went cellular in 1998, so we've been at it for quite some time. We focus on DIRFT (Doing It Right the First Time) by employing standard work practices in all of our processes.

Over the last decade, we've added quite a bit of automation to reduce waste and increase throughput. This requires significant capital investment but pays daily dividends.

HOW WILL DEVELOPMENTS IN THE GLOBAL ECONOMY AFFECT THE US CONVERTER OVER THE NEXT YEAR?

Carmany: The economy will affect you as much as you let it. It can be an excuse or an opportunity. The decisions we make as business owners and managers will continue to be the most important indicators of performance. As long as we continue to work on adding new technology to our business through investing in the right markets and equipment we will grow.

Yerecic: Global economic uncertainty causes many worries for us all but there has been an upside. We've seen a nice run of low interest rates that we hope will continue until at least 2014. For those in a good financial position, it's a perfect time to invest in growth.

Come see what L.I.F.E. has to offer

Project L.I.F.E - Label Initiative for the Environment – is the only program of its kind, developed by experts in the narrow web industry. With L.I.F.E. certification, TLMI members can assure sustainability-conscious customers that their processes and practices meet high external standards.

And that assurance may be just the advantage needed to prevail in today's competitive marketplace that values price, quality, AND corporate responsibility.

Are you ready for what L.I.F.E. has to offer?

www.tlmi.com
1-978-282-1400

What do the industry leaders of the following companies know that you don't?
They are certified under the terms of Project L.I.F.E.

Avery Dennison, Engineered Films Plant, Concord, OH | Avery Dennison, Cleveland Films Facility, Mentor, OH | Avery Dennison, Performance Polymers, Mill Hall, PA
Avery Dennison Fasson Roll NA, Quakertown, PA | Chameled Resources Group | Coast Label Company | Design Label Manufacturing, Inc. | Grand Rapids Label Company
I.D. Images LLC | ITW Labels, St. Charles, MO | ITW Labels, Gardner, KS | The Label Printers | Label World | LogoTech, Inc. | Mitsubishi Polyester Film, Inc.
Monet Graphics | Multi-Color Corporation, Batavia, Ohio | Multi-Color Corporation, Green Bay, WI | Multi-Color Corporation, Norway, MI Smyth Companies, Bedford, VA
Smyth Companies, Minneapolis, MN | Smyth Companies, Austin, MN | Spear Europe Ltd | UPM Raflatac | WS Packaging Group | Yerecic Label



TLMI is a member-driven association strongly committed to providing business solutions that enhance the prosperity of its members and the narrow web tag, label, and packaging industries.



New Bronze age dawns

SOUTH AFRICAN PRINTER SA Litho Label Printers has pioneered an inline replacement for the messy process of bronzing wet glue labels. Andy Thomas reports

Located in Cape Town, South Africa, SA Litho Label Printers is one of the country's leading converters, offering a full range of both wet glue and roll fed label converting technologies.

SA Litho's key wet glue label customers are in the high quality food, spirits and beverage segments, where the high luster offered by bronzing is often in demand.

'The bronzing process gives a fine result, but amidst environmental concerns, customers requested that we develop an alternative,' says managing director Leon Witbooi. 'The very fine nature of the bronze powder meant that everything within the immediate vicinity of the actual operation tended to attract the powder, including the operator. This left us with a print area that became covered in bronze powder. It also proved a challenge for brand owners, who used the process to great effect on very prominent brands, to find an alternative due to what had become an environmentally challenging process.'

Some 18 months of research later, supported by an investment in a Roland 706 double coater and partnering with a local coatings specialist, the company had jointly developed an inline coating and application process which still offered brand owners the luster synonymous with conventional bronzing. Previous industry efforts opted for acrylic gold as the replacement.

'The outstanding quality of the label is one of the key benefits of using the New Bronze,' says Witbooi. 'There is no loose bronze powder and thus dusting has become obsolete. This results in a more clean and neat label. Additionally, the process is more environmentally friendly being printed inline and therefore minimizes electricity usage as well as waste associated with the bronze powder.'

New Bronze is available in the four conventional bronze shades: pale gold, rich pale gold, rich gold and copper gold.

MIXED PROCESS

SA Litho was established in 1921 and joined the Caxton and CTP family of businesses in 1983. It now employs 194 people and has grown consistently over the last five years.

There are three label business units: sheet offset, roll label conventional and roll label digital. Some 60 percent of the converter's business is wet glue labels and the rest self-adhesive.

Wet glue labels are printed on two Roland 700s and one

Komori 6-color. Foiling is carried out offline using Gietz foiling presses and inspection is manual. A medium run length would be around one and half meter labels.

The digital division consists of two HP Indigo ws4500 presses, mainly printing wine and nutraceuticals. The decision to print conventional or digital is made on both run length and complexity. Digital label finishing systems includes a Smag coater, a Berra silkscreen printer, a Newfoil foiling system and Digicon converting line.

The conventional roll label division runs an 8-color Nilpeter MO3300 offset with hot foil and silkscreen, an 8-color Gallus EMS340 S UV flexo press fitted with hot foil, cold foil and silk screen, and an Aquaflex. The roll finishing department has three new Rotocontrol slitter-rewinders fitted with AVT Helios II inspection systems. These use the master PDF as a reference.

The Prepress workflow is supplied by Kodak Prinergy and a Prism MIS is used to fully integrate processes from estimating through to shop floor data collection and finally invoicing. A recent addition to the prepress environment is a Screen digital flexo plate output device.

SUSTAINABLE OPERATION

Witbooi and his team have a major commitment to sustainability across the business, and have worked with the Global Carbon Exchange consultancy to measure the operation's total carbon footprint. Reducing energy consumption is a major focus and a group of employees is currently working with the University of Cape Town to develop a waste management sustainability plan.

In 2010, SA Litho became the first label converter in South Africa to receive the Forestry Stewardship Council's Chain of Custody certification for both its wet glue and self-adhesive printed labels.

A key focus for the organization is its skills development programme. SA Litho has eight apprentices, taking on three new ones a year. Machine operators pursue operations management diplomas at the Production Management Institute and the business uses the postgraduate business courses at the University of Cape Town's Graduate School of Business to further develop managers in preparing them for more senior roles.

As well as food, spirits and beverages, SA Litho is also active in the pharmaceutical and cosmetics, home and personal care sectors.

New & Used Label Printing Machine offer & supply to satisfy your need:

全新与复新自贴商标印刷机及配件以符合您的需求：

We Supply :

货源充足

- NEW & USED AUTOMATIC LETTERPRESS INTERMITTENT PRINTING MACHINE
- FULL ROTARY LETTERPRESS LABEL PRINTING MACHINE
 - New SEN 250, SEN 330
 - Used Iwasaki, Sanjo, Sanki, Hikari, Lintec, Shiki, Taiyo, Ko-Pack, Genyu & Gallus.
- FLAT BED LABEL PRINTING MACHINE
 - Shiki, Onda, Iwasaki, Lintec & Hikari.
- ROLL TO ROLL & FLAT BED SILKSCREEN PRINTING MACHINE
- OFFSET PRINTING MACHINE
- FLEXO PRINTING MACHINE
- GRAPHIC EQUIPMENT
 - Plate Making Equipment, UV Varnish Machine, Auto Rewinder, Auto Slitting Machine, Computer Label Air Punching Unit Machine, Kill Glue, Cool Stamping.



NEW SEN SPM300 / 320 / 350 (2,3,4,5,6,7,8,9,10 COLOURS + FLEXO VARNISH) JAPAN SPEC.



NEW SEN SOPM 350 LABEL OFFSET PRESS



USED SANKI FULL ROTARY LETTERPRESS (1,2,3,4,5 COLOURS)



Max. Feeding Length 600mm
KOREA
NEW SEN250 FULL ROTARY LETTERPRESS



JAPAN
USED ONDA SILKSCREEN PRINTING MACHINE (1,2,3,4,5 COLOURS)



JAPAN
USED IWASAKI & LINTEC SEMI-ROTARY



JAPAN
USED ONDA 150, 250 LABEL PRINTING PRESS



JAPAN
USED SHIKI LABEL PRINTING MACHINE



JAPAN
USED DIE CUT MACHINE



CHINA
NEW SLITTING MACHINE



TAIWAN
SILKSCREEN PRINTING MACHINE



CHINA
NEW PLATE MAKER



KOREA
NEW UV VARNISH

WORLDWIDE OFFICE / 环球办事处:

Sen & Haotian Machinery Sdn. Bhd.

No.109, Jalan Seroja 39, Taman Johor Jaya,
81100 Johor Bahru, Johor, Malaysia.
Tel: (006) 07-358 3860, 352 5330, 358 3820
Fax : (006) 07-352 4330
email: enquiry@senmachinery.com / senmachi@streamyx.com
Website : www.senmachinery.com

Flexographic INK TESTING



FLEXIPROOF 100
Press quality proofs



K LOX PROOFER
Quick and easy



AUTO K LOX PROOFER
Repeatable proofs



ESIPIROOF
Portable proofer

To find out how our range of flexo equipment can benefit your company, contact:



The first name
in sample
preparation
equipment

RK PrintCoat Instruments Ltd.
Litlington, Royston, Herts SG8 0QZ UK
Tel: +44 (0)1763 852187
Fax: +44 (0)1763 852502
E-mail: sales@rkprint.com
www.rkprint.com

Minimum Waste

Maximum Efficiency



Manufacturers of flexographic printing
presses and converting equipment

tel: +44 (0) 1489 569230

email: info@edale.com

website: www.edale.com





(L-R): Professors Kevin Cooper and Malcolm Keif hold seminar on lean printing at the GSE Dispensing stand at Drupa 2012

Lean ink management

A WORKSHOP at Drupa looked at tying ink dispensing systems into a lean manufacturing environment.
Andy Thomas reports

Two senior academics and specialists in lean management workflows, Prof. Malcolm Keif and Prof. Kevin Cooper provided advice for packaging printers on how to drive waste from the workflow and adopt lean production methods during a seminar held at the drupa stand of GSE Dispensing.

Keif and Cooper, from the graphic communication department of the California Polytechnic State University in San Luis Obispo, USA, have researched and published extensively on lean management.

Cooper, a professor of graphic communication, said: 'We think lean management is portable and applicable to every industry. Printers too are driven to look for leaner production methods because of the increasingly competitive conditions facing their industry right now.'

'Lean management is principled on two foundational items: continuous improvement and respect for people,' Cooper added. 'Both of these are focused on finding ways to create value and to drive waste out of the business. To make printers more competitive at a time when printing runs are getting shorter, we think it is critical to adopt lean principles, reduce setup times and be focused on customer value, to remain competitive in printing.'

Keif, who specializes in flexography, quality management, lean thinking and printed electronics, explained that good color management has

an important role to play in the lean manufacturing environment: 'So much of the preparation time is dedicated to color-matching on press. We know of job changeovers taking over an hour because of the efforts needed for ink toning and getting the right match for a spot color. It is impossible to maintain a lean environment unless one takes the color-matching process offline. The printer must aim to get the perfect color-match on the first attempt after starting up the press. A robust process is needed to ensure color perfection. GSE Dispensing brings that to the table with its dispensing systems, ink management software and proofing systems.'

Cooper added: 'The first stage in the adoption of a lean process is education because one has to understand the concept first, build teams, and empower and manage the workforce.'

Keif and Cooper, who have both worked in the graphics industry for over 20 years, have co-authored a book focused on lean management issues entitled 'Setup Reduction for Printers' (www.amazon.co.uk/Setup-Reduction-Printers-Kevin-Cooper/dp/0615524737).

Maarten Hummelen, marketing director at GSE Dispensing, commented: 'The high level of competition, volatile raw materials prices and shorter production runs make the search for added value more acute than ever. Packaging print converters must adopt a lean management philosophy to combat

these challenges. We share Keif and Cooper's vision of a lean value chain. Everything we do is aimed at empowering printers to apply that vision in an ink logistics context as well.'

GSE Dispensing manufacturers gravimetric ink dispensing systems that mix spot colors in less than three minutes, along with table-top flexo proofing systems and software that provides per-job ink costings, real-time stock analysis, tracking of all inks to original batches and various management reports. Recently, the capability was added to connect the ink dispensing/mixing system directly into the Cerm management information system.

SLIM UPGRADE

GSE Dispensing has enhanced its Colorsat Slim gravimetric dispenser with a sturdier weighing unit that weighs dosages up to a maximum 25kg to an accuracy of just one gram. A new wet and dry cleaning unit cleans the system after each dispense cycle, saving maintenance time. Key components such as the label printer and barcode scanner have been integrated into the control console. The addition of quick couplers to the hoses connecting the ink barrels to the dispenser makes faster, cleaner exchange of barrels possible, without risk of dripping. The redesign of the dispense head enables height adjustments to accommodate buckets of maximum 470mm.



Specialists in Presses and Converting Machinery

Flexographic Presses



Offset Presses



Combi Presses



Material Handling & Converting Machinery



Machinery Design & Manufacturing Service



BERKELEY MACHINERY

Tel: +44 (0)1474 854294 - Fax: +44 (0)1474 850859
<http://www.berkeley-machinery.co.uk> - Email: info@berkeley-machinery.co.uk



Precision rotary tooling for over 25 years.
 Helping to keep your business run like clockwork.



HEAD OFFICE:
 HOLFIELD TOOL & DIE LTD.
 JOHNSTOWN AVENUE,
 DUBLIN 12, IRELAND,
 CO. DUBLIN,
 IRELAND.

TEL: +353 1 2857002
 FAX: +353 1 2851077
 E-MAIL: info@htd.ie

UK SALES OFFICE:
 HOLFIELD TOOL & DIE LTD
 UNIT 4, OAKFIELD INDUSTRIAL
 ESTATE, HAWTHORN LANE,
 BURTON-ON-TRENT,
 DE14 1QA ENGLAND.

TEL: +44 1283 845558
 FAX: +44 1283 561009
 E-MAIL: uksales@htd.ie
 www.htd.ie

LABELFORM
graphics

FOR SALE

Comco Commander, 1999, 10" web, 40" dia reels, 8 flexo, hot air + UV, T bars, over lam, 3 rotary die, matrix waste rewind, 2 rewinds. Ref:LF871

Gallus EM410, 2006, 410mm web, 6 flexo, UV, T bars & over lam, hot foil, 2 rotary die, matrix & product rewinds, sheeting + conveyor. Ref: LF663

Gidue F Combat 430, 2003, 430mm web, corona, 8 flexo, IST UV, chill rolls, 2 rewinds, for shrink film. Ref:LF845

Mark Andy 4150, 1997, 16" web, 40" dia reels, corona, 6 flexo, UV + hot air, 2 rotary die, matrix waste & product rewinds. Ref:LF794

MPS EP330, 1999, 330mm web, corona, 8 servo flexo, UV + chill rolls, T bars, 2 rotary die, matrix waste & 2 rewinds. Ref:LF812

Nilpeter FB4200, 2010, 16" web, 40" dia reels, corona, 7 servo flexo, hot air +UV, 2 rotary die + sheeter station, matrix waste rewind. Ref:LF879

Nilpeter FA3300, 2003, 340mm web, corona, 8 flexo, UV, chill drum, cold foil, 3 rotary die, matrix waste & product rewinds. Ref:LF870

Kopack All in one, 1990, 250mm web, 2 unwinds, 12 letterpress (6 on CI, 6 on stack), UV, plow fold, hot melt glue, over lam, rotary & flat die, sheeter, rewind. Ref:LL682

Lintec LPM300, 2003, 300mm web, 6 semi rotary letterpress, flexo varnish, UV, rotary & flat die, mag cyl, hot foil, over lam, matrix & product rewinds, slitting. Ref:LB865

Gidue Xpand 370, 2007, 390mm web, corona, 4 wet offset, 4 flexo, rotary die, sheeting position, matrix waste & product rewinds, 16^{1/2}20,23,24" offset cyls. Ref:LO874

Iwasaki TR2, 2004, 330mm web, corona, 6 semi rotary wet offset, 1 flexo, hot foil, flexo varnish, over lam, semi rotary die, matrix waste & product rewinds. Ref:LO868

Nilpeter MO-4, 2009, 410mm web, corona, 6 servo wet offset, flexo varnish, UV, T bars, cold foil, 2 rotary die + gapmaster, matrix & product rewinds. Ref:LF847

Nilpeter MO3300, 1999, 340mm web, corona, 5 wet offset, 21,22,23,24" offset cyls, 3M platforms, 3 flexo + 1 screen, UV, T bars, delam/elam, UV overlam, rotary die, waste & product rewinds. Ref:LO772

Gannicott G12 Offline IML Converter, 2010, 24"web, 40"reels, controlled infeed, rotary die, auto print to cut register control, vacuum belt & auto batcher stack delivery. Ref:LF880

FOR A FULL LIST OF MACHINES FOR SALE,
 PLEASE LOG ONTO OUR WEBSITE

www.labelformgraphics.co.uk

For full details please contact Jon Wilkinson
LABELFORM Graphics Ltd
 Telephone/Fax: +44 (0)1924 254099
 Mobile: +44 7903 744621
 email: jon@labelformgraphics.co.uk

brand-building

A thirst for

FABIEN BOURGIES, Avery Dennison global director, wine and spirits – label and packaging materials – Europe, discusses the role of labeling in driving consumer choice

The wine and spirits category is one of the most competitive consumer markets. Whether a product is new or well established, brand building must create trial and reinforce existing consumer relationships by advancing the product's positioning on packed shelves.

Pressure sensitive labels have made increasing inroads in the wine sector because the wide variety of papers, films and specialized materials available enable designers to leverage their most innovative ideas for brand building.

For example, rough and porous textures of an uncoated paper label can be combined with screen printing to signify the craftsmanship of an 18-year-old Scotch whisky; coated semi-gloss facestocks are subtly smooth and can denote the flavor profile of something that is soft, easy to drink and good for socialization; and clear film can denote a sense of sincere elegance that carries a premium spirit to a secure position of prominence.

Although the emotional factors involved in a wine buying decision are motivationally complex, we can identify common consumer traits that can be leveraged and factored into the label concept:

1

THE CONNOISSEUR

The connoisseur drinks wine from traditional countries; is financially wealthy; is usually a male in his 40s – but the category does include women; has a natural palate; knows a lot about wine; appreciates the craftsmanship in a product and is intelligent about what he or she is drinking. For targeting this group, the label should reflect the craftsmanship; marketers can use a complex vocabulary because they understand it.

The connoisseur enjoys complex red wines, premium branded champagne, single malt whiskies and anejo rums. The label must provide plenty of detailed information: cantina/bodega/chateau, region, the local area, filtered wine or not, harvest year, grape quality, wine making process, etc. This information should be placed on the label so the connoisseur feels he or she is the only expert to read and understand the information.

In wine, a paper label should be structured, rich in texture, beige and with creamy colors. For spirits, a metalized effect or a

rough surface with a complex shape will resonate well. For this category, it is okay to be generous with embellishing printing techniques. The label should include golden hot foils, as well as some element of embossing or tactile varnish.

2

THE AMATEUR

This includes men and women, 30 to 40 years of age. They claim to have a good wine tasting knowledge but have a palate that is not ready for wines with complex flavor profiles. The amateur is open to new world wines, wine that is easy to drink and middle priced. This man or woman also drinks rum, vodka, tequila and brandy, but mainly premium brands and in cocktails.

They expect a label to provide practical information. The amount of information is important, but must be accessible and provide the right reference, such as grape varietals, brand name, wine name, geographic origin, a credible story behind the brand, and serving recommendations like temperature, pairings with meals, etc.

In spirits, this person appreciates serving ideas for cocktails. He or she will positively react to white label paper, from light structured paper to soft touch. Be selective in the printing techniques by choosing one that will enhance the information he or she is looking to review.

3

THE STEP-IN

This is the least sophisticated consumer who drinks Coca-Cola, beer and sweet spirits. They like white and sparkling wine, tequila, vodka, and rum. Some of them dare into wine, but are less demanding and do not want to invest too much in a bottle. Accessible price offers, easy to drink and refreshing, coupled with fruity and flowery flavor notes, are behind the purchase. White, rosé and mainstream sparkling types, as well as mixed vodka and rums, and some international liqueurs are of interest. Simplicity is important.

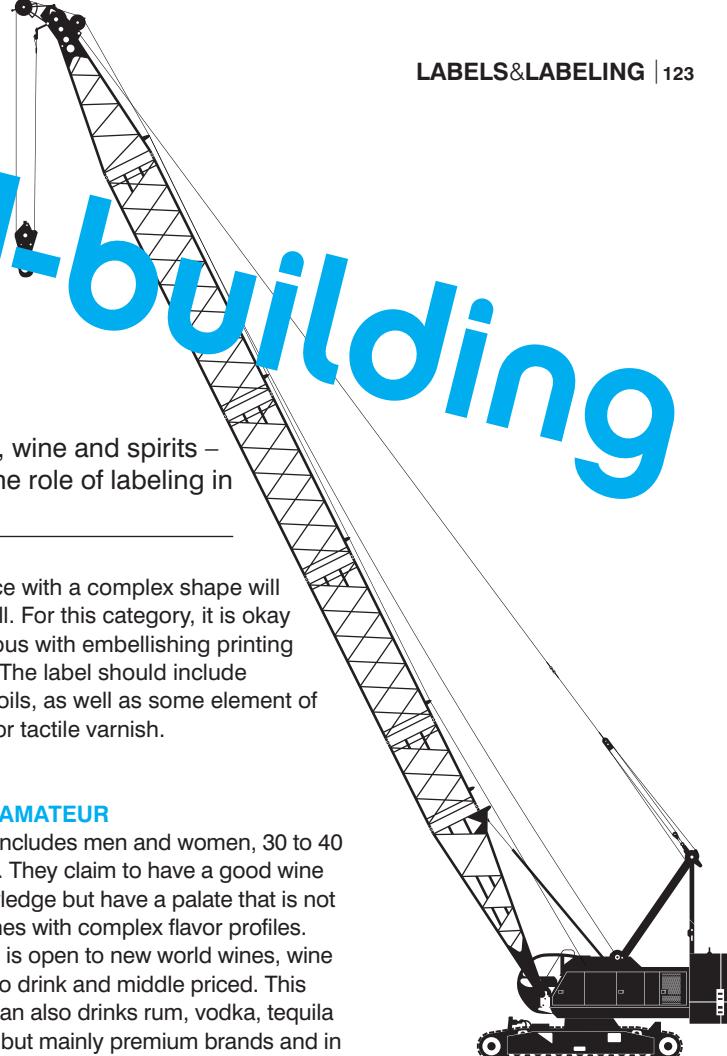
This type of consumer will not invest the time to read an in-depth label to explore the complexity of a particular brand. The step-in wants to be told what the product is about; grape varietal – of which they know a maximum of two; taste orientation and serving

conditions. Brand name is very important.

With step-ins, you can dare to exploit contemporary and fashionable colors on the label and in the bottle. Clear-on-clear film labels are a strong draw, especially when incorporating neat designs. Immediate visual impact is what resonates, so borrowing design cues from contemporary culture can create strong interest. Consider using new and original printing techniques. For this group, dare to test unusual combinations, such as non-covering colors on metalized paper.

It pays to know the consumer, or better yet, the type of consumer to whom a wine or spirit is targeted. Marketers need to connect the label and packaging correctly with these consumer categories in a way that meets their expectation about what is inside the bottle. And that expectation must be linked to how the product is positioned.

Beyond the product itself, wine and spirits labeling must have a visual identity that, when properly executed, has the power to establish an icon that is fully vested in the consumer's perception about the brand.





Ambitious Arclad seeks foreign growth

WITH A SECOND FACTORY and two new product ranges, Colombian labelstock manufacturer Arclad has ambitious plans to target the US market. James Quirk reports

Colombian labelstock manufacturer Arclad is used to constant growth. The company strives to double its sales every four years – and has achieved this in every such time frame since 1984. Its headquarters in Rionegro has undergone 13 separate expansions; beginning with 768 sqm in 1980, the site now stands at nearly 12,000 sqm.

One of Latin America's leading labelstock suppliers, the company opened a new plant in Cartagena, Colombia, two years ago. This site, representing an investment of USD 23 million and dedicated entirely to export, brings Arclad's production capacity to 244 million sqm of materials a year.

Now, with two new high quality ranges added to its portfolio and making its debut at Labelexpo Americas in Chicago in September, the company has ambitious plans to expand its presence outside its traditional markets. With the Cartagena plant strategically located in the Colombia's closest port to the United States, and aided by the free trade agreement signed by the two countries in May this year, Arclad has set its sights on the giant market to the north.

