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LEAN AND GREEN TOOLS

WS Packaging is putting Lean and Green at the center of its global strategy

ISO STANDARD BEARER

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THE WIDER WORLD OF NARROW WEB



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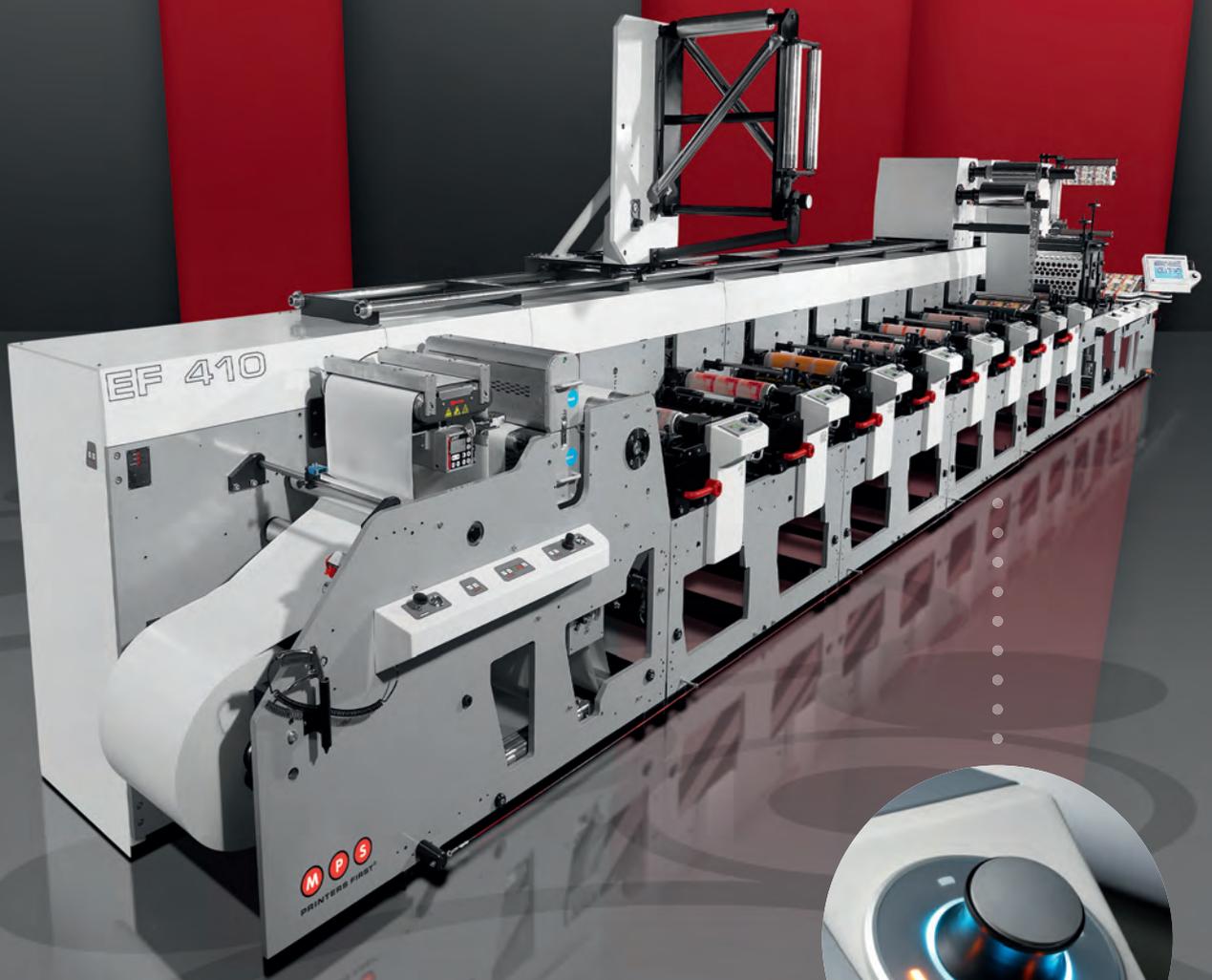
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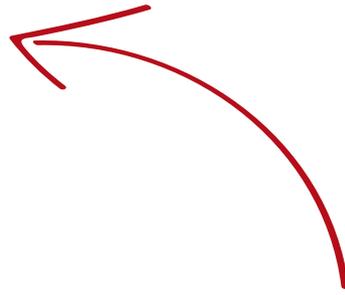
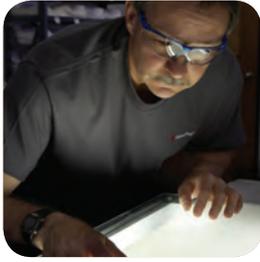


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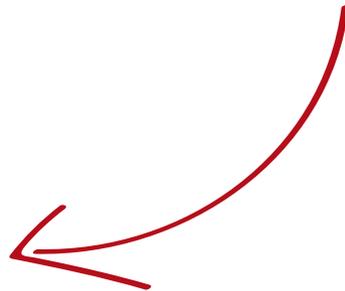
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BEAT THE PIRATES

According to the latest Mark Monitor Shopping Report, one in five bargain hunters in the US and Europe mistakenly shopped on e-commerce sites selling counterfeit goods while searching for deals online.

The report says that brands lost over 200 billion USD to online brand abuse last year. There were 53 billion visits to rogue sites in the last 12 months and 14 percent of branded paid search traffic is hijacked.

The report noted: 'The financial impact of online brand abuse is substantial and pervasive, resulting in revenue loss, increased customer service costs and exposure to legal liability. Other impacts of online brand abuse are more insidious, leading to significant erosion of margins, brand reputation and customer trust.'

When a consumer buys a product from a reputable retailer, they gain significant protection from the retailer's secure supply chain (though there have been significant breaches even here in the recent past). But when ordering goods from a website, how is the consumer to be assured they are genuine? The labels industry is already gaining significant experience in linking the physical label to brands' social media hubs using a variety of technologies including QR codes and Augmented Reality. It should be possible to adapt these techniques to link a product ordered online to a unique reference on the legitimate website at the moment the product is ordered. Possibly a QR code which links to a secure website, or a secondary label with a code entered into a secure website by the consumer when the product is received.

This is yet another fascinating example of how the movement of consumers online has actually increased the importance of the label. Some had speculated that consumers would be content to be delivered a 'white box' containing an online purchase, but the essential information and security elements of the physical label actually become more, and not less important.

ANDY THOMAS

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INBOX

Industry overview

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



Danielle Jerschefske, North America editor, L&L: Campbell's shows how to create a social media packaging strategy

Campbell's is promoting its new Go soup line, aimed at Millennials, wholly through digital avenues with the Campbell's Go Facebook page at its center.

It is a launch sponsor for the Angry Birds Star Wars release. It is working with Spotify, a digital music service, to develop custom playlists to coincide with the modern flavors and themes. Each time a user listens to a song, they'll receive a coupon. The brand is actively working to communicate to the younger generation's passion for pop culture, music, humor and social lifestyles.

Together with BuzzFeed, a website that specializes in providing a live stream of viral content on the web, Campbell's Go will communicate through Facebook and Twitter to solicit reactions and feedback from friends and followers. The soups sell for 2.99 US dollars for a 14oz package. Launched in July 2012, the line offers six bold new options like Coconut Curry with Chicken & Shiitake Mushrooms, and comes in a microwaveable flexible package printed with high quality graphics.

Labelexpo here we come!



Herma has surpassed its initial target to raise £15k for charity and is now pushing to raise even more. Colin Phillips, Herma UK's divisional director has set a new challenge to the team to exceed £20k.

Potential sponsors can either take a logo on the team Herma shirt, or donate online at <http://uk.virginmoneygiving.com/HERMACharityCycleEvent2013>. You

can also visit Herma's website for continuous updates on the team's progress, at www.herma-material.com

The team's chosen charities are; Cancer Research, Breast Cancer Care and Namuwongo children's charity in Africa.

'The sponsor who donates the largest amount will win the Yellow Jersey. This means that the Yellow shirt will be dedicated to that company only and will display their logo.'



Your tweets

@drpepper has new #Texas style BBQ sauce w/ nice PS label, looks like metalized paper w/ silver trim
[#packaging pic.twitter.com/2tX5fOyu](http://packaging.pic.twitter.com/2tX5fOyu)

@johnfoleyjr: Create marketing for mobile; Build communities & relationships; Be a thought leader
#LPiA #printing #business #social

@BushsBeans: Building relationships builds trust, welcomes risk-taking, leads 2 creativity - enact path 2
#innovation #packaging #LPiA

@TPLDrew @ LPiA says 'lifetime of valuable content extended when made into printed product' <http://bit.ly/LDPHfT> #printisalive #packaging

@WeberPackaging showed new #labels applicator @ #PackExpo - all electric, no compressed air = lower CO2 footprint <http://bit.ly/Y7ir4S>

G7 measurement of color 2 grayscale quickly adopted by leading #label & #packaging converters <http://bit.ly/Tj6zgn> @LabelsNLabeling

@GinaLaudon @ProcterGamble is celebrating something big today. Happy 175th to you! #PG175

@CarlsbergGroup #India expands operations with Haryana brewery acquisition and lays foundation of seventh brewery in Bihar! <http://ow.ly/eWmQ9>

@FastCompany Sweden Needs More Trash, Because It Has Turned All It's Got Into Energy <http://trib.al/kxFxEh>

Sales cycle dramatically changing because of social @TLMI #manufacturing #packaging #labels

@DanielleJersche

Haha! She does! #humor #FF RT @ CnvCurmudgeon @packagingdiva has binders and binders of #packaging designs @ <http://pinterest.com/packagingdiva/>

@EpsonAmerica technology offers digital flexibility to #label converters <http://bit.ly/R8ulGU> @LabelsNLabeling #video #packaging

NEWS

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

UPM RAFLATAC INVESTS IN HOTMELT TECHNOLOGY IN CHINA

UPM Raflatac is investing in new hotmelt adhesive mixing and coating technology at its self-adhesive labelstock factory in Changshu, China. The new technology will be in use during the first quarter of 2013.

The latest hotmelt coating technology allows UPM Raflatac to expand its standard paper and film product ranges particularly in the food, retail and tire industries as well as in variable information printing (VIP), where hotmelts provide advantages such as high initial tack and reliable adhesion on chilled, moist or rough surfaces. The new technology also enables the development of special products designed for niche markets as well as shorter runs, meeting the individual needs of brand owners.

In addition to a wider product range, UPM Raflatac's customers will benefit from a hotmelt pilot-coating facility and strengthened local R&D capabilities. An accelerated development process will bring regionally adapted new products faster to market.

'This investment in the latest technology and local R&D development show that UPM Raflatac is committed to developing solutions that help labelstock converters in the region build their businesses and grow,' said Arto Tuomi, general manager, UPM Raflatac China. 'It also opens new opportunities for us to continually serve the market better.'

The investment is one of the biggest at the Changshu factory since its inauguration in 2007.

KLÖCKNER PLANS GLOBAL EXPANSION

Klöckner Pentaplast will add to its global production capacity in Asia, the Americas and Europe. The company is investing USD \$51.8 million for this expansion which includes facilities in Suzhou, China; Cotia, Brazil; and Santo Tirso, Portugal. One hundred and thirty-seven employees will be added worldwide.

MONDI COMPLETES NORDENIA ACQUISITION

Mondi Group has completed its acquisition of 99.93 percent of the outstanding share capital of Nordenia International for 259 million euros. The acquisition of Nordenia offers Mondi Group an opportunity to create a leading consumer packaging business and to expand further in emerging markets, said the company.



THE AVERY DENNISON facility in Pune

AVERY DENNISON ADDS EMULSION COATER IN INDIA

EXPANSION of manufacturing capabilities in facility in Pune

Avery Dennison will add an emulsion coater in early 2014 to its facility in Pune, India. This expansion of manufacturing capability reinforces the company's commitment to the region and to the growth of the Indian packaging industry.

'Avery Dennison is committed to providing world-class products and services to the packaging industry in India, where we've operated for 15 years,' said Georges Gravanis, vice president and general manager of Avery Dennison's materials group in Asia Pacific. 'Our continued investments in the Pune plant reflect our commitment to help Indian manufacturers and their label suppliers grow and develop.'

The addition of emulsion coating marks the fourth enhancement of Pune operations since the plant opened in 2008. The new emulsion coater will

be used to manufacture a portfolio of pressure-sensitive materials to international standards for the South Asian market and widen its locally manufactured product offering to Indian label converters.

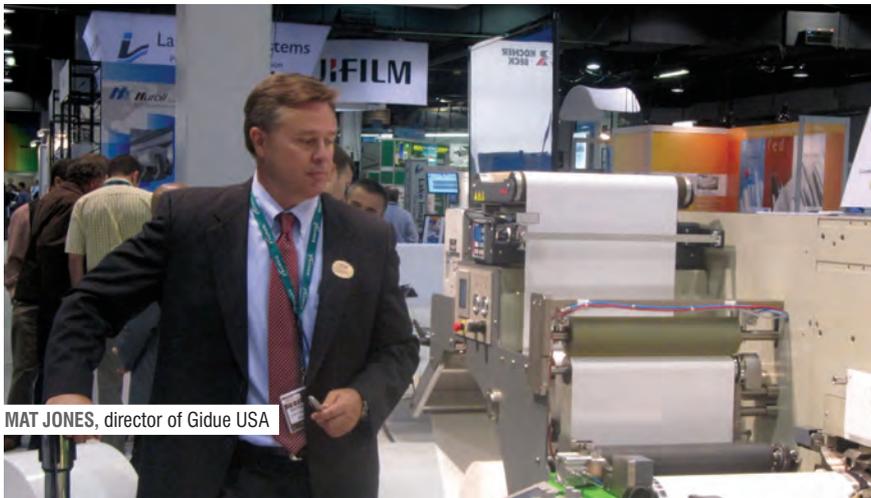
'Indian converters are seeking to expand the local industry beyond hot melt pressure-sensitive materials to compete internationally. The addition of emulsion coating to our broad portfolio of hot-melt materials makes this possible,' said Anil Sharma, managing director, Avery Dennison materials group, South Asia and Sub-Saharan Africa. 'By producing the emulsion coated material locally, we will be able to provide improved service to our customers, and enhance our capability to respond to local demand faster.'

SATO GROUP ESTABLISHES JV IN INDONESIA

Sato Group has established PT Sato Nagatomi, a new company formed as a joint venture between Sato Group and PT Indonagatomi in Jakarta, Indonesia. Operations began in October 2012.

PT Indonagatomi has been selling Sato products including barcode printers and hand labelers in Indonesia for many years, and this business will now shift to PT Sato Nagatomi, which has five sales branches located in Jakarta.

This joint venture is part of Sato Group's continuing expansion in the global market. The combination of Sato's expertise in the field of auto-ID technology, together with the strong sales network built by PT Indonagatomi in the region, will enable PT Sato Nagatomi to provide businesses in manufacturing, retail, logistics and healthcare industries with label printers, scanners and consumables products.



MAT JONES, director of Gidue USA

NUOVA GIDUE FORMS JOINT VENTURE US COMPANY

JONES Printing Equipment is partner for US sales and service operation

Nuova Gidue has established a sales and service operation in the United States, Gidue USA, in a joint venture with a local distribution company.

Gidue USA is a joint venture between Nuova Gidue and Jones Printing Equipment, a US-distributor of printing and converting equipment for the flexible packaging and label printing industries in the North American market. JPE's Mat Jones will head up sales for Gidue USA.

Meanwhile, Nuova Gidue has appointed KempSmith Machine Company as its official service point for US and Canadian markets.

Based in Milwaukee, Wisconsin, KempSmith Machine Company is a manufacturer of custom flatbed and rotary die-cutters for the folding carton market

and paper converting equipment

'We perceived the real need of a stronger presence in the North American territory, so a local Gidue partnership seemed to be the best choice for granting customers a better service and a long lasting presence,' said Federico d'Annunzio, MD of Nuova Gidue.

'We look forward to introducing also to the American market our machines and technologies and, to do so, the establishment of Gidue directly in the US definitely represents a privileged starting point.

'Cooperation with a long established and high quality company like KempSmith could also lead us in the future to further developments in the carton packaging industry.'

BST ACQUIRES BETACONTROL AND P2T PROTAGON

BST International has extended its product range through the acquisitions of betacontrol and P2T Protagon Process Technologies. The companies will strengthen the BST Group under the name BST ProControl.

The former betacontrol provides technology for production optimization and measurement of flat web material, including thickness and grammage. Protagon is an expert in measurement and control techniques for paper and coating processes.

Percy Dengler, CEO of BST, stated:

'Through the formation of this company, we will achieve a larger footprint in various industries. This makes BST a true all-rounder in quality assurance.'

BST ProControl will serve almost all lines of the BST Group that involve material control within the production process, including plastic and metal foils, nonwoven substrates, technical cloths, foam material, floor coverings and paper.

'Our products are excellently suited to complement the offering of BST,' said Michael Hecht, who takes the role of CEO at BST ProControl.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

HEIDELBERG OPENS DETROIT PLANT

Five years after introducing Saphira Aqueous Coatings to the market, Heidelberg recently began manufacturing the coatings locally at its new Hi-Tech Coatings plant, located in the Detroit suburb of Taylor, Michigan, USA.

A ribbon-cutting ceremony to mark the opening was held on August 30. Hi-Tech Coatings International is a wholly owned subsidiary of Heidelberg.

The Taylor site is a further development of two existing European manufacturing facilities located in the UK and the Netherlands, both acquired by Heidelberg in 2008. The new plant boasts increased automation and streamlined material handling, improving both safety and workflow efficiency. The 32,000-square-foot installation also has been designed to accommodate increased capacity as the business grows.

Thomas Topp, SVP consumables and CtP, Heidelberg North America, said: 'The new coatings plant strengthens Heidelberg's commitment to help its customers achieve consistently high quality and high productivity while lowering waste and reducing cost. Centrally located for fast, convenient shipping, the new installation puts the quality and reliability of Saphira Aqueous Coatings within easy reach of companies across the US, Canada and Mexico.'

POSITIVE PACKAGING ACQUIRES SGRE LABELS

Flexible packaging manufacturer Positive Packaging Industries has acquired Bengaluru, India-based SGRE Labels. The acquisition follows the recent integration of ICM Packaging.

Pranesh Kankanwadi, group managing director of Positive Packaging, said: 'We have observed the increased scope of requirements of our customers, who prefer to deal with a single supplier for a wider range of their packaging requirements. One of the requirements is labels. Being prompt to react to our customers' needs, we clinched the opportunity to provide superior labeling solutions at par with global standards that Positive is known for.'

SGRE Labels has state-of-the-art European machines with additional equipment scheduled for commissioning in March 2013. The company has an in-house design facility and is equipped with HP Indigo digital printing and converting equipment.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

FRANK DESCHUYTERE APPOINTED CEO OF XEIKON

Xeikon has announced that Frank Deschuytere is to succeed Wim Maes as CEO from January 1, 2013. Wim Maes will join Xeikon's supervisory board; Wim Deblauwe has retired as a supervisory director.

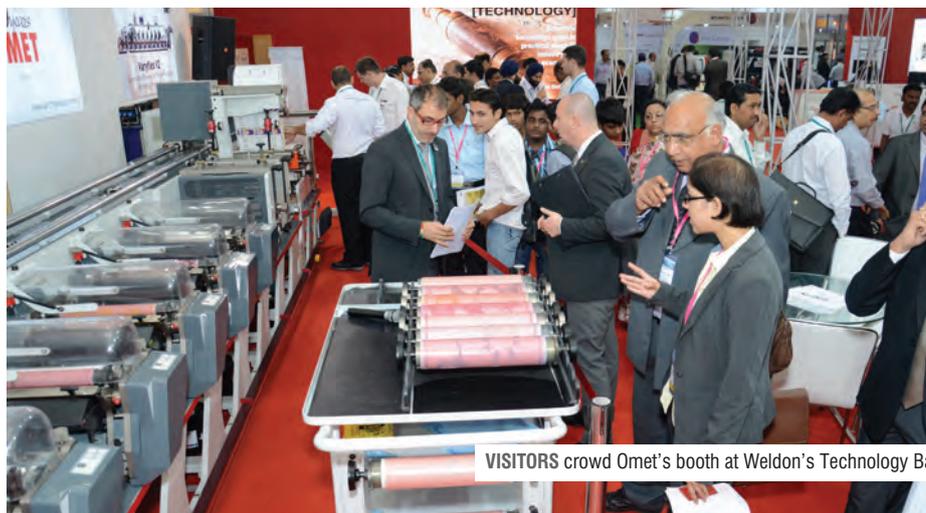
Frank Deschuytere, born in 1964 in Belgium, has more than 20 years of experience in the graphic arts industry. He started his career in 1989 in Agfa-Gevaert's R&D department. In 1999, he joined Xeikon, taking on various roles as a member of the executive team.

In 2010, he moved to OTN Systems, a producer of telecommunication equipment. Deschuytere has a master's degree in engineering science (specializing in civil telecommunication engineering) from the University of Ghent, Belgium, and obtained an MBA from the University of Leuven, Belgium.

Wim Maes joined Xeikon as CEO in October 2009. Chairman Herman olde Bolhaar said: 'We are very grateful to Wim for his achievements over the past three years. He has laid a sound financial platform for Xeikon and established a clear strategic focus with a solid product range. Wim has also made an important contribution to the development and streamlining of our sales and service organizations. We are delighted that he will remain involved in the group's development as a member of the supervisory board.'

AI VISION SYSTEMS FOUNDED

An inspection technology provider has been founded in Barcelona, Spain. AIS Vision Systems is a member of AIS Group, a provider of labeling and coding technology with presence in the UK, Ireland, Poland and Australia. The company becomes the only European distributor of US-based Label Vision Systems' LVS7000 inspection system. The LVS7000 is primarily aimed at printing quality control for labels in the flexo and offset industries, but can also perform on cardboard packages and labels made up of materials other than paper.



VISITORS crowd Omet's booth at Weldon's Technology Bar

ALL EYES ON INDIA

SUCCESSFUL show underlines Labelexpo India's importance in the region's label and package printing industry. Carol Houghton reports

Labelexpo India 2012, held in New Delhi from 29 October and 1 November, exceeded all previous visitor and exhibitor numbers, underlining the show's importance in the region's fast growing label and package printing industry.

Over 200 local and international companies exhibited, including 49 first time participants, and the show attracted 8,049 visitors – up by 33 percent from the event in 2010. The event organizers, Tarsus Group, also reported that 53 percent of exhibitors had confirmed their participation at Labelexpo India 2014 before the show closed – with many committing to bigger stalls.

More than 20 presses were demonstrated live at the show and exhibitors including Nilpeter, Mark Andy and Epson all reported sales from the show floor.

Govind Bhargava, president of the All India Federation of Master Printers, said: 'The printing industry in India is growing faster than the GDP rate in India, packaging is growing even faster than general printing and the labels business is having the fastest growth. Labelexpo India 2012 brought a range of products and services of interest to label converters, folding carton converters, general printers, brand owners and packaging converters together on one platform.'

On the third day, Labelexpo India played host to the LMAI Avery Dennison Label Awards, supported by the Label Manufacturers Association of India (LMAI), All India Federation of Master Printers (AIFMP), Hologram Manufacturers Association of India (HOMAI), Delhi Printers' Association and all of the country's key printing and packaging magazines.

Among India's leading label converters honored were Webtech, Update Prints, Wintek Flexo, Kumar Labels, Ajanta Packaging, Syndicate Labels, Any Graphics, Pragati Pack India, Sicon Packs, Seljogat Printers, Printmann Offset, Mudrika Labels,

Holostik and Interlabels Industries.

A special recognition was awarded to Mike Fairley, Tarsus strategic development director, by the LMAI for his 'pioneering research' and contribution to the label industry in India.

Fairley commented, 'The label industry in India has made significant advances in technology, quality and performance since the first Labelexpo India show in 2008. This has been significantly enhanced through the efforts of the LMAI, which has grown its membership from 40 to 140 companies within that period. It has also instituted the Label Awards events and integrated these into the international Label Awards scheme, run globally by the nine regional label associations.'

He continued, 'Label printers in India today are investing in the highest levels of technology and are now attaining some of the best quality performance seen anywhere in the world. It has been impressive to see just what has been achieved, but this is probably still only a small step forward in what the Indian label industry will achieve over the next four to six years.'

Jade Grace, event director, Labelexpo India, added: 'The Indian label industry has made substantial advances in adopting new technology and investing in innovation, training and sustainable growth since we were last here in 2010. With label and package printing converters spending wisely on top quality machines, materials and ancillaries, the future of India's label industry is undeniably strong with so many opportunities to benefit from. With new prospects emerging for label and packaging printers as the retail sector opens up through FDI and a growing interest in digital technologies, we look forward to returning in 2014 to see how much more this exciting market place has developed and grown.'

A full review of Labelexpo India 2012 will be published in L&L issue 1, 2013.

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HOT OFF THE PRESSA ROUND-UP OF THE LATEST
GLOBAL LABEL STORIES**CTI INVEST ACQUIRES
ARGENTINE CONVERTER
ADHEPEL**

CTI Invest has acquired Argentine label converter Adhepel, owned by Daniel Varsky and Fernando Varsky. Adhepel produces a wide range of self-adhesive labels, specializing in the wine sector. The company employs around 100 employees at two production sites, in Buenos Aires and in Mendoza, where the country's most important vineyards are located.

'We are pleased to have been selected to carry out this regional integration. We believe that it is an extraordinary opportunity for us to further strengthen our market share and profit from the synergy with an industrial group of great international presence,' said Daniel and Fernando Varsky of Adhepel.

'We are very proud of our new close business cooperation with Adhepel, which is an innovative quality-driven and long-established player in the Argentine label market. This synergy will ensure a further expansion of our label business in this globally and highly dynamic market and provide our best service to any potential customer,' said Dominik Mindl, member of the board of CTI Invest.

The management has appointed Juan Felipe Correa Otero as general manager.



(L-R) P. Magnus Olsson, Figosystem,
and Patrik Jenemark, CEO, Nordvalls

NORDVALLS ACQUIRES FIGOSYSTEM**SWEDISH** converters combine

Nordvalls has acquired Figosystem, a pressure-sensitive labeling business located in Kungälv, north of Gothenburg, Sweden. The sale was completed on 28 September 2012.

The acquisition increases Nordvalls' turnover to nearly SEK 300 million (USD \$45m) and broadens the product profile and geographic coverage for the joint business. 'We are very pleased with the acquisition which is part of our growth strategy. Figosystem complements Nordvalls very well both from a product perspective as well as geographically. The companies have several similarities both in their history and in operations and will fit

well together,' said Patrik Jenemark, CEO of Nordvalls.

Magnus Olsson, current CEO at Figosystem and new head of marketing at Nordvalls, said: 'We have during the past 25 years developed Figosystem to become one of the leading labeling printing businesses in Sweden. We see Nordvalls as a natural buyer as we stand in front of a new phase in development. The industry is currently facing a structural change where new label printing groups are formed. Nordvalls is one of the most established and well regarded companies in the industry and we see several similarities between the companies.'

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SPEAR ACHIEVES G7 MASTER STATUS

QUALIFICATION granted by IDEAlliance

Spear, a provider of labels to the global beverage industry, has achieved G7 Master Printer status. G7 Master Printer qualifications are granted by IDEAlliance, a non-profit organization. Master status is awarded to facilities that complete the required education process and continually use the G7 Proof-to-Print Processes.

G7 is both a definition of grayscale appearance and a calibration method for adjusting any CMYK imaging device to simulate the G7 definition. Through using modern technology, techniques, pre-press and press controls, G7 yields a visual match between different imaging systems using simple one-dimensional curves, and enables shared appearance between different printing devices.

To become certified at its corporate headquarters in Mason, Ohio, USA, Spear had to go through a qualifying process that includes optimizing all ink sets and print conditions, printing a fingerprint to evaluate the necessary curve adjustments and then reprinting after adjustments are made. This is followed by a certification from an outside registered source. The detailed print process displays Spear's excellence in print/color management.

