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AMERICAS REVIEW

Comprehensive review of new press and materials developments in Chicago as confidence returns to US market

WET GLUE REVOLUTION?

Start-up company NuLabel has developed an activatable adhesive which eliminates wet glue from the cut & stack applicator line

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PHARMACEUTICAL REQUIREMENTS

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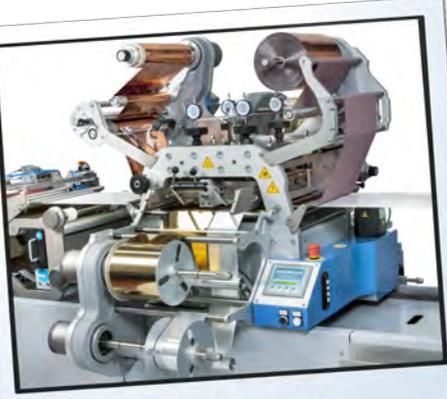


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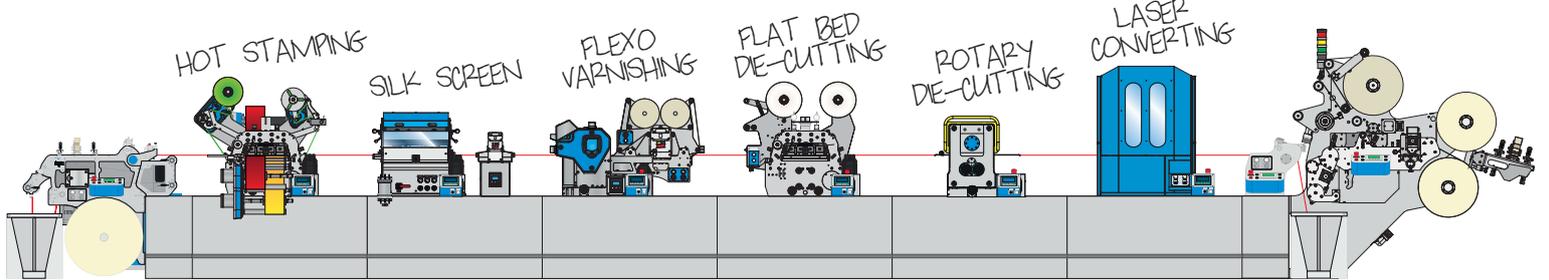
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LABELEXPO SHOWS U.S. ON THE UP

The success of Labelexpo Americas, with visitor numbers up by 12 percent, reflects a vibrant labels sector and signifies key trends in the industry.

This show, more than any other, has redefined the label converting industry as finally moving away from a 'craft' to an industrialized, quality assured process.

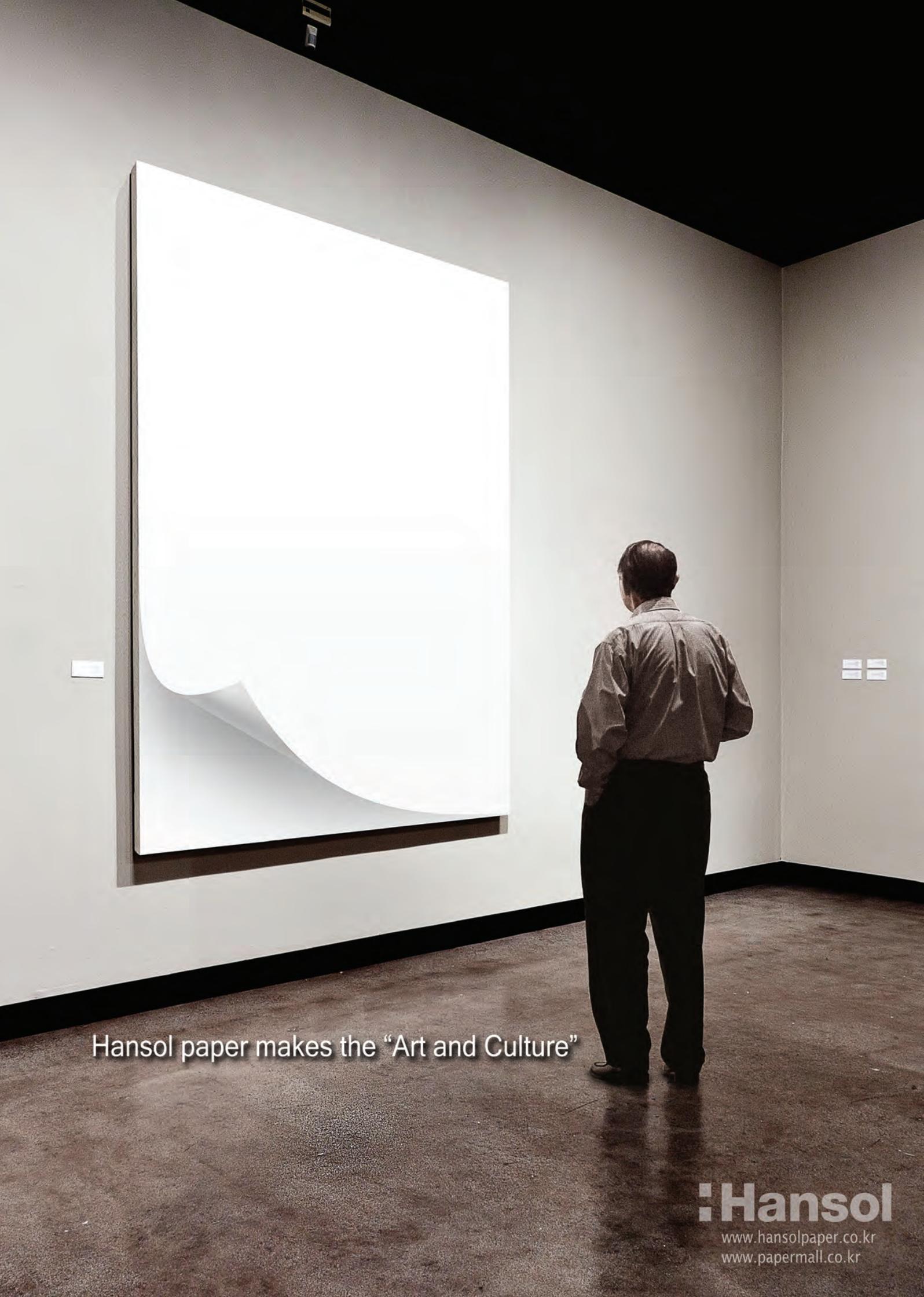
This can be seen in many aspects, but mainly driven by the press manufacturers and their immediate ecosystem. Nuova Gidue won an Innovation award for its Revo 'digital flexo' system, and at the show flexo presses from Nilpeter, Omet and Mark Andy were also shown with fully pre-settable and recallable print parameters.

