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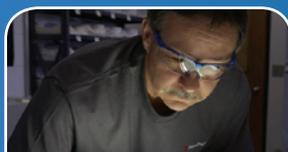
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INDIA AND CHINA TAKE DIFFERENT PATHS

Two Tarsus events held towards the end of last year in China and India give a good indication of two rapidly developing label industries moving along different paths.

The South China Label Show is held in Guangzhou and gives converters in the massively industrialized southern regions a chance to see the latest developments in label technology. Although the major Labelexpo Asia event is held in Shanghai this year, many southern converters are reluctant to make the journey north.

The show saw an increase in visitors of over 25 percent compared to the last edition two years ago, with a total of over 5,000 converter visitors. Numbers of exhibitors increased from 90 to 150, and one quarter of the exhibition space has already been rebooked for 2014.

But there was not a single Western press on display at the show. Nuova Gidue was the only company with a stand (and reporting brisk interest in its machines). Apart from one small flexo stack, virtually all the presses at the show were Chinese manufacturers of intermittent offset and letterpress machines. This raises big questions about why flexo is seemingly failing in China, and why the major Western manufacturers are finding it so difficult to find sales model which work. Omet has made perhaps the biggest effort in China following Mark Andy, Gallus and Nilpeter's withdrawal from Labelexpo Asia, but has now stopped building presses in the country.

It is certainly not that Chinese converters do not want to buy international equipment. HP had the biggest stand at the show, exhibiting a wide range of printing and finishing kit, and reported substantial interest from key regional converters.

By complete contrast, Labelexpo India, held in Delhi in October and attracting over 8,000 visitors – up one third from 2010 – was an overwhelmingly international event, with all the key global press manufacturers present, either directly or through agents. Everyone sells machines here, ramping up from entry level to more sophisticated mid-range models, and Indian converters remain resolutely internationalist in their outlook.

ANDY THOMAS

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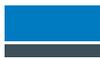
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APPOINTMENTS AND AGENTS

ABG NAMES NILPETER ME AGENT FOR MIDDLE EAST



Nilpeter ME will handle sales and technical support for the Vectra range of turret rewinders, and the Omega and Flytec slitter inspection systems from AB Graphic. It will also have license to sell the Omega Digicon converting line in tandem with the Caslon inkjet label printer.

Countries the distribution agreement covers include the UAE, Saudi Arabia, Qatar, Bahrain, Lebanon,

Jordan and Oman. Nilpeter ME will operate from its new facility in Dubai and has a substantial sales and technical support team in place to support its range of label printing presses.

Shyam Babu, managing director of Nilpeter ME, commented: 'We have had an overwhelming response from customers in the region and were being asked to provide additional solutions such as finishing and more.'

AB Graphic's Matthew Burton said: 'Our new partner in the Middle East will provide ongoing technical support for our new and existing customers throughout the region.'

Image above: Shyam Babu of Nilpeter and Matthew Burton of AB Graphic

HERMA APPOINTS AUSTRALIAN AGENT



Herma has appointed Result Packaging, Melbourne, as its exclusive sales partner in Australia. The team of three, headed by sales manager Michael Dossor, will be responsible for selling and marketing self-adhesive materials in the region.

Dr Thomas Baumgärtner, manager director, Herma, explained: 'The growing interest in, and increasing number of inquiries for our products have prompted us now to adopt a systematic approach to deal with the Australian market. Together with Result Packaging, we can now offer the high-quality support there that our customers elsewhere already enjoy.'

Result Packaging has also been selling Herma labelers, among other products, successfully since 2010.

Image above: Michael Dossor, sales manager, Result Packaging

XEIKON APPOINT CANADIAN AGENT

Xeikon has appointed Canflexographics as Canadian distributor for its label and document printing digital presses, as well as the line of ThermoFlexX digital imagers for flexo and letterpress plates.

'Digital printing provides the perfect answer for short and medium runs as well as quick turnaround times, while the long runs continue to rely on flexographic printing. Xeikon is the only equipment manufacturer capable of offering solutions for both flexo platemaking and digital label and package printing,' stated Michael V. Ring, president of Xeikon America.

ACUCOTE HAS NEW COO

Pressure-sensitive label specialist Acucote has promoted Gene Lauffer to the position of chief operating officer (COO). Lauffer has worked in the pressure-sensitive labelstock industry for 30 years. In 2011, he was appointed vice president of sales at Acucote and then served as the company's senior vice president of commerce.

APPOINTMENTS IN BRIEF...

ISYS APPOINTS US DISTRIBUTOR

iSys Label has appointed IntoPrint Technologies, based in Virginia, as a distributor for the Edge 850 in North America.

SISTRADENAMES SAUDI AGENT

Sistrade has signed a commercial agreement with Saudi Arabia-based MakDel Intelligent IT Services.

ROTOCONTROL APPOINTS THAILAND AGENT

Rotocontrol has appointed Ferrostaal as its agent in Thailand, representing Rotocontrol and LeoMat.

DANTEX NAMED APEX 1290 AGENT

Dantex, a UK-based supplier of water wash photopolymer printing plates and processing equipment, has been appointed as a distributor for the Apex 1290 digital label printer.

MGX NAMED XEIKON AURA PARTNER

Masterpiece Graphix, a manufacturer of digital printing substrates, is now a part of the Xeikon Aura Partner Network for Print Media.

ISYS LABEL APPOINTS CHILEAN DISTRIBUTOR

iSys Label has appointed Santiago, Chile-based Impresoras Digitales as a distributor of the Edge 850 and Apex 1290 in South America.

MANROLAND NAMES RUSSIA DISTRIBUTOR

Manroland Sheetfed and VIP Systems have signed a sales and service agreement to provide printing technology to the Russian market.

PULSE APPOINTS UKRAINE DISTRIBUTOR

Ink manufacturer Pulse Roll Label Products has appointed Kiev-based SOFI Company as its distributor for Ukraine.

NILPETER MAKES SCANGRAF SERVICE PARTNER

Nilpeter is enhancing its service to Scandinavian converters with the appointment of ScanGraf as a service partner. 'Nilpeter and ScanGraf have known each other for many years,' says Jakob Landberg, sales & marketing director at Nilpeter. 'Actually, both Mr Jens Lien and Mr Kim Schou have started their career in the printing industry at Nilpeter.'

THE INSIDER

A ROUND-UP OF THE LATEST
GLOBAL LABEL STORIES

INVESTMENT GROUP
TAKES PARAGON STAKE

An affiliate of Sun European Partners – the European adviser to Sun Capital Partners – has acquired a majority stake in Paragon Print and Packaging. Paragon founder Tony Lennon is remaining as an investor and advisor with the management team.

Established in 1994, the Paragon Print and Packaging Group comprises four divisions supplying printed labels, sleeves, cartons, lined board, film and artwork. The group operates from 10 UK manufacturing facilities totalling in excess of 650,000 sq ft, employs approximately 1,200 staff and has a turnover exceeding £170 million.

Sun European Partners and its affiliates, as well as those of Sun Capital Partners, have now completed 34 global acquisitions in the packaging sector with a total combined revenue in excess of £3 billion. These include Albéa, a global leader in the plastic beauty packaging market; Paccor, a European rigid plastic packaging manufacturer of plastic cups, containers, lids and trays for the dairy, fresh food and edible fats sector; Kobusch Sengewald, a leading provider of high value, bespoke, plastic-based flexible and semi-rigid packaging solutions to the food, chemical, hygiene product and medical sectors; and The Britton Group, a leading European provider of flexible packaging solutions with extrusion, printing, lamination and conversion capabilities.

Philippe Neuschaefer, vice president at Sun European Partners, said: 'Paragon is an excellent business with an impressive management team holding market leading positions in a number of key industry segments, notably food labeling.

'Through our extensive packaging and retail expertise and know-how, we are looking forward to helping Paragon expand its leading position in the labeling market and establish itself even further in the areas of film and lined board to create a diversified industry champion.'

Mark Lapping, chief executive officer of Paragon, said: 'We at Paragon are looking forward to working with the team at Sun European Partners to further build on our market leading position. We have exciting plans to develop the business in our existing and new product sectors as well as through

CCL ACQUIRES AVERY LABEL
CONVERTING BUSINESS

LARGEST DEAL in CCL history takes annual revenues above \$2bn

CCL Industries Inc., a world leader in specialty packaging solutions for the consumer products and healthcare industries, has signed a binding agreement to acquire the office and consumer products, and designed and engineered solutions businesses of Avery Dennison on a debt free basis for US\$500 million cash subject to customary closing adjustments. A syndicate of banks has committed to provide debt financing to close the transaction.

The two businesses had combined revenues of approximately US\$910 million with an estimated adjusted EBITDA of US\$110 million in the calendar year of 2012. The transaction requires regulatory approval but subject to that is expected to close by mid-2013.

Geoffrey Martin, president and CEO of CCL Industries, said, 'This acquisition has the potential to transform our company at many levels. We are acquiring the Avery brand as part of the transaction to build on the franchise established for many decades for labels and other printable media that consumers and businesses use in digital

computer printers around the world.

'In addition, we are significantly expanding our CCL Label market sectors with our entry into the North American durable goods market. This acquisition is the largest in CCL's history and takes the company's pro-forma annual revenue above \$2 billion for the first time.

'We know both businesses well and have admired the people and the products for many years. We expect the transaction to be accretive on an earnings per share basis in 2014 and beyond as the valuation falls well within the established financial parameters for CCL's acquisitions in the label industry over the last decade.'

- CCL Industries and Glasgow-based spirits label specialist John Watson & Co. Ltd have called off acquisition talks. The proposed transaction was disclosed in November 2012, but the parties were subsequently unable to reach agreement on contractual terms, and jointly decided to terminate further discussions. CCL Label will continue to service the spirits industry in Scotland from its existing UK operations in East Kilbride and Castleford.

SMART PACKAGING ASSOCIATION
HOLDS FIRST CONGRESS IN JAPAN

ACTIVE AND INTELLIGENT PACKAGING meeting hosted by
Japan Packaging Institute

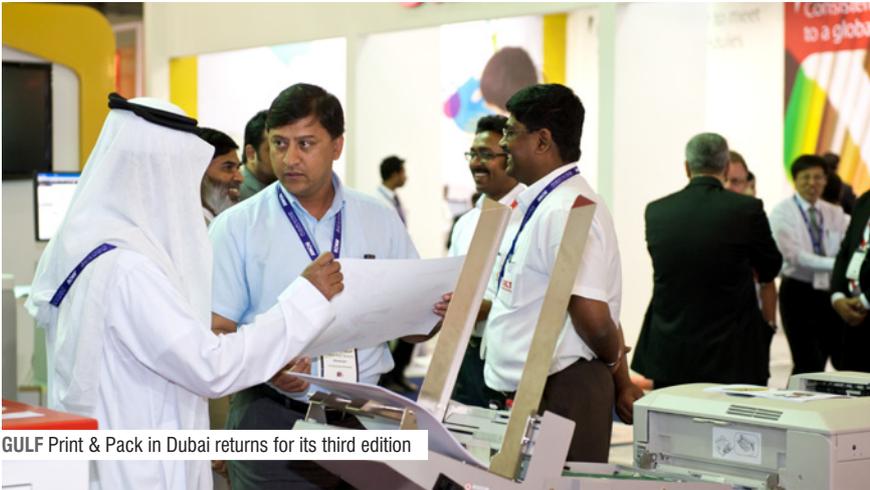
The Active and Intelligent Packaging Industry Association (AIPIA) has reported its first congress in Tokyo was 'an excellent first step', with delegates giving the event a 'very positive rating'.

The first day of presentations, hosted by the Japan Packaging Institute, was devoted to an insight into the packaging scene in Japan and what is driving packaging development in Asian markets generally. This was followed by a tour of a supermarket and major retail outlet to discover how things look on shelf and what consumers in Japan expect from their packaging.

Day two had a full day of

presentations from leading active and intelligent packaging experts, covering the introduction of low cost electronic functionality into packaging; how to use RFID in the supply chain; time-temperature indicators; printed intelligence technologies; NFC and consumer acceptance of contactless cards and smart phones; interactive packaging for marketing; innovative sustainable materials; and security features for high value goods.

The day concluded with a live demonstration by Smartrac of the potential for RFID/ NFC in both mobile commerce and for anti-counterfeiting and security measures.



GULF Print & Pack in Dubai returns for its third edition

TARSUS ANNOUNCES EVENTS IN DUBAI, INDONESIA AND BRAZIL

GULF PRINT & PACK and summit programs in SE Asia and Brazil confirmed

Registration for Gulf Print & Pack 2013 is now open as the show returns to Dubai between 8 – 11 April. The only dedicated event for commercial and package printing in the Middle East and North Africa, the exhibition is aimed at top commercial and packaging printers, brand owners and designers. Being held for the first time at the Dubai Trade World Centre, exhibitors include gold sponsor Canon as well as Edale, Erhardt + Leimer, Kodak and Nilpeter. Entry to the show is free and registration can be made by visiting <http://www.gulfprintpack.com>.

At the same time Tarsus launched the conference programs for its Label Summits in Indonesia and Brazil.

Label Summit Indonesia will focus on the growing Indonesian and South East Asian label and package printing market. It will be held in Bali between 29-30 May and speakers include leading global and regional brands, converters and experts on the SE Asian label industry.

Label Summit Latin America will be held between 14-15 May in Sao Paolo Brazil. This event is now established as the region's leading networking and knowledge sharing forum.

WS PACKAGING GROUP ACQUIRES LABEL WORLD

CONSOLIDATION continues in US as WS acquires full service label and flexible packaging converter

WS Packaging Group has acquired Label World, a full-service printer located in Rochester, New York, specializing in labels and flexible packaging printing.

Said Rex Lane, chief executive officer of WS Packaging, 'Label World has built its business with an ongoing commitment to the highest standards of customer service. Label World has an established lean culture that's enabled it to become a market innovator in terms of quality, efficiency, and cost-effectiveness. And it's a driving force that has helped Label World to be named among the Best

Workplace in the Americas from 2006 to 2012 by Printing Industries of America.'

Founded in 1985 by Bob and Janet Allardice, Label World provides, in addition to prime pressure-sensitive labels, a complete range of custom solutions including tags and inserts, point of purchase, extended content labels, plow-folds, and pouches and packets. Additional capabilities include specialty material stocks, varnishes and stamping for premium effects, direct thermal paper and tags, and thermal transfer paper and films.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



PAPER TECHNOLOGY STUDY REACHES 2ND EDITION

The second edition of Paper and Paperboard Packaging Technology – the definitive industry reference book – is now available from the Tarsus on-line bookshop.

The book discusses all the main types of packaging based on paper and paperboard including raw materials, manufacture, material specifications, end uses and application machinery. The importance of pack design is stressed, and how these materials offer packaging designers opportunities for imaginative and innovative design solutions. Environmental, including resource sustainability, societal and waste management issues are addressed, and L&L's Mike Fairley supplies a chapter focusing on paper labels.

The first edition was praised by Packaging Technology and Science as 'a welcome contribution to a field where coverage was previously limited to subject-specific books or to single chapters in textbooks on broader aspects of packaging technology.' The book is edited by industry expert Mark J Kirwan, a Fellow of the Packaging Society.

MARK ANDY ACQUIRES PRINT PRODUCTS

Mark Andy has acquired Print Products, a US-based distributor of flexographic printing supplies, to enhance its technical customer support offering.

Print Products will retain its focus on delivering high quality customer service and technical support to its customer base under its existing name and representatives.

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

FINAT ANNOUNCES KEY DATES

FINAT will hold its annual technical workshop 'Lean Manufacturing in the labeling industry' on March 21 at the Porsche Facility in Leipzig (Germany). The seminar will examine how label converters, materials and consumable suppliers as well as equipment manufacturers can learn from the lean manufacturing practice in the car industry.

FINAT has also issued a design challenge for its annual congress logo among graphic arts students in Munich. The winner will be honored during the FINAT congress.

ESKO AND EPSON STRIKE OEM DEAL

Esko has entered into an OEM relationship with Epson to provide a customized Digital Front-End (DFE) for use with the Epson SurePress L-4033A and L-4033AW inkjet digital label presses.

With Esko's Color Engine 12 integrated into the DFE, the Epson L-4033 series presses can process files of up to seven colors. The 7-color L-4033AW was recently introduced with the addition of white ink.



ETIQUETTES de Provence workforce

FRENCH CONVERTER TAKES UNFEA AWARD

ELEVEN-STRONG converter Etiquettes de Provence takes 'surprise' first prize at French industry association awards

Etiquettes de Provence has won first prize in the French label association (UNFEA) 2012 label competition in the category 'Typography' against strong competition. The UNFEA self-adhesive label awards are held every two years.

With eleven employees, Etiquettes de Provence is a converter with 27 years experience, specializing in printing labels for the food, wine, industry, pharmaceuticals, cosmetics and

chemicals industries.

Commented CEO Stéphane Squarciafico, 'This surprise award recognizes the extensive experience of our company and is a reward for all, confirming the quality work of a team.' The company emphasizes the importance of its consulting, development and design creation work as well as high levels of customer service.

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GLASSINE LINER INITIATIVE LAUNCHED BY AHLSTROM

Ahlstrom has announced a new initiative for recycling silicone coated paper release liners used by the pressure sensitive adhesive (PSA) label industry.

This sustainability initiative aims to collect glassine liners once they have been utilized as carriers of PSA labels by end-users, such as brand owners or retailers.

Ahlstrom will collect the materials through one or more logistics partners and will recycle them into specialty paper production at its Osnabrück plant in Germany. Glassine paper release liners will be picked-up at no cost from end-users anywhere in Germany, Belgium, Luxemburg and the Netherlands, provided a minimum quantity of two tons per load.

Avery Dennison label and packaging materials division is supporting this

initiative and will utilize its contacts across the value chain to spread awareness of the opportunity amongst label printers and brand owners.

Ahlstrom said its recycling capacity will be sufficient to absorb release liner waste of a significant number of end-users.

Daniele Borlatto, executive vice president, label and processing, Ahlstrom, said: 'Thanks to Ahlstrom Osnabrück's convenient location in north-western Germany and the support of Avery Dennison, we trust this program will offer PSA label end-users an opportunity to increase their overall environmental performance.'

He concluded: 'Such programs also reinforce the position of paper as a uniquely sustainable material for the PSA industry.'

THE INSIDER

A ROUND-UP OF THE LATEST
GLOBAL LABEL STORIES

M&A UNDER SPOTLIGHT AT AWA EVENT

March 18th is the date for this year's AWA Mergers & Acquisitions Executive Forum at the University Club of Chicago – a 'must attend' events for senior management in the packaging, coating and converting industries. The venue is the University Club of Chicago (Illinois).

According to Corey M. Reardon, president and CEO of AWA Alexander Watson Associates, who leads the Forum: 'Over the next 12 to 18 months, it is expected that there will be numerous M&A opportunities for both strategic and financial buyers to grow their companies and improve their financial performance across the sector.'

Speaker participants include representatives of leading firms active in the sector such as Benesch, Friedlander, Coplan & Aronoff; LaManna Alliance; Lincoln International; Mesirow Financial; PriceWaterhouseCoopers; Wells Fargo Securities; and investment bankers Blaigne & Company and Houlihan Lokey.

Full details of the Forum agenda are available on the AWA Alexander Watson Associates website, www.awa-bv.com, where it is also possible to register online.



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HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



EDALE ENHANCES FL-3 PRESS LINE

UK-based press manufacturer Edale has made a number of enhancements to its FL-3 label and packaging printing press to improve its productivity.

Additional features and options now available with the FL-3 include: dual axis servo drives, to allow for an increased substrate range; additional web width, with a 430mm version now available alongside the standard 350mm web width; a moveable rail system, which allows for increased flexibility and for modules, such as laminating, turn bar, screen, cold foiling and delam/relam, to be easily manoeuvred along the press into varying positions for a variety of applications; and integrated ducting, which is now integrated within the footprint of the machine.

A further advancement to the FL-3 is a reduction in height to give the operator easier access to the print stations.

Edale will be running demonstrations of the updated flexo press at its UK showrooms in Hampshire throughout 2013, as well as showing it at Labelexpo Europe 2013, taking place September 24-27 in Brussels, Belgium. The press manufacturer is also planning an Open House event in March at a customer's premises in Germany.

BST ACQUIRES ACCUWEB

BST ProMark, a subsidiary of BST International, has acquired Accuweb, a Wisconsin, USA-based supplier of control technology for web processing industries.

'For us Accuweb is not just an attractive shareholding that strengthens our market and competitive position. With Accuweb, a company that is a good cultural fit for us is joining the BST Group,' explained Percy Dengler, managing director of BST International. 'Accuweb and BST have the same origins and after more than 30 years are joining forces under the same roof.'

BST International specializes in equipment for web guiding, web inspection, 100 percent inspection, color measurement, register control, process automation and layer & basis weight measurement.



ALLIANCE DEVELOPS BIO-BASED HOT MELTS

LABEL APPLICATIONS key hot melt adhesives developed by Henkel and DaniMer Scientific

Adhesives company Henkel and DaniMer Scientific, a recognized leader in bio-based material technology, have formed an alliance to develop hotmelt adhesives that use bio-based raw materials.

The alliance will combine Henkel's expertise in hotmelt adhesive formulation, application and global footprint with DaniMer's expertise in biopolymer science, proprietary production capabilities and the company's bio-based technology platform.

Henkel and DaniMer expect the first products in the platform to be ready for market launch in the first half of 2013.

Gary Raykovitz, senior vice president of product development at Henkel Adhesive Technologies, said: 'A large number of our customers in the consumer packaging industry have publicized projects to

drive sustainability initiatives such as reducing carbon footprint of packaging materials, delivering on consumer driven environmental initiatives, and diversifying supply chains for packaging materials

'Henkel and DaniMer, working together to solve these issues, is yet another confirmation that we will consistently deliver genuinely innovative technologies that enhance our customers' efforts to achieve their sustainability goals.'

DaniMer founder and chief executive officer Daniel Carraway said: 'The renewably sourced feedstocks that we use to produce these specific hotmelt adhesives are not derived from any direct food chain resources. They are also unique in that we have enabled the use of recycled renewable content in certain adhesive grades which allows us to further diversify our supply chain.'

HAMMER HQ EXPANSION HOUSES NEW MM PRESS

Hammer Packaging recently completed its building expansion at its corporate headquarters in West Henrietta, New York State.

The project, costing more than one million dollars, added 13,000 sq ft to the company's existing facility and increased its total size to over 103,000 sq ft.

Hammer Packaging produces more than 22 billion labels a year on 12 presses at three locations.

The new building houses the

company's third, and latest, Muller Martini variable sleeve offset printing (VSOP) press, which completed its first commercial print job in the New Year.

The VSOP is equipped with the latest upgrades from Muller Martini, and features nine printing units, plus an additional flexo unit, hot air drying and electron beam (EB) drying.

Hammer has also been awarded Best Workplace in the Americas 2012 by Print Industries America (PIA).

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NEWS



(L-R) Larry Hutchison, president and CEO of UEI Group, and Stan Vigurs, founder of Falcontec

UEI GROUP ACQUIRES FALCONTEC

US-BASED UEI Group buys UK rotary tool manufacturer

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.

Stan Vigurs of Falcontec said: 'As founder of Falcontec, 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.'

In addition, through this acquisition 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 order inquiries on a direct basis.

DOW CORNING COMPLETES CHINA INVESTMENT

Dow Corning (Shanghai), a subsidiary of silicon manufacturer Dow Corning Corporation, has completed its multi-million USD expansion at the Shanghai Songjiang site that the company says marks one of the largest single investments in China's paper release industry to date.

According to Dow Corning, the newly established solventless silicone manufacturing system demonstrates the company's continued effort to increasing efficiency in the regional supply chain and brings environmental and financial benefits for customers across China and the Asia Pacific region.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



JASON Oliver takes responsibility for Heidelberg Linoprint operation

HEIDELBERG APPOINTMENT SHOWS DIGITAL COMMITMENT

German printing machinery manufacturer Heidelberg has appointed Jason Oliver to lead its digital printing business unit as it reaffirms its commitment to this area.

Oliver joins Heidelberg from digital print specialist EFI, where he was responsible for worldwide sales of the Jetrion platform.

During his time with EFI, Oliver served as the American company's EMEA director and European managing director for Jetrion.

At Heidelberg, Oliver will have responsibility for the company's Linoprint systems for the commercial and packaging printing sectors.

At the same time, Heidelberg has promoted Stefan Hasenzahl to lead its very large format and post-press packaging business unit, which pools all the company's activities associated with the large format Speedmaster XL 145 and XL 162 presses, and post-press systems for the package printing sector.

Stephan Plenz, the member of the management board responsible for Heidelberg Equipment, said: 'We have gained two executives with international experience for areas that are of great strategic importance to Heidelberg.'

'The appointment of these two executives underlines the commitment Heidelberg has made to the large format and packaging printing/digital printing business areas. It also carries forward our program of expansion in these areas.'

HP INDIGO UPDATES DEMO FACILITY

HP is celebrating the fifth anniversary of its demonstration and training facility in Barcelona with the announcement that its latest generation of digital presses will now be installed, starting with the HP Indigo 10000 Digital Press, then the roll-to-roll HP Indigo 20000 Digital Press for flexible packaging and sheet-fed HP Indigo 30000 Digital Press for mainstream folding carton applications.