'The G7 qualification has delivered a win-win to Spear and our customers. Using this methodology allows our customers to use more standardization with their pre-press suppliers, reducing costs and improving time to market,' said Doug Bartlett, director of graphics at Spear. 'On our end, it has given us a tool to more accurately calibrate our printing processes, reducing set-up time and related waste. It also improves consistency in our print process within a run and from run-to-run, delivering a more consistent product to our customers.'

Spear is currently exploring G7 qualification at two other US locations.

TLMI APPOINTS NEW BOARD MEMBERS

ART Yerecic hands chairmanship to Dave McDowell

At the recent annual meeting of the Tag and Label Manufacturers Institute (TLMI) held in Naples, Florida, the association announced newly elected board members and executive officers.

New board members include: Christopher Che, president and CEO of Hooven-Dayton Corporation; Gary Cooper, plant manager of Staples Print Solutions; and Alex Elezaj, COO of Whitlam Label Company. Additionally, Daryl Hanzal, president of Ritrama, was reappointed to a full term on the board as a supplier member.

During the banquet at the meeting's close, Art Yerecic, president of Yerecic Label, handed over the association's chairmanship to Dave McDowell, president and CEO of McDowell Label & Screen Printing. Other new officer announcements include Jeff Dunphy, president of Design Label Manufacturing, as chairman elect, and Dan Muenzer, vice president of global marketing at Spear, as association vice chairman.

TLMI president Frank Sablone commented: 'I would like to extend a warm welcome to TLMI's newest board members. The association has witnessed tremendous growth over the past two years and our Tech Conference, Converter and Annual Meeting attendance rates have been at the highest in the association's history. I'm confident the new board members and association offers will bring new energy and insights to TLMI's strategic positioning as a member-driven association and will be able to expand our outreach into the greater market even further.'

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To learn more about the iTech CENTRA HS Digital Label System please contact Allen Datagraph Systems, Inc. at info@alldatagraph.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.



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NEWS



STAFF support the label outside the AC Labels factory in Derby, UK

AC LABELS CLAIMS WORLD RECORD BARCODE LABEL

UK converter produces 40-meter self-adhesive barcode label

To celebrate the 60th anniversary of the patenting of the barcode, variable barcode labeling specialist AC Labels, based in Derby, UK, has produced what it claims to be the world's longest linear barcode self-adhesive label.

The monster label, measuring 40m long, was constructed using the classic Code 128 linear barcode symbology to say 'Happy 60th Birthday Barcode!' in machine readable format on self-adhesive label material.

The label was printed in just over two minutes on a Xeikon 3300 on a single piece of material without any stitching of the barcode image. The attempt has

been submitted to the Guinness Book of Records as a world record attempt.

Dr Adrian Steele, managing director of the Mercian Labels Group, said: 'This exercise was undertaken to test the capabilities of our equipment to address unusual barcode label projects as well as celebrating the barcode's birthday.

'Unusually, it is also one of the few labels to leave our factory without knowingly being verified to ANSI standards, but to be honest finding a scanning device up to the job has proved somewhat challenging. Our best idea so far is to ask NASA to spin the Hubble space telescope around and take a snap.'

EFI FIERY IS FIRST JDF-CERTIFIED DFE

EFI's Fiery digital front ends (DFEs) are the first in the industry to achieve JDF certification for digital printing. EFI Fiery System 9R2 and newer servers have been awarded the JDF1.3 Integrated Digital Printing Interoperability Conformance Specification (ICS) certification.

John Henze, vice president of Fiery marketing at EFI, said: 'EFI's continuing investment to support the latest JDF standards is key to enable all the EFI MIS and web-to-print solutions, plus third-party products, to seamlessly integrate with Fiery digital front ends, making Fiery the preferred choice for commercial printers.'

Customers can use JDF certification as a criterion in product evaluation and purchasing decisions. Buying JDF-certified systems and software should save customers time and money

when integrating new equipment into their production workflow – without requiring time-consuming coding of private extensions. Developers also save coding time to cut their time to market.

'The Fiery DFE certification is a significant step forward as the industry moves increasingly into digital production,' said Dr Mark Bohan, vice president, technology and research, Printing Industries of America. 'Automation is one of the ways in which print providers can differentiate themselves to become more profitable. The certification of DFEs is crucial for digital printing as it provides the ability to achieve excellent integration with already-certified MIS systems.

It gives print providers confidence that automation will work efficiently and integrate into their workflow systems.'

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



THE NEW FACILITIES will be completed this year

HAMMER PACKAGING BEGINS EXPANSION

US converter Hammer Packaging has begun work on a 13,000 square-foot expansion of its corporate headquarters in Rochester, New York.

The new floorspace will be constructed on the south side of the existing building and will house a third variable sleeve offset printing (VSOP) press, with room for a fourth.

The facility produces a wide range of label formats including cut and stack, roll-fed, in-mold, foam and shrink sleeve labels.

'This is a significant investment for our company,' said James E. Hammer, president and CEO. 'The decision for the building addition is to better maintain our present workflow and maintain as much cost effective manufacturing square footage as possible to support our aggressive sales growth.'

Earlier this year, the company moved and expanded its flexo operation to the Rochester Tech Park location with a second new narrow web 10-color Nilpeter UV flexo press and an additional 60,000 square feet of space.

COLOR-LOGIC OFFERS CONSULTING FOR BRANDS

Brand managers now can obtain qualified assistance in effectively using the Process Metallic Color System developed by Color-Logic. Chief technical officer Richard Ainge said: 'We are often contacted by brands to help them fast track their labels and packaging. Although the Process Metallic Color System includes comprehensive tutorials and tools, brand customers have told us that our depth of experience helps them dramatically reduce the time from design to product release.

'Our broad experience includes graphic design, printing processes, substrates, inks and coatings – all of which are critical elements in gaining the full advantages of the Color-Logic process.'

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IN the wine, spirits and other uses category, the gold award went to Marzek Group for the Madeira Collection

B&B PRESENTS GOLDEN LABEL AWARDS

Label and flexible packaging paper producer Brigl & Bergmesiter has presented the prizes at the Golden Label Award 2012 ceremony to a host of industry names.

The winners and commended entries were chosen from a total of 297 entries from 21 countries. In the wine, spirits and other uses category, the gold award went to Marzek Group for the Madeira Collection. Silver was awarded to Miguel Freitas Design for its Cardal entry, while bronze went to Marzek Group again, this time for its work on the Gmeiner entry. Vollherbst-Druck was given the merit award for its work on Apfelsecco.

In the mineral water and soft drinks category, gold was awarded to Goetz & Müller for L'Eau Sans Souci, silver went to Töpfer Kulmbach for Proviand Biolimonade, bronze went to IGP Imprimerie Georges Paris for Hello Kitty & Friends, and Ferdinand Walcher and CF Rees picked up the merit commendation for Vöslauer Gastro Ausstattung.

The beer and beer mixes category saw Neumarkter Lammsbräu pick up gold for

Gourmetbier -1628, SAB Miller India claim silver for Indus Pride, Ferdinand Walcher and CF Rees win bronze for Birrecco. Goetz & Müller took the merit award for Bavaria Dark.

In the best technical quality category, the Bodegas Los Frailes label won gold for Designstudio Ertel and Etiketten Carini, the "Gurkha 125th Anniversary" cigar band gave TSO Packaging Printers the silver prize and Ashton Mi Amor Reserva saw Vrijdag Premium Printing claim bronze. The merit award went to Töpfer Kulmbach for the Schneider Weisse Limited Edition entry.

Prizes in the best marketing concept and design category went to: Marzek Group and Demner, Merlicek und Bergmann, who took gold for the Stiegl Hausbier entry; Savasa Impressores, which claimed silver for the Lunares entry; and Kulmbacher Brauerei, which won bronze for the Kapuziner Kellerweizen entry. Störtebeker Braumanufaktur received the merit prize for its work on Atlantik-Ale.

The special audience prize was awarded to Perla Harghitei for the Allegria label.

MOBILE APP LAUNCH

Smartrac, a manufacturer of RFID transponders and inlays, has teamed up with US-based application provider ClikGenie and partner FineLine Technologies to launch ClikSecure, a mobile application for NFC-enabled product authentication.

The app claimed to be the first to have dual functionality for in-store product merchandising and product authentication. The app has been developed to work with a variety

of different ICs and near field communication (NFC) inlays. The inlays can be attached directly to the product or made as a separate label designed according to the brand owner's graphics.

Consumers may tap the inlay using any NFC-enabled phone to receive information the brand owner wants to share, such as details on the vineyard, wine ratings, food pairings and tasting notes.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

ITL AND IST HOST UV LED SYMPOSIUM

Integrated Technology (ITL) and IST America co-hosted their first US UV LED curing conference in Chicago in September.

Over 120 delegates from the semiconductor, UV chemistry formulation and system integration industries as well as end users attended the one-day event where nine speakers addressed topics such as core technical applications, how to integrate LEDs, and chemistry developments.

'The view overall is that LED performance will continue to improve though initial capital outlay remains a perceived barrier to entry,' commented Jennifer Heathcote, general manager, ITL North America.

FERRARI INNOVATION SOLUTIONS TO HOLD WORKSHOP

Ferrari Innovation Solutions has announced plans for its 'Reigniting growth through leadership and innovation' workshop, being held in partnership with Sustaining Success Solutions. The two-day workshop is designed to guide leaders and teach the tools of innovation and leadership to employees. The workshop has been successfully piloted during the last two years and is now available for B to B and B to C businesses.

'The workshop inspired my leadership team into action,' said Jay Dollries, president and CEO of Innovative Labeling Solutions. 'Immediately following the workshop we put five innovation teams in place on some tough problems. The results have been great for our business.' The workshop will be taught on the client's site, and should be attended by entrepreneurs, project leaders, business leaders, marketers and R&D engineers.

KODAK PRINERGY WINS LEGACY AWARD

Kodak's Prinergy workflow received the first 'Must See' Ems Legacy Award' at the pre-show Executive Outlook Conference at Graph Expo 2012. 'Winning such a prestigious award recognizing Prinergy Workflow's contribution and Kodak's commitment to the print industry is an honor,' said Jon Bracken, Kodak's general manager of Unified Workflow Solutions. 'Prinergy Workflow is known for its automation and version 6 will focus on integrating the production planning process – reducing the time customer service representatives, production planners and pre-press operators spend preparing optimized production plans.'

Prinergy Workflow includes the upcoming Kodak Preps Imposition Software version 7, Kodak Colorflow Color Management Software version 2, and the currently available Kodak Insite Prepress Portal version 6.5, which was also named a Graph Expo 2012 'Must See' Ems' award winner in the Management Systems category.



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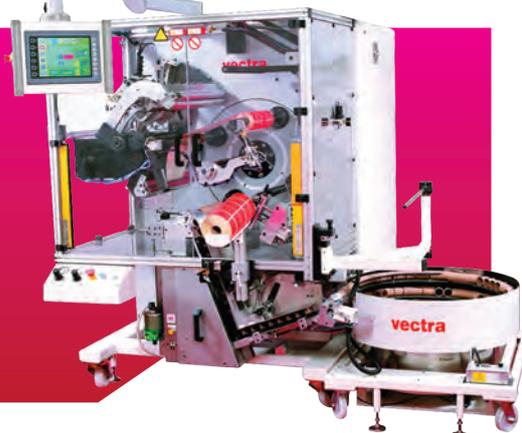
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Sustainable Brands '12

END USERS are finally talking to their supply chain about sustainable packaging. Danielle Jerschefske reports

One thousand three hundred people representing some of the world's foremost brands including Coca-Cola, Unilever, Hewlett-Packard, J&J, Patagonia, Walmart, P&G and Burton and their value chain stakeholders such as BASF, Waste Management, Innovia Films, 3M, TerraCycle and the FSC (Forestry Stewardship Council) gathered in San Diego, California earlier this year to discuss the future of business as we know it. One overriding topic discussed at Sustainable Brands '12 was the need for more transparency, collaboration and communication within the supply chain.

The group of participants spoke openly about their concerns with regard to their business' place within a more sustainable global economy. Brands of all shapes and sizes, from myriad industries, are working to align sustainable values with both their products and packaging to meet – or surpass – expectations around both environmental and economic impacts.

However, the reality of achieving economies of scale for more 'sustainable' processes in the manufacture and use of pressroom chemicals, inks, substrates and plates – including integrating profitable recycling channels – is a powerful barrier to more sustainable value chains. But the packaging industry already offers some shining examples of how global capitalist markets can be moved into more environmentally aware channels.

PACKAGING MATERIALS

While almost one third of plastics in the US is used for packaging production, bio plastics represent less than one percent of the overall plastics market. However, bio plastics are growing at a

rate of 20 percent year on year from this small base, and we are seeing a wider pool of biomass resources made available, including sugar cane.

The price structure of petroleum-based products generally leaves very little room to reduce cost, but there is much that can be done tackling issues like reducing energy consumption and increasing the recycle rate. At the same time these materials must meet tough performance requirements in terms of barrier properties, for example.

Materials innovations play a pivotal role in the future of sustainability, which is why the participation of Dow, DuPont, BASF and NatureWorks in the Sustainable Brands organization is so important. The participation of all value chain stakeholders will be critical in scaling up new discoveries at the molecular level to commercial economies of scale.

BASF is currently developing a process to utilize renewable resources for the production of acrylic acid, for example. Acrylic acid is made by oxidizing propylene, a derivative of crude oil, and is used in adhesive raw materials and coatings, diapers and paints. BASF is the world's biggest supplier.

Cargill and Novozymes, a biotechnology enterprise, have been working together since 2008 to develop bio-based acrylic acid technology and have developed microorganisms that are able to convert renewable feedstock into 3-hydroxypropionic acid (3-HP), which is a step forward in bringing a renewable acrylic acid to the market. BASF's task now is to find a way to turn 3-HP into renewable acrylic acid.



SB 12 SNAPSHOT

- 1300 people from nineteen countries – up sixty percent from 2011
- 70 percent of consumers don't care if brands disappear
- 93 percent of consumers believe they can make brands change their behavior
- American consumer spending accounts for 70 percent of US economy

Should BASF break through the scientific barriers, the opportunity is huge. The annual global market volume of acrylic acid is around four and a half million tons with a value of 11 billion USD at the end of 2011. The market has been growing at a rate of four percent per year.

Volker Schaedler, CEO of Germany-based BASF, discussed how the company is adding value through both internal and external collaboration: 'We have changed a lot about how we collaborate for solutions in many industries, and in working together with stakeholders it only adds value for creating chemistry for a sustainable future.'

'We are aligning efforts by bringing together those in the value chain that can drive the change needed to become a more sustainable society. As a chemical company it's important to gain the insight to what consumers and others are talking about when it comes to chemistry and product development.'

CLEAR COMMUNICATION OF CERTIFICATIONS

It's imperative that label converters learn and understand the basis behind certifications that their suppliers are using. In this way the correct information is given to brands to communicate effectively to consumers on the shelf and through packaging. This in turn will help improve the end-of-life stage of packaging.

One example is compostable packaging, for which there are already standards in place – ASTM6400 in the US and EN13432 in Europe. At the beginning of October the US Federal Trade Commission announced updates to its Green Guides, a tool for marketers to use when communicating 'environmental benefits' of products and packaging to consumers. One of the terms the FTC clarified is 'compostable'. In section 260.7 it explains that for a marketer to safely use the term 'compostable' they should have 'competent and reliable scientific evidence that all the materials in the item will break down into, or otherwise become part of, usable compost in a safe and timely manner in an appropriate composting facility, or in a home compost pile or device'.

According to the European EN 13432 standard, substances are considered fully biodegradable if at least 90 percent of the organic carbon contained in them is converted into CO₂ within a testing period of no more than 180 days.

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Despite being rather vague, the updated Green Guides provide some formal basis for combating the worst examples of deceptive 'green' marketing claims, allowing offenders to be warned and fined.

These standards are driving the development of compostable packaging components. In 2010 BASF obtained a certificate for Epotal Eco, claimed as the first compostable water-based adhesive, from DIN Certco, a certifying body of the German Technical Inspection Agency, TÜV. Test results have proven that within 70 days Epotal ECO is decomposed by 90 percent. After decomposition Epotal ECO leaves no toxic residues nor shows any negative effects on the environment. BASF said it is particularly suitable for the production of completely compostable, multi-layer film packaging based on materials like NatureWorks' PLA, Innovia's NatureFlex or paper.

The molecule structure of the product resembles that of naturally occurring polymers. Microorganisms are able to convert them into carbon dioxide, water and biomass with the help of enzymes. The best results are achieved in industrial composting facilities since they offer suitable conditions for microorganisms.

At the same time biologically degradable adhesives are being developed which will play a decisive role in the development of compostable packaging materials.

COMMERCIAL SOLUTIONS

Among sustainable products already on the market are Innovia's NatureFlex films, available in clear, white and metalized grades. These are manufactured from 95 percent renewable wood pulp sourced from managed plantations, which either have or are working towards FSC, PEFC or similar certification.

NatureFlex films are certified to meet the American ASTM D6400, European EN13432 and Australian AS4736 standards for compostable packaging. The material has also been confirmed as suitable for emerging waste-to-energy techniques such as anaerobic digestion, aiding the diversion of organic wastes from landfill.

The films have been designed to perform as a solid barrier for chip bags, candies and other primary foods and meet USDA and other standards for consumer safety.

In mid-2011 the film supplier announced a successful collaboration to create what was claimed to be the first compostable confectionery packaging. Working with BASF and Flint Group, Innovia Films constructed a compostable material using BASF's Epotal Eco layered in combination with its NatureFlex film. Printing was completed at the technology center of the German Flexographic Association (DFTA) in Stuttgart, Germany.

Flint Group supplied the nyloflex ACE Digital plates optimized for printing

flexible and aseptic packaging with FlexiPrint MV inks that are free from heavy metals and also suitable for composting, while offering high color strength and excellent gloss. The ink system is also free of TAA and phthalates.

In early 2012 the Canadian candy company Ganong Bros, founded in 1873, announced the use of NatureFlex material to package its range of Easter confectioneries in stand-up pouches. The candies included chocolate covered cherry eggs, Easter eggs, chocolate covered marshmallow eggs and Easter animal jellies.

The stand-up pouch was converted by Canada-based Genpak using NatureFlex NKR laminated to a biopolymer sealant layer. Genpak reported that NatureFlex provides excellent barriers to oxygen and moisture, and that the film printed and performed well on its machines.

Bruce Rafuse, vp of marketing at Ganong, said: 'We had two primary objectives in selecting the package: first and foremost was to improve sales and distribution and second to differentiate us from the competition.'

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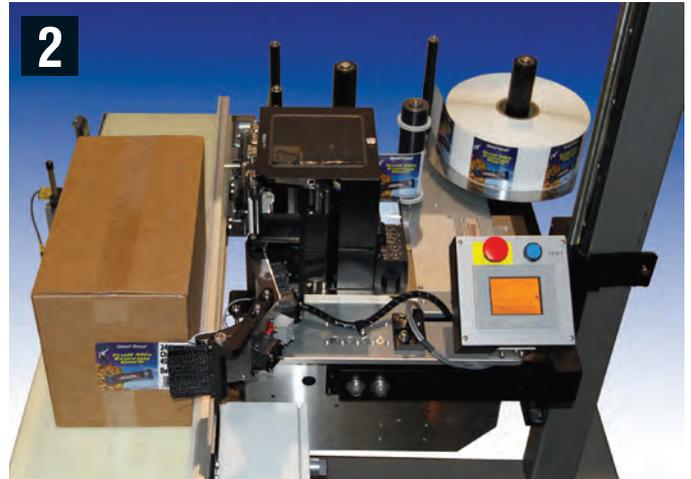
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NEW PRODUCTS



1 **WEBCENTER 12** **ESKO**

With the release of WebCenter 12, Esko responds to two distinct packaging and consumer trends: the proliferation of product variations driven by mass-customization and personalization; and the increased pressure on regulatory compliance, with the need to accurately incorporate the required regulatory information on packaging and related materials.

According to Jijo Dominic, product manager web solutions at Esko, WebCenter 12 aims to address four challenges directly originating from these market trends: 1) Keep every stakeholder informed; 2) Manage long approval cycles; 3) Manage the overall packaging process from design to shelf; and 4) Handle versions of packages and labels.

'Fully integrated with the pre-press front-end and our business systems, WebCenter 12 delivers us an end-to-end packaging process management,' commented Dave Gilfillan, technical manager for The Malting's site at SGS Packaging Europe. 'Both packaging buyers and packaging suppliers effectively work together on one single platform. Design requests and order forms are presented in a user friendly interface. They trigger the start of a nicely laid out range of tasks and invite different stakeholders to actively participate in the process.'

'WebCenter evolved from a mere online approval tool to a professional packaging management solution, ensuring value throughout the packaging supply chain,' concluded Dominic.

E-Z CHANGE COMPACT DIE-CUTTING UNIT **TOOLS & PRODUCTION**

Tools & Production has introduced the E-Z Change, a compact die-cutting unit for offline use in narrow web applications. It can die-cut rolls up to 455 mm wide at 30 meters/minute, and deliver rewound or sheeted product across a variety of substrates. Each machine is custom built and can include unwind, one die-cut station, matrix rewind, material rewind or unwind, laminate, two die-cut stations, matrix rewind, and sheeter. It is also possible to add magnetic cylinders, stackers, print-to-die-cut registration, three-tier tension control for higher accuracy – all with wider web width capabilities and faster operating speeds.

2 **LABEL PRINTER-APPLICATOR** **WEBER PACKAGING**

Weber Packaging Solutions has launched its new Model 5300 All-Electric Corner-Wrap label printer-applier, a unit that saves energy by eliminating the use of compressed air.

The unit prints labels in a next-out mode, automatically removes them from their liner, and retains them by vacuum on an integrated swing arm-mounted pad. Unlike most conventional label printer-appliers, however, the new Model 5300 All-Electric system creates that vacuum with electrically-operated fans instead of external compressed air.

As a carton approaches the system, the pad gently applies a label to its front panel, then follows around the carton's corner and wipes the remaining portion of the label onto its adjacent side. The system handles labels up to 4 inches wide and 12 inches in length, and will print and apply labels to a maximum of 15 cartons per minute. A wide selection of thermal/thermal-transfer print engines is available to produce text, bar codes and graphic images at 203, 300 or 600 dpi.

GHS-COMPLIANT LABEL PRINTER **EPSON**

Epson America has launched its ColorWorks C831 wide label printer, designed to help chemical manufacturers and transporters comply with Globally Harmonized System (GHS) labeling standards.

GHS focuses on conveying health, physical and environmental hazard information using universally understood symbols or pictograms, specific signal words and hazard statements to ensure globally consistent labeling of chemical products. These standards require that many label elements be printed in vibrant colors to highlight potential hazards. In addition, companies can no longer pre-print labels with a variety of pictograms and then cross-out symbols that do not apply to the chemical being shipped.

Epson's ColorWorks C831 with Just in Time Color labeling eliminates the need for color pre-prints. It is said to allow chemical companies to produce GHS compliant labels at a fraction of the cost of 4-color thermal transfer or color laser labels. Suitable for high volume printing of large format drum and chemical labels, the durable system produces industrial labels up to eight and a half inches wide at speeds up to 16.5 pages per minute.



3 PRINTER AND FINISHER COMBO IMPRESSION TECHNOLOGY EUROPE

Impression Technology Europe (ITE) now offers a combination of printer and finisher that it claims will satisfy the demands of the established printer looking for extra output as well as businesses looking for a cost-effective entry package.

The combination of the Rapid X1 and the Compress Eclipse LF3 gives the user the ability to print and convert standard continuous blank stock into high quality, full color labels fully cut and slit ready for application. Although promoted as a package, each part is also available in its own right.

The Compress LF3 is the new part of the package. Launched at Drupa, installations have already taken place in Australia, India, Europe and the US.

The LF3 is a compact unit that handles intricate cuts and trims as well as full slitting, giving a finished label ready to apply. The machine also handles lamination.

It boasts a maximum label length of 305mm with a cut width of 100mm to 220mm and can handle a roll size up to 300mm (with a maximum core size of 76mm). It uses single point registration for cutting and has full waste matrix removal and rewind.

The packaged software, Winplot, utilizes Windows operating systems and has plug-ins for both CorelDraw and Adobe Illustrator. Although it

can handle unprinted media, the system is best combined with the Rapid X1 to produce fully finished, high quality printed stock.

The Rapid X1 table-top unit utilizes Memjet print head technology to produce high quality printed labels at high speed. The in-line print head does not move, as with other printers, but instead uses 72,400 nozzles to deliver 744,000,000 droplets of ink per second, allowing delivery of labels at a print speed of up to 18m per minute.

The machine has an unwind and rewind system and comes with optical sensors for pre-cut labels.

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Using a 5- color system (CMYK+K), the digital printer runs from a standard Windows PC. Each label can be individual, so whether the user is working on a long or short run, the cost is the same. This opens up the lucrative small order market to label printing that isn't constrained by higher set-up costs normally associated with small runs, says the company.

HOTMELT ADHESIVE UNIT
ETI CONVERTING

ETI Converting Equipment has launched a hotmelt clean edge pattern adhesive unit which can be retrofitted to any existing Cohesio machine.

The system follows the company's acrylic adhesive pattern unit developed two years ago.

The simple process allows variable repeat from 16" to 24" with automatic register and accurate pre-register to minimize waste. A further characteristic of the unit is to allow full web coating at 400 fpm with accurate coat weight control.

'Until now, the pattern hotmelt process was unusable at high speed; all edges were not clean due to the nature of the hotmelt,' said Maxime Bayzelon, vice-president of ETI Converting.

'With this new unit, the quality of printing edges without filamentous burr and the speed of the unit provide the label makers with new opportunities: adhesive spots, coupons and special adhesive forms, including laser sheets.

FX1000E LABEL MATRIX REMOVAL SYSTEM
PRIMERA

Primera Technology, a manufacturer of specialty printers, has launched the FX1000e matrix removal system. FX1000e is used in conjunction with the company's CX1000e color label printer and a number of other digital label production systems.

According to Primera, the FX1000e matrix removal system enables users to streamline label production with an accessory that automates waste label matrix removal, slitting and rewinding to finished rolls.

FX1000e was developed to meet customer needs for a high-production waste label matrix removal tool that expedites color label roll preparation. Finished label rolls are tightly wound and ready to be applied either manually or by most label dispensers or automated label applicators.

'FX1000e is a professional, highly accurate and robust waste matrix removal system,' said Mark Strobel, Primera's vice president of sales and marketing. 'We recognized the need for a rugged and reliable system that our customers can count on day-in and day-out to finish the process of producing their own rolls of color product labels. FX1000e fulfills that need at a price that fits within most companies' budgets.'

PACKAGING AND LABELING FILMS
EXXONMOBIL CHEMICAL

ExxonMobil Chemical has introduced several new film technologies for a range of flexible packaging and labeling applications. These include Metallite 70MET-HB2 OPP film with enhanced barrier properties; Bicolor 18MAT-S OPP film which can reduce package weight; OPPalite 42WOS-RH film that improves operations in frozen novelty food packaging; and Label-Lyte 50TD200 shrink sleeve film which facilitates flotation separation of labels from bottles in support of PET bottle recycling (where available).

'With four new film products being launched at Pack Expo, in addition to the four for labeling that we introduced at LabelExpo Americas in September, this is a particularly dynamic and exciting time,' said Laurie Cardillo, global marketing manager, ExxonMobil Chemical Company, films business.