Another aspect of this is a trend at the show towards 6/7-color process printing. Both Esko and Kodak were demonstrating separation systems to match multiple spot colors and the presses are now well enough automated and controlled during the run to allow – finally – the degree of control achieved long ago by the sheetfed offset industry.

Paul Teachout, Nilpeter's new US VP sales and marketing, has long been an advocate of 'print by numbers' and was thoroughly excited at seeing the concept in action on the Nilpeter booth (see the video on Labels TV). At the same time, companies like AVT are redefining themselves as 'quality assurance' providers. Rather than put a camera on a press to show how much defective material is being printed, the camera and its supporting software systems are present during job set-up, ensuring the machine is controlled and in pressure and register to match the parameters present in the master PDF file.

One other trend of note is the move towards wider press widths and machines specifically configured to print flexible packaging. This can be seen in the 17in Omet X4 seen at the show as well as a wider Nilpeter FA-4*. On the panel session I chaired among leading label converters, short run flexible packaging was picked out as an opportunity for narrow web converters moving to wider machines – though the pitfalls were also stressed in needing to understand the requirements of food contact packaging applications.

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INBOX



MAKING WORK A BETTER PLACE

On a recent visit to Italian labels and packaging converter Nuceria Adesivi in Naples (see p.45), I was struck by the clever use of recycled materials in the office building, and the creative striving to create a restful and rejuvenating work environment.

Guido Iannone and his sister Paola, as well as their father Antonio, who founded the company, are seriously committed to this project. The photographs below show the use of recycled pallets to make the office desks. This not only creates a striking and original workstation, but demonstrates commitment to the company's 'Green' focus in actual practice to visitors and staff alike.

The garden area for employees to relax during breaks from work is heavily inspired by Guido's deep interest in Japanese culture, which emphasizes creation of an environment where people feel at one with natural elements. The same thinking is behind the giant LCD 'green wall' in the carton hall, which switches between production information and scenes of natural beauty.

As a nice final touch, a gourmet kitchen has been built into the meeting area and to overlook the design department. This means that either Guido can cook, or chefs can be invited in to design special menus for visitors.

CANON AUSTRALIA COOKS FOR CHARITY

Staff at Canon Australia cooked more than 600 meals for people in need at its recent mid-year sales conference. Directed by professional chefs who donated their services, Canon corporates-turned-cooks prepared the meals made from donated food in a community 'Cooking for a Cause' program.

Noting that giving back to the community strengthened ties within the team, Canon professional print senior general manager Mike Boyle commented: 'What they have achieved as an organization should inspire us as individuals and even more so as a team that our actions can indeed make a positive difference, whether it is with the wider community or with our customers.'

Each week, the community program collects more than 42 tonnes of food from more than 2000 donors that would otherwise end up in landfill. It delivers meals to more than 500 charities that feed homeless, vulnerable and other disadvantaged people.

LABELS&LABELING



LABEL SURVIVES IN SPACE

Philip Grimm, manager of Felga Etiketten, has sent a potted plant and label into space as part of an idea to showcase the converter's use of plastic over paper as the base substrate for its labels.

The aim of the flight was to prove that plastic Felga labels are both waterproof and UV-resistant, with the idea coming from some British students experimenting with stratospheric flights a few years ago.

'Our labels are made of plastic, not paper, and the materials must be weatherproof and UV-resistant,' said Grimm. 'This is what we wanted with the film to show; this explains the quite serious background of the action.'

A weather balloon filled with helium was used to send the label and plant into space. The balloon then popped because of the low ambient pressure, leaving the plant and camera to parachute safely back to earth to be tracked using the GPS on the camera.

Both the plant and the label survived the inhospitable conditions of the upper stratosphere having reached an altitude of over 35 kilometres.



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NEWS



AN HP Indigo WS6800 digital press was sold to Mossberg and Company Inc



DOMINO sold its new configuration N610i to Cimarron Label



LABEL House orders Karville laminator

LABELXPO AMERICAS BREAKS SHOW RECORDS

VISITORS up 12 percent as show brings new vibrancy to US labels and packaging markets

Labelexpo Americas was pronounced a success by the organiser, Tarsus Group, publisher of L&L. Visitor numbers were over 16,000, up by 12 percent on 2012, and a record 83 percent of the show space was booked for 2016. The conference sessions attracted 1,100 delegates, another record.

The show also saw the announcement of the winners of the Label Industry Global Awards. As revealed in LL4, Suzanne Zacone was the popular winner of the Lifetime Achievement Award. For the other winners, turn to page 125.

A number of important orders were concluded at the show. Among those confirmed were Label House who made a move into flexible packaging production with the purchase of a mid-web format Karlville Webcontrol solvent-less laminator.

Raul Matos, VP of sales and manufacturing at Karlville, said, 'Label House was one of our first shrink sleeve pioneer customers in the early Karlville days. With the purchase of the laminator, Label House takes another important step towards innovation that will transform its business over the years to come, similar to its decision to move into shrink sleeves years ago.'

On the digital front, custom coffee packaging printer Roastar confirmed an order for an HP Indigo 20000 Digital Press. The 30-inch width will allow

the company to make new bags and packaging styles they were previously unable to produce for a more dynamic end product.

'At Roastar, we are committed to offering our customers quick turnaround times at quantities they actually need,' said Will Reif, president. 'With the wider format of the HP Indigo 20000 Digital Press, not only will we be able to offer faster turnaround for on-demand client orders, but the press' 30-inch width also provides the opportunity to create new coffee bag designs and styles to enhance our offering to the market.'

Quad/Graphics meanwhile became one of the first converters worldwide to purchase the new HP Indigo WS6800 Digital Press. Tom Garland, Quad/Graphics president of packaging, said: 'Not only will the added capacity of the HP Indigo WS6800 Digital Press expand our robust digital print offering, we can also continue to grow and enhance our digital label and paperboard carton businesses with customization and short-run capabilities.'

Quad/Graphics executives signed the agreement at Labelexpo Americas where the HP Indigo WS6800 Digital Press made its US debut. The press will be installed in late 2014 at the printer's facility in Franklin, Wisconsin, an ISO and cGMP compliant and AIB International

certified provider of packaging solutions. An HP Indigo WS6800 digital press was also sold to Mossberg and Company.