REGIONAL PRESENCE

Arclad – exporting 70 percent of production – already has a large regional presence in Latin America, with its two manufacturing sites in Colombia complemented by local slitting and distribution centers in Costa Rica – which serves

LABELS & LABELING

the rest of Central America – Ecuador, Peru, Venezuela, and three in Mexico: in Mexico City, Guadalajara and Monterrey. All these sites are equipped with slitter rewinders from UK-based Ashe Converting. Lesser quantities of material are also sent to Argentina, Brazil, Chile and Uruguay.

Arclad produces self-adhesive paper and film labelstock for a wide variety of end user applications, including food, personal and household care, pharmaceutical, cosmetics, industrial, textile and school supplies.

Its product line includes BOPP and PE plastic films; hot melt, matt, fluorescent and thermal papers; and metallized





ARCLAD'S 12,000 sqm plant in Rionegro, Colombia

papers and films. Its adhesives range includes FDA and ISEGA-certified products, and adhesives for frozen food, pharmaceutical and security applications.

Ultra-destructible resins were added to this latter range in 2010, aimed at anti-counterfeiting applications.

These product lines have been added to this year with the launch of wine label and security films ranges. Wine production is growing – albeit from a low base – in countries such as Brazil and Mexico; while Argentina and Chile remain the region's biggest markets. The new wine label material range represents Arclad's first move into the sector, and is said by marketing manager Laura Durango to be a key focus.

The security film range, meanwhile, is aimed at brand protection applications and allows the end user to customize the product according to its needs. Not only void text is left remaining, but also metalized material which can contain a personalized message or company logo.

PRODUCTION

Arclad was founded in Rionegro, near the city of Medellin in the Antioquia district, in 1980 by Vicente Ferrer. It took the first two letters of its name from Pennsylvania, USA-based Adhesives Research, from whom Ferrer sought investment and support. With intelligent foresight, he purchased the land where the company is located to this day because its size would allow for significant expansion of operations. The original factory of 768 sqm has since given way, via 13 different expansions, to a 12,000 sqm plant which houses some 230 staff and has a production capacity of 12 million sqm a month.

Arclad became the Colombian market's second local labelstock manufacturer, after Carleib. It is no longer in business, but Arclad was joined in the local market by Avery Dennison's manufacturing site in Medellin in 1998.

The Rionegro site houses a silicon coating machine from Germany-based Kroenert for silicon application on paper and transparent polyester film. Installed in 2006, Arclad says it remains the only such machine in Colombia. An inline laminator with emulsion technology for adhesive application was installed in 2001 and has been repeatedly upgraded. A hot melt adhesive laminator from Nordson was installed in 2005, and the company was the first producer of hot melt label materials in the country.

According to Juan David Duque, product director, emulsion is used for 80 percent of production, with hot melt making up 20 percent.

The Cartagena operation – at 10,000 sqm with 120 staff and a production capacity of eight million sqm a month – hosts a silicon coater for application of solventless silicon with thermal curing, also from Kroenert.

The site was built from scratch and adorned with new equipment, with the

exception of one siliconizer transferred from Rionegro. It also houses a laminator which has been configured to apply adhesive via either emulsion or hot melt technology, thanks to a combination of equipment from Kroenert and Nordson.

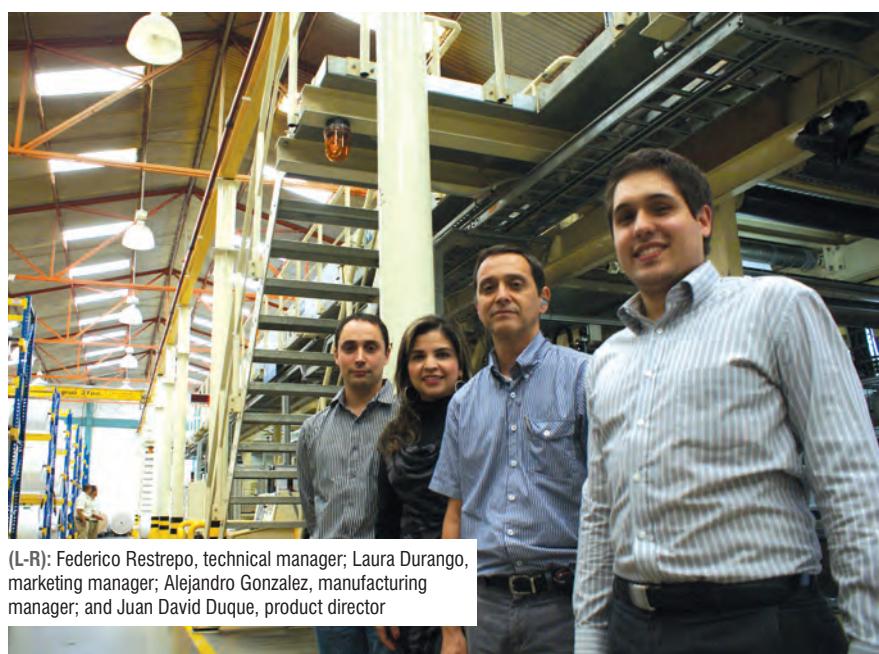
Finishing in both plants takes place on a fleet of Titan and Kampf slitter rewinders. Rionegro houses five roll to roll and two roll to sheet machines; Cartagena hosts four roll to roll rewinders and one roll to sheet.

Among other equipment at the Rionegro site is a flexo press, used for printing labels for Arclad's own products and for testing the performance of new materials. A smaller coater is also dedicated to testing and development.

The company attaches great importance to research and development; its laboratory buzzes with nearly 30 employees and is equipped with a variety of testing systems from ChemInstruments.

According to marketing manager Laura Durango, Arclad has managed to absorb some of the rises in raw material prices by manufacturing substitute products, reducing the weight of rolls, and developing thinner materials. 'It's a price-driven market,' she acknowledges, 'and we've been able to keep prices for the local market pretty constant. Export markets are different, though, because they are affected by dollar fluctuation. We try to make the price not the only reason to buy our materials, so we focus a great deal on after sales service.'

An example of such a service is how the company assists its customers in improving their production efficiency. Arclad works with a consultant who is sent to the converter to review its operations and help to make improvements.



(L-R): Federico Restrepo, technical manager; Laura Durango, marketing manager; Alejandro Gonzalez, manufacturing manager; and Juan David Duque, product director



ENVIRONMENTAL FOCUS

With environmental sustainability of ever-increasing importance in the label industry, last year Arclad began an impressive initiative which sees the company reuse its liner waste. A dedicated division, RexAr, recycles many tons of material waste every month in a pulp molding process to make cardboard trays for eggs and drinks.

The project will have paid for itself within a few years: it has halved waste disposal costs as well as reducing the company's environmental impact.

'Although not much money is made through the initiative, it saves the cost of disposing of the waste and brings significant environmental benefits,' says manufacturing manager Alejandro Gonzalez.

The local community has also benefitted – previously, these types of products were brought in from other parts of the country, such as Bogota and Bucaramanga, with prices higher due to transport costs.

The waste material has other possible applications – such as plant pots and

protection for the corners of household appliances like fridges – but the immediate focus is to reuse this waste within Arclad's own material ranges. The company expects this to begin later in the year.

The local government of Antioquia, the district where Arclad's Rionegro plant is located, is demanding when it comes to environmental issues. A further initiative, in partnership with a local government environmental project called Cornare, sees waste materials treated and deployed in children's playgrounds, or parques ecológicos.

Arclad is certified to ISO:14000 and uses no solvents in production. In corporate responsibility initiatives, it offers loans to employees that have worked at the company for more than five years, and also gives scholarships to local students to help them pay for higher education.

With the added production capacity of its plant in Cartagena, new high quality materials and impressive environmental credentials, Arclad seems set to continue the growth to which it has become accustomed.

COLOMBIA IN CONTEXT

Arclad estimates annual Colombian label market consumption to be around 88 million sqm a year. With a population of some 46 million, this puts the country's annual per capita label consumption at 1.9 sqm, a figure not far from the region's more developed markets of Brazil and Argentina.

Colombia has been one of the region's recent success stories. Under president Juan Manuel Santos and his predecessor Alvaro Uribe, the country's security and economic growth have significantly improved. Foreign direct investment has risen almost tenfold since 2003, to USD 13.2 billion in 2011. The economy grew at six percent last year and is closing in on Argentina as South America's second largest.

Colombia hosted the Summit of the Americas in the Caribbean port city of Cartagena on April 14 and 15, welcoming US president Barack Obama and 31 other western-hemisphere heads of state. During the event, president Juan Manuel Santos told Time magazine that Colombia was 'not just a recovered nation, but the new economic and diplomatic player on the Latin American calle, or street'.

A free trade agreement between Colombia and the United States came into force on May 15 this year, in a further boon to a country that has seen a dramatic reversal in fortune in recent years.



Braille Printer comes to the dot!

A photograph of a Braille printer's output sheet. A hand is pointing at the sheet, which displays the word "GyGER" in Braille and a Swiss flag graphic. Below the sheet, the physical Braille Printer 100 machine is shown, a compact silver unit with a control panel and a paper feed system.

FachPack 2012

Fritz Gyger AG Bodmerstrasse 12 CH-3645 Gwatt (Thun)
T +41 (0)33 336 22 77 F +41 (0)33 336 64 34 info@fgyger.ch www.fgyger.ch



Braille Printer
Easy handling, small compact design, best Braille quality!

Thanks to digital drop on demand inkjet technology, precise micro valves and latest machine design.

Now available as:
inline and offline option for labels, booklets and folding boxes with 100% inspection.

Visit us!
Hall 2, Booth 2-515

ALLISON

Systems Corporation

For quality products and quick deliveries direct from the manufacturer you can count on Allison Systems' 44 years of experience for your doctor blade needs.

The Allison advantage:

- Large variety of blade material choices from **carbon steel** to **long-wearing** and **anilox-friendly tool steel** along with **plastic** and **composite** materials.
- A **coating** can be added to metal blades to provide additional lubrication, life, and corrosion-resistance properties.
- **Out of Blades?** Don't panic, we can provide same day emergency blade shipments in most cases.

- **End seals** for most flexo chambered inkers using either OEM or custom materials to stop leakage and increase seal life.
- **Chambered inkers** made from corrosion-free composite materials to replace worn OEM equipment or for new applications.
- **On-site** technical assistance, troubleshooting, and operator training services.

Call, email, or visit our website today to put the Allison advantage to work for you!



220 Adams Street
Riverside, NJ 08075
856-461-9111
sales@allisonblades.com
www.allisonblades.com



TODAYTEC ADVANTAGE™ BARCODE RIBBONS

- **TDW 101** Resin Enhanced Wax Ribbon. Superb for price sensitive barcode label applications.
- **TDW 121** Premium Resin Enhanced Wax Ribbon. Highly competitive with excellent durability, high density and print versatility.
- **TDM 200** Wax/Resin Ribbon. Versatile low cost wax/resin ribbon with high density print and excellent durability.



TODAYTEC ADVANTAGE™

- Committed to customer growth and long term relationships
- Innovative Research and Development
- Excellent quality
- Most competitive pricing of any leading competitor

Headquarters: Hangzhou Todaytec Digital Co., Ltd.
Hangzhou, China
www.todaytec.com.cn
sales@todaytec.com.cn

US Location: Todaytec LLC
6701 K Northpark Blvd.,
Charlotte, NC 28216
www.todaytecllc.com
customerservice@todaytecllc.com

Brotech 博泰

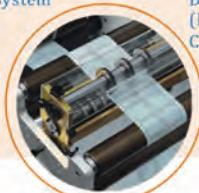
Perfect label Inspection & converting & Finishing solution



Our product line:

- Eurotech FS Label Inspection & Slitting & Rewinding System
- Eurotech II FS Label Inspection & Slitting & Rewinding System
- Eurotech DL Multi-function Rotary Die Cutting System
- Eurotech DL Multi-function Rotary Die Cutting System (In-Mould Label Die Cutting & Collecting Conveyor)
- Eurotech MF Multi-function Label Converting & Finishing System
- Eurotech BL Semi-Rotary Die Cutting System

More information:
www.bro-tech.net



1st Floor, A6 Building, Fuzhong Industrial Park,
Xiaoshiwei of Fuyong Town, Baoan District, Shenzhen, China.
P.C:518103

Tel: +86-755-83733867 / 29549040
Fax: +86-755-83733897 (shenzhen)



(L-R): Juan Carlos Gallón, general manager; Angela Espinosa, marketing director; Gabriel García, manager of organizational development; Fredy Gallón, production manager; and Liliana Gallón, pre-press director

Servibarras seeks to optimize

FOLLOWING a period of heavy investment in new technology, Servibarras – a pioneer in Colombia in variable data printing – has implemented a plan to optimize its processes. James Quirk reports

Servibarras, a label converter based in Medellin, Colombia, has increased its focus on production efficiency in order to maximize returns following a period of heavy investment. Through a variety of initiatives, the company aims to double its turnover over the next four years.

Servibarras has benefitted from – and, indeed, participated in – the growth in the Colombian narrow web sector over the last 10 years to become one of the country's leading label converters. A pioneer in track & trace in the country, the company has also found success after moving into RFID label production.

Founded in 1993 by Luis Alberto Gallón and his son Juan Carlos, Servibarras – as the name suggests – was initially dedicated to barcode printing, buying blank labels and overprinting variable data. Two years later, it began to print simple labels of its own on five machines built in-house – which are still running today.

In 2003, Servibarras moved into flexo printing with the installation of an 8-color Mark Andy Scout. Initially dedicated to food and beverage labels, the machine quickly began producing for pharmaceutical and cosmetics applications too. The press was followed by two Mark Andy 830s for printing flexo labels with variable data.

INVESTMENT AND EFFICIENCY

A period of rapid investment followed. Two more Mark Andy presses, a 10 inch 2200 and 13 inch servo-driven XP5000, both 8-color UV, were installed in 2005 and 2006 respectively. Also in 2006 Servibarras moved into CTP platemaking with Esko technology, as well as relocating to the 5,000 sqm factory in which it operates today.

The following year, the company bought an HP Indigo ws4500 digital press and AB Graphic Omega converting line. In 2008, it purchased a Grafotronic

slitter rewinder with AVT inspection and shrink sleeve equipment from Argentine supplier Novagraf. A second HP ws4500 digital press arrived in 2009.

In 2007, the same year as its first HP Indigo installation, Servibarras moved into RFID with Mark Andy partnering with Tamarack to add inlay production to the converter's 2200 press. 'Moving into RFID represented a big investment,' says general manager Juan Carlos Gallón, 'but as a leader in VIP and track & trace, we also wanted to be a pioneer in RFID. It was a natural evolution.' He says the company was the first converter in Latin America to produce RFID labels in-house.

Though there has been no Walmart-style mandate for RFID in Colombia, a leading retailer in the country, Almacenes Éxito, was pushing for the technology's adoption in the supply chain. It is here that Servibarras has found particular success – serving customers for their



THE Mark Andy 2200 with Tamarack RFID inlay system and AVT inspection

own logistics – but the company has also produced RFID labels for tagging boxes of votes during one Ecuadorian and three Colombian elections.

A small amount of item-level RFID labeling is also done, mainly for the garment industry, while further applications include tickets for car parks and toll booths.

'We've not had a single problem in our RFID tag production,' says Juan Carlos Gallón. 'The system finds, marks and removes any faulty tag automatically.'

More recent investment has seen Servibarras install AVT inspection systems on its Mark Andy XP5000 and 2200 presses this year, thereby adding inline inspection to the offline work handled by the Grafotronic rewinder. A second Grafotronic finishing machine is also due to be installed in 2012, as well as an offline silkscreen printing machine from a Japanese supplier.

With such an influx of various types of technology over the last seven years, Servibarras is now increasing its focus

on production efficiency and maximizing its returns on the outlay. During much of this period, says Gallón, annual company growth has been around 20 percent. 'After many years of investment and growth, we need to ensure that all processes are optimized so that we are maximizing our efficiency.' He says that the company aims to double its turnover over the next four years, 'with some further investment, but mainly by focusing on optimizing our processes'.

Servibarras exports labels to Chile, Ecuador, Panama, Peru, the United States and Venezuela – but only five percent of its production. Usually, says Gallón, export sales have resulted from Servibarras being sought out by a foreign company. But this is beginning to change as it strives to increase export.

According to Gabriel Garcia, manager of organizational development, other strategies include an increased focus on sales and marketing activities as well as maximizing production efficiency on the factory floor. The company is also working alongside specialized consultants.

Despite an impressive period of growth and investment in advanced technology, there is a clear sense among Servibarras' management of not wanting to rest on their laurels. 'We understand that what has brought us this far does not

Rotary Punching Module from Schobertechnologies

Superior performance for all industries



Visit us!

september
11 – 13, 2012
**Labelexpo
USA 2012**
booth 719
Chicago, USA



Customized and product specific rotary punching and die cutting. If you are using a variety of web materials to produce labels, tickets, parking, airline or public transportation tickets, tea-tags, band-aids or similar items, then we offer the optimal punching module with the performance characteristics necessary to ensure your financial success such as tooling with manual or automatic length registration adjustment, drive connection or disconnection, additional redirection of the web, vacuum waste removal. Combine the most unusual production steps into a single module. Schobertechnologies, your reliable partner for precise and efficient production processes.

Just ask us – we will advise you worldwide.



Schobertechnologies GmbH · Industriestr. 2 · 71735 Eberdingen/Germany
Tel +49 7042 790-0 · Fax +49 7042 7007
info@schobertechnologies.de · www.schobertechnologies.de

S26.GB_LL.0812 www.projektx.de



necessarily take us all the way,' says Garcia. 'We must continue to evolve and to optimize our processes.'

The company has created an in-house workflow system for production control which will be combined with its Esko software. As well as outward-facing activities such as sales and marketing, the system increases internal traceability, ensuring every roll is easily and uniquely identifiable. In the warehouse, meanwhile, the organization of rolls has been redesigned to maximize space.

PRODUCTION

Servibarras produces self-adhesive labels for a wide variety of applications, including food and beverage, pharmaceutical, personal care, cosmetics, promotional, security, track & trace and variable data, the latter of which is served by the company's RFID capabilities. Shrink sleeves are produced for the food and beverage sectors.

Specialty products include booklet and scratch & sniff labels. A variety of finishing options allows cold and hot stamping, embossing and varnishing, among others.

Eighty percent of the company's business is in self-adhesive label production. Of this, 60 percent are prime labels while VIP labels make up 40 percent. The remaining 20 percent of



SERVIBARRAS runs two HP Indigo ws4500s

business comes from selling hardware and software products; Servibarras also manufactures label applicators and print-and-apply systems.

Running three shifts, the company produces six million sqm of labels a year. Production director Fredy Gallón says nearly 20 percent of label production is handled by the two HP Indigo ws4500s, and that figure is rising steadily.

The company's flexo and digital presses are complemented by consumables from leading industry

suppliers such as Apple Die, Harper Corporation, RotoMetrics and Zeller & Gmelin.

Aside from its early adoption of variable data printing, Servibarras has also been something of a pioneer in pre-press. According to pre-press director Liliana Gallón, the company was the first in Latin America to install computer-to-plate technology when it purchased an Esko system in 2006. Esko's HD Flexo and workflow software have since been added.

**The new
MBS®-6**

**Efficient.
Innovative.
User-friendly.**



IST METZ GmbH

Lauterstrasse 14-18, 72622 Nuertingen, Germany
Tel. +49 7022 60 02-0, Fax +49 7022 6002-775
info@ist-uv.com, www.ist-uv.com

more³



This year, Label Expo Americas
will be a party!



Introducing The Park at Rosemont. It's Illinois' hottest new entertainment district featuring an eclectic mix of bars, restaurants, live music, bowling, outdoor patios, and a public square for music, events and festivals. It's the perfect way to unwind when the show is over. Kick back and relax or get on your feet and dance the night away. Rosemont looks forward to hosting the Label Expo Americas 2012 event. See you here!

Rosemont
CONVENTION & TOURISM BUREAU



Download Our Free
Rosemont App.

TheCanDoAttitude.com

ILLINOIS. MILE AFTER MAGNIFICENT MILE.


'We believe that the label's quality is 80 percent determined during pre-press,' says Liliana Gallón. A DuPont Fast system offers water-wash photopolymer plate processing. The company also offers in-house design services, frequently working with both clients and local advertising agencies. It is certified to G7 for color management and quality control as well as ISO:9001.

Gallón reports that clients have no preference between digital or flexo printed labels, and credits this to the implementation of HD Flexo last year. 'It has made a big difference to flexo quality,' she says. 'It was a change that was immediately noticeable.'

The quality of Servibarras' label production has been recognized with industry accolades. Its 'Ranchera de Zenú' label won in the narrow web and pre-press categories at Colombian association Andigraf's annual awards last year. At the same event, its '7 Seguros' stamp won the security award. Featuring 18 different inks and 10 embedded security features, the label also scooped an HP Indigo award in 2010.

A further development has seen Servibarras develop a label whose material and adhesive will both biodegrade in water. In a wonderfully innovative marketing campaign, the company designed a label with a peel-off section to which plant seeds were attached. This peeled-off biodegradable material can be left with the seeds attached and will help them to grow.

Environmental sustainability is of increasing interest to local brands, says Angela Espinosa, directory of marketing. The company sends its matrix waste back to material suppliers Arclad and Avery Dennison who recycle it in special programs.

With 210 employees, Servibarras runs sales and support offices in the Colombian cities of Bogota, Cali, Barranquilla and Bucaramanga. As well as the three Gallón siblings interviewed by L&L, two more work at the company: Jaime and Marcela. The team – with an eye on the arrival of the next generation, mostly now in their teens – is creating



THE Mark Andy XP5000



THE pre-press department uses Esko and DuPont platemaking equipment

a protocol for working with family members.

Juan Carlos Gallón says that Colombia is seeing growth across most end user segments due to the country's improving economy, with particular growth in the cosmetics sector.

He cites the increasing competitiveness of the Colombian label sector as a key driver for the company's focus on diversifying its product line and

optimizing processes. Servibarras has been well-served by focusing early on emerging markets and technology, as reflected by its moves into variable data, RFID and digital printing as well as shrink sleeve production. With its wide spread of market segments and potential for increased export, the company's ambitious growth plans for the next four years may yet be achievable.

efficient die-cutting solutions

machines | punching tools | services

aluminum lids | recessed lids | polyester lids
in-mold-labels | transparent labels | paper labels



the number one in die-cutting swiss quality

Berhalter AG | CH-9443 Widnau | Switzerland | T +41-71-727 02 00 | www.berhalter.com





IPVenus sees Mexico market potential

IPVENUS, a carbon paper manufacturer which recently began to produce labelstock at its plant in Mexico City, sees great potential in the country's label sector. James Quirk reports

Mexico has seen a new labelstock provider enter the market this year with the arrival of IPVenus, one of country's largest carbon paper manufacturers, based in the capital.

With its core sector in decline, the company began to research alternative markets around five years ago. Seeing potential in the local narrow web industry, IPVenus purchased coating equipment from Black Clawson in late 2011 and in March of this year began production of self-adhesive paper and film.

A privately held company, IPVenus becomes the second labelstock supplier manufacturing in Mexico, after Avery Dennison, while the country is also served by the local presence of most of the leading international and regional material suppliers – Arclad, Green Bay, Mactac, Ritrama (through distributor Mextran) and UPM Raflatac.

During IPVenus' research of the local market, however, CEO Marco Basurto found plenty of evidence to suggest there was not only room for another supplier, but also potential for serious growth.

GROWTH POTENTIAL

The 46 year-old business serves customers in more than 20 countries with products manufactured in-house such

LABELS & LABELING

as carbon paper for business forms, paper cups for drinking water and food wrapping paper, and is also a distributor of specialty papers for the graphics industry. Last year, the company converted more than 160 million square meters of paper products.