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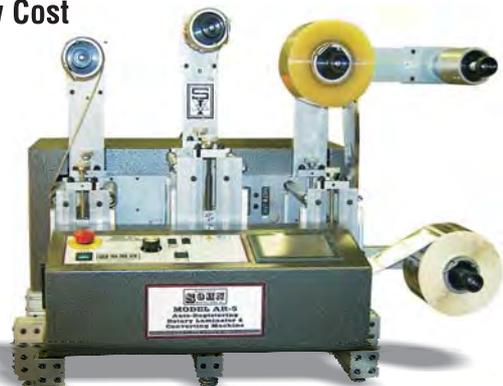


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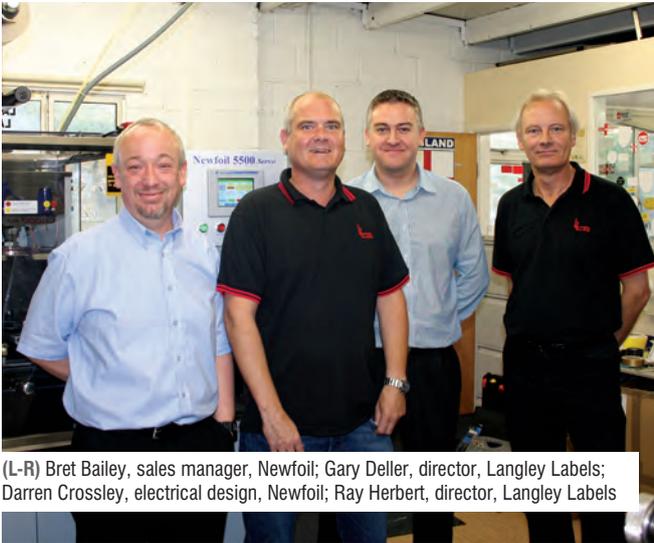


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INSTALLATIONS



(L-R) Bret Bailey, sales manager, Newfoil; Gary Deller, director, Langley Labels; Darren Crossley, electrical design, Newfoil; Ray Herbert, director, Langley Labels

NEWFOIL 5500 SERVO LANGLEY LABELS (UK)

Langley Labels, a converter based in Hertfordshire, UK, has installed the first Newfoil 5500 Servo hot foil printing and converting machine, which was launched at Labelexpo Americas 2012, writes Carol Houghton.

The 5500 Servo machine includes two flat-bed hot stamping/embossing stations plus a die-cutting station, and will enable Langley Labels to buy in digitally printed labels to finish. Ray Herbert, director of Langley Labels, said: 'We can now quote for jobs we previously wouldn't have been able to do. The demand for volume dropped in the recession and this new machine is very economical for small runs but also capable of much bigger.'

The Langley Labels 5500 has a 250mm web width and an intuitive touch screen for control and diagnostics. The machine can save settings for repeat jobs, reducing operator input and set-up time, as well as producing less waste. A simple changeover takes five to 10 minutes and the machine can reach speeds up to 18,000 impressions an hour (75 meters per minute).

The 5500 incorporates the latest developments in motion control servo technology. Optional features include an overlaminating station, in-line servo flexo printing/coating unit, hologram attachment, digital re-registration for multiple passes, web slitting, sheeting/stacker and variable data unwind stand; to facilitate the use of a high quality, high speed thermal or inkjet printers, enabling variable data, graphics and digital print to be produced.

Bret Bailey, Newfoil sales manager, commented: 'The servo press has gone through a long development program to achieve the high speed and accuracy the design brief aspired to. It is good to install the first machine with a familiar customer who can compare it to the previous generation of Newfoil machines and confirm the improvement in efficiency.'

EPSON SUREPRESS SAI PACKAGING (INDIA)

Epson India sold its first SurePress L-4033AW at Labelexpo India 2012 in New Delhi. The press was bought by Bangalore-based Sai Packaging, which has been working with Epson's RIP alliance partner Bodhi Professionals.

S M Ramprasad, deputy general manager – consumer products group, Epson India, told L&L: 'We do not want



EPSON sold SurePress L-4033AW at Labelexpo India

to compete with conventional presses, instead the Epson SurePress will complement them to give converters the flexibility they need for short-run jobs.'

The 7-color inkjet digital label press with white ink is said to make high-quality, short-run label printing easier and more efficient, even on clear and metallic substrates. It delivers exceptional print quality and accurate color reproduction on a wide variety of standard label substrates, enabling label converters to expand their service offering and improve profitability.

Epson's SurePress AQ ink set includes green and orange inks to give a wide color gamut for precise color matching and accurate reproduction of spot/specialty colors. The ink set now includes white ink for solid, opaque white printing on materials such as clear film and metallic substrates.

Ramprasad said: 'The L-4033AW helps label converters and commercial printers to increase their profit in a number of ways. First, it expands their service offering with its white ink and short-run capabilities. Second, it streamlines their production processes, by complementing the conventional presses that require long and complex make-ready processes for even the short run jobs, the L-4033AW is quick and easy to set-up, with no plates or films to prepare. Lastly, the L-4033AW maximizes uptime with automated print head maintenance and hot-swappable ink cartridges, with no need to stop the press to change them during production.'

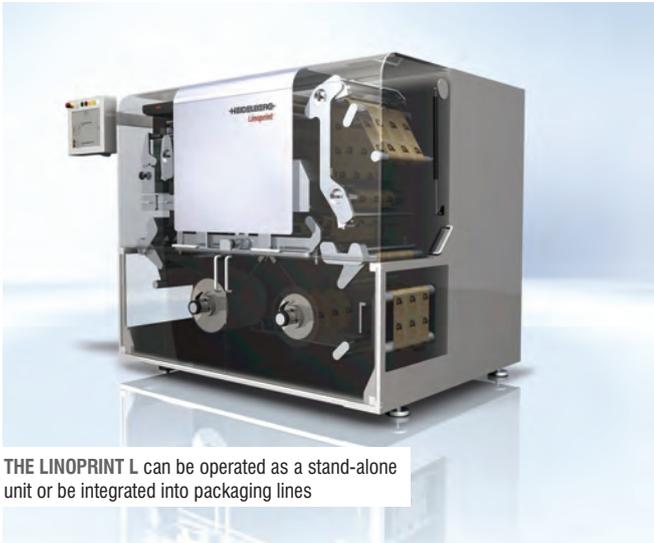
HEIDELBERG LINOPRINT L VOLLHERBSTDRUCK (GERMANY)

VollherbstDruck from Endingen am Kaiserstuhl in the south-west of Germany is the first German wine label printer to invest in a Linoprint L from Heidelberg.

The converter specializes in the production of fine wine labels that are also in demand beyond Germany's borders. Its portfolio also includes wet glue and self-adhesive labels for champagne, sparkling wines, spirits, confectionery and tobacco.

The Linoprint L is a drop-on-demand system for economical, high-quality printing of short to medium label runs and applications with variable content.

VollherbstDruck has been working with a 6-color Heidelberg Speedmaster CD 74 with coating unit for several years and complemented this with a 4-color Speedmaster XL 75 press with coating unit in 2011, the company's 90th anniversary. The print



THE LINOPRINT L can be operated as a stand-alone unit or be integrated into packaging lines



VICKY WAINE, sales and marketing manager, with James Lindsay, general manager, and the new XeiKon 3030

shop also uses a Polar cutter and several Gallus reel-fed presses, including a Gallus TCS 250, a modular offset press with direct servo drive that can be configured and retro-fitted at will.

'We use the Linoprint L to imprint data about the location, grape variety and year on conventionally pre-printed, finished and die-cut labels,' explained Andreas Wohnlich, CEO. 'A further reason for choosing the Linoprint L is the energy we save through UV LED fixing, which delivers better results than previous imprint solutions.'

XEIKON 3030 DIGITAL PRESS

PETERLYNN (UK)

PeterLynn, based in Corby, UK, has installed a XeiKon 3030 digital label press. The new purchase coincides with the expansion of the company, which has added the adjacent business unit on the Willowbrook North Industry trading estate. This additional space is now housing the new digital equipment.

James Lindsay, general manager of PeterLynn, said: 'The digital label printing sector continues to grow, and become an increasingly important part of the label industry as a whole. As a dynamic, growing business, the investment in digital equipment at this point in time made great sense for us, and the physical expansion into a second industrial unit was a necessary addition as space was becoming a limiting factor.'

The XeiKon 3030 digital label press is supported by the installation of an offline AB Graphic Digicon finishing station, capable of providing hot-foil, varnish, lamination and cold foiling.

'The full package of high-speed digital printing and value-added finishing provides an unrivalled suite of the very latest in label creation technology. This equipment will allow us to expand our business into areas of the market that we have not ventured into previously,' added Lindsay.

Vicky Waite, sales and marketing manager for PeterLynn, said: 'The purchase of the XeiKon machine means that we can offer our customers high quality, short-run 4-color labels without incurring expensive plate and set-up costs. This makes it ideal for the shorter run requirements that are becoming more typical of the market, with many customers seeking to reduce their inventory.'

'With no minimum order quantity, and free 100 percent accurate press proofs, digitally printed labels from our XeiKon 3030 digital press offer the ultimate in production speed and

flexibility at an affordable price. Digital color labels are ideal for customers who require high quality labels over multiple designs, or even where the label requires variable data such as serial numbers or barcodes.'

The food safe properties of XeiKon's QA-I toner were a further attraction. 'This aspect alone opens up the door of a number of food manufacturing companies here in Corby,' added Waite.

Established in 1985 by Peter Lindsay – James's father – the company manufactures custom roll labels, plain paper labels, laser labels, tickets and tags. It provides a range of products for specific applications, including synthetic label materials, creating quality label, ticket and tag products. Unique products available include write and seal labels, mobile printer labels, high temperature, cryogenic, asset and racking label products.

ITECH AXSIS DIGITAL LABEL PRINTER WITH WASATCH SOFTRIP

DIGITAL LOLLIPOP (AUSTRALIA)

Digital Lollipop, an Australian digital label converter, has installed an iTech Axxis digital label printer from Allen Datagraph Systems that features an Epson B-500DN inkjet print engine and Wasatch SoftRIP.

The company was founded just over a year ago by Tony Bogatie, who had spent the previous eight years working in the flexo industry, after he saw increasing value in digital printing for short run label production.

Using Wasatch, Digital Lollipop can print many different label designs and layouts for its customers to choose from. This allows the client to see a number of options before committing to one label. 'It's better than a digital proof because customers can see and feel the material,' said Bogatie. 'They can even test it out on their products.'

About half of the company's business is dedicated to printing labels for water bottles. The other half is dedicated to product labels, especially food, cosmetics, wine and nutraceutical. With an average customer order of 500 labels, Digital Lollipop uses SoftRIP to produce high-quality labels quickly and efficiently.

Digital Lollipop uses SoftRIP's variable data printing option (VDP) primarily for customizing its water bottle labels. Variable data on these labels typically includes names and serial numbers. 'Thanks to SoftRIP's variable data printing option, when a customer requires something customized, we never have problems fulfilling the request,' said Bogatie.

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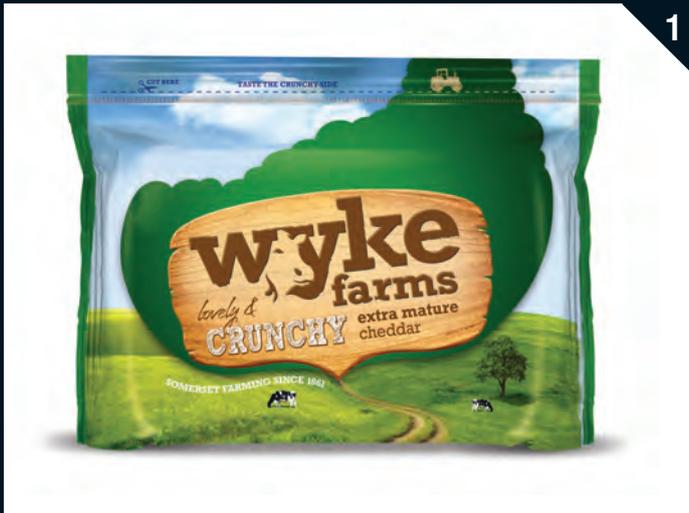
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1

1. WYKE FARMS UNVEILS REBRAND

Somerset based Wyke Farms, the UK's largest independent cheese producer and milk processor, has revealed its new brand identity. The pack designs are said to increase the shelf impact of the brand's cheddar cheese, with improved block branding while retaining the company's recognized 'premium image and farmhouse feel'.

The packaging features a redesigned logo and product descriptor within a large speech bubble. The background scene communicates the brand's fresh and natural credentials showing the Wyke Farms landscape with cows, a tractor and an oak tree. The new designs for all the new packaging were chosen by the general public in Wyke Farms' facebook campaign earlier in the year.



2

2. ROLLING OPTICS ENHANCES COSMETIC PACKAGING

Sweden-based Rolling Optics' 3D images have been used as a branding and anti-counterfeit measure for Oriflame London fragrance. The 'Love London EdT' is an optical illusion with two layers that seem to be on the inside of the bottle, creating a puzzling and compelling visual effect.

'At Oriflame, we knew from the moment we saw samples of the breakthrough 3D innovation from Rolling Optics that this technology had the potential to be a game changer in the cosmetics market', said Brian Sparks, packaging director at Oriflame. Rolling Optics chose UK-based Source Labels as a key partner for high end label conversion in the Oriflame London fragrance /EdT joint project. Sparks added: 'Thanks to the entrepreneurial and innovative spirit of Source Labels and their collaboration with Rolling Optics and Oriflame, we have finally been able to realize that potential on one of our products. We are very impressed by the final result and feel that there are many more innovative opportunities from this amazing technology.'



3

3. NEW VISION PACKAGING WRAPS UP FOR CHRISTMAS MARKET

In addition to packaging for Lee Stafford's all-year-round range, UK-based New Vision Packaging has produced special gift sets for the company during the festive period.

The gift sets consist of a standard white backed board, printed both inside and out with a polystyrene plastic window. The vac forms used inside are made of recycled PET. With a rigid box, recycled PET tray and containing tissue paper on the inside, the Argan Oil gift set has an extra level of luxury to reflect its premium status and higher retail price. Stephen Shortland, managing director at New Vision Packaging, said: 'This latest offering strengthens an already long-established and successful relationship with Lee Stafford. Everyone here at New Vision Packaging is proud of the work we have done with them since 2006.'

'We have re-worked their regular packaging to appeal to the Christmas gift market. Christmas gift sets can prove vital in extending the reach of a brand at such an important time of year, and so it's important that the packaging for these offers something special whilst still being within the brand guidelines.'

If you would like to nominate a label to appear in this feature please contact coughton@tarsus.co.uk

THINK BEFORE YOU INK



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Managing director,
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You are what you invest:

BOB CRONIN of The Open Approach looks at how equipment choices made at Labelexpo help define a converters' future strategy

With the trade show season behind us, there is finally time to reflect on the industry's new introductions and consider which of the latest technologies are right for you. And, of course, to unpack your tote bags. Fortunately, for many of you, it's also time to plan how to market the intriguing capabilities you gained from your purchases.

I'm told this year's Labelexpo set a record of 14,335 attendees and was considered largely a 'buying show.' Exhibiting companies gained monstrous numbers of leads, numerous new products debuted, and investments were made by almost every company that attended. This is not surprising based on the novel concepts seen in everything from nanographic printing; to 'sensor' technologies; laser die-cutting; waste reduction; inventive new films, foils, and presses.

Indeed, I was impressed by the ingenuity of our great label industry's unrelenting R&D forces. I was equally encouraged by the energy and enthusiasm I saw at each and every

company stop. Both the booth reps and the attendees shared in the industry's revelry, and everyone seemed committed to not only grow their unique business but also to build the industry, leveraging the latest and greatest inventions. People kibitzed and consorted, and truly collaborated. And at the end of the day, whether you bought or not, everybody had fun.

I am in an enviable position these days. As an M&A consultant, I no longer have to focus on evaluating the ROI of a specific technology or formulating a cost-benefit analysis of changing to

"Everyone seemed committed to not only grow their unique business but also to build the industry, leveraging the latest and greatest invention"

a different house substrate. Instead, I get to participate in seeing what label companies believe will best grow their businesses, and helping them ensure that it will. I also get to witness what investor ownership sees as the next game-changer, and work with them to articulate a winning strategy.

Bottom line, I have the privilege of seeing the industry as it truly is. I can readily appreciate its accomplishments, marvel at its innovations, and understand all the factors and influences that are coming together – and driving us forward.

Like all industry trade shows, Labelexpo was about growth. And this, my friends, is the reason we are in business.

All considered, there was a different 'vibe' at Labelexpo than we saw at some of the other industry events. The belief in continued investment demonstrated our industry's resilience to some of the forces that are affecting other graphic arts colleagues. Additionally, our attendance roster itself underscored the investor interest that you simply didn't see at the other shows. While private equity, for example, has multiple billions staked in the overall graphic arts, they were not largely visible at the other expos. Alternatively, if you looked at the name badges at Labelexpo, you couldn't visit a booth or engage in a presentation without coming across representatives from a few of our industry's top investors.





Okay, but what does all of it mean? In the past, whether you were buying or browsing, every graphic arts company eagerly sent their people to participate in whatever annual show presented itself. Organizations willingly paid for staff to attend presentations, bring clients to schmooze, or simply walk the show floor looking for leads. The economy has drained much of the 'educational experience' thinking, however. In some sectors, expo passes have gone from 50 US dollars to 35 US dollar to free. And for many of the shows, 'free' still isn't good enough.

Labelexpo proved that our industry is thriving. Attendance this year wasn't about your company letting you out of your cubicle for the day; it was about driving real enterprise growth. Our people were out making purchases that will help their businesses win clients, improve performance, and ultimately succeed.

This change is refreshing. It is clear that label companies truly understand what is growing the industry. You know what customers demand. You know which technologies are capturing the greatest interest and generating the prospect calls. And, truly, you know, that to stay viable, every company needs to stay abreast of the latest adverts and be committed to investing in them to drive their respective futures.

In addition to gleaning savvy on the

functions of the new technologies, these purchases themselves can tell you a great deal about your position, proposition, and possibilities.

EQUIPMENT INVESTMENTS TELL YOU ABOUT YOURSELF

Most companies in today's economy have reeled in spending, scrutinizing financial decisions with ROI studies and other analyses. Still, every company needs to stay current. Every company needs to invest and improve. This is simply an expectation of the market.

You don't have to dole out for a UV flexo packaging press (unless you really need one), but you do need to keep your manufacturing abilities healthy and find new ways to ignite customers. Maybe you can utilize some of the novelties from the Ecovillage area as opportunities to extend your sustainability edge. Or perhaps the latest new solvents, inks, or coatings can improve your production quality.

As you write your news stories and client emails about your purchase, you are not simply telling them you have something new, you are communicating what is important to your company and what you believe is valuable to both of you.

EQUIPMENT INVESTMENTS TELL YOU ABOUT YOUR COMPETITORS

While your investments at Labelexpo can help you hone your competitive edge, they can also provide critical insight into your competitors. Instead of simply celebrating your new purchase, take note of what others are doing so you can know how to better compete.

Take note of the press release barrage on whattheythink and other industry sites, and see what others bought. What technologies did your biggest rivals pick up at the show? How do your investments compare? Did they spend more – or less – than you? Are there

particular vertical markets or projects for which their investments are well suited?

Consider their spending and think through what they are doing to grow their customers and position themselves for the future. Their expenditures can tell you a lot about their business, which capabilities they are expanding, the needs of their clients (your prospects), and even a snapshot of their financial health. (If you can't find their news readily, take a look at their own company websites.)

Once they get their technologies rolling, will you have any difficulty bidding against them? Prepare yourself for their new capabilities and have a game plan to withstand any new opposing advantage.

EQUIPMENT INVESTMENTS TELL YOU ABOUT YOUR INDUSTRY

Viewed in aggregate, expenses made at Labelexpo and throughout the year can reveal real customer trends and the industry's trajectory. And often more accurately than any research group or association. What are today's best-selling equipment and technologies? What are the specific capabilities or functionality these bring? How do these answer customers' needs? And finally, which of these are the key influences driving opportunity? If you understand where the industry is going – through equipment and otherwise – you'll be better able to build your company into one of its champions.

Yet, market dynamics will always in flux. What is in demand today may be insignificant tomorrow. Expo season or not, you need to have a command of the inventions and opportunities that drive meaningful business. One of the ways to do this is to stay abreast of what's happening in equipment and technologies and what key players consider most valuable. Stay apprised, stay informed, and stay nimble. At some point, you will be looking to acquire, divest, sell, or exit. That's when your investments can reap the greatest reward.



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.

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INNOVATIVE TECHNOLOGY FOR CREATIVE LABELS



REYNDERS' Boechout production plant

Inkjet matches flexo quality and speed

MIKE FAIRLEY visits Reynders Label Printing in Belgium to see the impressive output now being achieved on the industry's first Domino N600i inkjet label press

Digital printing has grown rapidly in recent years and more and more converters have installed one, two, or more, digital presses from the leading electrophotographic or inkjet press manufacturers to complement their conventional printing technologies. Few however, can claim to have extensive experience of all the main digital printing technologies, or to have established a complete separate digital printing factory, let alone be at the forefront of digital development in working with one of the newest digital presses to come to the market.

It is therefore something of a revelation to visit Reynders Label Printing, Belgium, and experience seeing a digital press hall with a range of Xeikon, HP Indigo and Agfa Dotrix machines, as well as the very first installation of a Domino N600i inkjet press, all working together in one factory site.

From its humble beginnings over half a century ago, when Mr Emile Reynders founded the company in 1956 printing stationery in the family home, the company has expanded to become one of the leading label specialists in Europe and can rightfully claim to be one of the European pioneers and leaders in digital label printing – perhaps a world leader in their understanding of the various digital technologies, and in their experience of working with Domino to achieve the impressive inkjet printing output now being attained.

Headquartered in Boechout, Belgium, with six specialized printing divisions and eight production facilities spread throughout West and Eastern Europe and Asia, Reynders Label Printing certainly prides itself in its commitment to delivering the very best in design and label printing in which innovation, quality and customer service are of paramount importance.

Today, Reynders, which remains a family-run business, has

over 60 printing presses and more than 450 printing stations covering flexography, offset, letterpress, screen, dry toner, wet toner and ink jet printing technologies, enabling the company to offer one of the broadest ranges of label printing equipment for a host of applications. It has been this focus on maintaining its leading position through investment in the very latest label printing equipment that led to the installation of a Domino N600i digital colour label press at its Belgium production facility earlier this year.

Chief executive officer Marc Reynders told *Labels & Labeling*, 'Over the past few years, label printing has been facing new challenges with customers demanding ever tighter delivery deadlines, shorter average run lengths, more personalized data; but still the highest quality of end product. As a result, we needed to find solutions that can not only cope with these changing demands, but that also means adjusting our service offering for our customers. It ultimately helps us to move our business forward in line with the changing dynamics of the industry.

'When we first saw an early technology demonstration of the N600i at Ipex 2010, our production team were immediately impressed. For a digital printing press, it looked to offer much higher levels of productivity than we had seen before. This was combined with an improved print quality for inkjet.

'We already had a number of HP Indigos, the latest Xeikon technologies and three Agfa Dotrix digital inkjet label presses all of which were doing a good job,' explained Marc, 'But to take Reynders to the next level in digital label production we needed a solution that could offer high quality digital printing at significantly increased speeds.



REYNDERS' Boechout production plant shop floor



MARC Reynders, chief executive officer

'When Agfa decided to stop production of their Dotrix machines we faced the challenge of finding a new digital inkjet press partner. It looks as if we have now found that new partner in Domino. The N600i has proved to be just what we were looking for.'

The press offers a native 600dpi print resolution and uses one of the smallest drop sizes (six pl) to deliver the highest quality output onto a range of coated paper and plastic label stocks, and operates at speeds of 50-75 meters per minute. Combined with a standard 333mm (13") wide web width it provides up to 1,500m sq of print per hour. In addition, by varying the droplet sizes delivered from a single print head combined with the composition of the ink, the N600i can reproduce a wide colour gamut including over 80 percent of the Pantone color range.

With this being the first installation of an N600i as you would expect it didn't go without its challenges, but both the Reynders and Domino teams worked together to ensure any issues were addressed and the installation met all requirements. 'It's fair to say that with any beta site, installation can take longer than usual, but we are delighted with the outcome,' confirmed Marc. 'We always had complete confidence in Domino throughout the process. They listened to our requirements, were extremely helpful in exploring ways to overcome any issues and conducted the installation with the utmost professionalism.'

Within a short time, the operations team had the N600i running at production speeds of 50 meters per minute, a significantly higher rate than the company's existing digital technologies, and were using the press for new mid-volume applications of up to 3,000 meters, well above the 1,000 meters limit they typically would schedule on digital machines.

The increased speed of throughput brought additional challenges for the operators, as it meant they could no longer manually check for rejects and quality of output, as was the procedure for the company's slower running digital press solutions. As a result, Reynders

installed an AVT automated vision system onto the N600i line that could cope with verification of output at such high speeds, reducing operator intervention and adding further to production efficiencies.

Reynders' pre-press and digital production manager André Vandepitte explained that the Domino press technology fitted in well. 'We already worked with the Esko workflow and this together with the intuitive user interface made working with the N600i so much more straightforward. With so many label press technologies installed across the Reynders multiple sites, the fact that Domino had integrated the Esko front end into its N600i undoubtedly added to its appeal to Reynders and it certainly assisted with its integration.'

'The press installation and set-up to full running capability was also quicker than we anticipated,' added Andre. 'And that's based on our previous experiences with other digital press installations. I would say that we have been more than pleased with the work that Domino has put in to bring us up to the production quality and output speeds that we are consistently and reliably producing.'

'To date, we have been running the Domino N600i on a single shift. This is now moving to two shifts as we find more and more work that meets the presses impressive production capabilities. We are also working with the Domino team to develop new inks and in the installation

shortly of a GM in-line die-cutting and finishing line. This will enable us to run reel-to-reel, or reel-to-finishing, undertake varnishing and to print larger rolls and take on even longer-run jobs.'

Some 10 months on from installation, Marc comments on the N600i technology: 'Although it is still early days, we are extremely impressed with the capabilities of the N600i.' He is already looking to exploit the potential it can offer in terms of longer term new business opportunities. 'The press has certainly lived up to our expectations of high resolution, high quality output at significantly higher operational speeds. The operation has been reliable and we are able to run much longer production jobs than we would normally print with digital technology, in this respect it is more targeted at replacing what we would normally run on flexo machines.'

'We still have a requirement for an enhanced white ink. However, we are already in discussions with Domino regarding its latest white ink developments and I'm hopeful that we will have the white ink quality and performance we require in the near future. This will enable us to target new opportunities and markets for the press.'

'Having said that, if the N600i continues to perform to our expectations and we can achieve all our ongoing business goals, we will certainly be considering further investment in this technology in the future,' concludes Marc.



WORK coming off the Domino digital press



VAUGHAN CUMMING (operations director), Sandra Cumming (managing director), and Paul Boucher (SArepro (Pty) Ltd, representative for Mark Andy and Rotoflex sales in South Africa) in front of First Impression Label's new Performance Series P3

First for First Impression

SOUTH AFRICAN converter First Impression has installed the 150th Mark Andy Performance press and completed its collection of three Performance machines. Andy Thomas reports

A double celebration hit Durban in South Africa recently, with Mark Andy raising a toast to the 150th installation of its Performance Series press line, and First Impression Labels & Films becoming the only label converter in the world to have one each of the Performance Series line: a P3, a P5 and a P7, and all with a 17" web width.

The latest addition to First Impression's plant is a 9-color P3, which, like its P Series stablemates, is a UV/water based combo press, and joins a 10-color P5, and a 9-color P7 installed in 2009. In all, this makes a total of nine Mark Andy presses installed at First Impression since the company began trading back in 1997 – an impressive record for any label converter, but especially so for this family owned and operated business that began life on a farm printing basic labels for the dairy industry.