YOUNG MANAGERS SHINE IN FIRST CONGRESS

FINAT'S YOUNG MANAGERS CLUB (YMC) has organized its first, and highly successful, global congress, as Ann Hirst-Smith reports

The two-day Finat YMC congress, held in Berlin in close collaboration with TLMI (US), LMAI (India) and the hosting country's national association VskE (Germany), covered a range of topics under the umbrella of 'Young Managers, let's challenge the future'. It offered the delegates international networking opportunities and the ability to share experiences and obtain knowledge from global industry experts.

The presenter of the opening 'Next Generation or New Generation?' session was Renate Kenter, strategy consultant, facilitator, and teacher with De Ruijter Strategy (NL). She described how moving towards a desired goal involves a combination of looking back – using the experience and knowledge of the older generation – as well as looking forward.

A workshop on key global trends and challenges considered issues such as globalization, possible international alliances and partnerships, cost pressures and the consequent need to find cost-saving solutions. Delegates also considered how new technologies are developing faster than they are being adopted.

The importance of an environmentally conscious approach was outlined by label industry guru Mike Fairley, director of strategic development, Tarsus Labels & Packaging group. He set out the options for creating and maintaining an environmental management policy appropriate for the packaging and labeling industry that also makes economic and business sense. It must also, crucially, partner the policies and published environmental aspirations of the major brand owners, 70-80 percent of whom rate environmental concerns 'highly'.

An eye-opening interactive session, 'Managing people – leadership and decision making', was led by Prof Dr Isabell Welpé, chair of strategy and organization at the Technical University of München (DE). She explained how some wrong decisions are unavoidable, but others are definitely avoidable, and urged participants – as leaders in their organizations – to fine-tune their decision-making processes to identify and eliminate any team bias, and to steer clear of any form of 'group think'. Strategic leadership in a company is critical for its success, and is centered on matching company resources to market opportunities. 'Leadership is influence,' Dr Welpé underlined. 'If you lead, others follow.'

There were also presentations on strategic planning; opportunities and challenges in India; burnout: how to recognize, prevent and deal with it; and collaboration.

LABELS&LABELING

FLEXIBILITY

Francesc Egea, of IPE Innovaciones Para Etiquetajes, Spain and chairman of YMC summed up the clear messages of the event: 'There is a lot of change around our industry today – changing technology, changing end user markets, new economies, and changing customer needs. We have to be flexible, and adapt our companies accordingly.'

But what did the delegates think? 'The content was fantastic, focusing on key skills and unique ideas on how to drive our businesses forward,' commented Matthew Burton, AB Graphic International. 'This made it relevant to all attendees, whether they are suppliers, converters, or press people, by focusing on developing skill sets rather than new technologies or innovations within the industry.'

Aside from the opportunity for networking Brian Hurst of Yerecic Label was impressed by the relevance of the business sessions that provided 'take-homes' for all and Alex Elezaj from Whitlam Label Company stated 'the discussions surrounding global business issues with such a fine group of individuals were really beneficial.'

'Not only were the challenges of upcoming markets discussed, but techniques of how to solve them; and opportunities were highlighted,' commented Pawandeep Sahní, Weldon Celloplast, while Radovan Kilarsky of Purgina said: 'The topics of the presentations were accurate, very interesting, and motivating. I believe the next YMC Global Congress will be as successful as this and I cannot wait to take part!'

The Young Managers Club was created by Finat – the European association for the self-adhesive label industry – for industry managers under-40. Initially it was focused on succession planning within the many industry SMEs. It has since evolved to encompass meetings and topical workshops.

Francesc Egea explained: 'With the YMC we are recognizing how important it is for young managers to understand the global influences on the industry and how they can align their business to these changing requirements. Essential to this is being able to connect with their peers in the labeling industry from around the world.'

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NEW PRODUCTS



1 FRITZ GYGER PRIMUS BRAILLE PRINTER

Fritz Gyger has developed an offline drop-on-demand UV inkjet Braille printer for both labels and cartons, fully meeting the requirements of the EN15823 pharmaceutical packaging standard.

The Primus Braille printer can print either lengthwise or crosswise. Optional is a modular print unit for tactile danger warning symbols.

A Braille print quality control system is integrated based on a high resolution 100 percent digital camera with a high power linear LED light source. The Braille print area is scanned at high speeds and composite images are automatically analysed to detect the printed dot pattern and compare its contents to the reference text, identifying non-compliant defects. The reference text is automatically loaded during printer setup. The Braille letters can be reliably detected regardless of background print colors and patterns, says Geiger.

The Primus comes in two variants – webfed for labels and sheetfed for cartons. The carton version incorporates a suction sheet feeder and allows for rapid changeovers between different material formats and thickness. The Primus will be on show at Labelexpo Europe in September.

NANOVIS NANOCLEANER PARTS WASHER

After the successful launch of its Nanocleaner at Labelexpo 2011, Swiss company Nanovis has developed a larger version, the Nanocleaner NWC-1200. The washing chamber has a volume of 120 cm x 60 cm, large enough to accommodate a number of ink reservoirs, doctor blades, or chambered doctor blades – allowing cleaning of inking systems from several color stations simultaneously.

The NWC-1200 washes parts with UV, waterbase and solvent inks without using solvents. Its non-volatile cleaning agent is constantly filtered in the integrated recycling system and never needs to be replaced or disposed of. Only small amounts of dried ink residues remain to be discarded in the industrial waste, says Nanovis.

Options include manual brush cleaning or custom adapters for cleaning cylinders. The NWC 1200 needs only electricity and compressed air to operate.

2 RE CONTROLLI INDUSTRIALI CPF SENSOR ROLLER

An integrated amplifier and clear 3-digit display on the new CPF sensor roller developed by Re Controlli, allows web tension to be read directly on the front of a roller. A four button keypad makes calibration easy to set.

CPF employs a high precision load cell where the roller's weight and contact position with the material do not affect web tension readings.

The system is particularly suitable for narrow web presses, since the roller can be fixed quickly and easily on one side of the machine, with the connector installed inside or outside the machine housing.

The CPF sensor roller can withstand overloads up to 10 times the maximum load and is stable in the event of changes in temperature, pressure and humidity, says Re Controlli.

UPM RAFLATAC FREEZER GRADE HOTMELTS

UPM Raflatac has launched a range of products featuring RH15, a new freezer-grade hotmelt adhesive. RH15 is designed to adhere to frosty, wet or moist packaging. And, it can also be used for standard, unfrozen applications.

Many adhesives will not stick to a product if it has been frozen during the packaging process. But UPM Raflatac says its RH15 products exhibit high initial tack and lasting adhesion, allowing adhesion to items with high condensation, moisture or frost – including corrugated cardboard.

Applications include food packaging and greenhouse/plant nursery environments, as well as retail information; and logistics and transport labeling. The labels can even be used for indirect poultry labeling; RH15 will stick to frozen and thawed poultry packaging, and it is compositionally compliant with FDA regulation 21 CFR 175.105 - Adhesives.

In addition to the standard product range, RH15 adhesive is offered through UPM Raflatac's Menu Service, making it available with a multitude of facestocks and liners.



3

UNIVACCO NEW FOIL SEALS

UnivacCO has changed the design of its foil seals, which have been in use since 2005. Advantages of the new design include the ability to apply a logo; simplified and more elegant 'Foil-out' arrows designs; a rainbow patterned CF4.2 HD01 holographic cold foil. The sea blue background color, well recognized by end users, is retained, as is the high degree of tear resistance. The seals come with a 5mm non-tear-off release liner design.

ARMOR VERSATILE WAX RIBBON

Armor has launched a new high-quality wax ribbon, AWR 8, designed for Flat Head Thermal Transfer printers. The AWR 8 ribbon is compatible with a wide range of label materials and can print equally well on rough uncoated papers and on coated papers and synthetic materials. It is also compatible with most pre-printed labels.

The AWR 8 ribbon was designed for printing at low temperatures, making it possible to extend the lifespan of print heads. At the same time, the ribbon is printable across wide ranges of energy settings, enabling it to be used to replace competitors' ribbons without the need to adjust print settings. AWR 8 ribbons offer a high degree of resistance to friction, which means, for example, that it can withstand some rubbing between two boxes – although Armor says its AWR FH should still be used where higher levels of resistance are sought. End user applications will include storage and transport labels.

AVERY DENNISON LPA 81X PRINT & APPLY UNIT

Powered by its Lightsmart technology, Avery Dennison's LPA 81x print & apply unit prints backing-free label material for carton, tray and pallet labels. Labels are printed on a roll that can be cut to desired size, reducing wastage. The labels become sticky through heat activation after the print and cut.

Avery says LightSmart labeling material delivers at least 60 percent more material per roll than traditional pressure sensitive labels, requiring significant fewer roll changes and operator material handling.



4

HERMA HERMAPERFECTCUT 62DPC ADHESIVE

Herma claims to have enhanced dependability in the production and subsequent use of copier/laser labels with its new HermaperfectCut 62Dpc adhesive. The adhesive is said to prevent bleeding over the die-cut edges during label conversion.

With Herma's multi-layer technology, a specially formulated second layer is applied at the same time as the adhesive to achieve high levels of cohesion (inner strength) while maintaining initial tack and final adhesion values. The adhesive has been certified by the German institute ISEGA for direct contact with fatty foodstuffs.

In a laser printer, the sheet of labels is usually given a hard time by the deflection rollers. When a conventional standard adhesive is applied up to the edge of the sheet, minute traces can be transferred to the roller – especially upon exposure to temperatures of up to 200 degrees Celsius that can arise in printers. Over time, such contamination impairs straight sheet feeding and the proper passage of the sheet through the printer. 'For this reason, it is essential to use an adhesive that does not escape at the die-cut edges but still offers users the good adhesive properties to which they are accustomed,' commented Herma MD Dr Thomas Baumgärtner.

FLINT GROUP DIGITAL LETTEPRESS PLATE

Flint Group Flexographic Products has added the WS-S Digital letterpress plate to its nyloprint range.

The steel-backed product range is designed for coating and special applications, such as the use of fluorescent inks in security printing. This water washable plate provides an improved solid ink density and high durability for long print runs, says Flint. The plate is suitable for rotary letterpress, as well as imprinting units.

Digital nyloprint printing plates can be imaged with resolutions of up to 10,160 dpi. Besides the 0,73 mm standard thickness of the digital version, other thicknesses and a conventional plate type are also available on request.

INSTALLATIONS



(L-R) Herr and Frau Frank with their architect and the plans for Frank-Etikettendruck's new factory

FRANK-ETIKETTENDRUCK EDALE ALPHA

Frank-Etikettendruck, based in Solingen, Germany, has installed a 5-color UV Alpha flexo press from Edale.

Adam Frank, owner of Frank-Etikettendruck, explained: 'Our turnover has increased, on average, by 30 percent annually since I started the company back in 2004. An increased workforce meant we required a bigger space. We moved into our new factory in early January 2013 and a new machine investment was the next step'.

Although Frank-Etikettendruck is a new customer, its relationship with Edale goes back a number of years. The company decided on the Alpha because of 'its small footprint, high quality print and ability to produce short to medium run labels and ticketing substrates from 50-250 microns, with minimum waste.'

Bernhard Grob, Edale's export sales director, concluded: 'We are really pleased to have completed the sale and installation into such a reputable company as Frank-Etikettendruck. The fact that we can also use their new factory as a reference site to showcase the Edale Alpha press is great news'.

The company serves the automotive, food medical and pharma industries locally and internationally.

MASTERPRESS POLAND OMET XFLEX X6 OFFSET

Omet has installed its first Xflex X6 equipped with an offset group with sleeves at Masterpress in Poland.

The 10-color Xflex X6 430 installed at Masterpress, located in Bialystok, Poland, is equipped with five offset (sleeve) groups, five UV flexo units, cold foil, rotary die-cutting and a Vision-1 automatic register system.

It is the first press to be installed by Omet equipped with the new offset group with sleeves since the technology was first introduced at Labelexpo 2011. Omet said it is now an integral part of its combination printing press package, and will soon be available on the whole range of Omet multi-process and platform presses up to 850mm such as the Varyflex V2 model for flexible packaging printing.

Maximum printing speed is up to 200m per minute and format range from 14in to 25in.

Masterpress operates five Omet machines, including the new Xflex X6, and is using this press to print mainly shrink sleeve and



AN IT450 with AVT inspection system installed at Guidotti Centrostampa

in-mold labels for the food sector. It has already placed an order for a second X6 with a 670mm web width.

'We are proud to have our first press equipped with sleeve offset at such an important customer,' said Marco Calcagni, Omet sales and marketing director.

LABELTECH + AVT IT450 DOUBLE REWINDER

Following its Italian distribution agreement with Nilpeter, Labeltech has installed an IT450 double rewriter incorporating an AVT workflow system at leading converter Guidotti Centrostampa.

The AVT components include a PrintVision Helios II 100% inspection system on the press and Workflow Link, which allows defect information recorded on the press camera to automatically stop the rewriter at the splice position.

Production statistics are sent directly from the rewriter control panel to the company's database, closing the quality control loop from client order to finished reel.

GENERAL LABELS NILPETER SG3300+MARTIN BUTT SPLICER

With the addition of a Martin MBSF butt splicer on a new 13" Nilpeter SG3300 press, El Paso, Texas-based General Labels has increased its production throughput by nearly 40 percent.

Jose Gerardo, president of General Labels, said, 'We needed to increase our hourly throughput and we also wanted to reduce our scrap. There are two sides to that coin. One was the elimination of manual roll changes which required us to stop every time we had to change a roll. The other was consistency in our ink lay-down. We're now running one long continuous run without having to stop. Before we added the Martin, we could only do about 160 thousand pieces with a 10-inch repeat and now we can approach a quarter of a million per day. And we're doing that with less equipment.'

General Labels is now focusing on longer runs because of the expanded capabilities of this new press supported by the Martin splicer. Instead of stopping every 13,000 or 14,000 feet for a roll change they can now run continuously, and, as Gerardo noted, 'continuous running delivers much higher quality.' The company recently purchased an EFI Jetrion digital press to handle its short-run demands.



GLASGOW-BASED Gavin Watson has invested in a highly automated Polar cutting solution

GAVIN WATSON

POLAR AUTOMATED CUTTING LINE

Gavin Watson has invested over £500,000 in a complex and highly automated Polar cutting solution for the production of wet glue labels, primarily for the food and drinks industries.

The system has been installed at the Glasgow factory and has allowed the company to refine its production methods. The automation of the machine has made output more predictable across shifts, taking some of the graft out of the operation and enhancing the operator's role as a skilled technician.

The line consists of a Polar 115N Pro Autotrim, a Polar 115N AT Automated Cutter with a pressing station and Polar BM105 multi-station bander, JDF connected via Compucut.

Compucut minimizes the time required to set up the line. This is particularly useful with complex label sheets. It takes cutting data directly from prepress and prepares the machine for the cuts required.

Autotrim removes the paper waste automatically into a Kongskilde waste extraction system, which is compacted by an external baler, producing tonnes of waste paper a month which is sold for recycling.

'The label cutting line would be hobbled without extraction given the high volume of cutting involved in label production,' says Ian Johnstone, chairman of Gavin Watson.

'This new cutting line adds additional capacity, helping to remove bottlenecks and it runs alongside an existing Polar 115XT Autotrim line that will continue to be used for ad hoc and commercial work. We did look closely at other systems but concluded that the Polar solution was the best and that Heidelberg could supply top class support and training. This line will run for many years so the quality of service becomes a major issue and we are confident that Heidelberg is well placed to look after us for the long term.'

In the last 12 months Gavin Watson has also invested in a Gietz hot foil blocker, Kongskilde waste extraction system, two Audion shrink wrapping lines and improved racking and palletizing in its warehouse.

The company produces over 1.5 billion labels a year for a prestigious client list across the food and drinks industries.



JOHN WATERS, Watershed Packaging (L), takes delivery of the company's fifth MPS press from Nick Tyrer, MPS UK

MPS UK

INSTALLATIONS AT REFLEX LABELS, HAMILTON LABELS AND WATERSHED PACKAGING

MPS' UK operation has reported a period of growth in recent months, reflected in sales of press machinery to three UK label printers: Reflex Labels, Hamilton Labels and Watershed Packaging.

Reflex Labels is now running production on its 10-color MPS press, its second MPS press investment. The initial press was primarily purchased for the production of the company's linerless product, but its capability created new opportunities in other markets, resulting in a demand for a second machine.

Hamilton Labels recently placed an order for its second MPS press, two years after its first order. The first machine, an EC 330 8-color press, is said to have created demand for a second press in a shorter timescale than anticipated.

Chris Marsh, managing director of Hamilton Labels, commented: 'The increase in throughput and productivity made the decision to buy the second press a very easy one indeed. The opportunity to put in a second press with the utilization of existing skill sets was also very attractive.'

Watershed Packaging, meanwhile, has purchased its first purpose-built packaging press. The 20in web width, 9-color press will complement four existing MPS machines at its facility in Leeds. The company has a new state-of-the-art production facility due to be in operation in the first quarter of next year.

Steve Walker, managing director of Watershed Packaging, commented: 'Before purchasing our first press at this width we evaluated presses from other manufacturers. We selected the MPS solution as their technology is unparalleled at this width. MPS and its products have been a part of our growth and have provided us with a sustained platform for continued growth through their reliability and performance. We value our customer's loyalty to us when we deliver the support and partnership they require and felt we should adopt the same ethical position when making our own purchasing decisions.'

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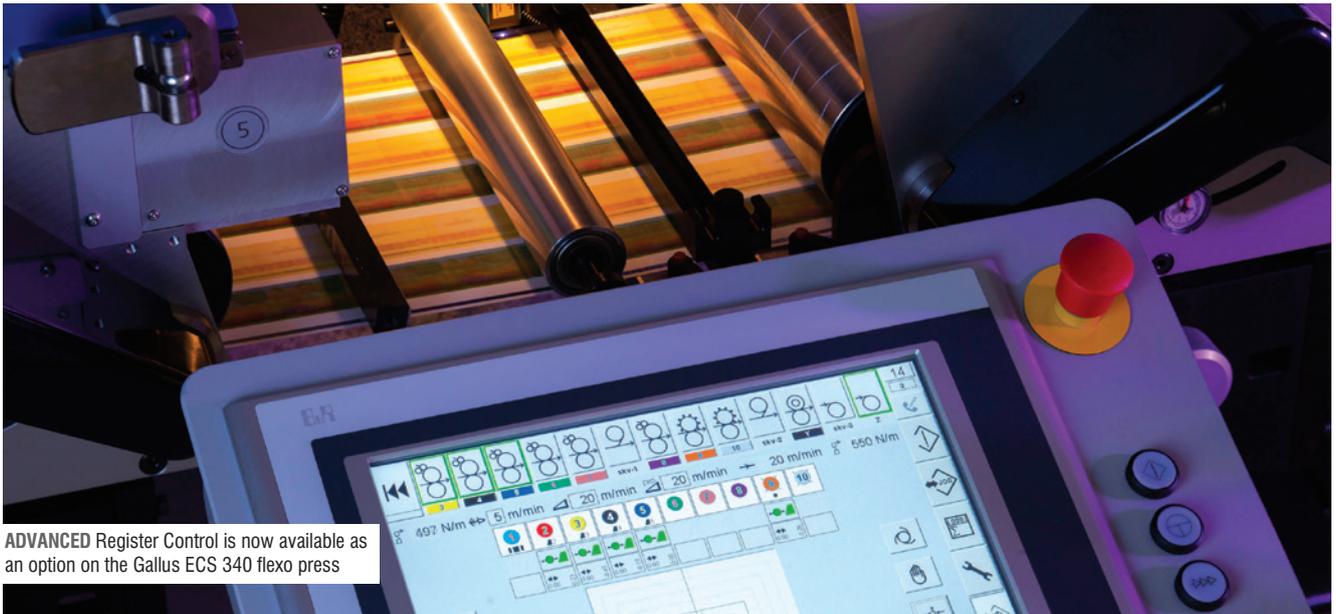
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ADVANCED Register Control is now available as an option on the Gallus ECS 340 flexo press

GINTZLER GRAPHICS GALLUS ECS 340

US-based label converter Gintzler Graphics has purchased its second Gallus ECS 340 flexographic press.

The new press will be the same configuration as the original, but with the addition of a rotary screen unit and register control (pictured). 'We use Gallus flexo presses in both of our facilities, here in Buffalo and in Liberty Hill, Texas,' said Gintzler president Bryan Scheible. 'They are extremely user-friendly and robust, which translates to very high reliability and performance with hardly any downtime. And if we do have an issue, the Gallus support staff is right there to help us. For these reasons and more, there was really no question about what narrow web press we wanted.'

Gintzler Graphics is a high quality custom manufacturer serving medical and health and beauty customers.

'Since we acquired the first press, we have been sold on the ECS 340's extremely short web path. The new press includes enhanced impression cylinder adjustments that will speed make-ready even further, helping us reduce waste to an absolute minimum,' Scheible continued.

'Gallus helps us achieve award-winning quality, and that allows us to help our customers sell more product. The addition of a second Gallus ECS 340 will certainly help us maintain our excellent reputation and give us a boost to do more high quality work.' Delivery of the new Gallus ECS 340 in Buffalo is expected in late December, and will be fully operational by early to mid-January.

LION LABELS XEIKON 3300

Lion Labels, a Massachusetts, US-based label converter, has installed a Xeikon 3300 digital color press.

With 50 years of label printing expertise, Lion Labels serves a variety of industries, including pharmaceutical and medical, advertising, cosmetic, food and beverage and private labeling.

Many of Lion Labels' customers are start-up companies that need labels for new or test market products, and the Xeikon 3300 offers better productivity, higher printing quality, and more versatility for shorter print runs.

'The Xeikon 3300 was the ideal solution for us to grow our digital labels business,' said Michael Berke, Lion Labels' general manager. 'This press has allowed us to price our digital labels services more competitively and win more

business. We can print on a wide range of substrates, while being more cost-effective for shorter runs, because there are no make-ready costs. Our digital and flexo technologies complement each other perfectly.'

The Xeikon 3300 is Xeikon's primary narrow web press designed for labels and packaging applications. It can print on scalable widths ranging from 7.9 inches to 13 inches, and has virtually no restrictions on the length of the printed label. In addition, the press can print on a wide range of substrates without pre-treatment.

'Lion Labels is another example of a company taking advantage of the paradigm shift in the tag and label market. Today, many brands can no longer afford to buy huge quantities of labels because the nature of the competition demands less waste and no obsolescence,' said Michael V. Ring, president of Xeikon America. 'The Xeikon 3300 is a perfect combination of speed, productivity, high quality, and cost-efficiency, and has proven to be a major differentiator for Lion Labels over competing label converters.'

LATTICE LABELS GALLUS EM410

Cambridgeshire, UK-based Lattice Labels has installed a Gallus EM 410 label press to increase capacity and 'fulfil incremental business'. The 4-color Gallus press will enable Lattice Labels to print up to 410mm width and to convert into rolls and various sized sheets. It is the company's sixth Gallus machine.

'Our customers' variable print information is laid down by their own digital printers which take either sheets or reels, so we need a label press that can convert from both reel-to-reel and reel-to-sheet. Also, to have the capability of producing larger sheet sizes such as A3 and SRA3 which are suitable for most digital printers, the Gallus EM 410 delivers on both of these requirements, so it's really perfect for our needs,' explained Chris Beadle, managing director at Lattice Labels.

'The Gallus EM 410 is well designed and built to last. At Lattice Labels we want to produce the best for our customers and to enable us to achieve this we need the best suppliers and Gallus presses meet this requirement. Our other Gallus presses produce fanfold, roll and sheet-labels and over time have given us reliable and consistent service coupled with a high quality output. The new EM 410 will continue this trend but much more efficiently, our experience and knowledge made the choice simple,' continued Beadle.



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LPIA inspires

THE LABEL PRINTING INDUSTRIES OF AMERICAS inspires industry leaders to rejuvenate their businesses for the future, writes Danielle Jerschfske

A sub group of the Printing Industries of Americas, the LPIA hosted its annual Innovation Conference in San Diego, California in November 2012. Well-planned sessions revolved around this inspirational quote from Albert Einstein: 'To raise new questions, new possibilities, to regard old problems from a new angle, requires creative imagination and marks real advance in science.'

Andrew Davis, author of *Brandscaping* and chief strategy officer of Tippingpoint Labs, kicked off the event by encouraging LPIA members to think differently about their own brand promise and how a label business can effectively communicate its promise to customers. New media is a strong form of communication that the label industry has been hesitant to embrace.

Davis said, 'the most valuable brand asset is the relationship your company has with its customers over time. Brands are people-powered, especially in the B2B world. Embrace your people and allow them to give your brand the voice it needs to create not only great products, but great stories that encompass your core values.'

Google Insights can be effectively used to track trends and chart demand for content in the digital space. Converters should review all possible channels that will 'help you get closer to the center of your customer's universe.'

Only a few converter attendees send a regular newsletter to customers sharing details of recent capital investments, success stories and business strategy. John Foley Jr., president of InterlinkOne, a marketing and strategy firm dedicated to the printing industry, supports Davis' message. Foley said, 'You have to get your brand out there in the social world to leverage the power it holds. Deliver valuable content. Strengthen your relationships.'