Decline in the carbon paper market lead IPVenus to explore opportunities in other sectors, including film extrusion, but the label industry held most appeal, explains Basurto. Between 2007 and 2011, there was a 29 percent increase in the volume of materials imported into Mexico for use in the label sector. With Mexican per capita label consumption at

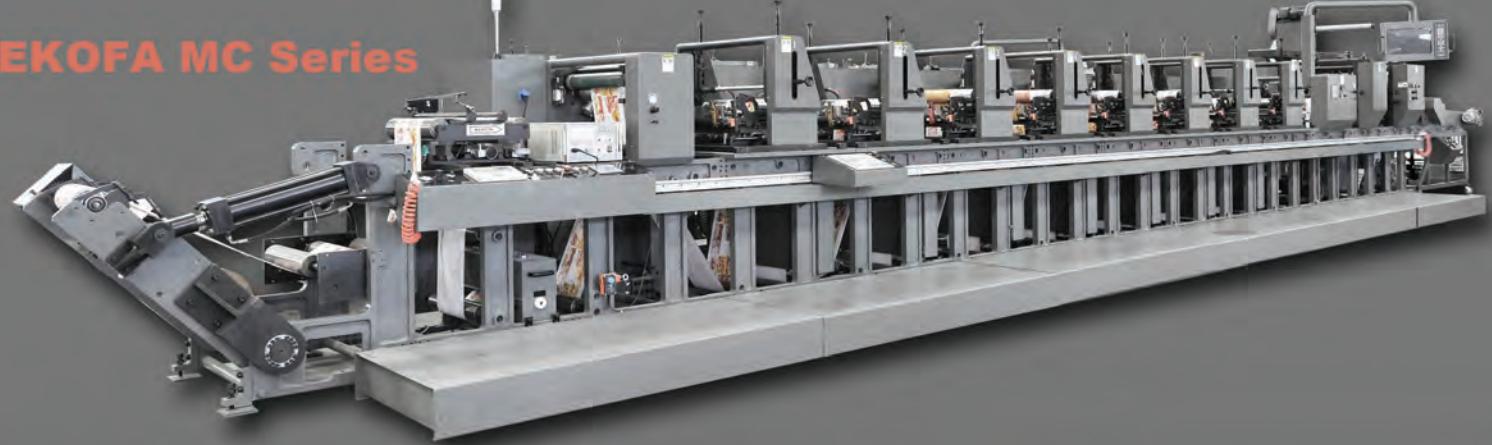
around 2.8 sqm a year – some distance from the double digits of Europe and the US – IPVenus saw clear potential in the market.

'The growth of this industry year on year is much faster than other parts of the converting sector,' enthuses Basurto. 'The low per capita consumption was crucial – it showed that there is potential in the market and room for us to move into it.'

The company continues to supply carbon paper and paper cups, but growth in these areas, according to Basurto, is limited. 'Our recent growth as a company has been down to



EKOFA MC Series



EKOFA Flexo

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

MC Series Features:

Platform Structure

- Changeable Print Tower on every station
- Rotary Screen Unit Changeover
- Rotogravure Changeover
- Inkjet Added-up
- Customize Available
-

Multi Processing

- 2nd Pass Printing
- Cold Lamination Unit
- Cold or Hot Stamping Unit
- Turning Unit for Reverse Printing
- Delam/Relam system
- Rotary Die/Punching Unit
- Fanfolder linking
-

Others

- IR and Hot air dryer standard in Each printing station
- Video Plate Mounter included with the machine
- UV dryers optional
- Training in customer plant after installation. Service and technical support in anytime.

EKOFA PT Series



PT Series is EKOFA Flexo's standard type. Mechanical drives for normal label process.

Easily changing and cleaning on each printing station with cassette design.

Options as cold lamination, cold stamping and turn bar, etc for different printing situations.

Machine made individually for each customer with choices of 1-12 colors roll to roll or with rotary die-cut stations and other options.

NEVER STOP IMPROVING

QINGZHOU EKOFA FLEXO PACKING MACHIERY
NO.569, NO.1 TIMES ROAD, QINGZHOU, SHANDONG, CHINA

POSTCODE: 262500

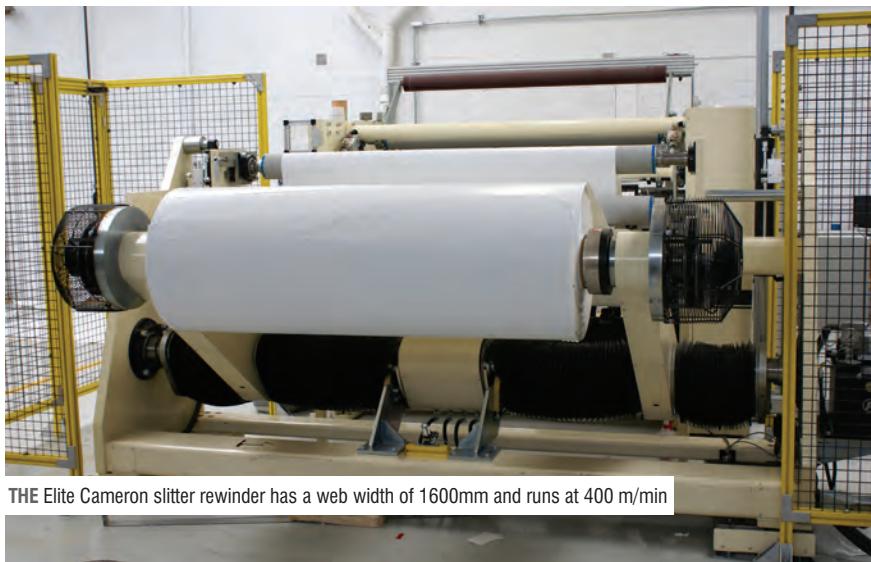
TEL: +86(0)5363206858

FAX: +86(0)5363206408

WWW.EKOFAFLEXO.COM

info@ekofaflexo.com

EKOFA
意高發
FLEXO



acquisitions and strategic partnerships. The movement into the label sector will fill the gap – and more – left by the lack of growth in carbon papers.'

After realizing it was not possible to produce labelstock on its existing equipment, IPVenus ordered coaters for production of paper and filmic silicon liners and acrylic and hot melt adhesive laminations from US-based manufacturer Black Clawson, and a slitter rewinder from UK company Elite Cameron.

The equipment was installed in September 2011, and IPVenus then

began a period of extensive testing before sales commenced in March of this year. The company has four product lines: VIP, for variable data printing; Decor, for decorative papers; Lasting, a range of durable materials; and Choice, aimed at specialty applications.

New materials are currently being added to these existing ranges, while new lines will be worked on in the near future – the company is particularly interested in developing products with reduced environmental impact. But first, says Basurto, the company needs

to solidify its core offering and raise its profile in the market. 'It is fundamental for us to focus on producing materials of high quality.'

IPVenus made its industry bow at Label Summit Latin America, held in Guadalajara, Mexico, in April. 'The Summit was a great success for us,' says Basurto. 'Even better than we thought it would be.' He had attended the 2010 event, in Mexico City, as part of his industry research, and has also been a visitor at Labelexpo Americas in Chicago.

LEARNING CURVE

Basurto admits the learning curve has been huge. 'Problems were had initially, of course, but step by step we have resolved them.' New staff arrived at the same time as the machines, so they could be involved in set-up and testing to familiarize themselves with the technology. Various courses have been taken, and Basurto says the equipment suppliers have provided a great deal of support.

IPVenus' previous coating experience, of course, has also helped the transition, while Basurto believes the continuous forms industry has its similarities to the label market. 'We already have the infrastructure in place. We are used to reacting to short runs, to rapid turnaround and quick deliveries. We are already prepared for these things.'

INDUSTRY
PHARMA

PILOT
LABELS | PACKAGING KNOW HOW ITALIA

A EUROPEAN DIMENSION



READY FOR EVERY COMPETITION

The brand has been updated with the opening of a new plant. It was a very big investment which, as with the brand, is proof that we are striving to be younger, faster and more dynamic. A new, big production tool that was effectively created in keeping with a layout dictated by both logistics studies and lean manufacturing applications, which have characterised our production process for some time now. A site with a great deal of potential, to which we added a new 520 mm offset printing line, so as to be able to keep up with even the most demanding of customers in terms not only of quantity but also quality. A chance to compete at the utmost levels on the European market.

PILOT ITALIA S.p.A.

Stabilimento e uffici: Via Lanzi, 42 - 20872 - Cornate d'Adda MB - Telefono +39 039 62887.1 - www.pilotitalia.com - info@pilotitalia.com

The company also has previous good form when it comes to customer service. While producing 150 million sqm of carbon paper products a year, complaints stood at just 0.05 percent. 'We focus on honesty, on good and more personalized service and on high quality products,' says Basurto.

IPVenus has seen a number of its continuous forms clients – with separate divisions for label production – begin to order the new ranges of labelstock, helping to build an initial pool of customers that now represents 10 percent of business. This supplements a database of some 300 potential new clients that IPVenus put together during its market research.

'We've picked up a large number of new clients in a very short space of time,' says Basurto. 'It's a vindication of our decision to enter the market.' As an added-value service, IPVenus allows customers to come to the plant to co-develop customized products. 'Together with our customers, we like to develop products that enable converters to compete in markets currently served by foreign suppliers.'

Annual labelstock production capacity is 120 million sqm. IPVenus is not only setting its sights on its local market: after building its local profile, the company aims to begin export to various countries in Latin America



before the end of the year.

Local distributors are already in place in some of these countries, thanks to a wide regional network for the company's carbon papers, and slitting equipment will be strategically located around the region.

In the medium term, the company aims to export to a wider number of South and Central American countries and the Caribbean, while the US – again, already with a distributor in place for carbon paper – is also a target. 'But this needs to be looked at calmly, with more study,' says Basurto. 'It's a mature market.'

The new machinery is installed at IPVenus' 8,000 sqm plant on the outskirts of Mexico City, where the company employs more than 100 people. Basurto describes the factory as being designed for short and medium runs, while offline processes are said to aid flexibility.

The Black Clawson silicon coater operates at 300 m/min, while the acrylic/hotmelt adhesive laminators run at 200 m/min. The Elite Cameron slitter rewinder operates at 400 m/min. All the machines have a web width of 160mm. A laboratory is kitted out with testing equipment from ChemInstruments.

INTERCOAT is... NEW XEIKON AURA PARTNER

Various products
now available.



INTERCOAT - Division of AMC Pancke AG
Boschstrasse 12 ■ 24568 Kaltenkirchen ■ Germany
Tel. +49 4191 8005 0 ■ Fax +49 4191 8005 513
info@intercoat.de ■ www.intercoat.de

Self-adhesive. Quality.

INTERCOAT



LABELEXPO AMERICAS 2012

AN EXCITING PROGRAM of technology workshops and a record number of new exhibitors mark out this year's show as something special. Andy Thomas reports

Labelexpo Americas returns to the Donald E. Stephens Convention Center, Rosemont, Chicago, between 11-13 September – and is set to be the biggest show yet.

Among 400 suppliers and manufacturers are 70+ companies exhibiting for the first time, which is a real vote of confidence in the label market at a time when the wider economy is struggling.

As well exciting technology introductions, be sure to visit the new must-see feature areas in laser die cutting, digital print, package printing and sustainability. All this is in addition to Labelexpo Americas' usual comprehensive conference program.

UNDERSTANDING LASER DIE-CUTTING

While perhaps not considered as a key investment in the past, digital laser die-cutting is now starting to become of greater interest for the potential benefits and opportunities it can offer to both converters and their customers. There are also more laser cutting equipment

companies entering the market, so widening the choice of investment and equipment.

To aid converters in understanding these latest developments in laser cutting technology and requirements, the opportunities it can offer, how it works and the quality of the finished die-cut results, Labelexpo Americas will be running a series of four different laser die-cutting technology workshops each day of the show – one for prime labels, one for industrial labels, one for blank die-cut computer-over-printable labels, and one for special label solutions.

Four leading laser die-cutting equipment suppliers are participating in these technology workshop sessions: ABG International, Delta International, SEI Spa and Spartanics. Pre-printed labels for cutting at the show – with all the necessary re-registration eye marks and codes – are being produced by Xeikon, EFI Jetrion and Mark Andy, with MIS input from CERM and EFI Radius. Origination for the label designs has been undertaken by EskoArtwork. Labels materials are provided by UPM

Raflatac, Flexcon and Green Bay Packaging.

The prime product labels that will be laser die-cut at the show include a food label, a personal care label and a pharma label – with the label designs and shapes changing during the laser cutter run on each machine.

For the industrial label, the laser die-cutters will not only need to die-cut the labels to size and shape, but will also undertake the laser-etching during the run of sequential numbers, showing the potential and economics of today's laser technology for converting industrial label applications and designs.

The blank label designs to be produced will incorporate different label shapes and sizes that change during the cutter run, while the special labels are of a free-style design of the cutter manufacturers' choice to show the potential of their technology.

Each workshop session will include an explanation of the origination and pre-press, how the labels have been pre-printed, the different requirements for re-registration and job changes during

the run, the incorporation of sequential coding and the workflow implications and outputs.

As with previous Labelexpo technology workshops, the sessions will conclude with questions and answers and the availability of sample packs of all the different laser cutter outputs for the different workshop sessions, job description sheets for each job and a Q&A sheet.

These latest Labelexpo Technology Workshops provide a unique opportunity for show visitors to fully understand laser cutting technology and options, see how different machines compare on different job applications, and discover the potential to provide new options and opportunities for customers.

PACKAGE PRINT WORKSHOPS

Label and package printers looking to diversify and add value to their operations will be able to reap the benefits of attending a series of new Package Printing Technology Workshop sessions being held at Labelexpo Americas.

Xeikon (digital printing and converting), Esko (design, pre-press, and workflow), Rotometrics (die-cutting technology), Cerm (MIS) and cartonboard, film and heat transfer materials suppliers have between them developed three comprehensive Workshop sessions that will run each day of the show to showcase the opportunities digital pre-press and printing can bring to folding carton production, plastic bucket decoration and high quality tubes.

The carton application encompasses a carton wrapper to go around two jars of a 'My Moments' food product, with the carton wrapper printed digitally on the Xeikon 3000 Series press, converted inline with a Xeikon DCoat including Rotometrics carton cutting dies and roll-fed through to the finished cartons.

The heat transfer tube decoration Workshop will be using a 'Beaute'

product design. The product design incorporates a carton box, a seamless plastic tube and the required promotional material communicating the product range expansion. During the workshop Xeikon will digitally print, roll-to-roll, on a wax-coated heat transfer material, and finished on-roll for subsequent transfer on to seamless plastic tubes.

The plastic bucket Workshop sessions will elaborate on the potential types of decoration for buckets/pails. This can involve heat transfer printing or in-mold decoration. During the workshop in-mold labels will be digitally printed by Xeikon from roll-to-roll and finished ready for in-mold labeling of the buckets.

Preceding each of these sessions, Esko will take Workshop attendees through the pre-press stages and use 3D visualizing to show how the products have been created to final format before any printing has been agreed, including rotating through 360 degrees, visualizing the finished product on store shelves, and placing jars/bottles inside cartons.

The Workshops will be ideal for label converters looking to diversify into other applications, for package printing companies interested in seeing what digital technology can offer, for label and pack designers, and for brand-owners and retail groups looking to understand what digital can provide in terms of short-runs, different versions and variations, personalization, faster to market and enhanced supply chain options.

Sample folders of all the Workshop printed products will be available following each demonstration, and time will be allowed for question and answers before each session is concluded.

DIGITAL MASTER CLASS

Labelexpo Americas 2012 will also feature a digital printing master class. Aimed at converters looking to invest in digital printing for the first time,

the three and half hour session is introduced and chaired by Mike Fairley, supported by leading industry expert presentations, and will highlight the main printing technologies, label substrate requirements, workflow and color management and sales and marketing in a digital environment.

ECOVILLAGE

Ecovillage will showcase the latest products and services designed to support a better performing, more environmentally conscious label industry.

There is a major global first at this year's show: With the help of Greenwood Fuels and Channeled Resources, Labelexpo Americas will be collecting the waste matrix from the live press demonstrations over the length of the exhibition.

The matrix will be collected every few hours and will be brought to the Eco Village to showcase the amount of waste that could potentially be recycled instead of being put into landfills. After the show, all waste will be compacted and picked up by Greenwood Fuels to be made into fuel pellets. Greenwood's fuel pellets are a direct substitute for coal but with a lower carbon and overall emissions' footprint. This has never before been seen at a trade show. Videos will be running throughout the show demonstrating the process that Greenwood goes through to form the pellets.

To learn more about this process, there will be a special conference session on September 11 including speakers from converter Heartland Label which uses Greenwood Fuels' matrix recovery service.

Also featured at the Ecovillage will be a giant directory of exhibitors who are making a difference in the industry by providing green products or services. A panel session on day two of the show looks at the big myths surrounding sustainable packaging and what converters should really be concerned about.

GLOBAL AWARDS

Labelexpo Americas will also play host to the ninth prestigious Label Industry Global Awards on the first night of the exhibition. The awards program honors and rewards companies and individuals for excellence and best practice in the labeling industry. RotoMetrics' Steve Lee has already been announced as the winner of the Stanton R Avery Lifetime Achievement Award, sponsored by Avery Dennison.

The other award winners will be



THE GAME HAS CHANGED. HAVE YOU?



PERFORMANCE
SERIES

P3 P5 P7

The Performance Series can have a dramatic impact on your business.

In an ever-changing world, it's keep up or be left behind. The Performance Series gives you the tools to succeed today while preparing you for the challenges of tomorrow.

Award Winning Design for Technical Innovation.

Go to markandy.com/gamechanger



VISIT US IN STAND 319



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

CONFERENCE PROGRAM

TUESDAY 11 SEPTEMBER 2012

09.00 Conference and exhibition registration

09.30

Editorial panel discussion: overview of the industry and current trends

- State of the industry
- Exploring converter challenges
- Identifying long-term solutions

Moderator: Mark Pollard, Vice President, Sales and Marketing, Americas, UPM Raflatac

Speakers: Yolanda Simonsis, President and Editorial Director, YTC Media Inc. (PFFC) • Robert J. Moran, Publisher, FLEXO Magazine
Mark Spaulding, Associate Publisher and Editor-in-Chief, Converting Quarterly • John Kalkowski, Editorial Director, Packaging Digest
Steve Katz, Editor, Label & Narrow Web • Danielle Jerschesfske, North America Editor, Labels & Labeling

11.00

Global converter panel discussion

- Understanding the global perspective
- Comparing markets - North America, Latin America, Europe and Asia
- Highlighting technology trends and opportunities for future growth

Moderator: Mike Fairley, Director, Strategic Development, Labelexpo Global Series

Speakers: Geoffrey T. Martin, President and Chief Executive Officer, CCL Label • Joel Carmany, President, Consolidated Label Company
Fernando Gabel, Managing Director, Baumgarten Gráfica • Iban Cid, President, GERMARK • Amar Chhajed, Director, Webtech

12.30 Networking break and exhibition

2.00 Stream 1

Nanographic printing – the second digital revolution

- Exploring the challenges and benefits
- Value adding to packaging
- From mass production to mass customization

Moderator: Mike Fairley, Director, Strategic Development, Labelexpo Global Series

Speaker: Sharon Rothschild, Packaging Product Line and Segment Manager, Landa Digital Printing

3.00

The benefits of going digital panel discussion

- The digital press selection process – what's right for my business?
- What are the limitations?
- Enhancing your business and creating new opportunities

Moderator: Kevin Karstedt, Chief Executive Officer, Karstedt Partners

Speakers: Ramon Fernandez, President, ProLabel • Randy Duhaime, General Manager, Dion Label Printing • Tony Dardano, Executive Vice President, Sales and Marketing, International Label & Printing Company • Mas Crawford, Vice President, Sales and Marketing, Tape and Label Converters

4.00

Comparing different digital business models

- Understanding how e-commerce can enhance your business
- Implementing new marketing strategies using consumer smart phone apps
- Creating effective campaigns with multi-channel marketing
- Virtual versus physical – streaming your online workflow

Moderator: Michael Ferrari, President, Ferrari Innovation Solutions, LLC

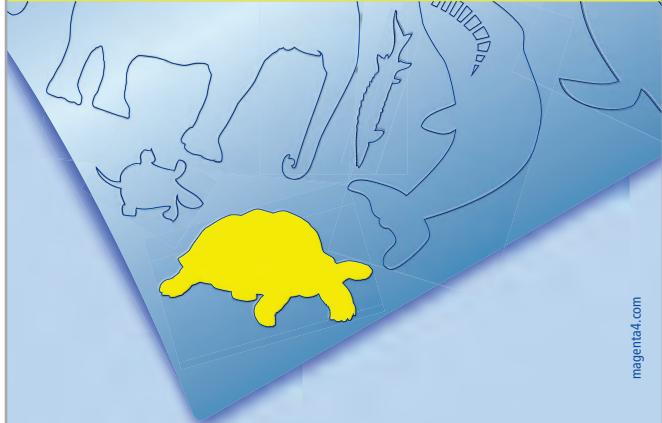
Speakers: Jay Dollries, Owner and President, Innovative Label Solutions • James Lowry, General Manager, Lightning Labels

5.00 End of sessions



Longevity

www.electro-optic.de



Dura Line -
THE flexible die with endurance.
Fascinating durable!

Electro Optic
Die Cutting Technology

Electro Optic GmbH . Einsteinstrasse 7 / Interpark . D-85098 Grossmehring
Phone: +49-8456-75950-0 . E-Mail: info@electro-optic.de

One size fits all
if you are looking
for socks or
baseball caps,
but not
repositionable
**microsphere
adhesives.**

The microscopic spheres in our adhesives
can range in size from 20 to 80 microns.
Franklin Adhesives & Polymers' **MICRONAX** family
of repositionable adhesives can be formulated
just for you – to help you stay in the game and
be competitive on any playing field.

Try Micronax today!
1.800.877.4583 ext 1337 marketing@franklininternational.com

Visit us at **Label Expo**, booth #1412

MICRONAX
Adhesives & Polymers

www.FranklinAdhesivesandPolymers.com
Micronax is a registered trademark of Franklin Adhesives & Polymers, a division of Franklin International.

Franklin



CONFERENCE PROGRAM

WEDNESDAY 12 SEPTEMBER 2012

09.00 Conference and exhibition registration

09.30

CEO round table discussion

- Differentiating yourself from the competition
- Addressing capital and employee investment
- Printing as part of the economy – job creation
- Commodity and value of labels

Moderator: Don Nolan, President, Label and Packaging Materials, Avery Dennison Corporation

Speakers: Nigel Vinecombe, President and Chief Executive Officer, Multi-Color Corporation • Art Yerecic, Owner and President, Yerecic Label and Chairman, TLMI • John Attayek, Chief Executive Officer, Tapp Label Technologies • Rex E. Lane, Chief Executive Officer, WS Packaging Group • Brian D. Gale, President and Chief Executive Officer, I.D. Images, LLC

11.00

Maximize your margins: sales tools for a converter

- Enhancing your current business model
- Winning new business
- Creating new opportunities for growth and profitability

Moderator: James Quirk, Latin America Editor, Labels & Labeling

Speaker: Brian Parsley, President and Chief Executive Officer, WeSkill

12.30 Networking break and exhibition

2.00

Stream 3

Creating value by reducing waste across the PS value chain

- Successfully diverting waste from landfills
- Practical recommendations for reducing your environmental footprint
- Converter waste reduction strategies

Moderator: Danielle Jerschefske, North America Editor, Labels & Labeling

Speakers: Pat Boyle, Senior Project Manager, Label and Packaging Materials, Avery Dennison Corporation • Rich Battoglia, Vice President, Operations, Label World • Rachel Marcum, Senior Program Manager, Heritage Interactive Services

3.00

Package printing: opportunities for label converters

- Practical advice on getting started
- Exploring potential entry strategies – cartons and flexible packaging
- Advantages of a completely integrated workflow for labels and package printing

Speaker: Steven Haedrich, Owner and President, New York Label & Box Works

4.00

Highlighting new developments in ink technologies

- Looking at UV, EB and LED
- Ink migration and food contamination
- Successfully increasing color gamut print

Speaker: Niklas Olsson, Global Brand Manager, Narrow Web, Flint

2.00

Stream 4

A new era of flexo printing?

- Recent developments in HD flexo printing
- Shorter web lengths
- Flexo: the new digital?

