

# BEATING THE COUNTERFEITERS

Label converters have plenty of creative ways to protect branded products through the supply chain

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## BAUMGARTEN CREATES REGIONAL NETWORK

Acquisitions in Mexico and Argentina allow Brazilian converter to supply clients in multiple markets



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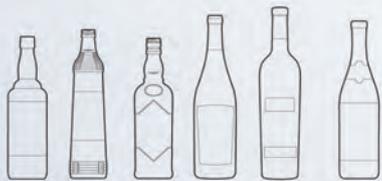
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# L&L CONTENTS



## 52 BEATING THE COUNTERFEITERS

As criminals increasingly target legitimate brands, what anti-counterfeit solutions are available?



## 71 WINE QUALITY MOVES EAST

Bulgarian converter Dars91 builds a quality wine business on intermittent offset



## 81 INDIA INVESTS IN THAILAND

Indian converter Ajanta Packaging expands its operations to Thailand, following UAE investment

## FEATURES

### 33 SUSTAINABLE SOLUTIONS?

How far has the North American supply chain moved towards sustainable business practices?

### 49 TRAINING ACADEMY

A global online training initiative for the label converting industry

### 63 DOMINO DEMO SPACE

Domino opens center dedicated to demonstration and R&D for its narrow web color digital systems

### 67 VISTA VISION

Family-owned converter Vista Labels celebrates 40th anniversary: what lessons can we learn?

### 75 AFRICA SUMMIT

Tarsus' Label Summit Africa revealed opportunities and challenges for the continent's label industry

### 85 FINE PRINTING

India's JK Fine Prints invests heavily in its Mumbai plant in terms of both building and machinery

### 90 WATERSHED MOMENT

Ireland's biggest privately owned label converter partners with Mark Andy

### 92 SMI SPEAKS OUT

Indian laminator expresses strong views on how the local industry will compete with multi-nationals

### 95 CHINA LABEL ASSOCIATION

IML and pharma security solutions were discussed at the annual China Label Association meeting

### 104 REVERSE PRINT SOLVES EU DILEMMA

Reverse printing could solve the design restriction puzzle of new EU food labels

### 107 ARC VS LED UV CURING

A manufacturer of both solutions, GEW is in a good position to assess strengths and weaknesses

### 111 THERMOFLEX FLEXES MUSCLES

Xeikon sister company ThermoflexX is targeting the same label market with its flexo CTP solutions

### 115 SETTING UP THE MACHINE

Brazilian converters spent 2013 making adjustments, but an even stronger consumer environment may put the sector back on track

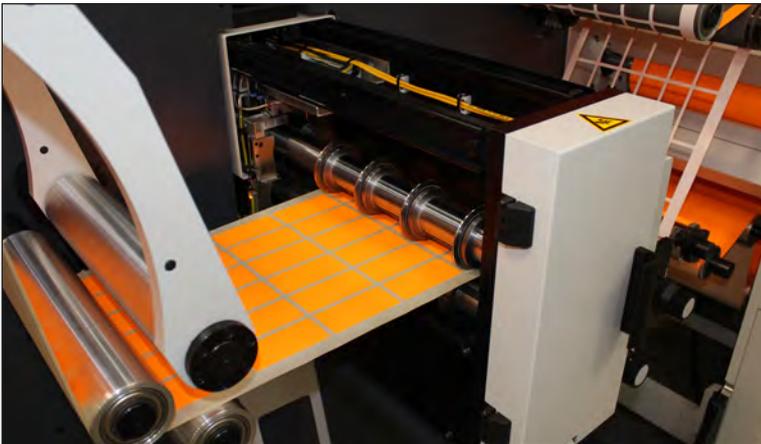
### 123 GM SEES INCREASING LATAM POTENTIAL

Peruvian converter Cimagraf has installed Latin America's third Hybrid Laser finishing system

### 125 ARGENTINE CONVERTERS OPT FOR JM HEAFORD PLATE MOUNTER

Two Argentine converters are among first users in region of JM Heaford's FTS plate mounting system

# LEADER



## 99 SLITTER-REWINDERS

Round-up of latest technology developments in the slitter-rewinder sector stresses automation and substrate flexibility



## 119 BAUMGARTEN CREATES REGIONAL NETWORK

Acquisitions in Mexico and Argentina allow Brazilian converter to supply clients in multiple markets

## REGULARS

- 11 **INBOX** – Debate on crossover point between flexo and digital
- 12 **News** – CCL and Baumgarten continue on acquisition path
- 29 **Environment news** – Mondi makes alliance with World Wildlife Fund
- 37 **New Products** – E&L adds Real Time Editing for roll reports
- 40 **INSTALLATIONS** – New investments by converters around the world
- 45 **Bob Cronin** – New global standards open opportunities for converters
- 127 **Corporate Culture** – Converter Pilot Italia is to exhibit at the Interpack packaging show

## FIGHTING BACK

A major review of anti-counterfeit technology in this edition makes clear the wide variety of highly creative solutions to the challenges presented by criminal attacks on brands.

But the truly astonishing figure is that the total value of security products and services is just one percent of global financial losses from product diversion, tampering and counterfeit.

A key problem is that too many brands have little effective internal communication between purchasing (the label buyer) and the departments responsible for tracking down where illegal product diversion is happening and how counterfeit goods are entering the supply chain.

The pressure on the label buyer is constantly to reduce costs per label, with no reward for paying more per label for a solution which will allow the supply chain to be secured.

Given this situation, many pundits are now suggesting bypassing the traditional supply chain altogether, and, in effect, making the consumer responsible for checking whether the product they are buying, or have just bought, is authentic. This could be by the use of QR codes on the label linked to a secure database, returning a code to a secure app. But not every consumer has a Smart phone; not every consumer understands how QR codes work; and, most important – what damage might it do to a consumer's relationship with a retailer to be told that they need to check whether the product on the shelf is authentic?

Whether a spare part for your car, an expensive bottle of wine or a pair of boutique training shoes, the simple fact is that retailers are legally responsible for selling fit for purpose goods.

So this is where we need to focus our efforts: on the supply chain between brand, packer/filler and retailer. We need automated systems scalable to any size of retailer from small pharmacy to mall mega-store which registers authentic product at multiple points in the supply chain and finally into the store. This might be machine-readable invisible inks, machine-readable codes, remotely communicating chips or a wide range of other systems.

The label converter can supply these solutions. The question remains – who pays?

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# INBOX

## FLEXO VS DIGITAL CROSSOVER – THE DEBATE

IN each edition of *Labels & Labeling* we will bring a summary of some of the most interesting threads under discussion on the L&L discussion boards. This month saw a stimulating debate around the crossover point between conventional and digital print, started by Mat Jones of Nuova Gidue USA

### MAT JONES

What is the conventional wisdom on what run length dictates running any given job on one or the other? How does downstream converting effect this decision?

### STEVE SMITH

I don't think there is anything vaguely approaching 'conventional wisdom' on this topic. Every converter I've ever encountered has a completely different opinion - possibly because there's no 'typical' converter, plant setup, or order-mix to use as a base for comparison. There are so many variables involved, it seems to come down to 'whatever works for you'. I've always distrusted any metric that relies on lineal feet (for example), because it fails to take into account the differences between the technologies - what is perfectly suited to digital may be impractical for flexo and vice versa, regardless of run length. What about customer preferences, turn time requirements, versioning, finishing, and the list goes on. In other words, I don't believe it's possible to make a sweeping judgement on any of this - it will depend on the complete profile of each job, not just the production characteristics.

### MICHAEL FERRARI

I would agree with Mr. Smith wholeheartedly! Digital printing is a disruptive technology. This means that digital has the capability to do some things not possible with analog. It is a common trap to use 'old metrics' when evaluating disruptive technologies. The value of digital printing is therefore not in the crossover points but in the new business models that could never before occur. The way I think of this is by asking ... what is the value of brand growth?

### DR VLADIMIR SLJAPIC

I strongly agree with Michael Ferrari's observation - considering the advantages of digital on like for like

comparison grounds only is a mistake, as the breadth of new business models it opens can increase customer retention, as well as win new business that otherwise would not be possible.

### CHRIS LYNN

When I have run sensitivity analyses of digital ROI, I find that it is much more sensitive to current efficiencies (plate costs, make-readies) than to the cost of digital equipment or consumables. In other words - unsurprisingly - the slicker your flexo operation, the harder to justify digital printing is, on a pure cost-saving basis - and vice versa. But, per point 1, this is only part of the story.

### CHRIS LYNN

I agree that hybrid printing adds a new economic spin, but it does not change the fundamental issues of justification by cost-savings versus new product/market opportunities. I am currently helping to bring the DICE value proposition to a wider audience, and I find that customers initially justify it on a cost-saving basis, but once it's installed, they find it enables them to pursue opportunities they had not thought of. I think that the combination of flexo+digital (now endorsed by Mark Andy's recent product launches) is the way to go - you can use existing flexo stations for priming difficult substrates and applying white or varnish cheaply, and use existing tooling in-line without investing in laser-cutting.

### GREG IMHOFF

I believe one challenge for possible market dominance of digital may be in conquering RIP imaging output resolution. The market may not say this but does know by working to match SOTA imaging ie: 2540 DPI screening regularly improving. This may be a main issue for digital adoption at all levels along with compatible Inks. This will coalesce, the question then being - when?

### JOHN RAHILL

I think you need to add to your assumptions. The matrix should include job demographics; e.g. Hi-end cosmetics, beverage, food, frozen food, electronics, etc. I think you will find that not all digital presses can compete for hi-end jobs. Some digital press quality output is simply just not good enough, or if the quality is (say HP-Indigo), the cost (include everything from inks, media, parts, downtime & service, labor, etc.) does not compare with Flexo. While getting into the label market makes good business sense, since the market is growing, getting in and making a profit is another ballgame.

### SØREN RINGBO

Judged by the feedbacks in this thread and by experience it is obvious there is no simple answer or even thumb rule to calculate break even between analogue and digital print technologies. I've done a lot of analysis on customers production setup and digital impact on conventional productions. I have seen digital production runs of several thousands meter still profitable as well as very short flexojobs even more profitable than if printed digitally. A modern high end flexo press with advanced control systems and right tooling, can often be as efficient as a digital press in terms of waste generation. So regardless of all the technical arguments for digital or conventional, the key lies in production: job type, workflows, market segment etc. The right approach would be a production impact analysis and isolate the productivity parameters. And from this approach determine which technology to decide on. Alternatively decide for a technology and build a business around the technology, which is obviously a bit more risky, but definitely with good success potential.

# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### TREOFAN TARGETS FURTHER GROWTH

BOPP film maker Treofan said it 'held its ground' under difficult market conditions in the last fiscal year, maintaining its annual turnover of around half a billion euros while stabilizing profits based on an improved product mix and growth in premium segments.

According to chief executive officer Peter Vanacker, Treofan has made good progress in implementing its long-term strategy of providing innovation for technologically advanced applications at competitive cost.

Critical success factors, according to Vanacker, included restructuring efforts in the European organization, a recalibration of internal processes to better meet the needs of major brand owners, and a comprehensive refinancing including a capital increase of 35 million EUR by the group's major shareholders. In parallel, Treofan invested a double-digit million in its asset base in Germany, Italy and Mexico.

'We have initiated a turnaround, but a lot remains to be done,' cautioned Vanacker. 'We have been able to regain innovation leadership in important growth segments such as in-mold labels. We have managed to activate our close relationships with major brand owners much more successfully, and we have made good progress with regards to our cost structure.'

Price pressure remained strong, not least driven by new, state-of-the-art assets in low-cost locations, providing a certain challenge given the age of some of Treofan's own assets, Vanacker said. To offset this, Treofan will continue to pursue its strategy of differentiation through technologically advanced products. Vanacker added: 'In parallel, we must continue to improve our processes and overall cost structure in order to further increase competitiveness.'

The coming year will be characterized by investments, and Treofan plans to put around 5 million EUR into research and development, 15 million EUR into upgrades of existing assets and 30 million EUR into a new production line in Neunkirchen, Germany.

Based on this, the company aims to grow aggressively in premium market segments, driven by developments such as the integration of additional functionality directly into films and the elimination of additional process steps such as lamination.

'Our core strength lies in innovative solutions in technologically challenging segments, from in-mold labels to complex flexible packaging and separator films for high-performance batteries and capacitors,' Vanacker said.

## CCL CONTINUES GLOBAL GROWTH WITH ACQUISITIONS

CCL INDUSTRIES has announced the conclusion of a number of transactions

The company has acquired outright its license holder for Turkey, CCL Dekopak, a leading producer of shrink sleeves for international customers based in Istanbul. CCL Label plans to use the new business as an entry platform for all product lines in Turkey and will relocate operations to a new plant to facilitate the expansion.

In Japan, CCL Label has acquired the assets of Kadomise, a small producer of pressure sensitive labels based in Shikoku, which will be combined with an existing operation in the country.

In a similar transaction, CCL Label Australia has acquired the Hunter Valley, New South Wales wine label customers of Labelcraft Pty, which will be integrated into the recently commissioned new facility in Sydney.

Initial combined consideration for these three transactions amounted to six million US dollars and together the businesses are expected to add approximately 12m US dollars in sales and at least 1.5 million US Dollars EBITDA in their first full year.

Finally the company confirmed the closing of its previously announced agreement to acquire Sancoa and TubeDec, privately owned producers of

labels and tubes for home and personal care customers in North America.

The new business unit will trade with immediate effect as CCL Label TubeDec and will be part of the global CCL Label home and personal care sector headed by Ben Rubino, president.

Geoffrey T. Martin, president and CEO of CCL Industries, said: 'We are pleased to report on further international expansion, adding and developing important geography and continuing to build our fast growing CCL Label food and beverage sector headed by Guenther Birkner, president. In North America, we expect to find significant cost, innovation and procurement synergies at Sancoa and TubeDec through its combination with existing CCL Label home and personal care operations. For 2016, we plan to improve EBITDA from the acquired revenue stream by approximately five million US dollars. Over the intervening period the company expects to incur approximately four million US dollars of integration costs including transaction expenses from the acquisition process.'

## RITRAMA TOP COATING MEETS FOOD LABEL REQUIREMENTS



Ritrama has launched a face material fully certified for food applications, meeting the stringent criteria for a range of applications on cold and moist surfaces, in contact with fatty substances and oil, and for storage at deep freeze temperatures.

Self-adhesive materials are regulated by EC 1935/2004 requiring the use of packaging which does not contaminate

food, and also EU 10/2011, a standard which specifically refers to all components of a filmic multi-layer label construction which forms part of food packaging: this includes face materials, adhesives and top coatings.

Ritrama's range of self-adhesive food labeling materials includes two polypropylene films, two polyethylenes and a coated paper. All these face materials, including the films which feature the specialist coating (TCF) and their adhesives are fully compliant with the major directives governing the food industry: ISEGA, the BfR (German Recommendations on Food Contact Materials) and EU regulations for direct contact to dry and moist foodstuff as well as US standard FDA (Food and Drugs Administration).



SAPPI'S rebuilt PM 2 papermaking machine at the Alfeld Mill

## SAPPI COMPLETES REBUILD OF PAPER MACHINE

PM 2 LINE will be used to develop new label and release liner products

Sappi has celebrated the successful conclusion of a project to rebuild its PM 2 papermaking machine at its Alfeld Mill, and said it will allow the company to continue to develop new products for the release liner, flexible packaging and label segments.

Sappi's ambitious 60 million EUR transformation of Alfeld Mill's PM 2 was concluded on schedule with the quality exceeding expectations, it said, and was celebrated with more than 200 customers, partners, officials and suppliers in attendance at an event on March 27.

Sappi said the project has created its largest, most innovative and versatile papermaking machine, which is producing one-sided coated specialty papers in-line.

The new papermaking machine delivers a very smooth top-side surface, greater dimension stability and lower penetration of pigments. This improves the overall

quality of the grades manufactured on PM 2, enhancing their converting capabilities.

The transformation involved the use of Europe's largest crane to drop in place a 135-ton MG cylinder with a diameter of 6.5m. In addition to the new MG cylinder, rebuilding PM 2 also included installation of a new head box with dilution system and pre-dryer section as a single tier arrangement.

'The entire project was completed in an extremely short time frame,' said Dr Stefan Karrer, mill director at Sappi Alfeld GmbH. 'We have already received very positive customer feedback on the high quality achieved, and we were excited to be unveiling the results to a larger audience at this celebratory event.'

Sappi Alfeld will continue to develop new products for the release liner, flexible packaging and label segments utilizing the new capabilities and capacity made available by the transformation of PM 2.

## PCA TO INVEST IN PRESSURE-SENSITIVE MATERIALS

Packaging Corporation of America is to make investment in pressure-sensitive materials through its Boise Paper division in Wallula, Washington.

The strategic investment in Wallula's #3 paper machine includes a headbox upgrade and a former rebuild.

Expanding the capabilities of the #3 paper machine at Wallula will increase formation uniformity and reduce cross direction profile variation, and also address customer needs for expanded functionality for label release liner applications.

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



BROTECH turret rewriter launched at Labelexpo Asia

## BROTECH ESTABLISHES US PRESENCE

Brotech Graphics has opened a sales and service office in Illinois to expand its footprint in North America.

The sales and service office in Lisle will offer the full array of Brotech's in-line and off-line converting equipment. This includes rotary and semi-rotary die-cutting for digital finishing, flexographic print/coating stations, laminating stations, rewinders, folding carton die-cutting, pharmaceutical inspection and error detection.

Recent sales in North America have included that of four turret rewinders. One of these has gone to Southeastern Tag and Label of Bessemer, Alabama. It has purchased a Brotech Eurotech 330 turret rewind system. The all-servo system provides a turnkey finishing solution in one piece of equipment.

Southeastern Tag and Label owner Morris Ellis Jr said: 'Brotech builds a quality machine with the printer in mind. What really sold us was the versatility and efficiency of this machine and the multitude of options it provides combined with quality build and outstanding performance.' Brotech will exhibit at Labelexpo Americas 2014, taking place on September 9-11 in Chicago.

## THE INSIDER

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES



TITAN SR9-DS slitter rewinder

### ATLAS CELEBRATES TITAN'S 50TH

Atlas Converting Equipment is to celebrate the 50th anniversary of the Titan brand of slitting and rewinding technology in 2014, with worldwide events to take place later in the year.

50th anniversary Open House events will be held during the autumn of 2014 at Atlas Converting Equipment in the UK and at Atlas Converting North America in Charlotte, North Carolina. The latest Titan slitter rewinder technology will be demonstrated at these events, together with some of Titan's partner suppliers.

In addition, all Titan slitter rewinders sold for delivery during 2014 will feature a special 50th anniversary machine livery and those customers will also receive a commemorative gift.

## FLEXO CONCEPTS NAMES IBERIAN DISTRIBUTOR

TRUPOINT doctor blade agent named for Spain and Portugal

Sistemas Inelme has been named as the exclusive distributor of Flexo Concepts' TruPoint doctor blades in Spain and Portugal.

Sistemas Inelme supplies a range of ancillary equipment for the flexo market having developed its first ink concentration control system, SICCT, in 1996. It followed this with other equipment including automatic washing systems, ink dispensing machines, two-component glue mixers, laser anilox cleaning systems and doctor blade chambers.

The company is the latest in a series of exclusive resellers around the world signed by Flexo Concepts to represent its TruPoint brand. This includes the appointment of Cosalco to distribute TruPoint Orange doctor blade to the Colombian narrow web market. TruPoint Orange will be further exposed to the Colombian label and package printing markets with Flexo Concepts exhibiting at the first Label Summit Latin America taking place in Colombia across May 14-15 this year.

## PRECO OPENS CLEAN SLITTING CENTER

Preco has opened a Polymer Clean Slitting (PCS) for high value added materials center at its Somerset, Wisconsin facility.

Preco, has over 35 years of experience in advanced laser processing techniques and has grown to be one of the largest laser contract manufacturing operations in the US with over 100,000 sq ft of floor

space dedicated to contract production.

Randy Schuster, Preco's CEO said: 'The scope of this center fits well with Preco's primary focus of contract manufacturing, web handling, laser processing, and clean room operation, along with a seasoned staff of applications engineers that thoroughly understand and can support the PCS process.'

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# INDUSTRIAL PRINT EXHIBITION LAUNCHED IN MEXICO

SHOW targets printing within industrial operations



FARO del Comercio is a famous landmark located in Monterrey, Mexico

Tarsus Group and E.J. Krause & Associates (EJK) have launched Industrial Print Expo, claimed to be Mexico's first tradeshow exclusively dedicated to industrial print within manufacturing.

The inaugural Industrial Print Expo will take place February 3-5, 2015 at Cintermex Monterrey, and will be co-located with Expo Manufactura.

Industrial Print Expo will bring together companies providing print technologies used in the manufacturing, assembly, marking, decoration and distribution of a wide range of electrical, mechanical and industrial machine products and components. It will feature the latest developments in inkjet technology and 3D

printing, as well as feature print technologies ranging from screen, hot stamping, laser and thermal transfer.

Industrial printing is an area for innovation and growth, playing a greater role in the manufacturing sector. Currently, industrial print is being used across a wide variety of applications to increase productivity, reduce manufacturing costs, enable customization and produce shorter or unique runs.

According to the McKinsey consultancy, 3D printing alone could generate economic impact of 230 billion USD to 550 billion USD per year by 2025, mainly from consumer and manufacturing use.

Advancements in print technology are affecting a wide range of sectors including aeronautics, automotive, medical, printed electronics, instrument panels, appliance marking, housewares, packaging, floor and worktop decoration, and coding and marking.

According to a statement released by the two companies, 'Industrial Print Expo will build off the synergies of Tarsus' Labelexpo series, the leading global events for the labels and package printing industry'.

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### THERMOFLEX ADDS PORTUGUESE DISTRIBUTION

ThermoFlexX has appointed two distributors in Portugal as it continues the expansion of its global network.

Sales, service and support of ThermoFlexX imagers are now handled in the south of Portugal by Anasiscor. Founded in 1991, the company is a supplier of pre-press systems and inkjet printing equipment. 'We already sell CtP systems to the commercial market so we have an in-depth understanding of the technology and the issues,' said Anasiscor, general manager

In the north of Portugal sales are handled by Anasiscor's sister company Anasigraf.

These distributor appointments closely follow new distributors in America and India, with other agreements expected over the coming weeks.

Christophe Lievens, director sales and marketing for basysPrint and ThermoFlexX, said: 'Our intention is that by the end of 2014 ThermoFlexX imagers will be represented in every major country around the world.'



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# NEWS

## THE INSIDER

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### ADARE MOVES HAVERHILL OPERATION TO LM

Adare Advantage has successfully moved all UV production at its Haverhill UK site to Zeller+Gmelin Uvaflex Y71 Low Migration inks, adhesives and varnishes.

The decision to move to a full conversion of UV print operations to low migration (LM) inks was made in September 2012 (see *L&L*, 2013). 'The main driver for change was to minimize the customer's risk of ink migration and to comply with EU standard EC1935/2004,' said the company in a statement. 'The initiative was debated at board level and it was ultimately decided that it is essential for our clients to have total confidence in the products we supply, and the risk of ink migration is fully understood and managed.'

Adare considered this particularly important in light of its growing emphasis on flexible packaging.

The entire UV press base became fully LM in October 2013. 'This is important to our clients as it eradicated any risk of cross contamination, whilst also giving us the competitive edge of being one of the first companies in the UK to fully implement this environment,' said the company.

Adare has 30 locations across the UK, Europe, and The Americas and employs over 900 people with an annual turnover of 170 million GBP.

### KBA TAKES ON OPTIMUS MIS

Koenig & Bauer (KBA) and Optimus Group have agreed a partnership relating to worldwide sales and distribution of management information systems.

KBA will distribute Optimus systems including Dash, Cloud and Cloud Mobile in Western Europe, the Asia-Pacific region, and the US and Canada. Optimus has been supplying MIS tools to the printing industry since 1982, with its software in use across a variety of print sectors including labels, packaging, sheet-fed litho, web offset, wide format, books, and sheet- and web-fed digital.

KBA stated that many sheet-fed offset users around the world are interested in the capabilities of an integrated MIS, which can not only manage all its different substrates and processes, but also grow with the company and its needs. Various KBA customers are already using Optimus systems.



MANTER releases v2 of Label Lab

## MANTER UPDATES SOFTWARE

Manter has released the latest version of its innovative Label Lab wine label design and visualization software.

The Label Lab program allows designers, converters and brand owners to try different variations of Manter premium wine label papers on a range of different bottle shapes and colors, and with a range of 32 decorative finishes including screen print, foiling and embossing. The texture of the papers – styles include felt, laid, recycled, embossed, foil, coated and synthetic – and the 3D effects are all realistically rendered.

Label Lab v2.0 extends this functionality to Manter's premium beer label papers. Different beer label designs can be mixed with three different bottle types and three different kind of beer – ale, lager and red ale.

Another major improvement is the ability to upload a user's own design – previously only preset design patterns were available. Up to five different decoration layers can be added as well as a die layer. Three levels of zoom are available, with the highest level capable of generating large format high definition prints.

Users can also now choose different color caps for wine, cava and beer. Functional improvements include more zoom options.

Together with the Label Lab application, Manter unveiled its new Sommelier & Gourmet catalogue, Wine & Spirit Collection, a collection of exclusive papers by Fedrigoni, with new textures and colors.

Labelabbymanter 2.0 is free and can be found online at [labelabbymanter.com](http://labelabbymanter.com)

## DANTEX OPENS DIGITAL PRESS DEMO CENTERS

Dantex is to open two dedicated demonstration facilities – one in the UK and the other in Germany – to showcase the Screen Truepress Jet L350UV digital label press.

The demonstration facilities are to be located in Bradford, UK and Bensheim, Germany. The UK site is scheduled to open in April, followed by the German location in May.

Each facility will provide in-depth demonstration, training and label substrate testing services and include a

full digital label pre-press, printing and finishing workflow.

Dantex was named as a distributor of the Screen Truepress Jet L350UV in 10 European markets when it was launched last year, and its chairman Richard Danon said, 'We have experienced a fantastic and positive response to the Truepress Jet L350UV press since taking on distribution in Austria, Benelux, France, Germany, Italy, Poland, Turkey, the UK and Ireland.'

The first L350UV press has been bought by UK converter Springfield Solutions.



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## All About Tyre Labels

**THE INSIDER**

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

**ELECTRO OPTIC EXTENDS  
GLOBAL NETWORK**

Flexible die specialist Electro Optic has expanded its global footprint with the appointment of Tooling4You in the Netherlands, a trading and consulting company with more than 20 years experience in the self-adhesive label market.

Electro Optic's network includes subsidiaries in Atlanta, USA – where a manufacturing facility was added in 2012 – and Mumbai, India.

**UPM RAFLATAC UPGRADES  
ONLINE PRESENCE**

UPM Raflatac has redesigned its online presence ([www.upmraflatac.com](http://www.upmraflatac.com)) to support multi-device access and provide enhanced access to product information.

Visitors also have access to regionally specific product ranges and downloadable technical product information PDFs.

**XAAR INTRODUCES  
1002 GS6 INKJET HEAD**

XAAR has launched its next-generation printhead for UV inkjet applications

The Xaar 1002 GS6 has been developed for a wide range of UV applications, including labels, laminates, direct-to-shape, packaging and other types of product decoration.

Xaar says the new 1,000 nozzle head delivers improved drop volume uniformity and drop placement accuracy.

A key feature of the new printhead is its ability to print heavily pigmented high opacity white inks and high-viscosity varnishes reliably, enabled by Xaar's patented ink recirculation technology, TF Technology.



THE new Xaar 1002 printhead

It is also capable of handling a wide range of fluids and viscosity ranges and is backwards compatible with the Xaar 1001 GS6.

Systems featuring the 1002 GS6 printhead are available now from a number of OEMs, including Durst, EFI, FFEI, INX Digital and SPG Prints.

Richard Barham, Xaar sales and marketing director, said: 'The original Xaar 1001 GS6 with its unique recirculating TF Technology kick-started the digital inkjet revolution in the label, direct-to-shape and laminate sectors. The Xaar 1002 GS6, incorporating the very latest patented technology, defines the next generation of printhead, setting the levels of quality and performance available to manufacturers in a variety of industries.'

'Our commitment to investing 12 percent of our revenue in research and development means that we will continue to deliver the very best inkjet technology to manufacturers globally, ensuring they benefit from a competitive advantage and a maximum return on their investment.'

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# CLONDALKIN GROUP APPOINTS NEW CO-CEOS

PADDY MULLANEY and David Lennon join board

Clondalkin Group Holdings, an international producer of high value added packaging products and solutions, has promoted David Lennon and Paddy Mullaney to co-CEOs of the group and members of Clondalkin's board of directors.

David Lennon has been with the company for five years and currently oversees its specialist packaging operations, which includes the pharmaceutical and healthcare and consumer businesses. Lennon will continue to lead its specialist packaging operations on a day-to-day basis.

Paddy Mullaney has been with Clondalkin for over 20 years and most recently served as the chief operating officer of Clondalkin's flexible packaging operations. Mullaney has been instrumental in driving performance and better integrating the various business units and plant operations into a more cohesive division. Going forward, he will assume day-to-day responsibility of the

flexible packaging operations.

Mark Burgess will continue as chairman of Clondalkin, supporting the group in a non-executive capacity.

Mark Burgess commented: 'Clondalkin has made significant progress over the past 12 months and now is the right time to further build the leadership team at both the group and divisional level. As we look forward, our main focus is to provide market leading products and service to our customers, drive sales, and deliver on further operational initiatives to grow the business profitably. David and Paddy are uniquely qualified to lead the organization in their new roles and will do a great job doing so.'



PADDY Mullaney

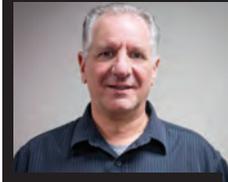


DAVID Lennon

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### PE GROUP MERGES MAXCESS AND WEBEX



GEORGE Cozzarin, global product manager for Webex roll products

Following the acquisition of Maxcess by Bertram Capital, the private equity firm will merge Maxcess and Webex Inc.

The merged company will operate as Maxcess, and retain the brands of Webex, Fife, Tidland and MAGPOWR, which together represent more than 200 years of history.

At the same time George Cozzarin has been appointed global product manager for the Webex roll product line.

In a statement, Bertram Capital said: 'The merger of Maxcess and Webex brings new strength to both companies. The combination of these two industry leaders will leverage Maxcess' global sales, service and manufacturing footprint to bring precision Webex roll products to the worldwide market; with the same level of engineering expertise, quality and support for which Maxcess brands have always been known.'

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# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



HIMANSHU BHATT and Humayun Ahmed, partners at Morsef Machines at Wanjie Machinery stand at Labelexpo Asia 2013

### MORSEF MACHINES PARTNERS WITH TWO CHINESE COMPANIES

Indian company Morsef Machines is the new distributor for Chinese press and equipment manufacturers WanJie Printing Machinery and Liaoning Tianyi Machinery.

For the last two years, Morsef Machines has been selling the equipment on commission. The new deal was inked at Labelexpo Asia in December 2013. Humayun Ahmed and Himanshu Bhatt, partners of Morsef Machines, said, 'We are now the authorized distributors in India for the entire range of products from both the companies. We will also be visiting Guangzhou in end of February to finalize a deal in pipeline.'

Morsef Machines has sold two slitter rewinders from Wan Jie Printing Machinery and five to six machines from Liaoning Tianyi Machinery in India – two of which are installed in Mumbai and four capsule filling machines are running in Nagpur at Zim Laboratory. A WJPS660 intermittent offset press and six-color WJRB320 flexographic press from Wan Jie Printing Machinery – in the price range of US dollars 7,800,000 US dollars– are expected to be sold in the current fiscal year.

In addition to its Chinese connections, Morsef Machines also manufactures special purpose machinery in-house. The company has already sold one 600mm two-station label die-cutting machine to FSM Label in Mumbai and is in the process of completing a fully automatic machine capable of filling 1,200 pouches in an hour for a customer in Nigeria – the company's first export order.

Morsef Machines also designs and supplies special tools such as a cold foiling unit, sheet cutting tools, print cylinders, anvil roll and special hole punching tools. 'We have installed cold foiling units on various machines such as Orthotec and Gallus,' says Ahmed.



TAN Jit Khoon, CEO, Winson Press amongst the audience at the BMPA conference held in Mumbai on January 24

## INDIAN ROADMAP TO SUCCESS

THE CHALLENGES FACING the Indian print industry, including the labels sector, were discussed at a recent high level conference in Mumbai. Aakriti Agarwal reports

The eighth edition of the annual Print Summit co-organized by Ricoh and Bombay Master Printer's Association (BMPA) in Mumbai on January 24 highlighted the challenges facing the Indian print industry.

Ashish Hemrajani, founder and chief operating officer, Bookmyshow.com highlighted the move towards digital media while stressing the need for print in security applications. He stressed, while citing real life examples, that the 'delightful' customer experience is the key to success.

Professor Boman Moradian, proprietor of Telesis Consultancy Services, director at Essel Propack and director at Garware Polyester emphasized the importance of performance management. In his address, he told printers to do 'simple things damn well' such as taking time out to address customer complaints, focused on timely delivery and manufacturing cycle time while focusing on fundamentals.

Moradian pointed out that a plant must be designed with material flow and plant organization in mind: 'When placed in the same system, people, however different, tend to produce similar results.'

Jit Khoon, chief executive officer of Winson Press based out of Singapore, spoke about the tough times the company faced in the past and shared some lessons from the experience thus far. He emphasized, 'technology is not a magic pill' and a company must formulate its strategy first. He said: 'Strategy is sexy, execution is the king.' And thirdly, referring to a wine bottle, he pointed out that bottlenecks are usually at the top – and so the desired change

must begin at the top management.

He emphasized that people are key to success, so organizations must invest in training and educating the workforce while being transparent with them.

The panel discussion on how the Indian print industry measures success – top line or bottom line – saw Narendra Paruchuri of Pragati Offset pointing out that an organization must be efficient and continuously improve for profitability. He said that top line and bottom line are secondary concerns. C J Jassawala, chief operating officer of Thomson Press said that an organization must not use the past to make decisions for the future. He said: 'The key is to strike the right balance to include cost rationalisation without compromising with quality.' Other panelists included Dharti Desai of MOS and Nilesh Parwani of Vistaprint. Avijit Mukherjee, chief operating officer of Ricoh India, highlighted the evolving digital print market in India.

The one-day seminar was concluded by a session by Ajay Mehta of SMI Coated Papers, who pointed out that the packaging industry has grown by around 15 percent year-on-year. The low per capita consumption of pressure-sensitive labels in India – equating to 25 million sq m a month – is bound to grow once the retail market opens up. Growing at 15 percent, Mehta forecasted that consumption will rise to about 115m sqm in the next 15 years. This growth would require 513 machines in 15 years which translates to about 34 new presses a year. He concluded, 'There are opportunities galore. We have to decide where we want to take our company and how we want to lead our future.'



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# FINAT 'REDESIGNS' THE LABEL

MIKE FAIRLEY provides an overview of the presentations and discussions that took place at the FINAT Technical Seminar in Barcelona

The Fira Palace Hotel in Barcelona was once again the venue for the FINAT Technical Seminar held from March 5 - 7. The theme for the event was 'Redesigning the Label' and it brought together industry experts from Europe and North America to cover topics that included industry trends and challenges, as well as specific presentations on radiation curable adhesives, the role of silicones in flat release, label finishing, die-cutting and laser cutting, multilayer adhesives and adhesion on rough surfaces, and the latest linerless labeling and recycling initiatives.

Opening keynote speaker Alan Hazlewood of Skanem UK discussed trends in self-adhesive labeling as perceived by a label converter, explaining that customers want innovations that add value and move them more to print-on-demand. However, customers were generally looking for savings of seven and a half percent before they considered changes to their label buying. For the converter this meant that presses were getting longer, flexo was aiming to achieve near offset quality, colors could now be left on the press permanently, while language changes now took place at the point of filling.

In his review of the global label market Dr William Llewellyn, AWA Alexander Watson Associates, said that global label growth in 2012 had been around three and a half percent, with Asia achieving the highest growth rates. He pointed out that the emerging markets are the key drivers for label growth, while the developed label markets were reaching maturity.

In general, said Llewellyn, converter margins and costs remain under pressure, while environmental and other regulations continue to gain ground. Globalization is still a key factor for the label industry. Labels growth is forecast to be around four percent for the current year.

Mark Macaré of FINAT presented an update on EU food contact legislation, explaining how food contact can occur, what the legislation and guidelines cover, and looking at the benefits of Good Manufacturing Practice (GMP).