Domino confirmed four sales of its new configuration N610i: to Cimarron Label Sioux Falls SD; Pro Label based in Florida; the Flesh Company based in Kansas; and Pointil Systems out of Oregon. The N610i is 13 inches wide, can print in seven colors and also offers opaque white. It can hit speeds up to 250 fpm.

Komori-INX sold a NW210 UV digital narrow web press to DLS Diversified Labeling Solutions.

Fujifilm North America sold a Graphium hybrid flexo-digital press to Distinct Packabilities, a Shepherdsville, Kentucky-based label and flexible packaging converter.

'Fujifilm and Distinct Packabilities are establishing a new standard for digital print quality in the flexible packaging and prime label markets,' said David Haley, vice-president of Distinct Packabilities.

'With a print asset of this magnitude in the hands of our experienced staff of some of the best printers in the world, we intend to shift a number of paradigms that have prevailed in these markets for too long when it comes to print quality.'

The main conventional press manufacturers and finishing equipment suppliers also reported a good show. Grafisk Maskinfabrik, for example, sold a DC Mini to California-based Que Media, which followed sales to SnugZ USA and Swedish printer Etipack.

Rotocontrol announced an order for a booklet label machine to Brazilian label printer Power Press. The order was led by Marcelo Zandomenico of MZ Maquinas.



HIROYUKI Nishio, CEO Lintec Corporation (r) aims to make Lintec a recognized global player in the technical PS materials sector

LINTEC CORPORATION LOOKS TO GLOBAL EXPANSION

JAPANESE materials manufacturer signs for biggest-ever Brussels booth to promote business to European and global audience

Lintec Corporation is making a major push to be recognized in Europe as a leading global supplier of specialist, high value self-adhesive substrates after signing up for its biggest-ever Labelexpo Europe stand.

Lintec specializes in highly technical, high performance sectors including medical, automotive, electrical and circuit board labeling.

'We are already focusing on the world market, and especially in Asia, but at the next Labelexpo we aim to popularize our brand name in the European market,' said Hiroyuki Nishio, representative director, president, CEO and COO Lintec Corporation. 'Our focus at the show is not just Europe, but also visitors from the US and global visitors.'

'Up to now we have not presented our product correctly in Europe,' continued Hiroyuki Nishio. 'We do have a very good product and compete worldwide, but we have to give a correct message and to develop new products

for specific target groups.'

Lintec has self-adhesive material production sites in Japan, Indonesia and Thailand. The company already has warehousing facilities in Europe through its Graphic Films business division. R&D staff from Japan will provide technical support.

Although Lintec will continue selling its well-established intermittent letterpress machines in Europe, Hiroyuki Nishio emphasizes that the company's core business is manufacturing technical substrates: 'We want to focus more on materials and get the message across in Europe that we are not the machinery people. Our stand in Europe will have materials but no presses.'

Lintec has the ambitious target to increase global materials sales by 20 percent to 240 billion yen in the next three years.

Lintec Corporation was founded in 1934 and today has around 5,000 employees and 28 overseas locations.

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

AVERY DENNISON EXPANDS WASTE PROGRAM

The Vergiate, Lombardy-based company has joined a group of designated partners that collect and process waste from label products, enabling converters and brand owners to avoid disposal at landfill sites or incineration plants, and thus improve their sustainability performance.

Siliconized liner, and all other waste that can be recycled and segregated, is collected by Tramonto and channelled through the best available recycling option.

The laminate waste collected by Tramonto, such as matrix waste or start-up reels, are processed for the production of refuse-derived fuel (RDF), and supplied to cement plants as an alternative to coal. This option not only provides an alternative to landfill or incineration, with a consequential reduction in greenhouse gas emissions, but also turns waste into a resource and reducing fossil fuel dependency. Moreover, high temperatures and use of waste as raw material in the cement kilns eliminates the generation of residues and the need for their disposal.

Depending on specific circumstances, the fees for the new scheme have the potential to offer label converters up to 20 percent cost savings. A specific estimate is provided by Tramonto Antonio after an initial site visit.

Xander van der Vlies, sustainability director at Avery Dennison Materials Group, said: 'With our partners, Avery Dennison is developing better ways for our pressure-sensitive customers to manage waste.'

'Environmental considerations are crucial, and we are focused on concrete and transparent solutions that will give label converters reliable sustainability credentials. This program not only improves sustainability but also simplifies the process and leads to a reduction in cost.'

Davide Tramonto, technical director of Tramonto Antonio, added: 'Finding the best solution for waste disposal, taking into account the environment, is central to our job.'

'Avery Dennison's waste disposal program offered us an ideal opportunity to collaborate and contribute to their sustainability commitment. We invested in the new RDF process technology in 2010 and we have ensured full compliance with material requirements and regulations, as also shown by our extensive range of certifications which are UNI EN ISO 9001:2008, UNI EN ISO 14001:2004, OHSAS 18001:2007, SA 8000 and EMAS.'

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

HEIDELBERG COMPLETES GALLUS TAKEOVER

The full acquisition of Gallus by Heidelberg has now been completed, with the takeover first announced earlier this year. Heidelberg said the takeover of Gallus Holding AG accelerates the development and usage of its digital products in the growing labels sector.

ARMOR CREATES INDIA SUBSIDIARY

Thermal transfer ribbon manufacturer Armor has created Armor India, a new subsidiary in Bangalore.

The establishment of Armor India is part of a wider growth strategy from the French firm to grow its presence and market penetration around the world. Read more about this strategy and the recent Armor Technical Club meeting in Labels & Labeling, issue 4, 2014.

OMET CONFIRMS AVAILABILITY OF JETPLUS

Omet has confirmed the availability of its JetPlus digital inkjet unit after a period of testing. JetPlus was first shown at drupa 2012 and is the result of cooperation with Domino, provider of the inkjet module, and the work of Omet's own research and development team that is responsible for its integration into Omet presses.



MATTHIAS Kurtz (center) and Adrian Tippenhauer (left) have taken a controlling stake in Rako Group from the Koopmann family

RAKO SETS SUCCESSION PLAN IN PLACE

Matthias Kurtz and Adrian Tippenhauer have taken a controlling stake in Rako Group from the Koopmann family, its founders, as they look to resolve the question of company succession.