Moderator: Andy Thomas, Group Managing Editor, Labels & Labeling

Speakers: Alexander James, Director, Harper GraphicSolutions Jeff Feltz, Director of Business Development, Mark Andy Steve Lee, Vice President, Technology, RotoMetrics

3.00

Beverage panel discussion

- Exploring the recent rise in craft breweries
- Engaging consumers through product promotions
- New technology and market opportunities
- Maximizing brand enhancement

Moderator: Dan Muenzer, Vice President, Marketing, Spear

4.00

The future of combination printing

- Integrating conventional and digital technologies
- Using added value techniques
- Case study examples

5.00 End of sessions

*program is correct at time of print and is subject to change

SEPTEMBER 2012 | L&L



EXHIBITOR LIST

COMPANY NAME	BOOTH NUMBER					
3DT LLC	1239	CC1, INC	3613	EFI	6423	
3M CONVERTER MARKETS	6312	CEI INC. (CONVERTING EQUIPMENT INTERNATIONAL)	712	ELECTRO OPTIC	530	
AAA PRESS INTERNATIONAL, INC	947	CERM	5925	ELECTROMATIC	131	
AB GRAPHIC INTERNATIONAL INC	3226	CGS	5430	ELTROMAT GMBH	5911	
ABBA ROLLER	5500	CHANNELED RESOURCES GROUP	1211	ENERCON INDUSTRIES CORP	403	
ACCUWEB, INC.	1420	CHEMSULTANTS	130	EPSON AMERICA INC.	5713	
ACHEM INDUSTRY AMERICA INC.	3126	CLARIFOIL	1550	ERHARDT & LEIMER	329	
ACHILLES USA, INC	3004	CLC GROUP SA/UPSOFTWARE	3138	ESKO	5202	
ACPO LTD.	1202	CLEANTECH CLEANING CARDS	3600	ETI CONVERTING EQUIPMENT	5603	
ACTEGA WIT, INC	335	CLEMENTS INDUSTRIES, INC.	1521	EVONIK GOLDSCHMIDT CORPORATION	5300	
ADVANCED VISION TECHNOLOGY (AVT)	711	CODIMAG	3429	EXXONMOBIL CHEMICAL COMPANY	829	
ADVENT	2007	COLOR RESOLUTIONS INTERNATIONAL, LLC	1329	EYE-C AMERICA LLC	3500	
AEBO SCIENCE TECHNOLOGY CO LTD	1531	COLOR-DEC NORTH AMERICA, INC	1625	FAR EAST YU LA INDUSTRY LIMITED	3705	
AET FILMS/TAGHLEEF INDUSTRIES	1347	COLORDYNE TECHNOLOGIES, LLC	5824	FILMQUEST	1021	
AFINIA	6509	COMPONEX	3821	FIVES NORTH AMERICAN	1505	
AGFA GRAPHICS		COMPUTER PRODUCTIVITY SERVICES INC.	5200	FIX-A-FORM INTERNATIONAL LTD	1555	
AIMCAL	3620	CONTINENTAL DATALABEL	1445	FLEXCON COMPANY, INC.	1311	
AIR & WATER SYSTEMS	1423	CONTRACT CONVERTING, LLC	1039	FLEXIBLE PACKAGING	5535	
AIRTRIM, INC.	6113	CONVERSOURCE INC.	120	FLEXO WASH LLC	511	
ALDEN & OTT PRINTING INKS	704	CORE SYSTEMS INTL (CSI)	3409	FLEXOCLEANERS	5734	
ALL PRINTING RESOURCES	536	CORRECT-TOUCH GRAPHIC ARTS	1045	FLEXOEXPORT LTD.	839	
ALLEN DATAGRAPH	6115	COSMO FILMS LIMITED	1243	FLINT GROUP	840	
ALLISON SYSTEMS CORPORATION	3125	CRAIG ADHESIVES & COATINGS	860	FLXON	3001	
AL'S CO UV, INC	3707	CRC INFORMATION SYSTEMS, INC.	6012	FMS USA, INC	3715	
ALTEC VISION EQUIPMENT	5600	CROWN ROLL LEAF	3006	FOX VALLEY TECHNICAL COLLEGE	1658	
AMERICAN ULTRAVIOLET CO	3345	CTC INTERNATIONAL, INC	3805	FRANKLIN ADHESIVES & POLYMERS	1412	
AMERICAN WATER GRAPHICS, INC.	133	CTS INDUSTRIES	5425	FRESCHI ITALIA SRL	1839	
ANDANTEX USA	1805	D&K COATING TECHNOLOGIES INC	5214	FRIMPEKS	1241	
ANDERSON & VREELAND, INC.	929	DACO SOLUTIONS	2003	FSEA/INSIDE FINISHING & CONVERTING QUARTERLY	6513	
APEX NORTH AMERICA	3003	DAETWYLER CORPORATION	1601	FTA/FLEXO MAGAZINE	1815	
API FOILS	945	DALIAN FUJISAN OFFICE EQUIPMENT	3000	FUJICOPIAN USA, INC	359	
APPLE DIE	1417	DANTEX GRAPHICS LTD	535	FUJIFILM NORTHERN AMERICA CORPORATION, GRAPHIC SYSTEMS DIVISION	5621	
APPLETON	1416	DAVIS-STANDARD, LLC	1525	G&K TECHMEDIA GMBH	3501	
ARCLAD S.A.	817	DCM USIMECA	3712	GALLUS	5803	
ARJOBEX/POLYART	1825	DELTA INDUSTRIAL SERVICES	3523	GENERAL METAL ENGRAVING	459	
ARMOR USA	5723	DEMAK AMERICA	1317	GEW (EC) LTD	3505	
ASHE CONVERTING EQUIPMENT	345	DICE GRAPHIC TECHNOLOGIES, LLC	5926	GLOBAL VISION SYSTEMS	5212	
ASHLAND	1320	DIENES CORPORATION	1546	GLOBE-TEK CORPORATION	6405	
ATLANTIC ZEISER	6411	DIGIFLEX		GLUNZ & JENSEN	5220	
ATLAS DIE	6011	DILLI	547	GONDERFLEX	3612	
AVERY DENNISON - LABEL AND PACKAGING MATERIALS	119	DIP COMPANY	1201	GRAFISK MASKINFABRIK A/S	6125	
AXICON AUTO ID LLC	6308	DISPENSA-MATIC LABEL DISPENSERS	6107	GRANWELL PRODUCTS INC.	3602	
AZCOAT INC	1946	DIXIE GRAPHICS	5623	GRAYMILLS CORPORATION	3241	
AZTECH MACHINERY, INC.	1511	DMS INC	857	GREEN BAY PACKAGING INC.	911	
B-CORE INC.	5423	DNP IMS AMERICA CORP	1029	GROW SOCIALLY AND INTERLINKONE	3802	
BEST CUTTING DIE	1730	DOMINO AMJET	6523	GSE DISPENSING INC.	551	
BETA INDUSTRIES, INC.	5900	DOUBLE E COMPANY	537	GULTON	3702	
BEYOND MANUFACTURING LLC	6408	DOVER FLEXO ELECTRONICS, INC.	5400	HANITA COATINGS	1616	
BIELOMATIK, INC.	1046	DOW CORNING CORPORATION	3511	HARPER CORPORATION OF AMERICA	401	
BLUESTAR SILICONES	3604	DOYLE SYSTEMS	508	HC MILLER PRESS	810	
BOISE PAPER	1353	DPST & DPST INKS	1529	HEIGHTS (UK) LTD	5317	
BRADEN SUTPHIN INK	5700	DRAGON FOILS CO, LTD	1935	HENKEL CORP.	853	
BRAGA COMERICO E INDUSTRIES LTD	1523	DRILLING TECH SERVICES/POPPS	5215	HERAEUS NOBLELIGHT LLC	5218	
BREIT TECHNOLOGIES LLC	3817	DUNMORE CORP.	1357	HOLOSTIK INDIA	5912	
BREWER UV SYSTEMS	155	DUPONT PACKAGING GRAPHICS	5403	HONLE UV AMERICA INC.	6316	
BST PRO MARK	837	DURICO C&T INC	1050	HOP INDUSTRIES	1639	
BUNTING MAGNETICS CO.	347	DURST CANADA INC	5901	HP INDIGO	3223	
BUSKRO USA LTD	5820	DYNA-TECH ADHESIVES / QURE TECH	1558	HUECK FOLIEN	3614	
CAMELOT PAPERS INC	1652	ECKART AMERICA CORP.	5703	HUZHOU HENGXIN	3009	
CAPROCK DEVELOPMENTS INC	1402	ECOLOGY COATINGS INC	1527	HUZHOU KINGDOM COATING INDUSTRY	3002	
CARTES S.R.L.	3008	EDSON INTERNATIONAL	110	HUZHOU SINY LABEL MATERIAL CO, LTD	5738	
CATBRIDGE MACHINERY	3510	EDWARDS LABEL	128			



**QUALITY WORTH
EXAMINING CLOSER.**

© 2012 DuPont. All rights reserved. The DuPont Oval Logo is a registered trademark of E. I. du Pont de Nemours and Company.

101 reasons to choose **Vetaphone CORONA & PLASMA**

- #14 Easy Cleaning & Maintenance
- #25 Quick Change Cartridge
- #39 Humidity Resistant
- #40 Highly Efficient Ceramic Electrodes

See the other 97 reasons at www.vetaphone.com



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

Booth no. 5605

sales@vetaphone.com • www.vetaphone.com

VETAPHONE
 **Corona-Plus**



COMPANY NAME	BOOTH NUMBER					
HYBRID SOFTWARE	6314	MULTI-PLASTICS, INC.	1315	SCHOBER USA INC	719	
IEEC - PBJ INDUSTRIAL ELECTRONIC PVT	5321	NADCO TAPES & LABELS, INC	5427	SCREEN USA	6347	
IIMAK	1309	NAGEL PAPER	1814	SEI LASER	6551	
IMASS	1551	NASTAR INC	1247	SEKISUI TA INDUSTRIES	6023	
IMPREGLON CELLRAMIC	3410	NASTRIFICIO DI CASSANO SRL	1611	SHANDONG TAIBAO AND COUNTERFEITING		
INDUSTRIAL MOLDED RUBBER PRODUCTS	1453	NATIONAL PAPER	132	TECHNOLOGY PRODUCTS	3714	
INFINITY FOILS, INC	255	NAZDAR	455	SHANGHAI JINDA PLASTIC CO LTD	1015	
INKSTAR	3610	NDC INFRARED ENGINEERING	257	SHANTOU YIMING	1721	
INNOLUTIONS, INC	3701	NDC SPRAY COATING SYSTEMS FABRICATING	1450	SHENZHEN BROTECH GRAPHICS CO., LTD	1413	
INNOVIA FILMS INC.	1429	NEENAH PAPER INC	1553	SIEGWERK USA INC.	5923	
INTERFLEX LASER ENGRAVERS	1602	NEURALOG	6114	SIGNET MARKING DEVICES	3341	
INTERNATIONAL FINANCIAL SERVICES	1443	NEWELL BUSINESS SERVICES CO, LTD	360	SIMCO-ION/TEKNEK	1421	
INX INTERNATIONAL INK, CO.	6451	NEWFOIL MACHINES LTD.	1829	SINKOTECH USA	3100	
IST AMERICA CORP	1245	NEWPAGE CORPORATION	1539	SMAG GRAPHIQUE	728	
ISYS LABEL	6515	NEXGEN ENVIRO SYSTEMS INC	1048	SOHN MANUFACTURING	3517	
ITW DYNATEC	6457	NILPETER A/S	3105	SONIC SOLUTIONS	405	
ITW THERMAL FILMS	1455	NILPETER A/S	3205	SPARTANICS	6413	
J & J CONVERTING MACHINERY	1439	NORITSU AMERICA CORPORATION	6449	SPEC INC	5821	
JALEMA INFORMATION MANAGEMENT	5002	NPPS - FLEXO FOR HIRE	2004	SPECIALTY TAPES DIV OF RSW INC	6111	
JELIGHT COMPANY, INC	3710	NUOVA GIDUE SRL	5722	SPINNAKER COATING, LLC	647	
JET USA CORPORATION	6448	OKI PRINTING SOLUTIONS	1350	STANFORD - AN ACCRAPLY COMPANY	3007	
JIAOZUO ZHUORIM	1837	OMET SRL	3123	START INTERNATIONAL	5402	
JM HEAFORD, LTD	5800	OMNOVA SOLUTIONS INC.	3618	STOPSTATIC.COM DIV OF ALPHA INNOVATION	6307	
JV IMAGING SOLUTIONS	5523	ORACLE PAPER / CELESTIK	358	STORK PRINTS BV	529	
K LASER TECHNOLOGY (USA) CO, LTD	1321	OWNX TECHNOLOGIES	1635	STRATA-TAC, INC	548	
KANZAKI SPECIALTY PAPERS	2009	PACKAGEPRINTING	1804	STYERS EQUIPMENT COMPANY	200	
KARLVILLE DEVELOPMENT	158	PACKAGING/CONVERTING HOTLINE	6407	SUN CHEMICAL	5413	
KETT US	3709	PAMARCO GLOBAL GRAPHICS	5624	SUNTECH & KO, LLC	3017	
KLOCKNER PENTAPLAST	159	PANTEC GS SYSTEMS AG	1725	SUPER WEB DIGITAL	1637	
KOAN HAO ENTERPRISE CO LTD	5727	PAPER FILM AND FOIL CONVERTER	5822	SWIFTCOLOR/LABELMEISTER	1610	
KOCHER & BECK	5613	PAPERTEC INC	3012	TAMARACK PRODUCTS INC	5104	
KODAK	5606	PC INDUSTRIES	1411	TECH FOLIEN	457	
KOLON USA INC	3713	PCM IMAGE-TEK	6511	TECHNICOTE INC.	1547	
KPG CORPORATION	5322	PERFECT PROOFER BY INTEGRITY	6510	TESA TAPE, INC.	5701	
KROENERT	3245	ENGINEERING INC.		TESLIN SUBSTRATE FROM PPG INDUSTRIES	357	
KTI-KEENE TECHNOLOGY, INC.	1040	PHIDASTIEN	3615	TESTING MACHINES, INC	1650	
KURZ TRANSFER PRODUCTS	1817	POLINAS PLASTIK	5721	TGW INTERNATIONAL	2011	
LABEL & NARROW WEB	5801	POLYKOTE CORP	1447	THARO SYSTEMS, INC.	1801	
LABEL TRAXX	6017	POLYMMAG TEK INC.	1500	THILMANY, LLC	1316	
LABEL VISION SYSTEMS, INC.	6445	POLYONICS, INC.	3616	THWING-ALBERT INSTRUMENT COMPANY	3601	
LAKE IMAGE SYSTEMS	5620	PRATI	717	TIILT LOCK, INC.	150	
LEDERLE MACHINE COMPANY	509	PRAXAIR SURFACE TECHNOLOGIES	3118	TLMI	99	
LONGFORD INTERNATIONAL LTD	1408	PRECISION AIRCONVEY CORP.	5429	TODAYTEC	1515	
LOPAREX INC.	1617	PRECO INC	6410	TOOLS & PRODUCTION INC	112	
MACH III CLUTCH INC	3801	PRIME UV SYSTEMS INC.	1425	TREOFAN AMERICA	1218	
MACTAC	143	PRIMERA TECHNOLOGY INC	6517	TRESU GROUP	3134	
MAGNUM MAGNETICS CORPORATION	3124	PRINT PRODUCTS	354	TRINITY GRAPHIC USA, INC	5910	
MANUFACTURING SUPPLIES	6013	PROPHETEER INTERNATIONAL	1401	TRITON INTERNATIONAL ENTERPRISES	2001	
MARK ANDY INC.	319	PROPYPLAST	560	TRI-TRONICS	3005	
MARK PRODUCTS	1802	PROVIDENT GROUP	5102	UEI GROUP	255	
MARTIN AUTOMATIC, INC.	811	QSPAC INDUSTRIES, INC	1027	UNDERWRITERS LABORATORIES	3622	
MASTERCORP GROUP	5529	QUALITY DISCOUNT PRESS PARTS & EQUIPMENT	702	UNILUX, INC	1457	
MATTHIAS PAPER CORPORATION	3347	QUARTZ LAMPS INC	5725	UNIVACCO FOILS	1629	
MAXCESS INTERNATIONAL	729	RAPID LABEL SYSTEMS, DISTRIBUTED BY:		UPM RAFLATAC	1339	
MCS INC.	6447	IMPRESSION TECHNOLOGY AMERICAS INC.	5622	UVITEC PRINTING INK, INC.	1248	
MDV GMBH	457	RAYVEN INC	1910	VETAPHONE	5605	
MEECH STATIC ELIMINATORS	1240	RE SPA	6025	WACKER SILICONES CORPORATION	1621	
MELZER MASCHINENBAU GMBH	1441	RICOH ELECTRONICS, INC.	540	WAUSAU COATED PRODUCTS, INC.	3015	
MID AMERICAN RUBBER	1200	RITRAMA, INC.	937	WEB TECHNIQUES, INC.	1403	
MIDWAY ROTARY DIE SOLUTIONS	3717	RMS PACKAGING	1556	WEBEX, INC - REM	1549	
MIMAKI INC.	5924	ROGERS CORPORATION	5001	WIKOFF COLOR CORPORATION	1011	
MOIST TECH	1944	ROLAND DIGITAL GROUP AMERICA CORP	6412	WILSON MANUFACTURING CO.	1229	
MOMENTIVE PERFORMANCE MATERIALS	3735	ROSSINI NORTH AMERICA INC	5203	WINK	353	
MONA EQUIPMENTS	3502	ROTARY TECHNOLOGY (GUANGZHOU)	2005	XANTE CORPORATION	3803	
MONDI AKROSIL, LLC	1647	ROTOFLEX	319	XEIKON/PUNCH GRAPHIX	6135	
MORGAN DESIGN GROUP	3708	ROTOMETRICS	129	XPEDX	3608	
MPI RELEASE	1242	RYECO	348	YAZOO MILLS, INC	6010	
MPS SYSTEMS B.V.	927	SAIDEN TECHNOLOGIES	1049	YEUILL NAMEPLATE & LABEL	6108	
MUHLBAUER AMERICAS	6406	SANYO CORPORATION OF AMERICAS	1937	YUPO	567	
MULLER MARTINI CORP	820	SAS COAT	845	ZELLER & GMELIN CORP.	1217	



HIGHEST SPEED AND QUALITY IN THE FINEST DETAIL.

Take a closer look and see how DuPont™ Cyrel® offers higher print quality at high-speed, with shorter turn-around times and a smaller environmental footprint.

Look closer! For higher quality at high-speed.

www.cyrel.eu

© 2012 DuPont. All rights reserved. The DuPont Oval Logo, DuPont™ and Cyrel® are trademarks or registered trademarks of E. I. du Pont de Nemours and Company.

ESKO *



**RESULTS
THAT MAKE YOU
SMILE**

Your deadlines get shorter. Your colors need more consistency. You must supply more value to your customers. Whether you produce packaging, signs, displays or more: you need a trustworthy partner. A partner that supplies the best tools and shares years of expertise. Esko is that partner. Deliver results that make you smile.

www.esko.com



A-Z NEW PRODUCTS

AT LABELEXPO

ANDY THOMAS looks at the new product introductions at Labelexpo Americas

ACCRAPLY

Accraply showcases the Stanford AccraSeam shrink sleeve seamer, with speeds up to 2,000 ft/min. (600 m/min.), claimed to be the fastest on the market today. It is equipped with fully automated lay-flat adjustment, servo-based tool positioning, and lay-flat monitoring with full reporting. The company also shows the Stanford DM6 Doctor Machine, designed specifically for the narrow web shrink sleeve and wraparound label markets with the capability to run web widths as narrow as 0.590" (15mm). Optional inspection and trim/ perforation features are available.

ALLEN DATAGRAPH SYSTEMS

Allen Datagraph Systems will launch its iTech Centra HS Digital Label System, a complete digital option that efficiently manufactures label runs of 1,000-3,000 linear feet of substrate. It produces labels from roll substrate to fully finished labels, in any shape without dies, fitting the needs between tabletop label production and full-scale production with low, on-going operational expenses.

The iTech Centra HS Digital Label System combines the new iTech Centra HS Digital Label Printer with the iTech Centra HS Digital Label Finisher, introduced in 2011. The iTech Centra HS Digital Label Printer is an LED toner printer that images at 1200 dpi X 600 dpi, at speeds up to 30 feet per minute. The iTech Centra HS Digital Label Finisher is a high-speed roll-to-roll digital finishing system that lets users laminate, die-less cut, strip the waste matrix and slit custom labels in one production pass.



ALLEN DATAGRAPH Systems Centra HS Digital Label System

ALLISON SYSTEMS CORPORATION

Will be presenting its new heavy-duty dual-head peristaltic pump designed specifically for narrow web applications. This pump will provide precise control of ink flow thru the chamber on both the supply and return sides.

ARCLAD

Arclad introduces a security film for labels that require immediate tamper evidence on any surface and a new portfolio of self-adhesive materials for wine labeling.

ARMOR

Armor presents its SolFree 100 percent solvent free thermal transfer ribbon. Armor in 2012 was the first global TTR manufacturer to be awarded LIFE certification by TLMI confirming the group's commitment to sustainability and the environment.

ASHE CONVERTING

The company will be demonstrating the concepts of the new all motor driven three spindle inline turret rewind model, the OETR16. The unit will be seen running the new eco-friendly label-stock material from UPM Raflatac during the show.

The system can operate inline

with any form of existing production process, allowing non-stop roll form finishing of self adhesive labels.

It uses hot melt gluing technology to apply the material lanes to cores as well as closing the tails of the completed reels to be automatically offloaded out of the machine for packing.

Ashe has designed the unit based around minimal operator set up time from job to job. This is achieved by altering the turret position automatically to the core size to be run rather than having to change all the mechanical aspects of glue bath and bump cut assemblies.

Direct motor drives to each of the three rewind positions allow for smooth running with no clutch driven assemblies to be maintained or replaced at any time. The special tension control as well as the lightweight design of the bump knife to cut the material at line speed gives this entry level, high speed finishing machine benefits to increase single pass label production outputs.

The turret rewind will be coupled to a standard Opal 16" wide slitter rewinder which can also be demonstrated on the booth during the show.



ASHE OETR16 inline turret rewinder

Rely on us.SM



11 - 13 September • Chicago

**LABELEXPO
AMERICAS 2012**

www.labelexpo-americas.com

Visit Stand #840

Celebrate Milestone Developments

The Place is Labelexpo - stand #840

- ...to experience innovations leading the narrow web ink industry
- ...to learn more about next generation print solutions from the ink experts
- ...to be inspired and visualise the bright future of narrow web today!

Experience the past, present and future

Visit the Narrow Web ink experts at the Flint Group stand #840.



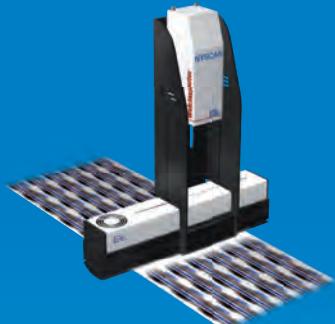
Flint Group Narrow Web
15500 28th Avenue North, Plymouth, MN 55447, USA
T +1 763 559 5911 • F +1 763 559 3725
info.narrowweb@flintgrp.com
www.flintgrp.com

Flint Group
Narrow Web



LABELEXPO
Hall A, Stand 329

NYSCAN
Print Inspection



ELSCAN
Print Image Monitoring



ELTENS
Web Tension Measurement and Control



ELPAD
Graphical Interface



FE 5002
Color line sensor



Erhardt+Leimer GmbH
Albert-Leimer-Platz 1
86391 Stadtbergen, Germany
Telephone ++49 (0)821 24 35-627
Telefax ++49 (0)821 24 35-100
info@erhardt-leimer.com
www.erhardt-leimer.com



BIELOMATIK launches two new machines for RFID label converting

ATLANTIC ZEISER

Atlantic Zeiser show the Digiline integrated option for printing, coding, serializing and verifying roll materials and labels. This combination with advanced software from Atlantic Zeiser controls the entire production and authentication process and provides users with high secure production control and real-time reporting capabilities.

AVERY DENNISON

Featured Avery Dennison LabelExpo Americas 2012 items include Avery Dennison Shrink PS, a patent-pending, pressure-sensitive label created for shrink wrap bags utilized in the fresh and processed meat industries; ThinStream 12 micron PET liner material with patented machine technology; Fasson Curvy pressure-sensitive material, coupled with the Avery Dennison Curve Appeal application system. The combination offers the full coverage look of traditional shrink packaging with the bold graphics and seamless feel of pressure-sensitive materials.

A new, patent-pending durables film technology will be introduced, 'created to eliminate the need to combine rolls of facestock and overlaminates, resulting in process simplification, material savings and resilient labels'

AVT

AVT introduces SpectraLab, a new add-on module to the Helios II family, featuring inline spectral measurements according to the international ISO standards. It provides absolute color measurements to match brand owners' color standards.

Other new products to be shown are: AVT PrintVision/Helios Sense 100 percent

inspection platform, which is designed to simultaneously inspect and verify print and braille faults as well as inspect transparent varnish in parallel to print; and RLM (Repeat Length Measurement), a new addition to Helios II, enabling to monitor the repeat length and alert for deviation.