While the audience understood what digital communication brings to consumer-facing businesses, there was confusion around why it is important in the B2B sphere. There were numerous questions about finding new leads and discussions around servicing brands that require non-disclosure agreements. How can converters get Coca-Cola to allow them to use their quality work for promotion on Pinterest? The way the industry currently operates makes this difficult and will require a paradigm shift to adapt to this new wave business phenomenon.

LEVERAGE LPIA'S OFFERINGS

The LPIA gives members access to valuable PIA resources including political, economic and human resource experts specific to the industry. Lisbeth Lyons, VP of government affairs at PIA, explained that the printing industry must network with new government leaders in the wake of the latest congressional

elections. There are sixty new faces in the House of Congress, so it's important to educate these new decision makers about the contribution the printing industry makes to GDP and job creation.

PIA chief economist Ron Davis talked about strategies for competing in print. He said, 'high profit printers are more diversified and are at the same time specialized in niche areas. They have more pricing power and the ability to stretch margins because of their stance and strength.'

He said to expect print to grow at a rate of one percent in the US; fortunately, the labels and packaging market can anticipate a 2.5 percent growth rate in this market.

Jim Kyger, assistant VP of human relations at PIA, regularly fields membership enquiries surrounding compensation, benefits and union contract negotiating. He explained that a recent study showed a forty percent increase in Fortune 1000 companies leveraging the productivity of self-directed work teams. Employee participation is key since they interact with clients daily. This relates directly to sharing brand promise through modern social channels.

TECHNOLOGY

Jim Aust, principal of James P. Aust Consulting, specializes in helping print companies understand their financial spreadsheets and how technology directly affects the figures. The landscape of the printing industry has drastically changed over the last five years. Offset is a commodity business with shrinking profits.

He said, 'the average offset page is being sold for \$0.09 while a digital page is sold for about \$0.33 per page. Printers must accurately explore the cost, revenue and profit position of each of their work centers so better decisions can be made within the business.'

Despite the concerns some print leaders have about digital technology, Aust explained that typically, once the business is evaluated accurately, printers will find a 20-25 percent net profit on the digital side, technology aside and consumable cost included.

Flint Group's Mike Impastato presented the ink supplier's latest LED technology for printing packaging, which eliminates worries about harmful migration through the materials. LED technology offers ecological benefits in terms of energy consumption. Impastato predicted that UV LED inks and lamps will be used by 35 percent of the market within the next five years.

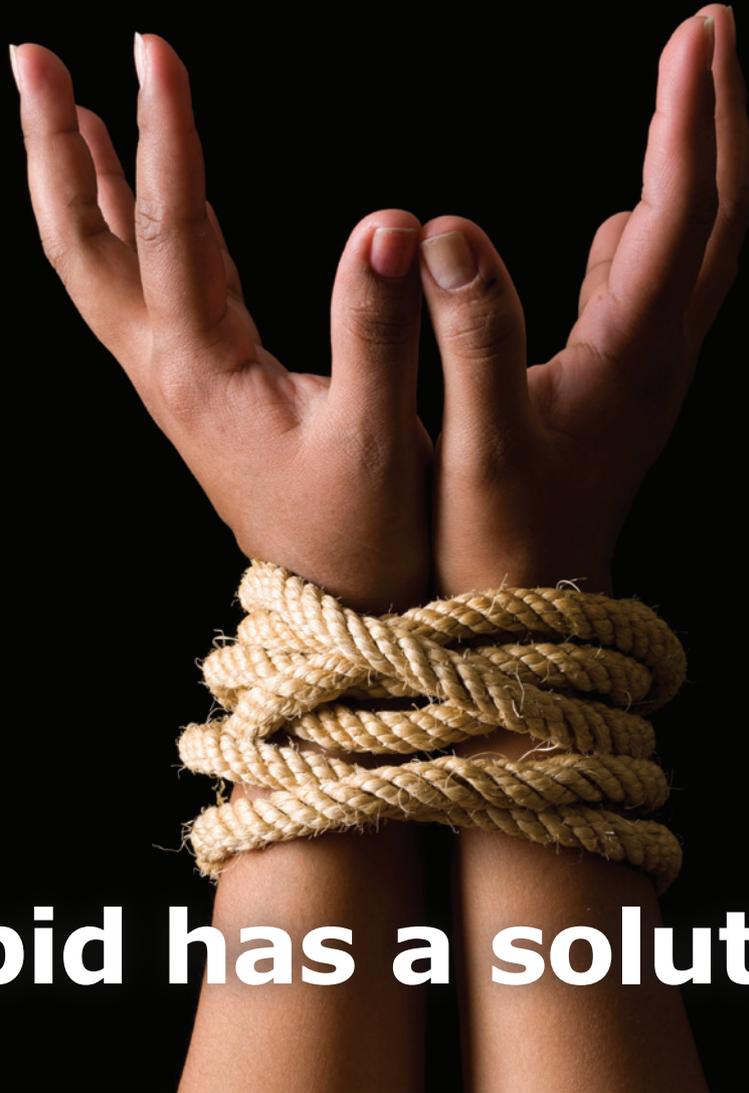


FLINT GROUP'S Jeff Alexander was inducted into the association's Hall of Fame



TONYA Kowa Morelli of Huston Patterson was the first recipient of the LPIA's Emerging Leader Award

Hands tied by your BIG label press costs?



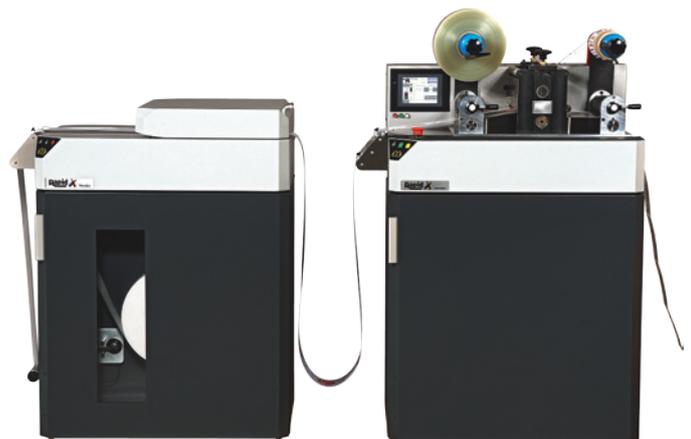
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The Importance of a Strategic Plan for the Road Ahead

BY BOB CRONIN, The Open Approach

Every business owner pretty much follows the same steps. Open. Grow. Make money. Grow more. Change. Exit. If you're lucky (and proactive), the last one is on your terms. Yet, while individuals make countless plans for accomplishing personal goals and addressing life in general, very few private company chiefs make tangible plans for the trajectory of their businesses. But with no plan, your 'exit' might be... well, let's just say, don't let the door hit you on the way out.

As an M&A consultant, I've heard many entrepreneurs tell me they wouldn't consider selling because they are 'still having fun.' There is no official strategic plan in place, and no real timeline for any major milestones. They are riding their latest successes, enjoying the signing of a new account, or just focused on day-to-day work. Tides turn, unfortunately, and client loyalty can be as elusive as a fabled unicorn. These same individuals call me later, begging for the same deals we discussed a year ago. For many, it is too late.

Indeed, the theme of a formal strategic 'plan' comes up frequently in conversations with clients and prospects. Executives, managers, and even account representatives – who have seen the demise of counterparts – are realizing that proactive planning is essential. Its difficulty, however, is that it requires a different focus and mindset. Rather than simply looking internally, managers need to be attuned to what is going on outside the company. What are the trends affecting how customers are buying labels? How is the end user shaping what is needed? How are competitors adjusting? Which capabilities are truly unique in the marketplace, and which are commodity? Examining what is happening in M&A can provide a great view of what is going on in the industry – helping you figure out your plan and determining if, how, and when to get out.

Having the benefit of working with label enterprises, packaging companies, private equity firms, bankers, associations, and others in all types of M&A transactions, I have a pretty good vantage point. To that end, this column aims to discuss some of the most

common questions I hear. Hopefully these will give you some thoughts to use to formulate your own strategic plan. Here goes:

Q: We continually hear the argument against print products in general. What is the real outlook for labels? Are you bullish or bearish?

A. I have always believed labels to be one of the most exciting, vibrant, and essential industries that exists. Yes, certain segments are declining. And yes, certain companies have struggled or closed. This might be emblematic of the times, but the strong will indeed prevail. Domestically, labels are still growing at a rate of 4–6 percent per year, and inventions create new growth opportunities all the time. Innovations in films, plastics, adhesive formulations; gains in sustainability features; and special manufacturing techniques and

options make labels a force like no other.

We contribute to virtually every other industry by providing identification, information, visibility, trackability, security, support for logistics, and more – benefits that no other industry can offer. And we provide the first impression and convincing shelf presence that get products noticed... and drive customer sales. Our value is inarguable, now and going forward.

Add to that, the look and feel of the product and its label are key. Consumers no longer are making decisions prior to shopping because they can entirely skip television advertisements with the use of their DVR. Email and banner advertisements can also be deleted in a flash (quicker than any print can be abandoned). Consumers are increasingly making their purchase decision on site. And that means labels are more important than ever. As other industries



continue to recover economically and stabilize, we'll see even greater strength from labels. You can count on it.

Q. More and more companies are being acquired and/or merged in labels. Why is this happening, and isn't this just making things more competitive?

In a single word, opportunity. The label industry is very fragmented, with thousands of converters of every shape, type, and size. Because of the capital and expertise needed, new startup is tenuous, so entrants tend to be those from related industries trying to tap new opportunities. This means there is more work to be gained by consolidating resources. Labels is also still a geographic business, meaning customers tend to buy from a local supplier. Optimal growth, thus, comes from a merger or an acquisition, where the protagonist uses their purchase to 'enter' new territories or vertical markets.

Theoretically, if orchestrated effectively, the synergies gained should enable acquiring companies to reduce costs and improve offerings, pricing, and capabilities. In actuality, sometimes deals simply add bulk (which have to be divested or closed later).

Some of the most successful deals in labels have been led by private equity investors. These guys are not simply looking to add size, but also to create compelling strengths and value drivers. They are active in labels because they see it as a growth marketplace – the fragmented (rollup) opportunity, above-GDP margin opportunity, innovation, and longevity. Their favorable outlook for the industry is a boon for us. As they continue to build the formidable label players for the next decade, you may have an exit and a way to extend your legacy.

Q. I've been following the headlines. It doesn't look like multiples being paid for companies have improved. Having spent most of my life in this business, I'm willing to wait to retire till the market is back up. Why would anyone sell right now?

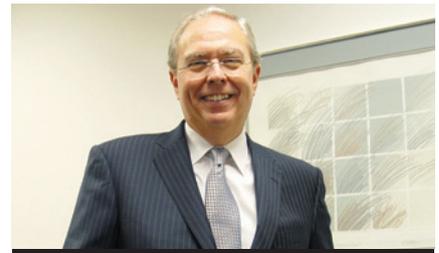
A. I hear you. I've been in the print and label business myself for 40+ years. It is tough for anyone to sell their business right now. But back in 2005–2007, I didn't have a client who felt any differently.

Over the last year, we saw a surge in M&A activity across every major industry. Yet, while the latest research estimated a 7 percent rise in the number of deals in the US, it saw a 2 percent decrease in total transaction value. While on the surface this might seem disheartening to would-be sellers, it is important to understand new dynamics.

Deals today are structured in numerous different ways – to answer requirements from banks, shareholders, etc. The news you see is typically from the public companies and does not represent the whole scenario. Provisions are often made to accommodate family, maintain a brand, or provide an attractive 'earnout' feature or future 'upside.' Namely, there are still various ways to ensure good return from your sale.

Also, keep in mind, that public companies have various restrictions on their M&A deals based on their stock price and board policies. An acquisition through an investor group or private equity portfolio company sponsor may prove very different in meeting your objectives.

These days, I see more owners who have lost their spirit in the business but are hesitant to exit now because of the risk. When you started your company, you were prepared for any number of outcomes. And you've ridden the tides all along. Why be afraid now? You still have options as you exit, and you need



ABOUT THE AUTHOR

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

to explore them. Timing is everything, but if you have no zeal for your business now, your business will soon have none as well.

Q. What issues do you see driving the label industry in the next few years? How should we prepare?

First, a technology everyone has talked about for years will start to take hold (RFID), blending online practicality into the tangible world of print. This will speed up the need for family-run enterprises to make more major investments or find a partner or buyer. Second, the move toward sustainability (from customers, government, and other forces) will continue to drive new manufacturing methods, innovative substrates, and waste-reduction expectations. Third, extended content labels (ECLs) will present both challenge and opportunity.

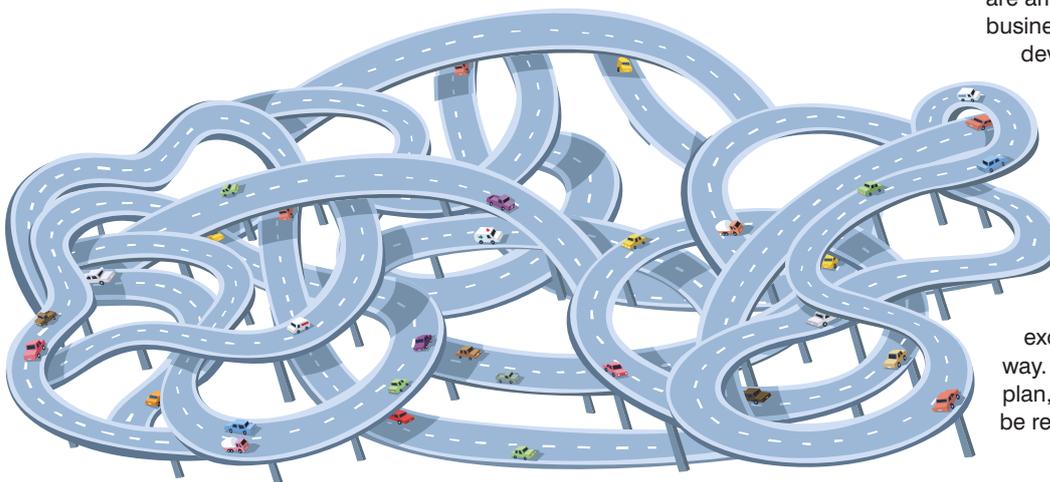
And finally, the packaging business continues to converge into our space, trying to replace the label with a pouch, pack, or carton. How we respond to these competitive forces is going to be significantly important. All of these factors – and the new ones that arise – need to be considered in your plan.

As I mentioned before, label providers are among the most innovative businesses out there. We continually devise new product lines,

conceptualize new services, and extend our capabilities.

Formulating (and maintaining) a plan is just as important of an initiative. But keep in mind that your plan – like your capabilities – must continually be refined and developed.

There is great opportunity, excitement, and change coming our way. Those who can arise with a strong plan, and the solutions to back it, will be rewarded richly.



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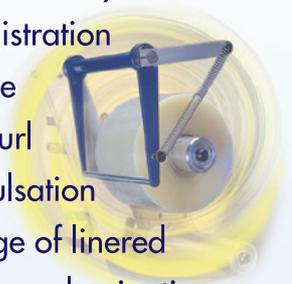
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Sustainable Paper Supply: The Real World

THE GLOBAL PAPER VALUE CHAIN puts pressure on the environment in different ways. APP adopts a new way to manage it, writes Danielle Jerschefske

World paper and board demand is expected to increase three percent in 2013, up from the one percent achieved in 2012, says Rod Young, chief economic advisor of RISI, an independent source for economic information on the international forest products industry. Packaging is considered a key driver of this growth with an anticipated four percent increase in consumption of containerboard and specialty papers through the end of this year.

Where there's demand, there will be supply – and competition. The trick in the modern paper and packaging industries is meeting the requirements for global business sustainably. Established chain of custody certification schemes like FSC and PEFC are being increasingly adopted, offering better ways of managing forests and plantations with a reliable value chain of custody (COC). However, the premium on CoC-certified material has deterred widespread adoption in the label world, thereby slowing the cost reductions which come with scale.

There's a real need to produce more pulp, better, at a fair price and in a sustainable manner. For this reason Asia Pulp and Paper (APP) has adopted a basic forest management system using High Conservation Value (HCV) assessments which originate with the FSC. The following details the complex dilemma of the paper industry and describes how HCV works. How will this system affect the labels and packaging industry?

ECO AND ECONOMICS

In June of 2012 Indonesia-based APP, the third largest paper producer in the world after Finnish firms UPM Kymmene and Stora Enso, announced its Sustainability Roadmap for 2020, putting the environment at the heart of its business strategy moving forward. APP has been in ongoing battles with environmental NGOs that have accused the company of destroying high value forests and priceless biodiversity. The Roadmap is the company's attempt at harmonizing the social impact and economic reality of paper production.

Both APP and the Indonesian government realize the value of the nation's natural resources. Indonesian companies are beginning to realize that any association with deforestation, biodiversity loss and harmful emissions can be detrimental to reputation and international business.

The government recognizes that the forest needs to be protected, and that there's value in the beauty of the country. It has also realized that its movements are in the eye of the world, and that it can't make the mistakes other widely forested nations have made. The country's leadership has agreed that it must collaborate with Finland to eliminate illegal logging of valuable lands and ecosystems.

With a population of nearly 250 million people – the fourth most populous nation in the world – fourteen percent of the population of Indonesia lives below international poverty

levels. The poor are most reliant on the nation's natural resources and the forest lands contribute significantly to the country's GDP.

APP directly employs 70,000 people in Indonesia. Hundreds of thousands are touched throughout the supply chain and the Indonesian government has decided to be more a part of this process. The root cause of deforestation is poverty. In regions where trees and pulp have strong economic value, impoverished citizens clear land to plant crops to feed their families, selling harvested wood into the black market to maintain a healthy standard of living.

Ian Lifshitz, APP Americas sustainability director, says, 'Social responsibility and job creation are supremely important to our company. One of the biggest challenges, however, is education in the marketplace, both at a local and international level.

'An enterprise like APP must look at the holistic approach by training locals to effectively work on plantations, endorsing community farming and education programs, giving away seedlings for people to plant and grow trees, so that we can buy them back and re-plant again.'

APP currently sources 85 percent of its trees from existing plantations. The other fifteen percent come from land the Indonesian government considers degraded, with a potential for disease, forest fire, or 'low value' – and APP is replanting in these areas. APP has been granted permission to assist locals to move. It has promised to invest in establishing a HCV harvesting system based on leading international NGO standards.

FSC TO HCV

HCV (High Conservation Value) areas are defined as natural habitats that have the presence of rare and or endemic species (confined to a specific geographic area), sacred sites such as burial grounds or resources that local residents rely on for their livelihood that are considered to be of critical importance. FSC's ninth principle of ten rules listed for Responsible Forest Management clearly states: 'Maintenance of high conservation value

forests – to maintain or enhance the attributes which define such forests.'

There are six types of HCV areas including those that 'contain globally, regionally or nationally significant biodiversity values' such as endangered species, and areas that provide basic ecosystem services in critical situations like erosion control'. Not all forests that contain rare species will be considered HCVs, but should also be managed properly.

All of APP's nine Indonesian mills are SVLK certified. SVLK is the Indonesian Wood Legality Verification System started in 2009 by the government as a chain of custody to enforce legal and sustainable harvesting.

SVLK has an important role to play in helping Indonesian companies meet the new European Union Timber Regulation (EUTR). In April 2011, Indonesia and the European Union (EU) agreed on a Voluntary Partnership Agreement (VPA) under the Forest Law Enforcement, Governance and Trade (FLEGT) Action Plan. Under this agreement, the design of SVLK is recognized as a credible system to guarantee the legality of timber supplies from Indonesia. This VPA between the EU and Indonesia is expected to become operational this year.

Lifshitz says, 'Our company realizes that it needs to go beyond national compliance (in Indonesia) – and must obtain global compliance. Therefore, within the Roadmap the company plans to source 100 percent of its pulp from HCV certified plantations by 2015.'

'The ideal example in forestry is for a third-party environmental certification organization to work with pulp and paper companies and environmental NGOs together to identify practical, sustainable techniques for harvesting trees that balances environmental responsibilities with regional, social and economic realities.

'In contrast to the ideal scenario, environmental NGOs have created a certification scheme, the Forest Stewardship Council (FSC), with which they have defined to their own standards and removed input from the paper companies and governments' policies. Without these insights, FSC doesn't properly acknowledge the

ACACIA trees flourish on a plantation in the Riau Province of Indonesia

economic realities of pulp and paper manufacturing, and focuses solely on 'environmental' priorities, despite how unsustainable it is.'

Some analysts have found FSC certification can add as much as \$32 per hectare to operations in emerging markets. In the label market, FSC certified stock has been priced by as much as 20 percent more than virgin fiber material. The majority of label converters that offer FSC material will tell you that they have it, but they don't sell it.

Lifshitz continues: 'HCV is a viable option that looks at materials and land, and also checks with international standards. The customer response to the adoption has been positive. They're excited to see that APP is taking steps beyond national compliance and driving business forward.'

EUCALYPTUS trees in Jambi, Indonesia. The trees are ready to be harvested after five years

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ENVIRO NEWS



LECTA GROUP COMPLETES 5001 CERTIFICATION

In keeping with the commitment set forth in its latest Environmental Report, the Lecta Group has completed the energy efficiency certification process for all of its manufacturing sites during 2012.

ISO 50001 energy management certification entails the implementation of an energy management system aimed at a more efficient and sustainable use of energy. Continuous improvement in energy performance contributes to reducing greenhouse gas emissions and, consequently, limiting the environmental impact of the company's business activity.

Lecta is one of the largest manufacturers of coated woodfree paper (CWF) worldwide and a leader in the European specialty papers market. It

comprises three companies with a long tradition in their home markets: Cartiere del Garda in Italy, Condat in France and Torraspapel in Spain. Currently, Lecta has 9 mills with a total production capacity of some 2 million tons and is recognized worldwide as a reliable, flexible and customer-focused supplier and partner.

All Lecta's manufacturing sites have secured the principal environmental certifications – ISO 14001 and EMAS – and PEFC and FSC chain of custody certification, thereby guaranteeing the wood and pulp used as raw materials have been sustainably sourced. With this most recent set of certification, it is now certified to ISO 50001 energy efficiency standards as well.

MAC ARTHUR CERTIFIED TO ISO 14001

Mac Arthur Corporation, a Michigan, USA-based supplier of custom labels and die-cut components, has achieved certification to the ISO 14001 environmental management system standard. The ISO 14001 standard is an environmental management system (EMS) that provides the framework for organizations to identify and control their environmental impact and constantly improve their environmental performance.

ISO 14001 certification demonstrates that Mac Arthur Corporation's EMS is operating effectively and in conformance with the standard. Additionally, it signifies MacArthur Corporation's on-going commitment to sustainability, including utilizing Forest Stewardship Council (FSC) approved materials and water-based inks whenever possible, and a filtrated waste-water system.

Danielle Jerschfske, North America editor for Labels & Labeling, said: 'Label

converting companies like Mac Arthur Corporation that adopt ISO 14001 are required to perform regular audits to ensure its EMS is working effectively and is meeting set environmental goals. Such companies will be able to significantly reduce wastage in their operations and will have the standardized verification to support such claims, an important capability given the growing need for transparency in the supply chain and the need to perform in accordance with new legislation and standards.'

'Our ISO 14001 certification is a significant accomplishment and validates our commitment to improving the environment. Certification to this international standard reinforces our efforts of minimizing waste and enables a cross-functional team to identify immediate initiatives to further reduce our environmental impact,' noted Jason Linton, vice president of operations.

ENVIRO NEWS

YOU HEARD IT HERE FIRST. THE NO.1 FOR ENVIRONMENTAL NEWS

UPM RAFLATAC MALAYSIA WINS 14001

UPM Raflatac has received certification to the ISO 14001:2004 environmental management system for its Malaysia labelstock manufacturing facility. The company says the certification represents a 'significant step' towards achieving its goal of having all UPM Raflatac production facilities ISO 14001-certified.

'The ISO14001 certification is an important milestone and has been one of the highest priorities for UPM Raflatac Malaysia in 2012,' said Nasuf Culha, general manager, UPM Raflatac Southeast Asia. 'This achievement marks UPM Raflatac's commitment and responsibility to the environment, an important testament for our customers and brand owners.'

The ISO 14001 certification includes the manufacture and slitting of self-adhesive paper and film labelstock. The factory will be reassessed annually to ensure that it is achieving its targets and continuously improving its environmental performance.

MACTAC RECEIVES FSC CERTIFICATION

Mactac Printing Products has received Forest Stewardship Council (FSC) Chain of Custody (CoC) certification for its Columbus, Stow, Ohio, and Scranton facilities. 'FSC CoC certification allows Mactac to strengthen its sourcing policies and comply with procurement policies where FSC is the preferred option,' said Allie Braham, marketing manager, Mactac Roll Label Products. 'We are constantly seeking ways to enhance our product offering. With FSC CoC certification, our customers can now make socially and environmentally responsible purchasing decisions because we know the origin of raw materials used in our FSC certified products.'

WAUSAU PAPER COATED ACHIEVES ISO CERTIFICATION

Wausau Paper, a manufacturer of release liner products, has announced the certification of its coated products Manufacturing and Distribution Quality Management (MDQM) system to ISO 9001:2008. The certification assures that the company's coated products MDQM system complies with the performance standards set forth by the International Standards Organization (ISO).