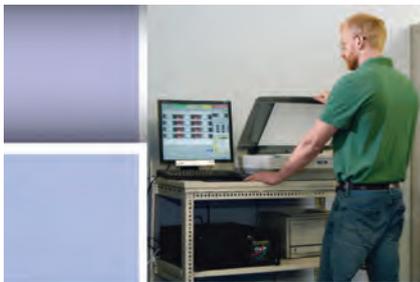
Rako Group produces self-adhesive labels, flexible packaging, sleeves and holograms, EAS and RFID products using flexo, digital offset, UV inkjet, offset, screen, gravure and letterpress printing processes, and using a combination of them. Kurtz and Tippenhauer now hold a controlling majority of 85 percent of all group shares.

The reasoning behind the transfer of shares to Kurtz and Tippenhauer was the Koopmann family's wish to place the future of the company in safe and responsible hands.

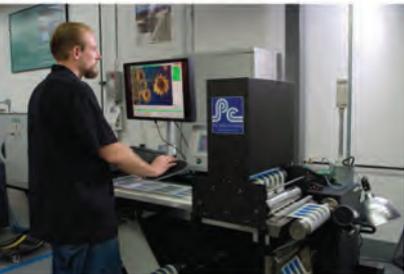
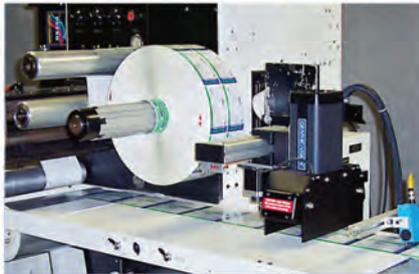
Both Kurtz and Tippenhauer have many years of experience in the print and packaging industry.

'The continuity of the Rako Group has been assured,' said Matthias Kurtz and Adrian Tippenhauer in a joint statement.

'The company is successfully positioned in the market and we can face the future with plenty of optimism.'



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THE new factory of Nitai Press received a fully loaded 8-color Nilpeter FB3300 servo press, which was installed in March

NILPETER TO DOUBLE INDIAN MANUFACTURING CAPACITY

Nilpeter India is undergoing expansion which will result in an increase of production area by more than 20,000 sq ft in the existing factory, thus doubling the manufacturing capacity.

Manish Kapoor, sales manager at Nilpeter India, said, 'The facility is in the finishing stages and will be ready by the end of the month. We will also have a much bigger technology center in the new area.'

Nilpeter India installed two flexo presses – both FB3300 servo models – in the first quarter of financial year 2014.

One was commissioned at Nitai Press in Ahmedabad, Gujarat and the second at Ajanta Packaging's plant in the industrial town of Baddi.

Ajanta Packaging placed an order for two Nilpeter presses at Labelexpo Europe 2013. One of them is now running at its factory in Sharjah and the second in Baddi. Following market trends and keeping up with the pace of the evolving industry, the company has installed a 10-color, fully loaded press with a gravure unit, cold foil, hot foil, rotary screen, flexo, de-lam, re-lam

and a special attachment for producing coupon labels.

In the meantime, Ajanta Packaging has ordered another Nilpeter FB3300 servo press for its factory in Daman. Ajanta Packaging will operate a total of six Nilpeter presses across its various plants after this machine is installed in September.

The new factory of Nitai Press also got a fully loaded 8-color Nilpeter FB3300 servo press installed in March. Rajan Vyas, owner of Nitai Press, said, 'I opted for Nilpeter because the company has a manufacturing facility in India, so I could go to the factory and see the press running before taking a final decision.'

Kumar said, 'We are happy to have installed these presses successfully at our customers. All our existing customers continue to repose their faith in us by placing repeat orders.'

Further, an 8-color FB3300 servo Nilpeter press has been shipped to Miraj Printers in Nepal for security printing. It will be installed by the end of the month. 'Two more machines will be installed in India before Labelexpo India, thus taking the tally of sold and installed presses to six in the first two quarters,' said Kapoor.

The company installed six presses in the last financial year. This year, it would have installed six presses by the end of the second quarter and is aiming to sell and install 12 presses by the end of the 2013-14 financial year.



N610i digital ink jet colour label press



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NEWS

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

MARK ANDY UNDER NEW OWNERSHIP

An investment group formed by P.J. Desai, Mark Andy's former CEO, and the current management team has completed the purchase of Mark Andy from American Industrial Partners Capital Fund IV, L.P. (AIP). AIP will continue as a minority investor in Mark Andy along with Graycliff Partners, an independent investment firm focused on middle market investments.

'This was an outstanding opportunity to purchase an established and innovative company with a strong core business of equipment, consumable products and services for the label market, as well as several exciting new products in the pipeline, including our new Digital Series inkjet press,' said Desai. 'Combined, there are over 10,000 Mark Andy and Rotoflex machines currently installed with a replacement value of over one billion USD. Together with our excellent management team, we are committed to growing Mark Andy's already leading market position.'

Desai served as Mark Andy's CEO from 2012-2014. Prior to that, he was president and CEO of Abencs, an engineering and construction company, and MECS, a global leader in the design of sulfuric acid plants and related high performance products.

Kevin Wilken, CEO at Mark Andy, said, 'The management team is very excited to work once again with P.J. Desai and to be part of the ownership of such a great company. We have exceptional customers, market-leading products and services that drive improved profitability for our customers, and we have great people that love the industry and take great pride in their work. The combination of dedicated owner-managers and P.J.'s expertise and strategic thinking will continue to drive Mark Andy.'

IML AT HEART OF NEW PET FOOD PACK

A new square plastic pet food pack from RPC Superfos featuring in-mold label (IML) decoration has been designed to offer pet food manufacturers an alternative to traditional aluminum trays. The use of in-mold labeling to add decoration allows for distinctive shelf presence in a competitive market, RPC Superfos said, with Torben Nielsen, sales director for Italy and Malta within RPC Superfos Region South East, saying: 'As consumers, we are apt to buy something that looks tasty, healthy and good; not only for ourselves but also for our beloved pets.'



MIKE Fairley, Keren Becerra, Daniel Camhi of Etirapid, Rigoberto de Paz of Special Label; Hugo Cruz of Coflemex

AMETIQ TO LAUNCH MEXICAN LABEL AWARDS

Mexican label association AMETIQ has launched a national awards competition, open to members and non-members alike, whose winners will be eligible to compete in the World Label Awards.

The ceremony will take place just before the start of Label Summit Latin America 2015, being held in Mexico City on April 21-22.

AMETIQ president Keren Becerra said that label submissions will be sent directly to the judging panel – made up of World Label Awards judges Tony White, Mike Fairley and Andy Thomas – to ensure maximum transparency.