AVT presents its 'zero setup' ability and advanced automation for visual inspection on shorter runs and digital presses. There will be a demo of the WorkFlow Link option using the information from the inspection on the press to automatically stop the rewinder. ProMIS sends the relevant information from MIS systems directly into the Helios II inspection system shortening setup and preventing mistakes.

Other options will include job verification using the original PDF file, barcodes and variable data verification, and DeltaE color measurement.

B-CORE

B-Core exhibits its new auto ID color code technology 'Colorbit'. Although Colorbit operates similarly to conventional codes such as barcode and two-dimensional code, it can be used on areas too small to accept conventional codes. The codes are acquired using an image processing camera and multiple codes can be recognized in one-shot as long as they are in the same camera angle. The technology is already being used major companies in Japan including 3M, Sato, Hitachi, and Toppan.

BIELOMATIK

bielomatik unveils two new machines for RFID converting and personalization.

SpeedLiner is a compact and modular design which features hot melt glue

CARTES' integrated finishing systems include laser die cutting



application with precise weight control, a die-cutting concept with cylinder quick-change and integrated waste removal. Optionally, the Speedliner can be equipped with a star-wheel ticket delivery and fan-folding unit. The machine is designed for high speed, enabling a capacity of up to 90.000 RFID products per hour.

For personalization of large amounts of RFID labels and tags, the new SmartTwo is a high speed cChip encoding system which opens the door to growing markets like garment tag personalization and encoding of mass transportation tickets.

BUNTING MAGNETICS

Will feature its magnetic spiral cylinders. These precision, patent pending cylinders – designed specifically to securely hold magnetic dies – assure semi-rotary die-cutter operators that the smaller magnetic dies often used to cut digitally printed labels will adhere firmly to the cylinder.

BUSKRO

Introduces its new 2500/5100 series array printheads, available in 2.55" or 5.1" swaths and varying print resolutions. The heads can be combined for specific print area configurations. Capable of up

to 20" of vertical print in one controller, the heads will print at speeds up to 4.6 m/sec.

The printheads are equipped with Buskro's TrueFlow ink management system. The 2500/5100 series print heads are compatible with solvent (Cezanne/Monet) and UV-curable (Renoir) inks, tailored to meet varying substrate requirements

CARTES

Although Cartes will in all likelihood not have a machine on stand due to the recent earthquake hitting its production plant (see p132), the company is launching its GT 360 platform, configurable with hot stamping, silk screen printing, varnishing, embossing, flat die-cutting, laser and/or rotary die-cutting.

Thanks to the presence of a single communication bus for all the units it will be possible to invert, replace, or later add more units to the original configuration of the machine. The GT 360 series is also equipped with the automatic Multi Head Positioning System that allows it to simultaneously correct, on each printing unit, the gap irregularities detected on



COLORDEC doming solutions

pre-printed materials. Each printing unit is automatically centred in order to be precisely positioned on the label, reducing material used when starting a job.

A key sustainability feature is that the energy generated by the motors during the braking phase is reused or returned to the network to power other devices working at the same moment.

CHESHIRE ENGRAVING

Introduces its new MaxFloUV anilox screen designed to be used with high-strength new generation UV inks, ensuring even density and consistent lay down 'without the problem of over inking and spitting sometimes encountered if used with conventional specifications'. It is available up to 2000LPI to encompass all print disciplines.

CLARIFOIL

Shows the latest addition to its cellulose product range, Clareflex, a biodegradable metallised film in 50µ (two mil) with a mirror-like finish.



Now that's clean!

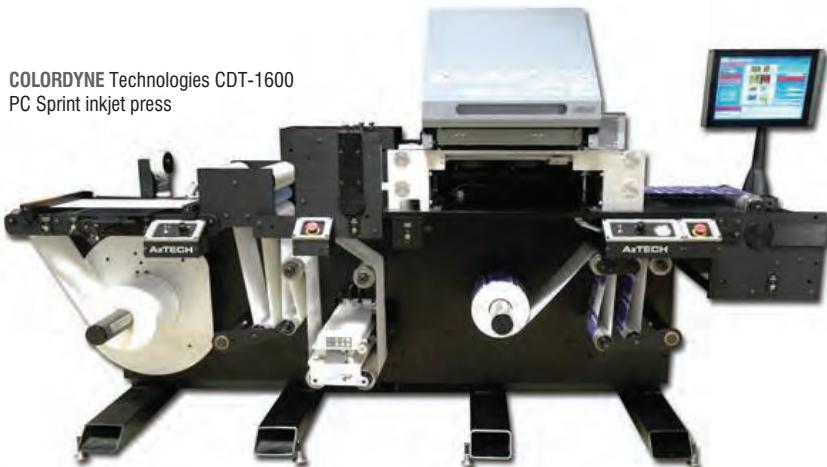
Non-contact and contact web cleaning systems for paper, plastic, foil and film

Call +44(0)1993 706700 or visit www.meech.com

Meech
WEFTEC



COLORDYNE Technologies CDT-1600
PC Sprint inkjet press



Also showing is Integard, Clarifoil's destructible film for tamper evident labels and seals. Its specifically designed formulation delivers high tensile strength and high stiffness to overcome the difficulties of matrix stripping and high speed applications associated with other tamper evident films. Once adhesive-coated and applied, it fragments into tiny pieces upon attempt of removal. Available in ultra clear and white, it is an excellent choice for transparent security labels and as tamper slits are not needed, there is greater flexibility in label design.

COLOR-DEC

As well as showing its doming systems, Color-Dec introduces its Floating Graphics Technology, claimed the next evolution of lenticular printing. Emblem and labels created with this technology can be produced for either indoor or outdoor applications.

COLORDYNE

Colordyne Technologies introduces the high speed CDT-1600 PC Sprint digital inkjet press, powered by Memjet

technologies. The 1600 PC Sprint performs on-demand continuous web printing using both pre-die cut labels or non-die cut master rolls for post-print finishing (with the Colordyne 1600 PC Pro inline finishing system or offline with another finishing system). The 1600 PC Sprint prints at 160 feet/minute in full process color (CMYK) + one spot color at 1600 dpi.

CONTITECH

Introduces a new solvent free process for manufacturing flexo printing plates. The four plate types are Laserline CSX and CSC, Laserline CCX for direct printing on corrugated board, and the Conti Laserline CSL coating plate.

Unlike the Conti Laserline CSX, the Laserline CSC printing plate has an integrated compressible layer, eliminating the need for foam-backed adhesive tape. Both plates have an EPDM cover layer that can be engraved directly by laser. In addition, both variants can be used with all standard ink systems, including UV and EB inks without any swelling.



DANTEX

Launches its DigiWash system for the AQF 7900 water wash plate processor with a separate tank for the collection of black mask residue from the production of digital plates. Also shown are the AQF 900 II Inline processor with pin bar system and a light table with integrated finishing unit. Dantex will be promoting its AquaFlex Optima analogue and digital flexographic plates.

DAVIS-STANDARD

Davis-Standard promotes its liquid coating and laminating equipment featuring patented pressurized gravure head (PGH) technology for protective and optical films.

Also its Series 4000 cartridge coater featuring a modular design that incorporates a floor mounted docking station and independent coater modules. Each module is capable of a different process setup, but can also be identically programmed and swapped out to simplify cleaning and reduce downtime. Mechanical drives are included and only require air and electrical connections.

EFFICIENT, HIGH QUALITY REFINING

Flatbed & Rotary systems
Differentiation and high profit



Hologram Insetting



High Relief Embossing

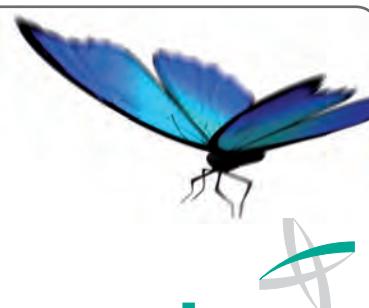


Multifoil Embossing

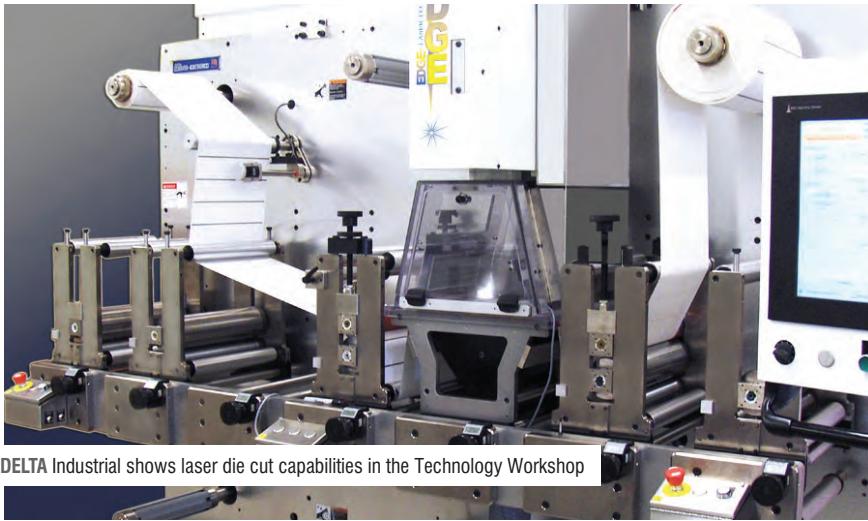
www.pantecgssystems.com



IN-LINE
APPROVED



pantec
gs systems



DELTA Industrial shows laser die cut capabilities in the Technology Workshop



DIGIFLEX inkjet-based digital plate imager

This coater is primarily designed for narrow web applications. A range of coaters and coating heads with more than 50 coating configurations is offered.

DATALABEL

Shows several new label/tag options for the steel industry. These options may be used in other applications where products are stored outside for extended periods of time and then subsequently transported by flatbed truck and flatbed rail cars. These products are made using a special proprietary construction which allows for the label/tag to be flexible

enough to be produced in rolls and run through an industrial thermal transfer printer yet the label/tag is stiff enough to retain its flatness when exposed to the elements.

DELTA INDUSTRIAL

In Delta's booth will be a Spectrum II finishing system running digitally printed labels. This system features over and under laminating, tight tolerance rotary and semi-rotary die cutting and inline perforation or sheeting. Delta will also be unveiling its new high capacity (18 – 24") converter, this practical extension of the

Delta Mod-Tech line of converting systems was designed to provide a full modular platform for the manufacturing and finishing of wider webs and larger parts. Delta is also participating in the LabelExpo laser die-cutting workshop in Hall F with its Delta Edge laser technology.

DIGIFLEX

Introduces to the US market its DigiFlex inkjet CtP option for the flexographic, letterpress, dry-offset and rotary silk screen printing technologies.

DigiFlex' option consists of a high precision printing device, patented Bi-component ink and the software to create an opaque mask on top of the plate,

Fish oil or snake oil? Can you be sure?



**Arjobex
Security**
Protect Your Brand

Arjobex Security's covert and overt security features are developed to provide the best protection against counterfeiting and allow for simple validation of product authenticity.

Protect your brand with Arjobex Security.





replacing the low-quality negative film, or the need for laser equipment to produce digital plates.

As an intrinsic character of its technology, DigiFlex achieves real flat dots. It serves as a huge advantage for printers looking for fast make-ready and high quality.

After an image is created on the plate, the rest of the plate-making process remains unchanged, which means minimal adaptions to the familiar workflow.

The system is affordable to every printing facility and will enhance its profile.

Keeping the full plate-making process in-house results in saving time and money, achieving a total control over the plate-making process, and creating an opportunity to take on more jobs of higher quality, better serving the customers.



DMS

DMS introduces its FV-Series hot stamping system. Featuring interchangeable shafts, the FV-Series can run a variety of tooling systems. The standard two inch shaft allows the use of DMS standard hard tooling. RingBase shafts provide the ability to run ring dies and thin sleeve tooling. Each RingBase shaft can accommodate a one to 1.24 inch range of repeats. SheetBase shafts provide the ability to run sheet dies similar to magnetic bases but with superior thermal and fit properties.

The FV-Series controller incorporates a predictive/adaptive control algorithm which monitors the die's temperature and running speed and continuously adapts to press conditions.

DOMINO PRINTING SCIENCES

Presents its single color K600i piezo ink jet option. Designed to integrate digital variable data printing within existing sheet, web-fed presses and finishing lines as well as delivered as a standalone digital press, the K600i delivers 600dpi high resolution UV curable print at speeds of 50 to 75 meters (246ft) per minute.

POLY MAG®

1/800-787-0830
www.POLYMAGTEK.COM

- * HAND HELD CONTACT CLEANING ROLLS
- * ADHESIVE PADS
- * PRE-SHEETED ADHESIVE TAPE ROLLS
- * NARROW WEB CLEANERS
- * WIDE WEB CLEANERS (60" AND UP)
- * SHEET CLEANERS
- * CUSTOM CLEANER DESIGNS AVAILABLE
- * PATENTED OSCILLATION FOR SLIT EDGE CONTAMINATION (INCREASE TAPE LIFE BY APPROXIMATELY 16X)

DESIGNED FOR
CUSTOMERS APPLICATION

?

DESIGNED AND MANUFACTURED IN U.S.A.

All Our Systems can be altered to fit your application

PATENTS: 5,611,281; 5,699,738; 5855,172; 6,006,843 & 6,196,128 AND OTHER PATENTS PENDING

PlateExakt | Flexo Plate Mounting to Perfection.

www.raantec.de



Would you like to be able to do your work more quickly and save yourself money? If your answer is yes, then the PlateExakt Plate Mounting system by raantec is the solution for you.



raantec GmbH & Co. KG · Nienkamp 21 · 33829 Borgholzhausen · Germany
Phone: +49 5425 9540-0 · Fax: +49 5425 9540-60 · E-mail: verkauf@raantec.de

dts
Drilling Technical Services

11 – 13 September • Chicago
LABELEXPO AMERICAS 2012
Booth #5215

VR SERIES "CUT and STACK" "IML" ACCUMULATOR STACKER

- Superior Blank Control Throughout Process
- Total Static Control
- Quick Change - Touch Screen / Servo Driven



www.drilingtechservices.com
6062 Kells Lane, OH 45150 | 513-831-2952

WHAT IF THERE WERE NO MORE INNOVATORS?

Since 1971 we have challenged our industry standard. We are Harper. The people that introduced the Ceramic Anilox Roll, the 60° Hex, and the SHARPER™ System. We think things like fidelity, reproduction, quality, and consistency, matter. We may not be trendy, but we'll be here tomorrow just like our Anilox Rolls and other products. Which makes them worth every penny.

Find out what's new today at www.harperimage.com





Americas | 704.588.3371 | customer@harperimage.com

Europe | +49(0) 5221.777.300 | info@harpergraphics.de

Asia | 662.138.6122 | cs@harperasiapacific.com



LABEL AND PACKAGING SOLUTIONS...



Bringing versatility and value to your business with our specialty applications and custom products.

Traditional and Digital Flexible Packaging Products Eco Friendly Materials

11 – 13 September • Chicago
LABELEXPO AMERICAS 2012
www.labelexpo-americas.com

Visit Us At Booth #3015

Wausau Coated Products, Inc.
825 77th Avenue South | Wausau, WI 54401
Customer Service: 800-345-8039
Fax: 800-520-2664
www.wausaucoated.com



DURST Tau330 UV inkjet press

Capable of covering the full web with a single digital ink jet module, the variable data functionality of the K600i supports a range of linear, 2D (including QR codes), numbers, graphics, logos and personalized data.

The K600i if configured for different print widths ranging from 108mm (4.26") to 557mm (21.96") which is achieved by mounting a series of stitched print heads across a bar to cover the full width of the press or finishing line. Print head alignment and image stitching is achieved through Domino's i-Tech StitchLink micro-motor controller technology.

DOVER FLEXO ELECTRONICS

Introduces the NW Narrow Web Tension Transducer, a robust cantilevered tension-sensing idler roll for narrow web applications. The new Size 0 NW Transducer with a 2.25" roll diameter is the ideal tension sensing device for lighter tag and label applications that don't require the muscle of the size 1 (three inch diameter roll) or size 2 (three and a half inch diameter roll) NW Transducers. The EasyView tension indicator is a readout module that connects to a tension transducer (or transducer pair) and displays tension on a digital or analog display, while SteadyWeb 5 is a closed-loop tension controller with a back-lit, color graphic user interface.

DOW CORNING

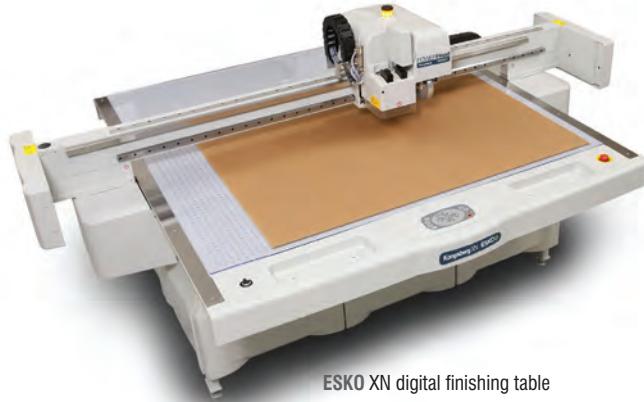
Introduces Syl-Off Emulsion Silicone Release Coatings for Filmic Substrates. Syl-Off EM 7934 Coating and Syl-Off EM 7935 coatings enable optimization of release performance, lower costs, and allows the user to avoid the use of cleaning solvents. The coatings also offer a water-based option for offline coating or inline coating during the film manufacturing process.

DUPONT PACKAGING GRAPHICS

Showcases its new Cyrel DigiFlow workflow enhancement. Designed to expand the capabilities of digital Cyrel and digital Cyrel Fast, this new system delivers superior print quality and productivity. Cyrel DigiFlow adds a chamber that allows the creation of a controlled atmosphere during the main exposure, allowing one-to-one reproduction of image elements on the plate, critical to optimizing the effects of solid screening patterns. The DigiFlow exposure units can easily be switched off when the standard digital dot is the preferred result.

DuPont is also showcasing new digital plate technology – the Cyrel DSP, the Cyrel Fast DFP, and the Cyrel DFR – claimed to achieve higher solid ink density while maintaining high resolution, low dot gain and excellent run length.

LABELS&LABELING



ESKO XN digital finishing table

DURST

Launches the Tau 330 digital inkjet press in North America. The Tau 330 features a print width of 330 mm and a printing speed of max. 48 linear feet (157 lin. Ft) per minute, or an hourly production capacity of 950 m². Its standard color configuration CMYK can be completed with optional white and two optional process colors orange and violet (availability late 2012). The standard configuration includes RIP software with built-in substrate and color management.

Tau 330 is available in two print widths: Tau 330 with print width up to 330 mm and the more economic version Tau 330/200 with print width up to 200 mm.

Native print resolution is 720x360 dpi with grayscale enhancement giving an apparent image resolution of over 1,000 dpi.

Also on display is the high speed Tau 330 Variable Data Print option with 'insetter' functionality to print on pre-die-cut or pre-printed labels, thus allowing full label-to-label variability as well as late stage versioning applications at the top printing speeds of the Tau press.

Durst Tau UV inks and 3M media combinations now jointly carry PGJ12 recognition simplifying the UL recognition, and an inline corona unit is available for on-board surface treatment of substrates to optimize print quality and ink adhesion.

EFI

Launches a new configuration of its established Jetrion UV inkjet press printing CMYK plus opaque white in one pass.

The EFI Jetrion 4900M-330 includes the same print engine and web transport as all Jetrion models, but in a 13" configuration. The Jetrion 4900M Series is a modular system which allows integration of finishing, lamination, sheeting and other modules for full inline finishing. The Jetrion 4900ML, meanwhile, incorporates inline laser finishing.

EFI also shows shows the latest version of its Radius workflow tools for the Jetrion 4900M, extending the press' capability for flexible packaging conversion and integration into multiple company sites.

ELECTRO OPTIC

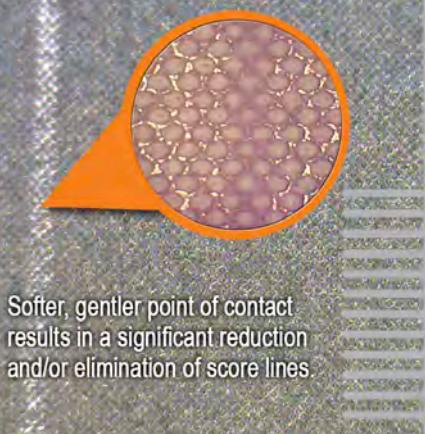
Electro Optic will feature a new flexible die option for thin gauge liner applications. The newly developed 'Digital Die' option 'addresses all essential requirements for the digital environment'.

EPSON AMERICA

Shows the SurePress L-4033AW 7-color inkjet digital label

ARE YOU DAMAGING YOUR ANILOX ROLLERS AND PROFIT MARGINS? PROTECT THEM BOTH!

**Daetwyler's
SOFT**
Doctor blade
Helps
Eliminate
Score Lines



Softer, gentler point of contact results in a significant reduction and/or elimination of score lines.

Come see us at:
September 11-13, 2012
LABELEXPO AMERICAS 2012
Convention Center, Chicago, IL
www.labelexpo-americas.com
Booth #1601

www.daetwyler-usa.com

Daetwyler's **SOFT** Doctor Blade combines high grade carbon steel with a soft, wear and corrosion-resistant coating which greatly reduces streaking.

For more information please contact Daetwyler at softdoctorblade@daetwyler.com or call Toll Free: 1-800-627-1011



Daetwyler

INNOVATIONS FOR THE PRINTING INDUSTRY

SLITTERS/REWINDERS INSPECTION
DIE CUTTING REREREGISTER MACHINES

RISE
above the
competition!



- True Multi-Substrate Machine
- Servo Driven Tension Control
- 1800 fpm (550 mpm)
- Quickest R.O.I in the industry

Booth #712

LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

cei
CONVERTING EQUIPMENT
INTERNATIONAL
WWW.SLITANDREWIND.COM
+ 1-530.778.0301

PRECISION - QUALITY - PERFORMANCE

OUR PRODUCTS COME WITH PEOPLE AND NOBODY ELSE'S DOES.



Americas
704.588.3371
customer@harperimage.com

Europe
+49(0) 5221.777.300
info@harpergraphics.de

Asia
662.138.6122
cs@harperasiapacific.com

Since 1971, our philosophy is you don't just sell a product, you stand behind it. We have a dedicated team of technicians for you, *before, during and after the sale*. Our knowledgeable, experienced anilox team are the first in the industry to have earned the Flexographic Trade Association's - FIRST certification as Implementation Specialists.

Visit the HarperGraphicSolutions Division to learn more at
www.harperimage.com

 **HARPER®**
Harper GraphicSolutions Division



 **KOCHER + BECK**

Hall D
Stand 5613
11 - 13 September · Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com

Kocher+Beck USA L.P.
Hard Tooling
3870 Lakerfield Dr.
Suwanee, GA
800-554-4015
www.kocher-beck.com

Kocher+Beck USA L.P.
Flexible Tooling
15850 W. 99th St.,
Lenexa, KS
877-Flex-Die
www.kocher-beck.com

Kocher + Beck has and continues to pioneer flexible die technology, making us the leader in die cutting. At Kocher + Beck we only use the highest quality steel, and all of our dies are precision machine sharpened as standard.

Our 3L Laser Long Life flexible die uses a precise laser hardening process of the cutting blade to dramatically increase die life thereby, reducing the overall cost of converting. These in-house processes are standard procedure in Kocher + Beck manufacturing plants around the globe, which includes Germany, USA, the UK and Russia. Along with our wide product line of magnetic cylinders, print cylinders, anvils, hotstamps, pressure monitors, and the world renowned Gap Master, a precision adjustable anvil system with 0.8 Microns (3/100,000") adjustment, Kocher + Beck is proven to be the leader in flexible and solid cutting technology.



GSE shows latest developments in ink dispensing

press with white ink.

The Epson SurePress AQ ink set includes green and orange inks for higher saturation and wider gamut printing. Droplet size is variable down to three picoliters

The press supports rolls from 3.15 to 13-inches wide up to 0.013-inches (0.32 mm) thick and print speeds are up to 16 feet per minute.

ESKO

Announces the commercial availability of PantoneLive support within Esko's workflows. PantoneLive delivers an end-to-end color management and color communication option addressing the requirements of the packaging supply chain from design to print. An improved ink model within PantoneLive helps predict how Pantone colors interact and overprint on press, producing an accurate inkjet proof.