A fast-growing converter with a conscience

MIKE FAIRLEY visits a market leading Dubai label and converting company that has a remarkable environment and social conscience

Over the years Labels & Labeling has had the opportunity to visit many hundreds of label converting plants around the world. Always interesting, they range from the very small or niche, to the very large. All contribute something to a better understanding of what a leading label company should be – quality production, international standards, brand name customers, technology leader in their market place, impressive employee relations and facilities, at the forefront of environment and sustainability, impressive growth, continuous investment and outstanding customer service.

However, it is not very often that all of these qualities come together and can be found in one operation, especially in somewhere like the Middle East. Yet this is exactly what Labels & Labeling found when it visited Kimoha Entrepreneurs Limited in Dubai.

A market leader in self-adhesive labels, flexibles for packaging operations, paper products, baggage tags, boarding passes and auto ID solutions, the company is based in the Jebel Ali Free Zone, Dubai and can boast an impressive 1000-fold plus growth since it was founded in 1988 as a small paper converting business with just three people in an 18 square meter office.

Its first 1,200 sqm facility was built in 1996 when they launched their self-adhesive label division. They were the first

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company in Dubai to produce Thermal Baggage Tags locally. An Auto ID division followed in 1999 and shrink sleeves in 2008. It later expanded to produce thermal baggage tags and boarding passes for the Aviation-industry.

Today, the company is housed in a 20,000 sqm LEED Gold Certified (by the United States Green Building Council of the USA) headquarter facility in Jafza South which has all production technology and support services in-house and employs some 235 personnel. Indeed, the latest factory represents a dramatic growth in facilities since the company was originally founded in the later 1980s. Equally impressive is that Kimoha has more than trebled its revenues during the past six years. They are also one of the top 100 ranking SMEs in Dubai.

According to Vinesh B Bhimani, managing director of Kimoha Entrepreneurs Ltd, 'the company has achieved consistent levels of growth by always making a point of keeping abreast of the latest and best, state-of-the-art technology – most recently in a new Xeikon 3300 with a GM finishing system incorporating laser die-cutting, slitting, laminating and spot-varnish capabilities. Technology upgrades always figure high on our agenda and we regularly add the latest equipment to our infrastructure to support the requirements of our multinational clients.'

Currently, production technology running in the factory

"To further encourage best environmental practices, the company monitors the cleanliness of all presses and their surroundings daily, as well as monitoring waste from presses and assessing factory environmental and hygiene issues"



MIKE FAIRLEY receives an award from Kimoha managing director Vinesh B Bhimani, (center). At left is Kimoha executive director Wolfram Gruening

includes Gallus ECS, Gallus EM 510 and Gallus 280 presses, Vectra equipment from ABG, the first Rotocontrol installed (2011) in the Gulf, as well as Prati, Rotoflex and Leomat machines and a DCM slitter. Origination and plate making are undertaken using Esko equipment, Cyrel digital imaging and Nyloflex plates. Quality performance testing equipment includes tensile strength, rub resistance and color viewing.

They also have their own in-house customized MIS solution, while customers or suppliers— that may be brand owners, co-packers or origination houses – are encouraged to upload artwork/ origination files through a 'Cloud' based internet service. These files can then be downloaded by the company as required.

Throughout the company there is a deep commitment to quality, both through its investment in leading edge technology and through a track record of deliveries on time, every time. ISO 9001 certification was achieved as far back as 2000, with Kimoha becoming one of the region's first ISO accredited companies in the sector.

But Kimoha is not just about state-of-the-art technology. 'We believe', says Vinesh 'in being a socially and environmentally conscious business. As already explained, our factory facility is LEED compliant, we have incorporated movement and occupancy sensors to save electricity, the air conditioning system uses environment friendly R410A refrigerant, we abstain from solvent-based inks, restrict our sourcing of paper to companies that subscribe to the philosophy of environment conservation, have introduced recycled label stock, and introduced sustainable measures into our production and waste disposal procedures.

'In addition, we have introduced water

reduction measures and have created water efficient landscaping around the plant, as well as incorporating air quality monitoring into our factory and operations.' Such measures certainly put them at the forefront of global label converter sustainability and environment solutions.

'To further encourage best environmental practices, the company monitors the cleanliness of all presses and their surroundings daily, as well as monitoring waste from presses and assessing factory environmental and hygiene issues. Lean manufacturing has also been implemented. Points are given to employees for all these aspects, which in turn go towards employee bonuses.'

However, it is probably Kimoha's commitment to the development of its employees, their welfare and care that puts the company amongst the leading global converters when it comes to social responsibility. 'People are our most important asset', explains Vinesh. 'We recruit the best students from the print colleges in India, provide accommodation for them and their families from the time they land in Dubai, take care of the welfare and education of their children (both in India and Dubai), have a subsidized canteen/ dining room for all workers – in which the management eat with the employees – and a regularly used prayer room.'

At the time of visiting Kimoha, they were also about to open a brand new, fully fitted gymnasium for employees that includes top-of-range running and cycling machines and weight lifting equipment. They also have in-house sports facilities, such as table-tennis, to help employees keep stress-free. Other employee benefits include entertainment and an insurance cover scheme. Certainly all very impressive.

As part of the company's corporate social responsibility it has an annual blood donation camp in co-ordination with the Department of Health and Medical Services, Al Wasl Hospital Dubai, where all employees, staff and directors – including their family members– all actively participate in donating blood. Staff members also wore a pink ribbon on their arms and pink clothes to support a one day Dubai campaign for awareness of breast cancer.

Other events organized or celebrated by the company include an Iftar party during Ramadan, a lunch on banana leaves to celebrate Onam, the harvest festival of Kerala, a Diwali celebration, while Christmas is celebrated with morning prayers and then carol signing shared by the employees on the eve of Christmas. The entire company comes together as one big family to celebrate these festivals, with employees working after their normal factory/office hours to provide superb entertainment at the functions.

Being based in the Jebel Ali Free Zone in Dubai has undoubtedly been a major contributing factor in Kimoha's remarkable growth over the years. Dubai has been slowly developing as a hub for packaging and labeling requirements in the Gulf countries for some time. Increasing numbers of multinational companies have been establishing regional centers in the country, and then outsourcing their product requirements locally.

'Dubai is the largest container port in the world', Vinesh tells Labels & Labeling, 'It can even be seen from the moon. And it's a Free Zone area. In addition, Dubai is nearing completion of a new international airport which will be one of the biggest airline hubs in the world. Even before completion as a passenger terminal there are already some 40–50 cargo flights a day arriving. All this means that goods are



THE INAUGURATION of the new headquarters building

"As part of the company's corporate social responsibility it has an annual blood donation camp in co-ordination with the Department of Health and Medical Services, Al Wasl Hospital Dubai"

constantly coming into the country in bulk containers which are then broken down and the goods re-packed and re-labeled for export. There are also many logistics companies in the area.

Not surprisingly, Kimoha has many international and domestic customers across many different segments of its business, from paper rolls, transaction rolls for point of sale applications and automatic teller machines, parking tickets, plain and printed labels for packaging, logistics, identification, as well as baggage tags and boarding passes for the aviation industry. Indeed, it has strengthened its presence in the aviation sector over the past few years and now produces baggage tags and boarding passes for more than 50 global airlines, airports and ground-handling providers.

The company also provides logistics, coding and marking solutions through a wide range of auto identification products, from barcode printers, to code readers, scanners and related services, through alliances with companies such as Zebra, Avery, Argox, Toshiba-Tec, CAB, Motorola, RMI, and others.

As part of its product and services activities Kimoha undoubtedly has one

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of the largest raw materials and finished goods warehouses ever seen in a label and converting facility. All this is necessary to serve an impressive list of customers that include Abu Dhabi, Dubai and Sharjah airports, Al Rawabi Dairy Company, DP World, Dubai Police, ENOC Lubricants, World Trade Center, Dubai and Sharjah Municipalities, Emirates Airlines, and many others.

So where does Kimoha go next? 'We have established ourselves as a major player in the region', says Vinesh 'and our goal for the next decade is "Go Global". The relatively new Dubai Export Development Corporation is already doing sterling service in motivating Dubai-based businesses to enhance their export involvement, and we are pleased that they have identified Kimoha as an enterprise with immense export potential. This is excellent news for us and we are now aiming to step-up our overseas business by at least 25 percent.'

There seems little doubt that this is an aim that they will very quickly achieve.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



PETER ERIKSEN, Nilpeter COO, accepts the award 'Privately Owned Enterprise of the Year 2012' on behalf of Nilpeter

NILPETER WINS BUSINESS AWARD

Nilpeter has won a prestigious business award in Denmark, 'Privately Owned Enterprise of the Year 2012' (Aarets Ejerleder 2012). The company competed against 3,000 other Danish companies to win the title in a competition run by PricewaterhouseCoopers, newspaper Jyllands Posten, and financial services provider Nykredit.

The judges praised the management team for sustaining global growth, building a strong international brand through long-term technological development, and efficient business practices. They also paid tribute to the company's strong record on staff retention and working conditions, and its encouragement of creativity in the workplace.

SEAL AUTHENTICATES SCREENY

Converters buying Gallus Screeny plates should check for the new security seal on the product packaging to ensure authenticity.

TECHNICOTE OPEN FOR BUSINESS

One year after a devastating fire, Technicote has opened its newly renovated pressure sensitive adhesive and silicone coating facility in Cuyahoga Falls, Ohio. The new building is 51,600 square feet; approximately 20 percent larger than the original structure.

HP OPENS NEW INK PLANT

HP has opened an 11,000 square meter (118,000 square feet) ink manufacturing plant in Kiryat Gat, Israel, which will produce ink for the new generation of HP Indigo digital presses.

This follows the announcement that HP Indigo achieved record revenue in Q4 2012 and continued its two-year-plus track record of consistently growing quarterly page volume by about 20 percent over the previous year. The new HP Indigo plant is the first industrial building in Israel and first HP manufacturing facility worldwide to be built to LEED standards.



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Code green

MODERN TESTING and marking technology can help end users avoid mistakes, increase efficiency and enhance safety, says Wilfried Weigelt, product manager at code verification device specialist REA

Concealed behind each code is important information. For example, the location of a package can be traced, product and serial number can be determined, but also – such as with a QR-code – additional data regarding a product can be provided. To assure that the information can be read without error it is essential that the codes work as perfectly as possible. With automatic data capture using a scanner, the error rate is between one in a million and one in a hundred million. With manual data capture there is a significant increase to around 1:30.

Code errors can result in the malfunction of data capture equipment and low reading speeds – and even falsified data. Errors create incorrect inventory, faulty deliveries, inaccurate invoices and further discrepancies. In addition, industries such as retail have their own guidelines for coding. When the requirements are not met there are penalties involved or entire batches are sent back to the manufacturer.

Consistent quality control is therefore recommended. Ideally, verification begins at the layout phase and is continued on a regular basis.

Devices such as the REA Verifier are critical for quality control. A product, milk for example, must be quickly and

correctly scanned everywhere where it is sold, and retailers work with different barcode scanners at their cash registers. So the verifier provides a control under stable conditions and allows problems to be recognized and eliminated before an error in the application or at the customer occurs.

MARKET TRENDS

We have seen more and more 'mobile tagging' in the last two years – 2D codes that can be scanned with a Smartphone. A distinct advantage compared to classical barcodes is the significantly reduced space requirement. Even more interesting, these codes are used by companies more and more often as a marketing tool. The prospective customer receives additional information about the product or service. Some examples are: Where is the product from? Which supply chain is involved? Is the meat from farmer A or B? This opens up a completely new field of communication for the industry and increases transparency for the customer at the same time. In industrial environments technical components and products are increasingly directly marketed (DPM – Direct Part Marking). This information can be read with automatic capture devices.

In the pharmaceutical industry safety has become a major issue with the increase in counterfeit medication introduced through the internet. In 2011 the EU introduced directive 2011/62/EU to combat counterfeit medicines, and this came into force Europe-wide in January 2013. In Turkey, similar regulations have been in force for over two years.

The EU legislation mandates unique codes to prevent counterfeit products reaching the pharmacy. By verifying the serial number against a secure database, counterfeits can be immediately recognized and reported. The authorities are then obligated to investigate. Expiration date, product number, batch number, production date and the serial number must be printed on the box or label using a suitable high resolution system.

ABOUT THE AUTHOR

Wilfried Weigelt has been with REA Elektronik since 1996 as manager of the Verifier business unit. He is a recognized expert in the barcode verification field, having collaborated on formulating the coding rules for compulsory verification of pharmaceuticals in the German market (securPharm). Weigelt is also a permanent collaborator with the DIN standards committee for automatic identification and data acquisition.



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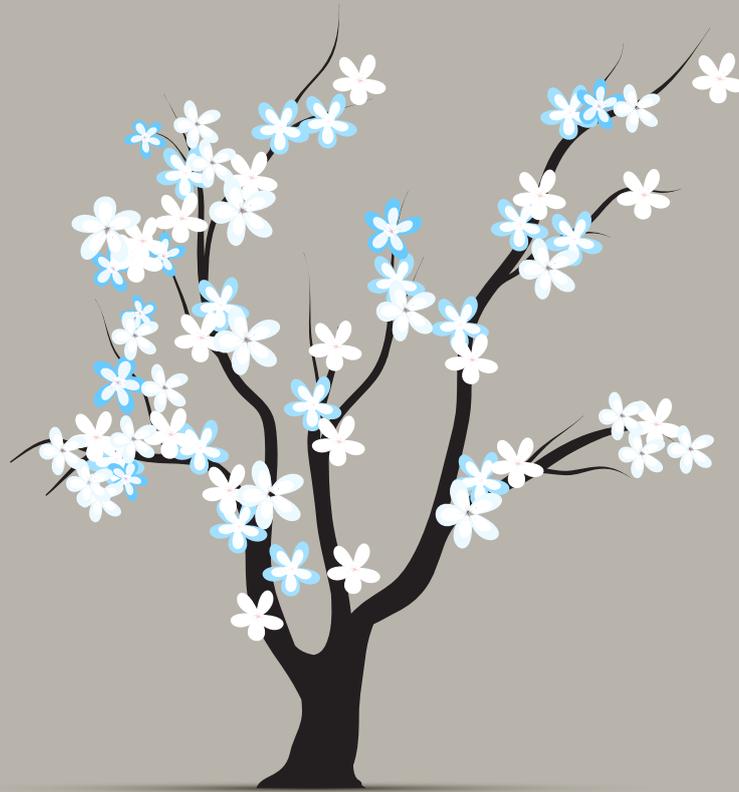


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Flexo springtime in China?

THE ACCEPTANCE OF FLEXO PRINTING in the Chinese package print industry has taken another step forward, as Kevin Liu reports

Flexo printing is still at a relatively early stage of development in the overall mix of package printing processes in China. In labels, letterpress and offset remain strong and in package printing sheet offset and gravure still predominate. At the same time, in Europe and the US, flexography has become the dominant package printing process.

Although the manufacturers of flexo printing presses never stop promoting their equipment, most package print converters still take a wait-and-see attitude, fluctuating between hesitation and negative opinions.

So, a key question: is flexo printing appropriate for the Chinese package printing market? Does such technology have future prospects in China?

For this reason it was interesting for L&L China to cover the installation of two

Gidue UV flexo presses at a converting house in Suzhou.

JANTAN: EARLY SUCCESS

In March 2012, during a warm springtime that sees everything arising with a new life, news came from a key center of the Chinese package printing industry that Italian machinery manufacturer Gidue made another significant installation.

The company completed the installation and commissioning of two flexo machines within one week: for Suzhou Jantan Packaging and Printing Limited Company ('Jantan') and Suzhou Tianjie Printing Limited Company ('Tianjie'). They were up and running in a very short time.

Jantan, is a model enterprise in the Chinese package printing market, visited by this correspondent twice before.

It was established in 1992 at a plant located in Wujiang city, Suzhou, close to Shanghai. Now it has become one of the largest professional label and packaging print converters in East China area.

Jantan is an old supporter of flexo printing technology. The company used to import Gallus flexo machines quite some time ago. At that time, after extensive investigations, the managers of Jantan affirmed that flexo printing was superior to relief printing and offset print in many aspects - hence Jantan became one of the first enterprises to enter the flexo printing market. In 2008, Jantan decided to import more flexo machines. They chose an 11-color Gidue E-Combat machine - the first machine installed in China installed by this Italian company.

Although seen by many as an 'adventure', it has brought benefits



GIDUE M5-370 11-color press installed by Tianjie with 10 flexo printing units, 1 gravure unit and on-line process units including cold foil and turn bar

including better performance and an increase of business for Jantan. Soon the original flexo machine could not meet the increasing business demands of Jantan. In 2010, they decided to purchase more flexo machines, and the second Gidue was installed, a 12-color combat M5 flexo. These two Gidue presses are running continuously 24hrs a day.

Two years later, Jantan imported the third Gidue flexo machine, a Combat M1-370 10-color flexo UV press. In order to increase the efficiency of the machine, Jantan equipped the M1-370 with processing units including on-line IR, cold foil, die cutting, stripping and waste removal, so all the processing steps can be finished in one pass.

The new Gidue Combat flexo press was installed in the new plant of Jantan in Wujiang Economic Development Area. Together with the previous Gallus 8-color flexo machine and two Gidue presses, they compose a powerful flexo printing workshop. Today, Jantan maintains a comparatively high market share in the sectors including chemicals, foods, health and beauty and electronics.

GROWING FORCE

Unlike Jantan, which has already learned to control the power of flexo printing, this is the first time Tianjie has imported a flexo machine. However they did not start from a low base point. Tianjie imported from the beginning one of Gidue's most highly specified presses - an M5-370 11-color flexo press, containing 10 flexo printing units, 1 intaglio unit and two on-line process units including cold foil, die cutting, waste discharging, stripping, laminating, and the ability to turn the web. This highly advanced, integrated converting line greatly increased the production of printed packaging in the high-end cosmetics sector.

Interestingly, the plant of Tianjie is not far from that of Jantan, which is also located in the Suzhou Industrial Park. Before the installation of its flexo machines, Tianjie owned more than one imported press - intermittent and full rotary letterpress machines and high-precision roll to roll screen machines.

In the arena of cosmetic and electronics labels and packaging, Tianjie has abundant experience and is a long term partner of many famous enterprises including L'Oreal, Canon and Tianmei Cosmetic.

According to general manager of Gidue China, Mr. Fan Simin, 'for many knowledge about flexo printing is very rare. Actually, current flexo printing technology has huge advantages in the printing quality and speed as well as on-line processing. At the beginning of our contact with Tianjie, they were suspicious whether a Gidue machine could assure high printing quality and overprinting precision consistently during high speed printing at 180m/min or not. They were questioning, could overprinting precision be controlled within 0.1mm? Could the on-line die cutting

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THE GM of Chengdu Tianjian Yong, Mr Yan Tianhu

be precise under high speed printing? In case of a sudden malfunction, how long would it take to solve?"

However, such questions disappeared at the time the machinery was commissioned. Mr. Fan said that during this process, when Tianjie press operators saw the print rollers turning and paper going slowly through the machine, they were interested to see how this would affect makeready time and waste. When the operation speed of the machine increased from 80m/min to 180m/min while the overprinting precision remained the same, both the managers and operators of Tianjie were smiling with satisfaction.

After the commissioning, Tianjie's factory manager, Mr. Yang praised the efficiency of Gidue, 'Gidue finished the machinery installation and commissioning as well as training of our operators withing merely one week. This time, they really changed our views of flexo printing. The Gidue flexo machines are highly automatic. During printing, we need not adjust the pressure or stop the machine to change plate registration, because these adjustments are realized automatically. This not only assured the precision of overprinting but makes the printing itself simple, highly efficient and more consistent. After training, our operators could grasp the operation skills required and we could put them into production immediately - much earlier than we expected.'

The person responsible for direct production at the Tianjie workshop, also called Mr. Fan, said, 'Gidue has moved really efficiently and the machine has good quality. Our printing speed can achieve up to 180m/min. On this basis, we estimate that our yield could be double this year.'

FLEXO LESSONS

Let's see the why flexo printing has such a high performance, from several aspects. To take the Gidue flexo press as an example, each printing unit is controlled by a full servo motor. There is no traditional driving axis so the machine runs more steadily without vibration, which increases the precision of overprinting and quality of printing. At the same time, Gidue equips its machines with an automated tracking system, which controls the processing precision of both printing unit and die cutting unit within 0.1mm.

In addition, the Gidue flexo press can storage job data and read it back when the same product needs to be produced again, when the machine automatically adjusts itself to the status of the last production job. It is very simple and the operator feels it to be both convenient and easy.

Potential malfunctions are handled by remote diagnostics via the internet - as if the senior engineer in Italy is sitting on site.

These are common advantages of modern flexo printing equipment, and as the example of these two Gidue flexo machines shows, the springtime of flexo in the Chinese package printing industry could well be arriving.



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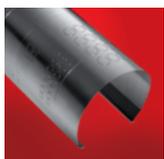
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ANDREAS LARCHER, technical manager at Etiketten Carini, standing by the Pantec Rhino unit on a Gallus RCS330

Carini pioneers Rhino

LEADING AUSTRIAN LABEL CONVERTER Etiketten Carini was the first to install Pantec's in-line flatbed stamping/embossing unit on a Gallus RCS330. Andy Thomas reports

In the premium product sector of the labels market, end users are demanding labels which reflect the added value of their brands. This has driven the development of technology designed to enhance decoration possibilities in-line on narrow web presses.

A good example is the Rhino technology developed by Switzerland-based Pantec, which combines the advantages of flatbed - additional dwell time, pressure and accuracy - with in-line processing.

This article follows the installation of a Pantec Rhino at Austrian converter Carini. As this article was written, it was announced that Carini had won a gold medal at the prestigious Brigl & Bergmeister annual awards for a label converted using the Rhino unit.

Etiketten Carini was founded in Vienna in 1939 by Mario Carini, moving six years later to its current location in Lustenau, a fast-growing town in the Vorarlberg Rhine Valley at the western tip of Austria. In 1963 Siegfried Erne joined the company, which he managed until 1999 when he handed the management to his daughter Andrea, his son-in-law Thomas and his brother Edgar Sohm, who run the company today. Carini's success can be seen in its blue chip customer list.

The company runs two Gallus RCS330 UV offset combination presses, both with auto unwinders (Kocher & Beck URS and Martin Automatic), Gallus Screeny UV screen stations and UV flexo coaters.

In addition there are UV-letterpress, UV flexo, screen and HP digital presses, all driven by an Esko workflow. The Rhino unit was installed on one of the RCS330 presses in April 2011 - the first time this combination had been attempted. The Rhino unit is located after the seventh print unit and followed by two flexo varnish units.

'We needed the ability to hot foil and emboss in the same unit,' says Andreas Larcher, technical manager at Carini. 'Previously we were carrying out this operation on a Gallus TCS 250, but this was very slow.'

There was a steep learning curve. 'This was two hard months for me but it was a successful project,' recalls Larcher. 'One of the toughest things was getting right the heavier pressure for micro-embossing, but then using less heat and pressure for the best negative text.'

Another key advantage was the ability to build the height of the emboss, which is always made with one stroke. Multiple stroking allows the placement of one foil on top of another. Alternatively foiling

can be combined with blind embossing as well as foil embossing using independent strokes. 'The beauty is that all is on one single plate. The register remains perfect,' says Larcher. 'The structure does not deform through the nip because the Rhino is heated, so the paper keeps its 3-D shape.'

At the same time the pressure of the Rhino creates structure in the paper, which saves having to buy textured paper. 'You can put structure where you

ENVIRONMENTAL PROFILE

Practical Sustainability is a key metric at Carini. The company is a partner of the Cycle4green liner recycling network sponsored by FINAT, and was one of only 25 companies in Austria to win the government's "Klima:aktiv" award recognizing sustainable industrial operations.

During the reconstruction and enlargement of its production facilities, a new heating and cooling exchange system allowed the company to reduce its CO2 output by 12 tonnes.

Another key sustainability issue for Carini is ongoing staff training, and the company enrolls all 130 employees in its Carini training academy.

want using micro-embossing.'

Larcher adds that the combination of hot foil and micro embossing gives 'a fantastic 3-D look', while micro-embossing looks like a hologram. 'We encourage designers to use these capabilities to design things that other brands can't do.'

The RCS330 presses are run on a true 'pit stop' basis and can print runs as short as 1,000ft. 'The short makeready time of the Rhino is therefore very important for us,' says Larcher. 'You can change the tooling very quickly and there is no additional waste once the press starts. We run the unit at up to 50-60 m/min depending on the number of strokes.'

How does the Rhino's flatbed foil/embosser compare to a rotary system? 'On our TCS it was a two-step process on two different modules to hot foil and emboss, so there is always the possibility of a misregister,' explains Larcher. 'With the Pantec system it is physically impossible to get a registration error, because it is a one piece tool and it would break. Also because the embossed material is heated first to deform the material, then cools quickly, it "burns in" the shape. On the TCS we have had an embossed line disappear before.'

Having the Rhino in-line also means it can be combined with screen effects, opening up further design possibilities.

WHAT IS RHINO?