Owners, Sandra and Vaughan Cumming, moved from stack presses and simple labels to more serious business following a visit to Labelexpo Brussels in 2001, where they ordered an 8-color water based Mark Andy Scout press, their first inline Mark Andy machine. This was followed in short succession by two Mark Andy 2200 lines, a second Scout, and in 2006, one of Mark Andy's servo-driven XP5000 presses to produce film labels. Since 2007, all new presses have been UV/water based combo lines.

According to Vaughan Cumming, director of operations at First Impression: 'We've never had doubts

about Mark Andy technology being right for our mix of work, but the new Performance Series moved the game to a whole new level. Its design is simple, it's stable, quiet, quick and easy to set-up and changeover, and holds consistent register at high speed.'

The majority of the company's work today is for the food and home care markets, and is split evenly between paper- and film-based labels. Its customer portfolio reads like a 'Who's Who' of brand owners, and includes Nestlé, S C Johnson, Colgate-Palmolive, Unilever, and Parmalat. While running filmic substrates initially posed some difficulties, it is now a growth area, and Cumming says his next task was to complete 1.2 million meters worth of jobs in three weeks. A typical run length for the company is 4,000 meters, but he says it processes jobs from 1,000 to 180,000 meters on a regular basis.

In addition to self-adhesive labels of almost unlimited shapes and sizes – including coupons and those requiring reverse-side printing, foiling, and sheeting – First Impression also manufactures shrink sleeves, some of which are used as tamper-evident seals on products where health and hygiene security are paramount. Wraparound labels also provide 360-degree coverage, and facilitate application on containers where adhesion is difficult, while roll fed labels, which require no liner or adhesive, can be used with metal, composite, glass and PET, and can be run off at high speed. Substrate

options include metallics, white or opaque, as well as clear for the 'no-label' look. For the concealment or decoration of pallets, case stacks, and display cases, First Impression offers base wrap or polyroll on a continuous repeat basis.

All output is sold to customers within South Africa, and Sandra Cumming states firmly that this situation suits the company well. 'It's not a huge volume market, but that fits well with our capacity and the priority we place on offering an outstanding level of customer service. High volume, low margin, simple labels are a waste of our technical ability and special knowhow. We understand our market and specialize in serving it well – that's what's behind our continued success.'

Testimony to the company's attention to quality are the awards it has won in the past two years. In 2010, the FTASA presented it with a Gold Award for print excellence in the Wraparound, Stretch, and Other Labels category. The winning product was a Nando's polyroll for Online Advertising, while the Winnie-the-Pooh Bath and Shower Gel shrink sleeve, printed for Character Linen, was also a finalist. Repeating the triumph in 2011, First Impression won the FTASA Gold Award for the Shrink Sleeve it printed for Illovo Peanut Butter and Syrup.

The success record is undeniable, and a highly skilled and motivated staff of 100, working in almost showroom conditions, is an object lesson for other label converters.

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NEW market applications for the Tau 330 now include aluminum foil blister packs for the pharma market

Durst expands digital vision

MIKE FAIRLEY re-visits Durst in Italy to look at its latest Tau 330 UV inkjet press technology and to assess the company's progress since its initial entry into the label market in 2009

It's now a little over three years since Durst Phototechnik, one of the world's leading manufacturers of high quality digital printing equipment for the large format graphics, pre-press, signage, ceramic tile and décor sectors, corrugated packaging and photographic markets, launched a new option at Labelexpo Europe 2009 for the digital label printing industry. It included prepress workflow software, a high speed single-pass digital UV inkjet label press with variable data printing capability and a modular design off-line converting and finishing unit – all dedicated to the special requirements of short-run digital label production.

The Tau 150 digital UV inkjet label press was available in web widths from 100 mm/ four inches to a maximum of 152 mm/ six inches and capable of a throughput speed close to 50 m/min. (~160 ft./min.). Three years on, how has Durst progressed and where does the company's UV inkjet technology stand in the label market?

Like many entrants with new label technology, the early days after the Tau press was launched were not without some early challenges. Nevertheless the first press was installed in a label plant in June 2010, followed by a further nine presses in the first trading year. In addition, five presses were installed in the décor market.

In early 2011, production was

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temporarily halted to enable the company to consolidate and make sure that all the early converter customer machines were working well and that production output and quality was as promised. Satisfied that all was well, sales re-commenced at Labelexpo Europe 2011.

Indeed, the total installed international base of Durst UV inkjet label presses after the first two years had already reached some 20 machines – five in North America, four in Asia, and the rest in Europe. In addition, the entire production output for 2012 has also already now been sold. Quite impressive sales figures for a press technology only launched in late 2009, and which undoubtedly puts them into the top three of UV inkjet label press manufacturers with an installed base in the narrow web label sector.

Looking at the installed base to date, key end-user market applications that the Durst presses are printing for include the pharmaceutical market, household, body care, industrial, automotive and durable labels. New applications being targeted also include aluminum foil blister packs for the pharma market.

While the initial Tau press sales and installations were of the Tau 150, with web widths under 152mm (six inches), press sales and installations today are of the wider width Durst Tau 330 (launched at Labelexpo Americas 2012), which is

available in two print widths: The Tau 330 with a print width of up to 330mm (13"), and the Tau 330/200 with a reduced print width of up to 200mm (eight inches). The Tau's printing resolution with variable drop size and grayscale technology that delivers an apparent resolution of over 1000 dpi, provides nearly photographic image quality with clean text, smooth vignette gradients and good solid colors.

Durst's CEO, Dr Richard Piock, explained to Labels & Labeling: 'Beside our well recognized white ink with very high opacity and the two additional process colors for high pantone color coverage, the new Tau 330 with its greatly expanded print width offers very high size flexibility and at the same time an industry-leading production capacity, two additional and important features which will be a source of competitive advantage for our future customers.'

A standard color configuration of CMYK, combined with an optional orange and violet, plus one of the best one-pass high opacity white inkjet inks on the market, enables Durst to offer up to 90 percent coverage of the Pantone color gamut, depending on the substrate being printed. The UV inkjet technology also prints on most substrates without pre-treating.

Durst inkjet inks are very durable, offer a high degree of light fastness and scratch and chemical resistance, so reducing the need for post-press

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THE DURST TAU 330, launched at Labelexpo Americas 2012, is available in two widths – 330mm and 200mm

varnishing, coating or laminating.

Durable UV inks are especially important for label converters who often need to supply product identification labels as UL / cUL recognized components for labeling of consumer electronic equipment, cellular communication equipment, garden equipment power tools, etc. where in all cases the label identification system must be durable for the lifetime of the product. The Durst Tau UV inks combined with 3M substrate combinations jointly carry PGJ12 recognition, simplifying the UL recognition process for converters who currently need to maintain their own ink registrations with UL for many of the traditional press ink applications.

New developments also include metallic inkjet inks. Already developed to an acceptable quality and performance, the special Durst inks are continuing to be developed to further enhance the impact of inkjet-printed metallic images without the need for foiling. 'Indeed,' says Helmuth Munter, segment manager, Label Printing at Durst, 'We currently invest around eight or nine percent of our turnover in R&D each year and have a major inkjet research center in Lienz, Austria. We have been a world leader in wide web inkjet printing since 2001. We also regularly test all the main inkjet print heads on the market to ensure that the Durst presses use the best heads available. Currently Durst uses Xaar print heads in the Tau press as these allow the

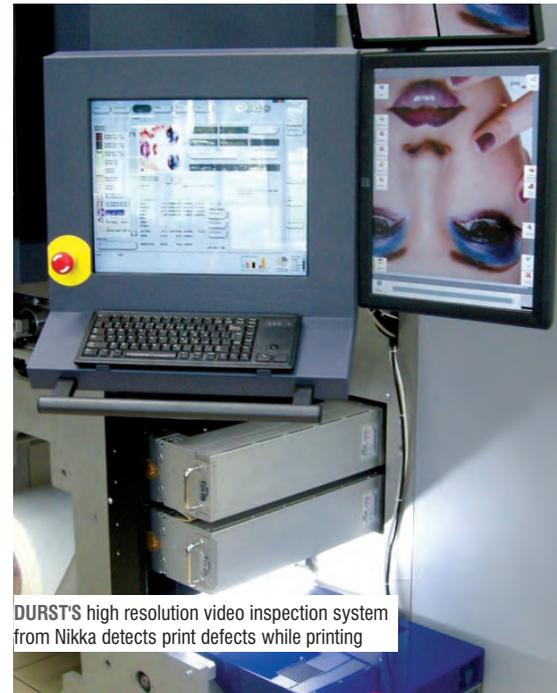
jetting of Durst's very high opacity white inkjet ink.'

The Tau 330 is equipped with RIP software powered by EskoArtwork with built-in substrate calibration and color management to ensure high image quality and consistency. An electronic job ticket contains all relevant data needed to drive the system. Incoming files are ripped, color management applied and 'ready-to-print files automatically sent to the queue manager of the press. Jobs can even be re-arranged in the printing queue if the priority changes.

An optional Variable Data Printing (VIP) module with 'insetter' functionality to print on pre-die-cut or pre-printed labels, enables full label-to-label variability as well as 'late stage versioning' applications at the highest printing speeds of the Tau press.

Also shown for the first time at Labelexpo 2012, was a high-resolution Video Inspection System from Nikka that was a built-into the press. This system automatically detects print defects while printing, thus increasing print quality, reliability and production security. The Nikka inspection system uses algorithms specially developed for inkjet printing to detect typical defects like clogged or deviated nozzles, misalignment, color change, broken or missing print, ink spots and streaks.

Applets can be added to measure delta E color difference and inspect according to ISO 15416 grade barcodes



DURST'S high resolution video inspection system from Nikka detects print defects while printing

and 2D codes. The camera optics of the inspection system adapt to practically all types of paper and film substrates. The inspection option for Tau 330 is available in two packages. The basic inspection includes print quality inspection, PDF verification, detection of nozzle defects, color register and deviation measurement in Delta E. The variable data package adds functions to decode and grade variable bar codes and 2D codes, OCR functions and integration with variable data database.

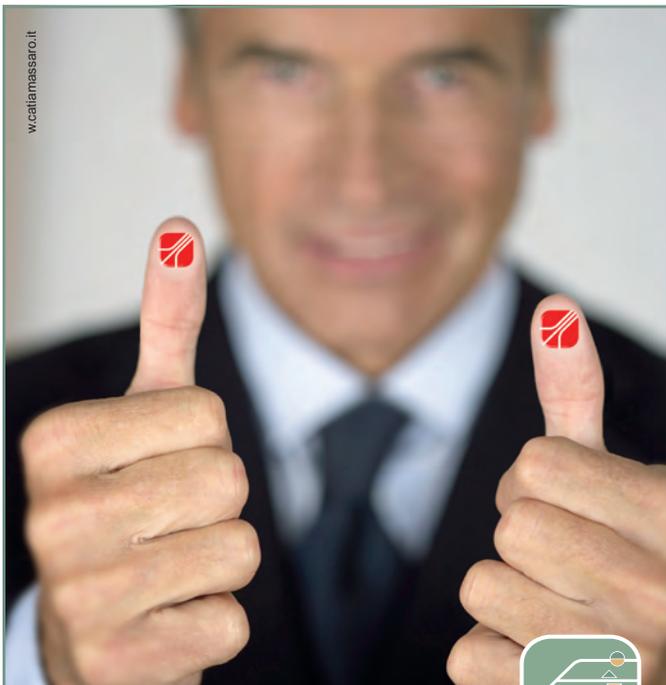
'Labelexpo shows have marked our press entries into the label industry over the past three years', Dr Piock added. 'However, it should be remembered that Durst is a 70 year old family owned company and throughout our history we have shown a strong and continued commitment to our customers. These product launch are still only the beginning of what we have in-store for the label industry.'

Headquartered in Brixen, Italy, Durst operates manufacturing facilities in Brixen and Lienz, Austria; has major offices in the US, France, United Kingdom, Germany, Canada and Mexico; and partners with exclusive agents worldwide. This extensive network ensures a global support and service network for Durst label industry customers, with key service personnel located in all the subsidiaries. Remote diagnostics, an on-board troubleshooting manual and good customer operator training all help to ensure reliability of operation.

As one of the key leaders in digital inkjet label printing today, and with a rapidly growing installed base of presses – including the recently launched Tau 330 – it seems clear that Durst will undoubtedly have a major impact on the label industry of tomorrow.



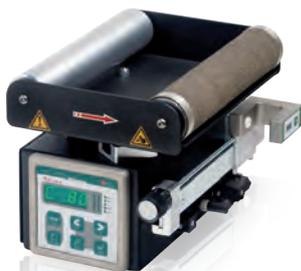
NEW developments include metallic inkjet inks



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ISO comes to in-line color

ACHIEVING ISO COMPLIANCE

with an in-line spectrophotometer is a more difficult project than first appears. John Seymour, color expert at QuadTech, lays out the issues

Conformity to global standards is the basis for ensuring the products and services we use are safe, reliable, and of good quality. The organization responsible for 'benchmark' global standards is the Geneva-based International Organization for Standardisation (ISO), which since 1947 has published over 19,000 voluntary standards concerning technology and business.

In label and packaging printing, there is a need for globally recognized, objective color standards. Global brand owners

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expect the same color, from one print run to the next, wherever it may be produced. If we are to achieve predictable results in the most efficient way, irrespective of printing equipment or location, it follows that we need common standards to describe how we measure color.

Accurate color measurement is achieved with a spectrophotometer, which measures the light reflected from a sample in (typically) something like 30 slices from the rainbow. In-line

spectrophotometers are proving to be reliable solutions for measuring light on web-fed packaging print. Using high powered software, they can take readings continuously throughout the production run, from a large number of image targets, with minimal human input and without stopping the web, at high speed.



"The color you see when you look at a print depends on the light that is shining on the print. A proof and a press sheet may match outdoors under sunlight, for example, but not in your living room under incandescent lamps"

These are rather complicated instruments which are defined by a number of standards – standards which are, even today, still evolving. Spectrophotometers which comply with the most recent of these standards have the best shot at agreeing with one another.

But do in-line spectrophotometers comply with the ISO standards for the graphic arts?

THE RELEVANT STANDARDS

One standard is the mother of all the standards for 'proper' printing in the graphic arts world: ISO 12647. This standard defines how printing should be done. There are several parts to this standard that refer to different types of printing. There are parts of the standard that pertain to web offset (part two), newspaper (part three), publication gravure (part four), screen printing (part five), flexo printing (part six), and digital proofing devices (part seven). There is not yet a corresponding standard for gravure

packaging, or for packaging in general, but work is underway.

In terms of color measurement, there are two key specifications in this standard. First, there are target values for the color of the paper, the solids (C, M, Y, and K), and for the overprints, all measured as CIELAB values with tolerances given in terms of delta E. The second color-related specification is for tone value increase. Again there is a target value and a tolerance.

This standard, as is common with ISO protocol, is built on a number of other standards. The plumbing diagram shows the standards most relevant to color in graphic arts. To be compliant to ISO 12647, all of the other pieces must be adhered to. ISO 12647 references other standards that cover ink manufacture, viewing booths, and color measurement.

In order to comply with 12647 printing, you must use inks that comply with the ink standard, ISO 2846. This standard describes the target colors (CIELAB values) for each of the process inks, as well as a host of other properties. Like 12647, the ink standard has multiple parts for different types of printing. [The 2004 version of 12647 suggests but does not require that the inks comply with ISO 2846, but the most recent draft of the revised version does require this.]

The color you see when you look at a print depends on the light that is shining on the print. A proof and a press sheet may match outdoors under sunlight, for example, but not in your living room under incandescent lamps. So, in order to assess whether there is a match, you must standardize on the illumination in the viewing booth. ISO 3664 defines this.

Color measurement (CIELAB) is defined in the CIE 15 standard, and specifics of the measurement for graphic arts are laid out in ISO 13655.

COLOR MEASUREMENT STANDARDS

There are two key standards that cover color measurement, one of which is more or less irrelevant. The earliest of these color standards is ISO 5. (Note the low number!) This defines how a densitometer measures ink on paper. Years ago, when the color of print was specified in terms of density, ISO 5 was a critical standard.

Density is simple and easy to understand. Unfortunately, a density value does not uniquely define a color, so it is somewhat lacking when it comes to specification of color. Because of this, the mother of the print standards, ISO 12647, defines the color of patches in terms of CIELAB values instead of density. That



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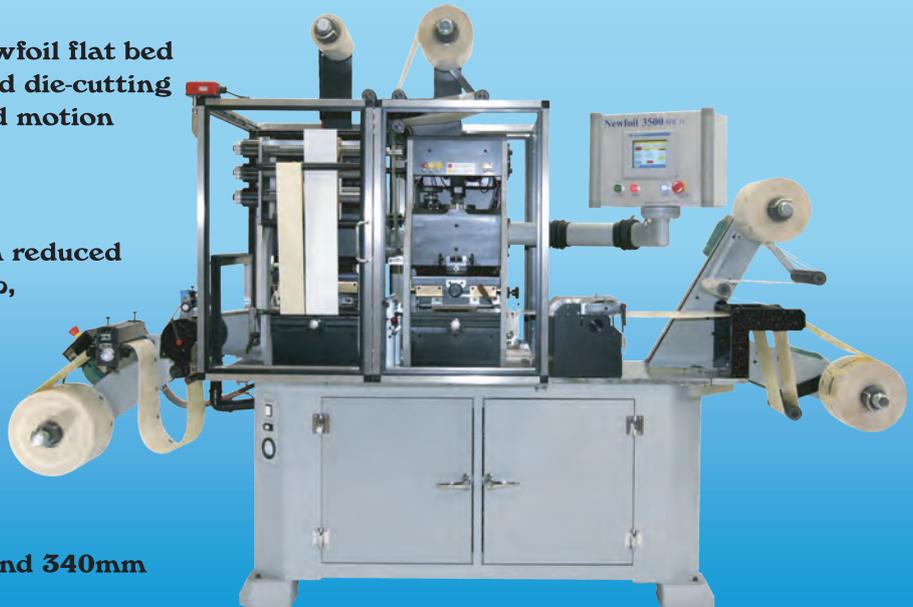
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SOME DEFINITIONS

CIELAB values are a standardized way for measuring color which is based on human perception. The value of a color is uniquely identified by three numbers:

L* - which represents the brightness of an object.

a* - which represents the extent to which the object is viewed as reddish (positive a*), greenish (negative a*), or neither reddish or greenish (a* of zero).

b* - which represents the extent to which the object is yellowish (positive b*), bluish (negative b*), or neither yellowish or bluish (b* of zero).

ΔE (pronounced “delta E”) is a measure of how far apart two colors are.

Tone value increase or TVI has historically been called “dot gain”. It is computed as the difference, in percentage points, between the intended dot and the apparent dot, based on the reflectance. If a 50 percent tone value in the file comes out looking like a 65 percent tone value, then we say the TVI is 15 percent.

is to say, compliance to ISO 12647 does not require a spectrophotometer to comply with ISO 5.

This does not mean that density is unimportant. In fact, ISO 12647 recommends (but does not mandate) that the printer establishes a target density value for every combination of printing ink and substrate, preferably at the start of the print run. With that target, density can then be used for process control. Density may not be used to demonstrate compliance.

The other key standard for measuring color is ISO 13655, which defines how a color (CIELAB) measurement device works, and how to compute CIELAB values. I will explain this a bit further, but first, there is a bit of a history lesson.

MEASURING DENSITY

The 'old' version of ISO 5-3 (from 1995) specified that a densitometer must use an incandescent bulb as its light source. This is the light source used in almost all handheld densitometers because it is inexpensive, relatively stable, and well-understood.

One of the problems with this standard is that, while the light source was defined, the spectral power distribution (the relative amount of light hitting the sample at each wavelength) was not. This was not an oversight by the standards committees,

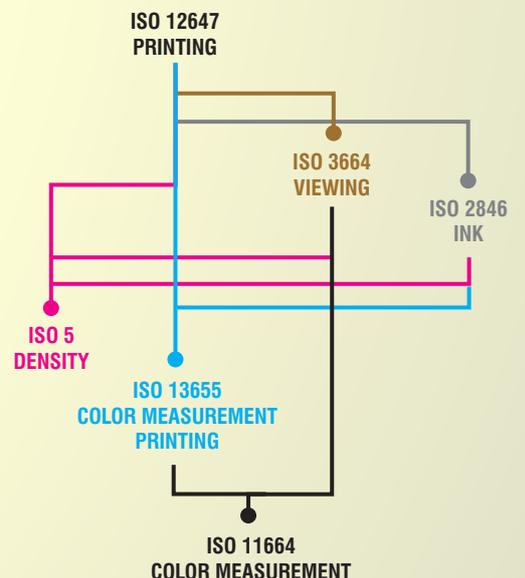
but rather an intentional compromise to accommodate the variety in existing spectrophotometers.

Two spectrophotometers that use incandescent bulbs may use different filters between the light and the sample. Incandescent bulbs irradiate a lot of heat and damage a sample, so one company may decide to filter this out. Incandescent bulbs put out considerably more light at the red end of the spectrum than at the blue end, so another company may decide to balance this out by using some sort of bluish filter to knock down the red. Still another company might decide to add a filter to eliminate UV light in order to eliminate the effect of fluorescence.

Another problem with this standard is that an incandescent light source is completely impractical for an inline device. If a handheld densitometer required a tenth of a second to make a measurement, there would be no complaints. But for an inline system on a web moving at 3,000 feet per minute, five feet of web would get blurred past the detector in that time period. Just like a camera taking pictures of quickly moving objects, an inline measurement device needs to have a strobe light to freeze the motion of the web. The length of a strobe pulse should be in the order of microseconds to measure a small color patch.

Thus, there are no inline spectrophotometers that comply with the 1995 version of ISO 5-3. This is not a compliance issue, since the newer revision (ISO 5-3:2009) does not require an incandescent bulb, but the basic problem remains that the light hitting the web for an inline measurement will be different from the light hitting that same sample when measured off-line.

ISO STANDARDS PLUMBING DIAGRAM DENSITY





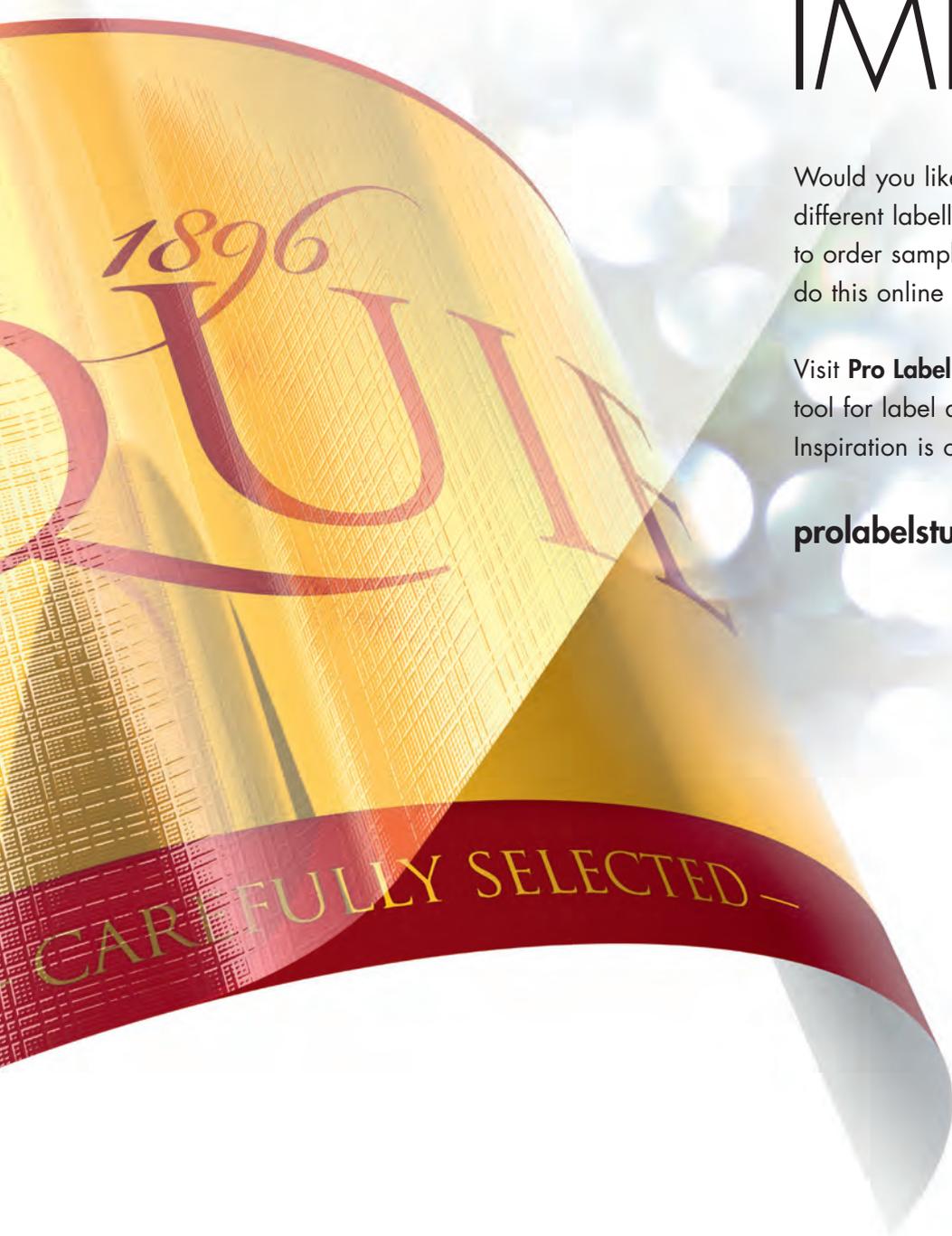
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NEW LIGHTING CONDITIONS

ISO Technical Committee 130 (the committee that writes the standards for printing) has recently been wrestling with the print assessment issues revolving around the use of optical brightener agents (OBAs). OBAs are one cost-effective way to make a paper brighter by boosting the light at the blue end of the spectrum. An OBA will absorb UV light (which we can't see) and re-emit that light at the blue end of the spectrum.

The use of OBAs to make paper white has increased steadily to the point where, today, it is difficult to find paper without OBAs. This is a good thing in that a brilliant white paper can be manufactured cheaply, but not so good in that it causes problems with the visual and measured assessment of color. These assessments depend on the amount of OBAs in the stock, and the amount of UV in the light source. Both of these vary.

It is important to note that non-paper substrates do not generally contain OBAs, but this may change!

ISO TC 130 has addressed this issue by changing all the related standards: the densitometry standard (ISO 5-3), the viewing booth standard (ISO 3664), the spectrophotometer standard (ISO 13655), and the printing standard (ISO 12647). These changes have more precisely defined the UV content of standard illumination so that all viewing booths and spectrophotometers will have the same degree of fluorescent enhancement.

For a spectrophotometer, revising the standards is a bit more complicated. It was recognized by the committee that there are a large number of spectrophotometers in use today, so an abrupt change to the standards would be met with resistance.

The updated version of ISO 13655 and ISO 5-3 define four so-called 'measurements conditions', called 'M0', 'M1', 'M2' and 'M3'. Of these, M0 and M1 are relevant for package printing.

The M0 condition is the 'loophole' that allows basically all existing spectrophotometers to— in legal parlance — 'grandfather in', or comply to a differing agreement from that which is already in place. It specifies that an M0 light source be what is called 'illuminant A', which resembles an incandescent light bulb. This may at first seem to preclude the strobe lights that are used by inline spectrophotometers, but there is one tiny little word that opens this up. The standard says that the relative spectral distribution should conform to illuminant A. That word, should, is an important word in a standard. It is a 'reserved word' that is used to clearly delineate a recommendation that is not mandatory. By virtue of this one little word, any light source may be used in a spectrophotometer, so long as the spectrophotometer is identified as M0.

Compliance with the M0 lighting in ISO 13655 does not ensure that one instrument will agree with other M0 instruments when the substrate



has optical brighteners. Compliance to M1 ensures agreement with other M1 instruments.