Esko's all encompassing workflow, Suite 12, now more closely integrates the company's flagship tools and engines, adding rich 3D functionality and enabling mobile collaboration and web-based packaging management.

The digital finishing highlight will be the new Kongsberg XN digital finishing table and Kongsberg i-XE10 Auto, equipped with a stacker and sheet feeding system for small-format, short-run digital printed materials, accepting sheets as large as 35.4" x 47.2".

Also on display will be the economically priced new size of CDI 2420 for small label companies working with tight budgets. Esko demonstrates combining CDI digital flexo imagers with HD Flexo technology along with flat top dots created on its new Inline UV processor.

Among other developments, Esko introduces new automated production software that requires just one workflow to drive all the process steps in a hybrid printing system. Historically, when labels are produced with hybrid printing – typically a screen or flexo press in tandem with a digital press – separate workflows are required to drive each station.

ETI CONVERTING EQUIPMENT

Brings for the first time to Labelexpo Chicago a Cohesio machine equipped with the patent-pending Miniliner technology designed to reduce substantially release liner waste. Visitors will be able to see a pressure sensitive label being manufactured from raw material to the finished product on a 12-micron PET release liner using a conventional die-cutting method. With a paper liner, the system allows use of a 25-lb or even a 20-lb liner.

FFEI

Demonstrates the upgraded FFEI Caslon flexo/digital hybrid press on the Nilpeter stand, incorporating a new digital spot color unit printing a high opacity UV-cured white ink. The unit can be placed either before or after the CMYK inkjet module. The press is 410mm wide and converts labels at 25m per minute rising to 50m, dependent on application demands.

Also new is FFEI's RealPro Digital Labeller workflow software, including the RealPro Toolkit offering advanced ink handling and automated step and repeat tools within the Adobe Creative Suite.

FLEXCON

In response to the demand for greener products, Flexcon announces a 50 lb supercalendared kraft release liner made from up to 30 percent post-consumer waste (PCW) – with the equivalent functional performance of the company's standard 50 lb. kraft product. Offered as the release liner for the recently introduced ThermoFilm Nexgen series of gloss topcoated polyester films, the PCW liner requires no production changes and will have no effect on the UL status for the end product.

ThermoFilm Nexgen incorporates a new topcoat which allows for printability via thermal transfer along with UV and solvent screen, UV, solvent and water flexo or UV inkjet and is compatible with most wax and wax/resin thermal transfer ribbons. These two mil polyesters are available in six colors with two adhesive options.

Also new is a range of ThermoFilm HT PEN products with an operating ceiling at intermittent temperatures of up to 500° F, designed for high-density barcode and alphanumeric information at up to 600 dpi.

FLINT GROUP FLEXOGRAPHIC PRODUCTS

Showcases the nyloflex Next exposure technology utilizing high intensity UV LEDs to produce precisely defined surfaces on Flat Top Dots. Flint Group will also introduce the new conventional and digital nyloflex Ace printing plates, suited for solvent based inks as well as water based and a broad range of UV inks.

The company also showcases its rotoc label sleeve, developed specifically for narrow web printing with increased dimensional stability.

FUJIFILM

Launches the Flenex DLE CTP, a direct engraving system for flexo plates combining polymer plate material and laser engraving technology. Labelexpo will also mark the launch of Fujifilm's waterbase flexo inks, leveraging the experience gained from providing high value UV inks with optimized viscosity and pour-and-print characteristics.

FUJISAN

One of China's leading manufacturers of thermal transfer ribbon launches its new premium wax (W718) ribbon and wax/resin (WR100) ribbon.

GALLUS

Gallus is collaborating with the Heidelberg Group companies Cerm and CSAT to showcase the manufacture of labels in a hybrid production environment with digital and conventional machines and specialized workflow products.

The digital element consists of a Heidelberg Linoprint L inkjet press, the Gallus ECS C processing option and the Prinect and Cerm workflow options. The ECS C digital converting system,



tension controllers



11 - 13 September • Chicago
LABELEXPO
AMERICAS 2012
www.labelexpo-americas.com
hall D
booth 6025



One touch tension control

Control web tension by combining the accuracy of the digital T-One microprocessor controller with the precision of our load cells.



With all the quality guaranteed by the ISO 9001:2008 certification



Controlli Industriali

Re S.p.A. - via Firenze 3
20060 Bussero (MI) Italy
T +39 02 9524301

www.re-spa.com

E info@re-spa.com

CERAMCLEAN II™ THE PERFECT SCIENTIFIC SOLUTION FOR YOUR EVERY DAY CLEANING NEEDS



Americas
704.588.3371
customer@harperimage.com

Europe
+49(0) 5221.777.300
info@harpergraphics.de

Asia
662.138.6122
cs@harperasiapacific.com

Since 1971, we have provided leading edge solutions to the industry's wants, needs and desires. We are Harper. The people that introduced the 60° Hex Ceramic Anilox Roll, and the product to keep it performing like the day you met – CeramClean II™. Easily remove build up to reveal a defined, clean surface from the engraving without damaging the cell structure on ceramic and chrome cylinder. It is aluminum safe and environmental friendly. TRY IT NOW! We offer a 30-day money back guarantee!

Visit the HarperScientific Division to learn more at
www.harperimage.com



The Global Leader In
Print Quality Inspection Systems



In-Line • Off-Line

100% PRINT QUALITY INSPECTION & BARCODE VERIFICATION

- In-line Process Control Systems
- Off-line Verification Systems (GS1 US Certified)
- Vision Technology for Thermal Printers
- Grade 1D & 2D Codes to ISO Print Quality Standards
- 21 CFR Part 11 Compliant-Ready
- Free Software Upgrades

Visit Us at LabelExpo Americas
Booth 6445



LVS 7000



LVS 7500



INTEGRA 9510



INTEGRA 9570

Label Vision Systems, Inc. 101 Auburn Court, Peachtree City, GA 30269 USA
+1-770-487-6414 www.lvs-inc.com sales@lvs-inc.com



shown for the first time in Chicago, is based on the ECS 340 'rock' press. It features a format-free die-cutter, front loading sleeve system, chambered doctor blade, presetting and an extremely short web path.

The range of options for the Gallus ECS 340 is also being expanded by elements such as automatic register control, hot-air drying and sheet delivery.

GROW SOCIALLY

An interesting addition to Labelexpo Americas, Grow Socially specializes in website redesign and rebuilding to meet the latest trends in internet marketing, as well as offering social media management services.

GSE DISPENSING

A show highlight will be enhancements made to the GSE's Colorsat Match ink dispenser, for flexo, gravure and screen label printing situations. The system specifically enables clean, fast and waste-free recipe preparation in batches of one kg (two lbs) to five kg (11 lbs). Typically, a five kg (11 lbs) recipe of four colors can be dispensed in less than four minutes.

Developments to the Colorsat Match include a new air bubble mixer in the ink containers, which keeps consistent viscosity throughout the container and ensures a stable ink flow. Another new feature is an automatic wet/dry cleaning unit, containing a roller for quick change and easy maintenance.

GSE also demonstrates integration with MIS, allowing detailed ink cost-analysis of each order, and the ability to trace inks used on every job to the original base ink batch number.

HARPER

A motorized version of the patent pending Phantom QD proofing system developed by HarperScientific, division of Harper Corporation will be on display. It features a variable speed from 100 to 400 inches per minute. Harper is offering the motorized option on its 800mm table length Phantom QD. All Harper QD systems maintain a constant loading pressure between the proofer and the substrate. By adding a motor to drive the proofer over the table length, Harper now has eliminated another process variable.

HEIGHTS-UK LTD

Introduces the Manta 660 FD unit developed to handle digital water wash flexo photopolymer plates with a filter unit to handle the waste water effluent.

LABELS&LABELING

HP INDIGO

Demonstrate the latest HP Indigo WS6600 digital press with inline priming and the new Enhanced Productivity Mode which allows the press to print at speeds up to 130 linear feet per minute.

Announced at Drupa and seen here for the first time is the Secure Pack System for the HP Indigo WS6600, an end-to-end security option for pharmaceutical and security printing according to the Current Good Manufacturing Practices (CGMP). The option combines microtext, VDP capabilities, and integration with a variety of design and inspection options.

Option partners at the show will include Esko, Cerm, Labeltraxx, Prism Technologies, Color-Logic, ABG, AVT, and security options such as ATT.

HP Indigo also previews the capabilities of the wide-web format HP Indigo 20000 digital press announced at Drupa.

HUECK FOLIEN

A new product is Hiperprime, the high performance printable primer for label facestock material. The primer is intended for technical labels in the automotive, aerospace and electronics industries, and features high levels of chemical resistance (to acetone, toluene, xylene, MEK, brake fluid etc.) and 'extreme' mechanical resistance. It is UV-flexo printable.

Hiperprime is available in standard versions with gloss and matt finish on clear, white and silver polyester, with the possibility to add customized security features.

INNOVIA FILMS

Introduces Rayoface CZ Plus and WZ Plus squeezable films, which offer an inherently printable surface and 'outstanding' print performance without the need for a top coat. Also new is a range of IML films, including low distortion grades.

INX

In addition to the NW140 digital narrow web press, INX International Ink will introduce the new AquaTech ION Class Label ink systems.

Each aqueous ink system for paper, thermal and film extensions is available in a Plus + option for printers using anilox rolls of 1000 up to 1500 lines per inch, as well as a Process series component.



MCS Eagle UV inkjet system

The ION-P system is formulated to run on various paper substrates to include prime label, EDP and semi-gloss liners. ION-T offers high heat resistance and is designed for direct and indirect printing across various paper substrates. The ION-F formulation is designed to have excellent adhesion on most treated, non-porous film structures including polyethylene, polypropylene, polyester, cellophane, vinyls and foils.

ISYS LABEL

Introduces the Edge 850 digital label press option printing at speeds up to 9.14 meters/minute (30 feet/minute/6ips).

The Edge 850 can print on a variety of die cut, kiss cut or roll substrates. The Edge 850 comes complete with a rewinder and Edge2Print label making software, allowing operations to stage a job in minutes.

ITW THERMAL FILMS

Announces two new resin ribbons, B325 Flexible Extreme Series Resin for flat head technology printers and P310 Durable Techno Edge resin ribbon for near edge technology printers. B325 flexible resin is ideal for a wide array of synthetic materials offering superior adherence and good durability. P310 durable resin is formulated for online coders and some near edge desktop applications where excellent performance in harsh labeling environments high volume labeling applications is required.

KARLVILLE DEVELOPMENT GROUP

Shows a K3 Seaming Machine for shrink converting at high speeds, upgraded with a web width measuring system from Webcontrol, a UV Seam Detector, and an automatic EFD Positioning System. During the expo, Karlville will team up with HP and make live demonstrations of its K1 Seaming Machine and the Steambox Pro.

KEENE TECHNOLOGY

Unveils its new Modular Converting Systems line, with features including full rotary and semi rotary die-cutting, flexographic print/coating stations, laminating stations, hot foil/cold foil, inkjet print, folding carton die-cut, pharmaceutical inspection and error detection. KTI offers this equipment in web widths of 10" – 32".

LOPAREX

New products include Poly Slik Air release liners with air egress technology for graphics arts applications. Structured release liners enable PS adhesives to develop air channels for the easy removal of entrapped air during product application. The Loparex Poly Slik Air release liners are designed to give the proper balance of efficient air channeling without impacting the final appearance of the applied face material.

LABEL VISION SYSTEMS

Announces the LVS 7000 inline vision system enhanced with color process control. Color detection allows the LVS 7000 to detect color variances on labels by comparing the master color to the current image color in the field of view. The color detection feature, also referred to as the Delta E module, continuously calculates the average L*a*b* values of all the pixels within a sector according to CIE 2000 specifications.

MACTAC

Unveils a range of new products, including a high performance prime paper and FSC certified adhesives.

MARK ANDY

Introduces its low cost SRL 4.0 digital label printer option. The CMYK, toner-based system will run material widths from 3.94 inch (100mm) to 12.6 inch (320mm). Speeds are up to 30 fpm (9.14 m/min).

Also new is a converting option for the Performance series presses which cuts die changes times by up to 30 percent. No lifting is required, and the dual-station setup allows for complete change of one die while the other is running. The QCDC option will be featured on the Performance Series P5 and P7 presses in the Mark Andy stand.

Mark Andy also partners with UV LED supplier Phoseon and Flint Group Narrow Web to showcase UV LED curing, a technology that continues to show measurable advantages in energy usage, reduced heat load for thinner substrates, smaller footprints and clear environmental benefits. The Mark Andy engineering team has designed an integratable housing to fit most conventional printing platforms and allow for UV LED solutions to be utilized in new and existing presses.

MARTIN AUTOMATIC

The latest versions of the MBS butt splicer is shown with a package of features including ultrasonic sidelay sensors and spiral grooved rollers for unwinding and splicing many clear film structures. Additionally, the MBS now features a touchscreen control for easier operation and expanded diagnostics. The new touchscreen matches that of the LRD rewinder, with which the MBS splicer is often paired. The updated LRD rewinder accommodates 800 mm diameter rolls in the standard model, with larger diameter models available. Enhancements to the in-line slitter package enable quicker set-up, fine-tuning and change-over between jobs. The LRD discharges finished rolls automatically, either by the standard doffing ramp, or onto an optional articulating arm through the front of the unit, if the product rolls require special handling.

IT'S NOT ONLY THE SPEED OF THE STEEL, BUT THE PRECISION OF THE CUT

Your finishing operators know this too.

The new VLI delivers greater precision and speed of inspecting, slitting and rewinding. And that means quicker turnaround and perfectly finished rolls, every time. Speed and precision.

VLI

AT THE CUTTING EDGE



11 - 13 September • Chicago

**LABELEXPO
AMERICAS 2012**

www.labelexpo-americas.com

Visit us in Stand 319



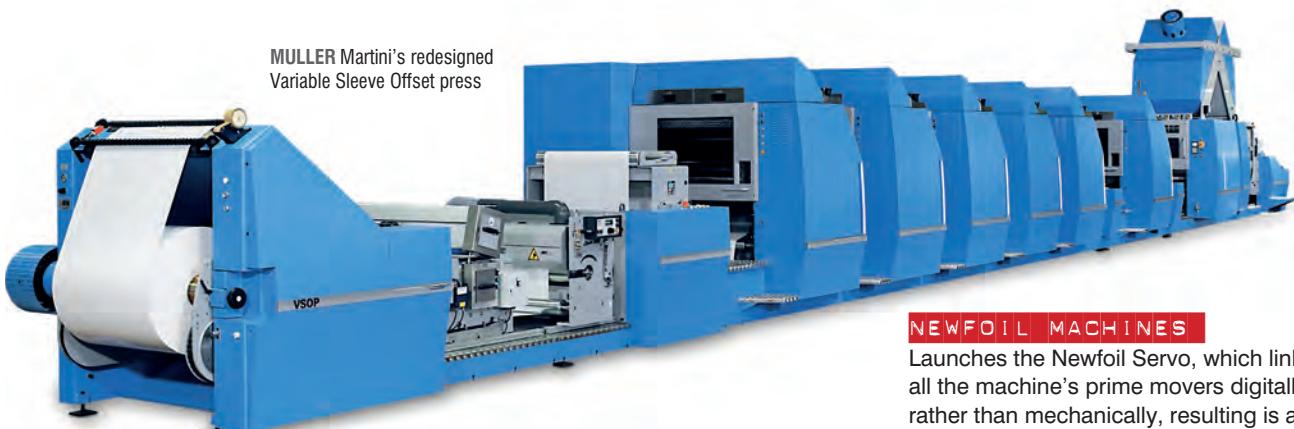
ROTOFLEX
LEADERS BY DESIGN

Do you make the cut? Find out at rotoflex.com/thecut

www.rotoflex.com



MULLER Martini's redesigned Variable Sleeve Offset press



MCS

Shows an Eagle UV inkjet system printing barcodes, numbering and variable graphics in an eight and a half inch format on BOPP label stock at speeds over 300 fpm on a typical label rewinder. With 600 DPI resolution and print widths from 4.25" to 17", the Eagle can be integrated onto existing flexographic presses and rewinders.

MELZER

Shows its latest SL-600 machine converting up to 60,000 small sized RFID labels an hour, including a patented inline selection system to guarantee 100 percent good product.

MPS

Demonstrates a range of press automation technologies including Automated Print Control (APC), now also allowing automated die-cutting pressure setting, and iStrip, a tension controlled stripping system which allows die-cut and strip matrix at speeds up to 600 ft/min, including on difficult to convert shapes and/or materials.

A third generation EF-press is shown incorporating the latest M2M automatic length and cross register camera system. New rail mounted converting options include cold and hot foil, as well as dual web handling, in-register lamination, cross over units, and automatic tension controlled lamination.

MÜHLBAUER

Shows its latest modular production system designed for high volume personalization of RFID Smart Labels. The PL 20000 encodes information on the RFID chip (HF/UHF/NFC) and prints corresponding variable data with a digital print engine. Additional modules allow for full color digital print, surface plasma treatment, visual inspection of the labels, RF performance test and bad tag removal. The modularity of the line gives flexibility

over a broad range of products – from RFID inlays to tickets, butterfly hang tags and labels.

MULLER MARTINI

Demonstrates a print tower of the latest VSOP press. New features include a new, more ergonomic construction, allowing for easier machine access for sleeve changes; electronic control technology utilizing fewer components for greater machine reliability; an external roller setting feature which reduces the initial and operational roller setting time by half; and an optimized ink train claimed to deliver 'consistently reproducible ink settings'.

NA STAR

NA Star shows samples of its newly patented repositionable labels using dot patterned adhesive. The discontinuous pattern of adhesive allows a more aggressive adhesive to be used, yet the surrounding non-adhesive area allows it to remove easily. More specifically, it satisfies a need in the marketplace for a pressure sensitive adhesive label that can be affixed to a variety of substrates, removed without damaging or leaving residue, and reapplied to another surface. The company also introduces white film face stock additions to its T1055 Temporary Adhesive product line.

NEWFOIL MACHINES

Launches the Newfoil Servo, which links all the machine's prime movers digitally, rather than mechanically, resulting in a 'massive' speed increase, quicker and easier setup, and reduced waste. All machine parameters can now be pre-set using the intuitive touch-screen (HMI) control panel, and data is available to management information systems via Ethernet.

The servo range is available in all the company's standard machine configurations; one, two and three stations, in web widths of 175mm, 250mm, 300mm and 340mm. A wide range of optional modules are available.

NILPETER

Unveils a new series of UV flexo presses. Details unavailable as L&L went to press.

NUOVA GIDUE

Introduces 'Digital Flexo' 3.0, a press automation system claimed to allow the company's M5 machine to compete with digital printing technologies on runs 'well below' 1,000 meters.

The 430mm wide M5 on demonstration incorporates PrintTutor HD Cameras which automatically adjust the print pressure, register and density using seven servo motors per print unit. Nuova Gidue promises a 'revolutionary' new converting section.

OKI

Demonstrates the new OKI pro511 digital web press, capable of printing on pre-die-cut or unconverted roll label stock. Features include print server,



MUHLBAUER PL20000
high speed RFID line

GIDUE M5 demonstrates 'Digital Flexo' v3.0 press automation



Harlequin RIP, and Hybrid front-end software, plus a heavy duty rewinder with a pre-assembled slitter.

OMET

Launches the widest XFlex X6 multi-process press yet, in a 530 mm width (20"). The press incorporates Omet's Vision 2 advanced register control technology, new waste stripping system and Monotwin Cut die-cutting. It is designed to handle a wide range of substrates including packaging films.

OMNOVA SOLUTIONS

Introduces a line of writeable non-silicone based release coatings.

The Suncryl release coatings offer solvent resistance, low temperature cure, medium release and excellent age results with hot melt adhesives, says Omnova.

In addition, Omnova has expanded its NovaCryl PSA family with two new FDA 175.105 compliant polymers. NovaCryl PSR 30 is a single component, ultra-removable PSA with no ghosting and good UV stability for film labels. NovaCryl PSP 160 is a high solids permanent film adhesive with low shrinkage and high shear for die cut labels and self wound tapes. This PSA also offers plasticizer resistance on vinyl films and performs well at low temperatures.

OWNX TECHNOLOGIES

Introduces the SpeedStar 3000 label printer, able to deliver PS labels in



OKI pro511
digital web press

roll-to-roll, fan-fold, and pre-converted formats. Digital options include finishing equipment, color management, variable data and media.

PAMARCO

Anilox specialist shows its EFLo, ThermaFlo and LaserFlo technologies.

PANTEC GS SYSTEMS

Introduces the Swift rail-mounted foil saver, based on Pantec's pSave vacuum saving technology, and designed specifically for short run work in the high quality cosmetics market.

INNOVATIVE GLOBAL CONSTRUCTION

- **GLOBALFLEX** CLEAR - 50µ
- **EVOLUTION PE60** CLEAR-WHITE - 60µ
- **THIN FILMS PP'S** CLEAR-WHITE-SILVER - 40µ
- **MDO COEX** CLEAR-WHITE-SILVER - 50µ

INNOVATIVE GLOBAL CONSTRUCTIONS

Global Flex

11 - 13 September • Chicago
LABELEXPO AMERICAS 2012
hall A - stand 937

www.ritrama.com

PCM IMAGE-TEK

Launches the MP850 inline or offline standalone label finishing system, that can laminate and rotary die cut digitally pre-printed labels using existing seven inch flexo rotary tooling or flexible dies on a magnetic cylinder. The MP850 prints and die cuts labels up to 8.25 by nine inch at speeds up to 10 IPS (50'/15.2M).

POLYKOTE CORP

Launches RevealPrint, which allows users to print in color using a standard direct thermal printer without special ribbons, inks or printheads. Depending on the application, users can print multiple colors on the same label – all in one pass through a standard direct thermal printer.

This patented technology works on any direct thermal printer, 203dpi through 600dpi, and at typical heats and speeds.

POLYONICS

Exhibits its full line of Halogen free, REACH and RoHS compliant label materials, demonstrating a range of antistatic, flame retardant and high temperature resistant properties. The Polyonics XF-803, high temperature aluminum label material can resist temperatures up to 600°C, while the company's ultra-thin white coated, polyimide label material uses a 0.5 mil film

for space constrained electronics. This label material is designed to provide a 20 percent lower profile than the standard one mil product and survive the harsh environments of electronic manufacturing including high process temperatures and harsh chemicals.

PRATI

New from Prati is the Jumbo unwind, designed handle reels up to 1100mm diameter. It is currently integrated into the Jupiter and Saturn inspection rewinders, but will be extended to the rest of the company's machine program. Materials suppliers are producing larger reels up to 8,000 meters in length, corresponding to 1040mm diameter, says Prati, allowing presses to work more efficiently. 'With this new product we want to support this trend in the finishing market,' says Prati. Prati will also launch its Saturn linerless machine at the show and demonstrates the VEGAplus booklet line.

PRECISION AIRCONVEY CORPORATION

Launches the EcoPAC baler, with a compact design utilizing nearly 80 percent less floor space than a horizontal baler and because of its quiet operation,

the EcoPAC baler can be located in noise sensitive work areas. The baler uses bags to capture matrix and trim waste, which are easily changed and transported.

PRIMERA

Introduces its new DL500 Durable Label Printer. DL500 is a desktop laser marking system containing a high-powered, solid state fiber optic coupled laser. Depending upon which materials are used, labels can withstand harsh outdoor weather conditions, chemicals, abrasion, extreme UV exposure for up to 20 years, and temperatures from -58F to 392F (-50C to 200C). DL500 produces durable labels for a wide range of applications, including UID labels for the US. Department of Defense's MIL-STD-130, UDI labels for medical assets, automobile labels for VIN and rating plates and under-hood use, solar panel labels and high security labels.

PROPHETEER INTERNATIONAL

The company promotes its flexo/UV flexo presses and also a range of equipment aimed at digital press and finishing systems, including a web transport system to align with digital presses – both inline and offline – and re-register finishing systems for digital applications.

High Speed Application of Magnets for Automatic Labeling Machines

LabelMag®

Flexible Gap Magnet

LabelMag® Magnet is...

Strong

- Pull strength ranging from 30 lbs. per sq. ft. to 85 lbs. per sq. ft.

Customizable

- Available in varying widths, heights, thicknesses

Durable

- Permanently magnetized



Magnum Magnetics®
The Force in Flexible Magnetics.