Pantec's Rhino flatbed hot foil embossing system allows converters to take advantage of the benefits of a flatbed system – increased dwell time and reduced cost tooling – along with a quick tool change cassette, but in an in-line configuration.

The tooling head can be turned to apply foil and emboss in either the machine or cross web directions. This allows saving of materials when the foil is only required for a small part of the image area.

Maximum operating speeds are claimed by Pantec to be up to 120 m/min (360ft), and 60m/min for two strokes. The multi-stepping stamping tool ensures perfect registration using a single die on a stamping length up to 410mm (16in).

Applications include single stroke foil and embossing with multi-height 3D shapes, micro embossing and debossing – with no possibility of register error between foil and embossing. The Multistep facility, with two, three or four strokes, allows the use of multiple foils, embossing, micro embossing and debossing with all strokes aligned on the single die. An example showed by Pantec at Labelexpo Americas demonstrated the use of four foils and included debossing, embossing and micro-embossing on the same label.



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(L-R): Arun Berry, president of the Delhi Printers' Association; Roger Pellow, managing director, Labelexpo Global Series; Ramesh Deshpande, hon. secretary, LMAI; Ajay Mehta, director, SMI Coated Paper, Badish Jindal, national president, Federation of Associations of Small Industries of India (FASII), N. Delhi; Vivek Kapoor, president, LMAI; Veerendra Malik, (Digital Impressions) AIFMP representative; Mike Fairley, director of strategic development, Tarsus Group; Harveer Sahni, managing director, Weldon Celloplast; Doug Emslie, group managing director, Tarsus Group

India emerges

LABELXPO INDIA 2012, held in New Delhi from 29 October to 1 November, exceeded all expectations in visitor and exhibitor numbers, Carol Houghton reports

Having grown by 10 to 15 percent in the last five years, the Indian label market is now ready for bigger brands to grow their business. Over 200 local and international companies exhibited at Labelexpo India, including 49 first time participants – evidence the region has huge growth potential.

The show attracted 8,049 visitors – up by 33 percent from the event in 2010 – and event organizer Tarsus Group reported that 53 percent of exhibitors confirmed their participation at Labelexpo India 2014 before the show closed.

Many exhibitors reported on-site sales, including Nilpeter and Mark Andy each selling two machines. Jacob Landberg, sales and marketing director, Nilpeter, commented, 'India has tremendous potential to be one of the fastest growing markets in the world'.

INFLUENCING THE INDUSTRY

The Foreign Direct Investment (FDI) legislation is expected to take effect soon, pushing growth within the label and packaging sectors. Infrastructure will need to improve to facilitate the activities of multinational retailers and this will

create opportunities for added-value track and trace and security labels.

Increased demands for quality and color consistency will increase the demand for inspection equipment. Jürgen Bräu, head of inspection technology, Erhardt + Leimer, predicts that FDI will 'really open up the market and help the label industry.' He expects it will create an 'immediate fight between printers to get the new jobs.' Indian companies now have a greater awareness of the added value quality inspection provides how this offers a point of differentiation against competitors, Bräu believes.

Aviram Vardi, marketing manager, AVT, reflected, 'Most AVT machines installed in India are on rewinders but the country is waking up to the trend of inline inspection. More and more units are being installed on the printing press as the money, time and waste savings that can be made by getting it right on the press are realized'.

He reported that the requirements for inspection in India are increasing as more goods are exported to Western countries. The security market is also

growing, as features such as unique numbers, barcodes, QR codes and datamatrix become common practice.

In pharmaceuticals, new regulations are expected to create demand for 100 percent inspection. It is estimated that one third of recalls in this sector are packaging related.

PRODUCT LAUNCHES

More than 20 presses were demonstrated live on the show floor, including some seen for the first time.

Nilpeter India showed a 10-color FB-3300S flexo press and a new gravure unit for its FB3300 press line. Alan Barretto, managing director, Nilpeter India, commented: 'We see a shift in the market. The customers are looking for customization to differentiate themselves in the labels and flexible packaging they supply. Our presses are custom-made for special applications. It is all about the ability to add unique combinations and features such as gravure, hot foiling, die-cutting, etc.'

Another important launch was Multitec's Ecoflex VSi with UV flexo option for the labels and flexible packaging market.



THE EPSON SUREPRESS received a lot of positive interest

It has bigger impression cylinders and chill drums than the its predecessor, the Multiflex, which was designed primarily for pressure sensitive labels. Amit Ahuja, director, explained: 'People want to diversify their portfolio – not just offer labels.'

The Ecoflex has a short web path and can make fast changes between material caliper. Print cylinders and anilox rolls can also be quickly changed without tools. In addition, a servo infeed provides tight registration.

Webtech launched a new generation flexo machine, the Flexomaster. It features a modular design, quick mount plate cylinder, tool-less operation, sliding type ink cassettes, dual tension control, synchronized infeed with separate drive, multiple output options and the possibility of combination printing with offset, gravure or foiling.

Gallus Group participated with its own regional sales and service organization, Gallus India. 'The growth of a broader middle class in India is having a long-term impact on packaging markets and the demand for packaged goods,' explained the company. 'These developments, in turn, are boosting demand for high-quality labels and local manufacturing facilities. Gallus is therefore expanding its network of sales and service centers in India to ensure a local service for label printers in India.'

Mark Andy ran live demonstrations of its Performance Series P5 press. The company's Mike Russell noted that 'India has caught up with the rest of the world in terms of flexo.' There is a need to raise the price paid for labels, however, to support further investment in capital machinery. In terms of technology, the company said requests for servo are starting to come through. This is part of a new trend in 'stepping up' as printers grow and begin to invest in more complex, sophisticated presses.

Nuova Gidue showed an M1 370 mm. Federico d'Annunzio, managing director, said, 'We are showing a geared press to fill the need in the market for an entry level machine.' However, he added: 'India is more advanced than people think; it is producing the same as the Western markets, using the same materials and equipment; but it needs to improve quality and productivity.'

Omet showed its Xflex X4 for the first time at Labelexpo India. It expects 2013 to be a big year for sales in India. Marco Calcagni, sales and marketing director, explained, 'An improved infrastructure will get things up to international standards so the requirement will grow for "up-to-speed machines" in order to achieve this.' He believes FDI will be the driving force.

Kumar Labels launched its NB-330 intermittent/full rotary die-cutting

machine under its new brand, HassleFree Technologies. Described by the company as 'an entry level alternative to flat-bed, primarily for the digital finishing market', the NB-330 received five orders at the show. Two of these orders were from overseas.

The machine includes a single common magnetic cylinder for all repeats from 50mm to 340mm, job parameter memory for 100 jobs, touch screen control panel servo control. The NB-330 has audible alarms and stops at paper breakage, paper end, registration shift, matrix breakage or change in pressure – meaning it can be set-up and left unattended, allowing the operator to run more than one machine at a time. It can reach speeds of over 200 impressions per minute.

DIGITAL

Digital capabilities had a strong presence at the show. Epson India launched the SurePress to complement – rather than replace – conventional technologies. S M Ramprasad, deputy general manager – consumer products group, Epson India, said it will 'give converters the flexibility they need for short-run jobs.' He expects the need for digital to grow as the Indian market adopts more niche and customized products.

Xeikon displayed a 20in 5-color 3050 machine which will be installed at Better Label, in Chennai – the first Xeikon machine with this configuration in the Indian market.

Durst launched the Tau 330 UV inkjet label press, based on the 165mm-wide Tau 150 8C machine. It offers a 330mm web and is capable of print speeds of up to 50 linear meters per minute. Maximum hourly output reaches over 1,000 sq/ meters. The Tau 330 comes with a standard CMYK configuration that can be upgraded with white ink, orange and violet process colors.

However, the company reported a slow digital uptake in India. 'The Indian market prefers simple letterpress but things will change quickly in the next few years.'



MULTITEC'S Ecoflex VSi with UV flexo option



KUMAR Labels launched its NB-330 intermittent/full rotary die-cutter

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SKYLINE of Birmingham, Alabama from Railroad Park

Alabama converting

AN ALABAMA CONVERTER keeps its head to the ground and is growing accordingly, writes Danielle Jerschefske

Having grown up as a farmer in the south, manufacturing labels and packaging was a foreign business for Michael Reed, president of Alliant Label, located in Albertville, Alabama. Reed founded the company in 1995 with the financial backing of executives at ColorMasters, a flexible packaging supplier also headquartered in northeastern Alabama who believed a label operation could perform well in the area under the right management. Today with eighteen employees and 25,000 square feet of manufacturing space, Reed proudly leads the company as its sole owner.

Alliant Label, originally known as Labelmasters, got its foot in the door of the industry by making thicker stock wrap-around pressure sensitive sock bands for the one hundred or so sock manufacturers located in nearby Ft. Payne, a small town once known as The sock capital of the world. As the majority of manufacturing was moved overseas, the label converter expanded its business. It now produces pressure sensitive labels, hang tags and other packaging products with 18-20 point card stock for many industries: food and produce, pharmaceutical, personal care, shipping and warehouse, and household products.

The company is a member of the Produce Marketing Association and is certified under AIB (International Consolidated Standards) for food contact packaging production. Says Reed, 'The produce and food market has performed well for us, as people need to eat even when the economy is down. Also, we've seen an uptake with these customers wanting to track and trace products and the packaging all the way down to the ink make-up and paper used for a label. We've had to work closely with our suppliers to deliver such information correctly.'

The converter uses two 10-inch Mark Andy presses, one 8-color and a 6-color, the latter with UV curing equipment, for most production. It also has a 13-inch Mark Andy press that is used to produce blank and 2-color labels at a competitive cost and a 7-inch Mark Andy 3 color press for small runs. For every press there's a Rotoflex slitter-rewinder, some with a die unit in-line to give the company flexibility in finishing.

'Every time we buy equipment, then business flourishes,' explains Reed. The company has experienced 10-15 percent growth over the last couple of years in the wake of the

economic contraction suffered by the winder economy with its ability to produce complex, custom labels using standard gear-based equipment. Using lean techniques and following stringent internal QC standards, Alliant Label can competitively produce, for example, a job for Walt Disney that requires printing on the front and adhesive side of the facestock.

The majority of labels sold are paper printed with Actega water-based flexographic inks. Depending on the end use requirements, the converter adds a glossy UV varnish for shelf impact or lamination to provide scratch resistance and extra protection. Reed says, 'Whatever the demands, we manufacture labels to fit our clients' needs.'

In the past, printing plates had been outsourced from South Carolina, but eventually Alliant Label acquired a plate house in Nashville, Tennessee, primarily for its own client list. Operations were moved to Fyffe, Alabama in 2007, and are currently managed by president Robert Reed, Michael's son, as eNVIUS Graphics, a separate entity.

An Esko Artwork Spark 4835 produces plates up to 48 x 35 inches with HD Flexo technology and advanced screening. With the recent addition of MacDermid's LUX system, the plate house can produce digital plates with smoother vignettes, sharper print, and faster press start-ups than ever before. In addition to plates for Alliant, nVIUS Graphics also produces plates for other large format flexible packaging printers.

Alliant Label supports its business by selling high quality ribbons for use with thermal printers, including wax ribbons that work especially well for shipping labels, carton labeling, and retail bags. Clients can create and print barcode labels of any size using static, serialized or database driven data since the converter distributes Zebra, Eltron, TEC, Century and Datamax. The converter offers a complete line of labeling solutions from simple manual dispensers to battery powered automatic applicators.

This Alabama converter has done well growing a small business from a niche market provider into a reliable flexographic label supplier to a variety of markets. Reed anticipates the need for more variable data printing and plans to invest accordingly. Until then, Alliant Label will continue at pace successfully serving its share of the North American label market.

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RICKARD AADEN (Convertec) with René Klith, Jan Mikkelsen and Jens Nielsen of Limo Labels

EFI strikes twice in Scandinavia

TWO VERY DIFFERENT SCANDINAVIAN LABEL CONVERTERS have installed EFI Jetrion 4900 digital presses, as Nick Coombes explains

Convertec, the EFI Jetrion distributor in Scandinavia, has sold EFI Jetrion 4900 series digital presses, launched at Labelexpo in Brussels, to two regional label converters – Ellco Etikett Trykk, a trade house in Skytta, Norway, and Limo Labels, based in Randers, Denmark.

The Jetrion 4900 series combines digital printing and laser die cutting and finishing in one system.

For Ellco – which began life in 1985 when three Norwegian label converters decided to set up their own business – the new digital press is a confirmation of a decision made in 2005 to install an HP-Indigo line for roll-to-roll work on short run labels of 500 – 1000, often produced on difficult substrates. Previously, this work had been printed on elderly letterpress machines. Having seen what digital could offer, and with a need to expand their capacity, a visit to Labelexpo in Brussels, where the EFI Jetrion 4900 was being demonstrated, convinced Ellco of the value it could offer.

‘We just fell in love with the whole concept of the line, and with the large number of short runs we produce, it simply looked to

be the perfect fit for us,’ stated Christian Egedius, son of one of the founders and general manager at Ellco since August 2012. ‘The UV inkjet process offers a light fastness and durability approaching that of screen-printing, which makes the machine ideally suited for labels that will be used outdoors. To date, it has completely fulfilled its promise.’

Of special interest is its capability on a wide range of substrates, notably films and those of a durable nature. ‘We see it as complementary technology to the toner based press, and broadens our scope for customers. Another bonus, is how little ink it consumes, which gives it extremely low running costs,’ he added.

Denmark’s Limo Labels is principally a flexo label house, with a batch of Nilpeter presses of various specifications and age. The company knew that it had to think laterally to grow its business, as production manager René Tøttrup Klith explains:

‘We could see the trend towards digital and the take-up of toner technology, but felt we needed to offer something different. Having evaluated the competition, we chose the



RICKARD Aaden (Convertec) with Ellco's Christian Egedius

Jetrion 4900 for its ability to print and finish inline. Cost comparisons over the longer term also makes it significantly cheaper than a toner based press, and in the final reckoning, it's cost per label that counts.' Laser die-cutting, with its associated fast set-up and zero tooling costs also made a convincing case for investment.

Limo Labels appreciates the EFI press' capability to produce labels with high durability and functionality, particularly in a market like industrial tools. Production at Limo Labels is split 50:50 between paper and film materials, and while the press is not as wide as the flexo lines it runs, it's 'wide enough for purpose', says Klith. High uptime, low maintenance, and ease of use were also key considerations, with the press needing only one operator to run production.

Since installation in May 2012, the Jetrion line has attracted new work, much of it from existing customers, and mostly in run lengths of less than 2,000 meters.

'We're still on a learning curve regarding full utilisation of the press, and value the knowledge exchange with Ellco that Convertec has set up for us,' says Klith. This two-way link includes visiting each other's plants for discussions on production techniques and the problem solving issues associated with incorporating new technology into an established workflow. According to Convertec's Rickard Ådén: 'It is a valuable add-on service we provide for companies looking to pioneer new commercial avenues, and encouraged by EFI.'

At Ellco, Christian Egedius claims the new press is so efficient it has created a bottleneck in administration and production, and pledges the company's next investment plan will include the latest workflow software. 'What used to take us a whole week to process is now run-off in two days on the EFI press. This allows us to offer shorter delivery times because we can turn work around overnight, or even in a few hours if it's an emergency. The good thing is that quality doesn't suffer when we do this, so the customer isn't compromised.'

The EFI Jetrion 4900 UV inkjet press is a seven meter long machine designed for industrial scale production. Following the unwind, is a corona treater which allows greater substrate capability. The print station controls, which are located at each end of the line, are based around a touch-screen, and are located at eye-line height for ergonomic operation. The print zone itself has CMYK plus opaque white ink, and has change-on-the-fly capability for non-stop running. The web then passes into the laser die-cutting station fitted with dual-head lasers (and

LABELS&LABELING



THE EFI Jetrion 4900M as installed in Norway and Denmark



THE LASER DIE unit on the 4900M

no cutting dies). Finally, the web is fed into a festoon to minimize waste under continuous operation, and a semi-automatic turret rewinder, with quick changeover, delivers rolls of finished labels for shipping.

Full feature finishing such as die-cutting, slitting, back-scoring are all handled inline, but the press can be operated in offline mode so that jobs which are not ideally printed and die-cut inline, can be processed separately.

The EFI Jetrion portfolio was recently expanded to include the 4900M, 4900-330, and ML models. The modular design of the 4900M allows for additional capabilities to be added, as required. For example, a converter could start with a four-color narrow web digital press and upgrade with white and a 330 mm web width with inline laser die-cutting, flexo printing and a turret rewinder, if the need arose.

One point of interest about these two installations is the difference between the two companies involved. Ellco is a family business that began life and continues as a trade supplier with a staff of 20, while Limo Labels is part of a larger and acquisitive enterprise group, and has an annual sales turnover in excess of €18 million with a staff of 65. That the EFI Jetrion 4900 should fit so well into both commercial environments is a testament to its all-round capability.

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ANDERSON EUROPE

L-R Dave Garton, operations manager at Reflex Labels' Mansfield site; Reflex Labels Mansfield facility; and compact power supplies for the GEW E2C UV system



Win-Win at Reflex

REFLEX LABELS has seen spectacular savings in energy usage with the implementation of a new UV curing system. Andy Thomas reports

With six label manufacturing sites across the UK, Reflex Labels is one of Europe's biggest label converting groups. The company supplies a diverse range of customers including the food, household and beauty sectors and has grown rapidly in its 10-year history, now turning over around £50m annually.

Reflex attributes its success to challenging every process that is used in the industry and taking a fresh approach which incorporates a commitment to quality standards and environmentally sustainable business practices. Operations manager at the Mansfield site, Dave Garton, explains that the all of the company's electricity comes from green, carbon-neutral sources and their UV inks are free from environmentally harmful chemicals such as benzophenone and ITX3.

'Supermarkets are constantly under scrutiny from consumers and pressure groups alike, with issues such as carbon footprints and recyclability under the microscope. As a result, they turn to their supply chain for more environmentally friendly labeling and packaging solutions to avoid bad press and ensure continued growth,' says Garton. 'As well as being good for the environment, sustainable practices are also good for business. Operating in a more environmentally responsible manner not only reduces our overheads but is also crucial for gaining and maintaining business with our customers.'

For Reflex, sustainability reaches as far as ordering 'range extending' electric cars for the company fleet and a zero-to-landfill policy.

ENERGY REQUIREMENTS

At the heart of the issue is energy use, which for the Mansfield site had become a bottleneck on production capacity as successive press installations had put them on the limit of their available electricity supply.

'We had been looking to invest in a new power substation in order to make way for the additional presses that we need in future. At the same time, we were also looking at a major investment in the existing presses, some of whose UV systems were around 10 years old and needed to be replaced with a future-proof solution,' says Garton.

'That was when GEW first introduced the E2C low-energy UV system that they were working on, promising big cuts in energy use and increased curing power. Early tests indicated that energy use could be reduced substantially over other UV systems, and we were also encouraged by GEW's more robust approach to the system's design and manufacture.

The E2C offered substantial improvements across the board, including power supply, lamp and reflector technology.'

After the first installation had bedded down, Garton says his team was 'stunned' at the results. 'We measured a reduction from 154 Amps per phase to just 64, while increasing the press' speed by 17 percent. Overall, we are using 59 percent less energy to cure. Off the back of these savings, we installed a new Mark Andy 2200 press and are still below the capacity of our original electrical supply, so the new press is effectively being run at zero net cost, energy wise. A further two machines have been upgraded with E2C to free up additional electrical capacity and make way for further expansion in future.'

Reflex notes that the E2C also increased uptime on the machine as much less maintenance is required. The reflectors are cooled from the rear instead of the front, which virtually eliminates airborne contaminants being drawn over the system's optical components.

REDUCED DOWNTIME

While other UV systems require regular cleaning to maintain peak operating efficiency, this procedure is rarely necessary with E2C, says Dave Garton. In addition the system's very high energy efficiency means that minimal lamp power is needed to run the press, resulting in significantly prolonged lamp life. 'Downtime has fallen through the floor and there has been a big reduction in the need for spare parts and maintenance intervention,' enthuses Garton. 'We are seeing lamp life of over 2,700 hours with no edge curing problems – quite simply, if it runs at lower power, everything lasts longer.'

Using low-energy lamps also decreases the amount of heat radiation onto the substrate, which is further reduced by actively air-cooled reflectors. A wider range of heat sensitive materials have been processed successfully with the E2C system, including thin PEs and PETs.

'The E2C lamps have also raised the confidence of the press operators to run the machines faster. Additionally, with seven machines on the floor and demand for further expansion, the compact footprint of the system is another win,' says Garton.

A key strategy at Reflex Labels is to roll out improvements tested at one site across the whole group. The new UV curing technology is consistent with the group's sustainable operations policy and looks set to become a standard across all production sites.



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Mobile world offers label opportunities

A NEW REPORT identifies opportunities for brand owners and label converters in the spread of smart phone and interactive technologies. Mike Fairley reports

How can brand owners, label and package printers, industry suppliers, retail groups and designers take advantage of the rapid spread of web-enabled smart phones and social networking?

The answers can be found in a new Techno-Economic Market Report just published by Vandagraf International entitled 'Mobile Advertising/Promotions and Consumer enabled product Authentication with Smart Phones'.

The report evaluates the dramatically changing technology landscape, from 2D and QR codes, digital watermarking and Near Field Communication (NFC), to online additional content and social media. It explains that the modern advertising message needs to be more engaging and interactive. The promise of being able to offer unlimited 'additional content' online - that may be dynamic as well as static - is simply a sensational opportunity for brand owners and marketers.

Once the consumer is engaged the individual also identifies themselves to the brand owner and provides (knowingly or unknowingly) details of their profiles and preferences. This online mobile interface now enables brand owners to engage 'interactively' with consumers (in stark contrast to the traditional one-way advertising messages of the old days). To this can be added the 'analytics' capabilities that are available.

This allows the brand owner to follow up with individual prospects and/or

refine their marketing efforts and campaigns to better target niche markets. The icing on the cake is that 'social networks' then come in to play, further spreading the word about the brand owner's product - and with a bit of luck the campaign can go viral!

There is also big potential in the concept of product authentication via smart phones, allowing consumers to check the authenticity of branded products at the point-of-sale before purchase. The implications of this may prove far reaching.

The label and package printer able to understand and manage the new digital world will in effect become 'preferred' partners in the process of product and brand enhancement rather than just commodity suppliers. Having a strong understanding of the 'tricks of the trade' and the ability to discuss and explain the relative merits of these technologies and share their knowledge with brand owners will come to represent a significant competitive advantage.

Among the background statistics identified in this report:

- Smart phone annual sales reached 0.45 billion handsets in 2011, forecast to reach around 1.65 billion in 2016 (annual growth rate of around 30 percent)
- Mobile advertising expenditure was estimated at around \$4.5 billion in 2011 (1 percent of the total spend), forecast to grow to some \$29 billion in 2016 (annual growth rate of around 45 percent).

What seems clear after reading the Vandagraf study is that label and package printing industries should be responding much more proactively to these changing technologies and brand-owner requirements, and assimilate and embrace the new world of mobile technologies in order to survive. As the report points out: Those companies that do this well are set to prosper in the future; Those that are slow to respond may well pay a heavy price for their inertia.

Label converter and package printing companies will undoubtedly have much to learn from this report. Priced at €3,850 (\$4,850) the report is now available for purchase on the Labels & Labeling Bookshop. Visit www.labelsandlabeling.com/shop

RULES OF ENGAGEMENT

- Start with reaching out to a mobile audience
- Move on to an interactive engagement with customers
- Enable a high degree of one-to-one targeting to be achieved
- Offer effectiveness of results that can then be measured
- Provide data that can be managed, sliced and diced and analysed
- Provide customers with a connection through to offline as well as online content
- Give response rates to printed material that can be increased significantly.



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Making Film the Star

ADVANCES IN FILM ENGINEERING and adhesive combinations are driving new opportunities for label converters. Andy Thomas reports

Film engineering, supported by new developments in bespoke adhesives, continues to make new value added applications available to converters and their customers in a wide range of end use sectors.

Thinner films are a key trend and they have both an operational advantage – fewer reel changes, more labels per reel – and ecological benefits in terms of reduced material useage and transport energy costs.

Another trend is the continued move towards conformable oriented films, which offer the squeezability of PE films with the superior print and conversion characteristics of OPP, while presenting significant down-gauging opportunities.

Developments in adhesive systems also continue to offer superior performance options for face films, with notable examples including Herma's dual coated wine label films and Avery Dennison's B2B range designed to make PS labels easily separable from PET containers in plastics recovery systems.

Also notable are continued developments in films for industrial marking applications with improved whiteness in thermal transfer applications

and the ability to work with multiple process conventional print technologies.

MACHINE MATCHING

Avery Dennison's key strategy has been to partner with machinery suppliers to develop film and applicator systems which allow new properties to be built into films.

In this edition of L&L we carry the first case study of the Curvy system, which allows PS labels to be applied to complex shaped containers, greatly increasing display area and helping match the impact of shrink sleeves. Meanwhile Avery has commercialized its TurnLock laminating system, a patent-pending technology claimed to allow converters to produce protected graphics with 30 percent less material by eliminating the need for an over-laminate or transfer tape.

Using a single input roll not only allows faster changeovers and butt splicing for increased productivity, but also overcomes some common over-lamination failures, including proper lamination tension and lifting of the over-laminate. The final product is a thinner gauge label using less material.