Assessing how new UV-curing approaches for radiation curing of pressure-sensitive adhesives contribute to the redesign of labels, Wolfgang Aufmuth, Collano Adhesives, talked about how the company's adhesives can be cured satisfactorily with low pressure amalgam lamps which are able to provide immediate cost-savings benefits to the label user. Low pressure amalgam lamps, explained Aufmuth, have a long service life, low energy consumption, no ozone formation, can be used with temperature-sensitive materials and provide lower thermal stress on web substrates.

Recent developments to improve high-speed release performance were set out by Alex Knott of Dow Corning Europe. He explained that silicones have a low surface energy, which means that the release force becomes more important as label application speeds increase. What is needed therefore, is to attain a lower release at high speed so as to minimize the chance of web breaks. This has become possible by modifying the rheology of the silicone release coating using new silicone polymers.

A review of the boundless possibilities in label finishing, including hot stamping, new press technologies, cold foiling and holographic diffraction foils was provided by Dr Ulrike Plaia, Leonhard Kurtz. Of particular interest was a new application in which digital printing can be combined with Kurz's newly developed 'Digital Metal' to provide digitally printed metallic image effects. These are claimed to offer good adhesion, high gloss, clean definition and excellent over-printability by digitally

"In general, said Llewellyn, converter margins and costs remain under pressure, while environmental and other regulations continue to gain ground"

printing the design on to the label substrate and then applying the new Digital Metal.

Mike Bacon of Spartanics examined laser die-cutting, indicating that laser cutting now represents about 50 percent of the company's business. Mainly galvo lasers are used in the label industry and these can vary from 100 watt lasers (for low speed cutting) up to 1,000 watt lasers for higher speeds. He explained that the laser frequency is used to determine the



MIKE FAIRLEY chairs a panel on liner recycling-reuse at the FINAT technical conference

"Discussion covered recycling legislation, how to involve more small converters in recycling initiatives, the challenges of transport and distribution of liner waste, and the various recycling solutions offered by panel members"

depth of cut and that the laser spot size is typically around 210 microns.

Explaining adhesion on rough surfaces and the role of viscoelasticity, Dr Anke Lidner from the University of Paris talked about the difference between more viscous and more elastic adhesives and the need to obtain better control of the de-bonding mechanism –fine tuning this where necessary.

The physics, chemistry and philosophy of multilayer coating of adhesives was presented by Marcus Gablowski, Herma, who explained that by using curtain coating, one adhesive can be laid over another to build up multiple layers to provide benefits during the coating process.

In a review of the problems and losses resulting from brand counterfeiting, Dr Matthias Rauhut of Drewsen Spezialpapiere, said that even security labels are now being counterfeited. He then went on to review security features available in papers, including fibers, starlights, planchettes, rainbow fibers, watermarks and threads.

With 14 purpose-built coaters for the manufacture of linerless labels installed globally and over 1,000 purpose-built applicators in operation, Paul Beamish of Ravenwood

Packaging was well able to discuss the benefits of linerless label technology. These benefits include more labels on a roll, no backing paper, no waste disposal, improved factory efficiency, quick changeovers and improved cost-effectiveness.

More than one billion linerless labels were produced using Ravenwood equipment in 2012, said Beamish, and this had prevented 2.8 tonnes of liner waste going to landfill. The labels are printed on conventional presses before being put through a coater that first coats silicone and then the adhesive.

Neil Fedorowycz of UPM Raflatac told the Proliner story, presenting filmic liners as an opportunity for converters – longer rolls, lighter laminate, faster press running speeds, cleaner converting and, of course, recycling of the liner waste. Maxime Bayzelon, ETI Converting Equipment, completed the second day morning session with his presentation on converting technology for sustainable labels.

A release liner recycling initiatives panel discussion – including Channeled Resources, UPM Raflatac, Reculiner, Avery Dennison and C4G – and moderated by this author, then proceeded to discuss the challenges and opportunities faced by the self-adhesive converter when dealing with liner waste. Discussion covered whether there is a need for more recycling legislation, how to involve more small converters in recycling initiatives, the challenges of transport and distribution of liner waste, and the various recycling solutions offered by panel members.

The final presentation of the seminar was by this author, examining the changing role and function of labels in today's world. A grid was set out which allows converters to assess whether new initiatives and innovations are likely to be attractive to brand owners and other label users.

The FINAT Technical Seminar provided an interesting mix of presentations, solutions and opportunities that will see delegates better informed and wiser for attending.

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FERNANDO Ruiz, his father and two I&A press operators holding their Andigraf award

## NILPETER CLIENT TO HOST OPEN HOUSE IN COLOMBIA

MAY DATES for Medellin event follow Latin America Label Summit

Impresos & Acabados will host an Open House together with Nilpeter at its facility in Bogota, Colombia on May 16, after the Latin America Label Summit to be held in Medellin on May 14-15. To meet its diversification needs, it partnered with Nilpeter and purchased an 8-color FB3300S specially designed for 4-ply

label construction. The press is equipped with hot air dryers, four UV lamps, a double in-feed system, corona treater and suction web cleaner.

Impresos & Acabados is a folding carton and label manufacturer that produces work mainly for the pharmaceutical industry. In 2010, the converter looked to

produce booklet labels at the request of a key client, and to find growth beyond its sheetfed offset business.

The company has found great success with its partnership and investment. Today, coupon labels represent the majority of the converter's flexo business, as well as wrap-around carton labels for yogurts. Andigraf awarded Impresos & Acabados with the 2013 Best of Flexography Labels award for its 14-point carton stock label for Gloria yogurt, a Peruvian dairy brand.

The business is further expanding into other material conversion. With the support of Avery Dennison, Impresos & Acabados is using an oriented polypropylene film to effectively wrap around a squeeze tube container for cosmetics, health and nutraceutical products.

Said Fernando Herrera, Impresos & Acabados general manager, 'We are more than pleased with the Nilpeter press and the support that they've provided us in making the transition into flexographic printing and multi-ply labels. We're excited to invite regional converters to our facility to see what the machine is capable of producing.'

Converters interested in attending the joint Impresos & Acabados and Nilpeter Open House in Bogota, Colombia should contact Juan Pablo at [jpp@nilpeter.com](mailto:jpp@nilpeter.com).



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USUALLY alternating between Mexico and Brazil, Label Summit Latin America will be held in Colombia for the first time in May of this year



# Label Summit Latin America to break new ground

**LABEL SUMMIT LATIN AMERICA** will this year be held in Colombia for the first time. James Quirk previews the event in Medellin on May 14-15

Label Summit Latin America will break new ground this year, being held for first time in Colombia. The conference and table-top exhibition, which will take place at the Intercontinental Hotel in Medellin on May 14-15, aims to take advantage of strong growth in the local label market, as well as in neighboring countries in the Andean region such as Peru.

Colombia is currently one of the region's success stories, with increased political stability, rising internal consumption and a free trade deal with the United States coming into force last year. Colombia's main port of Cartagena is just three hours from Miami. Foreign direct investment in Colombia rose almost tenfold from 2003 to 2011; the economy has been growing at around six percent a year and is closing in on Argentina as South America's second largest.

Material supplier Arclad, headquartered in Medellin, estimates the annual Colombian label market consumption to be around 90 million sqm a year. With a population of approximately 47 million, that puts the country's annual per capita label consumption at 1.91 sqm, a figure not far from the region's more developed markets.

The city of Medellin – where a large portion of the country's narrow web converters are based – is enjoying a high profile at the moment, being voted the 'Most Innovative City of the Year 2013' by Citi Bank and the Wall Street Journal. It beat fellow finalists Tel-Aviv and New York City.

Alongside the conference, delegates will have access to more than 30 leading industry suppliers including Arclad, EFI, Flint Group, Gallus, HP, Mark Andy, MPS, Nilpeter, Omet, RotoMetrics, Sun Chemical, UPM Raflatac and Xeikon.

## CONFERENCE PROGRAM

The conference program will examine a wide variety of topics, including global and regional trends; the Andean and wider Latin American label markets; brand development, product design and positioning; environmental sustainability; mergers and acquisitions and opportunities in flexible packaging. Technical presentations and panels will cover various aspects of pre-press, printing and finishing, as well as focusing on security technologies, digital printing, and how to optimize conventional printing for short run work. The below speakers were confirmed at press time; check [www.labelsummit.com/colombia](http://www.labelsummit.com/colombia) for updated information.

With Avery Dennison the gold sponsor of the event, Don Nolan, president of the company's materials group, will give a keynote presentation looking at the global label market and opportunities for growth.

## LABELS&LABELING

Maria Gruesso, president of Colombian graphic arts association Andigraf, will examine the Andean label market. A panel session will bring together Fredy Gallon of Servibarras (Colombia), Jaime Yoshiyama of Kuresa (Peru), Francisco Arias of Sismode (Ecuador), Kevin Blanco of Etiflexo (Venezuela) and Juan Carlos Zamorano of Flexoprint (Bolivia) to further analyze the region from the label converters' perspective.

Aldo Gonzalez of Acrus-CCL in Chile will look at mergers and acquisitions; Fernando Gabel of Baumgarten will discuss the Brazilian converter's award-winning sustainability program and advise delegates as to how to implement their own.

Tony Estrada, business development director, Latin America, for Spear, will focus on how to maximize brand enhancement through product redesign, while Evelio Mattos, creative director at Design Packaging, will delve into new developments in label and packaging design. Dr Henry Castillo, CEO and scientific director at NeuroMind, will talk about applying 'neuromarketing' techniques to label design. Fernando Giron of UPM Raflatac will present on material and consumption trends in beverage labeling.

Among the technical presentations, Mark Andy's John Vigna will show how conventional printing can compete with digital for short run work and Rotoflex's Francisco Soto will look at developments in finishing technology. A pre-press session will see Leftech's Martin Fraire joined on stage by Hernan Saldarriaga of Colombian converter Etipress to highlight the economic and ecological advantages of water-wash platemaking, and Daetwyler's Hector Buenavista will advise on choosing a doctor blade in order to ensure optimal results. A panel session will bring together representatives from HP Indigo, Xeikon and EFI Jetrion to discuss opportunities and developments in digital printing. Uli Jorgens of Karlville will outline opportunities for narrow web converters in short run flexible packaging and pouches.

An 'innovation session' will provide 10-minute focuses on technical developments from GEW, BST Pro Mark, Klockner Pentaplast, Gerlab Chemical Services, X-Rite and JM Heaford.

Ronaldo Mello, vice-president and general manager, materials group South America, Avery Dennison, said: 'We are excited to be part of the first Label Summit Latin America in Colombia. It is a great opportunity to meet our clients from Colombia and the Andean region in this important event and share the innovations we have promoted around the globe with them, as well as marketing trends.'

Label Summit Latin America will return to Mexico in 2015 and Brazil in 2016.

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# ENVIRONMENTAL NEWS

## NEWS IN BRIEF

### A ROUND-UP OF THE LATEST ENVIRONMENTAL LABEL STORIES

#### FINAT ANNOUNCES RECYCLING COMPETITION

European label association FINAT has launched its Recycling Awards to raise awareness of the growing number of programs offering 'site-specific' options for the collection and recycling of used release liners.

The awards is also aiming to recognize the efforts made by the label industry, and to promote best practices in liner recycling.

The competition will culminate in the announcement of the winners at the FINAT World Congress in Monaco on June 5-7, 2014.

'Release liner recycling is picking up pace,' said Jacques van Leeuwen, chairman of the FINAT Recycling Awards competition. 'More and more, recycling initiatives are offering turnkey solutions to recover a valuable secondary material that no longer needs to go to waste.'

'Spent paper release liner is a high-quality feedstock, already reused in products ranging from new liners and copy papers to wall insulation. Likewise, PET and PP liners are reground and granulated and used in a wide range of applications, such as new silicone film and outdoor jacket insulation. The FINAT Recycling Awards competition was created to recognize the advances these programs are making in our industry.'

Eligible projects will be evaluated based on a comprehensive set of criteria, divided in three categories: achievements (volume and percentage recycled), communication and promotion, and innovation/opening of new markets.

There are two award categories: self-adhesive label end users and self-adhesive label converters.

All entries must be submitted by May 2 and will be judged by an independent jury comprised of expert representatives from NGOs in the field of recycling of both paper and plastic.

#### MCDONALD'S CERTIFIES MAXSTICK ADHESIVES

MaxStick adhesives have received certification to McDonald's Supplier Workplace Accountability Audit

MaxStick is a liner-free, repositionable adhesive, direct thermal label product for use in an assortment of industries including food service/hospitality, warehousing, retail, libraries, reusable plastic containers and medical diagnostics. The adhesive, produced under license by MaxStick Products, was certified in the top category.



## MONDI ANNOUNCES WWF INITIATIVE

**THREE YEAR PROJECT** seeks to minimize impact of group's paper consumption

Mondi Group and wildlife conservation organization World Wildlife Fund (WWF) are to work together to increase environmental stewardship in the packaging and paper sectors.

The three-year strategic partnership, which links one of the largest packaging, pulp and paper producers in the world with the world's largest conservation organization, will focus on minimizing the impacts of Mondi's operations on forests, climate and water, and encouraging sustainable practices in the industry.

The work program will cover three main areas – ecosystems, manufacturing and products.

Through ecosystem stewardship, Mondi will look to build on its successful Mondi Wetlands Program in South Africa, with work to focus on protecting high conservation value ecosystems in Russia and other regions, and increasing the value and resilience of multi-functional production landscapes in South Africa.

Manufacturing stewardship will involve reducing the water and climate footprint of Mondi's operations and promoting resource efficiency, recycling and longevity of products, including the cascading use of wood and forest products where appropriate.

Product stewardship will focus on enhancing the environmental

performance of Mondi's products through things such as credible certification and efficient lifecycle use of materials in its paper and packaging products.

Mondi and WWF said their partnership 'sends a strong signal that addressing environmental sustainability makes good business sense'.

David Hathorn, Mondi Group chief executive officer, said: 'Mondi and WWF have a successful association working together on projects. This international partnership enables us to join forces on a larger scale.'

'Sustainable development is integral to our business, and we are very pleased to be working with WWF as we continue to reduce our footprint and share responsible practices across our industry and beyond.'

Jim Leape, director general of WWF International, added: 'As population grows and competition for land increases, forest-based industries that rely on renewable resources can play an important role in protecting and managing vital ecosystems.'

'Companies like Mondi that choose to contribute to sustainable resource use and nature conservation are ensuring their own long-term viability, while contributing to the well-being of people and the planet today.'



## AUSTRALIAN PRINTER ADOPTS SOLAR POWER

INSTALLATION comes as part of Label Makers' sustainability drive

*Writes Henry Mendelson:* Perth-based Label Makers has installed a 30kw photovoltaic solar power system on the roof of its factory in Karratha Street, Welshpool. The system consists of 92 Sunpower 327 E20 panels feeding into two SMA Sunny Tripower 15KW inverters; producing 53,000kWh's of electricity per annum, reducing carbon emissions by 51.3 tonnes per year.

According to Adam Holling, Label Makers' production manager, the move represents an important investment in the company's drive to reduce its environmental impact – which has already

seen a change to low-energy induction lighting in the factory.

The installation means Label Makers is accredited with Level 3 Green Stamp certification. The installation was performed by electrical, data, communications, and solar specialist Cablelogic. Label Makers is a specialist manufacturer of high quality self adhesive labels and tags, and are nationwide suppliers of a wide range of custom printed labels for industrial applications, as well as barcode labels for healthcare, transport, logistics, asset management and inventory management sectors.

## UPM RAFLATAC CELEBRATES PAPER CERTIFICATION

Label converters and brand owners were invited to attend the launch of UPM Raflatac's FSC and PEFC Chain of Custody certified labelstock products in Jakarta at the Pullman Hotel on February 13 2014.

'Achieving both FSC and PEFC Chain of Custody certification for our range of products is a significant milestone,' says Jouni Komulainen, general manager, UPM Raflatac Southeast Asia. 'To be the first label stock supplier in this region to offer forest certified paper label stocks is another proud achievement which has been very much welcomed by our industry partners.'

This event also attracted a very special guest, Mrs Sulistyowati, deputy within the ministry of environment. In June last year the Environment Ministry of Indonesia launched a 10-year framework for Sustainable Consumption and Production (SCP), to manage

the environment towards sustainable development. 'In this framework business owners will be able to conform and become environmentally friendly', said Sulistyowati. 'We wish to see more industries in Indonesia follow in the footsteps of UPM Raflatac towards a more sustainable future.'

Over 70 label converters and brand owners in Indonesia attended the launch, which explored the growing importance of Chain of Custody in the labeling industry, presented by Dr Carol Lawrence, Environment and Sustainability Specialist, UPM Raflatac Oceania. 'Our expert knowledge on sustainability can definitely help our customers and brand owners to fulfil their market requirements. Additionally this will also allow local businesses to contribute towards the country's sustainability effort,' said Yomie Harlin, country manager, Indonesia.

### NEWS IN BRIEF

#### A ROUND-UP OF THE LATEST ENVIRONMENTAL LABEL STORIES



AVERY DENNISON CEO Dean Scarborough makes sustainability commitment at Labelexpo Europe 2013

#### AVERY EXPANDS PET LINER PROGRAM TO UK

Avery Dennison has expanded its PET liner recycling program with the addition of a new collection facility for brand owners in UK and Ireland, with waste PET liners now able to be sold directly to PET Processors UK in Dumfries, Scotland.

PET Processors UK creates thermal forming sheets for food containers and compounds for industrial use in automotive and construction from the recycled liner. With this new facility, brand owners in the UK and Ireland can directly benefit from the Avery Dennison recycling program with quantities as low as two tons. This can help brand owners realize their sustainability goals and generate significant income by eliminating the need to pay for landfill or incineration.

For example, one million sq m of release liner waste is currently worth anything from 5,000-8,000 GBP to 8,000.

Stephan Reis, who is responsible for the liner recycling program at Avery Dennison Materials Group Europe, said: 'This program reflects our longstanding commitment to facilitate easy and effective recycling of PET release liner.'

'We are proud to have found a recycling partner serving the UK and Ireland who can turn waste into a valuable new product. Our goal is to link brand owners to local recycling facilities and make it as easy as possible for them to realize these returns.'

#### NEWPAGE TACKLES SPECIALTY ISSUES

Substrate supplier NewPage Corporation has published the first briefing in a series designed to outline key issues related to specialty papers.

The paper@work briefings will cover important specialty paper topics, with the first covering how UniTherm label papers have developed since their launch 25 years ago.

'The history of UniTherm is one of bringing new innovation to life through close and ongoing collaboration with our customers,' said Ed Buehler, vice-president of sales, marketing and business development for specialty papers at NewPage.



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# Sustainability in 2014

**DANIELLE JERSCHEFSKE** interviews a supplier, trade organization, converter and a recycler of silicone waste to see how far the North American industry has moved towards a sustainable future

The global labels industry has come to understand that sustainability is about reducing the impact that our manufacturing and trade places on the planet and its resources. Avery Dennison is playing its part as a leading international materials supplier by driving transparency in the value chain, by setting new standards and by serving as a resource for education and support.

Says Rosalyn Bandy, senior sustainability manager for Avery Dennison's Materials Group, 'Sustainability is a value chain issue, and overcoming the challenges of reducing impact is very hard to do in isolation.'

More brand owners are expressing interest in the environmental and social impacts within the paper supply chain. They are not willing to jeopardize brand equity with the incorporation of at-risk paper sourced from High Conservation Value Forests (HCVF) into their packaging.

In 2013 Avery Dennison introduced its Responsible Paper Procurement Policy. Over the course of this year the company is taking action towards implementing the policy and making it a reality.

The policy covers PCW papers, recycled content papers and papers made from pulp sourced from sustainably managed forests. Avery Dennison has partnered with the Rainforest Alliance and uses the NGO's Smartsourcing platform as a tool for evaluating its supply chain management initiatives. Says Bandy, 'In this way, converters can share that information with their customers.'

Helen Sahi, director of sustainability at Avery Dennison, explains, 'We must take long-term resource constraints into account now. Unless we maintain forests in a sustainable manner, in the long-term the cost of raw materials will go up as supply goes down – and it's the right thing to do. If the paradigm is shifted, and verified forests become the norm, then the cost is just the cost.'

Avery Dennison's goal is to make 'sustainable papers' a standard in its products rather than a more expensive option. Already it offers a line of FSC certified label materials for wine and dairy at price parity with non-certified paper products.

Sahi continues, 'The main push right now is to meet our internal goals for impact reduction and to set the track for others to follow. We strongly believe that our customers and certainly the brands will benefit from such efforts and use us as

a resource for meeting their own environmental objectives.' The TLMI has awarded Avery Dennison its Environmental Leadership Award in 2011 and 2013 because its actions are helping forge a new path for the industry.

As a direct supplier to brands, Avery Dennison's RBIS division increasingly has frequent and detailed discussions with clients about reducing impact and driving sustainable change. Many of them already have high expectations and stringent requirements. As a supplier one step away from brand owners, the Materials Group is seeing the sustainable evolution moving at a slower pace.

Avery Dennison continues to focus efforts at the research and design stage to reduce its products' impact on the environment. This is where thinner materials and re-engineered adhesives come into play: standardized materials, using less, but delivering the necessary performance required, and fitting more labels on a single roll.

Says Sahi, 'Waste is a design problem. With any of our materials, Life Cycle Assessment shows that the biggest impact is upstream. We have to make design changes that will displace virgin material in order to reduce overall impact.'

The company is working too to find landfill alternatives for label matrix and release liner waste, and a directory of US and Canadian companies that converters can use to find landfill-free options for matrix waste material can be found on the Avery Dennison website, along with a list of firms that will help brand owners divert liner material from landfill.

Sahi notes that sustainability is also becoming part of product design. 'Products such as Avery Dennison CleanFlake, which facilitates the recycling of PET bottles by separating cleanly from the bottle, can contribute to waste reduction beyond label materials.'

Bandy receives more regular requests to conduct sustainability training for converter company employees. Many businesses today have sustainability leaders in place, but she believes that the concept will become more integrated into every aspect of the way business is conducted. She says, 'Our own sales people and product managers are becoming more in tune with the language and concepts, and this will become the norm. More so, the role of sustainability leaders will be to educate our teams and stakeholders about what's happening in the market and what the best practices are.'

## TLMI

TLMI is doing its part to support sustainable development in North America's label industry. The liner recycling task force, a unit of the recycling solutions subcommittee of the Environmental, Health & Safety Committee, is launching a pilot liner recycling project for the Midwest region, including Wisconsin, Minnesota, Indiana, Michigan, Illinois, Ohio, and the fringe of Northern Kentucky where there's a heavy population of label producers and end users.

The project will kick off in the second quarter of 2014. Converters will be enlisted with tools such as a sales sheet and educational flyers to assist them in getting their clients involved. Most of the participating converters have been invited as LIFE certified members because they are already showing a commitment to reducing their business' impact on the environment and have metrics in place for tracking and measuring materials and waste.

TLMI launched Project LIFE (Label Initiative For the Environment) in 2009. Today there are 51 confirmed certifications (measured by location not by company) and there are another 10-15 certifications in the pipeline. Smyth Companies' newly elected president, Scott Fisher, was appointed as the newest chairman of the LIFE subcommittee. With 25 years experience in the industry, Fisher is prepared to lead communications about the benefits of working with a LIFE certified label converter to end users by the close of 2014.

## CONVERTER PERSPECTIVE

Brian Hurst, VP of manufacturing at LIFE certified Yerecic Label and TLMI Recycling Solutions committee chair, says, 'More and more of our customers are looking for sustainability on our resume. They want to have on paper what we are doing, and it's steadily



DARRELL HUGHES, VP & GM of Avery Dennison North America materials group, accepts a TLMI environmental leadership award from CRG's Calvin Frost

becoming a standard part of our business.'

End users want to know each detail about certain sustainability issues. For example, they want to know if their label converter is recycling their manufacturing waste, what the waste is made-up of, where it's going and what precisely is happening to it. Yerecic Label diverts its matrix waste by sending it to a nearby fuel plant that burns the material for heat.

Hurst admits that Yerecic Label has yet to have its sustainability directives serve as a deciding factor in winning business because the market continues to be driven by price. Still, Hurst works closely with the company's sales team to get buy-in on liner recycling opportunities to extend its impact reduction capability outside of the Yerecic Label facility.

The converter has assisted a number of its clients with moving from paper liner to PET liner to make use of the closed-loop film recycling opportunities provided by Mitsubishi Polyester Films. Says Hurst, 'My goal is to move 70 to 80 percent of our labels to a recyclable PET liner. The problem is, right now there's not enough

locations to collect the material easily.'

## MATRIX WASTE-TO-ENERGY

Greenwood Fuels (GWF), a waste-to-energy-company based in Green Bay, Wisconsin, turns label matrix and flexible packaging waste into fuel pellets that can be used as a direct alternative to coal. Today the company is prospering after fending off fierce competition last year when the price of natural gas dropped to all time lows; the severity of this 2013-2014 winter in the US has moved the price of natural gas back up from 1.90 US dollars to six US dollars per billion BTUs. In comparison, the cost of coal per billion BTUs consistently hovers around 3.50 US dollars.

There are a number of coal-fueled paper mills in the Wisconsin area that are considering a 100 percent switch from coal. Channeled Resources Group (CRG) acts as a middleman for packaging waste producers looking to find an alternative to landfill. The company says that in 2013 it helped move 3,200 tons of packaging byproduct to GWF per month. Since November, CRG is moving 5,200 tons of waste material per month to the fuel pellet manufacturer.

Clearly, reducing the label industry's impact on the environment requires collaboration between value chain stakeholders. Labels & Labeling encourages readers to contact our editors with information about new environmental initiatives and success stories. The more the labels industry shares and joins together on this issue, the more sustainable our industry will become.

## RELEASE LINER IS RECYCLABLE

There are still some misconceptions that siliconized self-adhesive label release liner is not recyclable. It is. Contact Danielle@labelsandlabeling.com if you need more information.

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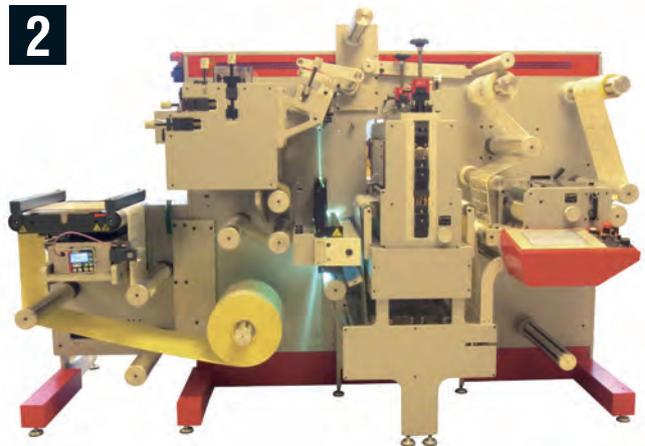


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# NEW PRODUCTS



## 1 PROFILER ARTWORK INSPECTION SYSTEM EYEC

Profiler Content is a PDF proofing system that EyeC claims is the first to inspect the entire content of an artwork in a single operation, including live and outlined text, graphics, layout, barcodes and Braille. Significant deviations between two inspected files are displayed for the operator to evaluate and then listed in a report that is generated automatically. It can inspect any language and any alphabet.

EyeC said its Profiler Content can identify changes that other technologies cannot detect – for instance, hidden text or graphics. 'By analyzing complex changes between two PDFs it shows the user exactly the origin of those differences.'

## REAL TIME EDITING (RTE) MODULE ERHARDT+LEIMER

Erhardt+Leimer has added a module to its 100 percent print inspection system which allows pass/fail defect decisions to be made during the print run.

Currently, roll reports from an on-press inspection camera can only be edited after the roll has been printed, and on a separate workstation.

The Real Time Editing (RTE) module gives the press operator direct access to the defect roll report from the active Nyscan inspection system, which can then be processed in real-time.

In parallel, counters for the quantity of total, good and waste labels are updated continuously. The printer always has a display of the actual number of good labels, running meters or repeats that will be available after defective labels have been removed on the finishing machine. This reduces the need to over-produce to ensure delivery of 100 percent good labels to the end user, cutting down on waste and increasing press productivity.

The RTE module can be retro-fitted to all Erhardt+Leimer Nyscan Web:Inspector 100 percent inspection systems.

In a further development, Erhardt+Leimer is now allowing converters to process inspection reports directly at the finishing machine. This involves moving the digital roll reports from the web inspection camera over a network into the Nyscan Roll:Scheduler on the finishing machine and editing them there.

## 2 DC-500MINI CONVERTING AND FINISHING UNIT GRAFISK MASKINFABRIK

Grafisk Maskinfabrik has developed the compact DC-500mini converting and finishing unit for use with digital printing presses, with a footprint of just three x one meter (6 x 3ft).

The DC500mini can be set up as an in-line extension to a digital press or as an off-line converting and finishing unit – and even as a printing press for specialized value-added products.

The line includes varnish, semi- and full rotary die cut, slit and dual rewind stations, with options including lamination, corona, web clean, back-scoring and razor slitting. The UV flexo varnish station has optional registration for spot varnish.

Print-to-cut registration is achieved in one rotation, with no station movement or mechanical setup required, says GM. Repeat lengths are adjustable from two to 22.5in and line speeds up to 40m/min.

## PROWORX DFE MARK ANDY

Mark Andy has released details of the Esko-powered ProWORX digital front end (DFE) which will drive its new generation of digital presses.

ProWORX can be integrated into a networked infrastructure such as Esko's Automation Engine, and can form part of a hybrid, multi-press environment as well as driving a dedicated digital press.

In operation, print-ready PDF files are sent to hot folders, where the ProWORX server executes a sequence of operator-defined tasks using Esko-based automation. Automated tasks include step and repeat, color management, pre-flighting, previewing, eye-marking and job optimization.

Files are then ripped and sent to the Mark Andy Digital Series press, where they are queued for immediate printing and converting.

ProWORX job tickets also automate the pre-flight work necessary for hybrid printing operations, including use of in-line flexo stations – for example applying top coats, security, metalized or specialized inks – hot or cold-foil stamping, die-cutting or in-line operations.



### 3 FIREEDGE FE300 LED LAMPS PHOSEON TECHNOLOGY

Phoseon Technology has confirmed the availability of FireEdge FE300, its new family of UV-LED products targeting pinning and curing of adhesives, coatings and inks. The new air-cooled products offer higher peak irradiance in a similar small form factor compared to the earlier generation of FireEdge products.

Phoseon's scaling feature allows units to be stacked 'end-to-end' with contiguous, uniform UV output. These units are available in 365, 385, 395, 405nm wavelengths.

A hub is also available that allows users to power and control up to five units.

The units can be customized to shape the UV light for edge curing/banding while the exhaust air is directed away from the substrate surface.

### BARRY WEHMILLER ACCRAPLY STANFORD NARROW WEB SLEEVE FINISHER

Barry Wehmiller company Accraply has developed a shrink-sleeve finishing machine specifically for the narrow web flexo and digital converter.

The Stanford Seammachine Jr is equipped with a manually adjustable table that includes an electronic readout and pin-relocation-assist system for adjusting shoe position. The ergonomic and compact frame allows for a short web path which translates to less waste on startup.

The equipment also includes a lay-flat quality check system which provides on-machine printed reports for each roll. Key features include: electronic rewind oscillation up to 20mm (0.75in); transferable recipe storage; an ultrasonic sleeve-width measuring device to provide precise lay-flat monitoring; lay-flat reporting and print-out for each roll; and a servo solvent wick system with auto-retract.

The machine will handle roll diameters of 762mm (20in) at web speeds up to 300 m/min (1,000ft/min), with a sleeve width from 50mm (two inch) to 200mm (eight inch). The system forms and seals a wide range of materials including PVC, PETG, OPS and PLA film.

### PHARMA AND DIGITAL FINISHING MACHINES GRAFOTRONIC FINISHING MACHINES

Grafotronic has launched two machines for pharma re-inspection and digital finishing.

The Pharma 380R incorporates a 100 percent inspection system and can be customized with modules including inkjet numbering and slitting. A linear servo buffer facilitates re-inspection for fully inspected final rolls.

The Digital 380CF is a modular servo digital finishing machine which includes flexo printing, semi-rotary die cutting and slitting. A range of add-ons are available including multiple printing units, cold foil, rotary die cutting, semi-turret and sheeting unit.

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4

**DENNY BROS  
WRAPTAC MULTI-PAGE LABEL**

Denny Bros has launched Wraptac, a new multi-page label design intended for short-run applications. Wraptac is supplied on an A4 sheet of toughened paper that can be printed on virtually any machine, including desktop or office printers and commercial presses. Denny Bros said this makes it suitable for product trials and testing. Three, four or five labels can be supplied per A4 sheet, micro-perforated for easy separation with pre-applied self-adhesive strips to fix the Wraptac labels to containers. The print-your-own Wraptac label design wraps around itself, seals and can be opened and closed multiple times. Wraptac labels can also be printed on both sides, allowing extended information to be provided on limited-space packaging and removing the need for supplementary leaflets.

**FLINT GROUP NARROW WEB  
LOW MIGRATION UV FLEXO SILVER**

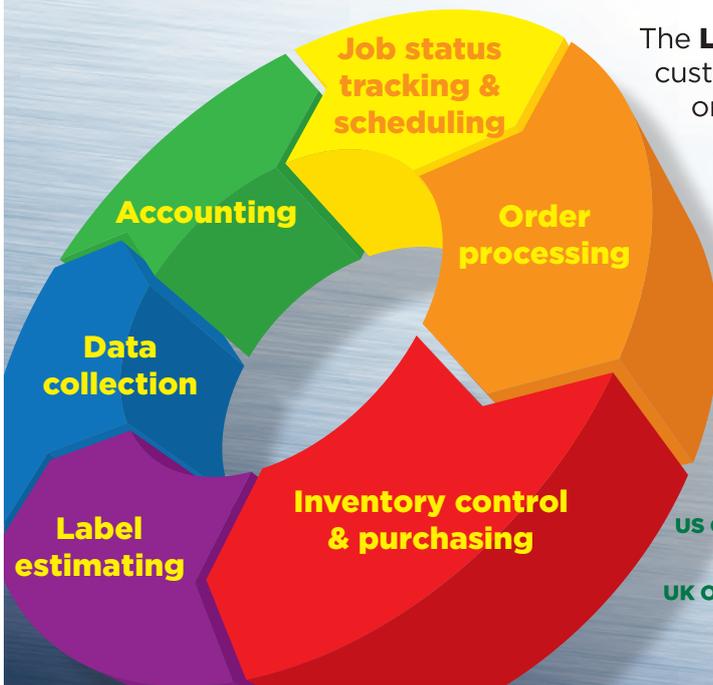
Flint Group Narrow Web has expanded its portfolio of low-migration (LM) inks with a metallic silver and metallic pastes. Low Migration UV Flexo Silver is Flint Group's first generation low migration single-component metallic UV flexo ink. Measurements show migration levels below 10ppb can be achieved when correctly applied on suitable packaging structures. This was verified based on the standard migration test method using the food simulants 95 percent ethanol as set out in Commission Directive 97/48/EC. The ink is fully compliant with the Swiss Ordinance SR 817.023.21 listing and the Nestlé Guidance Note on Packaging Inks (version 2.1 Jan 10th 2013). According to Flint Group the silver exhibits good cure speed and adhesion to a wide range of both paper and synthetic substrates.

The new Low Migration Metallic Pastes range features three metallic pastes suitable for use in LM ink systems, Rich Gold, Pale Gold and Silver. These pastes are suitable for narrow web LM applications and are for use as two-component ink systems. Gold and silver shades can be mixed locally in both the Lithocure Ancore (UV offset) and Flexocure Ancora (UV flexo) systems.

**UPM RAFLATAC  
RAFFRUIT PLUS**

UPM Raflatac has introduced RaffFruit Plus, a new labelstock for labeling rough food produce like melons, pumpkins and squashes. RaffFruit Plus combines a foil backed paper label face with the RH 5F rubber hot-melt adhesive, which has a high coat-weight for secure adhesion to rough surfaces. The adhesive has been specially formulated for food safety.

# Connect with your customers



The **Label Traxx eTraxx** web portal allows your customers to access their account information online. They can place orders, view product information or request quotes when it's convenient for them - and the result is lower admin costs for you.