'To have the opportunity to participate in these awards seems to be to be fundamental for Mexican label converters,'

said Becerra, who is operations director at Etiquetas Lobo Impresores. 'In Mexico there are many different national awards competitions in the graphic arts sector – which of course we as an association will continue to support – but we need a dedicated competition for the Mexican label industry.'

'A key point is that the awards will be organized so that the labels submitted by local converters will be exclusively evaluated by a panel of international, globally recognized judges. The labels will not pass through our hands directly. And the winners of the awards in Mexico will have the chance to compete against other winning converters from around the globe in the World Label Awards.'

SINGAPORE'S YENOM EXPLAINS EXPANSION STRATEGY

Yenom, a pressure-sensitive adhesive labelstock and tape manufacturer headquartered in Singapore, exhibited for the first time at Labelexpo America in 2014 as part of a strategic step after technology and production capacity expansion in 2013.

At the start of November last year, Yenom moved into a new headquarters and factory building with more than 150,000 sq ft of floor space, located in Jurong.

Since 2012, around 20 million SGD (16 million USD) has been invested in the new office and production plant, including a Drytec coating machine with in-line camera quality control system, new slitting machines and a new cleanroom facility.

Technologically, hot-melt rubber adhesive and UV hot-melt acrylic adhesive platforms have been added to Yenom's existing emulsion acrylic adhesive line.



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CONSTANTIA SPEAR DELIVERS DR PEPPER RETRO DESIGN

Dr Pepper, the oldest major soft drink in America, has gone back to its roots with a retro glass bottle and a pressure-sensitive label featuring the nostalgic 10-2-4 motif. The 10-2-4 feature derives from a slogan created in the 1930s 'Drink a Bite to Eat at 10, 2 and 4'. The idea originates from research indicating that these are the typical times of the day an average person experiences fatigue.

Created using the same design used in the 1950s, Constantia Spear used clear material with three colors and a gloss varnish to produce the pressure-sensitive label. To finish the vintage look, the packaging features the use of a 12oz glass bottle.

SPRINGFIELD TO PRINT 100 MILLION LABELS IN 2014

UK printer Springfield Solutions is on course to print 100 million labels in 2014, having already produced more than 60 million by the end of June. It said the half-year total of 62 million labels printed puts it on course to 'smash the milestone target by the end of the year'. The company printed 93 million labels in 2013, itself a 26 percent increase compared on the previous year's total.



SCHREINER MediPharm has been awarded Leo Pharma's Best Supplier Award for 2013

SCHREINER MEDIPHARM WINS AWARD FROM LEO PHARMA

Schreiner MediPharm supplies the internationally active pharmaceutical company with its Needle-Trap product, which is applied to heparin syringes to protect from needlestick injuries.

Schreiner MediPharm's recognition came due to its outstanding performance servicing Leo Pharma's production site at Vernouillet, France. Needle-Trap combines

a label with an integrated plastic trap.

Rainer Alberth, senior sales director at Schreiner MediPharm, said, 'We are happy that the cooperative partnership is reinforced by the award. This prize honors us and motivates us to continue optimizing our processes in the future.'

Read more about the pharmaceutical labeling market on pp. 38-42.

The Award Winning



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SMAG AND SPARTANICS AGREE PARTNERSHIP

DEAL will merge their core screen and laser technologies

Smag and Spartanics have entered into a partnership that will merge their core technologies to develop a 'best-in-class' digital converting system for the label market.

The partnership will combine Spartanics' laser cutting technology with Smag's traditional roll-fed label converting system to create a fully integrated digital line of converting equipment that will compete through direct sales and a global network of distributors.

Through the deal, Spartanics will become the exclusive distributor for Smag equipment in North America. For areas of the world where distributors are not present, Smag and Spartanics will work together to provide equipment to potential customers.

Smag will integrate Spartanics' laser technology into its line of Digital Galaxie converting equipment and become the main supplier in Europe and parts of Asia for roll-to-roll laser converting.

Demonstration units that will incorporate both traditional semi-rotary and laser cutting components along with several converting options are currently in production. Open houses in

Paris, France and Chicago are scheduled for the first quarter of 2015 with details to follow near the end of 2014.

Stéphane Rateau, Smag managing director, said, 'The digital market is a revolutionary and booming market worldwide – this is not a trend but a real fact. Laser technology for the die-cutting section was a puzzle piece missing in our specific offer and we have been evaluating partners for quite some time.'

'This partnership with Spartanics will definitively bring us to another level commercially and technically by providing a direct presence in North America.'

'Finally, merging technologies – the best technologies – that each company has to offer will be beneficial to the entire label industry.'

Spartanics president Tom O'Hara added: 'This decision has been thoughtfully considered for quite some time. We believe we have found the perfect partner in Smag in terms of company size, corporate culture and a deep desire to provide the best equipment to a label manufacturing market that is seeking technology driven equipment suppliers.'

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CCL AGREES DEAL TO BUY BANDFIX

CCL Industries has acquired Bandfix, a privately owned label company increasingly focused on European specialty customers located near Zurich, Switzerland.

The agreed debt and cash free enterprise value is 18 million USD subject to customary closing adjustments. The transaction is expected to close this quarter subsequent to local regulatory approval.

Bandfix has estimated sales for the calendar year 2014 of 47 million USD and anticipated adjusted EBITDA of approximately 3.5 million USD. Post-close the business will be renamed CCL Label, Switzerland.

Geoffrey T. Martin, president and chief executive officer of CCL Industries, said, 'Bandfix has a long history in the European label industry and brings to CCL a foothold in Switzerland, home to the headquarters of many important global customers, especially in the healthcare and specialty space.'

'We are pleased to welcome Bandfix employees to CCL and have solid plans to invest in Switzerland to develop the business for future growth and improved profitability.'

'The operation will change its trading name post-close to CCL Label, Switzerland and report to Guenther Birkner, president of our food and beverage business and our senior operating leader in Europe based nearby in Austria.'



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NEWS



HOESSEIN Hadaoui (L) remains CEO of Telrol group following its acquisition by Hansol Paper, while founder Ton Jacobs (R) retires

HANSOL PAPER ACQUIRES TELROL GROUP

South Korea's Hansol Paper has acquired Dutch self-adhesive label producer Telrol Group as part of a move into the European label market.

Hansol Paper is Korea's largest paper manufacturing company with annual revenue of two billion USD and total assets of three billion USD as of December 2013.

Hansol Paper is capable of annually producing approximately two million tons of printing and writing paper, duplex board, container board, specialty paper, thermal paper and several other types of papers. Hansol Paper exports more than 50 percent of its products worldwide.