The M1 condition is met when the illumination of the spectro provides the amount of UV light which is defined as 'D50' illumination. This is one of several standard illuminants that resemble various 'shades' of hypothetical sunlight.

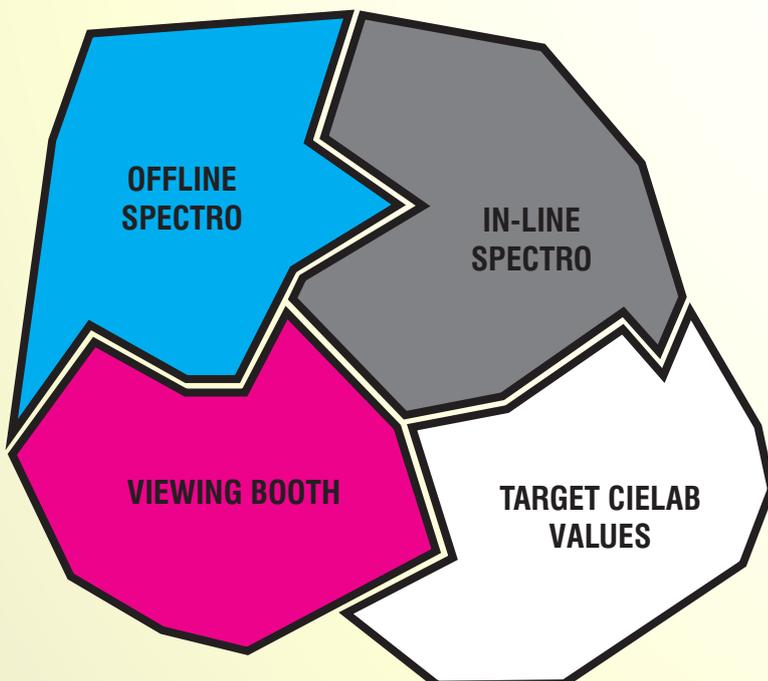
Finally, the mother print standard (the ISO 12647 series) has not yet been updated since the changes to the other standards, so it is a bit difficult to say what will constitute a 'valid spectrophotometer measurement' if one is required to be compliant with the print standard. Many parts of 12647 are currently under revision, and the most recent include the provision that M1 be the preferred condition, and that M0 is also allowed.

WHERE ARE WE NOW?

When printing on substrates without OBAs, the changes to ISO 3664 and ISO 13655 have little effect. But, when OBAs are involved there are numerous issues caused by the transition.

People who buy paper will continue to be impressed with the price and brilliance of paper with OBAs, as well they should be. Manufacturers of proofing paper

COORDINATING THE TRANSITION

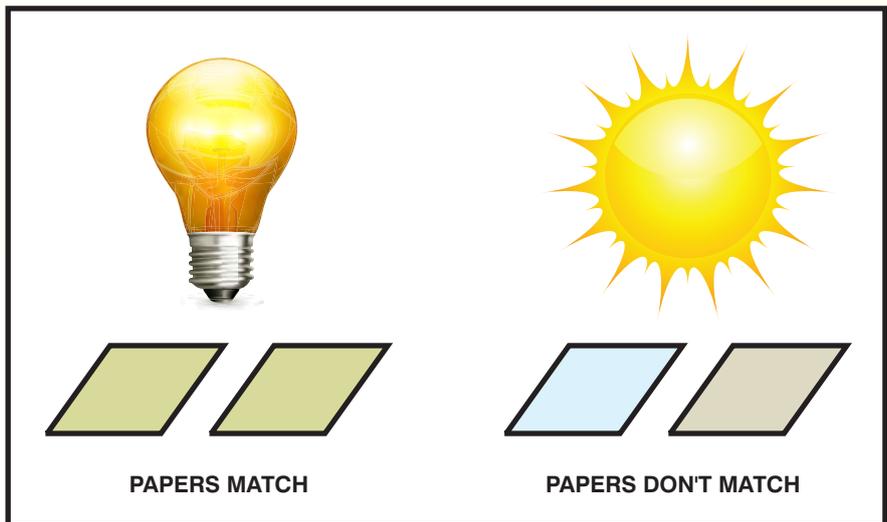


will continue to be confused by the conflicting messages of 'don't use OBAs', and 'use the same amount of OBA as whatever paper I decide to put on press'.

Owners of viewing booths have been (or will be) transitioned automatically. In most cases, when the bulbs are routinely replaced in a viewing booth, the resulting viewing booth will comply with the new standard. This may be a surprise, since viewing booths will generally have more UV content as a result of the new standard. This will, of course, accentuate any existing differences in OBAs between proofing stock and press sheets.

For owners of spectrophotometers, the transition is not as automatic. Clearly, an M0 spectrophotometer that has not been sent back to the factory will remain an M0 instrument. If this instrument is sent back to the factory for repair or for periodic calibration, it may or may not be upgraded to M1. Please check with your spectrophotometer manufacturer. If you buy a new spectrophotometer, it may be M0, M1, or it may have an option for either.

Since M1 instruments are rather scarce right now, it is likely that in any print shop today the UV portion of the illumination



in the viewing booth will not match that of the spectrophotometer. During this transition period, this will be a potential problem.

Another, less obvious transition is the transitioning of data. Any standardized target CIELAB values for process colors and spot colors may need updating. This includes ICC (International Color Consortium) profiles.

The printers who buy the in-line systems (and the brand owners that drive the purchase) quite naturally want the system to agree with whatever offline spectrophotometer has already been decided upon. This may, of course, be an M0 instrument or an M1.

Manufacturers of in-line spectrophotometers have a bit of a conundrum. Since the standards no longer explicitly require an incandescent bulb, it is now possible to build an in-line device that

can be considered M1 compliant. More importantly, with the proper amount of UV, it will agree with an M1 spectrophotometer.

But on the other hand, the reference offline spectrophotometer might be an M0 instrument. In this case, complying with the rather loose specification for the UV component will not insure agreement with other M0 instruments. Unfortunately, each M0 instrument will require its own special adjustment of UV content.

Ultimately moving to the new standards will reduce the general problem caused by OBAs, but the transition may not always be smooth. Transitioning only a few of the pieces may make color matching temporarily worse. All of the updated pieces must be put in place for the entire workflow to provide the most accurate color possible.

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ABOUT THE AUTHOR

John Seymour is an applied mathematician and color scientist. He works in the role of principal research engineer for QuadTech, where he has been doing advanced product development for 20 years. He holds 17 patents and has written over 20 technical papers. He has served on the US printing standards committee (CGATS), and the international printing standards committee (ISO TC 130) for over 10 years.



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Creative challenge

THE TRANSITION from 'safe' family business to cutting-edge label converter can be a difficult process, as Carol Houghton reports

Making the transition between generations in family owned businesses can be a frustrating experience. Stuart Kellock, managing director at Label Apeel, speaks honestly of arguments, opposing visions and the resulting awkward family Christmases. Limited by visions of a different generation and desperate to build and develop the values of the company, he bought his father's business, Label Apeel, in 2006 and has now established a 'forward thinking, self-adhesive label manufacturing and printing business'.

Kellock has worked hard to discard the tag of 'family owned' business, believing it is tarred by association with small, 'safe' companies. His ambitions go a long way beyond that.

Key to Kellock's vision is to become a partner in developing his customers' brands. 'Brands are having to employ better designed labels that can add value to their products in the fight for shelf appeal,' he says. 'This is why it is important that brand managers work with printers who are open to and embrace the creative process. Printers need to stop just putting ink on paper.'

All too often the printer is seen as a point of conflict in the creative process, forcing creativity to be forfeited in the name of productivity and efficiency. Kellock hopes to change this. Label Apeel as an organization works closely with designers, marketing agencies, brand managers and print management companies to develop ideas at an early stage.

'Press operators know better than anyone what the machine is capable of, and they can pass this knowledge on to make designers aware of what is possible.'

Kellock concedes that Label Apeel 'are new kids on the block' but the company

is beginning to be recognized as a high quality supplier. It is 'humbly proud' to have been shortlisted for the UK packaging Awards 2012's Label of the Year Award, along with major players CCL and Paragon.

TAKING THE LEAP

In 2007, Label Apeel took 'a leap into the drinks sector' when it bought out a local competitor. Kellock had been in discussions with Dave Cox, managing director at Label Studio, for the two companies to work together and combine their strengths. But a change in circumstances saw Label Apeel buy out the company, adding Label Studio's equipment and Cox to the team.

Label Apeel was able to capitalize on Label Studio's experience in wine and beer labels to build a strong reputation in the beverage industry. Earlier in the year it worked with Westmoreland Spirits on its luxury Gilpin's Gin brand. The digitally printed label is sequentially numbered and cut with a fluted die. A combination of embossing and silver foil was used to create a striking label depicting a charging bore. The label is used on bottles in high-end venues in London – The Dorchester Hotel in Mayfair; the Mandarin Bar in Knightsbridge and Dukes Bar in St James Place.

Part of the campaign for the super premium gin, required Label Apeel to create codes for each bottle produced. 'The work we've done with Gilpin's Gin shows how to make variable data work for a brand. Each bottle was given a unique number, and with so few of this high quality product produced this feature adds a lot of kudos to the brand. The drink is deemed as exclusive as the establishments it is served in,' explained Kellock.

Another sector of interest is personal and healthcare. As Kellock notes, this is a tough area to break into, and the competitors are the very best in the UK. 'We have the kit and now – since the appointment of Amy Chambers as sales manager in 2010 – we also have the skill base to do it. But we want to develop a relationship with the right brand and customer, those who want to let their packaging do the work.' In the next 12 months Label Apeel will be working with Bronnleys, digitally printing labels for its personal care products.

Eighteen months ago, Label Apeel

TOP CHEESE

Label Apeel won a HP Print Excellence award in the food labels category for its Clawson Cotswold export range. It has been working with the Long Clawson Dairy for nine months, producing labels for its new brand of premium cheese and export range.

The winning label has an embossed slate effect with an opportunity to 'discover more' via a peel and reveal feature on the front label and dark paper wrap.

'It's fantastic to win the HP Print Excellence Award since we've only been producing digital print for 18 months', said Stuart Kellock. 'We didn't have a great deal of time to work on the labels, but in just two days we'd printed, foiled and embossed the finished product. Which are both aesthetic and functional. Long Clawson appreciated our ability to be able to produce very high quality work on both long runs using our flexographic machinery and being able to match the same quality on shorter runs using our digital press.'

He concluded: 'The great taste of the cheese and the strong shelf appeal of the label; we've definitely hit on a tasty winning formula.'



A COMBINATION of embossing and silver foil creates a striking label for Gilpin's Gin



LABEL Apeel produced the label for Clawson Cotswold export range

"Any printers worth their weight should be prepared to work hard creatively to make what brands think is unachievable, achievable"

FAST FACTS

The company has a four million GBP turnover and employs 40 people.

Business breakdown:

- 40 percent – food
- 25 percent – beer, wine and spirit
- 30 percent – retail
- Five percent – industrial/other

Delivery time is seven to 10 days

made another bold leap, this time into the digital arena with an HP Indigo WS6000 press. The decision was based on the machine's wide color gamut and 'universal' material availability. Label Apeel targets only complex, added value work – for example in the specialty beer market where there is a need for high quality short runs. 'Label Apeel recognized the need to look fabulous! There are now 800 microbreweries – many with a 13 percent turnover growth rate a year – all fighting for shelf space.'

A Digicon ABG finishing line with hot foil, embossing, screen and flexo heads complements the HP press. 'It is working well for us, we've been busy from day one and have seen a significant growth in sales in the digital area,' Kellock says. 'We never lose a label on the Digicon and there is no running up or down, so waste is minimal.'

As with many converters, Label Apeel employees were initially fearful of going digital: 'What would you need operators for?' is a common question. 'Some consider moving into digital as

de-skilling, but it would be an error to use an unskilled printer on the press,' says Kellock. 'They need to evaluate the press consistency for better quality.'

The 7-color HP WS6000 has led Label Apeel into new markets and allowed it to develop higher quality labels for customers who could not previously have afforded them. 'Smaller brands are now punching above their weight due to minimal tooling costs'.

The trend towards smart labels has not escaped Kellock. He believes QR codes and Augmented Reality are the way forward: 'There is a real opportunity for the print industry to embrace this and wrestle back power from the internet. Labels don't just look pretty; they have real value for printers to bridge that gap.' Label Apeel is working with web designers to develop strong online content to draw people further into the brand. 'A QR code needs to be doing something to add real value.'

CREATIVITY

Kellock places an emphasis on helping a brand to get leverage and differentiate, 'We like to encourage brands to go in the opposite direction to everyone else'. In 2005 to 2006, Label Apeel was printing lots of the same thing, now it works with designers to challenge itself, learn and improve. 'We are committed to learning' he says. On this note, Label

Apeel currently has two apprentices, and four of the 40 members of staff are ex-apprentices.

The company has been producing peel and read labels for six months and is also pushing the boundary in tactile designs. 'A good looking label/package gets the product picked up off the shelf but how it feels seals the deal at the point of purchase,' says Kellock. 'We are not doing anything complex, just playing with ideas and people's reactions. We enjoying playing with print.'



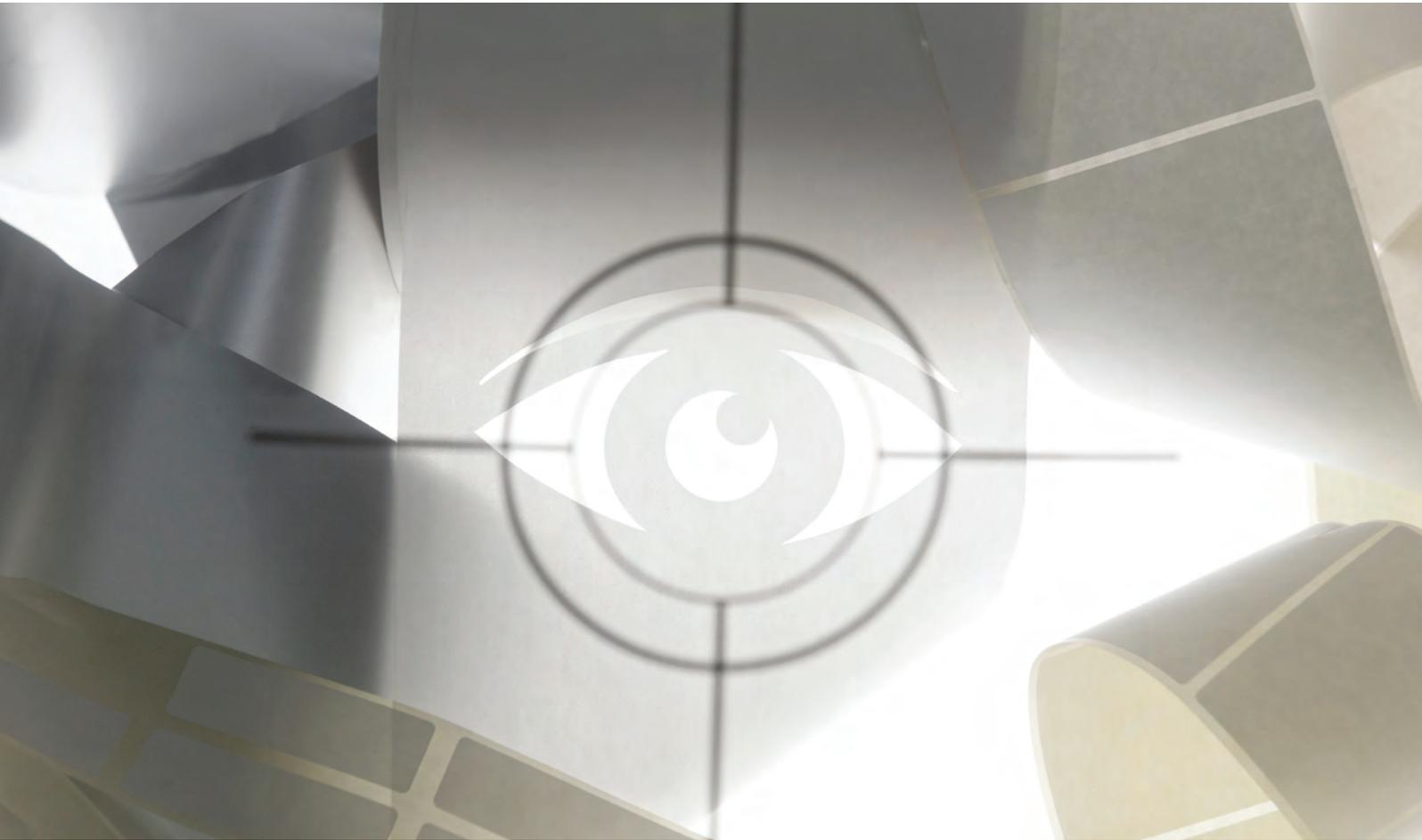
STUART KELLOCK, managing director at Label Apeel

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GILCHRIST & Soames uses WS Packaging 'WebFlex' front end to manage its label portfolio

Giant steps

WS PACKAGING GROUP is using lean business tools to drive profitability and capture new business as it expands into a truly global player. Danielle Jerschefske reports

WS Packaging has grown steadily into one of North America's largest label and packaging suppliers. The company offers a wide array of package printing options across 21 manufacturing facilities in the US and Mexico. It uses an extensive range of printing techniques, complex constructions, innovative materials, and a wide variety of finishing and packaging systems to propel brands to the next level.

A key factor in the company's success has been the WS Packaging Impact Business System (IBS), which has significantly reduced inventory and freed up significant working capital, building the group's ability to grow by acquisition.

IBS was launched internally in August 2010, when the company appointed Rex Lane as its new CEO following the retirement of longtime leader and son of the founder, Terry Fulwiler. Lane brings to the label and packaging business 15 years' experience in lean implementation at major suppliers to Fortune 500 companies.

'The Impact Business Model was put in place to ensure systemic long-term growth,' Lane tells L&L. 'We will drive innovation and change through lean tools in every aspect of the business. Already we have found it to be a successful point of differentiation. Now it's about convincing the customer base

that the Impact model is unique and sustainable.'

At nearly a half billion in annual revenue, WS Packaging will find growth organically and through acquisitions using IBS as a core business proposition, says Lane, 'There's lots of opportunity right here in the US and IBS is a way to set expectations for what we want to accomplish. We are looking for a breakthrough, for a significant improvement.'

PULL AND REPLENISH

Inefficient inventory management is one of the most prominent 'sins' in the label converting industry and has become a point of focus for converters in the wake of the great recession. This is particularly the case as brand owners move to cut costs by shifting inventory management responsibilities to suppliers.

WS Packaging has partnered with key clients to share production and inventory data, and implemented a 'Pull and Replenishment' system to deliver 'x' amount of labels in a given time frame while improving lead times. Although some clients were initially harder to persuade, the real benefits of on-time delivery and cost savings are now being realized. Internally, the change has seen reduced work in progress (WIP) and reduced cash tied up in materials inventory.

The software interface is WebFlex, a customer-facing online label management system which allows clients to place, track and trace orders, and organize graphic files in one place.

WebFlex allows for the secure loading of files and gives an entire project team remote access for development, approval and production. The system also includes a Roll Calculator tool that automatically calculates the number of labels on a roll simply by entering label size, type of material, and roll diameter.

One user of WebFlex is Gilchrist & Soames, a personal care product supplier to luxury hotels, which has to manage a myriad of SKUs. WebFlex has greatly improved the brand's label management process and reduced inventory and stock obsolescence, while helping ensure the accuracy of text and image. All of this directly impacts their bottom line.

Another customer that regularly orders industrial drum labels also found savings by reducing obsolescence with the Pull and Replenish system. In this case, WS Packaging evaluated each SKU to deliver the labels from the nearest production site.

'Customers have been amazed at what Impact can do for them and the response has converted into new business,' enthuses Lane. Currently two thirds of sales quotes are for new business. As of June 2012, WS Packaging achieved its best new business conversion ever. By August 2011 working capital had increased 10 fold. Clearly, IBS is a strategy which drives real impact in process and agility.

DRIVING FROM TOP DOWN

Earl Jewett is chief Impact business system officer, responsible for embedding the process in the WS Packaging Group and identifying the talent to drive IBS at every level.

IMPACT[™]
BUSINESS SYSTEM

WS PACKAGING is using the Impact logo as a major marketing tool



MORE products from Gilchrist & Soames managed by WS Packaging

'Innovation is both product and process related,' Jewett says. 'We focus a lot of attention in both areas because our goal is to help customers capitalize on the opportunities they're pursuing. We want to help them succeed, and in turn, develop a long-term partnership for mutually sustainable growth.'

The focus with IBS is on three to five initiatives a year, supported by monthly reviews and quarterly CEO Kaizen events focusing on a specific facility. Every employee is engaged in finding waste in current processes, with geographical co-ordination undertaken by three regional IBS leaders. IBS boot camps bring together leaders at the GM level, and sales-focused IBS events are held for the converter's 50-plus reps.

Rex Lane explains, 'The organization has adapted well and is full of knowledgeable people with the confidence to change any nonbeliever's mind. Our people understand the growth opportunity, job security and profit sharing rewards found in the model.'

BEST PRACTICE

A key metric of IBS is standardization of best manufacturing processes across all disciplines from press operator and pre-press specialist to office employee. New investment has enhanced productivity – for example with fast changeover presses – and given shop floor employees more time to focus on identifying and eliminating waste.

WS Packaging has been a pioneer in sustainability, recognized by the TLMI

with an Environmental Award for Process Improvement in 2004. Lane says, 'With environmental consciousness comes cost savings, revenue and differentiation from the competition.'

The company was one of the first converters to obtain TLMI LIFE certification, a labels-specific Environmental Management System (EMS) based on ISO 14001. 'We need to be as green as we can be and TLMI's Project LIFE is a tool that can do that,' says Lane.

M&A

WS Packaging has expanded rapidly under Lane's leadership, and the financial strength and confidence delivered by the IBS regime has been a significant factor.

The IBS acquisition diligence process entails a 100-day post-close action plan including a 'Diligence Day' – 60 days before the transaction is finalized – when the new division begins to quote for business. In this way the new business contributes to the bottom line from day one.

Acquisitions are sought which increase geographic spread, achieve market diversification or add new technology. As an example, in mid-2012, WS Packaging purchased Boelter Industries in Minnesota for its in-line folding carton expertise. The flexographic carton equipment at Boelter complements the sheetfed offset facility in Wisconsin. Already the division sells the entire WS Packaging portfolio,

and business is growing.

Likewise, Consolidated Products in Tennessee was acquired for its compliance labeling capabilities and the latest acquisition, Business Graphics Printing, brings expertise in offset printed product information booklets.

'There is a lot of opportunity for acquisitive growth in label and packaging operations with 10 million USD to 50 million USD in annual revenue,' points out Jay Tomcheck, president and CFO. 'The funnel is full. Given the nature of the market, coupled with our propensity to reinvest the cash we continue to generate, we're confident more opportunities are likely to be announced in the near future.'

EXPANDING CAPABILITIES

WS Packaging recently announced a move into flexible packaging, where it can produce custom paper-pouching materials for dry foods and more, as well as complex film constructions with performance barriers for food, pet food and liquids. This builds on the company's expertise in the shrink sleeve film market developed after the acquisition of SenecaSalem in 2007.

The converter sees opportunity outside of the domestic market, and already has an operation in Monterrey, Mexico. 'We have big customers that want to consolidate their supplier base,' says Lane. 'Now that we have our stride with our growth initiatives, we are in the position to give them preferred global support.' The company has as a first step enlisted translation services from KJ International to support multi-language label production.

So Lane's strategy has been a clear success in effectively managing supply chain complexity, bringing value to its own and customers' business, and involving employees at all levels in improving process and workflow. Concludes Lane, 'Impact is a business solution that makes WS Packaging more powerful and attractive.' Using these tools he predicts the company will one day be a billion-dollar supplier.