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-  Automate your workflow allowing jobs to flow straight to prepress

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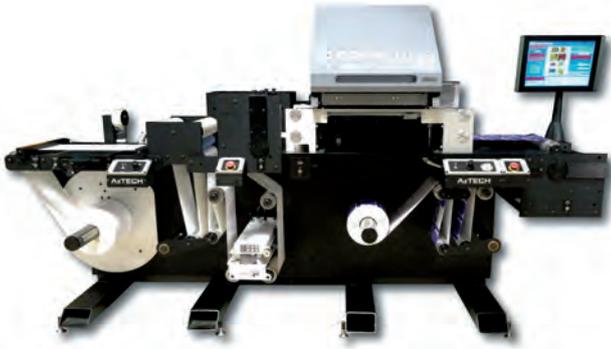
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# INSTALLATIONS



CDT 1600 PC Sprint from Colordyne Technologies

## RAJESWARI INFRASTRUCTURE

### COLORDYNE TECHNOLOGIES CDT 1600 PC SPRINT

Rajeswari Infrastructure Ltd, a consortium involved in construction, hospitality and printing, inaugurated its new digital label printing unit, 38 Hundred Labels & Prints, at Ekkatuthangal, Chennai on February 1 2013.

The unit houses a digital color label printer CDT 1600 PC Sprint from Colordyne Technologies powered by Memjet Technology and finishing equipment GT 364 HS from Cartes srl, Italy which has separate stations for hot stamping, screen printing, embossing and die cutting and laser cutting. The unit also houses digital printer Pro 751 from Ricoh.

The company selected the Colordyne equipment primarily for the production of prime high quality labels. This will be the first of a network of sites addressing the prime industrial label space across India.

The Colordyne 1600 PC Sprint prints labels or tags at 160ft/min (49m/min) with 1600x1200 dpi resolution in four colors. Each Memjet print head contains 70,400 nozzles integrated into four interchangeable ink delivery blades. A fifth blade and print head can be added for a spot color capability.

The company chose the Cartes GT 364HS finishing unit because of its ability to convert prime labels for the liquor and cosmetics industry at a very high speed. The servo-driven GT 364HS performs 15,000 cycles of die-cutting and hot stamping and 7,000 cycles of screen printing per hour. The machine also hosts a laser station, that offers full cut, kiss cut and perforation of various shapes.

The company is already in talks with major FMCG and liquor manufacturers and is planning for a launch event for its potential customers very soon.

## SKANEM INTERLABELS

### 10-COLOR NILPETER FA-4

Indian self-adhesive label printer Skanem Interlabels has installed a new 10-color Nilpeter FA-4 combination press.

Custom made to the specification requested by the company, the new press is installed at its Baddi plant in North India.

Skanem, a label manufacturer headquartered in Norway and with operations in seven European countries and Thailand, owns a 51 percent stake in Interlabels, with the company operating as a joint venture between Skanem and the Indian owners of Interlabels.

Skanem said it chose to invest in Interlabels to participate in the growing Indian and East African markets, where Interlabels has a strong presence.

Skanem Interlabels has operations across India, and in Nairobi, Kenya. It exports into the Middle East, East Africa, Sri

## LABELS&LABELING



IPT president Peter Kuschnitzky (left) and Graphic Labels owner Gustav Bartole

Lanka and Bangladesh.

Gautam Kothari, managing director of Skanem Interlabels, said: 'We decided to go for a Nilpeter because Skanem has a strong relationship with the company and are extremely satisfied with these presses which are in use at various Skanem locations.'

## GRAPHIC LABELS, FLORIDA

### JFLEX870 DIGITAL CONVERSION SYSTEM

Graphic Labels of Orlando, Florida, is one of three converters to install an IPT Digital JFlex870 digital print conversion system.

The JFlex870 is a Memjet-driven digital print module with up to 5-colors which turns a conventional press into a high-speed digital printing and converting platform.

The JFlex870 uses the web handling system and finishing capabilities of the conventional press, allowing digital printing, varnish and die-cut in one pass at speeds up to 225ft/min at resolutions up to 1,600 x 1,375dpi. As an example, 5,000 four-inch labels can be printed and die-cut in seven minutes.

The JFlex870 is also being used as a VIP module printing consecutive barcodes, variable or sequential serial numbers and personalized individual labels. In this case the JFlex870 is mounted on the upper rail system of the company's 13 inch press with enough height not to impede the operation of the flexo stations when the digital head is not in use. This requires the printheads to sit on a gantry system allowing them to be moved anywhere across the wider web. Existing hot air dryers help dry the water-based inkjet ink at full 225ft/min speed, and the existing varnish, laminating and die-cutting station will be used to finish the labels.

'Our first three clients represent three very different types of customer,' said IPT president Peter Kuschnitzky (pictured). 'Each was drawn to the JFlex870 for a different reason and each will benefit from a unique feature, demonstrating the versatility of this innovative conversion system.'

This JFlex design allows printheads to be doubled up to create a 17inch-wide module, the JFlex1700.

## TIPOLITOGRAFIA

### IT350 LABELTECH REWINDER

Alba, Italy-based converter Tipolitografia MP has installed a Labeltech IT350 finishing machine equipped with dual rewriter, waste rewriter and the new FuruPlus device.

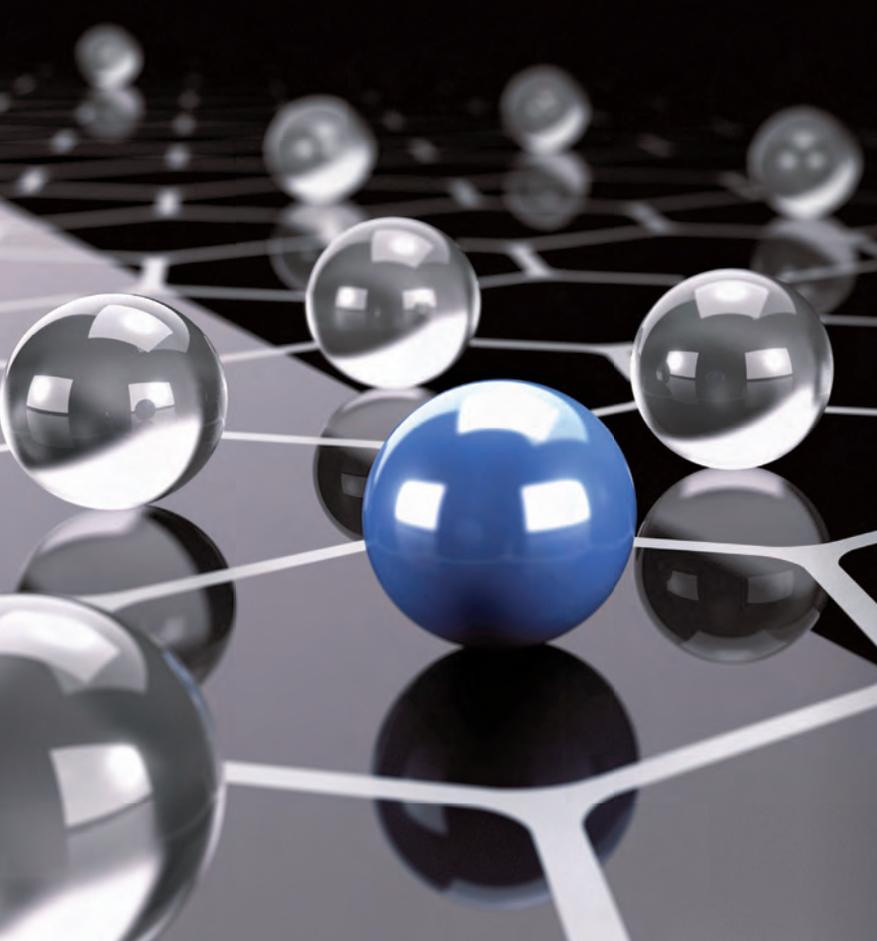
Tipolitografia MP specializes in printing high quality wine labels for top brands including Barolo and Barbaresco.

'We were searching for an inspection machine able to count and inspect labels with different sizes printed on the same roll,' explained Maurizio Pelassa, general manager of Tipolitografia

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IT350 slitter handles multiple label formats at Tipolitografia MP

MP: 'Thanks to the tailor-made solution offered by Labeltech, we can now optimize production by printing front and rear labels on the same roll and reduce the setup and work time thanks to the automatic label format detection functions. Labeltech staff listened to our special production request and together we developed the FuruPlus system.'

After this successful experience, the FuruPlus functions are now integrated in all the Furu MMLD systems installed on new Labeltech rewinders.

#### CMS GILBRETH PACKAGING SYSTEMS

##### TITAN SR9-DT DUAL TURRET SLITTER REWINDER

CMS Gilbreth Packaging Systems, a division of Cenveo Labels & Packaging, has installed a 'new generation' Titan SR9-DT Dual Turret slitter rewriter at its production facility in Croydon, Pennsylvania, 20 miles Northeast of Philadelphia.

Gilbreth is a leading US converter of flexible packaging and shrink sleeve labels which changed the market by introducing gravure printing rather than flexo on shrink films.

Gilbreth's new Titan SR9-DT slitter is 1650mm (65") wide with capacity up to 700mm (27.5") rewind reel diameters on both 76 & 152mm (three inch & 6 inch) cores. It also features an automatic knife positioning system with 30+ Dienes knives. The Titan SR9-DT includes the Optimum Roll Conditioning and Guide to Knife Positioning systems which help reduce material waste for a more sustainable solution.

The new slitter can process a wide range of materials to a minimum slit width of 25mm (1in) on both 76 mm and 152mm (3in and 6in) cores. Additionally, it has an automatic electronic slit reel unloading system to meet the expanding production requirements of the company.

'We are very impressed with the productivity of the new Titan SR9-DT turret slitter,' commented Brian Garnett, VP and general manager at Gilbreth. 'Set-up for rewinding multiple narrow slit widths for our labels business is systematic and streamlined. Downtime between reel set changeovers is virtually non-existent. This investment has made an extremely positive impact to our slitting capabilities.'

The Linear Tracking Slitter (LTS) section on the Titan SR9 Series slitters maintains the shortest and most consistent constant web length between the knives and rewind shafts for improved web control. This optimizes side wall quality of rewind reels and supports the reduction of potential waste.

Running speeds up to 1,000m/min (3,300ft/min.) are being achieved. The SR9 Series is also available in a 2,250mm (88in) machine width.



LEMORAU EBR260

#### SCAVAZZA SRL.

##### LEMORAU EBR260 REGISTERED DIE CUTTER

Lemorau has sold its first die-cutting to register unit in the Italian market, with an EBR260 installed by Milan's Scavazza Srl.

Using the latest servo drive technology, the EBR260 allows digital and inkjet printed webs to be finished at register speed up to 120m/min.

The sale was placed through Lemorau's agent Erre.Gi.Elle.

Lemorau's Pedro Teixeira said: 'Now, with this new model, Lemorau can reach a new market of digital and inkjet.'

#### PRINT MEDIA GROUP

##### NUOVA GIDUE M5

*Writes Henry Mandelson:* 'A mere month after its launch at Labelexpo, Nuovo Gidue's M5 Excellence 'Digital Flexo' press has found its first Australian home at Sydney-headquartered Print Media Group, a leading corporate print specialist whose beginnings date back to the 1880s.

Local distributor Gulmen Engineering says that the new press incorporates the latest in complete hands-free automation, claiming it to cover 95 percent of the PMS range with eight colors to deliver greater productivity for converters.

Described as having less than 10m wastage between jobs and set-up times of as little as one minute, the M5 allows converters to prepare a new print and die-cut job on a running press and automatically changeover on the fly without operator assistance. Australian label printers' major obstacle to total automation has always been ink and roller changes whereas, according to Gulmen, the M5 Excellence makes it possible for the whole automation to work, given its Apex GTT (Genetic Transfer Technology) which changes the rollers or the inks without the need physically to stop the press.

It is understood that Print Media Group will also run ExcelDie for closed loop in-line quality control.

#### SIXB LABELS

##### EPSON SUREPRESS L-4033AW LABEL PRESS

US printer SixB Labels has added digital to its portfolio with investment in an Epson SurePress L-4033AW label press.

SixB Labels said the addition of digital complements its other printing and finishing processes, such as flexo, foil stamping and embossing.

The Epson SurePress L-4033AW is a seven-color inkjet digital label press including white ink.

Fari Bakhshian, president of SixB Labels, said: 'As a company, our priority lies first in capability, then in quality and reliability. That's one of the reasons we chose the Epson SurePress – it gives us the capability to print on a large range of substrates and the quality is exceptional, making it a perfect match for us.'



THE TITAN SR9-DT Dual Turret rewinder at Cenvéo – Gilbreth

‘For 35 years we have provided flexo, cold- and hot-foil stamping and blind embossing, and now by adding digital printing with the Epson SurePress, we will be one of the very few companies across the country that can offer any combination of these services.’

Bakhshian added: ‘The Epson digital press allows us to take care of a wide breadth of customers – not only the company that wants 60 million labels, but also the smaller customer who wants 3,000 labels and still expects very high-quality output.’

**KEMPA ETIKETTEN**  
**ROTOCONTROL RSC SLITTER REWINDERS**

Rotocontrol has sold three RSC slitter/rewinders to German converter Kempa Etiketten.

Kempa Etiketten produces a wide range of PS labels, including security labels, using letterpress and UV flexo presses, with customers in Germany and throughout Europe.

Features of the three RSC slitter/rewinder finishing machines for Kempa Etiketten include full servo drive, camera controlled web guiding, the Rotocontrol electronic knife positioning system, trim removal and roll lift on the unwind. Also included was an advanced print inspection system for missing label detection.

The machines will be used in the finishing of self-adhesive labels serving companies in the food, chemical, textile and telecommunications industries markets, and more.

Ulf Kempa, managing director of Kempa Etiketten, said: ‘With an increase in production demand, we needed to expand our finishing capacity and opted for the Rotocontrol solution. Its finishing machines have the combination of advanced technology with flexibility in design options that are a perfect fit for our growing production needs.’

**HINE LABELS**  
**XEIKON 3030 UPGRADE**

Hine Labels, based in Rotherham, UK, has upgraded its Xeikon 3030 digital press to a 3300 specification, doubling speed to 19.2m/min.

The 3030 was installed back in February 2009 and was Hine Labels’ second Xeikon press following its initial Xeikon 330 purchase back in December 2007. Bill Hine, managing director of Hine Labels, said, ‘Although the typical overall run length per order has not changed significantly, that one order now asks for a lot more label types than before. It’s all about smarter marketing on behalf of the customer, combined with the knowledge that we can produce these shorter run-lengths at sensible prices. This has been key to driving the growth for our digital production.’

An Esko-based front-end allows Hine Labels to switch production to flexo or digital right up until the last minute.



EPSON SUREPRESS digital label press with white ink

**CRAIG & PARSONS**  
**EDALE 330 FLEXO PRESS**

Edale and its long-standing customer Craig & Parsons have continued their relationship with the installation of a fifth flexo press from the UK manufacturer.

Craig & Parsons purchased its first Edale press in 1999 which coincided with the company’s labels division’s approaching 30th anniversary. Further installations throughout the next 15 years means the company now operates five Edale 330 presses.

The company specializes in the production of printed labels for a wide range of sectors and decided upon another Edale press to allow it to cope with an enhanced workload which new business has brought in.

Stephen Craig, director of Craig & Parsons, said: ‘With this fifth press we have decided to opt for UV- and water-based drying again as we saw a great improvement in productivity since buying our first UV press two years ago.’

‘We have kept the water-based systems as we still produce a lot of short-run work in spot Pantone colors and find our original water-based system is still the better option. We find the Edale press to be perfectly suited to our needs with the option to up-grade and modify the press to any new enquires that come up. All of our presses have had major up-grades over the years and all of these have been fitted seamlessly with very little down time to our production.’

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# New standards drive sales

**NEW STANDARDS AROUND THE WORLD** affecting product labels provide new sales opportunities for converters, writes Bob Cronin, The Open Approach

Do a Google search today, and you will find nearly every part of the world addressing some specific issue of importance to be covered on a label. More complete ingredient information. Heightened tamper-resistance. Expanded warnings and contraindications on pharmaceuticals. Revised OSHA hazard communications standards and so on.

Virtually every type of can, container, polybag, bottle, laminate – and even fast food wrapper – is up against new regulations or consumer push, and is likely to be relabeled in 2014.

Indeed, the continued overhaul in labeling protocols likely tops your clients' list of pain points. For them, these changes are frustrating, time-consuming, and downright expensive. For you, however, they portend significant opportunities.

First of all, the Google search reinforces the great and lasting value of the products we produce. Labels and packaging are vehicles for the marketing message of virtually all goods – globally. As the government and its many watchdogs demand more information to inform, advise, and protect, more and better labels will be produced, increasing revenues for our industry.

The last time this occurred, it opened the door to growth

and expanded services for all label suppliers. These new requirements now provide a bigger opportunity than ever.

I'm not referring to simply redoing a label or package with some new information. While a big reprint could be a nice, easy pad to sales, the real opportunity is leveraging this 'constant change' to validate your importance as a partner. And not just to your clients, but to the marketplace. In fact, should you get awarded a project to print an 'update,' I urge you to stop and consider if and how you should do the job.

Certainly, I'm not advising you not to take a job that's a sure thing. Here's what I'm getting at: we indeed are at a juncture of substantial opportunities. But in times of great reward, there is also great risk if we don't respond wisely. Reward inspires people to put on their 'A' game and play hard. Count on your smartest competitors to step it up. The concept of processing an easy sale may be great in theory, but you can miss out on building long-term loyalty if customers later learn there was a better/cheaper/smarter option than a quick reprint.

As an advisor and consultant to label and packaging suppliers, I continually hear that one of today's biggest struggles is customer loyalty. Big-name accounts are

abandoning long-time suppliers. Purchasing departments are pushing out others. Some new guy who doesn't have a clue how to put ink on newsprint – much less insulated shrink sleeves – is winning work you once enjoyed. How is this happening now when new mandates are creating more work?

Many label providers dismiss customer churn as an issue of price. And customers may even tell you that because it's the easiest excuse. But, the reality is, there is something else going on. Cheaper companies/brands do not demolish their counterparts if there is no other perceived difference. Walmart does not cut into Nordstrom's sales. Nike far outsells Converse. Whole Foods can charge a heck of a lot more than Trader Joes. Maybe you're missing out on the bigger picture. I bet these slippery competitors are offering something you don't. It may not be better products; it could simply be a better approach.

### ORDER-TAKER VS. PARTNER

I have preached forever about the importance of being a 'partner' rather than an 'order taker'. I have woken up my wife more than a few times over the years mumbling it in my sleep. All too often, label providers – and graphic arts companies in general – slip into modes where they are living off reprints/reorders, and the sales reps are sleeping at their desks. These entities become order takers, waiting for the customer to dictate what they want, when they want it, and where they want it. Naturally, they command what they pay for it. You simply accept whatever comes your way, press a few buttons, and put the rest on autopilot. So, what do clients lose if they go somewhere else?

Being a partner means that instead of focusing on customers' needs, you focus on their growth. To be effective, we need to understand the issues our customers confront every day – and think through their requirements for the future. We need to know what the key drivers are for their marketplace, since they are critical to ours.

Rather than simply taking an order, help clients consider what they must tell consumers on the label; how it should be presented; and their role, responsibility, and risk in labeling that product. With abundant new label orders on the horizon, how do you position your company? What measures do you need to account for? Your customer is most likely in reactive mode to compliance changes. So your opportunity is to be proactive. What might they want to integrate now so they can avoid unnecessary reprints in the future?

If you provide labels or packaging in the food industry, you've no doubt dealt with last-minute additions of 'gluten-free'. Gluten is one of those GMO culprits raising havoc in Celiac and Autism circles. Recent U.S. FDA rules have changed the definition of what can and cannot be labeled gluten-free. And now, the Gluten-Free Certification Organization has created a standard logo to be put on gluten-free products. But both these markings are currently 'voluntary'. As concerns rise over gluten and other delightful GMO concoctions, you can bet there won't be anything voluntary about such labeling soon. So before running another reprint, discuss these trends with clients and suggest they integrate additions now. This way, you demonstrate your interest in helping them grow more profitably. This is key to being a long-term partner and not an expendable order-taker.

### OFFERINGS VS. SOLUTIONS

One of the key differentiators of top performers is their ability to deliver solutions. It's one thing to provide the gamut from pressure-sensitive through shrink sleeve; it's another to be able to support all your products from inception through delivery.

Extending your value as a partner is all about delivering unique solutions that simplify your customers' lives, help them overcome hurdles, or add to their bottom line. Today's continual changes to labeling dictate the need to be flexible. If you haven't added design/front-end development services, now is the time to do so.

Likewise, if shorter runs might better accommodate the needs of clients' packaging, or a hybrid digital/traditional matchup

saves them significant money on their labels, make sure you have the necessary production and finishing technologies – or a seamless outside digital partner. Would products benefit by having a QR code to drive traffic to a website?

Consider your lineup of products and services. Can/do you manage entire programs for your customers, or simply portions of their needs? If you offer a full-service value proposition, and customers are still going elsewhere, think of how you are communicating your brand. In the old days, print buyers housed your materials and equipment list in their vendor files. Nowadays, they go by memory or what's listed online. Check out your website for how you appear to the general marketplace. You may be missing out on programs with clients and prospects because it looks like you have many offerings but not any real solutions.

### KNOWLEDGE VS. KNOW-HOW

Finally, you need to approach the changing marketplace with intelligence. You can sign up for the U.S. FDA's press releases or scan OSHA and other regulators' sites all day to get the latest news. But if you don't know what to do with it, it won't make a difference. You'll just be part of the ongoing 'TMI' (too much information).

As you build up your arsenal of information, you need people who can analyze it against your customers' needs and determine what could benefit them. You wouldn't let anybody on the team run the presses or die cutters. Consulting with clients is just as important. Select the right people to become your internal experts. These could be CSRs, account executives, or creatives. If you have marketing people on staff, even better. If you need to train, do it. There are a ton of free webinars, online marketing resources, and even YouTube videos that can help your staff learn how to transform information into actionable intelligence.

When you can step from having knowledge to delivering know-how, your company's value will increase ten-fold - and you'll effectively eliminate the lower-price argument as well.

Building your label enterprise means shaping it for the current, anticipated, and unforeseen needs of the client. You can have a superior product, bigger equipment, and better facility than all your neighbors, but at the end of the day, a company's livelihood hinges on how well it responds to the customer. Knowing the dynamics or their marketplaces – and helping them stay on top of changes – is essential.

### NEXT STEPS

Whether you capitalize on the opportunities of the new labeling changes is up to you. But one thing is certain. Increasing consumer push and governmental regulation mean that there will continually be new restrictions, new mandates, and new standards. They will change with the times and trends. And they will continue to come on quickly.

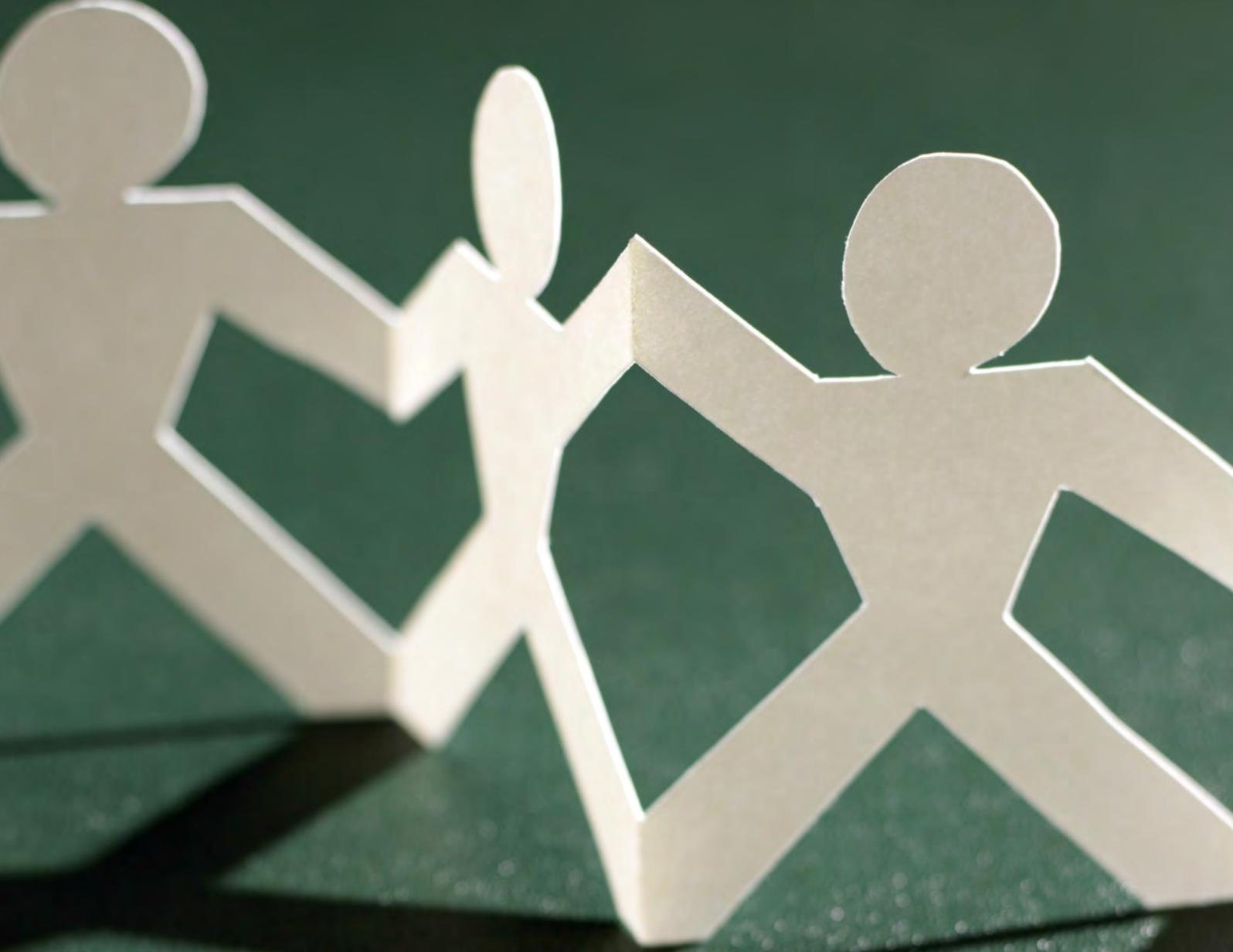
Determine what issues affect your customers most. If you don't know, ask them. Then stay abreast of what's happening in related consumer circles and legislation. Help your clients better respond to their industry and change out their product less frequently. When their label sticks around longer, you will too.



### 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](http://www.theopenapproach.net), email Bob Cronin at [bobcronin@aol.com](mailto:bobcronin@aol.com), or call +1 630 323 9700.



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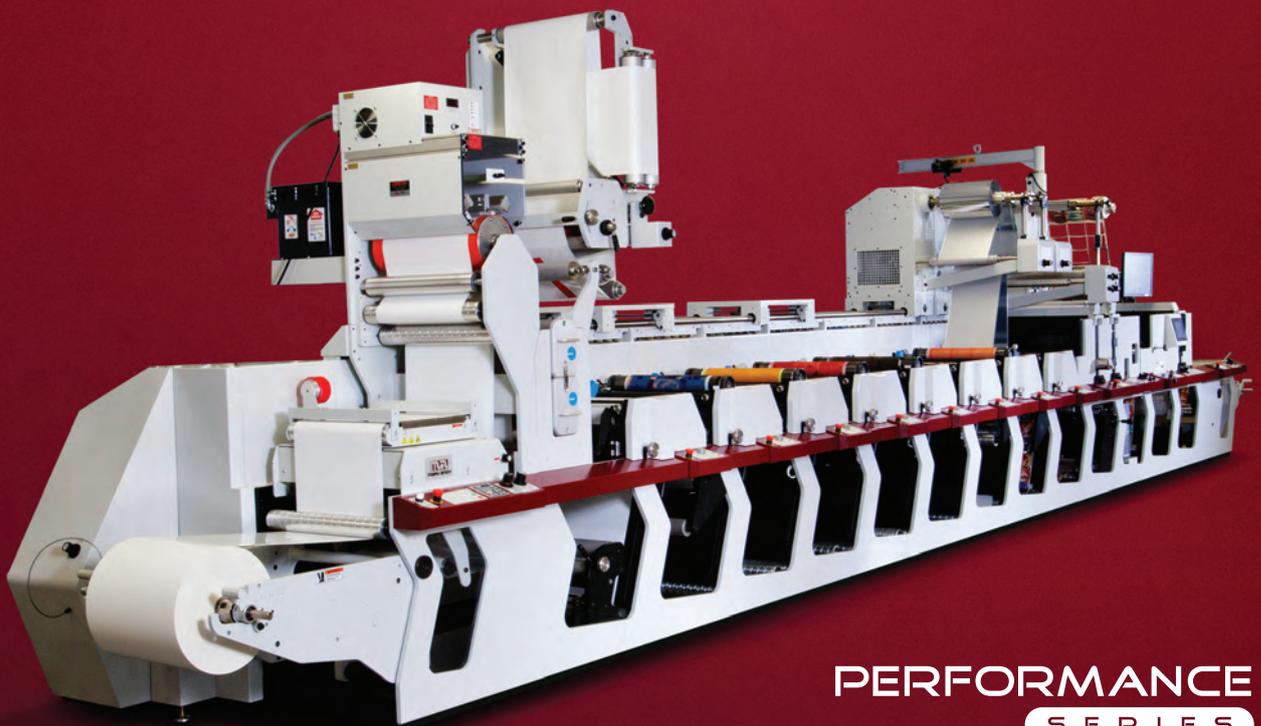
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# Label Academy launches

WITH THE SELF-ADHESIVE INDUSTRY globally looking for new education and training solutions, a new e-learning initiative is about to be launched. Mike Fairley reports

Historically, the printing industry was regarded as having one of the best education and training schemes of any industry in the developed world, with a good apprenticeship system, excellent printing colleges, experienced trainers, and a wide range of printing textbooks on a whole variety of printing processes, typesetting, pre-press, bookbinding and finishing operations. Printing was regarded as a highly skilled industry with some of the highest industrial-skill wages.

But what happened? Printing has moved away from a craft-based to a technology, service and communications-based industry, and the highly specialized niche sectors – such as self-adhesive labels – have evolved and grown, while pressures on costs and margins have increased. This has all been accompanied by a decline in high quality, knowledge-based education and training. Dedicated printing colleges in many parts of the world have all but disappeared, or they are not seen as relevant to the self-adhesive sector's training needs.

Indeed, the self-adhesive label sector seems to have suffered more than other sectors of printing, and it is perhaps not too difficult to see why. It has some of the widest ranges of materials to print on, the widest range of printing processes being used (often in combination on one press line), the widest range of in-line finishing operations, increasingly sophisticated origination and pre-press processes, particular and quite unique challenges in terms of sustainability (adhesives and silicones, matrix and liner waste, etc.), a more and more diverse selection of bar code types, QR codes, Augmented Reality and other interactive labels. Each week seems to bring new industry knowledge challenges, and opportunities.

However, with such a wide and diversified range of knowledge requirements, rather than less education and training, the

label industry should be putting more and more effort and resources into developing the highly skilled and knowledgeable people it requires for the future. The demands are increasing all the time, from new digital technologies, interactive labels, brand protection solutions, to new developments in intelligent and active labels.

This enhanced level of education and training needs to be done sooner rather than later, as many of the existing skilled and knowledgeable people that have grown with the industry over the past 20 or so years come towards retirement. We need to utilize their knowledge before it is too late. We need to bring in new skills and abilities to tell employees about the new demands on labels. We need to re-build a new and dedicated education and training base for the industry's future.

This is why the publishing, internet and marketing team at Tarsus, supported by a small group of knowledgeable and skilled industry specialists, are planning the launch of The Label Academy. Over the coming months the team will be working on finishing the first six (out of the first 20 proposed) education and training e-learning and support modules that aim to provide the basic knowledge requirements of the label industry to employees of today and tomorrow.

Initial e-learning modules will cover topics as diverse as Label Substrates, Label Printing Processes, Die-cutting and Tooling, Origination and Pre-press, Digital Label Printing, Environment and Sustainability and The History of the Label Industry. The first of these modules are scheduled to be available later this year for purchase or downloading through a new Label Academy website that is currently being developed.

Over the coming months, a dedicated Advisory Board will additionally be working on how best to establish an internet-based industry testing scheme and moving towards an industry-wide online certification process.

It is also planned that existing industry suppliers, associations, colleges, training and employer schemes and programs will be able to apply to become accredited training organizations using the new learning modules. The Label Academy is not looking to take over or interfere with existing label industry training, but rather to become a resource provider and support body for the global label industry – with global resource material written for training providers to use in any country or market.

At the present time the proposed education and training resource being developed under the banner of The Label Academy has already been endorsed by the FINAT board and is currently being studied by other label industry associations around the world.

In planning for a number of years, the new label industry education and training scheme has been developed and pioneered to-date by this author. Perhaps not so widely known is that before founding Labels & Labeling I spent several years as a further education lecturer before joining PIRA, the Paper, Printing and Packaging Industry Research Association as deputy head of training where I wrote training manuals, training aids, visual aid kits, self-learning modules on many areas of printing, papermaking, labels and packaging, and was a regular lecturer on printing knowledge courses.

Following five years at PIRA I joined the UK Government sponsored Paper and Paper Products Industry Training Board as head of information, again writing manuals for the papermaking and paper converting (including self-adhesive labels) sectors. Over the years I have also been a consultant to the International Labor Office, the Economist Intelligence Unit and to the EU, again writing knowledge material or developing resource proposals. And of course, I have also spent 35 years writing about the label industry, label materials and label technology.

Complementing this author's training and industry knowledge in writing the new e-learning modules are a team from 4Impression (who wrote the FINAT Educational Handbook) under Paul Jarvis and Netherlands-based CTI, who have been piloting training material and courses on label substrates and tooling. They also form members of the Academy's Advisory Board. Other global specialists are likely to be co-opted as required for specific subjects or markets.

By the middle of 2014 the first results of the work undertaken to-date and the first e-learning modules will start to be announced and initial training and testing materials will become available. The aim is to then have the official launch of The Label Academy at Labelexpo Americas in September.

It is certainly hoped that the global label industry will support this exciting new initiative and strive to produce the better educated and trained employees that will be needed for the successful and long-term future of the industry.

For more information contact: Mike Fairley at [mfairley@labelling.fsnet.co.uk](mailto:mfairley@labelling.fsnet.co.uk).

**LABELS&LABELING**



## HEALTHY EATING PROVIDES DIGITAL NICHE

New, creative applications for digital print are constantly appearing, as a survey of the labeling needs of the vegan sector proves. Andy Thomas reports

Following the success of Jonathan Safran Foer's 'Eating Animals', consumers throughout Europe, and particularly in Germany, are looking more critically at what they eat. The number of vegetarians and vegans is increasing daily, and this is presenting intriguing opportunities for more targeted short run label and packaging work.

A recent study by Hohenheim University in Germany found that the percentage of vegetarians in Germany – counting only citizens older than 18 years – is about three and a half percent. Only a very small group, less than 0.5 percent, has adopted a vegan diet, eating no dairy products. 'Compared to a previous representative survey, the percentage of vegetarians has approximately doubled,' says the report.

This year's Biofach food trade fair in Germany reflected these trends, choosing 'vegan' as one of its main topics. This group of consumers presents new challenges for food producers regarding product packaging and labeling.

To learn more about these new challenges and requirements, digital press and finishing specialist Primera Europe did some research, talking to people who embrace the vegan way of life.

'One often-mentioned challenge is that many ingredients are only listed with their 'E'-numbers, which hardly anybody understands,' said Primera Europe's Katrin Hoffmann. 'Furthermore, vegan groceries are normally produced in smaller quantities. Considering that the minimum order requirement for offset-printed labels is significantly higher than those production quantities, vegan products are often labeled incompletely or unprofessionally. Quite often vegan living consumers have no other choice but to ask each and every food producer for a detailed list of ingredients of each and every product – for example if a certain wine was clarified using gelatin or not.'

Clearer labeling of product ingredients is now the subject of new European Union regulations (see LL1 2014, p14). 'That would also be beneficial for food producers and importers as recent studies have shown that the readability of information is a key factor to the consumer's purchasing decision,' said Hoffman.

Primera sees this as a superb niche opportunity for its range of high-resolution print engines – explaining the company's presence at the Biofach show: 'By using the LX900e color label printer, vegan products can be labeled almost effortlessly with the Vegan Flower – the trademark of the Vegan Society – and are then easily recognizable as vegan food, which immensely simplifies the daily life of vegan-living people,' said Hoffman.

'In addition, the Vegan Flower can be accentuated by imprinting the trademark with green foil using Primera's FX400e Foil Printer, emphasizing the high quality and value of each product.'

Primera Europe is targeting its bench-top scale technology at both food producers and importers.