Quality Made
in the USA



It's Easy To Print Magnets™
Visit Us at LabelExpo Booth 3124
to See LabelMag® in Action.

800.258.0991
magnummagnetics.com
sales@magnummagnetics.com



PC Industries'
Guardian OLP offline
proofing system

PROVIDENT GROUP

Introduces the TruCheck Optima, a hand-held verifier with a large field of view accommodating the larger QR code format. Both 1D and 2D codes can be verified with the unit. Also new is the TruCheck 2D UV model, capable of verifying invisible 2D bar codes that are visible only under UV light. The TruCheck 2D UV is claimed the first commercially available hand held 2D barcode verifier for invisible barcodes used in security applications such as track and trace. The verifier incorporates UV wavelength LEDs and a UV sensitive CCD camera.

RITRAMA

Launches a range of thinner products including the 40 μ PP Gloss Clear as well as Evolution PE60, Globalflex and MDO Coex, a new generation of films not needing top coating, and suitable for both beverages and health and beauty markets. Also new is Soft Touch, a 17 μ laminating polypropylene film providing a velvety feel for personal care products.

ROLAND

Demonstrates its VersaUV LEC-330 UV printer/cutter, capable of producing in the same pass matte and gloss finishes, including embossing and other tactile effects. The LEC-330 prints, contour cuts, perf-cuts, scores and creases virtually any flexible or rigid media. Also on display will be Roland's VersaCamm VS-540 wide format printer/cutter and VersaStudio BN-20, an affordable 20-inch desktop inkjet printer/cutter bundled with Roland VersaWorks RIP and R-Works design software.

LABELS & LABELING



SHIKI UV inkjet press



ROTOMETRICS

Introduces the AccuStar flexible die capable of die cutting 23 micron/.00092" PET liner material – and even thinner (.00075") films. The die is machined to a tolerance on total plate height of +/- two and a half micron (.0001") with narrower, more durable blade angles, while laser hardening achieves hardness levels of up to 68 HRC for high volume applications. Also new is what RotoMetrics claims to be a radically new capability to die cut and clear cavities with diameters as small as 0.06" (one and a half mm). The new Pin-Eject Solid Die gives converters new options to process designs with small cavities and multiple cavities on the die where spring-eject or vacuum options struggle. In addition, the pin-eject technology solves internal part stripping problems encountered with pressure sensitive applications.

SANYO CORPORATION

Shows a new generation of Trinc dust and static eliminators and what is claimed the world's first portable friction meter, manufactured by Shinto Scientific which allows the CoF to be obtained in seconds.

SCHOBERTECHNOLOGIES

Focuses on its in-mold label converting technology with the RSM-IML/MX rotary die-cutting machine on demonstration.

The RSM-IML/MX is designed for short to medium runs and is available in working widths of 260 mm, 330 mm and 410 mm. The MX model features many of the technologies integrated into Schober's high capacity models, such as heavy duty rotary die-cutting

station, automated web guide, continuously monitored registration, vacuum controlled product flow, static neutralizer 'M'-stack delivery and 'S' stack delivery. Optional equipment includes an adjustable de-nesting station for multiple products across, an antistatic device and a gap control system (GCS) for precise wear compensation of the die.

Another highlight is the company's heavy duty rotary die-cutting module. With a working width up to 1,000 mm these are designed for production speeds of up to 300 m/min and can be integrated into conventional or servo-driven press lines. Features include micrometric die wear compensation adjustment (GCS) as well as central quick magnetic/anvil disengagement – without loss of registration – in order to ease web threading and consequently shorten the set-up. The unit can handle 25 micron liners on PS materials.

SHIKI

Introduces its latest UV inkjet digital printing press with a running speed of 50m/min using UV-LED curing.

SIEGWERK/ENVIRONMENTAL INKS

EIC Siegwerk introduces the FastMatch ink color matching system, which utilizes the X-Rite Color Master web-based software in combination with proprietary sets of optimized ink calibrations internally developed by EIC Siegwerk specialists. FastMatch 'allows a converter to have the same color matching expertise as if an in-plant technician were onsite,' says the company.

SMAG

Introduces to North America the Digital Galaxie SGV, a finishing line consisting of unwinder, semi-rotary flexo UV, flatbed screen station running at 30m/min and semi-rotary die cutting. Also new for the US is the E-Cut S 330 unit including unwinder, UV flexo station and semi-rotary die cutting and converting.

SPARTANICS

Takes part in the Technology Workshop for laser cutting systems with its L350 Laser Cutting System System, featuring proprietary XY registration capabilities, single source 400W laser, high-speed capabilities up to 100m per minute and converting options. The X140 Laser Station is on the INX International booth as part of the NW140 UV Ink Jet Printer with inline laser cutting. On the Spartantics booth is the L210 Narrow Web Laser Cutting System with barcode reading capabilities for instantaneous job changeover.

SPEC

Will unveil its new SPEC-Weigh semi-automatic ink dispensing system and iblend ink formulation and management software.

SPINAKER COATING

New digital products, liner materials, and layflat film additions will be highlighted.

STA

Introduces a 'breakthrough' line of overlaminates, the 1193 clear polypropylene ultra thin. At a mere 0.60 mils, this film provides high levels of clarity and tensile strength, says STA.

STORK PRINTS

Launches its DSI UV inkjet label printer to the US market, printing up to 700m²/hour. Using Xaar 1001 grayscale heads the DSI achieves visual resolution up to 1000dpi, and repeat lengths of up to 7m are possible. The DSI is modular in design and can be used for stand-alone digital printing or be integrated into semi-rotary converting units. It is supplied with four print heads as standard, although an additional six can be added to enable options like digital white, digital primer and an extended color gamut through orange and violet. There is also modularity in printing widths, including a wider platform (530 mm) for packaging applications

SWIFT COLOR

Introduces a new single-pass print head architecture with a print resolution of 1200x1200dpi capable of CMYK printing at a maximum print speed of up to 7.87 inches (200 mm)/sec. An auto cutter is also available.

TAGHLEEF INDUSTRIES AND AET FILMS

Showcase two expanded groups of biaxially oriented polypropylene (BOPP) film products, SynCarta PS Facestock and Injection In-Mold Label (IML) films. The SynCarta range includes transparent, solid core white and metallized films. The Injection IML offering has expanded to include a variety of transparent, voided white opaque and solid core white films. Available in varying thicknesses, they can be utilized in roll-to-roll or roll-to-sheet printing. In some cases specific films can be used as an outer web of laminations for roll-fed injection IML applications.

TECHNICOTE

Features an array of new label products including digital top coated paper and film label products, wine label products, holographic film products, and membership card and drum labels products.

TESA

Introduces the tesa 52018 adhesive plate mounting tape, a 15-mil foam plate mounting tape designed for use with thick printing plates (.067" - .107") on narrow diameter cylinders. The product is built upon a 'super-soft' closed-cell polyethylene foam that harbors high elasticity or 'memory' properties, thus ensuring a constant tape thickness and consistent print results throughout the print run.

TESTING MACHINES

Introduces the new model 49-56 precision digital micrometer with improved electronics, including a digital linear encoder. Designed for thickness measurements of sheet materials, the 49-56 can be configured to meet any ISO, ASTM, EDANA or other International specifications. The 49-56 offers a cantilever balance system to allow extremely light pressure measurements. This feature also allows adding or removing additional weights for multiple pressure applications.

TRESU GROUP

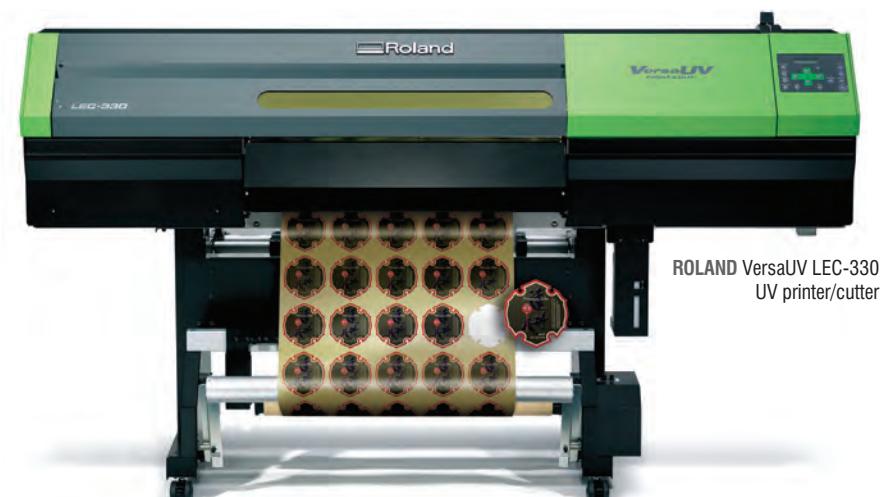
Showcases developments in its chamber doctor blade systems for narrow and mid-web applications and introduces the new Flexo Innovator press to the North American market.

The Tresu FlexiPrint Reservoir Chamber Doctor Blade System eliminates splashing, requires no ink pump and facilitates fast changeover, as it locks into any position in the printing sequence. This system ensures uniform ink coverage on the anilox roll, boosting yields even when volume requirements are as low as 0.2 liters.

Also on display are enhancements to the Tresu FlexiPrint IMW Chamber Doctor Blade System E-Line, suitable for water-, UV- and solvent based inks and coatings for mid-web flexo applications. All Tresu chamber doctor blade systems will also now include TRESU Next Generation Seals.

UPM RAFLATAC

Promotes the company's new Label Solution Center, Menu Service, and Small Roll Service, giving customers a wider range of specially designed labeling products. New prime and VIP products include Polyjet WFPP, a VIP film that prints on-demand and remains waterfast throughout its life cycle.



eltromat
tradition meets innovation

Labelexpo Americas 2012

**Visit us at
hall D
booth 5911**

**world's first
digital strobe
for
label inspection**

TubeScan
digital strobe+

Strobe function

- _ seeing every repeat due to real-time image stream
- _ clear images also from reflective materials
- _ self-synchronizing steady image over the entire machine speed range
- _ no health concerns compared to using a strobe

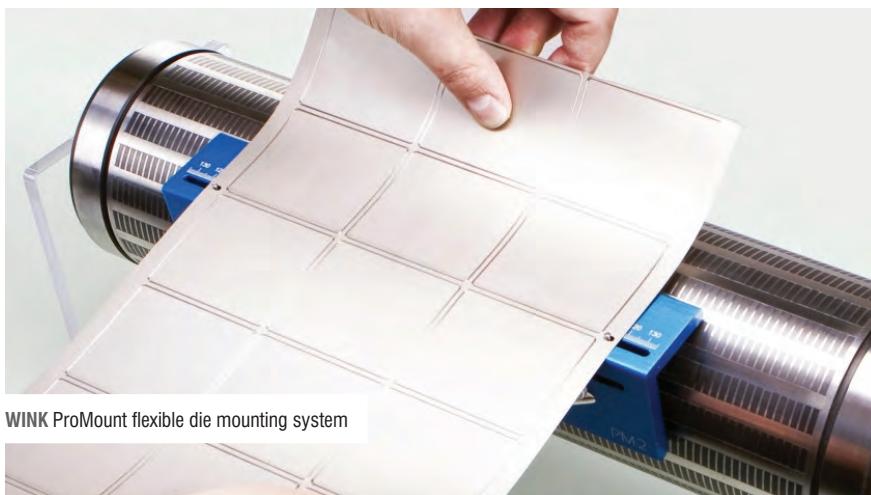
Missing label function

- _ no time-consuming sensor adjustment necessary
- _ reliable matrix and missing label detection
- _ accurate label and defect counter per lane and in total
- _ TubeScan principle for highly reflective materials or clear-on-clear applications

Technology by

NYQUIST
member of eltromat group

www_eltromat_de



UNIVERSAL ENGRAVING (UEI)

Displays a full range of copper and brass engraved dies for flatbed and rotary stamping and embossing. The UniSphere rotary hot stamping and embossing cylinders and UniFlex rotary graphic arts dies can be seen in the RotoMetrics' stand. On the UEI Group Infinity Foils stand are lines of foil and makeready products for use in rotary foil stamping and embossing. On display will be foil for both hot stamping and cold foiling in a wide shade range.

VETAPHONE

Displays the VE1A series of Corona treaters incorporating a Quick Change electrode system in a specially designed and easy removable cartridge. The stations can handle up to six kW/m treatment, which is sufficient to treat almost any type of substrate. The size of the VE1A station has been kept to a minimum, ensuring mounting directly inline in an appropriate position on narrow web presses.

WAUSAU COATED PRODUCTS

Showcases its expanding digital portfolio, which now includes a new line of flexible packaging products optimized for HP Indigo digital presses. Also substrates approved for printing on EFI Jetrion, and Durst roll-fed presses along with materials suitable for traditional inkjet and flexo print technologies.

WINK

Premiers the new ProMount system for easy and accurate positioning of flexible dies on all common narrow web machines. ProMount is available in seven standard types (PM 1 to 7), with each type optimized for specific machine types and working widths. Special sizes can be produced on request.

The company also introduces new gray and white variants of its non-stick coating system. These are designed for difficult

materials like multi-layered labels and hot melt adhesives.

XEIKON

Xeikon demonstrates its new entry level 3030Plus digital press with a top speed of 15m/min (49.2ft/min) in full color. The company also shows its folding carton suite at the Packaging Technology workshop, including all elements from design and print to cut/crease. The company also shows its ThermoFlexX digital flexo and letterpress plate imager with Kodak Prinergy workflow. Color Control is a new cloud-based color management system.

YUPO

Introduces YUPOUltraClear IML film, an option for brand owners which ensures that whatever the bottle color, it will perfectly show through the label, eliminating bottle to color matching. In addition, says Yupo, the clear IML film allows for multi-color bottle creation, increased label size possibilities and more control over the brand's visual design language. The film resists scratching, fading and flagging.

ZELLER & GMELIN

Introduces the 36 Series of low odor, low migration UV Flexo inks. Z&G says the inks have been tested printing at over 1,000 feet per minute with migration levels under 10ppb. The 36 Series inks are suitable for indirect food contact, cosmetic, and pharmaceutical packaging applications. The company also announces the opening of a new plant in Mexico.

KEEP INFORMED

These product listings were received as L&L went to press in July. For the latest product updates and information, please bookmark www.labelexpo-americas.com and be sure to keep visiting www.labelsandlabeling.com

evROLLution

POWERED
by **EFlo-HD™**

EFlo-HD™ from Pamarco...
cell technology has evolved!

EFlo-HD™ technology is a unique cell structure developed by Pamarco. Using PHD Bitmap technology, a unique bitmap file controls how the laser beams create not only the cell shape / profile, but more importantly the inner cell geometry. EFlo-HD™ is the world's first inloux to be developed around Digital Plate Technology, and this new generation engraving is designed to work with High Definition plate technology. The EFlo-HD™ cell geometry is perfect for flexographic and label applications and is an advanced version of the EFlo™ brand. This unique cell geometry and angle profile now allows printers to expand on their color gamut and contrast range, making images come to life.

Laser 30° 1970 Laser 45° Laser 60° GTT 40-60% EFlo-HD™ 2012

Pamarco Global Graphics manufactures a diverse group of products for the flexo, gravure, offset and embossing markets. Featuring a global reputation for innovation and achievement, Pamarco leads the industry in standards of service and quality.

PAMARCO
Global Graphics

www.pamarco-global.com

DigiFlex. Dot.

That's the Point.

A CtP system for Photopolymer Plate-Making

Our Inkjet CtP system jets our ink on any Letterpress, Dry-Offset, Flexo Analog plates and Silk Screens, **creating a high quality mask in a simple, friendly way.**

- Excellent Quality
- Fast Make-Ready
- High Performance
- Superior Cost-of-Ownership

Visit us at
LabelExpo Chicago
Stand 929, With
Anderson & Vreeland

www.digiflex-print.com
info@digiflex-print.com
+32-497-424-850
+972-9-768-2670

DigiFlex
Dot. That's the Point.

J&J CONVERTING MACHINERY MACHINES IN STOCK MECHANICS ON STAFF

**Equipment Brokerage • Machinery Moving & Installations
Flexo Press Service**

www.jjconvertingmachinery.com



J&J Converting Machinery
816-285-0900
4240 Main Street
Grandview, MO 64030



J&J Converting Machinery is an Equipment Dealer and Engineering Company specializing in Used and Rebuilt Label Presses. We serve the Label & Packaging Industry with Equipment Brokerage & Rebuilding, Press Service, Machinery Moving and Installations.

Se habla español

Visit us on your next trip to Kansas City

BUYERS GUIDE

ADHESIVES & COATINGS

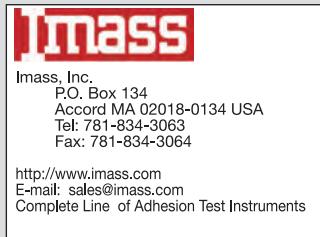


Koan Hao Enterprise Co Ltd
29 Gang Ye Rd., Nanou City, Nanou, Taiwan
T: +886-49-2257851 F: +886-49-2261997 E: service@koanhao.com.tw

Self-Adhesive Labelstocks & Double-sided Tapes
Stand 5727 - LabelExpo America - 2012 9/11-9/13



ADHESIVES TESTERS



Imass
Imass, Inc.
P.O. Box 134
Accord MA 02018-0134 USA
Tel: 781-834-3063
Fax: 781-834-3064

<http://www.imass.com>
E-mail: sales@imass.com
Complete Line of Adhesion Test Instruments

ANILOX ROLLERS



CHESHIRE
Anilox Technology
Fifth Avenue
Tameside Park Ind. Estate
Dukinfield, Cheshire, SK16 4PP, UK
Tel: +44 (0)161 344 5558
Fax: +44 (0)161 330 9766

sales@cheshireanilox.co.uk
www.cheshireanilox.co.uk

CORONA TREATMENT



ARCOTEC
CORONA TREATERS || FLAME TREATERS
ARCOTEC GMBH
D-71297 MONSHEIM
TEL:07044 92120 FAX:07044 921212
INFO@ARCOTEC.COM | WWW.ARCOTEC.COM

SIT

Sales, Design and Service for
Corona- Plasma -Generators and Industry-
Electronic in Surface Treatment

SOHNREY INDUSTRIETECHNIK
D 75173 Pforzheim - Schwarzwaldstr. 5

Tel.: + 49 / 7231 / 298806
Fax: + 49 / 7231 / 298807
info@sohnrey-it.de - www.sohnrey-it.de

LABELS & LABELING CLASSIFIED

DIGITAL PRINT



durst
Durst Phototechnik AG
Vittorio-Veneto-Straße 59
39042 Brixen, Italy
Tel: ++39/0472/810111
Fax: ++39/0472/830905
<http://www.durst.it>
info@durst.it

We solve your die cutting problems - just in time!

Electro Optic
Die Cutting Technology

ELECTRO OPTIC WERKZEUGTECHNIK GMBH
Einsteinstraße 7 / Interpark
D-85098 Großmehring
Tel: +49-8456/75950-0, Fax: 75950-10
www.electro-optic.de
info@electro-optic.de

FILING SYSTEMS



Save time, space and
money with the industry
experts in suspended
filing systems.

R/A/I/L/E/X
(Filing) Ltd
Tel +44 (0) 1704 22 21 00
Fax +44 (0) 1704 22 58 14
e-Mail: sales@railex.co.uk
www.railexfiling.co.uk

FLEXIBLE DIES & PRINTING CYLINDERS



KOCHER+BECK
Flexible Dies
Magnetic Cylinders
Solid Cylinders
Print Cylinders
Hotstamping Tools
GapMaster

Kocher+Beck GmbH
Tel. +49(0)71279785-0
Fax. +49(0)71279785-980
info@kocher-beck.de

Kocher+Beck UK LTD
Tel. +44(0)1530-812400
Fax. +44(0)1530-815055
Sales@kocher-beck.uk

Kocher+Beck USA L.P.
Tel. +1-(913)-529-4336
Fax. +1-(913)-529-4343
Info@kocher-beck.com

Kocher+Beck Russia
Tel. +7(495)6600228
Fax. +7(495)6600229
info@kocher-beck.com
www.kocher-beck.com

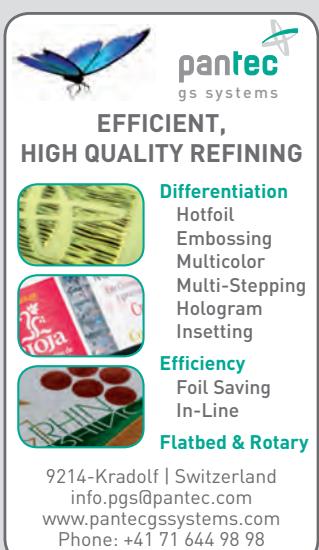
FOIL STAMPING & EMBOSsing DIES



HOLFELD
Tool & Die Ltd.

Head Office: Johnstown Avenue,
Dun Laoghaire, Co. Dublin, Ireland.
Tel: +353 1 2857002
Fax: +353 1 2851077
holfeldtool@eircom.net

HOTFOIL/HOLOGRAM SYSTEMS



pantec
gs systems
EFFICIENT,
HIGH QUALITY REFINING

Differentiation
Hotfoil
Embossing
Multicolor
Multi-Stepping
Hologram
Insetting

Efficiency
Foil Saving
In-Line

Flatbed & Rotary

9214-Kradolf | Switzerland
info.pgs@pantec.com
www.pantecgssystems.com
Phone: +41 71 644 98 98

HOLOGRAPHIC EQUIPMENT

Newfoil Machines Ltd

Moorhey Engineering Ltd
Moorhey Street,
Oldham OL4 1JE +44 (0) 161-627 0550
Fax: +44 (0) 161-627 0551
email: sales@newfoilmachines.co.uk

HOT STAMPING AND FOILS



COLD FOILS



INK DISPENSING



INKING SYSTEMS

apsystems

COLOUR IN PRECISION
Auerstrasse 38, Berneck, CH-9442,
Switzerland
Tel: +41 71 747 12 60
Fax: +41 71 747 12 70
E-mail: info@apsystems.ch
Website: www.apsystems.ch

AP Systems, the former AP Maschinen AG,
is a manufacturer of high quality machine
accessories.
We are specialized in the production of ink
duct systems, divider systems for rainbow
printing, ink duct blades and ink agitators
for offset- and letterpresses. The practice-
orientated products are developed, produced
and assembled in Switzerland.

INK TESTING EQUIPMENT



RK
PRINTCOAT INSTRUMENTS
The first name in
ink testing equipment

For further information contact:
RK PrintCoat Instruments Ltd
Tel: +44 (0)1763 852187
Fax: +44 (0)1763 852502
sales@rkprint.com www.rkprint.com

Visit us at www.labelsandlabeling.com
telephone 0208 845 2725 | directory@labelsandlabeling.com

LABEL DIES

800.2000.GME

www.rotarydies.com

High Precision Rotary Tooling
High Quality and Good Value

ROTARY TECHNOLOGY

Tel: +8620 8678 8822
Fax: +8620 8678 8820
sales@rotary-technology.com
www.rotary-technology.com

HOLFELD
Tool & Die Ltd.

Head Office: Johnstown Avenue,
Dun Laoghaire, Co. Dublin, Ireland.
Tel: +353 1 2857002
Fax: +353 1 2851077
holfeldtool@eircom.net

Electro Optic
Die Cutting Technology

ELECTRO OPTIC WERKZEUGTECHNIK GMBH
Einsteinstraße 7 / Interpark
D-85098 Großmehring
Tel: +49-8456/75950-0, Fax: 75950-10
www.electro-optic.de
info@electro-optic.de

LABEL FILMS & PAPER

**Inspired Brands.
Intelligent World.™**

AVERY DENNISON
Label and
Packaging Materials

www.fasson.com

HERMA
Coating your success

Self-adhesive Material

www.herma-material.com

JINDA Label Stock ...

Self - adhesive Materials
www.jdlabel.com

Paper Labelstock : Semi-gloss , Vellum , Thermal ...
Films Labelstock : Clear&white PP ,PE ,PET ,PVC ...
Special Labelstock : Tires , Airport Bag Tag labels ...

JINDA Professional Manufacturer from Shanghai P.R.C.