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TLMI Annual Label Award winners

LISTING of first place winners of TLMI Annual Label Award Competition

1. Multi-Color

Lean Ground Beef Patties (triangle), coupon

North American

2. Schreiner Group GmbH & Co. KG

Nameplate with integrated pressure compensation seal,

Tags – industrial and/or systems

International

3. I.D. Images, Triage Tag – Commonwealth of Virginia

Tags – industrial and/or systems

North American

4. Logmatix

Beautiful Textures, promotional

North American

5. Consolidated Label

M lie Organics Body Cream

Digital printing – health and beauty products

North American

6. Multicolor Corporation – Colloypoint Labels Division

Dry Creek Vineyard, 2009 Cabernet Sauvignon, digital printing – wine and spirits (beer)

North American

7. Steinhauser Inc, Bourbon Q Classic Barbecue Sauce

Digital printing – food and beverage products

North American

8. Digital Label Solutions

Buy 3 Tires promo, digital printing – all other

North American

9. Whitlam Label Company

Blood Donor Instructions, EDP label

North American

10. Schreiner Group GmbH & Co. KG

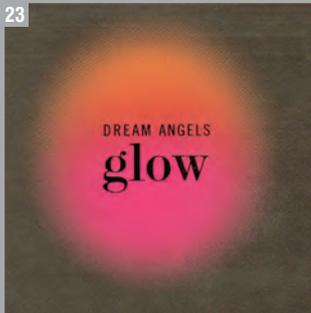
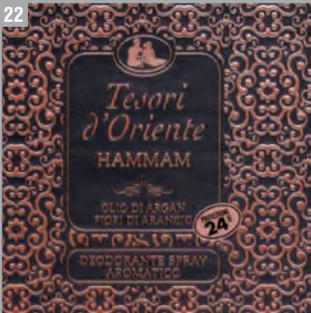
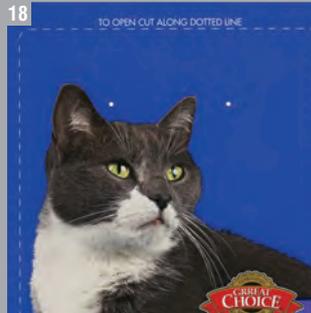
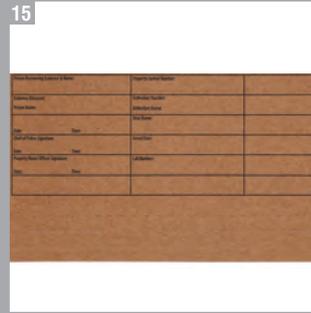
Pharma-Comb Void Label, flat screen printing (roll fed only) – line/prime

International

11. Central Label Products, an ITW Company

Hoshizaki America, Inc, flat screen printing (roll fed only) – line/non-prime,

North American



12. Schreiner Group GmbH
Pharma-Tac Plus Hanger Label, flexography – line/prime
International

13. McDowell Label & Screen Printing
Restored Target Serum, flexography – line/prime
North American

14. Consolidated Label
Alon's, flexography- line/non-prime
North American

15. Whitlam Label Company
Evidence Bag, flexography – line/non-prime
North American

16. McDowell Label & Screen Printing
Broad Spectrum SPF 50, flexography – line and screen/tone – prime
North American

17. Multi-Color
Nice Pak PDI 160ct Sani Cloth, flexography – line and screen/tone – non-prime
North American

18. Kopco Graphics Inc
Multi Cat Premium Clay Litter Disposable Pan, flexography – color process – prime
North American

19. DRG Technologies, Inc,
Apple, Flexography – color process – non prime
North American

20. Pilot Italia S.P.A
Tesori d'Oriente HAMMAM, multi-process – line/prime
International

21. Consolidated Label
Extra Virgin Olive Oil, multi-process – line/prime
North American

22. Pilot Italia S.P.A
Tesori d'Oriente Marrakech, multi-process – line and screen/tone – prime
International

23. Smyth Companies – Dow Industries
Dream Angels Glow, multi-process – line and screen/tone – prime,
North American

24. McDowell Label and Screen Printing
Cocoa Butter, multi-process – line and screen/tone – non-prime
North American

25. Labelgraphics (Glasgow) Ltd
Beefeater London Dry Gin Limited Edition, multi-process – color process – prime
International

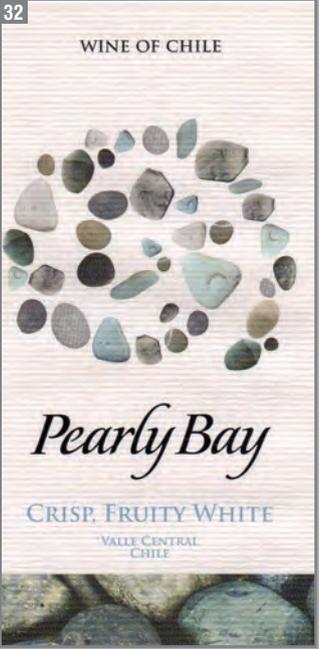


26. McDowell Label and Screen Printing
Cooling Aloe Sunburn Relief, multi-process – color process – non-prime
International

32. Labelgraphics (Glasgow) Ltd
Pearl Bay Chilean White Wine, wine and spirits – flexography/letterpress – color process – prime,
International

27. Labelgraphics (Glasgow) Ltd
Beefeater London Dry Gin Limited Edition back label, multi-process – color process – non-prime
International

33. ASL Print FX
Rennie Estate Winery, 2009 Gaia, wine and spirits – flexography/letterpress – color process – prime
North American



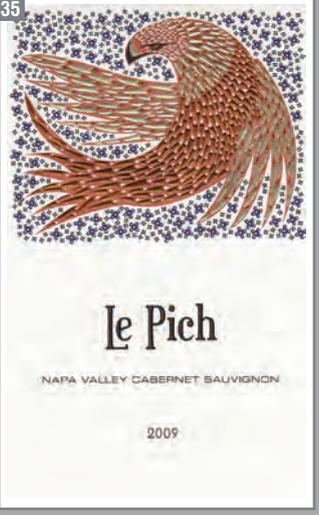
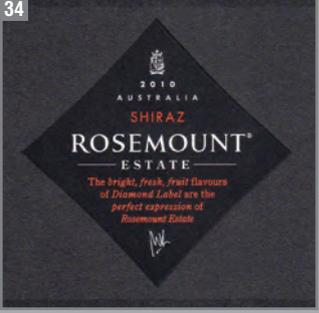
28. Collotype Labels International Holdings Pty Ltd
Killawarra, wine and spirits – flexography/letterpress – line/prime
International

34. Collotype Labels International Holding Pty Ltd
Rosemount Diamond Label, 2010 Shiraz, wine and spirits – offset – line/prime,
International



29. McDowell Label & Screen Printing
Dulce Vida Tequila Blanco, wine and spirits – flexography/letterpress – line/prime
International

35. Collotype Labels USA, Inc
Le Pich, 2009 Cabernet Sauvignon, wine and spirits – offset – line/prime
North American



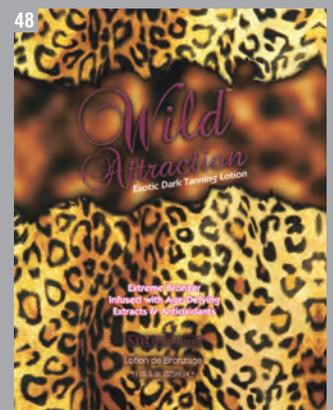
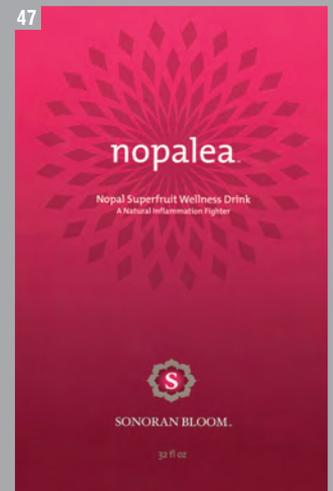
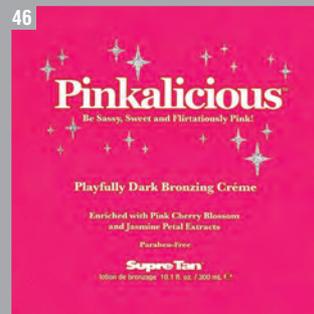
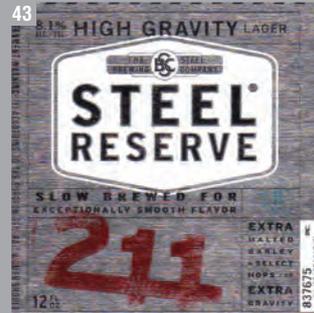
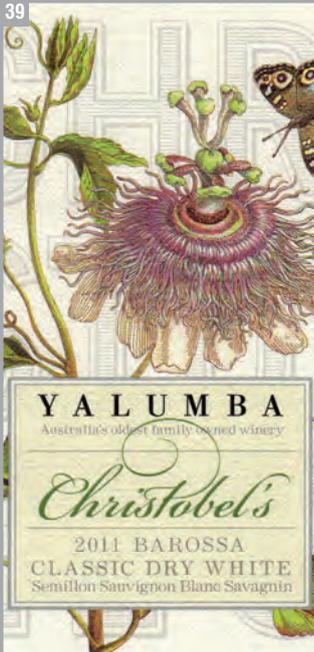
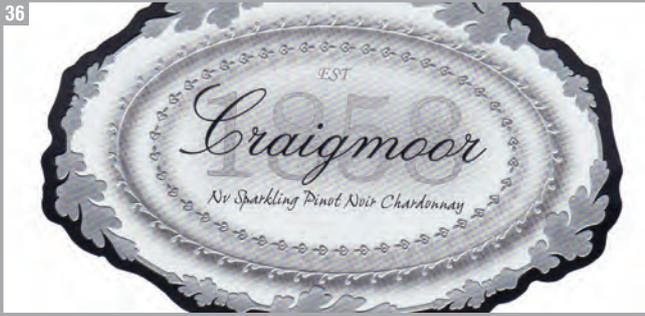
30. Collotype Labels International Holdings Pty Ltd
Bundaberg 100 Proof, wine and spirits – flexography/letterpress – line and screen/tone – prime
International

36. Collotype Labels International Holdings Pty Ltd
Craigmoor, wine and spirits, offset – line and screen/tone – prime
International

31. Collotype El Dorado Hills
RAGE, 2010 Zinfandel, wine and spirits – flexography/letterpress – line and screen/tone – prime
North American

37. TAPP Label Technologies Inc
Four Vines Biker, 2009 Zinfandel (Purple Wine Company), wine and spirits – offset – line and screen/tone – prime
North American

38. TAPP Label Technologies Inc
Leese-Fitch, 2009 Pinot Noir (Don Sebastiani & Sons) – back, wine and spirits – offset – line and screen/tone – non-prime
North American



39. Collotype Labels
International Holdings Pty Ltd,
Christobel's, 2011 Barossa, wine and spirits – offset – color process – prime
International

40. TAPP Label Technologies
Cloud Valley, 2009, Cabernet Sauvignon, wine and spirits – offset – color process – prime
North American

41. Control Group
Gillette Venus Lid, specialty decorated products,
North American

42. Control Group
Gillette Proglide Insert Card, paperboard/rigid packaging,
North American

43. Multi-Color
Steel Reserve 211, non-pressure sensitive – all processes/cut & stack – line/prime
North American

44. Multi-Color
Tide Pods, non-pressure sensitive – all process/cut & stack – line and screen/prime
North American

45. McDowell Label & Screen Printing
Dino Daze, non-pressure sensitive – all processes/cut & stack – color process – prime
North American

46. McDowell Label & Screen Printing
Pinkalicious, roll to roll – line/prime,

North American

47. McDowell Label & Screen Printing
Nopalea, roll to roll – line and screen/prime,
North American

48. McDowell Label & Screen Printing
Wild Attraction, roll to roll – color process – prime,
North American



THE Iwatsu LabelMeister UV inkjet press with inline finishing

Iwatsu launches digital press in Europe

JAPAN-BASED Iwatsu has launched its LabelMeister inkjet press into Europe with a new sales and support network. Andy Thomas reports

Japanese company Iwatsu is to launch a UV inkjet digital press into the European market through one of its sales network partners. The press will be distributed by Lintec Europe B.V. with technical support from DG Press Services B.V..

Although Iwatsu has considerable experience in the wider print industry through its manufacture of reprographic equipment, this is the company's first venture into the label market.

The EM-250A LabelMeister inkjet press – first shown in Europe at Labelexpo in Brussels last year – prints at up to 50 m/min at 600 x 600dpi, and at 25m/min at 600 x 1200 dpi (in the machine direction), with four selectable droplet sizes for smoother gradations. Repeat length is up to 2 meters and maximum image width 220mm, with zero gap continuous image printing. The heads are all self-cleaning.

The EM-250A press is 4-color CMYK but, a recent development has seen the addition of a White station, designated the EM-250W. The EM-250A can be retrofitted with the White unit, opening up applications on aluminium foil and transparent films.

The EM-250W uses a combination of LED curing for ink fixing and UV lamp for final cure. As is usually the case with UV inkjet, no pre-coating of substrates is

required. An in-line intermittent finishing unit – designed and developed together with Iwasaki Tekkok Co. Ltd – is optional, and the press can also print on pre-diecut label rolls for late stage versioning.

Iwatsu provides its own LabelMeister RIP, incorporating ICC profile color management per substrate, and Label Bijin workflow software for functions including bar code generation, imposition and die cut marks. The software can also calculate ink usage and cost per job.

CASE STUDY

L&L's sister magazine Label Shimbun in Tokyo conducted an interesting interview (through editor Nakamura-san) with an early adopter of the EM-250A; pharma label converting specialist Kyoshinsha Co.

According to company president Teruhisa Kubo, average run lengths range from 'several dozen to several thousand labels at most', even within a longer 30 – 40,000 label order.

'In the past our customers kept plenty of stock,' says Teruhisa Kubo. 'When we got a job for 100 labels we insisted that we must print a minimum of 1,000 labels. However, quantities gradually decreased and eventually they began asking us to deliver only the specified quantities they required.' The company may print

as many as 100 jobs per day, and most must be delivered in three days, down from an average of three weeks.

Most labels use 2-3 solid process colors and often include variable data such as lot number and variable barcode.

The LabelMeister press was selected because it could print on a wide range of materials including synthetic papers and because it came standard with the pre-diecut label printing function. 'The original specification did not have this function, but the manufacturer developed the technology specially to support our production lines,' says Kubo.

Full scale production commenced in October 2011 and a second machine was installed in March 2012.

IWATSU BACKGROUND

Iwatsu Electric Co is a major manufacturer of telecoms equipment, test and measuring equipment and reprographic systems, with annual consolidated sales of US \$309m and 1,621 employees. The company has 70 years of manufacturing and sales experience, 50 years of which have been in the printing industry, where the company has specialized in inkjet plate-making systems since 2004. The move to inkjet printing is therefore a natural extension of this business.



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L-R Carolina Correa, commercial director, and Alejandro Restrepo, general manager, at Etiflex's facility in Rionegro, Colombia

Etiflex diversifies into RFID label production

COLOMBIAN CONVERTER Etiflex already boasts expertise in flexo and offset production of labels and cartons. Now it has added shrink sleeve capabilities and opened an RFID Innovation Center, as James Quirk reports

Etiflex, based just outside Rionegro in Colombia's Antioquia region, has diversified into shrink sleeve and RFID label production as it seeks to reinforce its position as one of the country's leading converters.

The company recently opened an RFID Innovation Center in partnership with system integrator Kereon RFID Solutions – a development which follows Etiflex's move into shrink sleeve label production last year as it continues to diversify its product offering.

Founded in 1983 as a printer of simple pricing labels and distributor of handheld applicators from German company Meto, Etiflex began to serve Colombia's booming textile market with the installation of a Mark Andy 830 flexo

press in 1988.

By 1995, the number of 830s at the company had risen to five. Three years later, Etiflex began the process of replacing all but one of the 830s with four Mark Andy 2200s.

These 8-color UV flexo presses – equipped with inline inspection, cold foiling and lamination, and complemented by a battery of offline rewinders – carry out 60 percent of the company's work, producing self-adhesive labels for food, home care and textile applications. The presses are of 10in web width with the exception of the most recently installed machine – a 13in Mark Andy 2200 brought in last year, which additionally boasts corona treatment and hot stamping.

An in-house pre-press department handles film plate production, while external suppliers are employed for CtP.

Flexo label printing is complemented by Etiflex's offset division, which handles 40 percent of production. Ninety percent of this work is in textile applications – the majority of which is exported to the United States – meaning that combined between flexo and offset, up to 30 percent of the company's output is dedicated to this market.

According to Alejandro Restrepo, Etiflex's general manager, the move into offset printing – which began in 1996 – was driven by the company's textile work as well as the desire to diversify its product offering with folding carton production. Etiflex operates four



L-R Alejandro Restrepo with Kereon RFID Solutions' Roberto Rossetti and Guillermo Fernandez of Enmetalica and examples of RFID products

Heidelberg Speedmasters, two of 2-color and one each of 1- and 4-colors.

At the time of L&L's visit, the company was considering the purchase of a Mark Andy Performance Series P7 press, and Restrepo says that Etiflex's loyalty to Mark Andy and Heidelberg within its respective divisions is likely to continue, as it provides uniformity in consumables, is easier for operators, and because 'clients like the consistency'.

Seeking to diversify and responding to increased demand in the local market, Etiflex moved into shrink sleeve label production last year, in a project lead by commercial director Carolina Correa. A dedicated area within the company's facility houses shrink sleeve production equipment from China, and Correa reports 'strong growth' in the sector within Colombia.

'Our clients are increasingly requesting shrink sleeve labels,' she says. 'Production is dedicated to similar markets served by our self-adhesive label production, such as food and home care, but it allows us to provide a broader offering to our clients.'

RFID INNOVATION CENTER

This year has seen a further diversification project, this time into RFID label production. Etiflex recently opened a dedicated RFID Innovation Center at its facility in partnership with system integrator Kereon RFID Solutions.

Present at the inauguration were representatives from the company's partners in the project: David Pallassini, sales manager at antenna and reader manufacturer Caen RFID; Jan Svoboda, vice president of sales, Americas, and Jose Carlos B Oliveira, South American regional sales manager, of inlay manufacturer Smartrac; Guilherme Villela, project manager, and Celio Cataldi, CEO, of software developer Amplico; Pablo E Rosas, partner business manager, Andean region, at

printer manufacturer Zebra; Guillermo Fernandez, manager of smart shelving manufacturer Enmetalica; and Roberto Rossetti of Kereon RFID Solutions.

'Our objective is to offer an integrated solution in terms of technology,' says Alejandro Restrepo, 'as well as the scope to meet our customers' needs in areas such as logistics, security, process control and others.

'We are grateful to our suppliers – whose knowledge and experience are recognized globally – for their assistance in this launch.'

Kereon RFID Solutions' Roberto Rossetti, an Italian based in Colombia for four years and with 21 years' experience with RFID, sees great potential in the South American market for the technology.

'There is more opportunity in South America than in Europe,' he said, 'where nowadays there is less production of things like textiles. That type of production is moving to developing markets – such as South America, Asia and North Africa – so RFID technology in turn is following these applications away from Europe.'

'In South America, for example, there is a lower cost of label production and more time to develop the technology because there is less local competition.'

Rossetti says there is huge interest in RFID in Colombia, and estimates that some 100 million RFID labels are produced annually in the country by Kereon's clients, mainly in textiles and logistics. He sees further potential in pharmaceuticals and healthcare products.

The company is currently implementing RFID technology in 140 stores throughout Latin America for Colombia-based retailer Cristal Vestimundo.

The partnership between Etiflex and Kereon allows the system integrator to use the RFID Innovation Center as a showroom for its technology.

'Etiflex is one of the first companies in Latin America to have a different vision for the label, as we do,' said Rossetti, who describes the label as a product's

SUPPLIER PARTNERSHIP

Etiflex enjoys a close relationship with material manufacturer Arclad – also based in Colombia's Antioquia region – from which it buys the bulk of the 400,000 square meters of materials it converts every month.

The companies joined forces to create a customized material for labels for Etiflex client Fábrica de Calcetines Crystal, one of the largest producers of socks in the world.

After four months of development, including extensive testing on Fábrica de Calcetines Crystal's automated packaging machines from Italian company Autotek, the partnership produced a 160g paper with textile adhesive and glassine liner for exclusive use by the sock manufacturer.

Cooperation between Arclad and Etiflex additionally produced a further exclusive material for the same client, which is employed in Fábrica de Calcetines Crystal's bulk packs of socks.



L-R Etiflex's Alejandro Restrepo and Carolina Correa with Laura Durango, marketing manager of material supplier Arclad



FLEXO production is handled by four Mark Andy 2200s and an 830



SHRINK sleeve production began last year

COLOMBIAN GROWTH

Alejandro Restrepo is optimistic about the local label market, which, as reported in recent editions of this magazine, is experiencing rapid growth. He cites personal care applications as a particularly strong growth area.

'There is huge investment and growth in the label sector in Colombia at the moment,' he says. He believes that the free trade agreement between Colombia and the United States has had 'a big impact'. 'It brings more investment from the US and means that long-term partnerships can be created.' Colombia's main port of Cartagena is just three hours from Miami, and Etiflex's exports to that market are rising.

To accommodate this growth and increase its capacity, Etiflex moved into a new 2,400 square meter facility last year, just outside Rionegro. The setting is rural and the company employs many people from the local community, of which it is fiercely proud.

The company is currently installing a customized software package, developed in-house, which will streamline production, link departments and allow on-demand access to company data.

Restrepo reveals that the local Antioquia government is demanding with regards to environmental issues, and the company is improving its sustainability by not using solvents and through certification to ISO 9001. Government officials visit Etiflex every month to inspect progress. Material manufacturer Arclad, based nearby, removes Etiflex's matrix waste and reuses it in a pulp molding process to make cardboard trays for eggs and drinks (see L&L issue 4, 2012).

With a booming local market and a diversified product offering, Etiflex is well placed for continued success.

passport. 'You need technical expertise, but creativity and vision are just as important.'

The respect is mutual, with Alejandro Restrepo describing Rossetti as an 'RFID guru'. Indeed, Kereon's expertise is impressive: the company can embed tags into a wide variety of products and

materials – including leather, plastic and silicon – as well as into hang tags and adhesive labels.

'We bring the know-how,' says Rossetti, who has previously worked on RFID projects for Nike in India. 'It is European technology but made in Colombia for the local market.'

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SIMON BURGE, operational manager at Skanem Durham

Ink partners

THERE are many benefits for converters making longer term partnerships with suppliers, as Andy Thomas reports in this UK case study of Skanem and FujiFilm

All too often the relationships between converters and suppliers – and between converters and end users – are characterized by short term, thinking, usually focused on constant price reductions.

But where converters have formed longer term partnerships, they gain access to that supplier's expertise and technical support, which in the longer term triggers more innovation and higher profitability for both parties. This has certainly proved the case with Skanem's UK operations.

With 16 production plants across 10 countries, Skanem is one of Europe's largest suppliers of self-adhesive labels. In the UK, Skanem has three sites located in Liverpool, Cardiff and Durham. The latter is the smallest of the three, yet is very efficient and prides itself on its strong customer-focused approach. Skanem has a very diverse range of customers consisting of both blue chip companies and independent leading brands, and the Durham plant, established in 2003, specializes in the production of self-adhesive labels for the automotive, household and food markets.

Two years ago Simon Burge, operational manager at Skanem Durham, took the opportunity to review the printer's ink supply chain. An intense research and testing period culminated in the company choosing FujiFilm's UVivid Flexo JD inks.

'Our main goal was to enhance our quality standards to guarantee

consistency on different kinds of applications,' explains Burge. 'Our colleagues from Skanem Cardiff have been working with FujiFilm for a number of years, and suggested we see what FujiFilm had to offer.'

FujiFilm and Skanem worked closely together to trial FujiFilm's inks, which included carrying out fingerprint tests.

FujiFilm's flexo package comprises UVivid Flexo JD inks, High Opacity UVivid Flexo JD inks, Supernova White – which in some applications can replace screen white – and a number of varnishes from the UVivid RV range.

'We are committed to keeping a tight rein on all variables which might affect the print process, and ink is a crucial product,' says Burge. 'Our color discrepancy tolerance is minimal. Ink must be consistent in shade and flow properties from batch to batch: to fail in this area would put a stop to the whole process which would mean a time consuming and expensive delay in production. Since we have been working with FujiFilm, we have achieved top quality and excellent color matching along the entire workflow. Because of this, we decided to move to FujiFilm as a majority supplier.'

Burge recently started working with the FujiFilm High Opacity UVivid Flexo JD inks, which can produce opaque prints on clear filmic materials without the need for a backing white.

'Being innovative is our ethos. We tend to look beyond common applications and

find novel ways to surprise customers. FujiFilm products, such as the High Opacity UVivid Flexo JD inks, effectively complement our creativity.'

Skanem Durham won a 2012 Finat award thanks to the flexo technology used to produce the Comma Profile oil label. This application was printed with FujiFilm UVivid JD inks and applied to oil bottles sold by leading UK suppliers of automotive products.

'We are delighted to have achieved this international acknowledgment and we are pleased that in a way FujiFilm won it with us,' says Simon Burge. 'We truly value this leading print manufacturer as an extension of our operation plant. FujiFilm has provided us with great support throughout the changeover process, assisted us in developing the perfect color matching formulation and continues to share its expertise with us.'

Comments Steve Dunne, managing director of Skanem UK: 'Building a strong relationship with suppliers such as FujiFilm, and making the most of its offering to create integrated, cohesive production sites, helps us to be more efficient and provide customers with consistently high quality products.'

This is all the more critical now that the turnaround time for orders has been reduced to just a couple of days, according to Dunne. 'Just-in-time jobs have become common practice and relying on an up-to-speed, reliable and streamlined production workflow is a must to win deals.'



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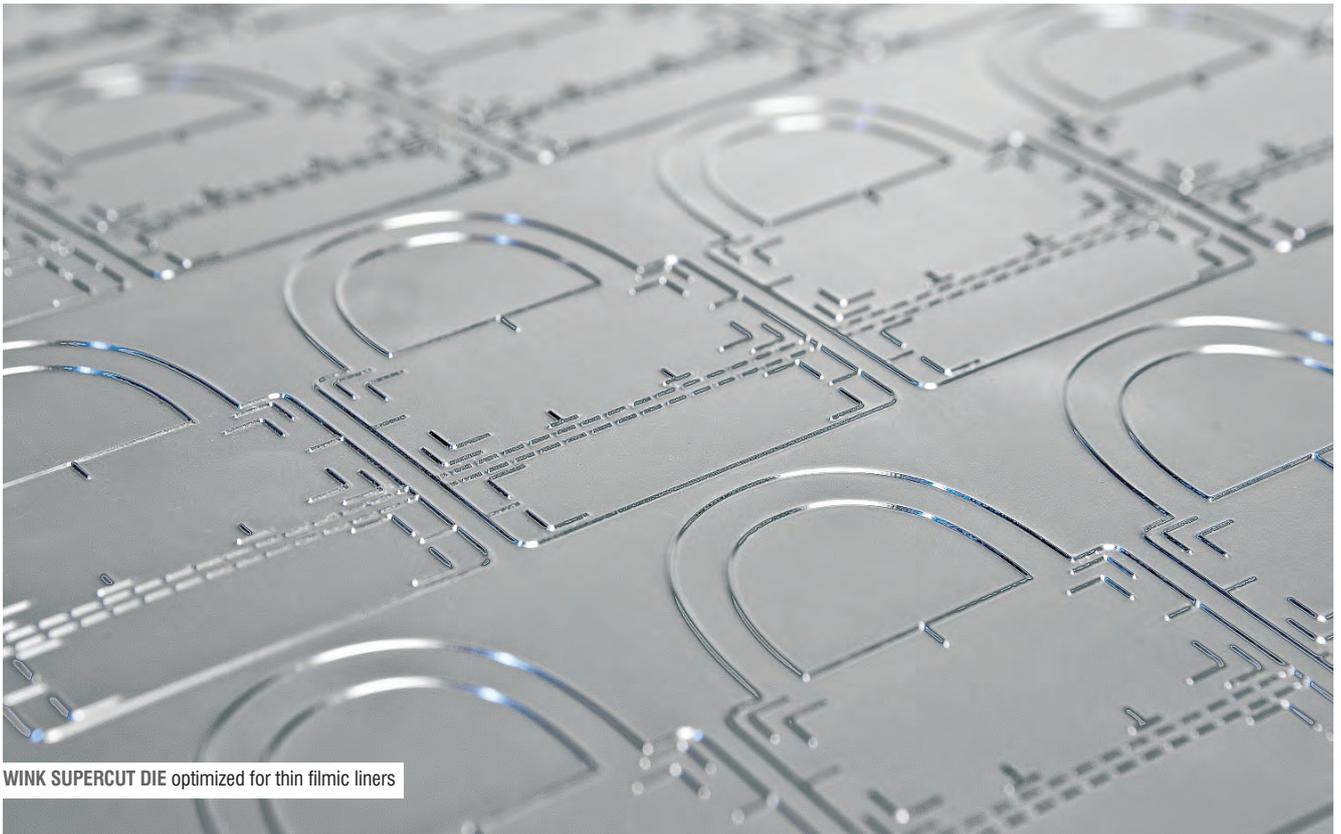
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ANDERSON EUROPE



WINK SUPERCUT DIE optimized for thin filmic liners

Rotary tooling **update**

INCREASING use of thin film liners is throwing up challenges for label converters and leading to a range of solutions from suppliers. Andy Thomas reports on this and other rotary tooling developments

Labelexpo Americas saw the manufacturers of flexible dies tackling the challenges presented by the increasing use of thin filmic liners and thinner face films.

Electro Optic was promoting its latest Gold Line Special die as a solution to cutting on thin film liners down to 20 microns (0,0008") and less. In addition, the company's Dura Line Special-C Quality has a resistant black ion coating (DLS-C) for long life requirements.

'Extreme height accuracy due to our patented back side treatment and optimum sharpness are the most important keys for permanent success in the challenge on ultra thin liners,' said Electro Optic sales manager Dietmar M. Becker.

But the company stressed the importance of the complete die system in these challenging applications. 'Basic requirements for label production on thin PET liners are magnetic cylinder and anvil cylinders – recommended with smoothly polished surface – with three microns run out accuracy,' Becker told L&L.

'An anvil cylinder without support rollers also minimizes a build-up of errors. Adjustable units must be in absolute

mint condition to keep the tolerances. When dimensioning, the 1:1 rule should be respected: The circumference of the magnetic cylinder as well as of the anvil cylinder must reach at least the maximum working width of the press. The die lines must be sharpened with a cutting angle of 40 to 75 degrees and tailor-made to the softness, lamination or lay-up properties of the material being cut. They need to be manufactured with the best possible cutting ability at the top of the blade. In addition, a die height tolerance of +/- two microns (0.00008in) is a must. There will be success for the label printer in the use of thin PET liners only when all these die-cut preconditions and other affecting points, like thermal influences and so on, are optimized.'

Wink demonstrated its SuperCut flexible dies with tight tolerances optimized for thin liner applications. Various combinations of surface treatments are available including MC coating, laser hardening, and non-stick coating.

Wink recently completed a 1,400 sqm expansion of its production facility and installed new machines specifically for the etching, engraving and coating of the SuperCut flexible dies.

But Wink's big technology announcement was the North American launch of its ProMount aligning tool for flexible dies. ProMount is available for all popular narrow web presses in seven standard types (PM 1 to 7), with special sizes available on request. Not only does ProMount improve operator ergonomics and safety during retooling, but helps optimize die-cutting results, reduces wasted time and materials during make ready, says the manufacturer.

Rotometrics featured its recently launched Accustar line of flexible dies to provide converters with the capability to convert thin liner materials down to 23 micron/.00092" gauge PET liner material and thinner (.00075") gauge 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 and improved die longevity.