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# Security

## **BARRY HUNT** examines some trends in the brand protection industry

Counterfeiting, product tampering, retail theft, product diversions, and similar frauds are always with us. These scams are not necessarily confined to high-value luxury products; seemingly everything is up for grabs. Furthermore, the growth of online buying and selling gives fraudsters the cloak of anonymity in an area with few trade restrictions and where buyers have no interaction with a product's packaging. This is especially prevalent with pharmaceuticals, where

counterfeiting is a significant threat.

On the credit side, there are many sophisticated anti-counterfeiting and brand protection features for integration with labels, seals, printed packaging, or on the product itself. The use of industry-standard barcodes and variable numbering with encrypted information is now commonplace, including with multi-layer holograms. There is also more emphasis on making product verification clearer and easier, such as using smartphones with cameras to scan 2D QR codes or using wireless-based NFC (Near Field Communication) verification systems.

Nevertheless, industry experts note that

the total value of security products and services remains at just one percent of global financial losses. It seems many brand owners recognize the problem, but cynically factor in their potential losses, ignoring the other concerns, such as the loss of manufacturing jobs and the potential health and safety risks that may arise.

The highly fragmented nature of the brand protection industry does not help. Besides the major suppliers of tamper-evident materials, security inks, foils and holograms, there are several hundreds of smaller technology and service providers. At the risk of simplifying a complex subject, their

# matters

customers tend to be a relatively small coterie of label and packaging converters who develop niche applications with a few basic brand-protection solutions. At the top are a hard-core of security printers with a track record in developing crossover security solutions.

Graham McGuire, director of Security Print Solutions in northern England, commented on this exclusivity in a recent L & L article (pp 43-45 Issue 5, 2013): '...although any competent label converter can print basic security labels, they are not necessarily operating in a controlled security environment with secured enclosures, audited and controlled waste management and so on.' In other words, security providers must monitor what comes in and what goes out, while accounting for all waste materials and unsaleable print.

## TOWARDS INTEGRATION

Current trends support this approach. In its latest brand protection report, UK-based consultancy Vandagraf International notes a major move towards integrated solutions. The report's joint authors identify a clear split between the many security providers and the growth of highly knowledgeable integrators and their business partners. Within this so-called holistic approach, the authors note: 'The brand-protection industry will increasingly be led and controlled by providers that offer integrated, end-to-end solutions to the brand protection requirements of brand owners.'

The integrated approach finds a natural home with track-and-trace technology, or rather systems that 'track, trace and authenticate'. It is an important distinction, since it implies only authorized personnel can verify products at any point in the supply chain and prevent illicit infiltration. Besides revealing fakes, the technology can also help identify the criminal diversion of goods into a different region or country.

These concerns cover many sectors, including consumer electronics, fine wines and spirits, but are especially troublesome in the global pharmaceutical industry. Recent initiatives have come from the World Health Organisation and the United Nations Office on Drugs and Crime (UNODC). Currently, it is running a campaign entitled 'Counterfeit: Don't buy into organized crime'. The agency earlier stated that over 75 percent of all the fake goods seized worldwide between 2008 and 2010 came from China. It remains top dog in the counterfeiters' league, followed by Vietnam and India.

In the USA, the Drug Supply Chain Security Act of 2013 calls upon drug manufacturers, wholesalers and pharmacists to work with the FDA over a 10-year phasing in period to implement key provisions. They include the identification, tracing and verification of drug products using unique product identifiers on individual drug packages. The European Union has the 'Falsified Medicines Directive' – currently under consultation – to prevent the entry of fake medicines into the legal supply chain.

According to Jeremy Plimmer, secretary of the Product & Image Security Foundation, this type of mass serialization represents a major change in the interactivity of labels

and packaging: 'In Europe it is being driven by mandatory legislation that requires all pharma labels and packaging to carry overt industry-standard symbology, such as serial numbers, barcodes or phone-readable QR codes. Encrypted data stored on cloud-based servers by the individual drug manufacturers will allow the unique numbering of each product. By using a secure encryption key they can therefore authenticate individual packs of drugs online from the manufacturing plant to the dispensing pharmacy.'

While boosting the demand for variable data technology, using laser, continuous inkjet, and thermal transfer printing methods, it also opens up security-related opportunities for full-color digital printing. HP Indigo and Xeikon presses already offer variable barcodes, sequential or random numbering, invisible inks, micro text, digital watermarks and much else. Single-pass, color inkjet presses can also have a security role when equipped with suitable off-line or online finishing modules.

## INKS AND HOLOGRAMS

Among the mainstream security tools, security inks remain the perfect medium for printing authentication and brand-protection features, including covert encoding or numbering for track-and-trace applications. Optically-variable inks with 'color shift' properties that change color when viewed from different angles are a popular choice. Some applications call for thermochromatic inks, where fluctuating temperatures cause color changes. With photochromic inks it is light that produces color shifts in images, with UV light providing verification.

Nick Cooper, marketing director of Luminescence International, says it is possible to combine covert with overt security features that allow the consumer to easily verify a product without requiring special devices or scanner. 'By layering secure, digitally-printed variable data with fixed data printed with flexo or offset, both of which are verifiable, we believe both of these goals can now be easily and economically achieved.'

With their brilliant rainbow effects, holograms are iconic security devices that attract the attention of fraudsters. The trend is away from embossed, 2D refraction types towards the more intricate 3D types, which are difficult to replicate, but offer fast, visual authentication. Some designs incorporate covert micro-images, variable information or encrypted tags. 'Computer-generated 3D structures open up a wide variety of design options,' says Thomas Voelcker, head of business development and marketing at Schreiner ProSecure. 'The process is really complicated. Therefore, it is virtually impossible to replicate the 3D structures.'

Fraudsters will doubtless rise to the challenge. Commenting on this point, Yaron Zimmerman, product manager – specialty products, Avery Dennison Label and Packaging Materials - North America, said: 'Across all markets we are seeing two common trends: the need for solutions that integrate covert, overt and forensic measures to combat the increasing sophistication of counterfeiters, and the expansion of the number of products which require security solutions. As security on high-value products tightens, counterfeiters seek the



COUNTERFEIT products are an everyday sight in Europe's shopping streets

# Security selection

SOME CURRENT BRAND PROTECTION PRODUCTS described by Barry Hunt

limak's UV Invisible ribbons are printed on existing thermal transfer printers. The ribbons can carry an image, a unique message, logo, or track-and-trace bar code, which are revealed under UV light as a bright and colorful fluorescence. Adding a UV Invisible bar code as a first layer aids identification, while the 2D barcode carries data. Scanning typically takes place during production to check labels and then in the field when validation occurs. Users can add a UV reader to provide in-house quality assurance.

"Prooftag offers FiberTag self-adhesive labels as an integrated security option for accredited label converters equipped with digital presses. A serialized and visible fingerprint for authentication ensures each label is unique"

Melzer has introduced the SL-600 for high-volume production of small-sized RFID labels. Using variable data as a unique identifier, they are increasingly used to authenticate alcohol brands, protect pharmaceutical products and identify vehicles (as windshield labels), plus other mass applications. It uses a patented

**LABELS&LABELING**

in-line selection process to ensure the tags are 100 percent functional and fully tested. The testing and selection of UHF transponders is performed with a six-track stop-and-go process. Melzer claims an hourly output of up to 60,000 tested labels to suit high volume orders.

Prooftag offers FiberTag self-adhesive labels as an integrated security option for accredited label converters equipped with digital presses. A serialized and visible fingerprint for authentication ensures each label is unique. The labels are produced



HANITA Coatings' PET taggant security films with printable topcoats



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on a security paper manufactured by Neenah Paper. Visible security fibers are randomly distributed in the pulp during paper making. Various weights and finishing quality are available. Avery Dennison supplies the high strength adhesives. Each FiberTag is serialized with a unique 2D identification code and recorded into a secure account. The tags are connected to a Prooftag Cerv service platform that offer accredited holders a choice of services, including product presentation, interactive marketing, track-and-trace, usage analysis, and sales network management.

Specialized PS labelstocks play a role in deterring product tampering and the illicit switching of labels from one product to another. MACtac has developed PUREtac CL216 as an optically-clear, permanent adhesive for varied labeling and packaging applications. With its high tack and peel, plus long-term aggressiveness, the adhesive leaves behind a residue upon removal as evidence of tampering. It is available in three film facestock options with two PET liners.

Hanita Coatings' PET security films with printable topcoats can include a range of organic or inorganic taggants. They are detectable either by simple verification, a specific reader, or with forensic testing. Taggants can be added to different layers of the label, or may be combined with an embossed "watermark" on the topcoat as an additional security feature. The company also supplies covert or overt watermarks for brand identification, as well as taggants, in its portfolio of tamper-evident face films.

Clarifoil's Integuard tamper evident labels and seals use a biodegradable cellulose film. It fragments into small pieces when interfered with, so preventing the label being peeled off

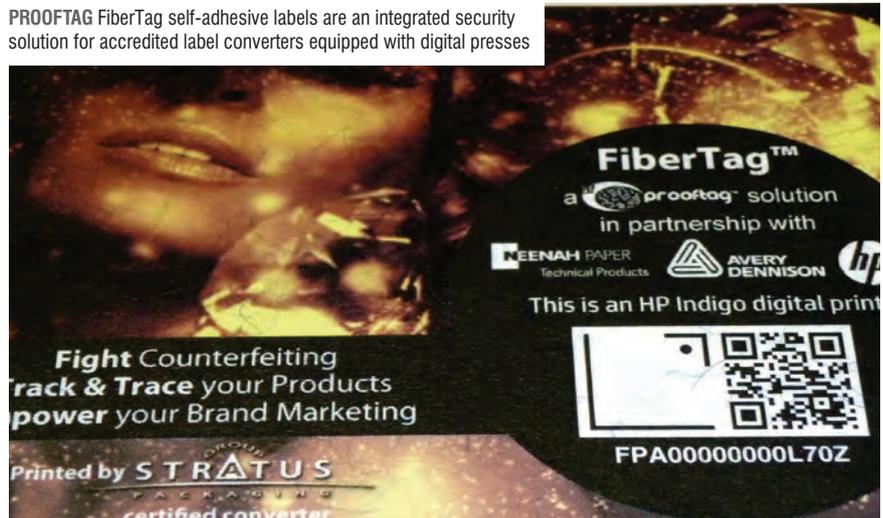
intact from the package. Applications range from pharmaceutical and foodstuffs to electronic hardware and software. The glossy white or transparent facestock can be processed on all standard labeling and printing equipment. When combined with specialty adhesives, Integuard film delivers good bond strength and peel resistance. It can also form part of a multi-level security application.

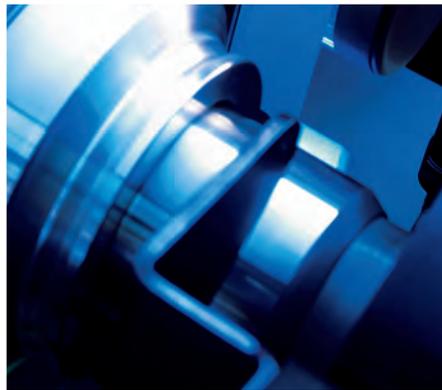
Univacco offers various anti-counterfeiting options based on multi-layer combinations of its holographic hot stamping foil, cold foil and a cast-and-cure foil. They can contain either high gloss silver or transparent holograms. Each foil type can be customized for greater security with brand logos, patterns and micro text. A three-layer example could combine a silver over-printable cold foil using CMYK flexo printing, overlaid with a transparent holographic cold foil. Adding an OPP high-gloss film further protects and enhances the appearance of the laminate.

Schreiner ProSecure volume holograms are based on the specific properties of light-sensitive layers where the various levels can be used as a three-dimensional medium. Transferring an object's light reflections into this multi-layered compound creates diverse and unique motifs that offer reliable protection against counterfeiting. Applications include functional labels for medical devices, consumer goods, as well as nameplates for components or technical parts. They are easily verified in direct light without additional devices. Schreiner claims they offer a standard of anti-counterfeiting protection that is superior to standard holograms in every way.

DuPont describes its proprietary IZON 3D hologram as a full-parallax imaging device. The images can include multi-angle holographic text for fast visual verification when tilted. The holograms can act as a stand-alone verification label or in customized versions with overt or covert features embedded in the film emulsion. Typically they can display all

PROOFTAG FiberTag self-adhesive labels are an integrated security solution for accredited label converters equipped with digital presses





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the surfaces of a 3D embedded image.

Holoptica's new holoQR hologram offers instant verification using a smart phone. The QR code embedded in the hologram is one of several embossed holographic elements. It is not printed, laminated or otherwise added to the hologram. For extra security holoQR also contains a synthetic DNA and a unique PIN code printed or laser cut into the hologram. Other optical overt or forensic covert holographic features are included to aid verification. The US-based manufacturer recently opened a UK-based European operation.

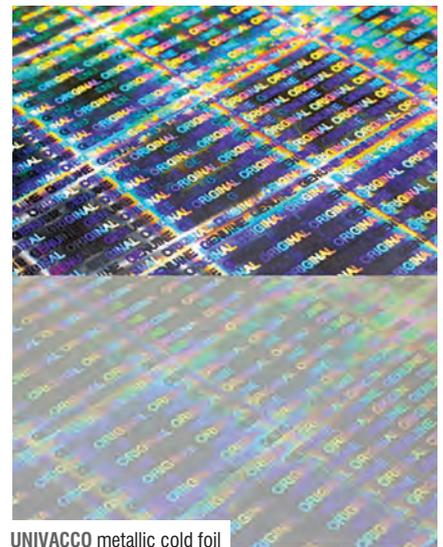
The HD Barcode from Complete Inspections Systems is a 2D brand-protection barcode offering optional sales and marketing codes for verification by consumers. A unique identifier is assigned to each manufacturer and applied during the manufacturing process. For enhanced security, the HD Barcode print generator and software are kept separate and encrypted. A matching identifier is required for reading by a scanner. Consumers can scan the embedded variable data to verify a package's anti-counterfeiting features using a smart phone without a database or internet connection. The data can include interchangeable micro text, infrared or UV features, so making it almost impossible for counterfeiters to reproduce and locate.

Rolling Optics' micro-optical, thin and flexible foil carries high resolution 3D-images that are verified without any special tools. The company guarantees that no counterfeiter today has access to

this technology. Users can complement the 3D images with additional security features, such as revealing an invisible image using a smartphone's camera. Others include track-and-trace options, specialty inks, and hot foiling. Rolling Optics plans to adapt the 3D-technology for new brand protection applications in the pharmaceuticals, food and drink, electronics, clothing and apparel sectors.

Wikoff Color's security inks include a series where images are detected under black light to glow in red, yellow or green. They are available for UV-cured rotary offset and water-based and UV Flexo. The inks are non-yellowing for optimum security, have a low gloss for hiding print and give a strong glow when presented under a UV-cured black light.

Sicpa maintains partnerships with high-security printers worldwide and conducts in-depth audits and reviews of each printer's facilities prior to supplying any ink or equipment. It recently developed the Inspection Platform, a cloud-based authentication and audit reporting system for brand owners. Using a smartphone or tablet, authorized personnel can log in and choose their authentication location. A Sicpa proprietary device, connected to the Inspection Platform application via Bluetooth, authenticates the label or packaging, to provide a 'yes' or 'no' response. This information is stored and uploaded via Wi-Fi to a secure cloud server through a dedicated web application. Brand supervisors access this to obtain inspection reports and analysis for use as business intelligence.



All data transmissions are encrypted and secure. Brand owners own and manage the data. The security platform provides serialization, and 'parent-child' relationship management, covering all supply chain functions.

Designed for security applications, Pantec GS Systems range of on-line and stand-alone modules include the Cheetah F for rotary hot foil stamping. It can apply and register holograms, and also produce security perforations. It is available for integration into new label presses or as a retrofit module. The Sheetcut is a format free sheet cutting module, while the Swift is a rail-mounted hot foil or holographic foil saver designed to handle labels with short repeat lengths.

Avery Dennison's pharmaceutical packaging products include a range of Fasson luminescent adhesives and PP films. They allow transparent film labels to be seen easily under UV-light detection equipment and also resist autoclaving, gamma radiation and sterilization. The company's Sharp Tear labels are added to existing packaging to provide immediate evidence of counterfeiting or product tampering. Designed for pharma brands, they allow the verification of serial numbers through the clear version. A high opacity (white) label is also available.

A new type of authenticating 2D code, 'physically, scientifically and mathematically impossible to copy', has been developed by Advanced Track & Trace. The code is delivered in the form of a high-resolution, copy-sensitive data matrix, able to contain information related to traceability, production operations and product-related data. This is usable to authenticate any type of item or physical support on which information is printed or marked and compatible with all printing or marking processes and substrates.

# Securing the supply chain

**BREAKTHROUGHS** in smart technologies incorporated into packaging will promote product longevity and safety in the supply chain, writes Danielle Jerschefske

Highly engineered, 'smart' packaging is continually discussed amongst industry leaders in an effort to find new areas for growth and innovation for their businesses. The demand for active and intelligent packaging in the US is projected to reach three and a half billion US dollars in 2017 according to Freedonia Group. This growth is set to occur because of the development of new generations of more reliable products with improved functionality coupled with the greater availability of lower cost components.

There are two categories of 'smart' packaging: active and intelligent. Active packaging typically refers to food safety applications. It incorporates a substance on or within the packaging material that interacts chemically or biologically with the product it contains to provide functions such as moisture control or environment regulation. It is an extension of the protection aspect of packaging. For example, oxygen scavengers are designed to remove lingering oxygen from the package. Food and beverages were the two largest markets for active packaging in 2012, accounting for 65 percent of demand.

Intelligent packaging incorporates features that indicate the status of a product and other information useful to supply chain managers or the consumer. In this case, aspects of the label or packaging design change color or provide some indication to users through mobile connectivity that an alteration has occurred. In many cases, both active and intelligent technologies are coupled together in labels and packaging design to overcome supply chain problems.

FALLER Printable Data Storage

	RFID	2D DATA MATRIX CODE	OPEN FEATURES	CONCEALED FEATURES	PRINTABLE DATA STORE
Cost/unit	-	+	+	-	+
Scalability	+	-	-	-	+
Integration into existing processes	0	+	+	0	+
Suitability for the mass market	-	+	+	0	+

## LABELS&LABELING

### NANO

Scientists at Rice University and the Massachusetts Institute of Technology have revealed research on nanographic in-mold label materials made from a photonic gel that changes color when exposed to chemicals associated with foodstuff spoilage. Their research has been published in the nanotechnology journal of the American Chemical Society (ACS). Firstly, chemicals in the material interpret the microbial level within a container, and secondly, the material changes color to inform stakeholders.

The photonic gel is a micron-thick material made from nanoscale layers of hydrophobic (water resisting) and hydrophilic (water loving) poly2-vinyl pyridine (P2VP) layers of polymers. The change in color is caused by expansion of the P2VP layers. Project researchers estimate that the label material can be produced to cover the area the size of a football field for about 100 US dollars.

### PRINTABLE DATA STORE

To combat pharmaceutical product counterfeiting, German label and folding carton converter August Faller has invested in Printable Data Store technology developed by Certego.

Data is stored on special polymer inks and is printed on packaging in a conventional way. The system works at temperatures up to 160°C and is resistant to damp and electro-magnetic fields. The data can be read at any point in the supply chain with a scanner. It offers high levels of security and has the possibility to store large amounts of data (five MB per cm<sup>2</sup>) with concealed and forensic security features.

### TAGS AND CODES

Pristine, based in Berkeley, California, is beta testing a new smart tag for wineries that includes temperature monitoring up to 100°F for over 18 hours with a colored indicator, and adds anti-counterfeiting and consumer engagement through a QR code or NFC tag. The tags communicate with a smart phone application to allow consumers to authenticate their purchase, while also serving as an analytics platform for wineries.

The continued research, development, testing and adoption of colorimetric inks and modified atmosphere coatings and adhesives for labels and packaging show great promise for reducing food and pharmaceutical product waste as shipments move from manufacturers to consumers. When packaged in combination with intelligent, easy to evaluate indicators, security and safety is greatly enhanced, money is saved and packaging value is increased.

PRISTINE provides a wine temperature indicator and consumer engagement for wineries





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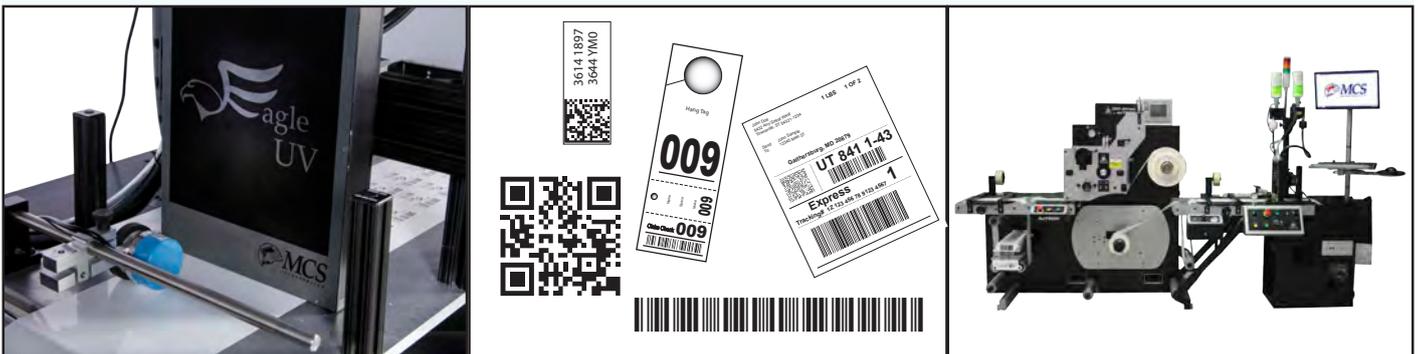
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PRODUCT manager Jon Pritchard demonstrates new chill drum on Domino N610i digital color press at the new demo center

# Domino opens digital center

**WITH DIGITAL COLOR LABELS** an increasingly important part of its product portfolio, Domino has opened a dedicated demo and R&D center at its Cambridge UK base. Andy Thomas reports

Domino Printing Sciences has opened a demo and development center showcasing its latest color and monochrome narrow web inkjet press technology.

The 3,500 sqm Saxon Way Digital Print Center represents a 2.2m eur investment, and includes a 500 sqm demonstration center as well as facilities for training, development and testing.

The demo facility accommodates two N610i digital color presses, one of which is configured in-line with an AVT inspection camera and ABG turret rewind finishing unit. A K600i monochrome VDP module is set up on a test rig into an ABG finishing unit. Other equipment includes a BitJet+ CIJ demo station and materials testing rig.

This development comes as Domino's 2013 annual report identifies labels and packaging as the fastest growing segment of the company's £335m global business, already representing 12 percent of total sales. Some 23 N600i color label presses have now been sold, mostly in the last five months. Coding and marking – including security printing – remain by far the biggest part of the company's product mix, but these are largely mature markets.

In his opening remarks, Nigel Bond, group managing director since 1997, said digital color label printing 'will be the big growth driver' for Domino, reaching 25 percent of group sales in a few years time.

'All growth forecasts indicate packaging is the major opportunity and it is a sector we know well. Our core business is putting variable information on packaging. So for us a digital color label press ticks all the right boxes: it is complex, requires

a high investment in technology and customer intimacy.'

Europe and North America have been the main focus of Domino's digital color marketing up to now, but this will now be extended to Asia, with China and India offering the best prospects.

Domino's existing global sales and technical support network represents something of a trump card here. The group has 2,200 employees in 20 countries and distribution partners in 150 countries servicing its coding & marking and commercial print customers. The biggest markets are China, India, Germany and the US, and supported technologies include inkjet, laser, thermal and print/apply labels. Color management training is now being rolled out across the world.

As a cash rich group, Domino has continued to strengthen its technology base by key acquisitions. After color labels were identified as a key strategic focus by the Domino board in 2009, Swiss company Graph-Tech was acquired for its expertise in UV inkjet integration, much R&D work is still done there. Since that acquisition Domino has added 50 people to its digital label business.

'We are already exploring whether we can extend the technology beyond labeling, and new acquisitions will be announced the next few years to support this,' said Bond.

## TECHNOLOGY FOCUS

Philip Easton, director digital printing at Domino (with the company 19 years), pointed out that Domino had been involved in variable imaging since its first bingo ticket job in 1978.



DOMINO N610i in-line with ABG finishing unit



DOMINO veteran Barry Few opening demo center



DIGITAL division director Philip Easton with K600i monochrome demo unit

Today the narrow web digital label business breaks down into two broad areas: in-line monochrome VDP and full color label printing.

#### MONOCHROME K600I

'We have been fitting inkjet heads into commercial presses and bindery lines from the beginning,' said Easton. 'The K600i is a continuation – it adds variable imaging capability to a conventional narrow web label flexo press for language variants, track and trace codes and so on.'

Individual 108mm (4.25in) heads can be stitched together to fit web widths up to 22in.

'We have had particular success in the US where these monochrome VDP units have been put onto Mark Andy and other flexo presses to print the Harvest Mark, which any group supplying fresh food now has to use to track where the food comes from. For this type of application it's more cost effective to add this VDP

#### LABELS&LABELING

capability to a conventional press. It will print up to 150 m/min (492 ft/min).'

A new announcement by Domino was the availability of aqueous inks for the K600i.

Of the 100 K600i units sold by Domino, around half have been sold to strategic partner OEMs to incorporate into their own products.

Another part of Domino's monochrome inkjet business is the solvent-based CIJ BitJet+, which although not applicable to labels, has found applications printing track and trace barcodes or promotional gaming items onto the reverse side of folding cartons, as well as coding onto yoghurt lids at a resolution of 120dpi and speeds up to 800 m/min.

#### 4-COLOR N610I

Domino's color label technology made its first appearance at Labelexpo 2009, with a prototype press printing waterbased inks. 'We found out that we had a lot to learn, particularly about the importance of color management,' said Easton.

By 2011 Domino had adopted Kyocera UV inkjet head technology and at Labelexpo Europe last year the current N610i configuration was shown – CMYK plus a double White station and additional space for Orange and Violet inkjet heads, with the inks due to be released later this year.

'We have had a big demand from our bigger converter customers for this extended gamut capability, though it is not so important for the smaller converter running mostly industrial-type labels,' said Easton.

The N610i press images at 600dpi native resolution and has a running speed of 75 m/min or 50 m/min, depending upon print resolution and whether White is engaged. The user has the option of using one or two white units per job depending on opacity requirements. When not in use the rail mounted white heads are moved away from the web to avoid possible contamination or damage.

Domino made two new announcements: a new chill roller for heat sensitive media, which sits below the water cooled GEW LED-UV lamp, and a universal finishing line interface, allowing the press to work with different finishing machine suppliers.

Demonstrating the press, N610i product manager Jon Pritchard explained how it fits into a conventional workflow. 'With a web width of 330mm and a standard 40in unwind, the same rolls can be used as on the flexo press.'

An Esko-powered front end allows the press to fit seamlessly into Esko's Automation Engine system, meaning the decision on whether to print digital or flexo can be delayed until the last possible moment. Color management between the processes is handled automatically.

Further echoing a flexo workflow, the demo room press is fitted with familiar FMS web guide, Teknek web cleaner and Vetaphone corona station.

The press has an AVT camera fitted between press and finishing line. 'We chose to work with AVT because they are so closely integrated with Esko,' said Pritchard.

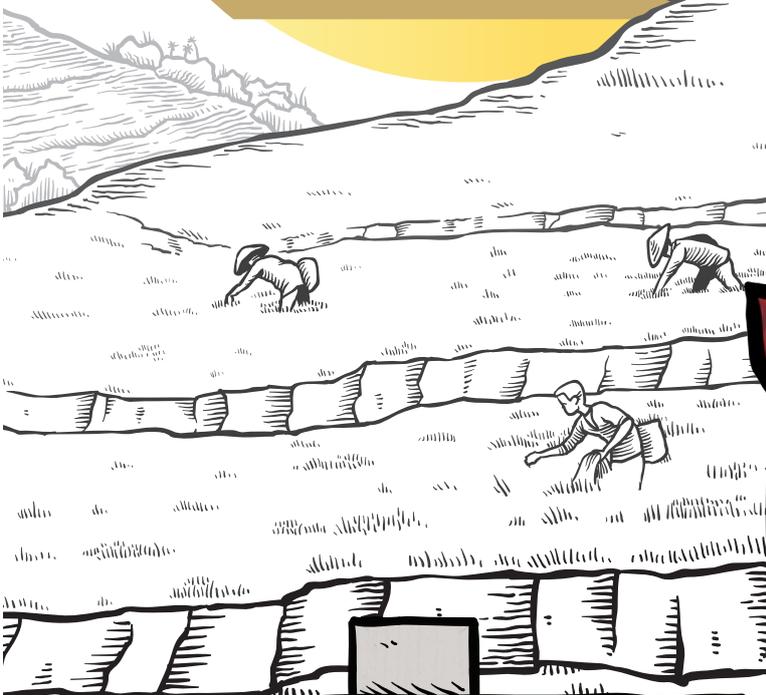
Domino has used its extensive inkjet experience to modify the Kyocera heads to achieve more consistent performance on both the 'K' and 'N' printing systems.

The company's Intelligent ('i') technology covers three areas. iStitch uses micro controllers to position the individual 108mm (4.25in) Kyocera modules across the web - three modules in the case of the 330mm N610i – so white 'stitch' lines are never visible between modules.

Actiflow addresses the fact that Kyocera heads do not have a 'free flow' design, so air bubbles can block the print head. Actiflow circulates ink through the head, removing the possibility of air bubble formation and maintaining correct temperature. Finally, Clean Cap is an automatic nozzle maintenance system which limits the need for operator intervention.

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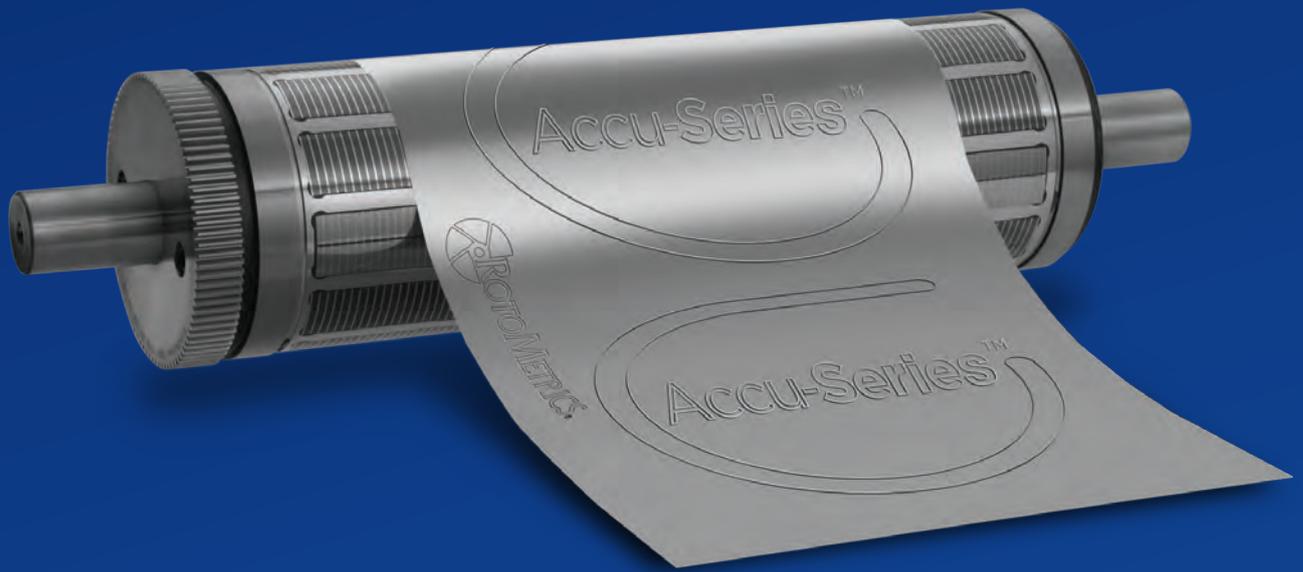
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# Vista celebrates 40 years

**FAMILY OWNED CONVERTER** Vista Labels celebrates its 40th anniversary this year. Nick Coombes visited its HQ in Stockport, UK, to discover the secret behind the company's history of successful growth

Too often these days, the mantras of quality and service are used simply as marketing hype to promote a company's profile. Not so at Vista Labels. The converter began life in May 1974 renting space in Royal Oak Mills in Stockport, and through the vision of its chairman Don Grice and his team of loyal and long-serving staff, has grown to become one of the UK's leading independent suppliers of high quality labels and printed packaging, all produced on narrow web presses.

To put the timeline in perspective, 1974 had Muhammad Ali as world heavyweight champion, Emerson Fittipaldi as F1 champion, and Red Rum winning the Grand National at nearby Aintree. Yes, it was a long time ago, especially when you consider that the self-adhesive label industry as we know it today dates only from the post-war years of the 1950s. So, what sets Vista apart from its competitors and has allowed it to enjoy sustained growth into the 21st century?

## QUALITY BEGINS IN-HOUSE

'We have always believed in building relationships,' explains Don Grice, 'and although that is seen by some as an old fashioned way of running a business in today's price conscious world, it has always been and remains our strongpoint.' Stating that the best (and only) way to serve your customers is by getting close to them and understanding their needs, Grice is proud of his company's portfolio of leading brand names, many of which are as longstanding as Vista's staff that produce their work.

Tim Grice, who has taken over from his father as managing director, speaks enthusiastically about Vista's view of quality: 'To be competitive and meet delivery times we place high emphasis on being responsive and adaptable to rapid and often unpredictable changes in demand. This needs ongoing investment in the latest technology and staff training, because customer care comes from commitment and continuity.' The company is proud of its list of

technology investments over the years, and also of its recruitment programme, which places great emphasis on in-house training and an HR policy that currently sees an average length of service in excess of 16 years, with seven staff having more than 25 years to their names.

## CHOOSING THE RIGHT TECHNOLOGY

Where technology is concerned, Vista has built its print capacity largely around Mark Andy, beginning with 2200 presses and a 4150. All these machines are now 8-color with full UV curing, and fitted with Tectonic Lynx video web inspection systems. The investment to date culminated in last year's installation of a Performance Series P5. According to Don Grice: 'The choice of Mark Andy was based in their unwavering levels of service and the reliability of their products. The latest press has increased production speeds and given us a wider substrate capacity'. Tim Grice agrees, commenting: 'The new P5 has moved the goalposts with its wide capability and efficiency, and I see it only a matter of time before we install a second'.

With new printing capability and the addition of in-line foil blocking, Vista began to expand its market coverage, offering high-impact point-of-sale labels at competitive rates to industries such as health care and beverages, but never losing sight of the need to supply blank labels, and with this in mind a turret rewind machine was installed.

By now, the plant was bursting at the seams, and the factory into which Vista had moved back in 1981, was ripe for expansion. Additional floor space was required and after lengthy negotiations, Vista was able to expand its operation to 23,000 sq ft. In all, the company invested close to one million GBP in the 18 months up to 2007, a massive commitment to quality and continuity. This provided the capacity to introduce a Flytec scanner, and Domino inkjet technology to enhance its newly acquired Pharmaceutical Code of Practice. This period also involved the installation of further finishing equipment, and the department now has two Omega, two Racer and one Arpeco inspection rewind machines, two of which have die cutting facilities.

Vista's pre-press department also saw investment around this time, with new platemaking equipment and a Flex-E integrated plate processor that added a new level of quality control by bringing platemaking in-house. The company also took the opportunity to upgrade its studio with the latest PowerMacs, a process that has been ongoing ever since.

To maximize on its UV-flexo capability, Vista was the first UK label converter to install one of Barco's CDI Spark units. This CtP facility, usually the preserve of larger repro houses, running with Adobe Creative Suite and the subsequent addition of Esko's ArtPro packaging software for HD-Flexo plates, has further enhanced the company's reputation as a leader in quality UV-flexo label work on demanding substrates. These investments have brought enhanced



ACCORDING to Tim Grice 'The new P5 has moved the goalposts with its wide capability and efficiency, and I see it only a matter of time before we install a second'



FOUNDER Don Grice has now handed over the reins of Vista Labels



THE premises which Vista first occupied in 1981 has now been expanded to provide a 23,000 sq ft facility



productivity and a resulting cost saving to customers.

As label demand grew and changed, Vista invested in two Etipol Combi letterpress machines for high quality short run work, while upgrading the Mark Andy presses to include turn bars and over-laminating units that provided delam/relam and printing on the reverse/adhesive. This allowed Vista to develop and become experts with the 'peel and reseal' label, which has grown in popularity and seems certain to claim a larger market share under new EU legislation that requires even more information to be printed on pharmaceutical packaging. To handle the growing volume of blank labels, an additional Omega was installed.