Shanghai Jinda Plastic Co.,Ltd. Tel : +86-21-66010166
E-mail : sales@jdlabel.com Fax : +86-21-56015511

ARCONVERT

SELF-ADHESIVE MATERIALS

ARCONVERT S.p.A.
Head OFFICE
Via Linfano, 12 -
38062 Arco (TN) - ITALY
Tel +39 0464 584444
Fax +39 0464 532024
info@arconvert.com
www.arconvert.com

Arconvert is a Company of FEDRIGONI SpA

MSM

For a wide selection of A Grade, B grade, Offcuts, Returns and Surplus label materials

www.msm-paper.co.uk

Tel.+44 (0) 1439 770771
E-mail. info@msm-paper.co.uk

KK-TACK Since 1973

KK ENTERPRISE CO., LTD.
www.kk-tack.com.tw

ISO 9001, ISO 14001, ISO 50001 awarded

We are expert manufacturer of

- Self-Adhesive Materials
- Adhesive Tapes
- Release Liner

TEL: +866-49-2260800
FAX: +866-49-2255339
export@kk-tack.com.tw

KK

RITRAMA
self-adhesive materials

- RITRAMA S.p.A.**
Headquarter
Roll Slitting
& Logistic Centre
Caponago - Milano (MB)
ITALY
Ph. +39 02 955 459.1
- RITRAMA S.p.A.**
Sassoferato (AN)
ITALY
Ph. +39 0732 97061
- RITRAMA S.p.A.**
Headquarter
Viscom Slitting
& Logistic Centre
Caponago - Milano (MB)
ITALY
Ph. +39 02 95543.01
- RITRAMA S.p.A.**
Cernusco sul Naviglio (MI)
ITALY
Ph. +39 02 923948.1
- RITRAMA S.A.**
Barberá del Valles - SPAIN
Ph. +34 (0) 93 729 4998
- RITRAMA (UK) Ltd.**
Eccles - Manchester - ENGLAND
Ph. +44 (0) 161 786 1760
- RITRAMA Inc.**
Minneapolis - U.S.A.
Ph. +1 216 851.2300
- RITRAMA S.A.**
Valparaíso - CHILE
Ph. +56 32 2996 304
- RITRAMA (Hefei)**
Hefei - CHINA
Ph. +86 (0) 551 3879 747

www.ritrama.com - info@ritrama.it

Roll Cover Italiana s.r.l.
SELF-ADHESIVE MATERIALS

• U.L. CERTIFIED MARKING FILMS
• SELF ADHESIVE ACETATE SILK
• SECURITY & THERMAL TRANSFER FILMS

ROLL COVER ITALIANA s.r.l.
Via Lazzaretto 40
21013 Gallarate (VA) - ITALY

Tel. +39 0331 792116
Fax +39 0331 773208

e-mail: info@rollcover.it
www.rollcover.it

LABEL PRINTING & DIECUTTING MACHINES

Newfoil Machines Ltd

Moorhey Engineering Ltd
Moorhey Street,
Oldham OL4 1JE
+44 (0) 161-627 0550
Fax: +44 (0) 161-627 0551
email: sales@newfoilmachines.co.uk

Schobertechologies GmbH
Industriestr. 2 - 71735 Eberdingen/Germany
Tel +49 7042 790-0 Fax +49 7042 7007
info@schobertechologies.de
www.schobertechologies.de

**CALL OUR DEDICATED SALES
TEAM ON +44 (0) 208 846 2725**

LABEL PRINTING INKS & UV VARNISHES

Step into the future with
Edson Colours
UV coatings & printing inks

Edson International Co. Ltd.
marketing@edson-international.com

UV PRINTING INKS

UV printing ink
and lacquers
for labels and
packaging

- selfadhesive labels
- shrink sleeves
- in mould labelling
- flexible packaging
- folding cartons

Zeller+Gmelin
GmbH & Co. KG
Germany
www.zeller-gmelin.de

LABEL PRINTING PRESSES

WEIGANG

Zhejiang Weigang Machinery Co., Ltd.

Songqiao Industrial Estate,
Pingyang Town, Zhejiang, China
t: 0086-577-63170123
f: 0086-577-63177788
e-mail: donghai@weigang.cc
web: www.weigangmachinery.com

Narrow label printing machines and
converting machines Manufacturer
in China



BUYERS GUIDE

FLEXO PRINTING MACHINES

K2 International
Gemini Business Park
Stourport Road, Kidderminster
Worcestershire, DY11 7QL
England
T: +44 (0) 1562 515017
F: +44 (0) 1562 750776
E: info@k2flexo.com
www.k2flexo.com




Full Rotary label printing press, 10"/18" web width 6 to 12 colours plus uv varnish. For labels, soft-packaging, laminated tub and IMD printing.

HONTEC | 中国汇研工业有限公司 HONTEC INDUSTRIES CHINA LIMITED
ADD: 21# Dakan Road Huangjiang Town, Dongguan, Guangdong, China
Tel: +86-769-83639919 Fax: +86-769-83669033
Website: www.hontec.cn Email: sales@hontec.cn

NICKEL
Nickel Printing Machinery Co.,Ltd
FS-320 Offset Intermittent (Rotary) Label Printing Machine
Feature: Servo control to print stable and fresh color

Address: No.14,Yu'an Road,Tangdong,Tianhe,Guangzhou
Phone: +86 20 85630709 Fax: +86 20 85633080
Mobile: +86 13711110146
E-mail: nickel-printing@163.com
Website: www.nickel8.com

edale
The UK-based manufacturer of narrow web printing presses and converting equipment
+44 (0) 1489 569230
www.edale.com

KPG
Specialist Presses
KPG (Europe) Limited
13 Holkham Road Orton Southgate
Peterborough PE2 6TE
Tel: +44 1733 235533
Fax: +44 1733 235117
www.kpgeurope.com

Graficon
* Hybrid labelprinting presses
* Rebuilt gallus presses
* Processing machines
Graficon Maschinenbau AG
Hofenstrasse 19
CH-9301 Wittenbach
Telefon: +41 71 292 16 16
Telefax: +41 71 292 16 00
info@graficon.ch
www.graficon.ch



KAMMANN
MASCHINENBAU GMBH
P.O. BOX 900151
D-32531 Bad Oeynhausen
Phone: +49-5734/5140-0
Fax: +49-5734/5140-5130
mail@kammann.de
[www.kammann.de](http://www.kammann.com) | www.kammann.com
■ Roll-to-Roll Presses „Screen/Offset“
■ Converting Lines



FOCUS
LABEL MACHINERY LTD



IN-LINE FLEXO PRINTING & CONVERTING PRESSES



COMPACT
CENTRAL IMPRESSION
FLEXO PRINTING PRESSES

SINGLE COLOUR
FLEXO CONVERTERS &
RE-REGISTRATION SYSTEMS

VIDEO WEB INSPECTION SYSTEMS



HIGH SPEED ROTARY
FABRIC PRINTNG PRESSES

FABRIC LABEL
CUTTING & FOLDING EQUIPMENT

Kendryl Park, Chapel Lane,
Bingham, Nottingham NG13 8GF
United Kingdom
Tel: ++44(0)1949 836223
Fax: ++44(0)1949 836542
e-mail: admin@focuslabel.com
www.focuslabel.com

MANAGEMENT INFORMATION SYSTEMS

ERP
Software 100% WEB


estimates and sales; crm; ebusiness; mobile; balanced scorecard's; stocks and purchases; mobile picking; production management; scada - supervision & data collection; scheduling; quality control; equipment maintenance; jdf

SisTrade
Software Consulting, S.A.
info@sistrade.com | sistrade.com 

NARROW WEB PRINTING & CONVERTING EQUIPMENT

SMAG
SOCIETE MAROCANA D'APPAREILLAGE
P: +33 1690 55933
F: +33 1699 63020
E: info@sramag.com
A: 22 Avenue Du Garigliano,
Zac Les Gratines,
Savigny-Sur-Orge,
91601, France
www.smag-graphique.com



OVERLAMINATING FILMS

HERMA
Coating your success
Self-adhesive Material
www.herma-material.com



CALL OUR DEDICATED SALES TEAM ON +44 (0) 208 846 2725

Visit us at www.labelsandlabeling.com
telephone 0208 845 2725 | directory@labelsandlabeling.com

PLATE MAKING & PLATE MOUNTING



PHOTOPOLYMER PLATEMAKING SYSTEMS

PHOTOPOLYMER PLATE MATERIALS

VIDEO PLATEMOUNTING SYSTEMS

Kendryl Park, Chapel Lane,
Bingham, Nottingham NG13 8GF
United Kingdom
Tel: +44(0)1949 836223
Fax: +44(0)1949 836542
e-mail : admin@focuslabel.com
www.focuslabel.com

PRESSES: FLEXIBLE PACKAGING & LABELS



Specialist Presses

KPG (Europe) Limited
13 Holkham Road Orton Southgate
Peterborough PE2 6TE
Tel: +44 1733 235533
Fax: +44 1733 235117
www.kpgeurope.com

PRICEMARKETING EQUIPMENT



www.contact-online.de

Professional pricemarking equipment **Made in Germany**

K-D Hermann GmbH
Hainbrunner Str. 97
69434 D-Hirschhorn
eMail: Info@contact-online.de
Tel.: +49 (0) 6272-922-3

RELEASE LINER TESTER



SILICONATURE spa
via Nazionale 39
32010 GODEGA TV
ITALY
TEL. +39 0438 4321
FAX +39 0438 432200
www.siliconature.it
info@siliconature.com



bielomatik

Excellence in RFID/
Transponder Processing

- Multi-layer processing equipment.
- Reel-to-reel converting, inspection and encoding machines.
- Modular machine concept from entry level to high end with more than 90 000 Smart Labels per hour.

bielomatik Leuze GmbH + Co. KG
Daimlerstraße 6-10
72639 Neuffen · Germany
Phone: +49 (0) 70 25 / 12-0
E-Mail: info-fid@bielomatik.de
www.bielomatik.com

High quality narrow web inspection, slitting and die cutting



grafotronic

Phone +46 (0)418 567 00

www.grafotronic.se



P: +33 1690 55933

F: +33 1699 63020

E: info@sramag.com

A: 22 Avenue Du Garigliano,
Zac Les Gratines,
Savigny-Sur-Orge,
91601, France

www.smag-graphique.com



LEADERS IN LABEL FINISHING & CONVERTING EQUIPMENT



Schobertechnologies GmbH
Industriestr. 2 · 71735 Eberdingen/Germany
Tel +49 7042 790-0 · Fax +49 7042 7007
info@schobertechnologies.de
www.schobertechnologies.de

ROTARY DIE CUTTING EQUIPMENT

ROTARY PUNCHING UNITS & TOOLS



Schobertechnologies GmbH
Industriestr. 2 · 71735 Eberdingen/Germany
Tel +49 7042 790-0 · Fax +49 7042 7007
info@schobertechnologies.de
www.schobertechnologies.de

ROTARY PUNCHING EQUIPMENT



Male/female punch units for paper, film, & foil.
Tools & Production, Inc.
Temple City, Calif., U.S.A.
Tel (626)286-0213
www.toolsandproduction.com

ATLAS TITAN

World Leaders in Slitter Rewinders for Labelstock

- machines up to 2m wide
- automation systems
- diff. rewind shafts
- rapid change-overs
- ease of operation

Atlas Converting Equipment Ltd.
Bedford MK42 7XT, UK
Tel: +44 1234 852553
Fax: +44 1234 851151
sales.atlas@atlasconverting.com
sales.titan@atlasconverting.com
www.atlasconverting.com



your **evolution** and **revolution** in finishing

PRATI srl

Via Deruta 2 - 48018 Faenza (Ra) - Italy
Tel +39 0546 46889 - Fax +39 0546 46638
info@praticompany.com - www.praticompany.com

SLITTER REWINDERS

BUYERS GUIDE

Daco
Solutions Ltd

INSPECTION REWINDER
13" or 16" models
Die cutting module available

DACO DTD250
10" Bench Top rotary die cutter

Daco Solutions Ltd
Unit 2, Oldbeck Road, Beverley
East Yorkshire, HU17 0JW, England
Tel + 44 (0)1482 860288
info@daco-solutions.com
www.daco-solutions.com
US Office Tel: 860 210 1655

ASHE converting equipment

Bluestem Road
Ransomes Europark
Ipswich, IP3 9RR, UK

Tel: +44 (0) 1473 710912
Fax: +44 (0) 1473 719137
sales@ashe.co.uk
www.ashe.co.uk

Film/Paper Slitter Rewinders and Converting Lines for Label production

TACTILE WARNING LABELS



TACTILE DANGER WARNING LABELS

To European Standard BS EN ISO Available ex stock from UK for worldwide shipping
Dantech Ltd
www.tactilelabels.com

THERMAL PRINTER & RIBBONS

CALOR | RTT

Thermal Transfer Ribbons
unbeatable service in 3 product lines

compact

13 qualities | same day shipment
86 best selling dimensions

Made to measure

... your needs in 30 black qualities
77 different colours

special

qualities for special applications:
franking systems, plastic cards, ticketing

CALOR GmbH · Germany
P: +49/24 01/9179-0 · www.calor.de

Regma TT · France
T: +33/235 04 86 65 · www.regmatt.com

TOOLING

**High quality tooling
for the first time from INDIA**



► **MAGNETIC CYLINDERS**
► **PRINT CYLINDERS**, & more
Seeking BUSINESS PARTNERS
to represent our products

PRECISE GRAPHIC
India Pvt. Ltd.

email - info@precisegraphic.com
Visit - www.precisegraphic.com

Daco

Solutions Ltd

DACO COMBI

Unique inline/offline
turret rewinders
13" or 16" models.
Inline only version available
Automated plain label production lines

Daco Solutions Ltd
Unit 2, Oldbeck Road, Beverley
East Yorkshire, HU17 0JW, England
Tel + 44 (0)1482 860288
info@daco-solutions.com
www.daco-solutions.com
US Office Tel: 860 210 1655

UV CURING EQUIPMENT

uviterno

We see your ink

uviterno ag
Musterplatzstrasse 3
CH-9442 Berneck
+41 71 747 41 51
+41 71 747 41 61
www.uviterno.com 

IST

more than UV

IST METZ GmbH
Lauterstrasse 14-18
72622 Nürtingen, Germany
Tel. +49 7022 6002-0
info@ist-uv.com, www.ist-uv.com

GEW
...engineering UV

GEW (EC) Limited, UK
+44 (0)1737 824500

GEW, Inc., USA
+1 440 237 4GEW (4439)

GEW Vertriebsbüro Deutschland
+49 (0)9643 2058 29

GEW Asia Pvt. Ltd., India
+91 (0)22 2528 5442

sales@gewuv.com www.gewuv.com

UV dichroic reflectors
Visit **uvray.it**



Todaytec

Thermal Transfer Ribbon

Barcode ribbon Fax ribbon Black hot Stamping foil

Why not Benefit
from high quality at competitive price?

HANGZHOU TODAYTECH DIGITAL CO., LTD
Address: Hangzhou, China
Tel: 86-571-85771625
Fax: 86-571-85771623
Email: sales@todaytec.com.cn
HTTP://www.todaytec.com.cn



TTS
Thermal Transfer Solutions Limited

TTS manufacture and supply an extensive range of premium quality thermal transfer ribbons at very competitive pricing. Over 400 sizes available for all types of thermal transfer printers.

- DESKTOP & INDUSTRIAL PRINTERS
- IN-LINE CODING PRINTERS
- PRINT & APPLY PRINTERS

We are looking for new distribution partners who are interested in growing their TTR sales and improving margins. Contact us today to request a copy of our new 110 page TTR product guide and intro sample pack.

email sales@tts.eu.com
www.thermaltransfersolutions.com

TURRET REWINDERS



LEADERS IN LABEL FINISHING & CONVERTING EQUIPMENT

w. www.abgint.com e. info@abgint.com

t. +44 (0) 1262 671138 f. +44 (0) 1262 677009

ASHE

Bluestem Road
Ransomes Europark
Ipswich, IP3 9RR, UK

Tel: +44 (0) 1473 710912
Fax: +44 (0) 1473 719137
sales@ashe.co.uk
www.ashe.co.uk



In Line and Off Line
Turret Rewinders/
Converting Lines

Visit us at www.labelsandlabeling.com
telephone 0208 845 2725 | directory@labelsandlabeling.com

competence in uv

uv-technik ••••
meyer gmbh

uv-lamps
power supplies
reflector units
components
uv-measurement



uv-technik international ltd.
Office +44 (0) 1582 522 345
info@uv-technik.co.uk
www.uv-technik.co.uk

uv-technik meyer gmbh

Glauburgstrasse 34
D-63683 Ortenberg
Phone +49 (0) 6041 962 80
welcome@uv-technik.com
www.uv-technik.com

competence in UV

UV equipment, UV lamps, UV meters

hönle group

www.hoenlegroup.com

WASTE HANDLING SYSTEMS

MATHO
THE SOLUTION...

Cutting units and
waste handling systems
for edge trims and
matrix of self-adhesive
materials.

+49-(0)79 61/931 60

www.matho.com · info@matho.com

WATER SOLUBLE LABEL MATERIAL

Water soluble labels?
Only from the experts.

NEPTUN TECHNOLOGIES GmbH
Development · Production · Sales

Neustadter Str. 9, Krunkel (Germany)
Phone: +49 2687 926767-0
info@neptunlabel.com

www.neptunlabel.com

WEB INSPECTION



P: +33 1690 55933

F: +33 1699 63020

E: info@sramag.com

A: 22 Avenue Du Garigliano,
Zac Les Gratines,
Savigny-Sur-Orge,
91601, France

www.smag-graphique.com

DRELLO

Str oboscopes and Video
Web Inspection Systems

DRELLO Ing. Paul Drewell GmbH & Co. KG
Andreas-Bornes-Str. 46
D-41179 Mönchengladbach
Phone: + 49 (0) 2161 – 909 6
Fax + 49 (0) 2161 – 909 700
info@drello.de - www.drello.de

WEB GUIDES & TENSION CONTROL

Re

Controlli Industriali

pneumatic & electromagnetic powder
brakes and clutches - expanding shafts &
safety chucks - webvision systems -
webguide systems - load cells - tension
controllers - mechanical chucks

Bussero (Milano) Italy
T. +39 02.9524301 F. +39 02.95038986
info@re-spa.it

www.re-spa.it

WEB TENSION CONTROL!

Load Cells
Digital Controllers
EMP Brakes & Clutches

Worldwide Network **MEROBEL** www.merobel.com
merobel@merobel.com

LABELS & LABELING

REPRINTS

For reprints of any article in Labels & Labeling

Please contact Tim Gordon

+44(0) 20 846 2818 or email:

tgordon@labelsandlabeling.com

Seeking Professional Representatives for Water-Based PSAs

Leading U.S. adhesives manufacturer is expanding its network of sales representatives to represent a broad line of water-based PSAs. Focus on Texas and California markets. Ideal candidates will have established relationships with filmic and paper coaters (labels and tapes), PSA formulators, packaging companies and automotive suppliers as well as an unwavering commitment to superior customer service.

To explore this opportunity, contact the Franklin Adhesives & Polymers, a Division of Franklin International: Todd Hunt, Director of Sales & Market Development, Polymer. ToddHunt@franklininternational.com 1.800.877.4583 ext. 1406

Franklin
Adhesives & Polymers

CORPORATE CULTURE



Extending credit

SHOULD manufacturers be offering to finance capital equipment?

A study by the Equipment Leasing and Finance Foundation shows that among manufacturers who offer financing for their equipment, approximately 30 percent of all equipment sales are financed by the manufacturer or its finance partner. That rate is increasing each year as the financing division plays a more important role in the organization's overall strategy. According to the same study, of all manufacturers who offer a financing option to their customers, 67 percent expect equipment financing will increase as a percentage of their manufacturer sales. The growth of this trend is largely due to the benefits derived from offering financing and its business impact.

Building customer relationships and improving customer retention are key benefits of establishing a finance capability. It allows you to build rapport and trust in addressing customers' financial issues, as well as answering their questions about the equipment. It also extends the relationship into future transactions since it provides opportunities to offer advice and assistance with end-of-lease/financing term decisions such as whether to purchase new or existing equipment. In addition to developing follow-up selling opportunities, it helps build long-term relationships for repeat business.

Providing a financing option can provide benefits including facilitating equipment sales and generating additional revenue. In addition to an increase in interest income, additional revenue may be generated if the equipment can be sold for more than its remaining book value at the end of lease.

Offering financing creates value for your customers by saving them money, getting them better terms and helping them stay current. One way they save money is through the manufacturer's knowledge of the equipment and ability to resell pre-owned equipment. This may enable the manufacturer to take additional risks on the residual value which lowers the customer's monthly payment.

Customers may get better terms when they purchase equipment that might be otherwise delayed because of lack of financing elsewhere, and the manufacturer is willing to provide better financing terms. Additionally, value is created when a customer takes advantage of leasing/financing since it eliminates the risk of them owning equipment that is technologically obsolete.

EXCERPTED FROM – BUILDING TEAM ROLES & DIRECTION

Pinpoint Leadership Skill Development Training Series (Majorium Business Press, 2011) 17.95 US dollars

AD INDEX

AB Graphic	84	Labelform Graphics	122
Ahlstrom	54	Labelmen Machinery	99
Allen Datagraph	92	Lombardi Converting	92
Allison Systems	127	Machinery	
Anderson Europe	96	Loparex	69
Apex	8	Magnum Magnetics	165
Arjobex	149	Mark Andy	140
Ashland Performance Materials	52	Martin Automatic	44
Avery Dennison	IFC	MCS	56
Berhalter	133	Meech	151
Berkeley Machinery	122	MPS Systems	66
Bluestar Silicones	20	Newfoil Machines	81
Brushfoil	13	NewPage Specialty Papers	30
CEI	157	Nilpeter	83
Codimag	80	Nuova Gidue	79
Continental Division	106	OKI Printing Solutions	33
ContiTech		Omet	90
Cosmo Films	100	Orthotec	109
Daetwyler Corporation	157	Pack Print Summit	114
Dantex Graphics	70	Middle East	
DigiFlex	169	Pamarco Global Graphics	169
DTS	155	Pantec GS Systems	152
DuPont Packaging Graphics	145, 147	Phoseon Technology	106
Durst	65	Pilot	136
Edale	120	Polymag Tek	148
Electro Optic	142	Prati	40
Eltromat	168	Primera Technology	19
Epson America	3	Qingzhou Ekofa	135
Erhardt & Leimer	150	Raantec	155
Esko Artwork	147	Re Spa Controlli	159
ETI Converting	95	Ritrama	164
FLEXcon Company	6	RK Print Coat Instruments	120
Flint Group	153	Roland Digital Group	51
Focus Label Machinery	63	Rosemont	132
Franklin Adhesives & Polymers	142	Rotoflex	162
Frimpecks	100	Rotometrics	87
Fritz Gyger	127	Ruco Inks	113
Gallus Group	36	Schober	130
GEW	60	Sekesui	43
GSE	113	Sen & Haotian	120
Harper	155, 157, 159	Shenzhen Brotech	128
Heidelberg CSAT	74	Smooth Machinery	25
Hewlett Packard	77	Sohn Manufacturing	16
Holfeld Tool & Die	122	Spartanics	62
Hueck Folien Vertrieb	2	Spilker	73
Infinity Foils	68	Stork Prints	89, IBC
Intercoat	137	Swiftcolor Label Printers	1
INX International Ink	28	Tagheef Industries	12
IST	131	Tailored Solutions	47
iSys	15	Technicote Inc	46
J&J	169	TLMI	118
Kocher + Beck	59, 157	Todaytec Digital	128
Label Awards	116	Tritronics	105
Label Vision Systems	159	UPM Raflatac	23, OBC
Labelexpo	34, 35	Verso Paper	48
Americas 2012		Vetaphone	145
Labelexpo Americas	29	Wausau Coated Products	155
Phone App		Xeikon	102
Labelexpo India 2012	110	Xpedx	39
		Zeller + Gmelin	17



Visit us at Labelexpo Americas!
Hall A, booth 529

Stork Prints DSI®.
A great TCO is just one of the many benefits.



TAKE THE LABEL TO THE LIMIT

The labeling and packaging business is constantly changing. UPM Raflatac's response? To solve and evolve. With our all-new Label Solutions Center, we're combining new technology and expertise so we can offer you a wider range of specially designed labeling products.

The product experience starts with the label and brand recognition relies on it. We know how to optimize label performance, cost-efficiency and visual distinction for the most challenging end-use applications. Find your label solution with UPM Raflatac.

Let our industry-leading experts help you take the label to the limit.

Visit us during Labelexpo Americas 2012!

www.upmraflatac.com

LABELEXPO
AMERICAS

SEPTEMBER 11-13, 2012
CHICAGO, IL
BOOTH 1339

UPM RAFLATAC

UPM RAFLATAC