The company also launched a new Pin-Eject Solid Die for cutting out extremely small parts – diameters as small as 0.06" – and effectively clearing out the tiny pieces from the web where



WINK Promount flexible die aligning tool

spring-eject or vacuum options struggle. This option is suitable for specialty printers and converters in niche industrial and medical markets.

Another challenging area is in-line die cutting of in-mold labels. US converter Hammer Packaging recently installed a Berhalter die-cutter to facilitate its from sheetfed to web production in the injection in-mold and lidding markets. This takes Hammer's abilities beyond what's possible with current counter pressure cutting systems. The Berhalter system can die-cut complex shapes directly from the company's fleet of VSOP offset web and Nilpeter UV flexo presses.

STAMPING AND EMBOSsing TOOLS

Brazilian press manufacturer Etirama has entered the market for hot stamp presses with the European launch of its flatbed Stamp Foil machine, distributed by Grafitec Label Presses.

The robust machine offers a 350mm web width and a die cutter, so labels can be finished in one pass. It can process up to 10,000 impressions per hour.

The servo-controlled Stamp Foil press can over-laminate as well as applying holograms, and has a foil re-registration system to minimize wastage. The machine features a digital touch screen, electronic reinsertion sensor and lateral, longitudinal and diagonal register of the hot foil and die-cutting stations as standard.

DMS has meanwhile introduced its new 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

"Hammer Packaging recently installed a Berhalter die-cutter to facilitate its from sheetfed to web production in the injection in-mold and lidding markets. This takes Hammer's abilities beyond what's possible with current counter pressure cutting systems"

the ability to run sheet dies similar to magnetic bases but with superior thermal and fit properties, says DMS. 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.

Pantec has built on its stamping expertise with the introduction of 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.

UEI ACQUIRES FALCONTEC

US-based UEI Group has acquired the assets of UK rotary tool manufacturer Falcontec.

Larry Hutchison, president and CEO of UEI Group, said: 'Acquiring Falcontec not only demonstrates we're serious about growing our business in Europe, it gives us the room we need to expand UEI Group's capabilities and capacity.'

Falcontec is one of the UK's premier rotary tooling manufacturers, supplying the growing pressure sensitive label markets for home and personal care, food and beverage, wine and spirit and healthcare industries. Falcontec will continue to operate in its Halesowen, West Midlands, facility.

Falcontec and its full product line will fall under the UEI Group of companies, which includes Universal Engraving, UEI FineCut, UEI Systems and Infinity Foils.

Falcontec founder Stan Vigurs commented: 'I am pleased to know that our customers will benefit from the acquisition. The joint resources of the UEI Group and Falcontec can only serve to enhance the excellent service they currently receive. This is the next chapter for both Falcontec and the UEI Group of companies and I am pleased to be part of it and certain that it's going to be a very exciting one.'

Falcontec customers will also benefit from UEI Group's distribution deal with RotoMetrics. This reunites Falcontec's rotary hot stamping and embossing tooling with a global sales and distribution resource which will handle customer's order inquiries on a direct basis.



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New SEN SMP320 (Economy Spec) High Performance Intermittent UV Rotary Letter Press Label Printing Machine



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D I G I T A L P R I N T I N G

ANDY THOMAS and DANIELLE JERSCHEFSKE report
on the new digital printing equipment seen at Labelexpo Americas

It was interesting at this Labelexpo to see, for the first time, the 'big three' conventional press manufacturers all showing digital print solutions.

New for the US, Gallus showed the Heidelberg Linoprint L inkjet press along with the ECS C digital label converting system. This was shown as part of a hybrid workflow solution pulled together by the CERM MIS (CERM is now a Heidelberg owned company) and Heidelberg's Prinect workflow solution.

The Linoprint L, based on the CSAT technology acquired by Heidelberg, has a native resolution of 600 x 600dpi using Kyocera heads. The ECS C digital converting system is based on the ECS 340 'rock' press and features a format-free die-cutter, front loading sleeve system, chambered doctor blade, presetting and an extremely short web path.

Mark Andy introduced its own digital solution with the launch of the SRL 4.0 digital label printer, based on OKI's CMYK toner technology and available in eight and a half inch to 12.6 inch web widths. The SRL 4.0 can print on a variety of qualified materials with no pre-coated substrate requirements. Resolution is 600 x 1200 dpi and it comes equipped with server and software for a turnkey solution. Mark Andy has off-line die cutting and laminating solutions available.

Currently available in the North American market, the SRL 4.0 will be rolled out globally in 2013.

Nilpeter showed its established Caslon hybrid flexo/inkjet press with the new white ink station, which can also be used for a spot-color or digital varnish. Nilpeter says the white inkjet ink is comparable to 'conventional flexo and screen inks' and offers a high degree of ink adhesion, as well as high scratch resistance without the need for varnishing.

The purely digital version of the Caslon is being marketed by FFEI, and that company was demonstrating its RealPro Digital Labeler software, incorporating advanced ink handling and automated step & repeat tools.

Omet announced the commercial availability of the JetPlus CMYK inkjet module which made its debut at drupa and can be configured either as a standalone press, or as a module on the XFlex X6 or Varyflex press.

TONER SOLUTIONS

HP used Labelexpo to announce that Innovative Labeling Solutions (ILS) will be among the first three beta installations of its 30-inch HP Indigo 20000 Digital Press (see L&L3 2012). The other two converters are Belmark in the US and UK-based Shere Print, the digital arm

of flexo packaging printer Ultimate Packaging. The B2 format 20000 is targeted squarely at flexible packaging and film label applications and is expected to raise significantly the cut-off point between conventional and digital print processes.

For the first time in the US, HP Indigo demonstrated a WS6600 Digital Press with Enhanced Productivity Mode, which increases print speed by dropping the black ink and using only the CMY stations. Michelman meanwhile announced a new primer for the WS6600 Inline Priming (ILP) unit. Michem ILP040 extends ILP media compatibility from paper-based substrates to synthetic media.

SecurePack, a system dedicated to cGMP compatible production of pharmaceutical packaging was also demonstrated. Currently in beta testing, it will be available for HP Indigo WS6000 and WS6600 users worldwide by Q4 2012.

HP finishing partners AB Graphic International and Karlville demonstrated end-to-end production of the full range of packaging products, including digitally printed labels, shrink sleeves, folding cartons and flexible packaging. Xeikon concentrated its fire on demonstrating in-line printing and



ROGER PELLOW, MD Tarsus Labels & Packaging Group; Wilfried Koopman, managing director Stork Prints holding the company's Label Industry Continuous Innovation award; Mike Fairley, L&L, in front of a 330mm DSI inkjet press

converting of cartons – including a clear, screen-like digital varnish - and integrating its X-800 front end with laser die cutting units.

On the Laser Die Cutting Workshop, Xeikon and its workflow partner Hybrid Software were showcasing Vectorizer, which generates vector-based die cut profiles saved as 'frames'. Barcodes printed next to the labels on the digital press tell the laser die cutting system which of the frames to use, allowing both designs and die cut profiles to be changed on the fly.

Xeikon announced at the show a global partnership with Label Vision Systems (LVS), which specializes in in-line inspection of variable data and barcodes. On the Xeikon stand an LVS 7000 inspection unit was integrated with a Xeikon 3300 press, with finishing off-line on a Delta unit.

Xeikon also introduced Color Control, a cloud-based color management and optimization software tool for label and packaging applications.

OKI emerged at the show as the supplier of a toner-based digital print engine to a number of OEMs, and demonstrated its own OKI pro511 digital web press for the first time. The system is capable of printing on pre-die-cut or unconverted roll label stock. Features include integrated print server, Harlequin RIP, and Hybrid front-end software, plus a heavy duty rewinder with a pre-assembled slitter.

Allen Datagraph uses the OKI Data LED toner engine in its new iTech Centra HS Digital Label Printer and Finishing system, geared towards capturing run lengths between 1,000 – 4,000ft. Print speed is up to 30 ft/min with media width capability between eight and a half inches – 12.9 inches. The finishing system uses an HPGL vector cutting system compatible with a SmartMark opto-electrical sensor, which reads multiple registration marks while running. It can laminate, die-cut, strip matrix waste and slit custom labels in a single pass.

The company expects to close up to 15

units by the end of the year. It sold two complete systems to Australia, a finisher to Venezuela and a finisher to Japan to be used in combination with the Epson SurePress.

INKJET

Durst launched in the US its wider, 330mm (13in) Tau 330 digital inkjet press (see L&L3 2012), which is also available with a narrower, 200mm (eight inch) web (designated the Tau 330/220).

As noted in L&L's drupa review, the native print resolution of the Tau 330 has been increased to 720x360 dpi with grayscale enhancement. Also on display was the Variable Data Print option with "inserter" functionality to print on pre-die-cut or pre-printed labels.

The company demonstrated at the show both a high opacity white UV inkjet ink and a silver metallic UV ink. Christopher Howard VP sales and marketing at Durst Image Technology US, told journalists: 'We can now run silver at 65-95 ft, or 20-30 m/min, and the cost of running a four by six inches beer label with 13 percent coverage is one dollar per 1,000, so very cost effective on short runs.' Currently only papers are approved for the UV inkjet silver,

LASER AND THERMAL

Primera reported a successful show with more leads than previous years, writes *Danielle Jerschefske*. The company had a soft launch for its DL500 durable label printer that conforms to FDA regulations for labels. It also promoted its X-Series color label printers, AP-Series label applicators, CX-Series color label presses and the FX1200 Digital Finishing System.

Polykote promoted RevealPrint, a system which users color printing on thermal printers 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. The technology works on any direct thermal printer, 203dpi through 600dpi, and at typical heats and speeds.

VIDEO ROUND-UP

THE LATEST LABEL TV VIDEOS FROM LABELEXPO AMERICAS 2012



The EFI Jetrion 4900 combines UV inkjet printing with in-line laser die cutting
www.labelsandlabeling.com/label-tv/technology/efi-jetrion-4900-digital-lean-upgradeable



Colordyne CDT-1600 PC Sprint inkjet press, powered by Memjet imaging technology.
www.labelsandlabeling.com/label-tv/technology/colordyne-technologies



iSys Edge 850 digital label press with printing speeds up to 30 ft/min (9.14 m/min).
www.labelsandlabeling.com/label-tv/technology/isys-label-showcases-the-edge-850-at-labelexpo-americas



Stork Prints' modular 10 station DSI UV inkjet press, printing and finishing in one pass.
www.labelsandlabeling.com/label-tv/technology/stork-prints-dsi-uv-inkjet-printer-demo-at-labelexpo-americas



AV Flexologic FAMM HS machine for automatically mounting flexo and letterpress plates on cylinders/sleeves.
www.labelsandlabeling.com/label-tv/technology/av-flexologic-famm-hs-plate-mounting-machine



but Durst is working on qualifying film substrates.

Durst also announced the availability of an integrated Nikka web inspection system, in-line corona for printing on films, web cleaning options and an optional cooling system for heat sensitive materials.

Stork Prints showed a 13in (330mm) version of its modular DSI UV inkjet printer, printing and finishing in one pass with semi-rotary flexo and die cutting/rewinding. Stork stressed the modularity of the DSI, which is now shipped with 10 print positions. These can accommodate any combination of CMYK, orange and violet or spot colors, digital white and now an in-line digital primer, allowing the press to work with any substrate in a color managed environment, including machine coated paper. An advantage of an inkjet primer is only using coating where the ink will be applied, minimizing waste. A water cooled chill drum on the curing station allows heat sensitive substrates to be handled.

The company offers a wider platform of 530 mm for packaging applications. A video demonstration live from the show can be watched here http://www.labelsandlabeling.com/label-tv/technology/stork-prints-dsi-uv-inkjet-printer-demo-at-labelexpo-americas?dm_i=975,YIQL,3SRVI0,2VWKS,1

EFI sought to differentiate its Jetrion UV inkjet press range with the launch of the 4900ML and 4900M-330 variants. The 4900ML integrates laser die cutting in-line, while the 4900M-330, launched at the show, features a wider 330-mm print width, making it not only more productive, but compatible with existing 13in tooling held at converting houses. This machine is designed as a modular solution with finishing either on- or off-line.

Newly developed EFI Radius workflow tools for the 4900ML series extend its capabilities into flexible packaging and allow integration into multiple company sites. The first 4900ML in the United States was purchased by eSigns.com.

Domino Printing Sciences launched its single color K600i piezo UV inkjet module, designed to integrate variable data printing into existing sheet, web-fed presses and finishing lines – effectively acting as a ‘digital black plate’. Also configurable as a standalone digital press, the K600i delivers 600dpi native resolution at speeds of up to 75 meters (246ft)/minute. It can be configured for print widths up to 557mm (21.96”).

Epson America showed its SurePress

RFID/SMART TECHNOLOGY

bielomatik showed two new machines for RFID converting and personalization, *writes James Quirk*. SpeedLiner is a compact and modular design which features hotmelt glue 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 chip encoding system which opens the door to growing markets like garment tag personalization and encoding of mass transportation tickets.

Melzer showed 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.

Mühlbauer showed 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 range of products – from RFID inlays to tickets, butterfly hang tags and labels.

Neenah Paper launched an authentication system in partnership with Prooftag. Neenah Secure Authentication Label papers incorporate a chaometric overt security feature integrated in the paper and authenticated via Prooftag’s patented verification system. This cost effective security system ensures that each label, tag or seal is a unique individual fingerprint for authentication. A random fiber orientation in the paper media provides an accessible solution to problems of counterfeiting and forgery enabled by Prooftag’s system for verification, along with many other possibilities for a smart label – such as track and trace and building of brand loyalty with customers.

L-4033AW inkjet label press for the first time with white ink. The L-4033AW uses seven Epson SurePress AQ water-based inks - CMYK plus orange, green and now white. The water-based inks will image a wide range of substrates without pre-coating including gloss, semi-gloss, matte, film, and clear and metallic substrates, says Epson. The press supports variable web widths up to 13-inches wide and materials up to 0.013-inches (0.32 mm) thick. Print speed is up to 16 feet a minute.

Colorlyne introduced the CDT-1600 PC Sprint inkjet press, powered by Memjet imaging technology. The 1600 PC Sprint can print on both pre-die-cut labels and non-die-cut master rolls and is available with the Colorlyne 1600 PC Pro in-line finishing system. The 1600 PC Sprint prints at 160 feet/minute in full process color (CMYK) plus one spot color at 1,600 dpi.

At the show Colorlyne announced it sold the first 1600 PC Laser Pro with an inline LasX Industries’ V400 Laser diecutting system that can kiss-cut, slit, or perforate. It reportedly sold five of the PC Pro units in total with rotary die finishing units supplied by AzTech. Colorlyne announced Delfax as its distributor in Latin America – a new market for the supplier.

iSys introduced the Edge 850 digital label press with printing speeds up to 30 ft/min (9.14 m/min). The Edge 850 can print on a variety of die cut, kiss cut or roll substrates and comes complete

with a rewinder and Edge2Print label production software.

Powered by Memjet inkjet technology, OwnX is a Hungary-based supplier that featured its SpeedStar 3000 label printer. The SpeedStar has a printable width of 8.67” and is able to deliver PS labels in roll-to-roll, fan-fold, and pre-converted formats. Finishing equipment can also be supplied.

Roland DG demonstrated the multiple capabilities of its VersaUV LEC-330 UV printer/cutter, which can produce matte and gloss finishes – including embossing and other tactile effects – in a single pass. The system prints, contour cuts, perf-cuts, scores and creases virtually any flexible or rigid media.

Screen launched its Truepress Jet L350UV inkjet press with a print width up to 322mm (12.6in) and top speed of 50m (164ft) per minute. The L350UV uses Screen’s proprietary high-definition UV inks with optional opaque white ink and prints at resolutions of 600 x 600dpi and 600 x 1,200dpi.

Shiki showed its UV inkjet digital printing press with a running speed of 50m/min using UV-LED curing. It can print on widths up to 350mm.

Super Web Digital, a first time exhibitor at Labelexpo, introduced its Super Web DCOMM 100 Label Press, powered by Memjet technology. The DCOMM 100 Label Press hits speeds up to 160 ft/min, achieves 1600 dpi, prints five colors plus a spot on web widths up to nine inches wide.

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MATERIAL TRENDS

CAROL HOUGHTON reports on materials trends at Labelexpo Americas

Avery Dennison's new product introductions showed a heavy emphasis on helping brands produce sustainable beverage products. First up were MultiCycle labels, which can cycle more than 30 times through the glass-returnable system, delivering the impact of pressure-sensitive graphics at a lower cost and environmental impact. Wash-Off, meanwhile, is a label material that cleanly curls and releases from glass bottles with no adhesive residue, helping brands meet aggressive recycling targets. Avery Dennison Bottle-to-Bottle Portfolio of labeling materials is designed specifically to enable more efficient recycling of bottles and packages made from polyethylene terephthalate (PET).

Also of interest to the beverage market is Z3338 Adhesive, engineered to keep labels positioned consistently in heavy-condensation environments such as ice buckets and cold boxes.

Turning to its wider film offering, Prime Film Portfolio is a suite of clear, white and metalized facestocks anchored with a proprietary new adhesive, S7000. Seen for the first time in the US was Avery Dennison Shrink PS, a patent-pending, pressure-sensitive label for shrink wrap bags that delivers operational efficiency and crisp graphics.

The company's TurnLock Laminating System is a film technology for durable goods applications that combines facestock and overlaminates, producing more resilient labels from less material.

Appleton launched a new direct thermal label facestock, Résiste 185-3.3, developed for improved readability in retail weigh-scale label applications. The product has increased resistance to mechanical scuffing helping labels remain legible and scannable when in contact with PVC wrap, packaging films and bags containing plasticizers, or where labeled items are stacked in cold cabinets or store shelves.

The company is working with a number of partners to develop materials to enable

double sided thermal printing. This option could offer a different approach to removing liner waste, explains Mike Gove, strategic portfolio manager, thermal products, Appleton. 'As an example, for shipping labels, the liner can be used as an invoice or packing list once the label has been peeled and applied.'

Dow Corning promoted its Syl-Off thermal cure emulsion coatings for films as the laminating industry continues its move away from solvents. The company also introduced new adhesives to support the creation of high-performance protective films for mobile device, touch-screen and flat-panel display applications, an area of growing interest to label converters.

In collaboration with Wasau Paper, FLEXcon launched Eco Select RT, a 50 lb supercalendared kraft release liner made from up to 30 percent post-consumer waste (PCW), claimed to offer the same functional performance as the company's standard product.

'Use of a PCW substrate reduces energy, greenhouse gases, wasted water, pollutants and the number of trees harvested,' said product manager Ronald Ducharme. 'It also creates a product differentiator for brands: "The paper you throw away is made from the paper you throw away".'

Eco Select RT was being offered as the release liner for the recently introduced THERMLfilm Nexgen series of gloss topcoated polyester films. The PCW liner requires no production changes and will have no effect on the UL status of the end product.

The company is also working with Channeled Resources on a true 'cradle to cradle' solution with recycled liner sent to Wasau to be turned into new liner for FLEXcon to use in its laminates.

The company also announced the expansion of its Underwriters Laboratory (UL) Adoption Program, working with ink manufacturers to eliminate the need for converters to test their inks on Flexcon

substrates. Inks have currently been tested and approved on substrates in the Themfilm Nexgen line. Additional product lines will be tested soon.

A highlight at the Green Bay booth was its dissolvable paper, H20DP, and dissolvable adhesive, 611, combined to create a pressure-sensitive label that can be cleanly removed – without leaving residue – in water.

The 611 adhesive is suitable for a variety of substrates including most plastics, stainless steel and glass. H20DP can be printed with water-based or UV inks.

Primarily for food service applications, additional uses include beer kegs and other containers designed for wash and reuse, as well as to identify components during product assembly at manufacturing facilities. The dissolving process takes less than 30 seconds.

Hanita Coatings launched halogen-free flame retardant PET labelface films, suitable for automotive or electronic label applications as well as for use in environments such as refineries and chemical plants.

Hueck Folien launched its Hiperprime primer for thermal transfer printed labels which must withstand harsh environments in the automotive, aerospace and electronics industries, including resistance to aggressive chemicals like acetone and hexane.

Hiperprime is available in standard versions with gloss and matte finish on clear, white and silver polyester, with the possibility to add customized security features. It is UV-flexo printable and there is no need for an over-laminate.

Johann Hilburger, sales manager, pressure sensitive industry, added: 'The coating can be combined with other features such as tamper evidence or holograms for added security.' It can also be applied to different substrates including polyester and metalized polyester.

Mactac introduced its Puretac CL216 adhesive technology, an optically clear



DEALING WITH WASTE

With the help of Greenwood Fuels and Channeled Resources, this year's Labelexpo Americas saw a major industry first. The waste matrix and finished rolls were collected from the various live press demonstrations taking place around the show for conversion into fuel pellets.

Greenwood's fuel pellets are a direct substitute for coal yet can have a higher BTU content. Far more cost effective than landfilling, the pellets reduce the overall environmental footprint of producing labels.

A well attended panel session took place in the Ecovillage at the show to learn how Greenwood Fuels turns matrix waste into renewable fuels. On the panel were Dave Robinson, director of sustainable solutions, Channeled Resources Group and Ted Hanson, VP of operations, Greenwood Fuels. Robyn Buss, VP sales and marketing at Thilmay Papers discussed how the pellets are used to fuel its paper making plant, and two label converters on the panel are currently supplying their waste matrix to Greenwood, represented by Jim Check, VP of sales, Heartland Label, and Kevin Hayes, VP of sales and market development at The Outlook Group.



adhesive specifically designed for labeling applications in the health, beauty, food, beverage and household cleaner sectors. The adhesive sticks aggressively to HDPE, LDPE and PET, is resistant to whitening, displays excellent initial tack, is direct food contact compliant and tamper evident, says the manufacturer. Puretac CL216 is currently available on a 2.0-mil clear, 2.3-mil white and 2.0-mil chrome, top coated, biaxially oriented polypropylene (BOPP) with 1.0-mil and 1.2-mil PET liners. Application speeds have been successfully tested at up to 1,000 feet per minute.

NewPage Corporation introduced OmniPoint, a 60 lb (89 gsm) heavyweight wet strength label paper for large glass and plastic containers used in food, beverage and condiment applications.

David Diekelman, executive director of sales and marketing for specialty papers, said, 'We worked closely with our customers to develop a heavyweight label paper solution that meets their needs for consistent quality, durability and label converting performance, while allowing them to deliver the best possible label graphics for their food and beverage brand owner customers.'

Kelly Kubisiak, market research analyst, specialty papers, added, 'From a paper perspective, customers, end users and brand owners want certified fiber, down gauging, compatibility with new adhesives, recycled content as well as a lighter base without comprising performance.'

Ritrama announced a growing presence in North America and showed a new range of thinner products including the 40 μ PP Gloss Clear as well as Evolution PE60, Globalflex, MDO Coex and Soft Touch, a 17 μ laminating polypropylene film for personal care products.

The bi-oriented 50 μ clear coex polyolefin film Globalflex on Glassine liner and Globalflex Crystal on PET liner provide a versatile option for contoured or squeezable containers. The company says these products exhibit 'superior printability, die-cutting, label application, squeeze-ability and product shelf impact at a competitive price.' Other advantages include more labels per roll and a high degree of stiffness for high speed converting.

Spinnaker was focused on promoting its new distribution centers in Atlanta and Los Angeles. George Fuehrer, executive vice president, commented, 'Distribution is a critical aspect for label converters and we are working to provide next day delivery.' In California slitting and distribution were previously carried out by a third party.

New product introductions included over 70 different constructions optimized for EFI Jetrion digital presses. The company is also working with HP to qualify its products.

A new range of film face sheets with lay flat liners was also launched, available in smaller quantities through the Trimless program for smaller customers.



YUPO'S JupoultraClear IML film increases the brand owner's choice of bottle color

Tesa Tapes introduced Tesa 52018, a 15-mil plate mounting tape built on a 'super soft' closed-cell polyethylene foam with high elasticity. It is designed for use with thick printing plates (.067" - .107") on narrow diameter cylinders for high resolution screen printing. The softness level of the foam is said to enable better absorption of press vibrations to minimize dot gain. The backing is coated on both sides with a specially-formulated adhesive system designed to securely adhere to both the printing plate and print cylinder upon initial contact.

UPM Raflatac announced the launch of a new line of universal inkjet and LED toner-based labelstocks for print-on-demand applications. These paper and film products are claimed to 'dry instantly on printing presses, regardless of ink choice'. There are over 15 different water-

resistant papers and waterfast films in the range, available in both matte and gloss finishes and in roll-to-roll or roll-to-sheet formats.

In addition the company showed paper-faced shelf markers and talkers aimed at replacing existing vinyl based products. UPM Raflatac's Latex Impregnated and Jetlaser Translucent shelf marker and shelf talker labelstocks are 'largely' composed of wood fiber and can be variable information printed without a specialized top-coating. When paired with UPM Raflatac's RR22 adhesive, these labelstocks provide good initial tack and removability throughout their usage cycles.

Other announcements included the introduction of the Small Roll Service for lower quantities of durables and security labelstocks, along with a Menu Service that allows customers to create custom roll-to-roll labelstocks by assembling standard facestocks, adhesives and liners in more than 1,500 different combinations.

The company also announced the addition of two new slitting and distribution terminals in Mexico City, Mexico, and Buenos Aires, Argentina. These facilities complement UPM Raflatac's labelstock factory in Rio de Janeiro and slitting and distribution terminal in Jaguariúna, Brazil, and allow the company to service customers throughout Latin America.

UL CERTIFICATION

Ryan Houle, business development management, chemicals, packaging and labeling, at Underwriters Laboratories, announced the launch of a new In-Mold Labeling Certification Program as part of UL's expanding Marking and Labeling Systems Certification offerings.

IMLs are evaluated for the specific plastic type and molding process in accordance with the same safety standards used to evaluate pressure-sensitive labels. The first products to meet these new requirements and achieve UL Recognition are manufactured by The Standard Register Company.

Yupo introduced JupoultraClear IML film, increasing the brand owner's choice of bottle color and reducing the amount of ink required, since there is no requirement to match the bottle color. The film is claimed to resist scratching, fading and flagging.

The company also launched its YupoOctopus micro-suction technology, which uses tiny suction cups on one side of the film to grip any smooth, flat surface without any magnets or static, making it suitable for electrical applications and removing the need for adhesives. It can be removed and reapplied for ultra-long wear and shelf life. Bill Hewitt, market manager and customer service manager, said, 'Applications are endless. From electronics, product displays, various graphic design applications, promotional materials, children's games, tabletop decorations and on and on. Just about any smooth surface!'



AVERY DENNISON Curvy label application system



GREEN Bay demonstrates its dissolvable paper and adhesive which leaves no residue in water

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FINISHING LINE

JAMES QUIRK and DANIELLE JERSCHEFSKE review finishing and converting systems shown at Labelexpo

AB Graphic International demonstrated the Sabre Extreme laser finishing line in the Laser Die Cutting workshop. In the HP Indigo booth it demonstrated digital print finishing with its Digicon Series II equipped with an all-new automatic die loading system and underscoring system all controlled through the operator's control screen. At its own booth attendees saw a new Omega flatbed die cutting line designed for folding carton finishing with the capability to imprint for Braille. Also seen was an Omega HSR1700 inspection slitter featuring a 'fast' automatic slitting terminal with servo driven pre-positioning, and an Omega HSR1700 slitter rewinder made especially for films finishing.

Ashe Converting displayed the OETR16, a new entry level motor driven three spindle inline turret rewinder. The system 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. There are direct motor drives to each of the three rewind positions. The OETR16 was set-up with an Opal 16" wide slitter rewinder.

AzTech Converting promoted its ISR Series of slitter, rewind and inspection equipment with a Label Vision Systems LVS 7000 Print Quality Inspection System. Speeds are up to 800 fpm, and the system features adjustable electronic web tension control, reversible rewind for over or under winding, and interchangeable slitting station module with choice of rotary shear or razor (pneumatic crush extra), and ultrasonic web guide for processing both clear and opaque substrates.