#### THE ONLINE ERA

With the age of the Internet dawning, Vista Labels embraced the 'instant world' by going live online. Timed to mark the company's 25th anniversary, the new Vista website gave computer access to company information and introduced the email system of communication – ubiquitous now, but in those days, revolutionary! Added demand brought the need for more print capacity, and a 6-color Mark Andy 2200 flexo line was installed. Fitted with a corona treater, web cleaner, anti-static bars and UV curing, it was specified to handle the increasing volume of work being produced on filmic materials, such as PE. More recently, the company has added an 8-color Mark Andy 2200. Similarly specified to the 6-color machine, it has in addition a rotary screen unit that allows the application of tactile symbols and graphics.

Today, in its modern facility in Stockport, Vista Labels has a plant list that would be the envy of many, including seven Mark Andy UV-flexo presses, an Etipol UV-letterpress line, and two Focus wide web flexo lines that specialise in printing on PP. In addition to these, and specifically to service the pharmaceutical industry, Vista has invested in a Stork rotary screen printer and an off-line Convertec BrailleMaker. All of this, along with the company's motivated and qualified staff, has brought BSI ISO 9001:2008 (a certification that has been held for over 20 years) and the Pharmaceutical Code of Practice PS 9000:2011, mentioned earlier.

#### LOOKING AHEAD

But Vista Labels is about more than machines and technology, it's about people. From one man's vision it has grown to become a highly acclaimed supplier to what is a very discriminating industry. Quick to acknowledge the importance of good leadership, Don Grice, along with Tim Grice (managing director), Stuart Mellish (production director), and newly appointed Andrew Eddleston (commercial director) are joined by Don's daughter Rachel Clarke as company secretary to keep the company on track to its next goal of moving to double-day shift production, lifting annual turnover to seven million GBP.

On such a firm foundation and with an in-house wealth of knowhow, few would bet against Vista succeeding, and as the company prepares to celebrate the 40th anniversary of its incorporation on May 6, few would doubt that it will be even more successful by the time its 50th comes around, in 2024!



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(L-R) Dimitar Sabkov, president Dars91; Pierre Panel, export sales manager Codimag; Svetoslav Sabkov

# Bulgarian wine specialist grows

**LEADING** East European converter Dars91 has transitioned successfully from wet glue sheets to PS, following shifting trends in the wine label business. Andy Thomas reports

Dars91, located in the port city of Bourgas on Bulgaria's Black Sea coast, has made a specialty of the wine label business.

The 80-strong company's expertise and creativity have won a series of international awards, including winner of FINAT's combination print category award in 2005 and a Fasson Gold LabelStar.

The company was founded by Dimitar Sabkov in 1991, shortly after the Berlin Wall came down and market economies suddenly sprang up across Eastern Europe. Because heavy industry was dismantled almost overnight in Bulgaria, Sabkov's first business was importing metal bars, to be re-exported to countries as diverse as Greece and Israel.

In 1994 Dimitar spotted an opportunity in wine labels. Bulgaria has its own wine industry, but there also important vine regions in surrounding countries including the former Soviet Republics of Georgia and Moldova, Romania and the Balkan states.

Dars91 started in the print business with a single color Heidelberg (still in use as a coating machine) and by 1996 had acquired a pair of 2-color offset presses and a 4-color Heidelberg PrintMaster, with

a bronzing machine to follow.

In 2000, Dimitar Sabkov started looking for a roll press to print pressure sensitive labels. 'The wine market was moving to PS and wineries were moving to shorter runs. Because our business was more than 90 percent in the wine market, we needed a roll-fed press. 'We wanted offset quality but for shorter runs, so that's why we opted for semi-rotary.'

After looking at Europe's intermittent

offset press suppliers, Sabkov finally settled on Codimag as his press partner after visiting a French Codimag customer located in Burgundy, also printing high quality wine labels.

Dars91's first Codimag press was a waterless offset Viva 340 configured with 4-colors plus hot foil. The project was handled by Dimitar's son Svetoslav, who continues to run the business alongside his father.

The growth of the pressure-sensitive



TWO of Dars91's Codimag Viva 340 waterless offset presses



PRESS crew team meeting at Dars91



FOLDER gluer - Dars91 has an impressive value added carton operation

side of the business led to the installation of a second waterless Viva 340 in 2004, this time 5-colors with a Stork intermittent Screen unit –using Rotaplate screens – and flexo varnishing. In the meantime a fifth print unit and a laminating unit had been retrofitted to the first Viva machine. A third Codimag was installed in August last year, again a waterless Viva 340 with 5-colors, hot foil, varnishing and BST inspection system.

Codimag delivered the VIVA presses with a comprehensive temperature regulation system, including rollers, plate cylinders and UV bases.

The same system is used to cool the UV lamps on the company's Berra flatbed UV screen press. The Berra flatbed screen machines are used for off-line finishing including embossing, foiling and different kinds of special effect varnishing.

'The use of tactile varnishes has become a major trend in the wine labels market,' says Svetoslav.

The company has its own in-house pre-press department, with two Screen-manufactured CTP units, one branded by FujiFilm, using Toray waterless plates. Some trials have been run with thermal process-less plates, but currently these do not have sufficient resilience for longer runs.

A Rotoflex rewinder handles final slitting and inspection duties.

### INTO THE FUTURE

The pressure-sensitive side of Dars91's business has continued to grow, and it now accounts for 80 percent of the company's production. At the end of last year, for example, one of the company's biggest wet glue customers – ordering one million labels a year – decided to shift everything to PS. 'Customers find that the self-adhesive applicators are quicker and cheaper,' says Svetoslav.

Not everything has moved to PS though. 'A few designs work better on sheets, for example if you have to punch through the label then sheets are better,

so it does depend on the design.'

Today around 70 percent of the company's production is exported, not only to Central and Eastern European countries, but also westwards to Germany, Italy and Spain.

Svetoslav Sabkov puts Dars91's success down to a number of factors: 'It is a combination of quality and keeping close to clients, both in terms of distance and personal relationships. We also champion innovation and we understand how to combine offset with screen, foil and varnish. We keep in close contact with designers and help them know what is possible, and how different decoration options will affect pricing.'

Svetoslav uses as an example Dars91's close working relationship with Halewood Wines, which is the largest independent importer of spirits and wines into the UK, and owns wineries in Romania and Hungary. Label designs are discussed and can be amended at an early stage, before entering production.

'Our designers also help customers with their design projects, and we often work on files supplied by customers,' says Svetoslav.

Although Dars91 overwhelmingly uses PS semi-gloss and structured papers, it

does some PS film work for spirits like vodkas and gins, and even a little on wine labels.

Multi-page leaflet, booklet and promotional labels are other areas Dars1 has developed.

Dars1 has ambitious plans for future growth and is increasingly recognized for the quality of its wine labels. Confirms Codimag's export sales manager Pierre Panel: 'In the 13 years since we installed our first press, Dars91 has shown how to make a very good transition from sheet to roll fed labels and has become a quality reference point for us.'

### CARTONS AND BOXES

Along with its wet glue labels, Dars91 also has a significant folding carton business. Cartons and special papers are printed on the Heidelberg Printmaster, and can then be moved to UV varnish, bronzing, foiling and cut/creasing machines before hitting the folder/gluer.

The company stays clear of commodity carton orders, preferring more complex decoration and fulfillment work. This might include lamination of special label papers, use of high quality chromium papers, complex inserts and hand finishing.



THE impressive Dars91 plant in Borgas on Bulgaria's Black Sea coast

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# Label Summit Africa

**EXCELLENT CONTENT** from a lively mix of converters, brand managers and suppliers made the Africa Label Summit a memorable event. Andy Thomas presents the first of a two part report

Label Summit Africa returned to Cape Town in March, attracting over 200 converters to a full agenda of presentations accompanied by networking events at a local beach and vineyard. Delegates came mainly from South Africa but also from across Africa and Europe.

Opening the Summit, Lisa Milburn, managing director of the Tarsus Labels and Packaging group, pointed out that while the labels industry as a whole in Africa is growing at four to six percent a year, per capita consumption of PS labels in Africa still stands at less than 0.5sqm. This leaves a lot of room for growth.

In his keynote address, Filip Weymans, director of marketing and business development Labels and Packaging at Xeikon, applied these statistics to the South African market. A labels growth rate of 4 percent allied to annual population growth of 1.2 percent, means per capita consumption of labels is growing at a healthy 3.2 percent a year.

Weymans identified big opportunities for label converters in the new era of 'experience-driven packaging designed to trigger positive emotions'. Since 2008, we have seen the growth of small, 'community spirited' local brands, said Weymans, a movement boosted by the food scandals which have rocked developed markets, inflaming popular reaction against

globalization and industrial mass production.

'People want products more related to their community, which give them more security and confidence. Local companies are now building Facebook communities to sell 'safe food' in the European market and packaging brings that as a visible impact into the community.'

Weymans pointed out that even global retailers like Tesco are now allowing store managers to stock local products. 'So local products are now being sold direct through local sales points, over the internet, and through retailers, and need packaging which conveys these community values.'

Meanwhile the global brands, under pressure from both retailers' private label products and local brands, are looking to restore their market position with more creative, community-driven packaging.

Weymans used as an example Coca-Cola's well known Share a Coke campaign, which in South Africa is credited with increasing business volume by more than nine percent and single serve transactions by five percent.

A Nutella promotion, which allows consumers to create their own label within the company's brand guidelines, is another social success story. 'The only announcement made was on Facebook, and 185,000 Belgians – out of a population of 10m –



THE power of digital print. Graham Finke, md and founder Didget Printing (center L), demonstrates to HP Indigo's Christian Menegon examples of digital innovation

clicked Like to receive their personalized label'.

Belgian brewer Vedett has used personalized labels to revitalize the flagging Witbier sector. 'When we drink their beer, we are talking about their labels.'

In conclusion Weymans advised converters to identify these new audiences using widely available social media tools. 'For many years we have considered private and global brands to be your main customers, who push on price. But explore your local brands and see how can you help them.'

#### QUALITY NOT PRICE

Dr Seamus Lafferty, VP sales and marketing at Accraply, urged local converters to take advantage of the low usage of shrink sleeves in South Africa – particularly where brands are using shrink sleeves in other world markets but no locally.

Trigger sprays and aerosol cans are prime candidates.

But producing high quality shrink sleeves is not easy, and requires converters to master the whole process, not just of printing, but of all stages of production from container design to application of the finished label.

Lafferty showed a series of photographs of poor quality shrink sleeve labels. The defects were easily avoidable: poor choice of container shape (ribbed bottles should be avoided for example); failure to print all round the sleeve; and careless application.

'Shrink sleeve labeling requires perfection at every stage, and if you are an expert you can ask brand owners to pay more,' said Lafferty.

He certainly did not underestimate the difficulties faced by converters in developing markets like South Africa. 'Knowledge and experience can be lacking and it can be hard to get the best ingredients'.

Converters should also be aware of new technology developments in shrink sleeve films, said Lafferty. New hybrid films, for example, combine OPS for its tactile qualities with the shrink performance of PET-G. There are also digitally printable and thinner films, and development work on 'floatable' films to aid the recycling process.

Concluded Lafferty, 'We need to make sure quality issues don't get in the way of growth – they shouldn't. There is more than enough opportunity to grow without competing on price. Compete on quality if you wish.'

#### PACKAGING AND MIGRATION

Flint Group Narrow Web's Niklas Olsson focused on the opportunities for narrow web converters – 'narrow web' defined as up to 850mm – to compete in the flexible packaging market, looking for shorter run work targeted at segmented markets.

UV flexo has important advantages over the solvent inks widely used in gravure and CI flexo printing, said Olsson, including superior print quality – '225lpi plates are on a par with offset and gravure' – and in-line processing, including lamination.

'But the key is to understand UV migration issues, which is a new subject for label converters,' said Olsson.

He explained that in Europe, Switzerland has already made use of low migration inks mandatory, with Germany predicted to follow. 'While glass or aluminium is a functional barrier to migration, migration is possible through PET and other substrates.'

The photo-initiators in low migration inks are formulated from bigger molecules, which will not migrate so easily. But this does not mean they cannot migrate, so testing is still necessary on non-barrier substrates.

And there are different testing methods depending on the type of foodstuff and simulants that are used, as well as different end user requires.

'The key message is we, the ink manufacturers, are just one part of this chain. The converter is part of it, so needs to check with the customer in setting up correct procedures. The challenge for ink manufacturers is to maintain the speed of curing and color strength'.

Olsson outlined alternative curing technologies including electron beam, which does not use photo-initiators and cures at high speeds. 'But EB units are expensive and you have to print wet on wet, which limits its use on narrow web.'

Flint has been carrying out work using inert gas to suppress the oxygen which inhibits curing, so requiring fewer photo-initiators. 'We are still working on it,' said Olsson.

Flint has been one of the leaders in developing LED-UV inks. 'The first generation are not low migration, but we are working on that and in next couple of months we will have a solution.'

#### DRAGONS DEN

In a new format for the Tarsus label summits, three suppliers were invited to give 10 minutes pitches to promote a key technology.

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DAVE LYUS, marketing manager GEW (EC)



TONY BELL, sales director AB Graphic International



DIRK SCHRAMM, applied technology manager Radiation Curing Silicones division Evonik Industries Europe

### Arc lamps vs LED

Dave Lyus set out to answer the question: 'With new "low-energy" UV lamp systems, are LEDs a viable option?'

He pointed out that conventional arc lamp technology has continued to develop since the early 1990s. 'Power supplies have got smaller; reflectors are becoming more efficient, delivering 100 percent UV energy to the substrate and just 30 percent of total heat output; energy consumption is at 30 percent of 1993 levels and standby energy at idle has reduced to 5 kw from over 20kw in the earlier systems.'

Lyus pointed out that LED has a very similar energy output in terms of UV, heat and visible light, and in overall cost terms works out up to one third more expensive than arc lamp systems. The principal cost elements are the LED arrays themselves and the purchase of spare arrays.

LED's most significant advantage is in zero heat being transferred to the web, allowing heat sensitive substrates to be processed without chill drums, as well the ability to be switched on and off instantaneously without requiring shutters to protect the web.

The longer wavelength of LED also allows certain 'difficult' inks like opaque whites to be cured more efficiently.

Lyus suggested that, despite the higher initial cost, LED arrays might find a place in hybrid systems with arc lamps – for example on white and black print stations.

### Automated finishing

Automation has the potential to eliminate the bottlenecks in both digital and conventional printing, said Tony Bell.

The principal bottleneck for digital presses is conventional finishing. Bell calculated the time taken to set up die cutter, matrix stripping and slitter knives on a conventional finishing line is around nine minutes for an experienced operator.

'An automated system, including servo-driven set-up of the slitting knives and optionally replacing the flexible die station with a laser cutting unit, would allow the same line to be set up in just 45 seconds, making a saving per job of over eight minutes,' said Bell. It would be linked to the digital press using

the JDF protocol to become an integrated print and finishing line.

Turning his attention to conventional printing, Bell identified the main bottleneck as slit rolls stacked up waiting to go onto the inspection-rewinder – a particular problem during long print runs. 'At the same time, a conventional rewinder is not being used 70 percent of the time,' said Bell. 'Additional waste comes from the need to produce "overs" to make sure the correct number of good labels are delivered after inspection.'

Bell's answer is an automatic turret rewinder. 'There are no overs, better inventory turnaround, shorter lead times and reduced price per finished label.'

Bell estimated that for a 4-lane job of 10,000 linear meters slit to 35 meter rolls, total processing time is four hours and 21 minutes – compared to one hour and 35 minutes on a turret rewind.

Further automation options include a bowl feeder, core loader and Nordson core gluer.

### 'A Linerless dream come true?'

Dirk Schramm reminded delegates that release liner accounts for 39 percent of the weight of a PSA laminate and 38 percent of the cost. In Europe, around 400,000 metric tons, worth 1.6bn eur, goes to landfill every year.

Evonik has been at the forefront of linerless development with partners including Catchpoint Labels, Ravenwood Packaging and ETI converting.

Schramm spelled out the advantages: 'No release liner cost or waste, more labels per roll, less transportation costs, less storage space needed and less downtime in label production.'

He showed a case study of a linerless project developed for skin care specialist Stoko with a team of partners including Evonik, Rako, Catchpoint Labels and applicator manufacturer Schleuter.

The process starts at Rako with off-line coating of UV-cured RC silicone on the digitally printed face stock (this process could be carried out in-line on a conventional press). Hot melt adhesive is then coated on a process liner, which is laminated to the face stock to allow

stable die cutting of the Catchpoint perforation, followed by matrix removal and separation of the face stock from the process liner. On the machinery line, labels are coded with a Videojet inkjet head before application.'

### CONVERTER CASE STUDIES

#### CASE STUDY ONE:

#### An alternative digital business model

Graham Finke, managing director and co-founder, Didget Printing, md and founder, Trempak

Graham Finke started his presentation with a point-of-sale shelf display personalized for the summit – demonstrating the versatility of his digital-only operation, Didget Printing. 'We do pre-production samples on any substrate including flexibles and boards,' said Finke.

Finke outlined a new paradigm: 'In the past, Push strategy predominated, where the producer dictates what's happening in the market. Now the consumer is dictating. We have moved from Push to Pull and we will not go back again.'

At the same time, globalization means brands face more competition, as well as dealing with complex legislation in multiple languages and a requirement for more information on pack.

'With digital pre-production you can achieve that 'Wow' factor by putting into the brand managers' hands a real example of how digital printing can achieve these objectives. Touch and feel is very important here.'

Didget promotes digital print as a strategy to reduce customers' stock holding risks and the risks of competitor 'ambushes'. 'Digital has a solution for being quicker to market with faster turnaround,' said Finke. 'Our POS example shows how quickly you can move. With conventional production someone can quickly hijack your launch, but with digital you can get new products out before anyone can interfere.'

Didget also sells the ability of its HP Indigo presses to offer security solutions like sequential numbering, personalized barcodes and special ID numbers.

## CASE STUDY 2: Digital workflow meets conventional print

Jean-Michel Fouquet, CEO, CGP-Etiqroll

CGP-Etiqroll is a French label converter with two plants located in the Loire valley. Some 40 percent of the company's business is wine labels.

CEO Jean-Michel Fouquet explained how the company's digital workflow delivers predictable color across its digital offset, waterless offset and flexo presses.

Fouquet explained how this system works with his Codimag Aniflo press technology. 'Our main goal was to eliminate variables. Where before our operator was constantly adjusting ink keys, this is not a repeatable process.

With Codimag's Aniflo technology,

ink is applied via an anilox roll, and the only variable is control of viscosity by temperature control.'

CGP's Codimag presses are set up to print with a seven color CMYKOGV set. PMS color matching is handled by Esko's Equinox software. 'We select an anilox then create a color database for each material. We can accurately simulate 80 percent of the PMS book,' said Fouquet.

When a customer job arrives, the Esko software automatically works out whether the pantone requested by the customer is achievable within a set delta (three on average).

It then connects with the MIS to check when the press is available, orders the substrates and reserves a slot in the planning, allowing the team to check whether the lead time required by

customer is achievable.

'The process stability of the Aniflo process means we have full compatibility between the digital and conventional presses,' said Fouquet. 'For wine labels it means I can print the main run conventionally – then use digital if I have to make subsequent smaller additions.'

In summary, Fouquet said the ability to predict color results 'reduces stress on the operator'. Jobs on the Aniflo press can be changed over in the two minutes it takes to change plates, since there is no washup, and it has all the benefits of in-line finishing.

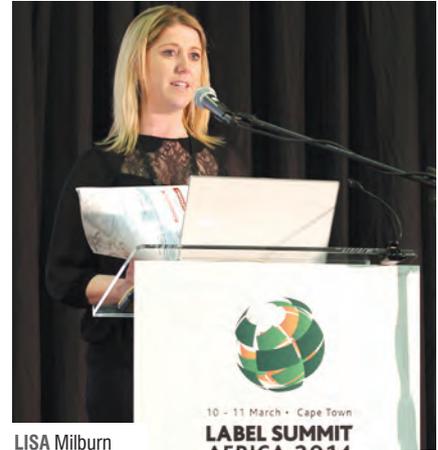
'In the year since we have implemented this system we have saved 20 percent of the time taken in a 'conventional' workflow and we are more flexible where packaging is changing more often and we get more smaller jobs,' said Fouquet.



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THE label printing plant of Ajanta Packaging in the industrial town of Baddi in North India

# Indian label printer goes multinational

**AJANTA** Packaging is cementing its reputation as one of India's leading converters with the opening of new overseas plants and a major investment program. Aakriti Agarwal reports

Ajanta Packaging is one of the leading label printers in India, based out of Mumbai with four plants located in India, UAE and Thailand. The company has been involved in a major investment drive, buying two Nilpeter FB 3300 presses and three Grafotronic 440HI slitter rewinders at Labelexpo Europe 2013. One of the Nilpeter presses has recently been installed at the company's Sharjah plant and the other will be shipped to one of the Indian locations in April 2014. The Thailand plant commenced production in February this year.

## THE BEGINNING – DAMAN

Managing director Chandan Khanna started operations in Daman in 2000 with waterless offset label printing. Stating the reason for adopting this technology, he says, 'I was not impressed with letterpress at that time and flexo was not as evolved a technology as it is today.' The company thus started with Iwasaki and still trusts the brand for its quality and consistency. In those days, there were certain jobs that only Ajanta could do using this offset technology in roll form labels, which eventually resulted in its success, since the company achieved high quality on low volumes at substantially lower costs. Though the Daman plant now also houses one Nilpeter press for flexo jobs, the focus here remains on offset. The plant is now equipped with offset, waterless offset and flexo technologies which meets the needs of all customers under one roof.

"Though the Daman plant now also houses one Nilpeter press for flexo jobs, the focus here remains on offset. The plant is now equipped with offset, waterless offset and flexo technologies which meets the needs of all customers under one roof"

## DOMESTIC EXPANSION – BADDI

Determined to expand and service customers better and faster across various geographical locations, Khanna opened the doors of his second Indian plant in 2007. Located in the industrial town of Baddi in North India with 100 employees at present, the plant is spread across an area of 25,000 sq. ft., of which 10,000 sq. ft. each on two floors is the production area. Currently, the plant capacity utilization is approximately 65 percent every month. This unit houses three highly configured flexo combination presses – two MPS and one Nilpeter; and one Iwasaki offset press along with customized automatic inspection and finishing equipment from Grafotronic and Prati.

The slitter rewriter from Grafotronic is equipped with third generation blades, eight megapixel camera and additional modules and runs at 180 m/min with inspection. Ajanta also houses a die-cutting machine dedicated for making blank labels



THE newest plant of Ajanta Packaging in Amata City of Thailand. It started production in February this year



THE team at Ajanta Packaging's plant in Thailand

which are supplied mostly for thermal printing applications.

Explaining the reason for opting for Nilpeter after installing two MPS presses at the plant, Sachin Arya, general manager at the Baddi plant says, 'We are very happy with MPS but at the end of the day, a business boils down to profits. The initial cost of investment is very high with MPS so the payback period becomes much longer. And the output and quality on MPS and Nilpeter is similar. However, we are open to buy new MPS presses as well. They both are our preferred partners in flexo combination technology.'

Further elaborating, Khanna says, 'If a machine works then we stick to it. MPS presses are highly configured but not all jobs require such presses. Having local support is a big advantage. Having said that, I must point out that they both are our partners. In the future, we will add presses from both companies depending on the jobs and strategy of growing our business. Our suppliers are our strategic partners and add a lot of strength to Ajanta's value addition.'

#### FIRST INTERNATIONAL VENTURE – SHARJAH

Truly believing in this ideology, the first international project Ajanta Packaging started in 2008 in Sharjah also houses the same brands of machinery – an offset and a 10-color Nilpeter UV flexo press. The Middle East, however, is a very different market from India. Thus, Khanna explains, 'In Sharjah, we are catering to small and medium run jobs. Demand for quality is very high, but there is a market for long and combinational jobs with flexo. That is the reason why we went for a Nilpeter combination press at Labelexpo Europe 2013.' Ajanta's strategy is to consolidate its position in this market in five years. Khanna says, 'There was a lot of hardship in Dubai in the beginning – and being small doesn't help. So, we entered this market at a small scale and started with low volume but high quality jobs that give decent returns and scaled up fast to make a mark and presence in the Middle East market.'

#### THE NEW PROJECT – THAILAND

Living his dream of making Ajanta Packaging an international company with multiple site locations, and his love for Thailand, Khanna did not blink an eye when he saw growth and market opportunity in this country. Ninety kilometres from Bangkok Airport in Amata City, he started a state-of-the-art plant with all its accreditations and started production in February 2014. While there is scope for vertical infrastructural expansion, Khanna is not ruling out the possibility of buying more land in this industrial area. Like its other plants, this one also houses an offset press and a flexo combination press.

Pointing at the relevance of human resources in contributing towards the success of the company, Khanna says, 'At Ajanta Packaging the associates' contribution towards our global expansion has a pivotal role. The technical competency and lessons learned from one plant are transferred to another in no time. This ensures that all the plants have a benchmark.' Another factor that distinguishes Ajanta Packaging is customer intimacy.

#### LABELS&LABELING

"Living his dream of making Ajanta Packaging an international company with multiple site locations, and his love for Thailand, Khanna did not blink an eye when he saw growth and market opportunity in this country"

'Both sales and development team work hand-in-hand to provide the best possible solution to our customers at the right time and at reasonable cost,' he says.

#### LABELS VS SHRINK SLEEVES

With several plants in operation and having scrutinized several markets, Khanna believes that the pressure sensitive label market is bound to grow. 'There is a move seen from shrink sleeves to labels because the latter looks more premium.' Pointing out other benefits, he says that since the labeling is done at the customer's end, the printers benefit by holding less inventory. Also, the same bottles can be used for different purposes. He is of the opinion that premium packaging will continue to use labels, whereas shrink sleeves will mostly be used where there is scope for compromising on packaging quality. 'For instance, shrink sleeves will never be seen on liquor bottles. But one can put sleeves around a bottle of talcum powder. Thus, both technologies will eventually co-exist in their respective spaces,' he says.

Arya seconds Khanna's thoughts and reiterates, 'We are focusing on labels as we see a lot of scope in the market.' Citing an example of a leading brand in shampoos, he said that one of the major brands recently shifted from shrink sleeved bottles to a labeled look on its product. Arya points out that though there are FMCG companies in the Indian market that may be shifting to shrink sleeves, a lot of companies that were doing shrink sleeves on their products are now opting for labels. Ajanta Packaging, nevertheless, understands the shrink sleeve market and can print on lamitube using the MPS press in the Baddi plant. It can also do shrink sleeves and cartons at Ajanta Print Arts, its packaging plant in Mumbai.

Another aspect of the growing label market in India is the foreign direct investment (FDI) which is expected to open the retail market in the country later this year. Sharing his thoughts on FDI, Khanna says, 'The business will grow as the market grows but it would not happen overnight. It will take its time.'

Growing at a rate of 15 to 20 percent year-on-year, Ajanta Packaging continues to look at various geographies within India and other countries for further expansion in 2015. Khanna concludes, 'We like to do what most don't and make it successful. I always wanted to expand internationally and I am living my dream.'

# Response

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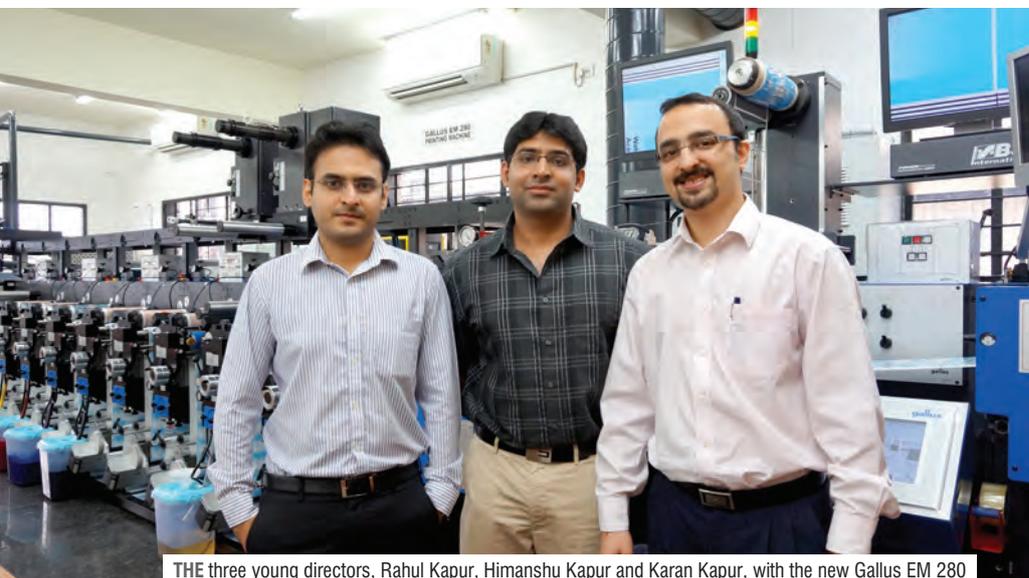
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THE three young directors, Rahul Kapur, Himanshu Kapur and Karan Kapur, with the new Gallus EM 280



ORTHOTEC CSL 3022 intermittent letterpress at J K Fine Prints



THE well organized print cylinders for the new Gallus EM 280

# Expanding with a vision

JK FINE PRINTS has invested almost \$5m in new buildings and production equipment, Aakriti Agarwal writes

An ISO 9001:2008 and ISO 14001:2004 certified company, J K Fine Prints has made a consolidated investment of Rs 30 crore (4.85m US dollars) since its inception, of which Rs 20 crore (3.23m US dollars) was spent in December 2013.

The young directors, Himanshu Kapur, Rahul Kapur and Karan Kapur, took more than a year to conceptualize and build the first floor of their factory in Mumbai, with a vision to utilize the space by adding three flexo printing presses and supporting post press equipment in the coming years. The company started operation in the year 2007.

'The plant has been constructed keeping the next 10 years in mind. This gives us the opportunity to more than double our turnover in the next four years,' says Himanshu Kapur. A full servo and auto register 10-color Gallus EM 280, an ABG slitting and web inspection system and a core cutter are a part of the recent expansion. The other machines at the plant include a 7-color Gallus EM 280 bought in 2007, a 4-color flat-bed Concord hitek used for short run jobs, an Orthotec CSL 3022 intermittent letterpress machine, along with post press equipment including an Omega web inspection and other converting machines. The company has outsourced its pre-press for flexo.

J K Fine Prints doesn't house any second hand machinery because Himanshu Kapur believes, 'In the long run they are not as efficient. And why go for an old model?' Explaining the absence of any offset press in the plant, Himanshu Kapur says, 'Offset is a phenomenal process but is too complex for no reason. With flexo, we are not compromising on quality.'

The organization is run systematically, so each job can be backtracked to the raw material and vendor. Label stock, dies and photopolymer plates are numbered and saved for any future reference or repeat jobs. These numbers are also stated on the job sheet which is used for tracing any equipment used for a particular job. 'We like to be organized to ensure efficiency. Time management is critical. I have two and a half lakh worth of spare parts, so if something goes wrong with any part of any machine, it gets replaced immediately,' says Himanshu Kapur.

The Orthotec runs at 30 to 35 m/min and the Gallus EM 280 at 100-120 m/min. Himanshu Kapur points out that he runs the presses at an optimum speed to ensure quality. 'The dots may not be as fine if a press is operated at high speed. And speed decreases as the job gets more complex,' he says. Interestingly, J K Fine Prints does not use Pantone colors because 'the ink shades vary in each machine by five to seven percent as the

heating and ink transfer is different in every press. Thus, each machine has its own set of dedicated inks which are made in-house using only basic colors,' he explains.

Growing at a rate of 20 to 25 percent year-on-year, J K Fine Prints currently gets 20 percent of its turnover from exports to markets such as Africa and UAE. The company has also seen a surge in demand from the domestic market. 'In India, rural areas and under-penetrated states such as Bihar and Uttar Pradesh, where spending power is now increasing, has more growth potential in packaging,' says Rahul Kapur.

Security printing is also an important aspect of the business as it accounts for 20 percent of the company's turnover. Karan Kapur elaborates, 'The counterfeit market is picking up so most companies catering to petrochemicals, pharmaceuticals, FMCG, automobiles etc. are gradually shifting to security labels. We cater to value added and specialized jobs.'

The PS labels industry is bound to grow because the per capita consumption is very low in India compared to the developed world, and it will increase with increased consumer spending. Also, companies are realizing the importance of attractive labels and this is where value additions such as foiling, screen printing, etc. comes to play. However, Karan Kapur points out that he does not see many new players getting into the industry because of entry barriers such as the high cost of quality label printing machines and significant rupee depreciation. 'Unless you are really sure you have a very large base of ready customers you don't want to pump in that kind of money into the business. This industry requires high levels of expertise and it is not easy to run a label printing plant,' he says.

As for new technologies in the Indian market, Rahul Kapur says, 'I don't see new technologies coming into India very easily because of price competitiveness and cost consciousness. One needs to constantly work on adding value and reducing costs.' Speaking of shrink sleeves, Rahul Kapur says, 'We don't want to get into that segment yet but if we decide to, we can do so with the new Gallus. Shrink sleeve is a limited market but is here to stay. The value addition is not much. So, the machine run time is the same and the end product manufactured is of lesser value.'

Speaking on digital printing, he says that the technology is more suited for personalization of labels whereas J K Fine Prints aims to cater to volume. 'A lot of companies require mass production and we see more scope there. We cannot ignore digital in the next 10 years but as of now we are not looking at variable printing,' he concludes.



EFI CEO Guy Gecht (L) and Benny Landa announce strategic partnership

# EFI bets on success

AT EFI'S ANNUAL CONNECT USERS CONFERENCE, CEO Guy Gecht explained his vision of the print industry's connected future. Danielle Jerschefske reports

At EFI's annual users conference in Las Vegas, CEO Guy Gecht explained why the company is betting on automation, big data, the imaging of things, long-term partnerships and digital printing to grow its customers' businesses. EFI has been driving print automation since it purchased Printcafe in 2003, making the business of print data driven, removing mistakes from the process and reducing waste to make printers in all markets more productive and profitable.

The company continues to close acquisition deals to incorporate more functionality in its print management information systems (MIS) and digital front end software.

Gecht explained how closely the 'Internet of Things' (IoT) – the ability for enabled objects to automatically transfer data over a network – is related to the world of imaging. Said Gecht: 'Technology today is so much advanced, we should be ambitious about achieving zero accidents and no mistakes in our industry. At a time when Google is testing driverless cars in my Silicon Valley neighborhood, and Kabouchi sensors tell us when to water and fertilize our plants, we cannot miss the opportunities to run a printing business as well as it can be done. EFI systems remove challenges to making the printing process more efficient and automated.'

Gecht played on the idea of IoT as the 'Imaging of Things.' EFI's customers

already image a wide variety of surfaces, including sports balls, packaging and even bulletproof shields. 'We have a tremendous opportunity to move our knowledge and capabilities in printing into new areas thanks to a single technology – inkjet. Inkjet is the first imaging technology that doesn't have to print in direct contact on a material. This gives great flexibility in what you can print.'

Gecht is a great believer in Big Data. For example, EFI is able to evaluate the ink consumption of customers around the world and figure out why shifts in volume occur. Print providers can use Big Data to become more competitive and efficient – to become proactive about marketplace trends. 'A lot of conclusions can be made with the amount of data that is (already) out there.'

While at Connect, EFI and Landa Corporation announced a partnership to develop a digital front end (DFE) for Landa's Nanographic printing presses. The new DFE will use EFI Fiery technology to drive workflow automation on Landa's range of sheetfed and webfed presses in the commercial, folding carton, point-of-sale, publishing, and flexible packaging markets.

The Landa DFE will stream printing jobs at speeds up to 300 ft/min for four to eight color jobs. It will enable press operators to make changes on the fly and to proof jobs. The system will collect production

feedback, support closed-loop color control and inspection and support all job dynamics including static, VDP and EPID (Every Page Is Different) printing.

Landa chose to partner with EFI because of the company's honed expertise in driving high-speed digital printing systems. With the new DFE, Landa Nanographic printing presses will integrate into a printer's existing prepress, production, and business management workflow and finishing equipment.

Explained Gecht: 'We'll be customizing our Fiery software to meet the needs of Landa's advanced printing systems to maximize what they're capable of outputting.'

Gecht's final bet for the future of imaging comes as no surprise: digital printing. He said: 'There are a lot of things to come. Most of the areas of digital printing are very early on and it's still only a small part of the majority of our customer's print output, but this will change.'