In operation, label graphics are reverse printed on a single roll of PS film facestock, which is then delaminated. Using a turn bar the facestock is flipped then re-laminated to the liner. Converters have the choice of using white, black and metallized PET colors.

Moving to its standard film range, Avery has introduced a prime film portfolio of BOPP and machine direction oriented (MDO) films, anchored with the new S7000 adhesive, and claimed to deliver high levels of clarity, semi-conformability and stiffness for high-speed converting and dispensing. The portfolio consists of clear, white and metalized facestocks on PET liners. These new semi-conformable Global MDO constructions are claimed to produce 40 percent less solid waste and use 37 percent less energy in their manufacture that previous product generations, with greenhouse gas emissions reduced by 22 percent.

Also new is Avery's Bottle-to-Bottle (B2B) Film portfolio which allows pressure sensitive labels to be removed as part of the standard PET reclamation process.

The B2B portfolio is built on clear or white BOPP film facestock anchored



INNOVIA'S conformable oriented Rayoface films do not require a print coating



RITRAMA'S Thinner range of films



PPG'S Lumit coated polyester film

by SR3010, a switchable adhesive which adheres to a PET bottle until the cohesive bond is broken at the recycler. The B2B portfolio has been certified to work in the NAPCOR/APR protocols for PET recycling.

CONFORMABLE FILMS

ExxonMobil Chemical has expanded its Label-Lyte range of film technologies to include Label-Lyte 52LLC210, a conformable, lightweight, oriented polyolefin film offering superior converting characteristics to PE alternatives in pressure sensitive label (PSL) applications. ExxonMobil says the new film reduces wrinkling and darting of labels, even after the container is repeatedly squeezed. Target end uses include health and beauty care, household products, beverages, canistered or bottled food and automotive applications requiring high levels of label and point-of-sale appearance.

Another new Label-Lyte product is 65LT500 thermal transfer (TTR) film, supplied with a matte white finish. Target PSL applications include consumer durables, automotive, household chemicals and detergents, pharmaceutical, retail shelf marking (barcodes), plumbing and other industrial applications. Compared to widely used 75 micron and higher gauge materials, the film provides a significant yield improvement, enhanced quality and consistent print surface appearance, says the manufacturer. The higher yield results in more film footage per roll for fewer machine changeovers, more run time and less waste.

Label-Lyte 50ML580 is a new surface-printable metallic OPP film, compatible with UV flexo, letterpress, screen and offset systems, as well as water-based flexo and solvent-based gravure systems. It is well suited for applications such as beverages, health and beauty care, and household products.

Completing the new look Label-Lyte range is 40LL539, a clear, two-side-coated OPP film for down-gauging clear-on-clear labels. Properties include outstanding ink adhesion and adhesive anchorage, says ExxonMobil.

Innovia Films has developed conformable alternatives to PE films - Rayoface CZ Plus (clear) and WZ Plus (white) - which do not require an additional print coating. Combined with in-line corona treating on press, these 'inherently printable and squeezable' label facestock films match the print and converting performance of a top coated BOPP squeezable film, says the manufacturer.

The technology used in the development of these products opens up future opportunities for thinner materials and different printable engineered surfaces.

Ritrama has developed its own range of thinner, PP 40 μ based PS films, which are 55 percent thinner and 55 percent lighter than traditional PE 85 μ . 'These films are designed to reduce converters' environmental impact with a lower carbon footprint, more labels per roll and a reduced packaging recycling obligation,' says the company. 'All the products exhibit excellent printability and excellent die-conversion/label dispensing qualities.' The Thinner films are available on PET liner rather than glassine to improve efficiency and sustainability.

SPECIAL COATINGS

Herma has extended the application of its multi-layer adhesive coating technology to films for wine labels, where the appearance of the final product is the key to on-shelf success.

The HERMAexquisite range of film products incorporates an adhesive, codenamed HERMAperfectCut 62Xpc, which uses dual coating technology to enhance die-cutting results and reduce cutter wear. The special second layer reinforces the adhesive's cohesion (inner strength) and effectively prevents bleeding over the die-cut edges.

Wine labels with the 62Xpc adhesive have passed rigorous 'cooler tests' - even after prolonged submersion in a wine cooler, the labels remain attached to the bottles, says Herma.

The HERMAexquisite range currently consists of transparent and white PP films in various thicknesses. These are complimented by a variety of high-quality paper and aluminium surface layers. Multi-layer technology is also exploited for the 62 W adhesive applied to these layers.

NAStar has meanwhile launched a range of film labels featuring the company's T1055 temporary adhesive. BQZ5055 is a 2 mil clear, top-coated, glossy polypropylene label facestock with thermal transfer printability. It is compatible with UV, flexo, letterpress, and offset systems. Applications include distribution labels, tote and bin labels, and picking and shipping labels. Other industrial applications include work-in-process labels, window labels, candle

RAFLATAC MOVES BEYOND PS

UPM Raflatac is widening its film portfolio beyond PS with the introduction of shrink sleeve materials, pre-slit for narrow web printers and delivered through its Fast Web service. RafShrink PET Pentafilm 45 is the first of these films available from stock with short lead times and in low minimum order quantities.

'Sleeves are capturing market share across many segments including food, beverage and home and personal care. They are especially effective as a response to brand owners' rapidly changing promotional needs,' says Katja Kivelä, business segment specialist at UPM Raflatac.

RafShrink PET Pentafilm 45 is sourced from Klöckner Pentaplast. It can be delivered ex-stock in as little as 96 hours and orders start from 3960 m².

At the same time, UPM Raflatac has launched a line of universal inkjet and LED toner-based film labelstocks for print-on-demand applications, 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.

labels, and labels for mirror and glass manufacturers.

The same adhesive system is used for MagneTernative, NAStar's cost-effective alternative to traditional magnets which auto-dispenses as a label as opposed to glue-applied traditional magnets. The consumer removes the liner exposing NAStar's T1055 Temporary Adhesive and affixes the promotional message anywhere-both magnetic and nonmagnetic surfaces.

An interesting application of specialist coating development is Hanita Coatings' new flame retardant films. These black, white and translucent 1 and 1.5 mil (25



HERMA dual adhesive coating technology enhances wine label range

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

WINK GROWS BUSINESS IN ASIA PACIFIC

German die-cutting tool manufacturer Wink has strengthened its presence in the fastest growing Asia-Pacific markets with the appointment of two new agents: Winchance (HK) for China/Hongkong, Taiwan and South Korea, and IGS Asia Pacific for Thailand, Indonesia, Malaysia, Vietnam and the Philippines.

Winchance (HK) Limited produces mainly label ribbons at three locations in China. The company has been focusing on the label business for 15 years and is the official sales partner of Avery Dennison, selling label materials, equipment and other Avery products. Winchance has offices throughout China, amongst others in Hongkong, Peking, Shanghai, Guangzhou, Suzhou and Xian. The first contact with Wink was established at Labelexpo 2011 in Brussels and has been continued successfully since then. In addition to China and Hongkong, Winchance will also exclusively distribute Wink's products in Taiwan and South Korea.

IGS Asia Pacific, located in Bangkok (Thailand), is the agent for Gallus in Thailand, and has a depth of knowledge around flexo printing. IGS also represents companies such as Zecher, UV Ray, LampTech and Kelva. IGS will be the exclusive distributor of Wink products in Thailand, Indonesia, Malaysia, Vietnam and the Philippines.

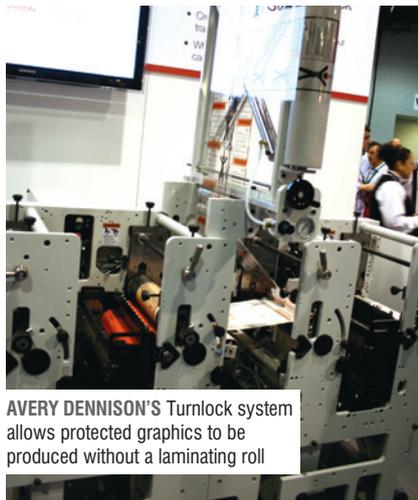
'Both Winchance and IGS have been very convincing with their professional work right from the start, and sales development has been more than satisfying,' explains Wink sales director Detlef Geske. 'In this respect, the exclusive agreements were only the next logical step in line with our growth strategy.'

DEALING WITH PS WASTE

AWA Alexander Watson Associates has published its Pressure-sensitive Label Waste Management Report. This report identifies the waste by-products created in the coating, laminating, converting, and application of pressure-sensitive labels; identifies the main stakeholders affected by this waste material; and explores options for these materials after their initial use. It can be ordered from the Labels & Labeling bookshop at www.labelsandlabeling.com

UL FOR IML

Underwriters Laboratories has launched an 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.



AVERY DENNISON'S Turnlock system allows protected graphics to be produced without a laminating roll

and 36 micron) printable face films meet the demanding UL 94 VTM-0 flame retardancy rating, helping prevent the propagation of fire.

Hanita's Halogen-free FR films deliver full printability by conventional print processes and thermal transfer, or may be used as flame retardant base media for non-printable applications.

'Up to now,' explains Gadi Arnon, product manager for Hanita's Print division, 'flame retardant labels have been based on either thick, expensive PET films extruded with FR additives, or high-cost Polyimide substrates. Hanita is offering an affordable, thin and effective solution to the flame propagation requirements of the electronic appliance market, based on a proprietary coating development.'

Hanita's REACH and RoHS compliant flame retardant label films are particularly suitable for the highly competitive appliance battery market. They also provide an excellent solution for label applications demanding high-level flame retardancy performance in environments such as chemical plants or refineries.

SYNTHETIC PAPER

Moving to synthetic paper developments, Yupo has introduced a clear IML film called YupoUltraClear, which allows brand owners to choose freely bottle color and reduces 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 has 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.

'Applications are endless,' comments Bill Hewitt, Yupo market and customer service manager. 'From electronics, product displays, various graphic



MOVING INTO POUCHES

As narrow web converters increasingly look for niches in package printing applications beyond PS labels, Tenza Technologies has added pre-formed stand-up pouches to its portfolio of packaging products.

The company says the growing popularity and subsequent demand for stand-up pouches can be clearly seen in all supermarket product categories. Pre-made stand-up pouches offer advantages in terms of shape and printing area, as well as a variety of opening features and closures, says Tenza.

'In comparison with more traditional types of packaging, such as tins, jars, bottles and cans, due to their thin profile and high ratio of surface area to volume, stand-up pouches also offer packaging volume reduction (PVR), as well as significant cost reductions.'

Tenza offers both printed and unprinted products, and can supply stand-up pouches printed in up to 10 colors, with a varnish if required.

Glenn Proctor, technical sales manager for stand-up pouches at Tenza, said: 'At Tenza we are leading the way in developing new applications for this consumer-friendly form of packaging. With our ability to offer small minimum order quantities and low origination costs, we are able to give creative retailers more flexibility and new ways to display their products in order to maximize on-shelf impact.'

design applications, promotional materials, children's games, tabletop decorations and on and on. Just about any smooth surface.'

The Teslin substrate products group of PPG Industries has meanwhile launched its Lumit coated polyester film, resistant to heat, UV light, water, chemicals and tearing. Lumit digital paper was formerly known as PrintMaster Laser substrate, a synthetic print medium introduced in 2002 by Convert-All, Inc, a company PPG acquired in 2011.

Optimized for high-heat, dry-toner laser-print applications, Lumit digital paper is compatible with a wide range of printing technologies including dry-toner laser, offset lithographic, flexographic, screen, UV-cured inkjet and thermal transfer processes. It can be ordered with coating on one or both sides of the sheet.

Indoor and outdoor applications include shelf strips and cooler-door labels in retail and grocery stores; plant tags, stakes and wraps in garden and nursery shops; and access-control wristbands for hospitals, water parks and amusement parks.

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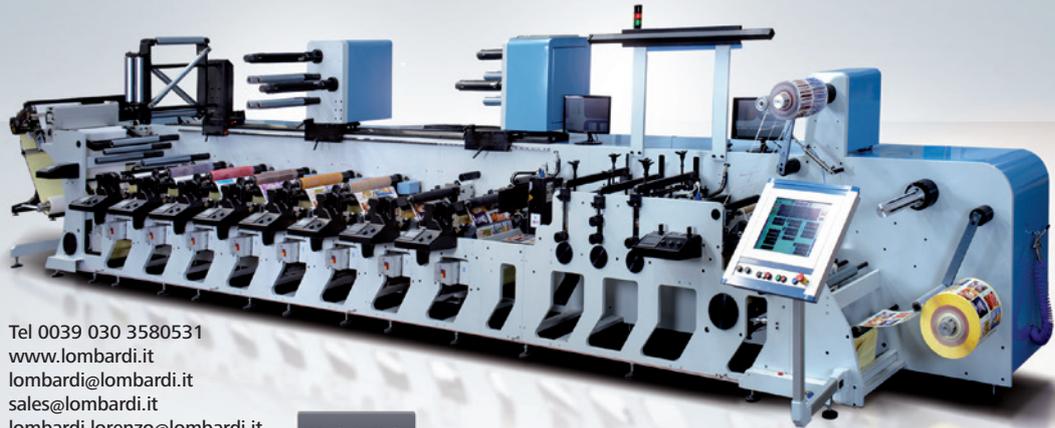
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Tomorrow's technology today

HEIDELBERG is taking an active role in shaping the future of print with cutting-edge technologies and processes. David Pittman reports

At Drupa 2012, German machinery manufacturer Heidelberg presented an array of innovations designed to showcase printing technologies for today, tomorrow and the future.

Its Innovation Gallery, which supplemented the hardware exhibited in hall 1 at the quadrennial international print industry tradeshow, was focused on application-orientated topics, and included a number of products and systems demonstrating areas such as surface finishing and printed electronics.

The Innovation Gallery has now been transferred to its research and development building in the city of Heidelberg, Germany, and will cover other topics and market segments, and highlight their future potential.

Heidelberg believes that what is on show offers huge potential for manufacturers of branded goods, advertising agencies and print media companies, and is looking to enter into dialog with these groups to go beyond the conventional image of print and provide a glimpse of the progress being made in its research laboratories.

At the end of 2012, Heidelberg invited members of the international press to visit its facilities in Wiesloch-Walldorf and Heidelberg itself, where Martin Schmitt-Lewen, senior manager

of technologies for future business, discussed progress made in three segments, drying and structuring, graphic arts decoration and functional printing, since Drupa in May.

THE FUTURE

The 'future of functional printing' is presented in the shape of a film-based lighting element, which utilizes electroluminescence or printed OLEDs. It could be applied to folding cartons either as a solid area or as numbers, text or logos, while Heidelberg is now working on advanced concepts for decorative light covering a larger area.

In the field of drying and structuring, optoelectronic devices, through digital laser imaging chips that allow the control of individual lasers, are heralded as the future. These systems permit the partial drying or structuring of surfaces, and their digital multi-channel modular nature opens up the possibility of future applications in digital imaging, Heidelberg says.

3D printing, surface decoration using non-contact inkjet, completes Heidelberg's future-gazing. The technology permits conventional high-speed industrial printing's

transition to printing on potentially any curved surface, with the customization of everyday objects, from toys and automotive parts to industrial and architectural elements, possible. It could also pave the way for new packaging shapes and products.

TOMORROW

While 3D printing, printed light elements and controllable laser drying are long-term technologies, there are those that are much closer to becoming a reality.

A laser drying module that only heats the ink, and not the substrate so reducing the time needed between press and post-press operations, is one such product. Another is holographic printing using microembossing to create an effect similar to lenticular printing.

Tomorrow's functional printing technology will involve smart shelves, which allow packaging and shelves to communicate directly with each other.

Using a Gallus flexo press, printed electronics are the cornerstone of this development, with a folding carton, for example, printed with components that complement those on the shelf. These then communicate information, such as

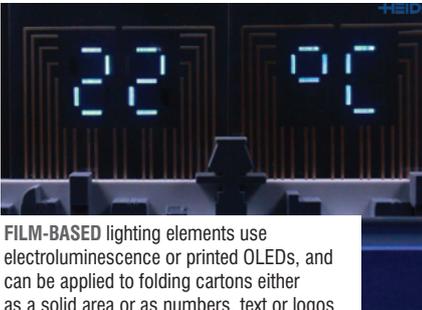




THE CRISTALA CREATIVE CONCEPT paves the way for new surface finishing effects that produce a strongly accented gloss finish



THE SURFACE OF SHELVES is equipped with printed electronics that complement those on the package and allow stock levels and other information to be communicated



FILM-BASED lighting elements use electroluminescence or printed OLEDs, and can be applied to folding cartons either as a solid area or as numbers, text or logos

stock levels, or activate cross-marketing promotions to allow a consumer to interact with a product and receive additional information.

TODAY

Technologies on show as part of Heidelberg's Innovation Gallery are not solely focused on potential applications but also include those that are available today. Energy-efficient UV LED drying technology is already in use, while Cristala and Touchcode are products from the graphic arts decoration and functional printing areas that are market-ready.

Cristala is a concept developed for creating new effects on printed packaging, and is described as being 'unique in the sheet-fed offset industry'.

Using existing drip off coating equipment from the sheet-fed offset market, specially prepared pre-press

LABELS&LABELING



SCHREIER: Outgoing Heidelberg CEO Bernhard Schreier made a surprise appearance before the international press shortly before his final day at the company

data is used to create structured surfaces with a strongly accented gloss effect, while also allowing gloss and matte finishes to be applied together on one sheet. The structured coatings then create different gloss effects depending on the angle of inclination and the direction of viewing.

Touchcode shows the convergence of electronics with printed matter. Touchcode, developed by Heidelberg with Printtechnologies and marketed as 'paper goes digital', is an invisible electronic code printed on paper, cardboard, film or labels. By putting the code on the display of a smartphone, tablet or other touchscreen device with the correct software installed, users create an interaction between their electronics and printed matter that can start a promotion or launch additional content, such as videos or audio.

Ticketing, brand protection and consumer products are listed as core segments that Touchcode can be deployed in, but there are no limitations to its use according to Heidelberg and Printtechnologies, while the technology itself can be provided as a stand-alone business card-sized tag, or integrated directly within packaging and labels.

Schmitt-Lewen says Touchcode provides a more consumer-friendly interaction than QR codes as it is a paper key placed on the display of a device, rather than an interface requiring an action by the user, such as taking a photo or scanning a barcode.

Frank Kropp, head of research and development at Heidelberg, says the technologies on show as part of the Innovation Gallery underpin the manufacturer's commitment to the future of print.

'We are making it clear that print has a real future and that we will play an active role in shaping this future.

'This applies to conventional and

functional printing, and to the printing of decorative elements,' concludes Kropp.

David Pittman is news editor of Package Print Worldwide, Labels & Labeling's sister publication. Find out more at www.packprintworld.com.

SCHREIER HANDS HEIDELBERG TO LINZBACH

Bernhard Schreier left his position at the helm of Heidelberg at the end of 2012, handing over the reins to Dr Gerold Linzbach.

Linzbach joined Heidelberg on September 1, 2012, and spent five months working alongside Schreier to ensure a smooth transition, before his official last day on December 31.

Schreier was in charge of Heidelberg for nearly 13 years, but chose to step down from his position before his management contract expired this summer.

Recent trading conditions have meant Heidelberg has had to restructure and resize its operations, and Schreier outlined these in a surprise appearance at Heidelberg's 2012 end-of-the-year media briefing.

Schreier also outlined the requirements he had specified, and believes have been found in Linzbach, in a successor to lead Heidelberg forward.

'I specified my replacement be from outside of the printing industry, but with the experience of heading up a big company.'

Linzbach previously served as CEO and member of the management board of D+S Europe and its successor companies in Hamburg before joining Heidelberg.

'Gerold was the ideal choice.'

In honor of Schreier's service with the company Heidelberg has named a road at its production site in Wiesloch-Walldorf after him. 'Bernhard Schreier Straße' joins other roads at the site that are named after former VIPs from Heidelberg.

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ISI RIP - Smart Screen

Smart Screen is an award winning Flexo and Letterpress screening technology for analogue or digital imaging devices. Smart Screen produces visually superior tonal ranges, particularly in highlight areas and requires minimal changes to existing prepress processes or hardware.

MaxColor

Winner of the FlexoTech PrePress Innovation Award, MaxColor has been developed to reduce separations and/or convert CMYK separations to spot colours; an internal monitor calibration system has been specifically developed to faithfully reproduce spot channel overlaps on-screen. MaxColor allows for tonal curve adjustments, colour metering and before & after image comparison.

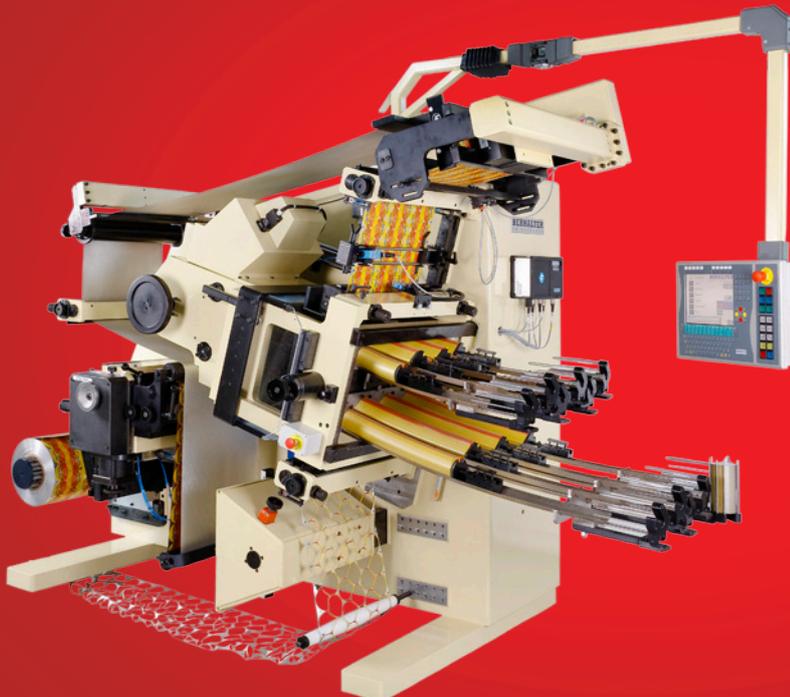
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STUDIO404 brings specialist technical knowledge to the business of pack design and prototyping

The packaging **package**

A specialist graphics studio for the packaging design industry, launched by a gravure cylinder maker, is bringing new capabilities to brand designers. Carol Houghton reports

Studio404 is using the technical knowledge developed during 15 years as the in-house graphic design division of Apex Cylinders to help brand owners bring projects efficiently from design to shelf.

The specialist graphics studio was founded in October last year and still uses part of the Apex Cylinder building. Its client base was originally the same but it aims to target a new range of customers. Allan Bendall, technical director at Studio404, explains: 'In recent years we have experienced ever increasing demand for a range of stand-alone packaging development services from brand owners and creative services companies. It is this demand that has given us the impetus to establish Studio404 as an independent business.'

PRODUCT MANAGEMENT

Bendall believes the packaging chain needs to be brought together at the earliest possible stage to avoid design concepts which cannot be printed using the available technology. Studio404's role is to give a technical perspective on how to fuse a creative vision with the printed product

Being involved from the creative phase enables Studio404 to interact with a client's technical team and marketing department to ensure the end result matches as closely – and cost effectively – as possible the original creative concept.

The creative agency supplies the base artwork, which is assessed by Studio404 for its print feasibility. 'We commonly find that creative agencies send base artwork that has been constructed to look good on screen, which is not separated correctly for print and which can feature too many print colors,' explains Bendall. 'We make amendments to this and then submit it to the client's marketing team for approval, where

LABELS&LABELING

we discuss color choices, ink finishes, special effects inks and other technical details. We normally give the client a digital or fusion proof, and may also provide them with real ink drawdowns, which show multiple inks interacting with each other to create various effects'.

Once this step is completed, work begins on the initial mock-up. Using a Roland UV inkjet LEJ640, Studio404 prints a color accurate image onto the production substrate to ensure that it is 'indistinguishable visually and in terms of the way it feels' from the final product. This also demonstrates practicality and cost-effectiveness.

Bendall explains the reason behind choosing inkjet technology: 'We need to print on the same substrate the client will use to create an effective mock up. UV inkjet allows print direct to a substrate without coating etc and it works across all processes.' Clients have reported the mock ups are so authentic that they have been used in their television advertising campaigns.

Once the final concept has been approved, it can be evolved across the brand portfolio, removing the need to re-evaluate each new label variant. The process is completed with a production proof prior to the print run.

'The customer benefits on a number of levels from our approach to project management,' says Bendall. 'The artwork is evaluated prior to bulk artwork construction for the whole brand family, timelines are greatly reduced by managing the entire process under one roof, we do not resample graphic data, we maintain it throughout the entire workflow and costs are reduced by working on achievable artwork, greatly reducing rework rates.'

Bendall concludes: 'The gravure market is consolidating and



STUDIO404 was the first UK business to invest in GMG's OpenColor

is highly competitive. As a separate entity, Studio404 will be able to diversify and find new markets. The backing of a bigger company like Apex allows the stability and resources we need to develop'.