Catbridge introduced the Model 900 duplex center winder for 32" rewind diameters and the Model 901-40 cantilevered duplex winder for 40" rewind

diameters, featuring a patented dual tray roll discharge system. The Model 140-45, a high-speed salvage winder for 45" diameter rolls, provides splice, inspection and slitting capabilities as well as easy roll loading and unloading.

CTC promoted its new cantilevered, compact Power Butt Splicer with built-in roll loading and demonstrated the Value turret rewinder at the Super Web booth.

Delta Industrial brought four pieces of machinery to this year's Labelexpo show. At its booth the Delta Spectrum converting machines could be seen die cutting digitally printed labels. The systems featured over and under laminating, tight tolerance rotary and semi-rotary die cutting and in-line perforation and sheeting. The company participated in the Laser Die Cutting Workshop featuring its Delta Edge laser technology and finished labels with another Spectrum system on the Xeikon booth.



(L-R) Mike Fairley, director strategic development Tarsus Labels & Packaging group; Joel Carmany, president Consolidated Label Company (US); Tony Heintl, president Repacorp (US); Ben Lilienthal, vice president and managing director, CCL Label (Mexico); Fernando Gabel, managing director, Baumgarten Gráfica (Brazil); Iban Cid, president, Germark (Spain); and Amar Chhajed, director Webtech (India).

The custom converting machinery provider revealed its new Delta Crusader Plus at 18-24" wide in a move to support the growing mid web printed packaging sector. The system was designed to provide a full modular platform for the manufacturing and finishing of wider webs and larger parts.

Karlville showed its 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. In cooperation with HP Indigo, Karlville demonstrated its entry level K1 Seaming Machine and the Steambox Pro which allows for shrink sleeve application for prototyping.

Keene featured its new Modular Converting Systems line, with options 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".

For the first time in North America Kocher + Beck showed its new UR

"The custom converting machinery provider revealed its new Delta Crusader Plus at 18-24" wide in a move to support the growing mid web printed packaging sector"

Precision servo-driven unwind and rewind splicing equipment. Fully wound rolls are pneumatically loaded onto a movable roll lifting cart. An optional web guide can be included. The company adds that an operator selectable lay-on-roller combined with a fully adjustable taper tension control permits a high degree of winding quality.

Italy-based LabelTech partnered with US inspection provider PC Industries to show a LabelTech IT350 rewinder at its booth equipped with a Guardian PQV 100 percent inspection system.

GLOBAL EXPERTISE

Labelexpo Americas is unique among global Labelexpo events in having a packed conference session. A particularly interesting one featured some of the world's leading label converters in a session chaired by industry guru Mike Fairley.

LabelTech and PC Industries will support both North America and Europe by keeping each others' spare parts in stock to reduce shipping time and costs and avoid customs delays.

Martin Automatic displayed the latest version of its MBS butt splicer, which comes standard with a package of features including ultrasonic sidelay sensors and spiral grooved rollers for unwinding and splicing filmic substrates. In addition, the MBS now features a touchscreen control system for easier operation and expanded diagnostics.

The company also demonstrated an upgraded LRD rewinder, now accommodating 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



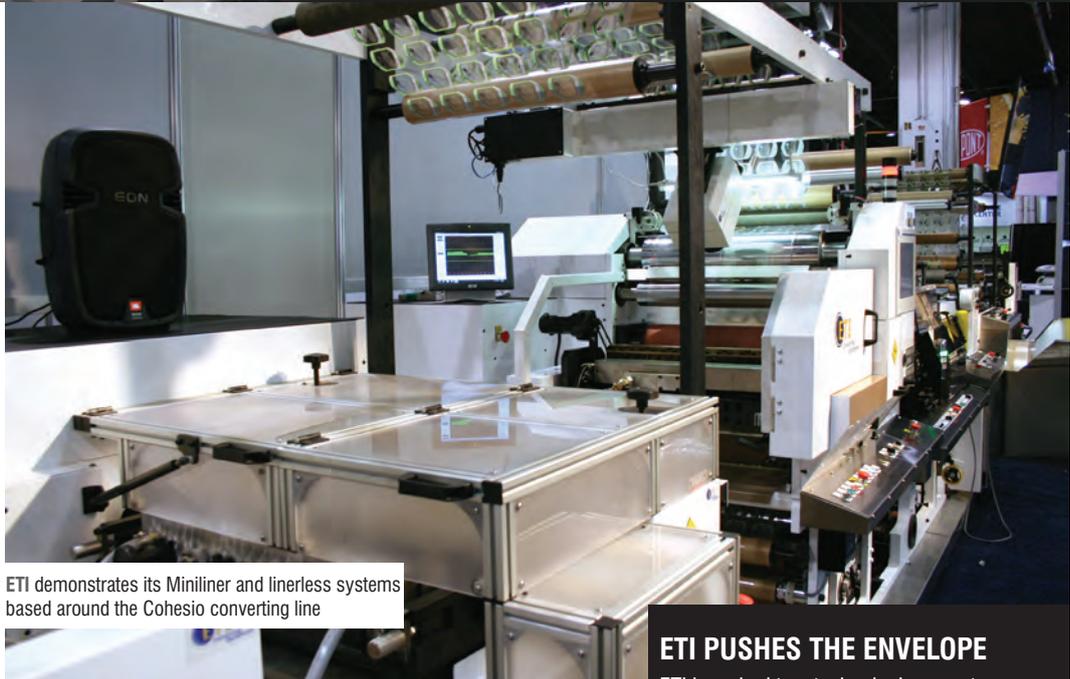
standard doffing ramp, or onto an optional articulating arm through the front of the unit, if the product rolls require special handling. And, the LRD can slit and wind multiple ribbons on-press.

Preco is a provider of processing systems and services for the packaging industry, including rotary die cutting systems and laser processing systems. It promoted its AcuBreathe laser system for micro-perforating a range of materials, which it says allows for perforation rates three times faster than 'industry standards'. For PS label converting it promoted its rotary converting platform series that can be customized with a laser die cutting system with tolerances of $\pm .051$ mm.

Prati demonstrated a complete workflow for booklet labels production with the VEGApplus Booklet and the Saturn Booklet. The VEGApplus LF 330 Booklet is designed for off-line production of booklet labels running up to 75 m/min at a width of up to 330mm. It can apply a booklet label on the base label with accurate registration. It is ideally suited to pharmaceutical and agro-chemical sectors as well as the food industry where this type of label is perfect for promotional content on packaging. It runs unsupported and self-adhesive labels – standard, coupon, flat, curved, and thick booklet – regardless of the diameter.

The new Saturn Booklet inspection machine is optimized for the finishing of coupon and booklet labels with slitting, rewinding and full inspection using a Nikka camera.

Schobertechnologies featured its in-mold label converting technology, with an RSM-IML/MX rotary die-cutting machine on demonstration. The RSM-IML/MX is designed for short to medium runs and is available in 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



ETI demonstrates its Miniliner and linerless systems based around the Cohesio converting line

"ETI's in-line die cutting labeling systems are retrofitted to existing labeling equipment, allowing converters to print linerless labels in any shape or size and without requiring micro-perforation"

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. The company also highlighted its heavy duty rotary die-cutting module with a width up to 1,000 mm for production speeds of up to 300 m/min, which can be integrated into conventional or servo-driven press lines. The unit can handle 25 micron liners on PS materials.

For the first time in North America, Smag introduced its Digital Galaxie SGV, a finishing line consisting of unwinder, semi-rotary UV flexo unit and flatbed screen station running at 30m/

ETI PUSHES THE ENVELOPE

ETI launched two technologies new to Labelexpo Americas – Miniliner and Linerless.

The Miniliner system enables converters to manufacture a pressure sensitive label from raw material to the finished product on a 12 micron (.48 mil) PET release liner using conventional die cutting.

Produced on its Cohesio machine, ETI says Miniliner reduces by around two thirds the amount of PET film used in a laminate construction. Converters can use existing tooling to die-cut the label during the Miniliner manufacturing process.

The company was also promoting its Linerless technology. ETI's in-line die cutting labeling systems are retrofitted to existing labeling equipment, allowing converters to print linerless labels in any shape or size and without requiring micro-perforation.

Other advantages of linerless labels produced on the Cohesio include the ability to print on the front and back sides.

min with 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 participated in the Laser Die Cutting workshop with its L350 Laser Cutting 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 could be seen finishing labels printed on the NW140 UV Ink Jet Printer at the INX International booth. At the Spartanics booth the L210 Narrow Web Laser Cutting System with barcode reading capabilities demonstrated the opportunity for rapid changeover.

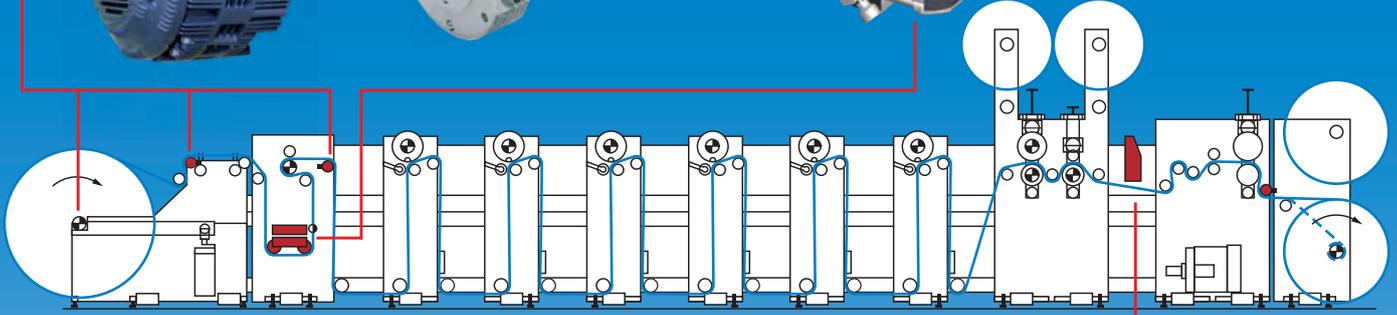
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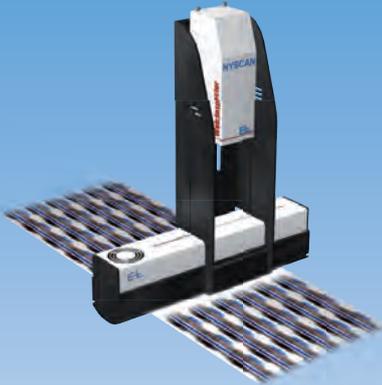
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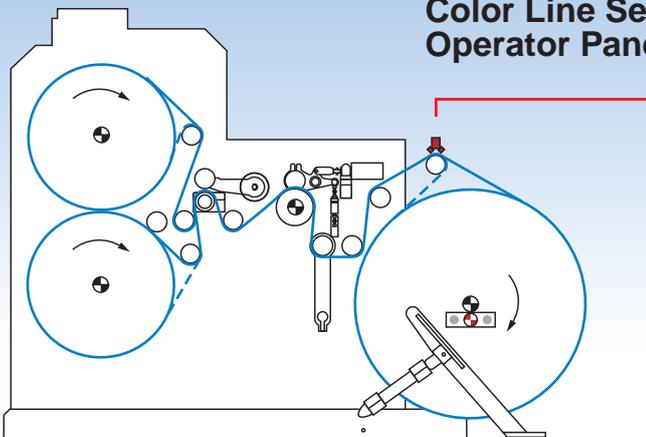
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CURING INK MIGRATION

CAROL HOUGHTON rounds up the latest offerings from ink suppliers at Labelexpo Americas

Following the trend noted at Labelexpo Europe in 2011, ink suppliers in Chicago introduced low migration options for food labeling. Jennifer Joyce, global product director, Flint told L&L: 'Ink migration is a hot topic in Europe and we want to be the first to educate North American printers to the needs of the narrow web market.'

The company showed Flexocure Ancora, a low migration UV flexo ink range for food packaging, with low migration potential in compliance with the Swiss Ordinance on Materials and Articles (SR 817.023.21) to the North American market. The company also launched an improved combination rotary screen ink system, CombiScreen. The press ready-inks are suitable for combination printing with all narrow web ink technologies formulated for extreme overprintability and can be used on all types of substrates.

Zeller+Gmelin introduced the 36 Series of low odor UV flexo ink which meets the stringent migration levels. The company said the ink has been tested printing at over 1,000 feet per minute with migration levels under 10ppb – making it suitable for indirect food contact, cosmetic, and

pharmaceutical packaging applications. 'The system offer curing speed, run length and strength, good adhesion.' It can also be used for shrink film so only one ink system is needed for packaging. According the Zeller+Gmelin the US is on the cusp of low migration printing, 'The driving force has not arrived yet but there has been a lot of interest.' It expects that within six years it will be the main ink used in the region. The system is suitable for running across all substrates and applications.

SunJet, the global inkjet division of Sun Chemical launched EtiJet LM UV, its low migration UV curing ink range for the digital label market. The development is suitable for all types of piezo print heads and can demonstrate migration levels of <10ppb in inks cured in air with standard mercury lamps. The inks meet the highest industry standards for food packaging. All of the components appear on the European positive lists, Swiss Ordinance and EuPIA and the inks do not use materials specifically excluded in the Nestle list.

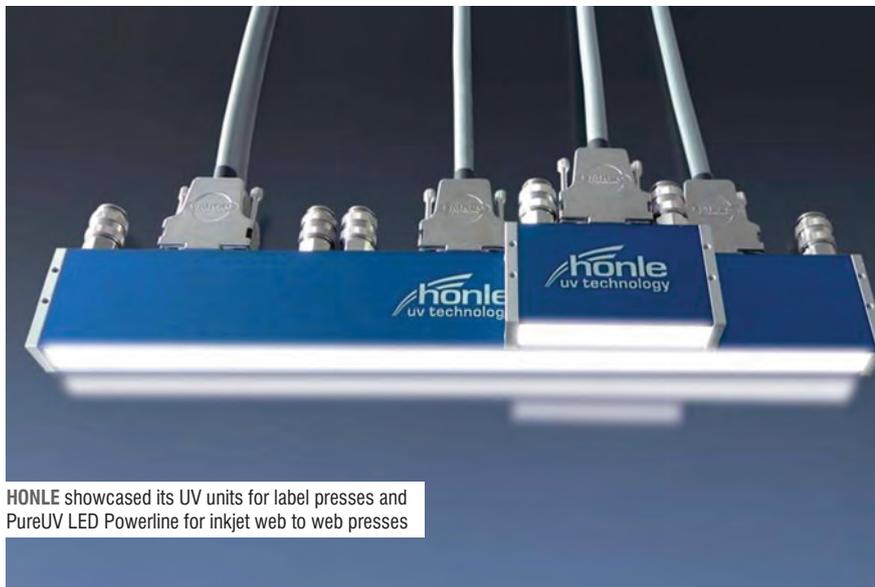
'SunJet's OEM customers are keen to ensure their equipment has the widest appeal to converters in labels and

packaging, meaning that they want to offer low migration inkjet technology as an option,' said Pete Saunders, global business manager digital, SunJet. 'Utilizing Sun Chemical's extensive knowledge and experience in low migration technology and regulatory compliance, including a certified testing laboratory, we are in a position to support our customers throughout the packaging design and production process. We are excited about the new opportunities this new ink technology can deliver.'

The number of inks suppliers showing UV curable ranges could not be ignored. CGS launched ORIS XG Inks, a new, extended-gamut eco solvent ink set, including orange and green, for the Roland VersaCamm VS series. The inks provide a wider color gamut than the standard ink set, giving label and packaging designers, prepress professionals and brand managers the opportunity to prototype their work in full color.

Flint encouraged North America to embrace sustainability for the future with its LED curing combined to reduce costs as well as being renewable. A series its ink technologies for UV LED curing were shown running on a P5 press on the Mark Andy stand. A sustainable print option, made from bio renewable raw materials, the EkoCure brand is designed for combination print and developed using specially selected photo initiators that match the narrow and targeted wavelength area typical for UV LED lamp output. The technology is claimed to reduce energy consumption by up to 50 percent.

The company claimed converters will achieve the best print quality obtainable with UV screen printing using CombiScreen – great dot sharpness, excellent flow, excellent adhesion, great combination printing and faster cure. These inks are suitable for beverage, health and beauty, and no-label-look applications. Tom Hammer, product manager, added: 'It is a very innovative product as it is silicone free.'



HONLE showcased its UV units for label presses and PureUV LED Powerline for inkjet web to web presses

"The new system uses 52 percent less air extraction which creates a quieter working environment and reduces the running costs of plant heating and air conditioning"

It also introduced Flex2Screen technology for UV flexo and UV rotary screen printing. Only one inventory is required as the flexo varnish is added to the ink. Printers can create colors as and when needed, giving more flexibility in the press room and allowing them to satisfy just-in-time jobs.

Frimpeks launched Expleo, a UV flexo ink as part of the company's recently launched range of narrow web inks. It is said to have excellent printability and flow characteristics as well as particular color and gloss intense color strength. Through the use of modern raw materials, the series is also suitable for high-resolution requirements in HD printing, as well as shrink sleeve labels.

GEW launched the 'energy2cure' E2C system which uses 42 percent less energy and permits full color, process printing at full production speed. Claimed to provide the highest UV output of any low energy (as little as 90 W/cm) UV system, E2C provides sufficient energy at high production speeds without compromising print quality. The company also claims less substrate is wasted from inadequate curing or heat damage.

'We are delivering a transformation in UV curing using the latest technology available that will give our customers print run security with increased profitability,' said marketing manager David Lyus. 'With continuously increasing energy and consumables costs, more complex ink formulations and thinner substrates, spoilage is expensive. It is vital that we offer UV technology that will bring reductions in waste and production costs and a high level of confidence and security to customers using the product.'

The E2C's lamp and reflector

GEW launched the 'energy2cure' E2C system



technology on the E2C optimizes cure on a range of inks including base white, screen, black and food compliant formulations. The system is air cooled to safely handle the full range of label substrates including very thin and heat-sensitive materials without expensive water installations. Downtime is reduced thanks to low maintenance designs to speed up lamp and part changeovers.

The new system uses 52 percent less air extraction which creates a quieter working environment and reduces the running costs of plant heating and air conditioning. The package includes a stacked Power Tower reduces the machine footprint by up to 50 percent.

GSE Dispensing showed enhancements made to its Colorsat Match dispenser for flexo, gravure and screen label printing. The system enables clean, fast and waste-free recipe preparation in batches of one kg (two lbs) to five kg (11 lbs). On average, a five kg (11 lbs) recipe of four colors can be dispensed in less than four minutes.

A new air bubble mixer included in the ink containers 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.

Anne Lourens, managing director at GSE Dispensing, commented: 'It is vital that label and packaging printers implement a lean management system. Reducing ink waste from the work-flow enables printers to achieve a high level of accuracy at lower costs and ensures

quality consistency.'

Honle showcased its UV units for label presses and PureUV LED Powerline for inkjet web to web presses. The company said, 'The activity at our booth at Labelexpo Americas 2012 far exceeded our expectations, as did interest in our UV/LED equipment. We will definitely continue to support the Label Expo Show and look forward to exhibiting in 2014.'

DIFFERENTIATION

Actega Wit launched a value-added product that engages multiple senses. Marketing manager, Carmen Wagner, told L&L: 'Touch-N-Scent coating is a high impact tactile and olfactory experience that captures the consumers' attention on-shelf.'

She continued: 'It is an enhancement of the old "scratch and sniff" labels. Now you get the velvety touch with the scent.'

A wide variety of scents are available and customized scents can be built from customer-provided oils. Concept to market takes from one week to 10 days for standard scents. The varnish and scent are mixed together and printed by flexo. 'It is easily printed like any other water-based ink,' said Wagner.

The scent concentrate product has a shelf life of up to two years, twice the life of similar products currently on the market, says the company. Depending on the product, the shelf life for the printed Touch-N-Scent product is one year.

Primarily for food and beverage, the product is also expected to become popular for use in packaging of fragrances.

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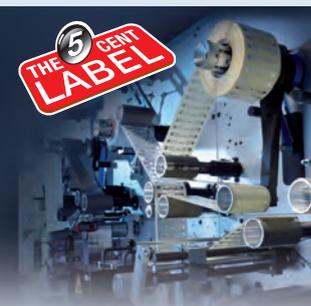


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CORPORATE CULTURE



Not disability – just ability

SEAN BELANGER makes positive hires for his company

There are myriad benefits to companies that hire disabled people, from gaining excellent problem-solvers with above-average attendance and productivity records, to earning federal tax credits.

Unfortunately, too many companies worry that the benefits will be offset by the costs to accommodate those employees – not true, by the way.

At Stratus Video, 68 percent of our employees who don't work as interpreters are deaf or hard of hearing. All of our 250-plus contractors across the country are deaf, and three of our eight company vice presidents are deaf. We've grown to more than 50 million dollars in revenue and we were recently named to the Inc. 5000 list of top Tampa-metro area businesses – thanks in large part to our diverse workforce.

Integrating Stratus Video's hearing and non-hearing employees involved facilitating communication. For example using in-house trainers to teach the hearing employees American Sign Language and giving each employee access to a video phone and video software so all can

communicate both visually and vocally.

Benefits to the company have been numerous. Our deaf employees are committed, engaged and come up with solutions to problems based on insights unique to their experience. A US Department of Education study supports that assessment. It found that disabled employees in general are average or above average in performance, quality and quantity of work, flexibility and attendance.

If that's not enough, US companies that hire disabled people can also qualify for federal tax benefits.

Think creatively when recruiting disabled employees. Our company recruits from Rochester Institute of Technology's Technical Institute for the Deaf and Gallaudet University for the Deaf. We also hire four deaf interns every summer.

ABOUT THE AUTHOR

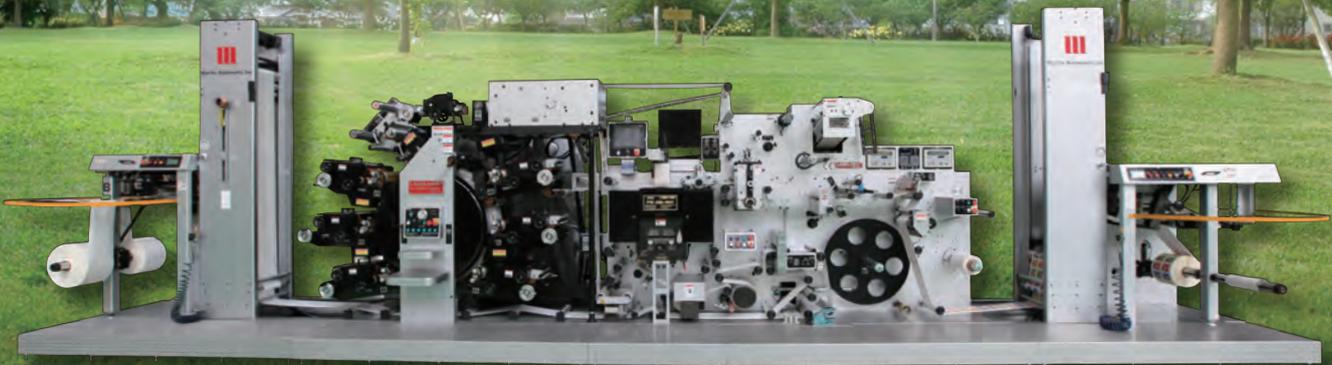
Sean Belanger is CEO of CSDVRS, parent company of Stratus Video (www.stratusvideo.com), which provides On-Demand Interpreting to hospitals, and ZVRS video phone service for the deaf. Belanger was recently named CEO of the Year by the National Association of the Deaf.

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PW-260-R6C MN TYPE 6-COLOR NON-STOP FULL ROTARY LETTERPRESS



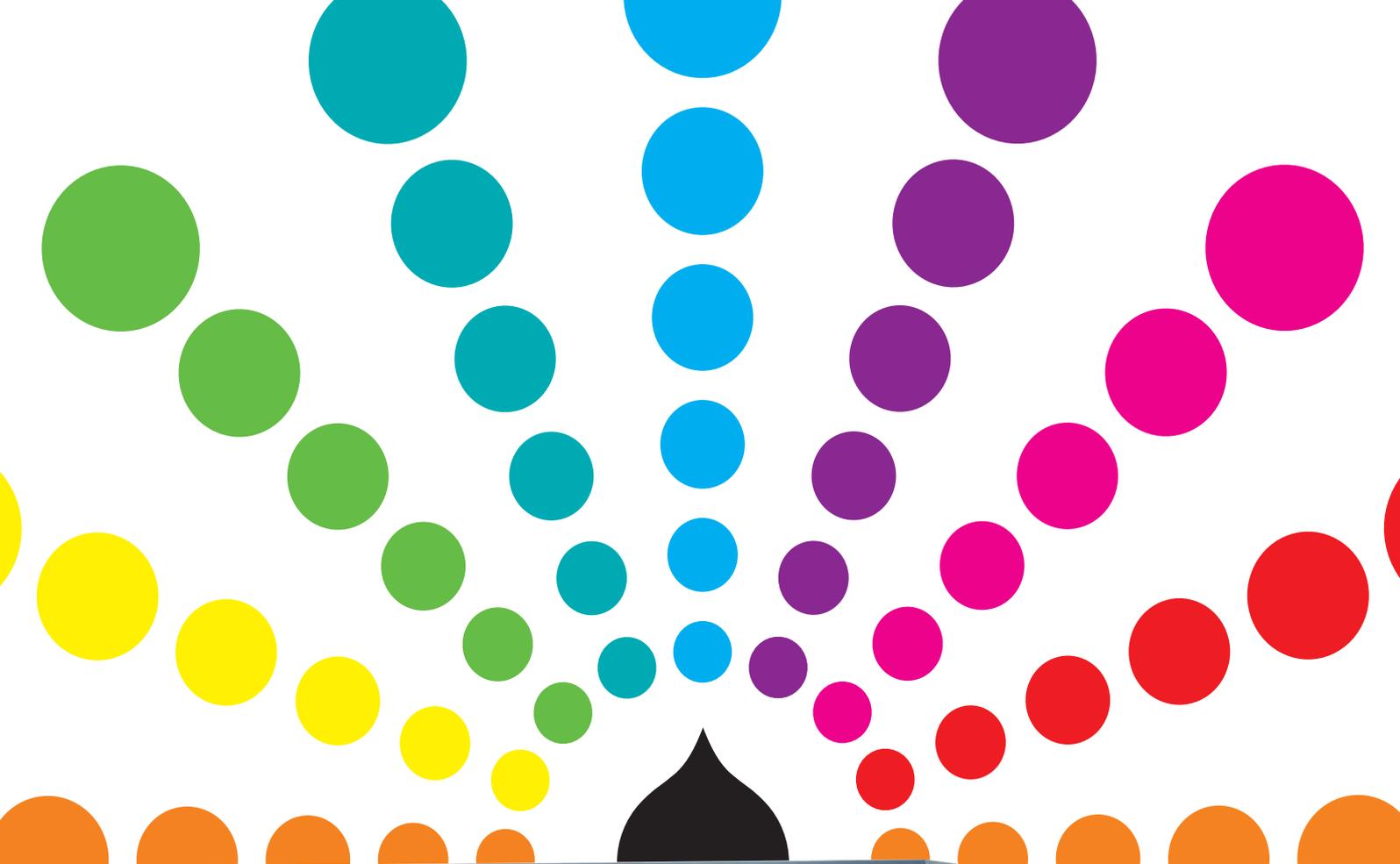
RS-350PS FULL ROTARY/INTERMITTENT OFFSET PRINTING MACHINE



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A new launched RS-350 PS (Alan Type) Multi-Functional Full Rotary/Intermittent Offset Printing Machine is designed and manufactured with green printing concept. It is your solutions provider, cost controller, innovation partner and growth maximizer.





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