## DOUBLE DIGIT GROWTH

EFI enjoyed consistent double digit growth in the Americas during 2013. Brazil-based Metrics, acquired in 2012, scaled nicely. Ink volumes consumed in Asia experienced growth and the company more than doubled its sales in China, making the country the largest market for EFI outside of the US.



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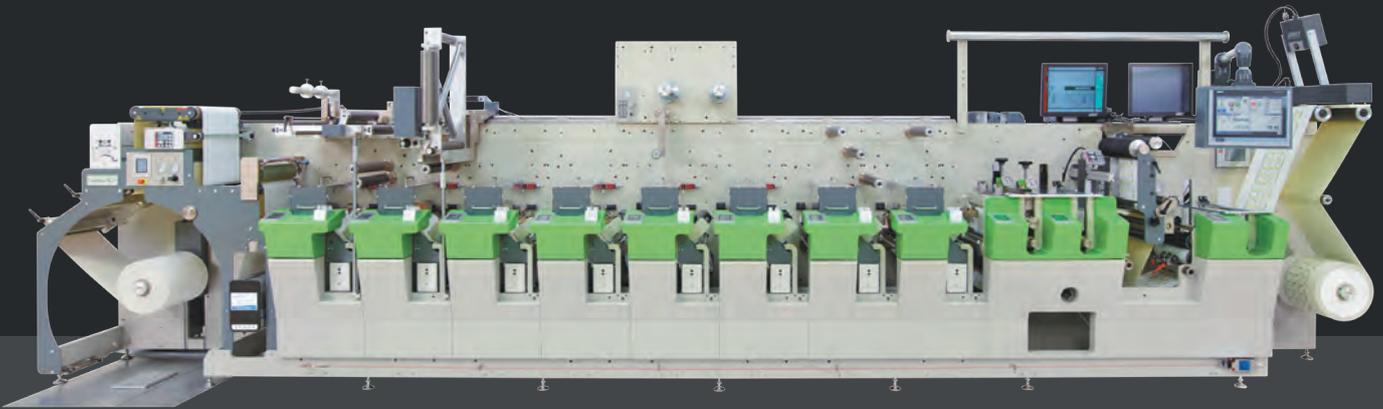
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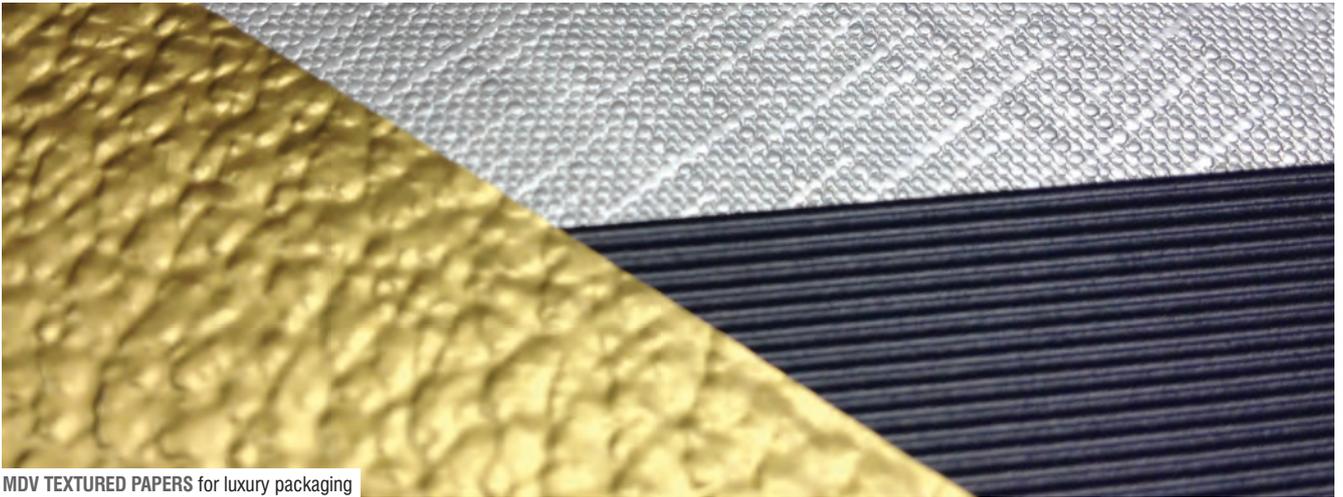
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MDV TEXTURED PAPERS for luxury packaging

# MDV luxury papers address digital trends

A NEW SERIES OF COATINGS AND SUBSTRATES from MDV are opening up opportunities on dry toner presses. Andy Thomas reports

Germany-based paper and film supplier MDV has developed a range of products optimized to work with Xeikon's dry toner and other laser-based technologies.

The company sees particular opportunities for digital in the luxury goods market, where there is an increasing trend to address an elite class of customers in a personal way. This is especially relevant in the wine industry, as the product can often not be tested in advance of purchase, making the packaging the key factor in the consumer's decision to buy – or not to buy – the product.

Consequently, manufacturers of self-adhesive materials are developing whole product groups of bespoke wine labels. Following this trend, MDV has launched an extensive collection of embossed colored papers, which – once self-adhesive laminated – are targeted at 'exceptional' wines. To allow for customization, these labels are digitally printable.

For this project MDV co-operated closely with key digital printer manufacturers including Xeikon.



ONE application for Robuskin XTP

LABELS&LABELING

'Xeikon's 3000-series digital presses, now with a white toner, allow designers of such labels great freedom and creativity,' says Arti Krishna, marketing and communications manager at MDV. 'This flexible combination of base material colors, surfaces, potential designs and excellent printability, supports the fast pace of new innovation occurring in the luxury packaging industry.'

## BEYOND PET

MDV has meanwhile been developing new filmic substrates targeted at laser-printable requirements. For these applications, PET films are a common choice due to their high temperature resistance. However, PET laser-printable films are relatively expensive, and the high stiffness of the film is not optimal for every application.

Responding to these challenges, MDV Group has developed a 'softer' film alternative called Robuskin XTP. Robuskin XTP is manufactured with a polyolefin base and has a one- or two-side white matt proprietary coating for digital printability. 'XTP has an almost paper-like haptic,' says Arti Krishna. 'The film is heat resistant enough to withstand the high temperature requirements of a digital print machine, including laser printers. Not only that, but it is significantly cheaper than PET in direct comparison.'

As the popularity of laser-printing on films for food products increases, MDV Group is looking to develop PET alternatives that are certified for direct food contact in the next few months.

Robuskin XTP is available both in sheets and, for self-adhesive laminating, in one-side coated versions in reels.

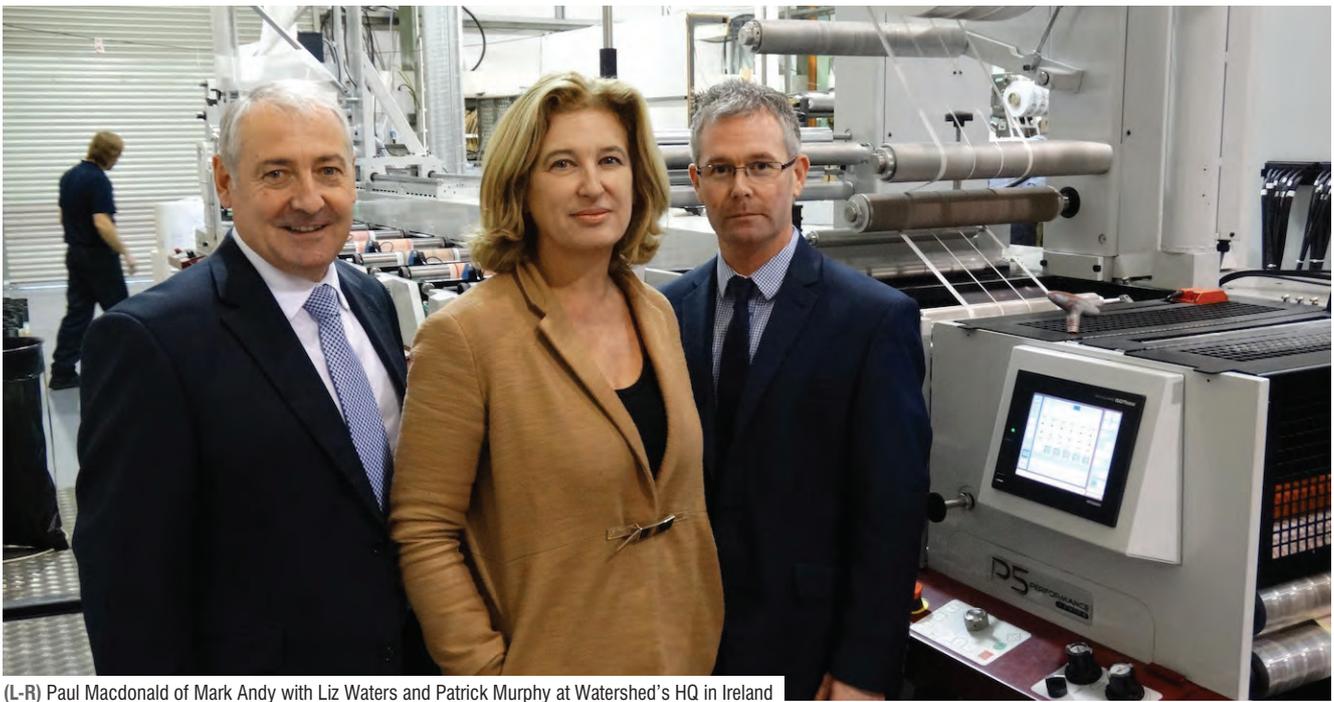
## HIGH OPACITY FILM

Packaging and labeling of imported pharmaceutical products is subject to stringent legal requirements. For example, over-labeling in the respective native language is mandatory. For the labels that are used, absolute opacity is a must, to eliminate completely the danger of mis-information. 'Many label converters have come to MDV with requests relating to this,' says Arti Krishna.

The company has responded with the development of a range of opaque coatings claimed to achieve an opacity of over 99 percent. 'This is not only an important characteristic of labels in pharmaceuticals, but also of course in many other applications, for example barcodes for logistics, CD labels or simply standard office file labels,' says Krishna.

These opaque coatings are required in various colors including black, grey, blue and silver, and not only on different types of paper, but also on films. A reverse side opaque coating is now an option for very sensitive thermal printing papers. Beyond this, it is now possible to integrate the opaque functionality into the base substrate of a PE or PP film during manufacturing.

'For manufacturers of self-adhesive labels, the use of opaque coated papers or films is a great advantage, as the adhesive does not need to be colored,' says Krishna. 'Consequently, substantial cleaning of state-of-the-art adhesive laminating machines can be avoided, as well as the associated non-productive machine downtime.'



(L-R) Paul Macdonald of Mark Andy with Liz Waters and Patrick Murphy at Watershed's HQ in Ireland

# Watershed moment

**IRELAND'S** biggest privately owned label converter shows how entrepreneurial spirit can be translated into commercial success – with the help of a close partnership with press supplier Mark Andy. Nick Coombes reports

When former chairman Tom Waters established the Watershed Label Centre back in 1992, he came from Ireland's Industrial Development Agency, with no previous experience of the printing industry. The thinking was: if the plan is good enough and actioned correctly, it will work. And, so it has, brilliantly. Today, the group has grown to include overseas subsidiaries LPS in the UK, Etiko in Poland, which was acquired in 2003, and more recently Römer Etikett, based in Marburg, north of Frankfurt-am-Main in Germany, which was added to the group in 2011. Across all production plants, Watershed employs over 90 staff, and in 2013 will extend its annual sales beyond 15 million euro.

Heading up the company today is CEO Liz Waters, with Patrick Murphy as group general manager. She explained the company's founding philosophy: 'Tom always planned for the group to be multi-national because he saw the potential strength it offered. The mix of Irish, English, Polish, and German staff around the table makes for interesting and constructive meetings, and there is a real sense of cooperation as well as competition among the companies.'

It also assists with negotiations for new technology, and in a quest to establish a true two-way working partnership with a manufacturer, Watershed selected Mark Andy as its press supplier.

The partnership has already brought great benefits to both companies, with the group now using eight of the American manufacturer's flexo lines, and two more in the pipeline. These include two of Mark Andy's Performance Series, a P5 installed in Etiko's plant in Stettin last year, and more recently a P5 at headquarters in Dublin, with numbers three and four scheduled for installation at Römer Etikett in early 2014, and the other in Poland later in the year.

Inter-company activity within the group is high. By moving to standardize technology across the production plants, Watershed feels it provides a meaningful opportunity for each

to compete to be 'top dog', while sharing a diverse knowledge base of markets, products, techniques, and solutions.

The Watershed ethos is to be a label solution provider, and this encourages all employees to engage in a degree of lateral thinking to improve production efficiency and offer innovative ideas to its range of customers.

'Our larger customers, the PLCs, appreciate our working practices because they feel it offers them a degree of security and the prospect of being one step ahead of their competitors,' adds Liz Waters. 'Our recent installation of HD Flexo pre-press technology in Poland will enable us to raise the quality benchmark even higher – brand owners love this.'

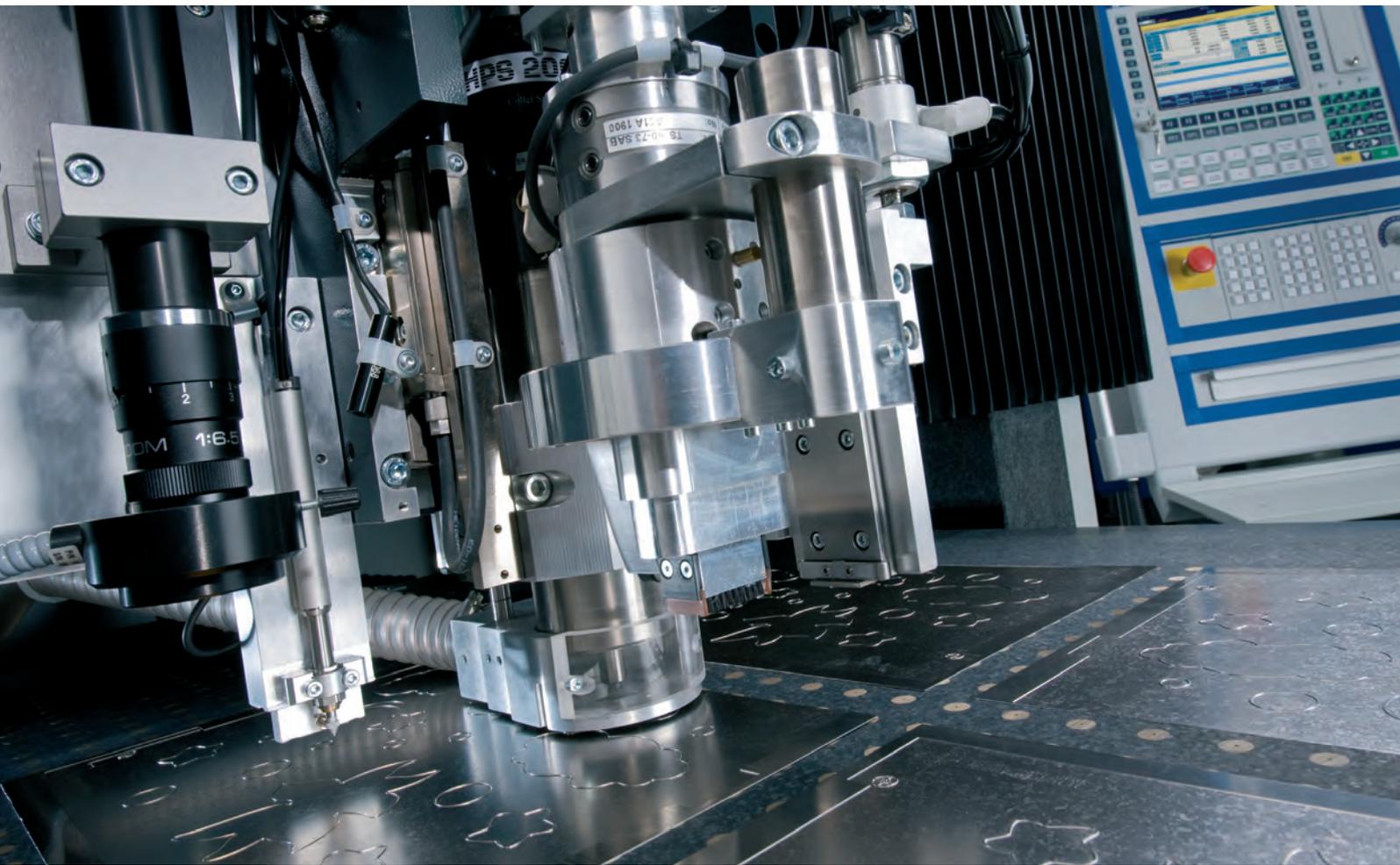
By the time the two Mark Andy presses are installed next year, Watershed will have bought six new presses in five years, making it the largest privately owned label converter in Ireland. The latest P5 in Dublin is a 430mm (17") wide line, fitted with eight UV-flexo stations and, crucially, chill rolls. This marks a new development for Watershed with its production potential for flexible packaging products – a market the company is keen to pursue.

Currently running market research with the assistance of IDA Ireland, Watershed is exploring the substrate capability of in-line flexo production for the type of work more normally associated with CI flexo presses. With run lengths shortening, and a more diverse substrate range being used for innovative packaging, Watershed is keen to find out how far they can stretch the Mark Andy's capability.

Production efficiency has also increased with reduced waste and downtime. 'With the automatic register system, we are back up to commercial production speed in no time,' said Waters. 'I'd say we're already running labels twice as fast, and filmics even faster. It's a very hungry machine.'

Currently, work at the Dublin factory is split 60:40 film to labels, with Murphy claiming that the P5 is even economical to run on narrower web widths than its 430mm maximum.

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# Efficiency key to India's future

SMI MD Ajay Mehta has interesting views on how India's label industry will compete against a growing multi-national presence. Aakriti Agarwal reports

An ISO 9001:2000 certified company, SMI Coated Products is one of the leading label stock manufacturers in India. It started as a proprietary firm in 1993 and was registered as a private limited company in 2004.

Headquartered in Mumbai, the company has its manufacturing plant in Ambernath, which houses two acrylic coaters, one hot melt coater, two silicone coating lines, three slitters and three sheet cutting machines. There are plans to further enhance capacity at the plant.

Rohit Mehta, the young director at SMI Coated Products has been working at educating customers on various products that the company offers. Thus he introduced 'product selector' software which enables customers to choose the correct product by answering questions related to the application.

'It is a mutual partnership with our customers where we both benefit. We are not going to ruin the market by lowering the price or quality,' says Ajay Mehta, managing director at SMI Coated Products.

Ajay Mehta believes that label technologies such as pressure sensitive labels, shrink sleeves, in-mold etc. will co-exist in India, driven by the different costs and the evolving needs of brands. Linerless labels are an exception: 'Volumes in India do not justify

a move towards liner-less technology so soon. This technology is catering to important environmental issues; not necessarily to cost. The cost difference is marginal.'

Turning to Retail FDI, Ajay Mehta says the impact will be seen over a period of a few years. 'Inflation has been one of the primary challenges that has taken away a lot of money from people's pockets.'

The company is seeing growth across a wide range of sectors including FMCG, pharmaceuticals, liquor, retail barcode and plain labels. 'Food will not contribute large volumes in the short term within India because the market for packaged food is not big,' Ajay says. Talking of the pharmaceutical industry, he says that all costs are restrained as pricing is controlled by the Indian government. 'I don't foresee many changes in the pharmaceutical sector but it is a health related industry and is shifting towards pressure sensitive labels,' he says.

Exports contribute to 50 percent of SMI's turnover in value and volume. Some of the countries it is exporting to includes the US, UK, UAE, France, Saudi Arabia, Africa, Kenya, Tanzania, Turkey, Russia, Iran, Australia, Sri Lanka and Bangladesh.

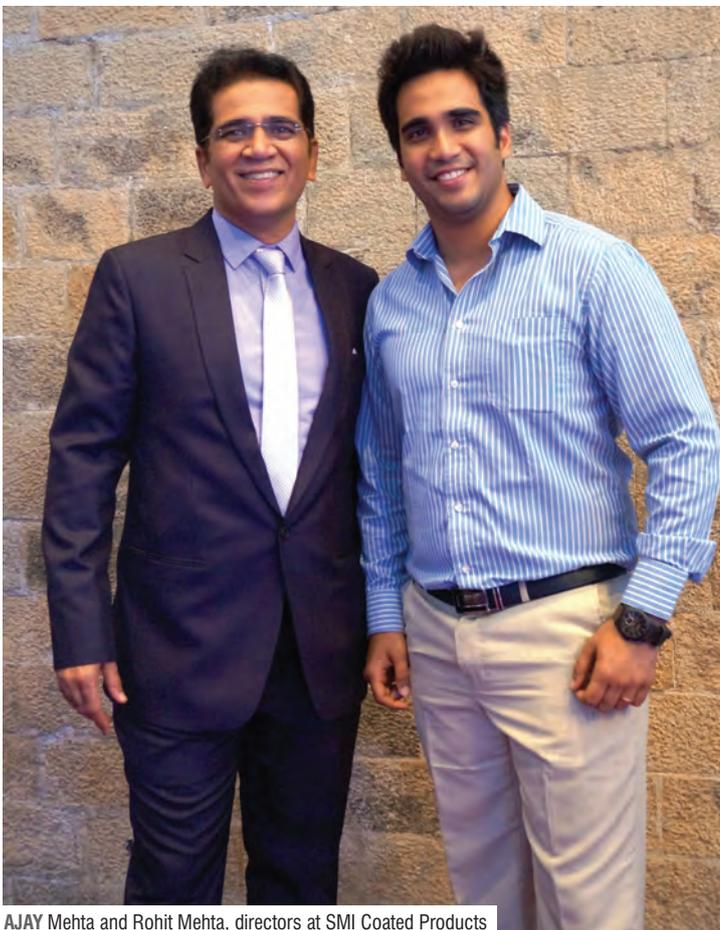
SMI has not tied up with a distributor in any part of the world because Ajay Mehta feels that the distributor may not be able to do justice to a highly technical product such as label stock.

Growing at a rate of 30 percent year-on-year, the company has no plans to commission additional production sites. 'Three parameters make our business work – quality, service and economics. With a plant at a different location, the quality would remain the same, services to our customers would improve but the cost would increase. It is not beneficial to customers in the industry when we increase costs,' says Ajay Mehta.

SMI is working on increasing efficiencies on its current machines. 'We have made technological changes and implemented lean management systems, which has been able to improve our production by 35 percent,' he says.

The entry of multinational companies to India via mergers and acquisitions means Indian entrepreneurs need to get more efficient, he says. 'Most label printers buy a machine based on technical parameters designed by engineers. However, when they use the machine, they depend on uneducated workers and run them at much lower speeds.' Most label printers in India may not be printing more than 100,000 square meter in a month whereas they should be doing at least 130,000 to 140,000 sqm a month.

'Indian label printers need to put systems in place now for growth tomorrow. They need to continue catering to customers while maintaining their credibility and profits,' he concludes.



AJAY Mehta and Rohit Mehta, directors at SMI Coated Products



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FINAT president Kurt Walker addresses the China Label Association annual meeting

# China association addresses new challenges

**IML GROWTH** and the challenges of electronic pharma codes were discussed at the China Label Association's annual meeting. Kevin Lieu reports

On the eve of Labelexpo Asia, the annual meeting and election conference of the Chinese Label Association was held in the headquarters of Shanghai Jielong Printing, Yuan Yu Long banquet center.

In his summary of the year's events, honorary chairman Tan Qiaojun said there are more than 6,000 label printers in China, 47 percent of whom are located in the Shanghai-centered Yangtze River Delta; 26 percent in the Guangdong-centered Pearl River Delta; and 22 percent in the Beijing and Tianjin-centered Circum-Bohai coastal region. At present, there are some 260 members of the China Label Printing Association, comprising mainly label converters, supplier companies and some end users.

## IN-MOLD FOCUS

The conference heard that a new In-mold Label Professional Association has been set up under the Label Printing Association banner. Tan Junqiao explained that the aim is 'to unite all the power in the in-mould label industry chain in order to push the entire industry to develop steadily and soundly.'

The director of the in-mold committee is Yang Ying, GM of Beijing Yazhengyuan Color Plate Making & Printing. In his presentation Mr Ying said the in-mold label has many advantages compared with other types of label, including

aesthetics, a modern appearance, safety, environmental sustainability, a powerful anti-counterfeit function, high levels of efficiency and low cost. These factors are seeing IML applied in more and more fields in China. But the total amount of in-mold labels used in China is still very small, approximately only 0.5 percent of total label consumption.

Currently there are around 50 in-mold label printers in China, and more than 100 manufacturers focusing on the production of in-mold and blow-mold machines and auxiliary robot arms and dies.

Approximately 100 end users consume in-mold labels. The products are mainly applied in the lubricant, household chemicals, pharmacy and food fields. From the sales statistics of material suppliers, a total of 15m sqms of in-mold label materials were sold in 2012, with total sales amounting to approximately 90m Yuan (14.67m US dollars); it is estimated that sales could now be worth at least 225million Yuan (36.68m US dollars).

## ELECTRONIC DRUG CODE

Tan Junqiao explained how China's electronic drug supervision code is working, having been officially applied in the pharmacy field since 2007.

Today 520 essential drugs are using the codes. Up to 2013



MR YANGYING, GM of Beijing Yazhengyuan Color Plate making & Printing

October, there were more than 4,000 drug manufacturers in China activating around 80 million codes a day, or almost 30 billion a year. And there are 700 label and packaging converters engaged in this code assignment work.

Ms. Wang Hui, process manager of Shanghai Young Sun Printing spoke about the company's practical experience in applying the electronic drug supervision code. Young Sun started to look at the necessary printing technology in 2010; after analyzing market prospects and evaluating the available equipment, an inkjet printer was purchased in 2011 and successively four UV inkjet coding systems were installed.

Wang Hui said code assignment is a key step in the application of the drug supervision codes, not only in the printing of the variable barcode data itself, but also handling the data. 'The print must be clear in appearance, easy to read and be efficiently produced; the data must be handed over safely and transmitted in an orderly way.'

Young Sun maintains a dedicated secure server to receive and save the data, and a specified person is responsible for the transmission of that data to the printing line. As part of secure management system, approval is required from two people in order to avoid errors – particularly to avoid duplicated codes being sent.

Young Sun pays close attention to the quality and stability of code production, and inspection systems have been installed to prevent text drop-out, to detect double codes and printing errors.

Before online production started, the company conducted FMEA (Failure Mode and Effects Analysis) on the whole production process, establishing systematic procedures in reference to the equipment.

After code data is imported via the control software in the equipment, the print speed, resolution ratio and other parameters are all set, and a screen displays operation status, on-spec code ratio and real time quality monitoring information.

#### RFID LABEL GROWTH

Geng Diqing, GM of Golden Spring Internet of Things Inc., Shanghai Branch, outlined the status of the RFID market in China: 'In recent years, our RFID market is developing very fast. At present, there are approximately 40 RFID label converters and more than 90 packaging production lines, of which 50 are imported from abroad, with a theoretical annual output of 2.4 billion RFID label pieces. Some 40 lines are home manufactured, with a theoretical annual output of 960 million labels.'

Geng Diqing estimated that total domestic output in 2014 may be up to four billion pieces.

As to the RFID application market, Mr. Geng said that apart from several large manufacturers engaged in OEM work for foreign customers, domestic manufacturers are mainly producing subway tickets, library management cards and IC (integrated circuit) cards. For example, the subway tickets in Beijing, Shanghai, Shenyang, Changchun etc. as well as the high-speed rail tickets for Guangdong-Shenzhen all use RFID technology.

In addition, anti-counterfeit RFID labels for white spirits are being used more and more. The first well-known liquor brands, such as Wuliangye, Maotai, etc., have recently started to adopt RFID technology. Chongqing Pushi and Shanghai Techsun

are supplying them.

According to the conference report, almost 20 more domestic white spirits producers of second-tier brands are now planning to adopt RFID anti-counterfeit strategies. The Chinese Ministry of Commerce is meanwhile formulating standards and regulations to promote RFID anti-counterfeit technology in the white spirits field. 'We can safely predict that this will be a huge potential market,' said Geng Diqing.

Label converters are mainly importing their equipment from abroad – from companies such as Bielomatik and Melzer in Germany. However, domestic packaging equipment manufacturers could also meet the basic requirements of RFID label production, and as they improve the performance and technical specifications of their equipment, their market share is gradually growing.

#### LABEL ASSOCIATION ELECTIONS

The China Label Printing Association was established in 2008 as a sub-branch of PEIAC, China's printing equipment manufacturers' association. According to the provisions of the Ministry of Civil Affairs, elections must be held every five years, and during the 2013 conference the results of these elections were announced. In addition a new in-mold label professional committee was set up.

Election results: Mr Tan Junqiao continues in his post as honorary chairman. Mr. Lin Guanxiong, GM of Zhongshan Fuzhou Adhesive, is elected president; Mr. Dong Ninghui, GM Shanghai Ziquan Label, Mr. Qi Heliang, GM of Shanghai Taiyou Kikai are elected to the board; Mr. Yao Yi, president of Beijing Luster LightTech, is elected as standing vice president. Mr Qiu Xiaohong is elected as secretary general.

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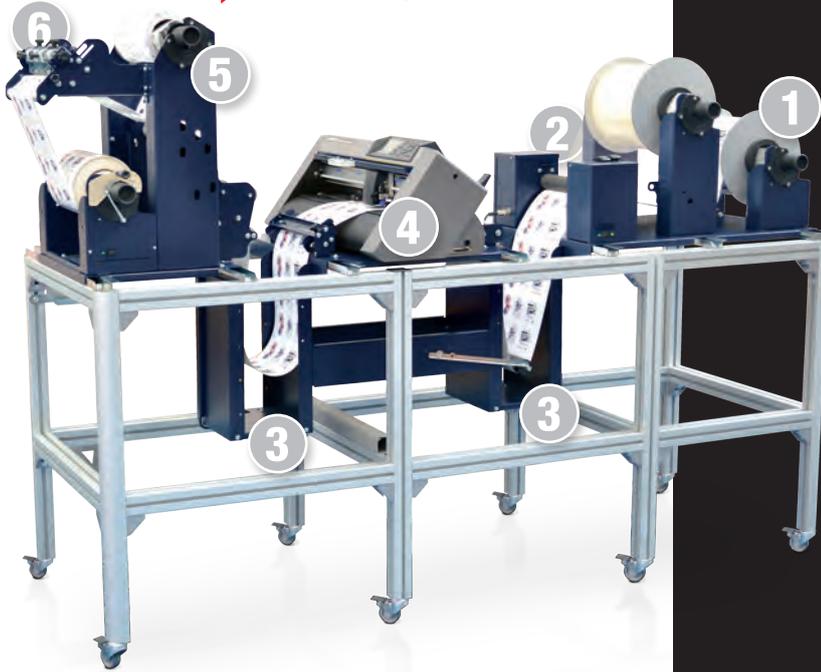
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# Slitter-rewinder review

ANDY THOMAS gives an A-Z roundup of the latest developments in slitter-rewinding technology

The challenges faced by finishing departments include inspecting, slitting and rewinding shorter runs of label products – meaning set-up times have to come down – as well as handling a much wider variety of materials. Manufacturers have come up with technology solutions to help address these issues.

AB Graphic International has launched its Auto Slit digital knife box, designed to automate slitting set-up through an HMI touch screen interface.

Designed for its Digicon, Omega and Vectra label converting lines, the fully modular system can be supplied as an option with machine purchase or as a retrofit on existing converting lines supplied by the company.

Commented ABG's Andrew Noble: 'Auto Slit saves on both time and material waste and permits set up of the slitting knives through a touch screen. The operator simply enters the job parameters into the system and the knives are automatically positioned in seconds. For example, a job requiring 15 knives can take up to five or 10 minutes to set manually. Auto Slit permits this to be done in less than 50 seconds without handling the knives, which also increases operator productivity.'

ABG also recently launched its servo-driven Omega SRI label inspection slitter rewinder operating at speeds up to 350m/min. An ergonomic design permits operation either sitting or standing and a choice of finishing in either the horizontal or

vertical position. The system includes fleyeVision print face inspection integrated through the same touch screen as the machine.

Also new is the Iscore automated back scoring system, which can come off and on impression without the operator having to readjust settings.

Accraply's Stanford model 138 slitter rewinder is a compact, cantilevered duplex differential slitter designed specifically for the narrow web converter, with a maximum web width of 20" (508 mm) and speeds up to 1500 fpm (457 m/min).

The Model 138 will handle a wide range of products including polyethylene, polypropylene, polyester, film laminates, pressure sensitive label stock, paper, and other flexible materials. Dual pneumatically inert rider rolls provide 'softer' tension for light materials and duplex differential rewind shafts provide a constant tension on materials that have gauge band variations. The ergonomic shafts provide easy separation of slit materials.

The machine interface includes on-screen diagnostics and an easy-to-read operating dashboard.

Ashe Converting Equipment launched a new glue-free, 4-spindle Opal turret rewinder at Labelexpo Europe. The servo-driven system is fully supported in the turret winding offload position. All machine specifications within the Opal



ABG Auto Slit



ABG Omega SRI inspection rewinder



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off-line turret slitters and converting lines are available in maximum web widths of 420mm (16in) and 520mm (20in) as standard.

An off-line model of the system with automatic label stick down was running throughout the show. Ashe also promoted the entry-level Opal EC inspection slitter and blank label production on an Opal 420 converter.

Bar Graphic Machinery's new 550 series Elite Multiflex multiple substrate inspection slitter rewinder is capable of slitting and finishing a wide range of unsupported and supported films, foils, papers and light board from substrate thicknesses of 11 microns upwards at speeds up to 300m/min.

The Elite Multiflex 550 series has an integral roll lift and materials settings can be fine tuned and stored via the HMI touch screen. The range is now offered with a fully servo-driven unwind and 600mm rewind capacity.

Brotech has introduced the Eurotech FSS label inspection slitter rewinder with AVT 100 percent inspection, operating at speeds up to 250 m/min. Widths of 330mm and 430mm are available with rewind and unwind diameter up to 750mm.

Catbridge has designed a new salvage winder to edit master rolls prior to slitting and rewinding. Defects are dealt with once, enhancing subsequent slitter throughput and overall quality. Features of this new salvage winder include shaftless unwinds and rewinds, overhead web paths, ergonomically



ACCRAPLY'S Stanford 138 slitter rewinder

sited splice tables and slitting capability. The ability to produce rolls to 50-inch diameters helps minimize the number of slitter roll changes.

The Catbridge Model 900 duplex winder now incorporates unloading technologies to automate and streamline the discharge process for large, heavy rolls.

For higher productivity on large diameter rolls of wrap-around labels, DCM Usimeca has developed a dedicated version of its established twin shaft Panthere 4 machine. Production speed is 800 m/min with a rewind diameter of 800 mm. Features include: a separate unwind stand, either shafted or shaftless; shear slitting; quick change of the counter knife setting; compact turret allowing the next job to be set up while the machine is in operation; cantilevered knife shaft for setting or quick exchange with a trolley. The six inch pneumatic rewind shaft is optionally available as a friction shaft. An unloading pusher is optional and an ethernet interface allows transfer of production data to a customer ERP.



BGM Elite Multiflex



CATBRIDGE 900 slitter rewinder

In addition DCM Usimeca has developed a system which allows slit reels to be unloaded quickly, easily and safely, suitable for both light and heavy reels. The motorized unloading systems can be controlled automatically, from the machine panel or with a Wi-Fi remote controller.

De Rossi Vittoriano has developed micro-perforation units for shrink sleeve label conversion, both in-line on a press and on seaming machines. The company says both the units are easy to retrofit and they are EC certified. De Rossi Vittoriano is an established manufacturer of slitting machines for full, half and pre-cut of a wide range of materials including paper, polypropylene, PVC and siliconized paper, with the option of half-cut/tear opening. Knives incorporate micrometric adjustment and anti-breakage systems. The slitters can be installed in machines up to 1,000mm wide.

Karville Development has introduced the JHS Overhead slitter, designed with overhead web path, integrated control cabinet and electro/mechanical lift-in on unwind. The machine



DCM Panther 4

is available in web widths of 1350, 1650, 1800 and 2000 mm, with speeds up to 800 m/min and in 600 and 800mm rewind diameters.

The center-winding concept on duplex slitter rewinders incorporates differential rewind shafts with individual friction elements to compensate for differences in material thickness. The roll hardness is determined by the amount of air between each winding layer. Pneumatically adjustable lay-on rollers control the roll hardness. The friction elements remain on the winding shafts during finished roll change and secure the rewind cores during winding. The rewind tension to each rewind roll is transmitted via air pressure through the winding shaft to the inside surface of each friction element by controlled pressure. This results in finished rolls with even tension across the shaft since pressure is transmitted evenly over the length of the shaft, says Karville.