Its mid-term goal is to generate sales revenue of three billion USD by 2016 through differentiated products and services. The Telrol Group comprises of Peha Labels, BioLabel, HACCP Label, LMG Ribbons, Kolibri Labels and Q-Tronics, and is the market leader in the Benelux for self-adhesive labels. It services the markets for food, retail, cosmetics, pharma, home and personal care, logistics and the chemical industry.

Hansol Paper said the intention of the purchase is to enter the European label market. Sang-Hun Lee, chief executive officer (CEO) of Hansol Paper, said, 'The objective of this acquisition will be to enter into the fast growing label business and to ensure Telrol's further growth with Hansol Paper's experience and core competency.'

Hansol Paper acquired Schades Group, a thermal paper specialist, in September 2013, and said this additional acquisition

will create a 'one-of-a-kind' business to service the POS receipt and self-adhesive label markets for the retail business across Europe. Sang-Hun Lee added, 'To strengthen its business portfolio, Hansol Paper became the first Korean paper manufacturer to enter into European market after acquiring the Schades Group, a European market leader in POS thermal paper converting and label manufacturing.'

'As part of its future business plan, Hansol Paper aims to grow its label converting business alongside its core business, all along with the paper converting operations of the Schades Group.' The combined group of Telrol and Schades represents an annual turnover of approximately 150 million EUR, employs more than 400 people, converts approximately one billion square meters of paper annually, and has offices in Germany, Denmark, the UK, Belgium, the Netherlands, France, Switzerland, Finland and Sweden.

As a result of the acquisition, Telrol founder Ton Jacobs will retire and Hoessein Hadaoui will remain as CEO/part owner of the group. Hadaoui said, 'This acquisition will enable the company to further strengthen its competitive position and become a part of a significant pan-European group.'

'Our growth strategy will include large scale national and international acquisitions in the label industry and the current employees will be retained and new opportunities for job creation are part of the future growth strategy.'

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A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

CCL EMPOWERS PERNOD RICARD CAMPAIGN

CCL Label has facilitated a personalization campaign from beverage brand Pernod Ricard UK that allows customers to create unique and personalized messages which are then printed on labels of its Chivas Regal 12 Year Old, The Glenlivet 12 Year Old or Aberlour 10 Year Old whisky products.

Pernod Ricard UK's Your Signature Spirit campaign is intended to capitalize on the advent of personalization in different fields of marketing that has not just brought many positive brand experiences but also caused a notable rise in purchase. Using CCL Label's digital printing capabilities in the UK in combination with high-end embellishments all produced at CCL's East Kilbride plant in Scotland, CCL facilitated the timely production of customers' personalized labels.

HIGHCON EUCLID NOW EQUIPPED TO HANDLE LABELS

Highcon has revealed details of the new generation of its Euclid, including a new substrate handling system equipped to process labels as well as folding cartons.

The Highcon Euclid is a digital cutting and creasing system that was introduced to the packaging market at drupa 2012, initially as a system for streamlining the folding carton production process, although recent development have extended its capabilities to other areas, including labels and fluted substrates. Euclid II is to be unveiled at the end of September, and includes a number of further additional features to enhance the system's potential for applications beyond folding cartons.

GOEBEL APPOINTS INTERIM CEO

Roberta Ghilardi has been appointed as interim chief executive officer (CEO) at Goebel, with a permanent replacement for Dr Ralf Enderle to be named by the end of the year. Since August 1, Ghilardi has been heading up business operations at Goebel. Previous CEO, Dr Ralf Enderle, is to remain with the company. A new CEO will lead the company starting in 2015.

MICHELMAN MAKES ASIA-PACIFIC APPOINTMENT

Michelman has appointed Richard Yang to support its continued growth and expansion in the Asia-Pacific region, who will be responsible for growth initiatives and strategic planning.

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NEWS

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EFI ANNOUNCES AWARD WINNERS

During a special reception at the Labelexpo Americas 2014 trade show, EFI named the winners in its first label printing contest for EFI Jetrion inkjet narrow web press users.

The competition recognizes the highest quality and most innovative print uses for EFI Jetrion presses. Missouri-based Ample Industries won the 2014 Label of the Year award for a beverage label printed with process colors plus white ink on silver material. Honorable mention in the category went to Canadian company Factor Forms & Labels.

GSI Technologies of Illinois won the 2014 Most Innovative Application of the Year award for a heat-resistant blanket warming oven decal printed with four-color process plus white on film with laser cut outs. Repacorp, a label converter headquartered Ohio, with five Jetrion digital presses, received honorable mention in the category.

Stephen Emery, vice-president of EFI Jetrion and ink businesses, said: 'We have seen such outstanding and innovative work from our Jetrion customers that we decided a contest to recognize them in two categories was in order. The contest participants certainly did not disappoint, and it was hard to come to a final decision. We look forward to making this an annual event.'

WILSON MANUFACTURING EXPANDS OPERATIONS

Avery Dennison has expanded its European waste disposal program by appointing Tramonto Antonio as its partner in Northern Italy. The Vergiate, Lombardy-based company has joined a group of designated partners that collect and process waste from label products, enabling converters and brand owners to avoid disposal at landfill sites or incineration plants, and thus improve their sustainability performance. Siliconized liner, and all other waste that can be recycled and segregated, is collected by Tramonto and channelled through the best available recycling option.

The laminate waste collected by Tramonto, such as matrix waste or start-up reels, are processed for the production of refuse-derived fuel (RDF), and supplied to cement plants as an alternative to coal. This option not only provides an alternative to landfill or incineration, with a consequential reduction in greenhouse gas emissions, but also turns waste into a resource and reducing fossil fuel dependency. Moreover, high temperatures and use of waste as raw material in the cement kilns eliminates the generation of residues and the need for their disposal.



MIKE Fairley (l) discusses the Label Academy at Labelexpo Americas with Tresu's Kim Regin-Sustmann

LABEL ACADEMY LAUNCHES IN CHICAGO

MIKE Fairley launches major industry education initiative at Labelexpo Americas

Industry representatives have responded positively to the launch of the Label Academy, with the first students registering for the online education platform.

The Label Academy was officially launched at Labelexpo Americas in Chicago, and during a demonstration of the platform on the second day of the show it was confirmed upwards of 100 people had already registered through the website www.label-academy.com.

Speaking during that presentation, industry expert Mike Fairley, who founded Labels & Labeling magazine and has been central to the development of Label Academy, detailed conversations he has had with suppliers and converters on the subject of education in the industry.