A key part of future strategy is for Studio404 to develop long-term relationships with brand owners – to become part of their development team. Bendall adds, 'One area where this particularly pays dividends is in taking an established design and extending it to a family of products. This value added consultancy from retained knowledge and experience is the ethos that underpins our entire operation.'



CHECKING cell dimensions on an Apex gravure cylinder

COLOR MANAGEMENT

Studio404 recently became the first business in the UK to invest in GMG OpenColor software. The new digital color management technology allows converters to color manage spot colors and multi-color separations with more than the traditional four process colors.

'Traditional color management techniques have very successfully controlled the four-color process but the print world increasingly wants to be able to control more than four colors to build flexibility into the supply chain,' explained Tony Lawrence, studio manager, Studio404.

Previously, the overprinting behavior and color interplay between CMYK and spot colors could only be reproduced by combining a CMYK profile with spot color libraries. Simulation of spot color overprints was not always accurate, meaning expensive and time consuming press fingerprinting was needed to depict all possible combinations of spots and process colors as closely as possible.

'GMG OpenColor is a brand new technology which enables us to measure the colors spectrally, rather than taking traditional color measurements. This is a huge step forward, as it takes into consideration the level of transparency or opacity associated with any given ink. We assessed a couple of other solutions for multicolor profiling on the market, and came to the conclusion that they are simply not effective to the level that the market demands,' said Lawrence.



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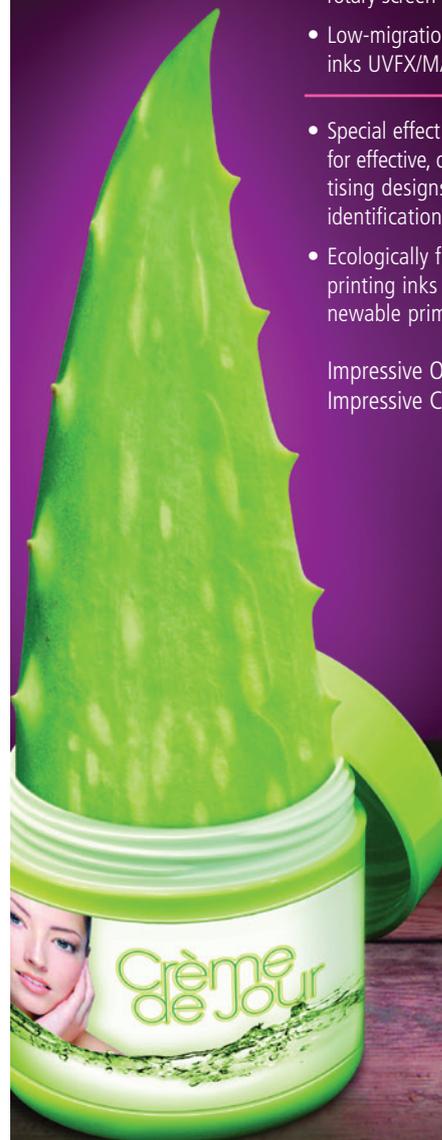
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JUKKA-PEKKA Haapanen, vice president Asia Pacific at UPM Raflatac, gives the keynote presentation at South China Label Show

Success in South China

THE SOUTH CHINA LABEL SHOW 2012 attracted over 5,000 visitors as its second edition was held in Guangzhou last December. Andy Thomas reports

While Labelexpo Asia attracts Chinese label converters primarily from the industrial concentrations around Shanghai and Beijing, converters from the vast and growing industrial areas in the South of the country are often reluctant to travel northwards.

For this reason Tarsus launched the South China Label Show in Guangzhou in 2010, and this second edition proved the validity of the concept.

Attendance was up by 26.8 percent over 2010's figure of 4,021. Exhibitor numbers increased from 90 to 150, with 26 new companies exhibiting for the first time. Before the show ended, the organizers reported a space rebook for 2014 of 28 percent.

Commented John Davy, sales director for the South China Label Show: 'Such a large increase in visitor and exhibitor numbers clearly underlines the show's growing importance in the South China region. With numerous exhibitors reporting strong sales and the news of at least 25 units being sold at the show it confirms its position as an effective platform for sales and networking.'

CONFERENCE SESSIONS

As well as a busy exhibition show floor, which featured demonstrations of 29 pieces of machinery and 15 working presses, the South China Label Show also featured six well-attended conference sessions.

The keynote presentation was given by Jukka-Pekka Haapanen, vice

president Asia Pacific at UPM Raflatac, who compared global market trends and explored emerging trends and best practices in China.

Haapanen said the growth seen in China is part of a major shift in economic activity from developed to developing economies. 'At least 80 percent of growth between 2010-2020 will come



HP Indigo took the biggest stand at the show, which was always crowded with label converters



CLAIRE JIANG, general manager of Ming Ming Labels of Jiangsu Province, won the iPad prize raffle during the South China Label Show, with the award made by Roger Pellow, MD of the Tarsus Labels & Packaging Group. Top left, John Davy, South China Label Show director

from emerging markets and the Indian and China markets will triple in size. By 2025 the Chinese market reaches the same size as the US.'

Adoption of pressure sensitive labels in China – as well as India and Brazil – is being driven mainly by the food and beverage sectors, said Haapanen, although there remains some price resistance to moving from wet glue. Key trends which will drive PS adoption in China include an increased focus by the Chinese government on food safety, following recent food scares in the country.

The Chinese converter sector remains quite fragmented, said Haapanen. While in Europe the top ten converters account for 17 percent of the market, in China the top ten serve less than 10 percent of the market.

A presentation by brand security expert Du Zhenlin, president of the Shenzhen Association of Anti-Counterfeiting, took a hard look at the problems faced by brands in China along with possible solutions.

'Customers want a one-stop solution – there is a great demand for labels with anti-counterfeit features – but they

still want a cheap price. The question is how can we get a fair price and get the customer to see the value of an anti-counterfeit label?'

Du Zhenlin gave a real example of a top quality wine where the packaging was authentic but the wine inside fake. 'It is very easy to manufacture new bottle caps!' What was wanted were packages unable to be reused. An extraordinary offer was made: 'We made a proposal to the winery that we would be responsible for any counterfeits which appeared after our solution was adopted, and this was accepted.' A team was formed with the bottle vendor and other suppliers. A wraparound anti-counterfeit label was developed which incorporates its own authentication device. The label has to be broken to open the wine, at which point it loses the ability to be authenticated. It cannot be stuck to another surface and made active. 'Customers only need to make sure the anti-counterfeit label is present when they buy the wine.'

So Du Zhenlin's solution is for label converters to take on some of the risk faced by their customers in adopting an anti-counterfeit solution. 'That way they will be prepared to pay for more than a

piece of paper.'

Alongside these presentations was one on package printing from Federico d'Annunzio, MD of Nuova Gidue, and one on market opportunities for high quality wine and beverage labeling by Manter's Christian Galí. The second day included a case study on investing in digital technologies jointly presented by Hendry Feng, sales manager – labels and packaging segment with China Hewlett-Packard, and Top Print Labels' founder and deputy chairman Henrich Quek. The sessions concluded with a focus on sustainability from Carmen Chua, vice president – marketing, Avery Dennison Materials Group Asia Pacific, including a fascinating case study of a dairy in Seoul which adopted PS labels from a sustainability perspective.

SHOW FLOOR

HP Indigo took the biggest stand at the show, demonstrating their latest WS6600 press with finishing equipment shown by AB Graphic and Kama. Also on the stand were large format inkjet presses and a range of products from software and workflow partners.

Epson also took a sizeable stand but with no dedicated narrow web press.

On the conventional press front, apart from the Gidue stand there were no Western flexo press manufacturers present, making the show overwhelmingly of Chinese manufacturers of intermittent offset and letterpress machines, all of whom did brisk business.

The major Western materials manufacturers with operations in China – Avery Dennison and UPM Raflatac – were present, while Manter presented its high quality wine label papers to this fast growing sector. Other Western suppliers included UV systems specialist GEW and UV inks and coatings developer Pulse Roll Label Products, which was on the search for local distributors.



HAUTIAN demonstrated four color intermittent letterpress followed by delamination, printing on the backside of the label, followed by relamination

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INSTALLATION of the new Fibre laser at Cheshire Anilox Technology

Laser powers investment

A MAJOR INVESTMENT in laser technology is set to propel Cheshire Anilox into the premier league. Carol Houghton reports

In the last 18 months Cheshire Anilox Technology has undertaken a major investment in new coating, finishing and laser equipment. Managing director Paul Smith says the £1.5m project will 'ensure sustainability and improve quality and deliveries'. He continues: 'It also offers Cheshire access to the latest coating and engraving technology to ensure we can stay at the forefront of anilox innovation for many years to come'.

The most recent installation is an Applied Laser Engineering (ALE) Fibre laser. The 500W laser will allow Cheshire to produce high quality bespoke engravings to suit challenging flexo and coating applications.

The four and a half meter Fibre laser system is equipped with multi-beam technology for high precision and high quality engraving with fully programmable cell geometries. It can produce engravings from 25LPI-2000LPI and features a custom pulse mode which enables graphical control over the creation of bespoke cell shapes.

In addition, the latest MAD engraving mode enables more types of engraving and improved precision. Paul Smith says this results in optimum cell release characteristics and 'absolute engraving consistency' with less than one percent cell volume variation across the roll surface. Sonia Arcos, sales director

at Cheshire Anilox Technology, says 'The new Fibre laser is finely tuned and can engrave down to a micron. We have noticed the bottom of the cell is smoother, making it more efficient at releasing ink at a high line count and still achieving the desired density and vibrancy'.

Arcos expects the new laser will cut production time by up to one third and increase current capacity by 30 percent to 800 rolls a month (depending on size). 'With the old Fibre laser the parameters need to be set by the operator while in the new laser all that is done automatically. The operator just programs in the design and the laser follows it, ensuring the highest possible consistency.'

Having used ALE laser technology for more than 15 years, training for this latest installation was minimal. 'The operators needed to learn how to program the software, but this was easy enough,' says Arcos. The machine was put straight into production with the appropriate quality controls.

The purchase is described as a 'historic moment' for the company. Arcos adds: 'It is the evidence of Cheshire's long term commitment towards continuous improvements in quality and service as it continues its expansion in the global flexo and offset markets.' The new

COMPANY PROFILE

Cheshire Anilox Technology was established in 1992. The company's main market is label converters (30 percent), followed by flexible packaging and corrugated board (both 25 percent). The remaining 20 percent of business supplies coating rollers for offset presses.

Exports account for half Cheshire's business, mainly to Europe and Asia. Sonia Arcos adds, 'India is a huge potential market but we need to overcome cultural differences to succeed there. Distance also presents a challenge and we are working to develop more partners in the region. We are just scratching the surface at the moment.' The US is already well supplied for locally, so is a much tougher market to enter.

equipment will help converters looking to move into high definition flexo work, as Arcos notes: 'Many flexo applications struggle to compete with rotogravure and offset but with this new technology, it is possible to produce up to 2000 lines per inch, which is ideal for HD flexo.'

CHAIN REACTION

The purchase of a new and more efficient Sulzer Triplex Pro 200 coating machine last July highlighted the need to increase engraving capacity. 'Increasing efficiency in one area pushes investment in the



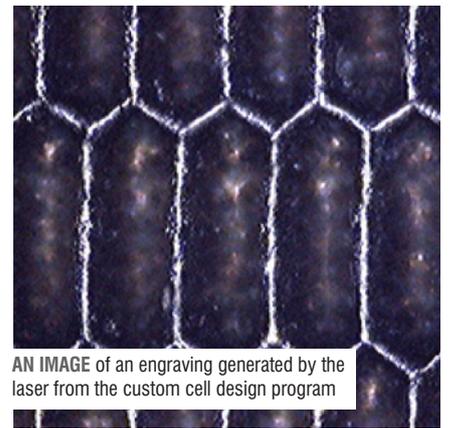
THE SULZER coating machine

next,' says Arcos. Following the Fibre laser, the next investment will be a new grinding machine, expected within the next few months.

With its improved efficiency, the company hopes to tackle new markets, particularly the 'extremely competitive'



(L-R) An operator demonstrates the Fibre laser and Sonia Arcos, sales director



AN IMAGE of an engraving generated by the laser from the custom cell design program

flexible packaging arena. Arcos notes that all new machines for flexible packaging now come with a sleeving unit. She predicts this is also the future for narrow web, dictated by the press manufacturers.

With the recent surge in demand for high release engravings and a consistent growth in sales, Cheshire is beginning to run out of space in its current premises. With great foresight the company laid foundations for an extension before it even moved into its current premises in 2000. This means full production can continue undisturbed when the time comes to develop the 60,000 sq feet site.

HD FLEXP CERTIFIED

In July 2012, Cheshire Anilox Technology's Proflo engraving was awarded HD Flexo certification by EskoArtwork.

The certification was awarded after a committee from Esko reviewed a variety of print samples from Cheshire customers and flexographic press manufacturers.

Proflo is a high precision engraving specially designed to work with new HD plate technology. It features a new, improved cell profile to provide a more consistent ink lay down while also minimizing the occurrence of dot gain. This cell design is claimed to offer up to 15 percent additional ink release compared to conventional engravings, enabling the printer to produce high resolution images with outstanding depth of color for greater shelf impact.

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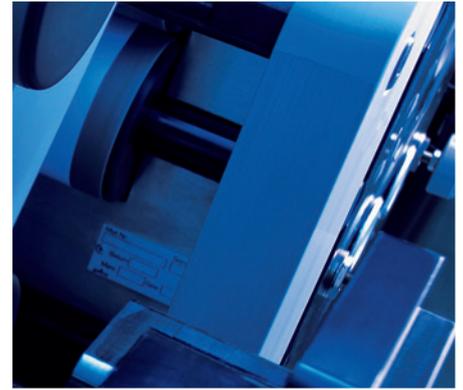
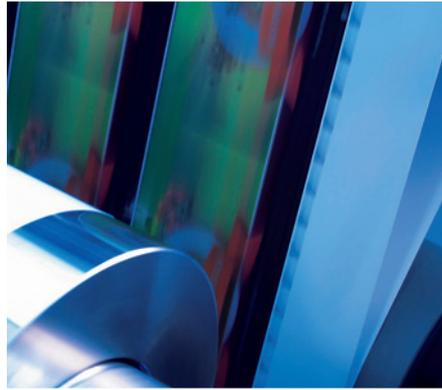


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Curvy strikes Gold

SUN CARE PRODUCTS supplier Australian Gold increased a product's sales by five percent as the first end user in the world to utilize Avery Dennison's Curve Appeal innovation, writes Danielle Jerschefske

In a highly competitive industry, with a multitude of different brands to choose from, sun care products manufacturer Australian Gold is always looking for new ways to differentiate its product packaging at retail. In March 2012 the company rebranded the existing prime pressure sensitive label for its Moisture Max 30 sun protection factor (SPF) lotion using Avery Dennison's new Fasson Curvy film, which combines both pressure sensitive and shrink sleeve label characteristics.

While the redesign called for a larger label panel, more prominent graphics and additional regulatory information, the existing bottle shape challenged Australian Gold to find the right application. The contoured bottle has a molded handgrip in the middle, which makes applying a standard pressure-sensitive label tricky and limits the surface area of a label at the same time.

The former 4 x 2 in pressure sensitive label featured the brand's signature logo – a sunglasses-wearing Koala Bear riding a surfboard – anchored at the top of the label. Just under the logo, printed palm trees were enhanced with gold foil tucked behind a golden sunburst affirming the SPF value. In addition, the label included key FDA labeling requirements, such as 'Broad Spectrum SPF' and 'Water Resistant (80 Minutes).'

The Curve Appeal application technology, coupled with Fasson Curvy pressure-sensitive film, allows the label to be applied to complex curved container shapes beyond the edges of the typical flat plane. The Fasson Curvy film label increased the labeling area by forty percent and permits Australian Gold to maintain the graphic impact popular with consumers.

'Competition is fierce in the sun care market,' says Brian Starrett, general manager for Australian Gold. 'The ability for more label coverage allows us to increase messaging and graphics that will help win customers at the shelf.'

The primary label for its Moisture Max 30 SPF Lotion was

slightly altered by the Australian Gold design team to take advantage of the larger prime label footprint Fasson Curvy affords. At the top of the label is a violator featuring the new antioxidant formula, which includes green tea. Just below, the Australian Gold logo retains its dominant position. The sunny gradient background remains, with a slight differentiation in colors from the previous label design. All other label graphics have been enhanced with the new film. The lotion is now bottled in a light gold plastic bottle with a dark gold cap, putting all of the elements together to create a cohesive and graphically balanced front panel.

CURVY DETAILS

The redesigned label was produced by WS Packaging Group at its plant in Algoma, Wisconsin. The label measures 6 by 2.5 inches, and carries nine colors, including varnish and cold foil for dimensional accents. The labels were run on a Nilpeter MO-3300 combination rotary offset and flexo press.

The Curvy film is semi-conformable and available in white or clear. The material can be decorated like any traditional PS material using hot stamp, tactile varnishes, foiling and colloidachrome techniques. Foiling can be used without cracking or becoming foggy, which is a difficult hurdle when embellishing shrink sleeve material.

Also, Curvy offers the same level of opacity and color consistency as typical pressure sensitive material. While the Australian Gold application called for a top coat white to create an appropriate color bed for building the graphics, only one pass was required to achieve ideal opacity.

Chris Doerr, executive director of national sales at WS Packaging Group, says, 'Brands that want to maintain integrity of color and artwork will embrace Curvy. The label



THE NEW AUSTRALIAN GOLD product with Curvy label on the left, the old PS label to the right



ROCKY KEGG, decorating specialist at Silgan Plastics with Ron Haycox, Avery Dennison application field engineer working on Curve Appeal application line by Harland

material enhances shelf appeal for special bottle shapes.'

Dan Ray, technical manager at WS Packaging explains, 'We didn't experience any issues converting the Curvy film. It ran like we would expect from a standard pressure-sensitive film material. Compared side-by-side to the previous label, the increase in label size is dramatic. And when you combine the foil accents with the color gradients, the label graphically pops with enhanced shelf impact.'

Available exclusively through Silgan Plastics, the Avery Dennison Curve Appeal labeling system combines the use of Curvy material with linear label application equipment manufactured under license to Harland Machine Systems, an established manufacturer of pressure-sensitive labeling machines. The new Curvy labels were applied to the bottles at the Silgan Plastics plant in Ligonier, Indiana.

Tim Monacella, manager of decorating and intellectual property for Silgan Plastics, says, 'The cutting edge Avery Dennison Curve Appeal system offers our customers more labeling options on more difficult compound curved containers. In the past, contoured containers have limited customers' options to the use of shrink sleeve labeling and in many instances have forced customers to reduce their label size.'

The new Australian Gold label was introduced to the marketplace in June 2012.

CONTOUR CATCHES CONSUMERS

'Package shape is a key driver for creating differentiation at the store shelf,' says Jay Gouliard, vice president segment innovation, Avery Dennison label and packaging materials. 'Avery

Dennison Curve Appeal provided Australian Gold with an exciting new opportunity to enhance the image of its brand by combining the power of an eye-catching label with iconic three-dimensional packaging geometry – delivering the best brand experience for its consumers.'

Avery Dennison and Australian Gold partnered in a retail trial in the Florida market conducted by Trade Partners Consulting Group to test the impact of the new label and research what drives consumers towards particular brands of sun care products.

When comparing head-to-head the old and new labels, 94 percent (9:1) of respondents chose the product with the newly designed Curvy label. The Curvy decorated bottle came out as one of the top six SKUs that attracted consumers. This was confirmed by a five percent increase in sales compared to the previously decorated bottle.

'Hands down, Curvy is a winner,' says Kerry Gould, president of Trade Partners Consulting. 'We spent hours with shoppers in store, talking to them and observing behavior at shelf during the height of sun care season in Florida. Australian Gold 'Curvy' scored high on every research measure we tested – preference, purchase interest, eye appeal and 'pop' on shelf. Shoppers noticed and appreciated the extra information the larger Curvy label offered.' Comments included, 'it's easier to read', 'it has more information' and 'it just popped'.

'We are very pleased to see a sales increase for this product when we introduced the new Fasson Curvy film label design to the market,' said Brian Starrett said. 'We are currently looking for new ways that our brand team can incorporate the new Avery Dennison

Curve Appeal technology into future labeling opportunities.'

Test results found, strikingly, that bottle type significantly matters. Contour for differentiation is key in the sun care category. Additionally the wider label provides more information – antioxidants and green tea, SPF – which is imperative for skin care, giving consumers the confidence they need to make such an important purchase.

Consumers said the label made them 'feel good about Australian Gold', establishing trust in the brand and what the product will deliver.

Australian Gold's Starrett says, 'the innovation gives us a unique feature not seen in the marketplace. It expands the capability for a curved bottle and opens up creative opportunity for the graphics team to move forward in multiple ways.'

TEAM WORK

When end users first come up with a product, like tanning oil for example, they typically decide what to call it first and then find a container to hold it. WS Packaging's Doerr says, 'Most companies start with the bottle, often not thinking about how important it is to decorate the bottle and what limitations may arise due to a bottle's shape.'

Only after a container is selected is artwork created and a printer chosen to produce the labels. Problems frequently arise when a standard label cannot be applied easily, or artwork readjusted to fit accordingly, limiting embellishment opportunities. 'It makes more sense for the graphic designer and label converter to convene with the end user as the bottle or container is being selected to avoid any label design issues or application barriers.' With the new Curvy material, there's more opportunity to overcome such barriers within a rebranding situation no matter the shape of the bottle.

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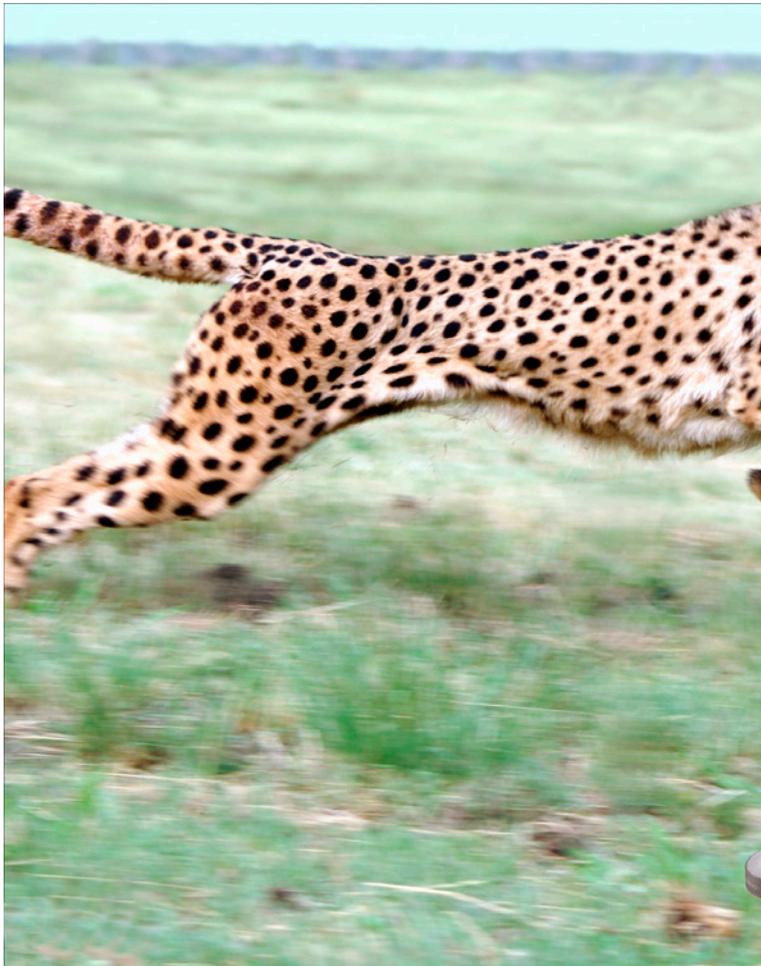
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Raal keen to replicate Bolivia success

ARGENTINE converter Artes Gráficas Raal is experiencing strong growth and, after a successful partnership in Bolivia, is keen to extend its regional reach. James Quirk reports

Buenos Aires, Argentina-based label converter Artes Gráficas Raal, which celebrates its 50th anniversary in March, experienced a 40 percent increase in turnover in 2012 and has forecast 50 percent growth this year.

General manager Gustavo Alterman cites the professionalization of its sales force and the acquisition of important new clients as key factors behind Raal's growth, which comes against a backdrop of economic uncertainty in Argentina, where currency controls are in place and annual inflation is put by some analysts at 25 percent.

Trade restrictions mean that local companies can only import the same volume of goods as they export. Raal, which exports 5 percent of its production

to Bolivia, Colombia, Paraguay and Uruguay, has enough 'credit' to import the consumables it needs which are not available locally, says Alterman.

The company wants to replace its HP Indigo ws4500 digital press with the more productive WS6600, and has requested permission from the Argentine authorities to import the machine. Despite the increased bureaucracy, Alterman is confident the purchase can be made. Preferring not to sell the ws4500 to local competition, he sees an opportunity to replicate the company's recent success in Bolivia with another international partnership.

Last year, Raal partnered with Grupo Ravi to create a label printing operation housed on the Bolivian company's premises in Cochabamba. It's a blueprint which Alterman would like to replicate in another country, with Paraguay and Peru of particular interest, he says.