Labeltech has launched a new slitter rewinder, the Series 5. It has a 15cm lower working height than the Series 4 machines,

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KARVILLE JHS 1300mm overhead slitter

and with simpler slitter set up and a more comfortable supervision position. The knife positioning tool has been made more user friendly and a new function for reverse scissor knife positioning has been added, eliminating human error during knife set-up, says Labeltech.

The new Series 5 machines can accommodate roll diameters up to 800mm as standard on the unwinder and up to 600mm on the rewinder.

A new automatic turret rewinder will be launched in the near future.

At Labelexpo Brussels 2013 Martin Automatic showed its latest version LRD rewinders which now include a touchscreen with recipe functions to store and recall winding parameters of repeat jobs. The optional in-line slitter package is now enhanced to offer lateral adjustment of the slitter and anvil roller assembly for quicker set-up, fine-tuning and changeover between jobs. The LRD offloads finished rolls automatically via one of several standard doffing ramp designs, without the need of a cart, or with an articulating arm that delivers through the side of the unit.

Prati has developed two variants on its Saturn slitter rewinder system. The modular Saturn Midi incorporates die-cutting unit, an inseting function for pre-printed labels, 100 percent in-line web inspection and the new SA (semi-automatic) dual turret rewinder.

The machine is designed to process problematic irregular shaped labels using a tangential matrix stripping device.

The Saturn Bidi is a bi-directional finishing with a dual inspection system dedicated to processing PS and booklet labels for the pharmaceutical and cosmetic industry. Prati's 'Recursive inspection' technology consists of a stationary inspection camera and a buffer. Whenever an error is detected, the roll is halted and rolled back until the faulty label is placed on the splicing table. When the repair is done, a second camera inspection checks the web again. Operating speeds are up to 100 m/min.

Prati has also launched its STARplus stand-alone glueless turret rewinder, designed to work in-line with any printing press for processing blank or pre-printed labels. The unit will work with the latest thin materials, such as UPM Proliner and Avery PET23 and PET18 micron liners. It features automatic spindle change and ID labels for closing the rolls.

New from Rotocontrol is the fully automatic FastChange 4-spindle turret rewinder, the result of a partnership with German process automation specialist F+V Automation. Marco Aengenvoort, managing director of Rotocontrol, said: 'Future Rotocontrol/Leomat and F+V Automation collaborative projects are planned to efficiently link the expertise of both companies and enhance the automation of finishing

**LABELS&LABELING**

machines.' FastChange is available in 440mm and 540mm web widths.

Rotoflex has introduced the Tracker inspection rewinder with a horizontal web path, complementing its existing vertical systems.

In other developments, the company's redesigned VSI film rewinder – now with a 700mm width – and VLI machine now incorporate the new URC 2.0 software, controlling a wide range of parameters including defect detection and automatic sensor calibration.

## LABEL IMPRESSIONS INVESTS IN CEI FINISHING

Label Impressions has installed three new CEI servo-driven finishing machines, increasing throughput and shortening lead times for its film and label customers.

'Our throughput is amazing – the machines keep up with our high speed label production without compromising quality,' says Label Impressions' production manager Derrick Moreno.

'In fact with CEI's standard LED inspection technology we're able to catch even the most minute defects. Not to mention our operators love the intuitive controls and the ease of operation.'

Label Impressions opted to upgrade the machines with slip differential rewind shafts designed for clean edge, wrinkle free slitting and rewinding of film – including pouch, packet, sachet and bag production. The machines also incorporate flag detectors, waste take-up rollers, roll lifts and vacuum trim removal systems, and have been modified to take 100 percent inspection cameras.

Comments Simon Gross, president of Converting Equipment International (CEI), 'Label Impressions was able to replace four slower finishing machines and keep up with its fast growth rate with our rewinders.'



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# Reverse course

**WILL REVERSE PRINT LABELS** solve the design restrictions imposed by new EU food label regulations, asks Phil Dalton, head of regulatory, Legal Impactt



The European Union's impending Food Information Regulation (FIR)\* is making things difficult for the food industry. Businesses are looking for ways to communicate all the information they need to, along with marketing messages – within the law. Concerns

that the new FIR will compromise on communicating the brand are top of the agenda. The reverse print of labels seems like a straightforward solution to the new regulations and in regulatory, we are often asked what information we can use.

The answer is simple: anything that does not have to be 'easily visible, clearly legible' and 'marked in a conspicuous place'. Unfortunately for food businesses with small labels this requirement applies to all of the mandatory food information listed in Article 9 of Regulation 1169/2011, the FIR. So this means none of this information can be on the 'reverse' label unless it is clearly visible when the product is placed on sale. In practice this is limited to transparent liquids!

So what can be on the reverse print? All 'voluntary' elements of the labeling can be printed on the reverse – that means the branding and product photography. However it doesn't make a whole lot of 'commercial' sense to put these elements on the reverse print. The idea is to put text on the reverse to ensure there is sufficient space on the consumer-facing label to include the branding and other marketing elements as well as the legally required mandatory information. It is possible therefore to use the reverse for:

- Serving suggestions
- Recipe ideas
- Guarantees and customer contacts (not the name and address though)
- Recycling information

It is also possible to use the reverse to give expanded or 'supplementary' information in support of, or as an alternative to, the information on the front of the label.

## FOR EXAMPLE

FRONT	REVERSE
<b>Oven Cook</b> 30 mins 'temperature'	<b>Oven Cook:</b> Remove all packaging. Place on a baking sheet in a pre-heated oven at 'temperature' for 30 minutes. Ensure product is piping hot before serving.  <b>Microwave:</b> Remove all packaging and place on a microwaveable plate. Cover loosely and heat on full power (800W) for 3 minutes, allow to stand for 1 minute and then heat for a further 3 minutes. Stand for 2 minutes before serving. For microwaves with other power ratings adjust the cooking time according to the manufacturer's instructions.
<b>Keep refrigerated</b> (Optional Freezable statement)	Store in a refrigerator between 2C and 5C. Suitable for home freezing. Freeze before the use by date and use within 3 months. Defrost overnight in the refrigerator before cooking.

In some cases it may be possible to signpost to the detailed information. But basic information sufficient to meet the minimum legal requirement must be visible, e.g. 'Oven Cook 30 mins 'temperature''. For detailed instructions see reverse'.

Finally, where a food is exempted from ingredients listing, or exempted from the provision of nutrition information (or both), that information can be provided on a voluntary basis. This voluntary labeling can be on the reverse of the label because the legibility and presentation rules are not applied to information given voluntarily where the food is otherwise exempted, but must otherwise meet all of the detailed requirements for content, such as the nutrition information being shown in a table and being based on 100g of product.

In summary, a reverse print label cannot be used for mandatory information, but it can be useful to incorporate information that benefits the customer. Under the restrictions of FIR, businesses are looking for labeling solutions to free up space for mandatory food information, marketing and branding, and reverse print labeling could definitely provide support.

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There are high costs associated with solvent processing: the equipment, specialised air-conditioning & extraction and solvent recovery. Whilst there have indeed been alternative technologies available, quality has been a significant issue, until now. Dantex's Aquaflex plate range is achieving a print quality in flexible packaging that is successfully challenging all other current options. Consider the immediate and long-term impact on the environment the elimination of solvents and the introduction of high speed processing will have; a high quality, cleaner and greener solution for the Flexographic Printing Industry.



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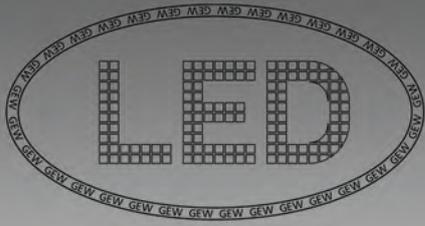
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LED arrays offer benefits in targeted applications

# Curing Contenders

**WITH A NEW GENERATION** of low-energy UV arc lamps available, are LEDs a viable alternative for UV flexo? Andy Thomas reports on an emerging debate

UV flexo has come a long way since it was first adopted by the label printing industry around 25 years ago. Back in the early '90s, there were many ink-process compatibility issues to resolve and make the technology successful on a practical level. Refinements in ink formulation, and of course mercury arc lamp system technology, have made the process increasingly easy to work with and cost-effective to operate.

The progress made in UV curing equipment over the last 20 years is not to be underestimated. UV systems' energy use in production is around two thirds lower, wastage at stand-by is three quarters lower, lamps last three times longer and power supplies take up only a fifth of the space compared with two decades ago. Production speeds are also much higher than in the past and air-cooled UV systems now run as cool as water-cooled units, allowing compatibility with a wider range of heat sensitive materials without the requirement for chilled rollers.

In addition to these developments, UV systems based on light emitting diodes (LEDs) have begun to emerge in recent years. With attributes such as reduced heat radiation, instant on-off switching and no moving parts, UV LEDs can potentially offer process benefits and efficiency advantages, although they are currently a more expensive technology.

"The progress made in UV curing equipment over the last 20 years is not to be underestimated. UV systems' energy use in production is around two thirds lower, wastage at stand-by is three quarters lower"

One company in a good position to evaluate the plus and minus points of both technologies is GEW. The company is actively engaged in developing UV LEDs as well as modernizing conventional arc lamp technology, so is well placed to objectively assess the merits of each in the context of the label printing sector.

The company's managing director Malcolm Rae believes the facts about LEDs have been widely misunderstood.

'Firstly, the percentage of electrical energy converted to UV radiation by an LED (~25-30 percent) is actually very similar to that of an arc lamp,' says Rae. 'The total power requirement for

"But it's important to remember that a replacement LED array can cost around 15 times more than all the equivalent lamps over the same period"

an LED system is also very similar to an arc solution, drawing ~4.5kW for a 30cm array.'

This comes as a big surprise considering the energy-saving identity that LEDs have assumed. Explains Rae: 'It's true to say they are substantially more efficient than older UV systems but the differences versus modern lamp systems during operation are small. The real energy advantage for LEDs is that they switch instantly on and off, not requiring the warm up and standby cycles of arc lamps. This reduces the non-production energy losses significantly and can potentially make LEDs an attractive energy saving proposition in high turn-over / high stand by environments.'

The second misunderstanding identified by Rae is lifetime cost efficiency. LED arrays can potentially last over 20,000 hours, about seven to 10 times longer than a UV lamp at around 3,000 hours. Cleaning and downtime is also reduced as only the emitting window needs an occasional wipe compared to the cleaning that lamps and reflectors require.

'But it's important to remember that a replacement LED array can cost around 15 times more than all the equivalent lamps over the same period,' says Rae. 'And we must also acknowledge the fact that accidents happen. Things get dropped; ink gets spilt into lamp heads. Repairing an arc lamp housing after such an incident is an inconvenient cost, but

replacing a damaged LED array is an eye-watering expense'.

Given similar power usage and efficiency, the unwanted heat produced by an LED is also similar to an arc lamp, says Rae. However, with LEDs, most of this heat is absorbed by water-cooled heat sinks behind the light source, and in general only UV radiates down towards the substrate. With a lamp, both UV and heat are radiated in all directions and special reflectors are required to return the UV to the substrate and absorb as much of the heat as possible. This can mean that LEDs are able to cure heat sensitive materials without water-cooled rollers, although this must be tested on a case by case basis.

With this in mind, why use UV LEDs for flexo printing at all?

It is well understood that LEDs produce a narrow band of high intensity long wave UV, compared to the broad spectral output of arc lamps. This can penetrate thick, heavily pigmented inks much better than arc lamps, and helps support higher running speeds in what have traditionally been difficult applications. In addition, the lack of short wave radiation means there is no ozone production, removing the need for extraction and saving significant air conditioning costs. Extraction may, however, still be desirable to prevent ink and curing odors from accumulating in the production area.

LEDs are solid state light emitters, making for a highly accurate and infinitely controllable UV source. Converters can more reliably tune the power of the array to their requirements and control the UV output and product quality of their process more accurately than ever before. The arrays can be width switched – turning off the outer edges when a narrower job is being run – and there are even choices available on the spectral output of the system. In short, LEDs are more flexible and customizable.

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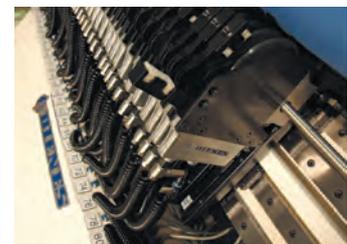
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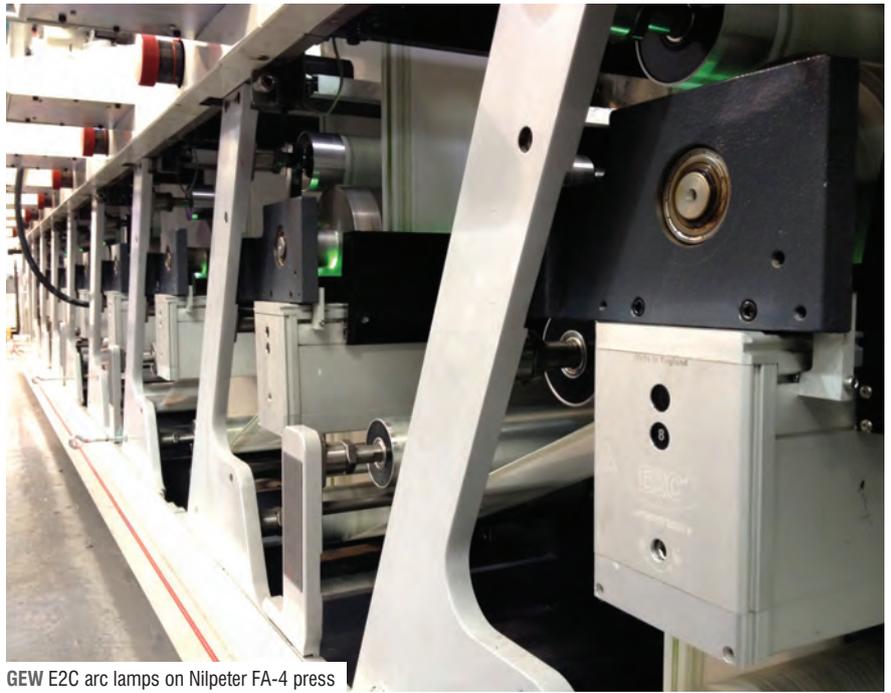
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future solution for all applications when efficiency, power and cost become competitive against existing arc technology,' says Malcolm Rae.

'We at GEW believe that simple, uncomplicated solutions are the best and this is something we always strive towards. LEDs are the simplest and most effective solution for some printing applications, particularly in the inkjet market. Variants of our LED solutions for this industry can very easily be fitted to a flexo press, but that doesn't mean it is the always the best option for the customer at this time. The costs of LED inks and curing systems are falling every year and the performance of both will continue to steadily increase. Today LEDs are a costly alternative but if current trends continue, they will become an attractive proposition in future.'

Considering that many label converters will not want to duplicate their ink stocks with special LED-compatible formulations and have to master a new production process, demand for energy-efficient arc lamp technology will continue to grow, Rae believes. 'We are committed to working with ink companies to explore and develop the opportunities for LED curing in all sectors of the industry, including UV flexo, but we remain equally committed



GEW E2C arc lamps on Nilpeter FA-4 press

to building on the strengths of proven, viable technology. GEW offers its customers experienced and objective advice on whether LEDs or arc lamps are best suited to their production scenario.'

Concurrent with the development of UV LED solutions, GEW has been working on a new electronic power

supply that further increases the performance and efficiency of its E2C low-energy arc lamp systems. It also features LED-ready control software so that both technologies can be run together as one 'hybrid' system. The new power supply, called Rhino, uses a military-grade electronic design and will be available from Spring 2014.

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# ThermoFlexX targets label pre-press

**TWO YEARS AFTER ITS LAUNCH** into the flexo industry ThermoFlexX is gearing up to become a major player in the label pre-press market. Andy Thomas reports

ThermoFlexX might not be a name that is recognized instantly in the label arena, but its parent company, Xeikon International, certainly is and a recent string of product launches, new partnerships and global distributor agreements is about to thrust ThermoFlexX flexo imagers into the label limelight.

The Belgian manufacturer used Labelexpo Europe 2013 as the venue for the worldwide launch of its largest imager to date, the ThermoFlexX 80. With a maximum plate size of 1,270 x 2,032 mm this is really designed for the flexible/corrugated packaging and carton markets, although four of the six models in the range are aimed at label printers operating flexo presses.

'We've been active in CTP technology for 20 years, with our 14,000 sq meter factory in Ypres producing basysPrint (offset) CTP systems for the commercial market and, under an OEM agreement, newspaper CTP systems for Agfa,' says Christophe Lievens, director sales and marketing for basysPrint and ThermoFlexX. 'We moved into the flexo industry in 2012 following the purchase of a German manufacturer of flexo imagers called FlexoLaser and the acquisition of the brand name 'Thermoflex', a Kodak range that had ceased production.' Those with longer memories will recall Thermoflex was originally developed by Creo, so the name certainly has a long heritage in the label industry.

Over the last two years extensive research and development work has been undertaken on the ThermoFlexX. The system provides a wide choice of resolutions, with the ability to have all five options on one machine – 2,400, 2,540, 4,000, 4,800 and 5,080 dpi. 'The latter resolution allows halftone screens of 250 lpi, suitable for intricate, high quality label production. This makes ThermoFlexX imagers ideal for meeting the ongoing demand for higher quality labels and creative design,' says Lievens.

ThermoFlexX imagers can be integrated easily into existing workflows such as those from Esko, Kodak and Agfa, while all relevant technologies, including flat top dots, are supported. The ability to handle thicknesses from a 0.18 mm ablative film to a 6.35 mm flexo plate means that if a printer or trade house uses plates from any leading supplier, including Flint, DuPont, Asahi, MacDermid, Kodak, Toyobo or Toray, they can maintain existing working practices.

## FLEXO STRATEGY

It is estimated that globally this year, nearly half of all flexo plates will be produced digitally.

'The flexo industry has proved to be largely resistant to the recession, which was one of the reasons we moved into this sector in 2012, while growth in label production is expected to continue,' says Lievens.

This is especially the case in emerging markets where consumer protection regulations are forcing

food manufacturers to display more information about contents, says Lievens. 'Other factors also have an importance influence, such as the ability for international retailers to now open stores in India.'

ThermoFlexX has been active in appointing new distributors, with agents recently announced in India, America and Portugal. Further appointments are expected throughout the year and the company aims to have its imagers represented in every major country by the end of 2014.

ThermoFlexX has recently entered into an agreement with Hybrid Software to sell Cloudflow, a 'workspace' concept for the web-enabled production environment, plus PACKZ, an application for editing packaging and label work. The deal includes a Xitron Navigator (Harlequin-base) RIP, which supports PDF, PS, EPS, TIFF, PDF/X formats, as well as Hybrid Software's Proofscope Live remote proofing system.

'This new agreement allows us to provide the flexo industry with a total pre-press solution that is also very flexible,' says Lievens. 'Customers can build their own workflows around the ThermoFlexX imager using software suppliers they are comfortable with, thus avoiding excessive payments for software licences, support and maintenance contracts.'

'Within our own MultiPlate software we have incorporated a host of features to make processing digital data easy. This includes basic step and repeat functionality, the ability to simply drag and drop files into templates, automatic plate cropping, job organization and file archiving.'

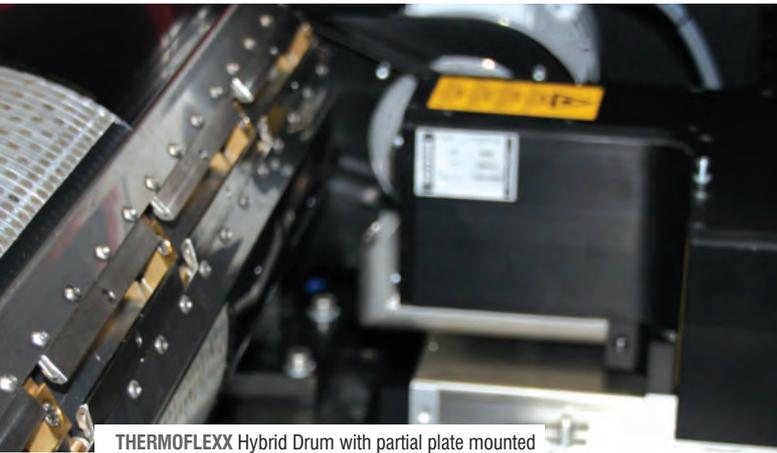
The ThermoFlexX factory is located in Ypres, Belgium. The extensive engineering facilities at the site allow ideas developed in the R&D departments to quickly be turned into working parts for testing.

These innovations include a vacuum slider facility, which allows an operator to cut off the vacuum to areas of the drum that are not mounted simply by moving a slider to the edge of the plate. Eliminating the need to apply special tape, or cutting plates to fit the unused part of the drum, means that customers can easily fit and expose – at full speed – plate off-cuts that would otherwise normally be thrown away.

'At every stage we have examined how best to provide efficiency, low



CHRISTOPHE Lievens with a ThermoFlexX 30



THERMOFLEXX Hybrid Drum with partial plate mounted

wastage, ease of use and high productivity,' says Lievens. 'To achieve this we've utilized the highest quality of components. For instance, on the larger models we drive the drum directly using an external motor as this eliminates friction and heat generation.'

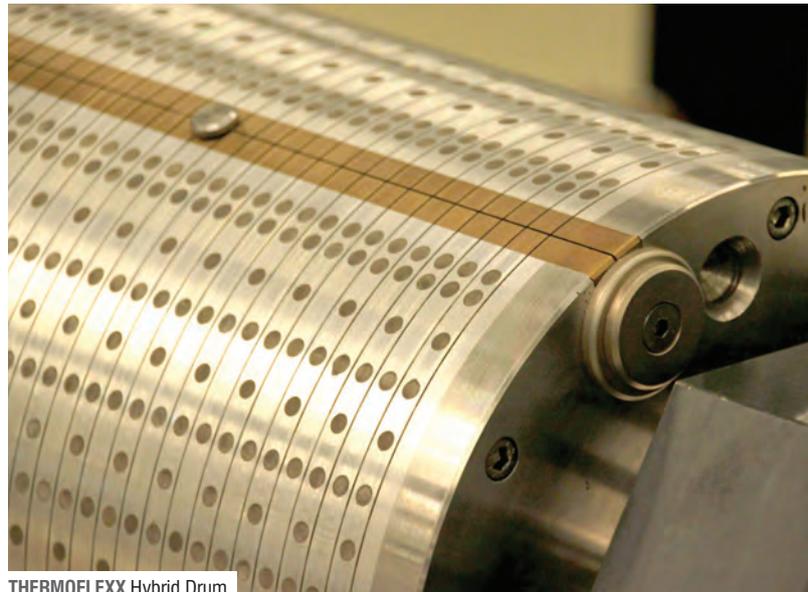
The creation of a hybrid drum that enables plates to be held by either vacuum or magnets means that operators can expose standard polymer flexo plates or steel-backed letterpress plates. An automatic clamping system combined with slow drum rotation allows plate mounting to be straightforward and accurate. Automatic plate clamping is available on the larger models.

The ThermoFlexX 80 provides a good example of the development work currently going on at Ypres. During the second quarter of 2014 this model is being released with a 16-beam head and during the third quarter with a dual head exposure system that will enable an output of 12 sqm an hour at 2,540 dpi. 'Unless there is an unexpected launch from another manufacturer over the next few months, the ThermoFlexX 80 will be the fastest flexo imager in the world,' says Lievens.

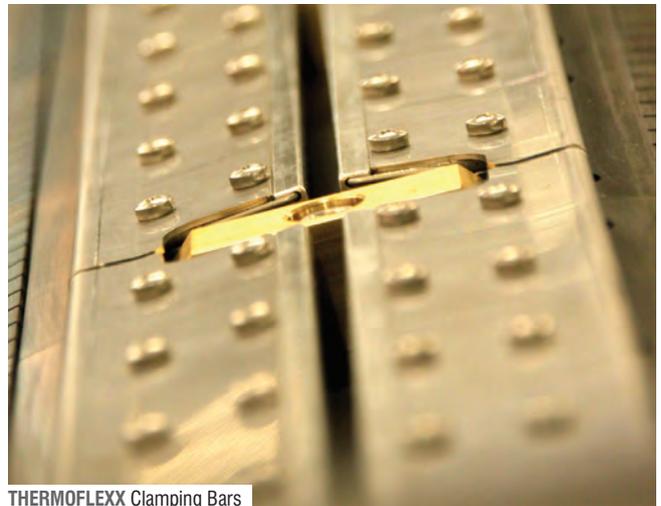
Commenting on trends in the wider flexo industry, Lievens says, 'The flexo industry has made great strides over the last few years in terms of quality and market share, with several commercial litho printers installing flexo presses. If you examine what is happening amongst manufacturers and the requirements of printers and trade houses on a global basis, it's easy to see that there are some major shifts taking place. For instance, companies are much less keen to be locked into one consumable supplier and be denied the freedom of shopping for the best prices.'

Lievens is excited by the potential synergies between Xeikon, with its strength in the label market, and ThermoflexX. 'Our customers will increasingly be the same companies.'

Concludes Lievens, 'It's an extremely exciting time to be involved in the flexo industry, with experts predicting a four percent annual growth, and we see the label sector as becoming increasingly important to us and our ThermoFlexX imagers.'



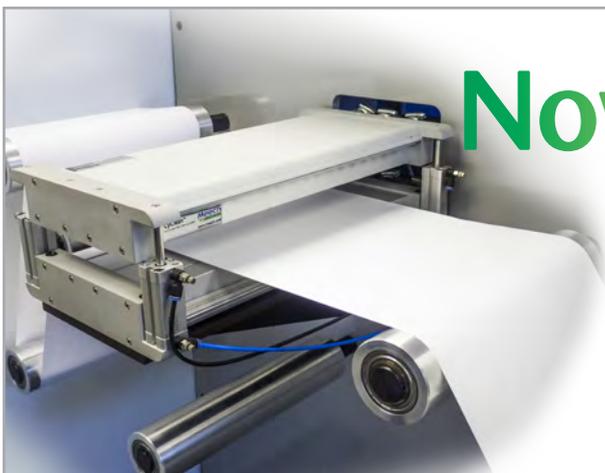
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### TECHNICAL SPECS

There are six ThermoFlexX imagers, the smallest handling a maximum plate size of 508 x 420 mm. They will expose any plate with a LAM layer including flexo, letterpress and dry offset plates as well as Gallus Screeny (digital screen) and ablative film. ThermoFlexX imagers accept 1-bit TIFF files generated by any workflow, RIP or front-end and will handle any type of screens including hybrid or surface screens. The screened 1-bit TIFF file could be a single job file, which can be assembled on a template, or it could be an already assembled 1-bit TIFF plate. All the imagers utilise IPG fibre lasers operating at 1,640 nm, claimed to combine low energy consumption with high reliability.



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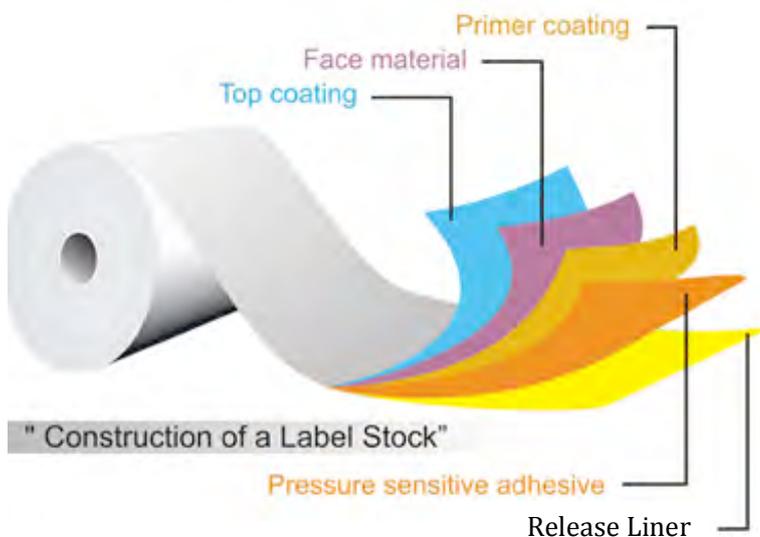
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# Setting up the machine

**BRAZILIAN** converters spent 2013 making adjustments, but an even stronger consumer environment for tags and labels may put the sector back on track, writes Ricardo Torres

From the factory floor to management, label converters in Brazil turned the past year into 365 days of 'machine set-up'. This was essential, as industrial growth as a whole performed well below its potential.

The Central Bank's most recent Focus research, dated 23 December 2013, indicated that the year would close with Brazil's GDP up 2.30 percent, but with a downward bias for 2014; analysts expect GDP to grow by two percent over the coming year. The report also estimates inflation at 6.05 percent over the next 12 months. These two factors, together with a weaker Real, increase the price of raw materials and make it more expensive for companies to access finance.

Faced with such a scenario, it is understandable that people should grow disheartened and expect management to offset the problems. 'It is true that company management is part of the picture, but I think that this difficult time owes more to macroeconomic factors and to the hard time that the country as a whole is going through,' says Ricardo Ribeiro of consultancy Asterisco. 'This is not limited to the printing market, but applies to companies in general. Brazil is not a country conspicuous for its productivity and investments. This applies to all chains.'

It is clear that the market is saturated, says Dirceu Varejão, CCRR Group's new commercial director who is responsible

" There is a large available market, but converters need to work in an integrated way in order for the market to grow"

for the Colacril (lamination), RR Etiquetas (converting), POS paper rolls and Identify Brasil (RFID) business units. The director has already worked for Vitopel, HB Fuller, Votocel (Votorantim Group) and Fitesa (Petropar Group). Having therefore already been 'on the other side of the fence' as a supplier, he now views the segment through the prism of the converting industry. 'We are witnessing a period where installed capacity is at twice the level of demand. This is characterized by idle capacity and consequently a focus on volume,' he explains. In his view, this path will lead to lower margins.

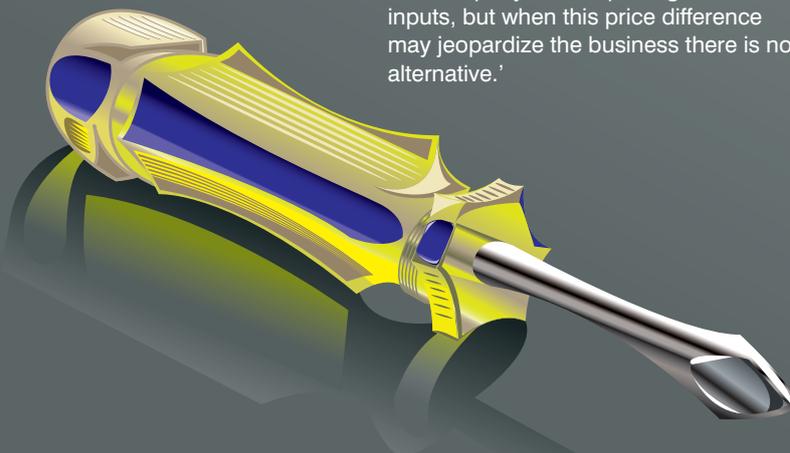
Another adverse factor is the fact that fluctuations in the price of raw materials do not follow any logical pattern. 'These peaks and troughs hinder the sector, which in most cases is unable to react at the same speed. There is still a great deal of price distortion in the local market compared to imports. This does not make any sense,' says Varejão. 'No company likes importing its main inputs, but when this price difference may jeopardize the business there is no alternative.'

Ronaldo Mello, Avery Dennison's vice-president for South America, also sees a lot of competition in some segments. 'There is a large available market, but converters need to work in an integrated way in order for the market to grow. Some markets are saturated; it is necessary to open others,' he reasons, providing a recent example from Russia. 'Last year, Russia's entire vodka market migrated to self-adhesive labeling. When this happens, a new market is created. There are segments in the Brazilian market that have a lot of room for growth, without the need for so many price wars.'

The experts judge that the sector prepared itself, by acquiring state-of-the-art machines and equipment, for growth that did not materialize. 'The model based on domestic consumption, that kept the economy buoyant after the 2008 global crisis, has not been apparent since then. This has a significant impact on all the segments,' says Ribeiro from Asterisco.

'There is also an over-supply of materials, whether domestic or imported, shifting the curve towards a price war once again, which will hurt the sector as a whole. At the same time, other players have entered the segment and they have encountered an overcrowded scene. I think that the printing market in general closely resembles what is known in market economics as "perfect competition" (many buyers and many sellers, a homogeneous product with no barriers to its entry or exit and complete access to information), which results in new entrants arriving from other sectors,' describes Ribeiro. 'Competition increases, but the market doesn't grow by the same amount.'

This market behavior is not exclusive to this segment, as Dirceu Varejão explains. 'Investments in capacity without a real understanding of how demand is behaving have been critical in this sector and in other sectors of our economy,' he says. 'Margins have fallen because growth predicted for the past four years has not materialized and costs have risen, as has the tax burden (capitalizing on the sector's competitiveness).'



The availability of manpower continues to be another crucial point. It is common to hear entrepreneurs in the sector venture that there is a chronic shortage, yet some go further. 'I do not believe that the printing sector in particular has a shortage of manpower. Brazil as a whole has a shortage of manpower. However, I would use the term 'brain-power' instead,' says Ribeiro. 'There is a lack of trained and creative professionals, who are committed to making a difference, to being better and to increasing productivity. I repeat that this applies to Brazil and not just to the printing market.'

#### THE WAY FORWARD

However, there is light at the end of the tunnel. According to Fabio Mortara, the president of Abigraf, 'The packaging sector is the only one that is performing really well'. And not only here in Brazil. Data audited by the consultancy Mintel and published by the Brazilian Packaging Association (ABRE) shows that 304,755 packaging products were launched worldwide between January and the start of December 2013.

Whilst Brazil is the eighth most important player in terms of packaging products launched, with a total of 12,599, the United States leads the ranking.

Returning to Brazil, the make-up category accounted for the highest number of product launches over the period. Hair products, bakery products, sauces and seasonings, dairy products, skin products, snacks, chocolates, soaps and bath products, and desserts and ice-creams were also significant.

With few exceptions, they are all consumer products that require a significant quantity of self-adhesive labels and tags. Ronaldo Mello describes himself as 'optimistic by nature', but Avery's businesses

demonstrate that activity in the above-mentioned categories – with launches going full steam ahead – is a good sign that the outlook will improve in 2014. 'The segments that we work with, like shampoo, deodorant, food products and variable information, are only growing. The more that is sold over the internet and the more that is bought via the computer, the more that packaging is required for decoration and for variable information,' he says. 'There are many segments that do not have self-adhesive labeling and could still have it: mineral water, drinks in general (vodka, cachaça, liqueurs), spice containers, glass etc. It is still common to see wet-glue labeling [in Brazil], whilst outside it is virtually all self-adhesive labeling.'

Avery Dennison estimates that in Brazil about two sqm of self-adhesive labels are consumed per capita per year, whilst in mature consumer markets like the USA or parts of Europe, this figure varies between 10 sqm and 12 sqm per capita per year. Despite this disparity, there are many similarities between the markets, according to Mello. 'To my mind it is no different to what happened in more mature consumer markets. There are some paradigms that we are gradually managing to demonstrate, but the issue of cost is still important,' he says. The key point here is the customer's decision to invest in self-adhesive labeling: 'Whoever changes from wet-glue labeling to self-adhesive labeling must understand that they are changing product and that this has a cost, which here we call the total applied cost.'

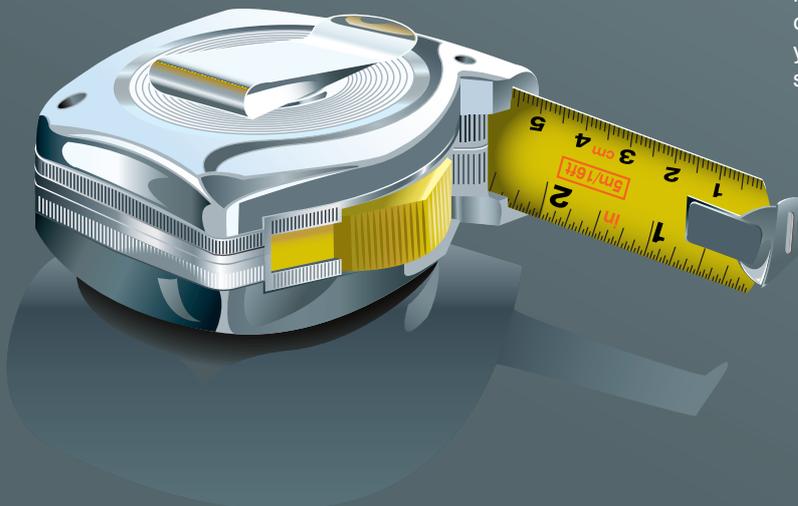
It is true that the economic crisis, from which the world is still recovering, is hindering these kinds of investments. 'Money is tight and credit is limited. It is not a time when companies are of mind to make large investments,' judges Mello. 'Even so, I think that the same thing will end up happening here as has

"The segments that we work with, like shampoo, deodorant, food products and variable information, are only growing"

already happened in Europe and the United States. I have no doubt about that.'