Fairley said that the industry has been waiting for a dedicated system to educate new and existing staff in all aspects of industry development and technology. The modules in the Label Academy offer the chance to provide them with a core understanding of the relevant technologies before getting hands-on as part of their training and induction, said Fairley.

'The Label Academy has been designed with industry involvement to provide people who are embarking on a career in the label profession with a foundation level of understanding about the industry and its exacting requirements.

'Label printing can be extremely technical with more production processes than other general printing jobs, so the aim is to up skill and give training to those starting out so they are crucially better placed to take over from current skilled

and knowledgeable people as they reach retirement.'

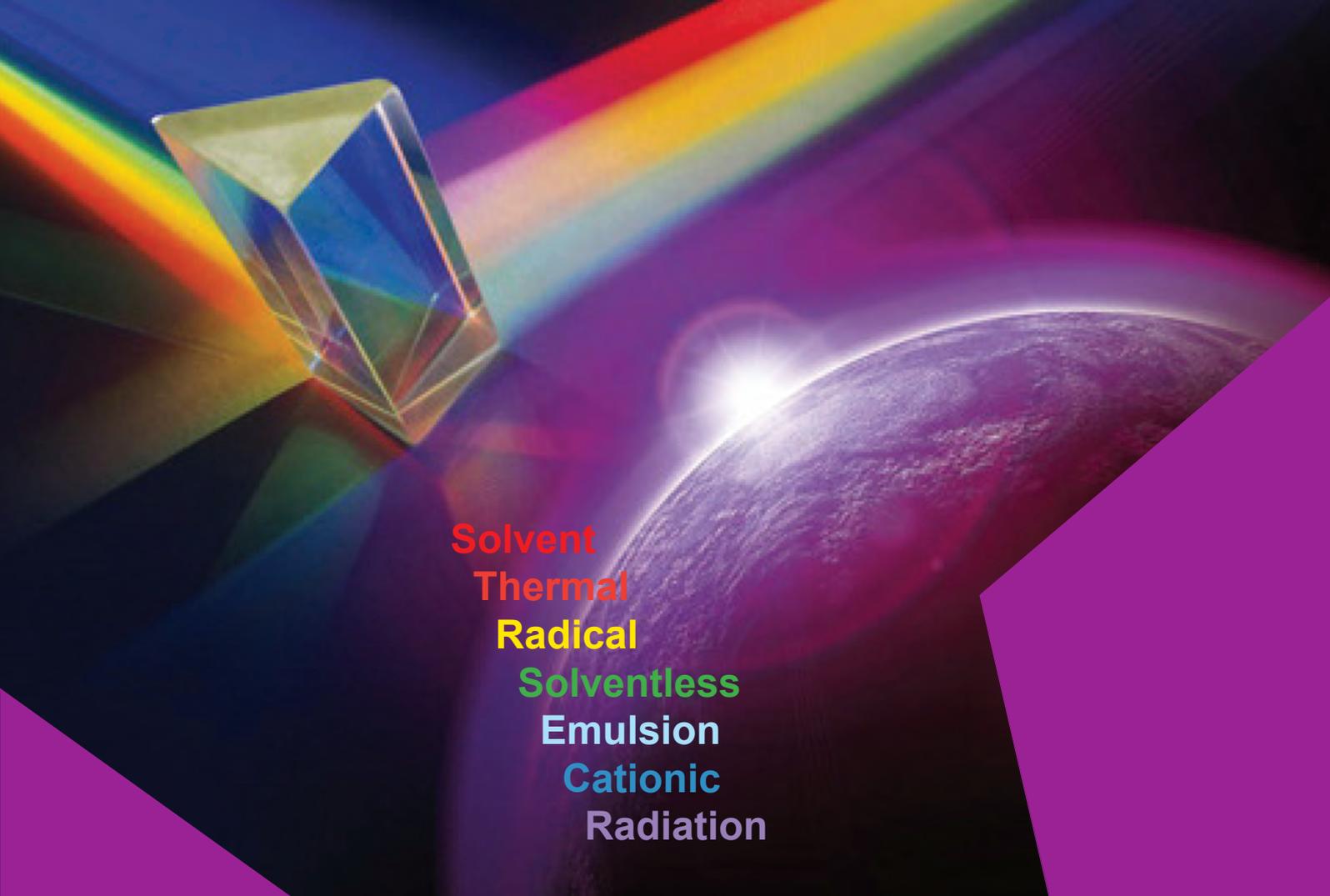
The Label Academy consists of a series of self-study modules, combining free access to a detailed synopsis, relevant articles and videos with paid text books. Three modules will initially be available: conventional label printing processes, digital label and package printing – which went live at Labelexpo – and environmental performance and sustainable labeling. Further study topics are to be added.

At the end of the student's modular studies, they have the option of taking an online examination and earning a certificate. Each module is supported by a textbook, written by some of the leading experts in the industry. Books are available in printed and Kindle formats from Amazon.com and its regional sites.

It is expected that a Label Academy qualification will become a standard in the industry – for printers/converters, suppliers, brand owners and designers – and assist in providing a benchmark. In addition to self-study options, accredited training courses will be promoted through the Label Academy website, www.label-academy.com.

The Label Academy is already fully supported by trade association partners, FINAT, TLMI and LMAI, and sponsored by Durst, Flint Group Narrow Web, HP Indigo, Koehler + Beck, MPS and UPM Raflatac.

Students can register and access course synopses alongside related articles and videos free of charge at www.label-academy.com. The online examinations will cost 250 USD.



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NEW PRODUCTS



1 TURBO INSPECTION SERIES ADVANCED VISION TECHNOLOGY

AVT has introduced an enhanced set of inspection and quality control tools for packaging applications. The series includes Apollo Turbo, Argus Turbo and Argus E Turbo, and is supported by a new LED illumination technology, providing a combination of high-resolution, high-volume quality control. Other features include AVT's JobRef, which enables verification at the setup stage by automatically comparing the current job to the original, customer-approved digital PDF file. This up-front comparison results not only in improved accuracy, but also shorter setup times, especially in cases of previously run jobs.

WATER-BASED INDUSTRIAL INKJET LABEL FILMS SIHL

Sihl has developed a line of label films specifically optimized for water-based industrial inkjet printing.

Sihl said, 'Only the perfect interaction of inkjet printer and label film can guarantee an excellent result', with the development of the new label films a result of Sihl's long-time experience and expertise in inkjet products and film coating.