In Paraguay, he sees similar advantages to those experienced by Raal in Bolivia: low manufacturing costs; few local competitors; and a landlocked nation with multiple borders (in Paraguay's case: Brazil, Argentina and Bolivia), which provide potential for export.

In Peru – a country where digital label printing technology has yet to make a firm foothold – Alterman is keen to find a partner who could buy 50 percent of the ws4500 and operate it locally. 'Ideally

This 1938 picture above shows Roberto Alterman, Gustavo's father, as a young boy in the offset printing factory owned by Gustavo's grandfather Raul, who is standing behind him. Roberto Alterman would go on to found Raal aged 32; the company celebrates its 50th anniversary in March.

Raal has been based in the Paternal district of Buenos Aires since 1994. In a remarkable coincidence, unknown to Gustavo Alterman at the time of the move, its premises is located just five blocks away from the site of his grandfather's factory.

we'd like to place the machine with a partner company which already has infrastructure and a client base in place,' he says. 'It could be a situation where you set up a trade business which serves local converters who don't have digital printing capabilities.'

In its local market, Raal is flourishing thanks to the acquisition of new clients and a shift in sales strategy within the company. The professionalization of the sales force began three years ago and is now paying dividends, says Alterman. 'We're a family run business, and over time that can lead to a culture of serving only a core group of clients. We've changed this philosophy, and are being more proactive when it comes to seeking out new work. No client represents more than 5 percent of our business, which



GUSTAVO Alterman, general manager, in the newly refurbished offices above Raal's factory

spreads the risk.'

This new philosophy was evidenced last year when Raal won the business of two large manufacturers of electronic goods – a departure from its core business of pharmaceutical labeling. The firms require complex, high quality labels in both long and short runs. 'It's an advantage that we have both flexo and digital technology, which allows us to cater to long and short run work. We are more flexible than most,' says Alterman. New clients have also been added from the food industry, and Raal is undergoing certification to the direct contact food



AROUND 100 people attended three days of demonstrations of the Xeikon 3030 digital press and GM finishing equipment

standard HACCP.

Other developments since L&L's last visit to Raal – which have also helped the company achieve its impressive current growth – include the installation of a SisPro workflow system and a move to newly built offices above its factory in Buenos Aires. The 350 sqm space includes offices and a canteen.

Three months after implementing the SisPro MIS, Alterman says it has had a tangible impact on Raal's operations, eliminating errors in data keeping and maximizing production efficiency.



L-R: Fabian Silva and Hugo Cruz

F&H OPEN HOUSE

Innovo F&H – the joint venture based around the installation of Mexico's first Xeikon digital label press – hosted an open house in September for converters and partners, writes James Quirk.

Around 100 people were welcomed from Mexico and Central America over three days of demonstrations of the Xeikon 3030 digital press and GM finishing equipment.

Innovo F&H is the brainchild of Fabian Silva, formerly of Etiquetas Anro and now of EliPower, and Hugo Cruz of Coflemex. Both are founding members of Mexican label association AmetiQ.

The open house took place at the company's facility in Tlalnepanitla, just outside Mexico City. Innovo F&H, founded last year, focuses on selling to label converters in Mexico and Central America, as opposed to end users.

During the open house, Julián Robledo, president of Jetrix, Xeikon's Mexican distributor, showed visitors the benefits of the 3030 digital press, while Jos Kabouw, GM's Latin America manager, explained the functionality of the company's

finishing equipment.

'There are converters in the region who might not be able to invest in digital printing equipment themselves, or who might want to test the market before making that investment,' said Fabian Silva. 'We can help them. We offer them an option for their short run work.'

'We offer the local and international market the opportunity to carry out digital printing jobs in our facility. Our main focus is on serving label converters who don't want to divert their existing resources into short run or specialized work, or who don't want to invest in their own digital equipment.'

'We've had an excellent reception in our local market and are offering the same service to Central America and the United States.'

'Our aim is to become a strategic partner for converters who are looking to serve market niches which require high resolution and short runs, offering an integrated solution for the printing of their labels,' echoed Hugo Cruz.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST LATIN AMERICA LABEL STORIES

SCHOLLE PACKAGING ACQUIRES FLEXPACK

Scholle Packaging has acquired a majority stake in Flexpack, a fellow Brazilian converter of flexible packaging.

Flexpack will move its production base from São Paulo city to Vinhedo, in the interior of the state of São Paulo.

Flexpack develops, manufactures and supplies stand-up pouches, barrier films and high performance packaging for the Latin American market, for end-user sectors such as food, cosmetics, personal hygiene and pharmaceuticals.

'Flexpack's experience in roll-fed manufacturing of stand-up pouches creates a broader portfolio of products and services for our clients, complementing our offering of the bag-in-box system for retail, B2B and institutional channels throughout Latin America,' said Roberto Bucker, general director of Scholle Packaging Latin America.

'This will also provide us with an excellent opportunity to access new markets where we can offer our integrated solutions for performance packaging.'

ABIEA ANNOUNCES NEW BOARD

Brazilian self-adhesive label association Abiea has announced its new board of directors, with Francisco Neto of Adesão Etiquetas named as president for the two-year period up to August 2014.

Vice presidents one to four are Sérgio Boteselli of Visionflex; Sérgio Mesquita of Makton; Marcos Dybas of Delta Etiquetas; and Lázaro Gouveia of Impress Soluções.

The secretaries have been named as Marcos Tomita of Contiplan and Luiz Edmundo B. Coube of Tiliform; the treasurers are Vanderlei Sacalli of CCD Etiquetas and Denis F. Piedad of DWD Rótulos.

The association's assistant directors are Paulo Andrade, Grafcola Etiquetas Adesivas; José Paulo Drager, Multilabel; Antonio Carlos D. Costa, Tyrex; Luiciano Bezerra, Aaron; Alexandre Lodi, Maxcor; Fernando Martins, Premium Flex; Laércio Warmeling, Flexoprint; Luiz Mayer, Etima; and Dionisio Martinelli, Scribo.

Previous president Eduardo Chede, of Art Print Color, serves on the fiscal board along with Carlos Signei Souza of Projetik and Marco Cabrini of Saint Paul. They will be supported by Derli Krassuski of Master Print; Roberto Antonio Jaeger of Automação; and Sandro Santos of Cromia.



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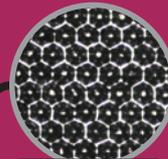
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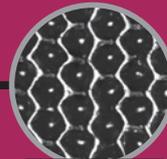
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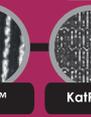
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AMETIQ used its second annual congress to announce its survey of Mexican label converters

AMETIQ HOLDS SECOND ANNUAL CONGRESS

MEXICAN LABEL ASSOCIATION Ametiq held its second annual congress in November, with 157 converter members and supplier partners in attendance. James Quirk reports

Mexican label association Ametiq hosted its second annual congress at the Centro Banamex in Mexico City in November, with 157 converter members and supplier partners in attendance.

The event, which featured a series of conference sessions alongside a table-top exhibition, marked the launch of Ametiq's label converter survey and a strong push by the association to encourage participation from local converters.

Ametiq has partnered with Industry Insights, which carries out the same work for TLMI in the United States, to produce what it hopes will be an annual survey of trends in the Mexican label market.

'Hiring Industry Insights to carry out the survey means that Mexican converters can be confident that the information they supply is in the hands of a trustworthy and professional company which has been dedicated to this kind of work for many years,' said Fabian Silva, president of Ametiq.

'We are doing the survey in the first quarter of 2013 in order to gain reliable statistics for the state of the industry in 2012. We aim to produce the survey every year, so that all those involved can use statistical data to make comparative analyses and see in which areas they can improve.

'A further advantage is that we will be able to compare the data with results from surveys carried out in the United States and New Zealand, thereby creating benchmarks at both a local and international level.'

During the conference sessions, Ian Hammond of Nazdar gave

LABELS&LABELING

a presentation about G7 certification, while Sylvia Del Carmen Treviño of Semarnat spoke about environmental responsibility in label production. Shawn Six of Industry Insights outlined the importance and usage of statistics.

A panel discussion about digital printing brought together Ricardo Rodriguez of HP Indigo, Filip Weymans of Xeikon, and John Hickey of EFI Jetrion. Esko's Eladio Verón discussed how workflow software can benefit pre-press, and UPM Raflatac's Jason Hellman spoke about sales innovations.

'The conference sessions were excellent and it was particularly interesting to hear the three leading digital press suppliers each give case studies involving their technology,' said Fabian Silva.

Exhibiting on table-top stands at the event were Natural Ink, Jetrix Soluciones Gráficas, HP, UPM Raflatac, Nazdar, AGC Digital, Daetwyler, Gallus, Romexsa, Arclad, Green Bay, Sun Chemical, Todo En Flexografía, Grupo Novaro, Azteca, and Nicoat.



L-R: Filip Weymans, Xeikon; Fabian Silva, Innovo F&H and president of Ametiq; Hugo Cruz, Coflemex; Jesus Ramirez, Eticom; Keren Becerra, Lobo Impresores; Julian Robledo, Jetrix Soluciones Gráficas; and Hugo Ramirez, Eticom

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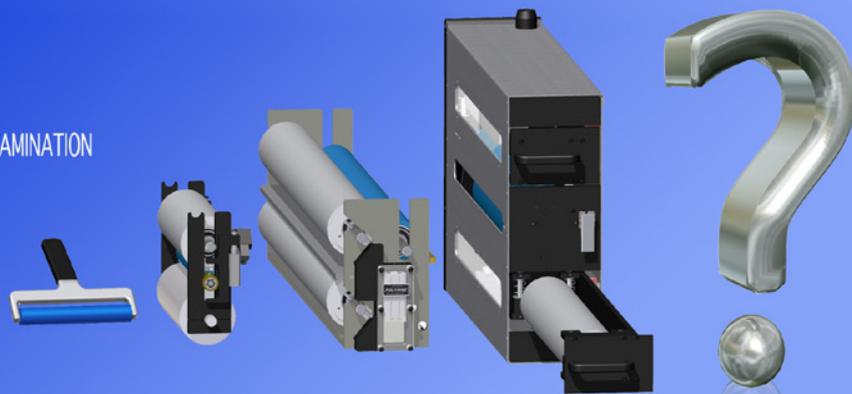
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A view across the production floor at Etipress' factory in Bogota

Etipress enjoys Colombian cosmetics boom

COLOMBIAN CONVERTER Etipress reports strong growth in cosmetics and pharmaceuticals, but is cautious about the impact on local industry of the new free trade agreement with the US. James Quirk reports

Colombian label converter Etipress, based in the capital Bogota, reports strong growth in the cosmetics and pharmaceutical sectors as the country's label industry continues to benefit from rising local consumption.

Colombia is one of the region's recent success stories thanks to a burgeoning middle class, increased political stability, and strong GDP growth stimulating internal demand. Foreign direct investment increased by 500 percent between 2001 and 2011. The economy has seen annual growth of 4-6 percent in recent years and is closing in on Argentina as South America's second largest.

A free trade agreement with the United States came into force in June 2012, a move widely interpreted as positive for Colombia's economic growth. Though Etipress general manager Jorge Pabon expects material prices to be reduced as a result, he also expresses a word of caution, believing it could lead to a decrease in the number of products

LABELS&LABELING

"We need more local industry, whose products we can label, instead of importing so much"

being manufactured – and therefore labeled – locally.

'More finished products will be imported,' he says, 'instead of being manufactured and labeled locally. We need more local industry, whose products we can label, instead of importing so much.'

He cites the example of a Unilever body cream which used to be manufactured in Colombia, for which Etipress printed the labels. Handing the account led the company to install an Omet Flexi 330 UV flexo press in 2004 so it could provide the screen printing and coldfoil effects desired by the client. But production was later moved to Mexico, so Etipress lost the business.

Pabon, who used to work for Unilever,

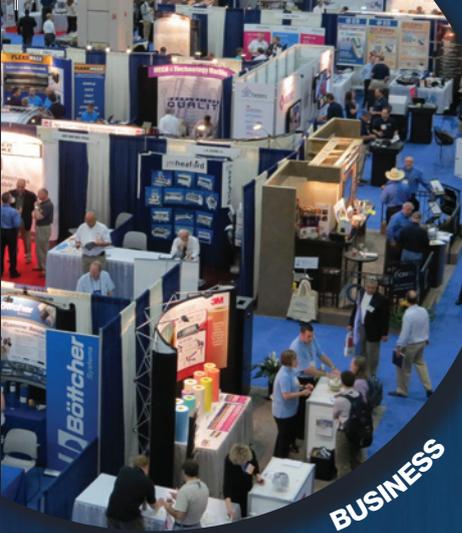
is more optimistic about rising local consumption, and he sees growth across a number of end user sectors including food and beverage, pharmaceutical, cosmetics and lubricants.

Pharmaceuticals and personal care are two of the key end user sectors for the company, each taking roughly 30 percent of production, and the latter making up the bulk of its shrink sleeve production. Lubricants, food and beverage fill the remaining 40 percent.

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GENERAL manager Jorge Pabon



ETIPRESS installed an HP Indigo ws4500 in 2007

pharmaceutical sectors has stimulated the company's progress,' reports production director Hernan Saldarriaga.

Etipress produces 190,000 sqm of self-adhesive labels and 1.3 tons of shrink sleeves a month. Its 106 employees are housed in a 3,200 sqm factory in Bogota, with sales offices located in the cities of Cali and Medellin.

Around 10 percent of production is exported to the likes of Costa Rica, Ecuador, Panama and Venezuela. Jorge Pabon says there is potential for this to increase, particularly in Central America, the Caribbean and Venezuela.



THE SEI machine brings laser cutting capabilities

PRODUCTION

Founded in 1992, Etipress began printing labels with a 5-color Ko-Pack letterpress with inline priming. A second – this time of six colors – was installed in 1995 and a third, a 9-color press, arrived in 2002. In between Ko-Pack installations, Etipress added a flexo press from Focus Label Machinery and a Galaxie Screen printer from Smag.

The 8-color Omet press, installed in 2004, is equipped with screen and coldfoil units and produces both self-adhesive labels and shrink sleeves, for which the company runs equipment from Karlville. The press is described by Pabon as a 'reliable and cost-effective machine'.

A second Flexi 330, of the same specifications, was added in 2010, but not before the company had branched out into digital printing with an HP Indigo ws4500 and AB Graphic Digicon finishing machine. 'We saw an interesting opportunity to cater to the short run market and variable data printing,' explains Pabon.

Further offline finishing equipment includes two Rotoflex inspection rewinders, a laser cutting system from SEI, a hot stamping machine from Newfoil, and two rewinders from



L-R: Hernan Saldarriaga, production director, and Henry Arenales, head of purchasing

Converting Equipment International with BST inspection.

Letterpress platemaking takes place on equipment from Anderson & Vreeland. Photopolymer plates for UV flexo printing are supplied externally, but the company intends to bring this in-house in the future.

Pabon reports that Bogota's local government is becoming more demanding with regards to environmental sustainability. Etipress has achieved two of the four steps in the local government's PREAD program of local environmental excellence, but

Pabon says that the main motivation to be more sustainable comes from within the company itself. 'The clients also appreciate it,' he says, 'even if they don't necessarily demand it.'

Waste is separated and taken away for recycling by authorized companies. No solvents are used, and certification to ISO 14001 is planned as the next step in increasing Etipress' environmental sustainability.

Pabon reports that the company is considering investment in offset printing technology in 2013, citing its quality and suitability for inline combination printing.

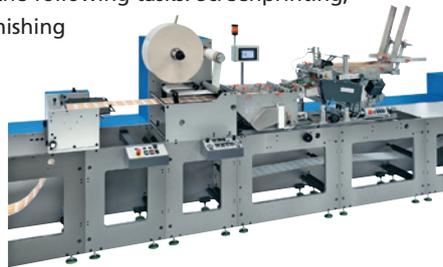
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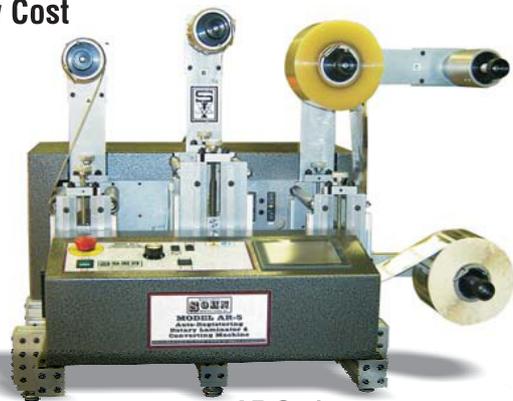
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Inks

what's new?



ANDY THOMAS rounds up the latest ink developments, including low migration, LED UV and eco-friendly series

Siegwerk is now marketing a complete range of low migration UV inks, varnishes and laminating adhesives. Products include the Sicura FLEX 39-10 LM UV flexo series; Sicura FLEX 39-20 LM UV flexo ink series designed specifically for plastic substrates; Sicura LM 361 UV offset series for paper/cardboard and selected plastic substrates; and Sicura PLAST LM UV offset inks targeted at plastic substrates.

On the sustainability front, Siegwerk has launched Sicura ECO, a UV flexographic ink series made from more than 50 percent plant-based constituents – but avoiding raw material which could be used for the production of food.

Leading German converter RAKO won a major award last year for its use of Sicura ECO inks with cellulose-based linerless labels (made from 90 percent renewable raw materials), plus a hotmelt adhesive produced on a 70 percent renewable raw material basis.

Siegwerk is also supporting the move to introduce LED UV curing systems to the narrow web industry with the launch of LED flexographic and screen print inks capable of printing at speeds in excess of 100 m/min.

This follows the announcement by Flint Group at Labelexpo Americas of its EkoCure flexo ink series along with a rotary screen ink for combination UV LED curing. The system was demonstrated running on a Mark Andy P5 Performance press with Phoseon Technology UV LED lamps. Extensive testing was conducted with Phoseon FirePower 16 W/cm² lamps on a Mark Andy 4150 press at Flint's Center for Technical Excellence in Plymouth, Minnesota.

Sun Chemical reports a growing interest in electron beam technology for food-safe label and package print applications. As run lengths continue to

"Siegwerk is launching a series of LED flexographic and screen print inks capable of printing at speeds in excess of 100 m/min"

decrease, EB offset printing competes as a lower cost alternative to gravure thanks to lower cost plate options, says the company, which now offers its own SunBeam ELM range of EB offset inks. However, other print technologies used in combination are still required to achieve high opacity whites, high gloss coatings, metallic effects and adhesives.

On the UV flexo side, Sun is supporting the move to HD flexo printing with its SolarFlex Nova SL Intense process set, developed for the lower volume, finer screen aniloxes and plates associated with this technology.

Leading up to Labelexpo Europe 2013 Sun Chemical will be launching a new range of varnishes for finishing digital print.

Flint Ink has introduced its own low migration UV flexo ink series called Flexocure Ancora, in compliance with the Swiss Ordinance on Materials and Articles (SR 817.023.21). Other new products from Flint include Flex2Screen, a technology for UV flexo and UV rotary screen printing which allows printers to make up ink colors as required, giving more flexibility in the press room. An improved combination rotary screen ink system, CombiScreen, has also been developed.

Zeller+Gmelin's 36 series low migration/odor UV flexo ink series have been tested printing at over 1,000 feet per minute with migration levels under 10ppb, making them suitable for

indirect food contact, cosmetics and pharmaceutical packaging applications.

Frimpeks is a recent entrant to the high quality flexo ink sector with the launch of its Expleo UV flexo ink series, claimed suitable for high resolution HD printing as well as shrink sleeve labels.

Pulse Roll Label Products has added two products to its range of UV screen varnishes. RS255 is formulated for high build / tactile 'embossed' look applications and formulated to meet the European Blind Union (EBU) Guidelines to European Pharmaceutical Companies and Distributor/Marketing agencies, article 56 of the directive 2004/27/EC. When used correctly, it meets current CEN standards for dot heights. RS285 is suited for all other high-build applications. The range will be expanded in the near future with the addition of a high build product for the wine industry, which is currently undergoing field testing. The new varnishes offer high water, chemical and abrasion resistance, and high adhesion properties, says Pulse. RS255 and RS285 can be used on a wide range of label and packaging substrates including board, using traditional and established rotary screen meshes. Turning to water-based flexo, INX International has launched its AquaTech ION label ink system optimized for anilox rolls up to 1500 lines per inch. ION-P is formulated to run on a wide range of paper substrates, which includes most prime label, EDP, semi-gloss and pressure sensitive and tag liners. ION-T offers high heat resistance and is designed for direct and indirect printing across various paper substrates. The ION-F series is designed to provide good adhesion on most treated, non-porous film structures including polyethylene, polypropylene, polyester, cellophane, vinyls and foils.

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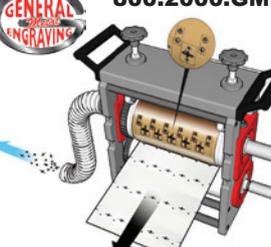
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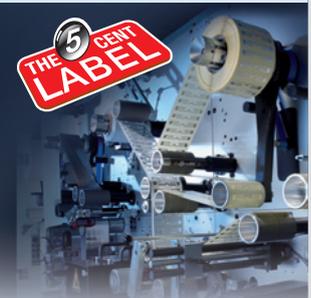
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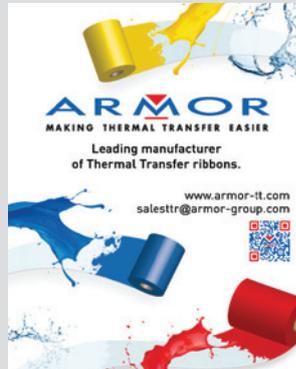


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CORPORATE CULTURE



The art of becoming a leader

DEVELOPING an individual style

Managers who desire to become effective organizational leaders need to develop comfortable individualized styles for achieving results and actualizing their visions. This includes:

BEING CONTINUALLY PREPARED

Leaders make it a point to anticipate trends and economic conditions and are always prepared to make a move once they sense the timing is right. They are prepared to take the necessary steps to address challenges head on, and have defined specific ways to meet them. They don't wait for conditions to improve or opportunities to open up before they begin to pursue their course.

CONTINUALLY ACQUIRING KNOWLEDGE

Managers who lead understand the need for continuous learning and the ongoing search for professional knowledge. They know that knowledge combined with expertise turns risks into acceptable opportunities.

SEEKING OUT ALL AVAILABLE OPPORTUNITIES

Opportunities can take different forms, not all of which are obvious or readily observable. Careful tracking of industry and economic trends produces indicators of future behavior that may present lucrative openings. Always on the alert for subtle opportunities, they make it a point to anticipate, prepare for, and take advantage of each one when the time is right.

USING APPROPRIATE TIMING FACTORS

Managers are decisive in their

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actions--not rash. Before specific actions are taken, great care is taken to observe trends and opportunities and weigh them to determine appropriate and effective timing factors. If mistakes are made in timing, judgments are generally not far off. This is an important element in market-sensitive, volatile times.

MAKING HARD CHOICES

Managers understand that opportunity is often accompanied by difficult choices. Rapid changes in market or customer conditions may require them to make choices that directly shift focus and resources to more profitable departmental pursuits and away from certain activities or existing methods that produce languishing or diminishing results or profitability.

DEVELOPING PERSUASIVE AMBITION

Managers who lead have an inexhaustible drive that allows them to take control of situations and events in order to make things happen. Their ambition is limited only by their vision of the things that can be accomplished and how they can go about achieving them. Managers are always looking for ways to motivate and make things happen through persuasive, determined and passionate leadership.

SHARPENING INTUITION

Leaders develop a heightened sense of intuition that assists them in identifying trends and opportunities.

ABOUT THE AUTHOR

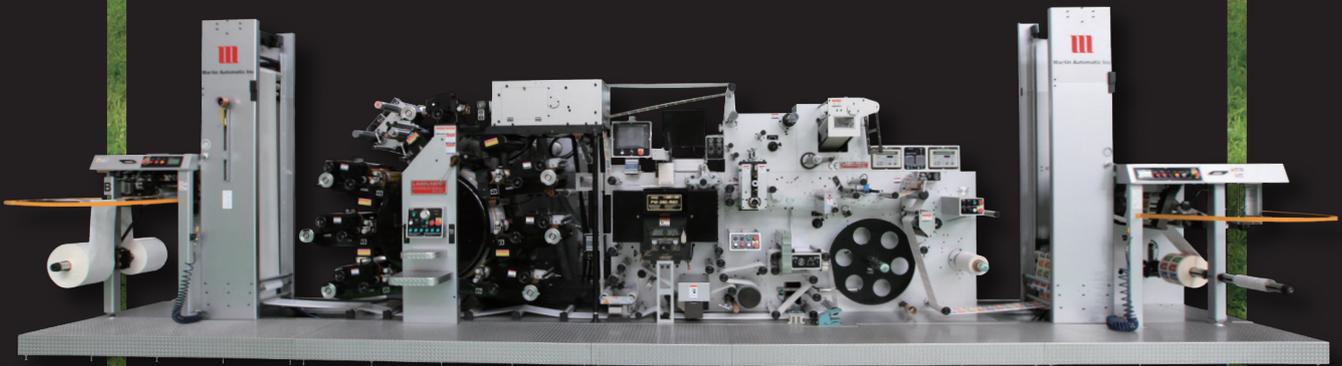
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