There are many paths that Brazil can take to arrive there, points out Dirceu Varejão: 'It is necessary to be cautious and to focus on services, product differentiation and to develop applications with greater added value,' he opines, with the proviso that this will only be possible if there is perceptive and focused market intelligence. 'This sector invested and is investing in a lot of technology through state-of-the-art equipment, which translates into competitiveness, but it is necessary to have an adequate pricing policy linked to variations in the cost of the key raw materials.' Despite the set-backs, Varejão believes that the sector is not going through a bad time. 'I think that it is a good time, mainly because the market for the finished product is a growth market, which is going to demand innovation and new technologies in the market.'

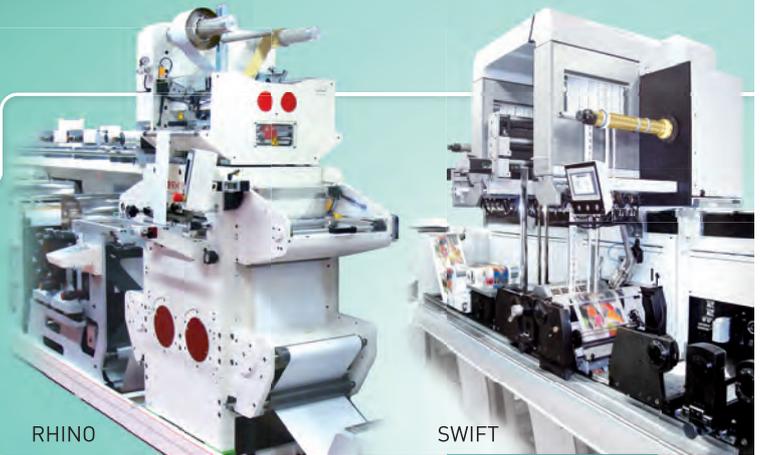
According to Ricardo Ribeiro, consolidation may help the sector, but it is taking a long time. 'Mergers and acquisitions change the outlook for the industry. Both in terms of the supply of raw materials and in terms of demand and end-users, the converter is increasingly "sandwiched" between huge companies, losing purchasing power and selling power, and is being squeezed in the process. Without strong companies in the middle, the whole chain gets damaged.' Perhaps 2014 may be the year to bolster the filling so that the whole sandwich does not fall apart.



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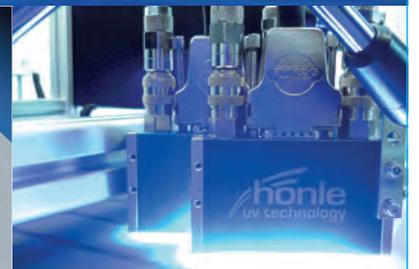
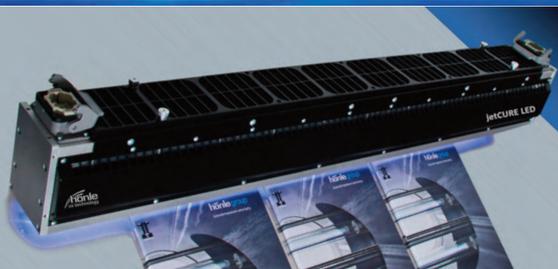
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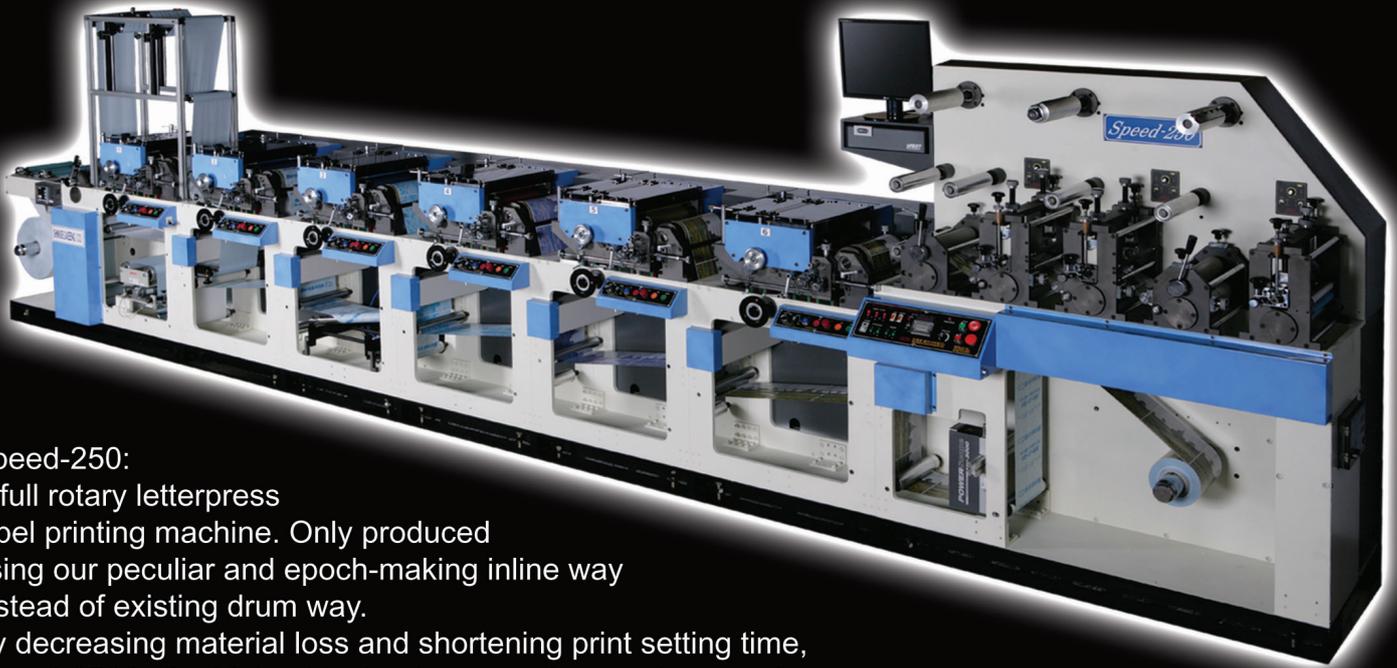
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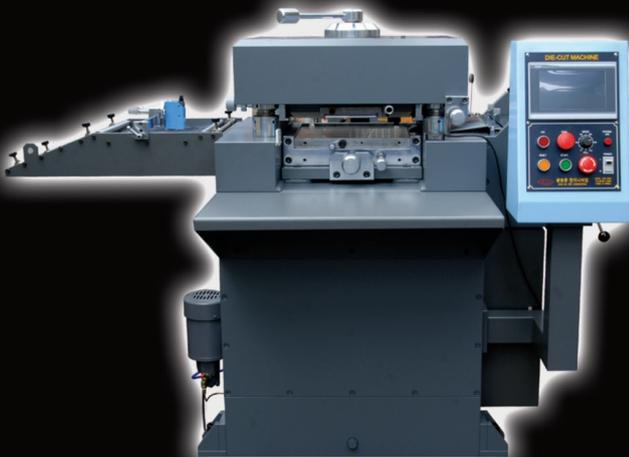
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AUTOPACK has 110 employees and is one of the leading label converters in Argentina

# Baumgarten creates Latin America network

WITH a deal for Argentine converter Autopack swiftly following its acquisition of Mexico-based Etiquetas Rodak, Baumgarten has created a regional network that allows it to serve clients in multiple Latin American markets. James Quirk reports

With two acquisitions in quick succession, Brazilian label and packaging converter Baumgarten has created a network of Latin American operations similar in breadth to international printing groups such as Multi-Color Corporation and CTI Invest.

As reported in L&L issue 1, the company acquired Mexico-based Etiquetas Rodak at the beginning of January. This was swiftly followed by a deal, announced on February 24, to acquire Argentine converter Autopack. The financial details of the transactions have not been disclosed.

Etiquetas Rodak, founded in 1974 in Mexico City, has around 80 employees and specializes in self-adhesive labels and shrink sleeves for the cosmetic, food and beverage, pharmaceutical and homecare product industries, among others. The company's name will be changed to Baumgarten Mexico in the coming months.

Autopack, based in a 5,000 sqm facility in Pablo Podestá, 30km outside Buenos Aires, has 110 employees and is one of the leading label converters in Argentina. The company, founded in 1990, specializes in packaging and promotional labeling and has a large export business. Autopack's name will be retained for its promotional and safety label business, while 'Autopack, a Baumgarten company' will be used for a transition period in the packaging label market.

'This second acquisition abroad is part of our internationalization strategy for the improvement of our presence in the worldwide market,' commented Ronaldo Baumgarten Jr, company president, of the deal for the Argentine label converter. 'Our goal is to become a global supplier for multi-national customers and a stronger supplier for domestic customers by offering them the most updated and efficient resources available in the printing business.'

'We are very confident with the acquisition of Autopack because it already is a well-known supplier in the market, an exporter, and very quick and creative. In addition, it has a corporate and management culture very similar to

Baumgarten's, and these aspects – allied to its excellent technological structure, competent staff and space available for investing in more machines – have been determining factors in its selection as Baumgarten's entry point into the Argentine market.'

## REGIONAL NETWORK

Baumgarten's expansion reflects the trend of large converting groups creating regional networks of facilities through acquisitions. CCL has operations in Brazil and Mexico; Multi-Color Corporation last year added Mexico-based Flexoprint to its ColloTYPE facilities in Chile and Argentina; Austrian group CTI Invest, under its Viappiani brand, has accumulated label converters in Argentina (Adhepel), Brazil (Bic Label Technologies) and Colombia (Tann Colombiana).

The ambition of these groups is logical: create a portfolio of converting operations that can offer identical products, quality and service to the same multinational brands throughout the region. The trend is a result, too, of the strengthening in Latin America of middle classes with rising disposable income – consumers who are more likely to buy quality products from global brand owners like Unilever and Procter & Gamble.

'Many of our most important customers in Brazil – most of our top ten – are demanding labels in Argentina and Mexico too,' says Ronaldo Baumgarten Jr. 'We need to be where our clients are.'

Baumgarten's acquisitions stand apart – uniquely among the international groups listed above, it is a family owned business native to the region.

Indeed, managing director Fernando Gabel told L&L, Etiquetas Rodak and Autopack's own backgrounds as family run businesses, allied to their 'similar management culture', were crucial factors in their selection for acquisition. In a further parallel, Baumgarten and Autopack, while remaining family-owned, both took the decision to professionalize their

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BAUMGARTEN'S facility in Blumenau, southern Brazil

respective management teams some years ago, bringing in executives from outside the industry.

'Both companies are well-known in their local markets for high quality and excellent service,' says Fernando Gabel, who has previous experience in mergers and acquisitions before he joined Baumgarten in 2009. 'We are a Brazilian company. We don't want to walk into an Argentine and a Mexican company and say: "Now you must do things differently". It is very difficult to come in from afar and implement a new company culture. So their having a similar management culture to ours was very, very important.'

As well as a focus on quality and service, both Etiquetas Rodak and Autopack bring complementary technology and product portfolios to their new parent company. 'With two digital presses compared to Baumgarten's one, Etiquetas Rodak has more experience in digital printing, for example,' says Gabel. 'Autopack's experience in export is far greater than ours, but we can now use our infrastructure to help sell their promotional labeling products in Brazil and Mexico.'

Etiquetas Rodak specializes in flexo and digital printing, while Autopack runs letterpress and flexo presses. Aiming to create similar printing platforms throughout the facilities, Gabel says that offset presses will be installed at both companies in the near future. (In Brazil, Baumgarten runs eight Nilpeter offset machines among a fleet of 30 presses.)

Baumgarten's award-winning – and impressively far-reaching – sustainability program (see L&L issue 4, 2013) will be rolled out in both new operations. 'It is a fundamental part of our business,' says Gabel. 'You cannot separate it.'

Employees at both companies have been retained following the acquisitions, as well as the respective owners: José Quinzaños of Etiquetas Rodak; and Norberto Fridman, Angel Bonavera and

Enrique Szafir of Autopack. A financial controller has moved to Mexico from Baumgarten's headquarters in Blumenau in southern Brazil, and a further staff member will relocate to Buenos Aires in the coming months.

In Mexico, Baumgarten was supported by Fabian Silva, whose extensive experience in the local market includes running label converter Etiquetas Anro and a term as president of association AmetiQ. After advising Baumgarten during the acquisition process, Silva now joins Baumgarten Mexico as sales manager for global end users, Mexico.

#### EXPANSION

Ronaldo Baumgarten Jr says that the decision to expand into other Latin American markets was taken two years ago. Throughout this time, the company has been preparing itself. 'We have been readying the company internally for these acquisitions for quite some time,' he reveals. 'It was important that we began to position ourselves early for international expansion, rather than purely focusing on our local market.' Initial expectations were that the

#### FROM THE ARCHIVE: AUTOPACK IN L&L ISSUE 3, 2009

Argentine label converter Autopack was founded in 1990 by Norberto Fridman and Enrique Szafir, whose experience was in offset printing, and Angel Bonavera, who came from a pre-press background. Beginning with three Ko-Pack letterpress machines, internally reconfigured to suit the company's needs, Autopack established itself as a converter of specialty products, particularly for security and promotional applications, with 90 percent of its output entering its local market.

With the onset of Argentina's economic crisis of 2001, so began the need to export. What had been local innovations now became international successes, with the company's multi-laminates and promotional products aiding the creation of a client base spread across 30 countries. Autopack now exports around 45 percent of its labels.

An MPS EF 330, an 8-color servo-driven flexo press equipped with silkscreen and hot stamping units, was purchased in 2006 – the Dutch press manufacturer's first installation in Latin America.

Fifty-five percent of the company's production is in promotional labels. A dizzying array of novelties are available, from hidden messages and thermochromic inks to tiny chewing gum labels and a shampoo bottle whose label acts as an exfoliate. Autopack divides its remaining 45 percent of production between security products, pharmaceuticals, food and wine.

acquisitions in Mexico and Argentina would be finalized some six months apart; after prolonged due diligence during the Etiquetas Rodak deal, it was something of a coincidence that the acquisitions were announced within just seven weeks of each other.

'We have been very happy with the reaction of our customers,' says Ronaldo Baumgarten Jr. 'Now our focus is on the integration of the new facilities.'



L-R Baumgarten's managing director Fernando Gabel and president Ronaldo Baumgarten Jr



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# GM sees increasing LatAm potential

**PERUVIAN CONVERTER** Cimagraf has installed the Latin America region's third DC 330 Hybrid Laser finishing system from Grafisk Maskinfabrik. James Quirk reports

GM LatAm, the Latin America arm of Danish converting equipment manufacturer Grafisk Maskinfabrik, has recently installed the region's third DC 330 Hybrid Laser finishing system at Peruvian label converter Cimagraf.

Based in Santiago, Chile, GM LatAm has consolidated its operations in the region since its foundation in early 2012 with 'a strong increase in installations for converters with HP Indigo and Xeikon digital presses', according to Jos Kabouw, chief business developer.

The Latin American label industry has been a keen adopter of digital printing technology in recent years, and Kabouw believes that converters increasingly recognize that digital finishing can help maximize its benefits.

The DC 330 Hybrid Laser system is a versatile platform which can incorporate laser cutting, semi-rotary die-cutting, flexo and rotary silkscreen printing units, lamination, semi-rotary hot stamping and cold foil.

'The DC 330 was three years in the making, with our company working with a team of experts that manufacture high-tech industrial laser systems,' says Kabouw. 'They created a system that is unique in the market – capable of flexible, high speed, digital production. It can be made even faster with a dual laser head and is a complete, ready-to-use system with no need for additional elements.'

'Our technology gives customers the tools to achieve their digital printing goals,' says Kabouw. 'The DC 330 Hybrid Laser finishing system has the best of both worlds: state-of-the-art laser technology which is controlled entirely digitally, and which even has a QR code/bar code reader that allows the laser to change cutting shapes instantly according to the printed information provided by the digital press; and conventional semi-rotary magnetic die-cutting, for when a substrate is not suited to laser finishing, for example.'

## CIMAGRAF

Cimagraf, based in Lima, Peru, installed a DC 330 Hybrid Laser finishing system in December to complement a new HP Indigo WS6600 digital press in its self-adhesive label division, Cimaflex. The company has further divisions dedicated to wet-glue labels and carton printing (Cimapack); editorial printing (Cimanews); and brochures and promotional office

products (Cimashopper).

Cimagraf's historical expertise is in sheet-fed label printing, and its move 18 months ago into flexo is a trajectory shared by many of the Peruvian self-adhesive label converters which have sprung up in recent years to serve the growing local market and export to neighboring countries.

Beginning its self-adhesive label printing operation with two Nilpeter flexo presses, Cimagraf quickly doubled sales and opted for an HP Indigo WS6600 to better address short run work and increase its product range with variable information and personalization options, says R&D manager Matthias Manthey.

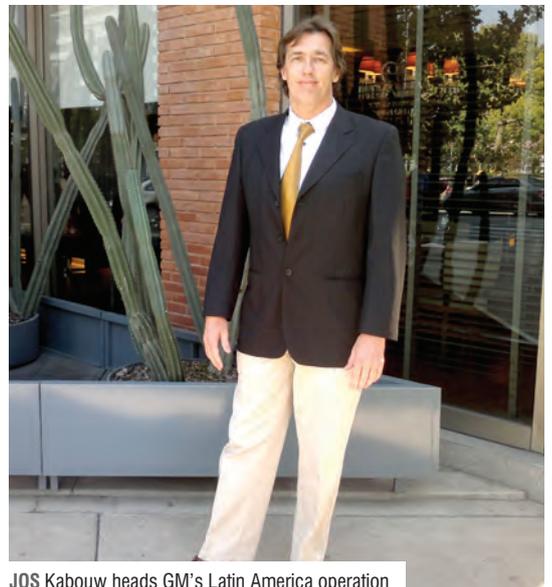
The company specializes in labels for cosmetics and medicinal laboratory applications. A small amount of work is also carried out in a variety of other sectors, including wine and promotional labels.

DC 330 Hybrid Laser finishing system was chosen for its high speed and ability to run both laser cutting and conventional die-cutting, says Manthey, while its flexo unit for varnish is an additional advantage. Cimagraf is considering adding a DC 330 Mini system in the future.

Two other DC 330 Hybrid Laser finishing systems have thus far been installed in Latin America, while Jos Kabouw also reports multiple installations of the DC 330 Mini in the region, most recently at label converter Cintas y Especialidades Impresas (CEI), based in Guadalajara, Mexico, and a company in Colombia. A DC500 with laser cutting, meanwhile, has recently been installed at 4e de México.



THE DC 330 Hybrid Laser finishing system from GM



JOS Kabouw heads GM's Latin America operation



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# Argentine converters opt for JM Heaford plate moulder

**TWO LABEL CONVERTERS** in Argentina are among the first in Latin America to install JM Heaford's new FTS plate mounting system. James Quirk reports

Argentina-based label converters Achnar (A SATO company) and ETI are both recent recipients of FTS plate mounting machines from UK manufacturer JM Heaford.

The deals represent two of the first three installations in Latin America of the system, of which more than 50 have been sold worldwide since its launch last year. In 2013, the FTS mounting machine won the European Flexography Industry Association (EFIA) Gold Technical Innovation Award and was a finalist in the innovation category at the Label Industry Global Awards held during Labelexpo Europe.

JM Heaford's FTS moulder reverses the usual position of the cameras and mounts the plate on a cushioned table with the print surface facing downwards and the cameras pointing up, with the cylinder or sleeve held above the table.

Once the plate is positioned, the cylinder or sleeve is driven down into contact with the plate and the action of sliding the cushioned table back and forth applies the plate around the cylinder/sleeve under even pressure – providing perfect uniform adhesion and eliminating the possibility of trapped air pockets that can occur with the traditional practice of applying hand pressure. The tape can be

'The installation of the plate moulder has allowed us to change our working methods when it comes to printing,' reports Carlos Totxo of Achnar's pre-press department. 'Previously, plate mounting took place by approximation, meaning that the final register check would take place on the press. This resulted in time lost during the positioning of the plates, material waste, and was dependent on the capabilities of the particular operator.'

'The new equipment allows us to achieve mounting with precision. It also lets the plates be correctly positioned in respect to the cylinders, meaning that the press's pre-register system can be properly used and that the amount of wasted material is reduced.'

'With our clients demanding ever-increasing levels of quality, using the plate moulder allows us to better meet their needs. The amount of short run work we produce means that time wasted during set-up accumulates over the course of a month. This technology has given us an effective tool to minimize this time and fundamentally reduce our material usage.'

'Furthermore, the installation of the equipment was quick and learning curve short. Another positive with the investment is the machine's low operational requirements, basically limited to checking compressed air quality supplied for its use.'

## UNIQUE DESIGN

JM Heaford's Latin America sales manager Nick Vindel says: 'The FTS moulder's unique design allows the plates to be mounted quickly, without air bubbles, through the movement of a table. This system allows the consistent application of the plate to the adhesive tape in the cylinder or sleeve.'

'Our clients tell us that the FTS allows them to mount plates four times faster than with standard moulter, and we even have a video of a client mounting six plates in just four minutes. This means an increase in productivity for our clients and a fast return on investment.'

'The advantage often put forward to support automated mounting machines is that automation takes the individual out of the equation and plate mounting therefore becomes more consistent, but not necessarily more accurate,' continues Vindel. 'The FTS unit requires only that the operator positions the plate centrally and lines up two register marks on the video screen at an optical magnification of 56x. Compared to an automated mounting machine, the plates are mounted at least as accurately and significantly faster at a capital cost which is substantially less.'



## JM HEAFORD IN LATIN AMERICA

JM Heaford has been selling plate mounting machines in Latin America since its foundation in 1983. Of more than 4,000 machines installed worldwide, Vindel estimates that more than 10 percent are in Latin America and a quarter of that figure in the region's narrow web sector.

As well as being represented in the region's major markets, JM Heaford has a technician based in Brazil to handle installations and service. Vindel, who speaks Spanish and Portuguese, says: 'One of our FTS customers calculated that the reduction in waiting time paid for the investment in a few weeks. Consistently accurate fast plate mounting should be a key objective of any production plan and the FTS moulder meets this objective completely.'

Nick Vindel will present at the conference during Label Summit Latin America 2014, being held in Medellin, Colombia, on May 14-15.



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For more information about IPT Digital, please see [www.innovativeprintingtech.com](http://www.innovativeprintingtech.com).

# CORPORATE CULTURE



PILOT Italia moves to new facility

## Pilot exhibits at interpack

**LEADING ITALIAN CONVERTER PILOT ITALIA** will be exhibiting at interpack, traditionally seen as a packaging machinery show aimed at end users. L&L asked company managing director Andrea Vimercati why he had decided to take part



ANDREA Vimercati, MD Pilot Italia

**L&L: WHY DID PILOT DECIDE TO EXHIBIT AT INTERPACK?**

**AV:** Pilot Italia chose to enter the interpack fair with a booth to showcase the best packaging solutions offered by our company in the field of self-adhesive labels.

As always we will have an attractive booth with graphics which demonstrate our company's identity and bring our visitors on a visual journey to understand who we are and what we do. We will also have a welcome corner with samples of food and beverage for all those who come to visit.

**L&L: WHICH PRODUCTS OR SERVICES WILL YOU PROMOTE?**

**AV:** We will be promoting families of our flagship products, including multi-layer labels from three to eight pages with space for multiple languages detailing ingredients, barcode, batch and expiry date; and self-adhesive medical hanging devices.

These products highlight our continuous research and development programs, which are producing innovative and high tech designs at a very competitive cost.

**L&L: WHICH CUSTOMERS DO YOU HOPE TO MEET AT INTERPACK?**

**AV::** We have the opportunity to work with all sectors of the market, offering self-adhesive labels which are totally customized.

**L&L. WHAT RECENT INVESTMENTS IN NEW PRINTING PRESSES OR IN NEW FACTORY BUILDINGS WILL YOU HIGHLIGHT?**

**AV:** In the second half of 2013 we decided to focus on improving and growing our pre-press department, reinforced with two CTP systems (Luesher and Kodak units), but that was just the appetizer. At the beginning of 2014 we agreed on adding an R200 Gallus combination press – silkscreen plus letterpress – with 12 colors and hot/cold foil, which was delivered in March. In addition, in June we will receive a Nilpeter MO-4 with 10 colors, six offset and six silkscreen in combination, with a flat hot/cold foil station.

We have spent the last four years in improving and changing our organization, following Kaizen principles, and reducing significantly all our costs, with the final result that we are ready to move forward into the future of this industry.

**L&L: HOW WOULD YOU SUM UP YOUR COMPANY'S MESSAGE?**

**AV:** We have a tradition to keep in mind, but also a clear vision of the future: to continue to grow and change, this is the family Vimercati mission. We have always believed in the future of this market, and that's why we invest in R&D, in innovative technologies and the latest equipment in both pre-press and printing, not to mention the development of human resources, which in our company makes the real difference.

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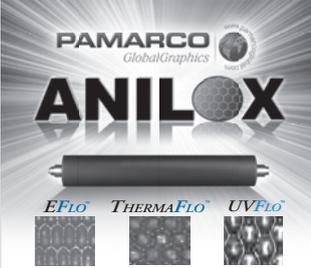


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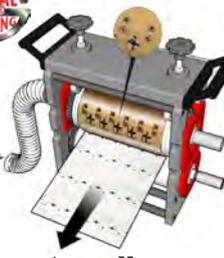


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## AD INDEX

AB Graphic	73
AMC AG Division Intercoat	24
ATT	61
Achem Industry America	31
Alpha-Cure	38
Anderson Europe	91
Apex	84
Arjobex	47
Atlas Converting Equipment	103
Avery	2
basysPrint	106
Berhalter	101
Buyer's Guide	128
Colordyne Technologies	10
Croft	126
D.P.R.	98
Daetwyler	22
Dantex	105
Dienes	108
DigiFlex	113
Domino Printing Sciences	15
Edale	61
Electro Optic	83
Epson	136
Erhardt & Leimer	100
Flint Group Narrow Web	79
Focus	105
GEW	94
Gallus	57
Harper	113
Herma	5
Hoffeld Tool & Die	120
Honle	117
IPT	126
Infinity Foils	110
Kocher + Beck	69
Label Summit Indonesia	65
Label Summit Latin America	114
Label Traxx	39
Labelexpo Americas	28
Labelmen Machinery	134, 135
Lombardi Converting Machinery	106
MCS	62
MPS	51
Manter	4
Mark Andy	48
Martin Automatic	98
Meech International	112
NewPage	21
Newfoi Machines	110
Nickel Printing Machinery	120
Nilpeter Page	76
Nuova Gidue	88
Omet	93
Omet	122
Orthotec	97
Pantec GS Systems	117
Phoseon Technology	83
Pilot Italia	87
Prati	55
Precise Graphic India	126
Primera Technology	9
RK Print Coat Instrument	120
Re Spa Controlli Industriali	103
Rosemont	124
Rotatek	27
Rotometrics	66
Ruco Inks	84
SMI Coated Products	113
SPGPrints	3
Saelim	17
Schober	19
Screen Europe	58
Sekisui	44
Shin Se Gae	118
Smag	41
Smooth Machinery	80
Sohn Manufacturing	18
Spartanics	25
Spilker	36
Teslin Substrates/PPG Industries	35
ThermoFlexX	106
Verso Paper	32
Vetaphone	109
Xeikon	70
Zeller + Gmelin	14

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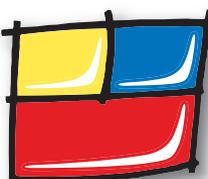
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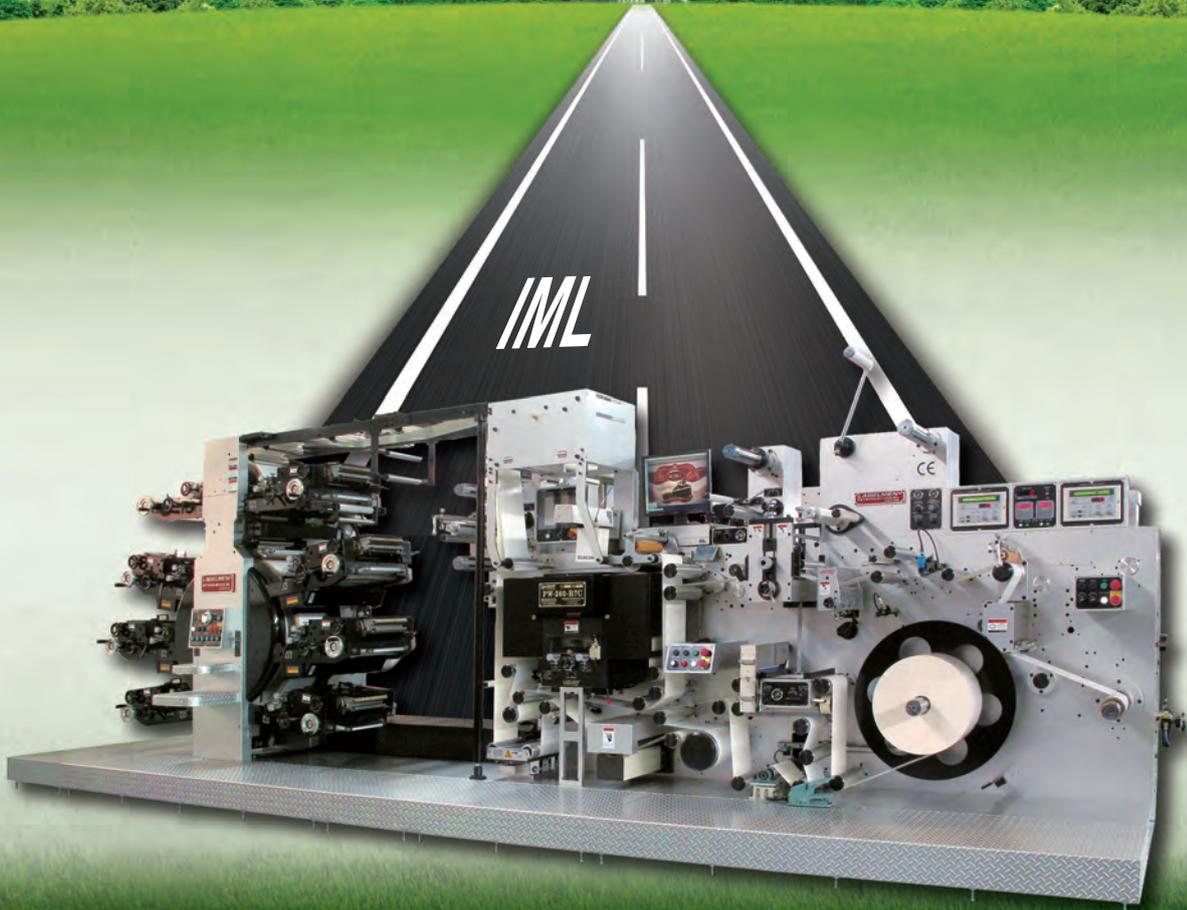
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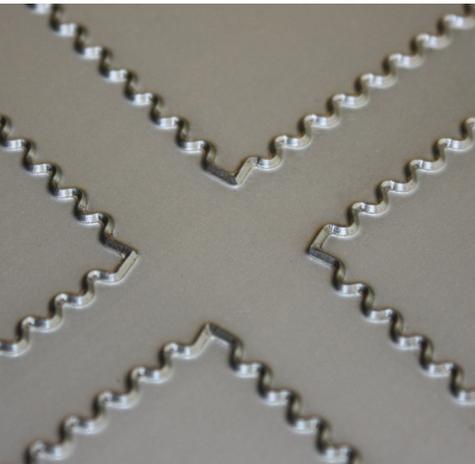
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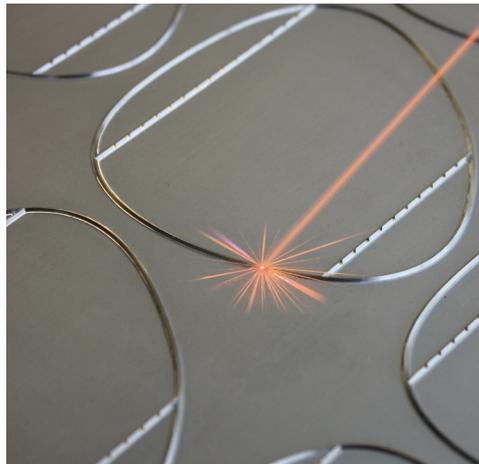
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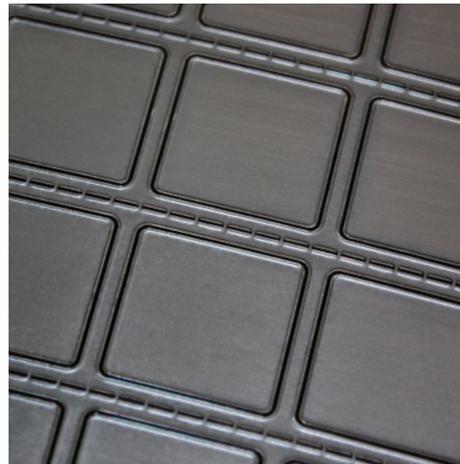
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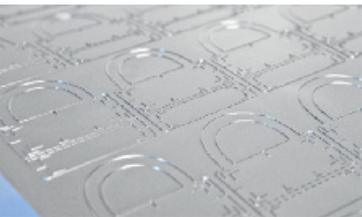
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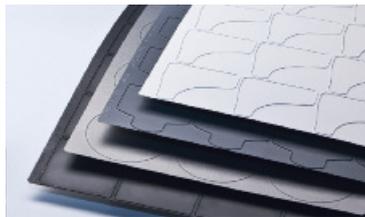
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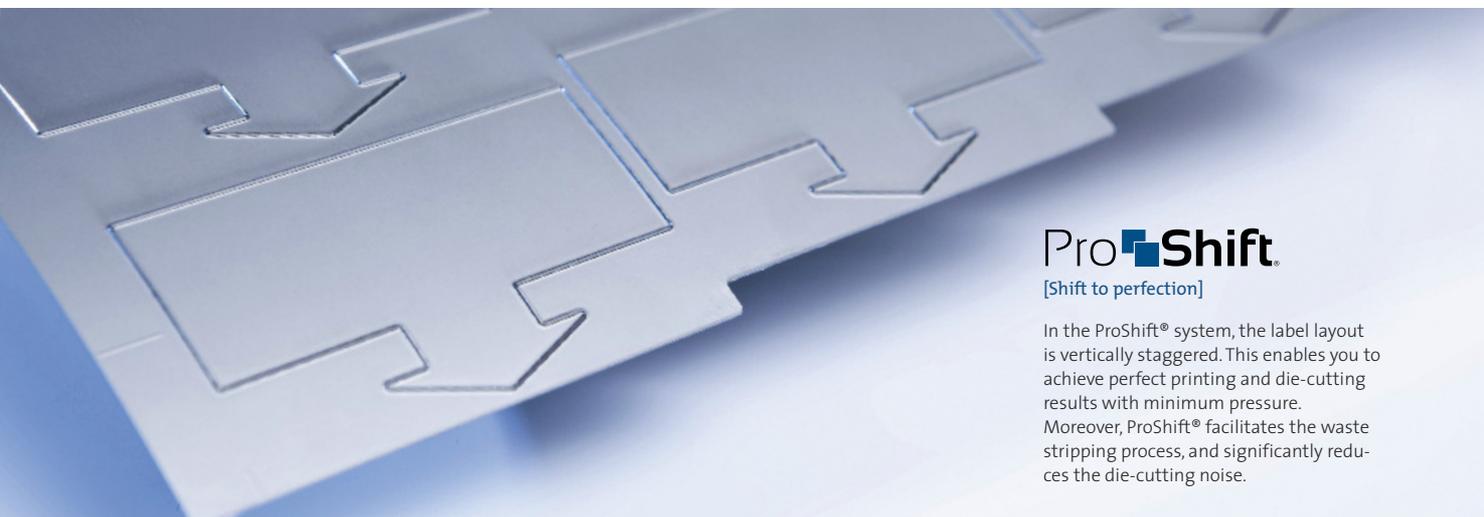
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