The label films can be printed on standard industrial inkjet printers with either dye inks or pigmented inks, such as Epson, VIColor and Swiftcolor printers, as well as on all printers with Memjet printhead technology.

ANIKLEEN PASTE TECHNOVA

TechNova has introduced AniKleen Paste, an anilox roller cleaner manufactured in India.

The paste cleans the cells at high speeds and is priced at almost half of imported cleaners, says the manufacturer. Printers can use it on or off the machine, reducing downtime of their presses.



2 C711DW OKI DATA AMERICAS

OKI Data Americas has confirmed the availability of the C711DW and HS711DLF, a digital color label printer and finishing system for short-run commercial applications.

The C711DW features award-winning OKI LED printing technology and OKI label management software from Hybrid Software as a front-end system.

It prints at up to 25ft/min in continuous feed mode, and handles a variety of media including paper, polyester, vinyl and adhesive-backed substrates at widths of 6.5-8.5in and a maximum outside roll diameter of 14in on a three-in core.

HS711DLF finishes labels at an average speed of 12ft/min, can handle web widths of four to 8.5in and can handle a maximum roll diameter of eight-in.

SIRIUS-12G COMPACT COLOR ENGINE MEMJET

Memjet has added the Sirius-12G compact color print engine sub-system to its portfolio, developed for OEMs wanting to create 'compact, cost-effective printers' that easily integrate into their media handling systems.

The Memjet printhead features over 70,400 nozzles that deliver millions of ink drops every second. The page-width printhead provides 1,600dpi native print resolution in full process color. Speeds achievable are 12in/sec in standard-quality (1,600 x 800dpi) print mode and six in/sec in premium quality (1,600 x 1,600dpi) print mode.

The Sirius-12G color print engine is available with the print mechanism assembled or separated into core components. When delivered as core components, OEMs can leverage Sirius as a development kit of components to be integrated based on specific needs. In addition the ink delivery system is highly flexible and compatible with a wide range of ink supply cartridges, including customer specific solutions.

Memjet said its Sirius print engine facilitates printhead maintenance without the need to break the plane of the media, enabling a wide range of applications including label printing, package printing, mail processing, and print-and-apply labels in product manufacturing operations.

An above-the-web configuration enables more efficient printhead cleaning when roll-to-roll printing, so that a pause in a print job does not require the web to be cut. Sirius-powered printers are able to move the print zone up and down to accommodate varying material thickness such as stuffed envelopes or board stock.

NEW PRODUCTS

3



3

JETSCRIPT MH 1484 CCB MITSUBISHI HITEC PAPER

Mitsubishi HiTec Paper has introduced Jetscript MH 1484 CCB, a unique, coated inkjet paper equipped at the factory with a colored inlay for anti-counterfeiting applications.

The blue inlay is visible by tearing the substrate, so acting as an on-the-spot test of authenticity, even under unfavorable testing conditions and without additional equipment.

Jetscript MH 1484 CCB is produced using Mitsubishi HiTec Paper coating technology, and is designed for use with dye and pigment inks. With a uniform matte surface, brilliant colors and individual, personalized printouts are achievable, Mitsubishi HiTec Paper said.

Mitsubishi HiTec Paper added that Jetscript MH 1484 CCB is best suited in print applications for tickets to sporting and other events, and also for lotteries and gaming tickets, coupons, vouchers, VIP passes and much more.

TRIM MATRIX SYSTEM KECO COATINGS AND AIRTRIM

Keco Coatings and AirTrim have entered a partnership to provide enhanced adhesive material handling in trim matrix systems for the printing, packaging and label industries.

Through this partnership, Keco Coatings will apply a Teflon coating to the ductwork of AirTrim's silicone mist system, providing better adhesive material removal with less downtime.

The attributes of the Teflon-coated duct will enhance the performance of the trim matrix system by preventing the build-up of adhesives, which cause reduced airflow.

Keco Coatings offers a portfolio of coatings for the printing and packaging industries, including Teflon, and has now extended its portfolio to include a coating application for trim matrix system ductwork.

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(Rustique Extra White FSC and Martelé Extra White FSC), the 'tree-free' Pure Cotton material, True Linen FSC and Pampa FSC.

Rustique Extra White FSC' and 'Martelé Extra White FSC are said to give designers a new whiter-than-ever shade, while Pure Cotton has been evaluated at 30 percent higher whiteness when compared with other 100 percent cotton fiber wine labels on the market today. True Linen FSC is said to have a natural and elegant textile finish and Pampa FSC a 'rich and luxurious feel' due to its micro diamond shape.

WEB VARNISHING MODULE
XEIKON

Xeikon has expanded the in-line finishing options available for its digital presses with the development of the web varnishing module, an extremely versatile unit that can apply UV or aqueous varnish on one side of a wide range of substrates.

The web varnishing module runs in-line with Xeikon 3000 presses, at full press speeds, and the print roller can be changed easily to match the repeat or width of the job being printed. In addition to applying the flood or spot varnish, the unit can be upgraded with a UV dryer and/or aqueous dryer.

With the new in-line module, operators can see the results immediately and make any corrections, if required, in order to achieve the desired effect. This eliminates the high expense and job delays when varnishing is done off-line and the entire job has to be reprinted if the end result is not acceptable.

Substrates the module can varnish include self-adhesive label materials, coated papers, unsupported films and coated paper board.

For the self-adhesive label market, Xeikon said the application of flood UV varnish in combination with its VariLane simplifies the entire production process as off-line die-cutting can be carried out at the full speed of the die cutter.

4 RUSTIQUE EXTRA WHITE FSC
AVERY DENNISON

Avery Dennison has added five new products to its wine labeling range to extend the number of white label materials, which it said are 'by far the dominant label color for wine and spirits producers'. The five new White Rainbow products include two paper-based products

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NEW PRODUCTS



5



6

INSIDE

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5

65TPC HERMA

Herma has launched 65Tpc, an adhesive to make labels compatible with an 'exceptionally diverse range of "difficult" surfaces'.

Labels coated with 65Tpc stick to expanded polystyrene, polyurethane, rough PE canisters, tires, metal castings, wooden pallets, concrete, carpet backing, uneven fruit skins and other materials.

Herma said some surfaces still cause 'major headaches' for the application of labels, especially if the substrate is too rough, rubbery or variable. It added that the available adhesives that are suitable for a few challenging surfaces often give rise to unpleasant side effects, such as bleeding of the adhesive or severely soiled tools, when they are being processed, typically during die-cutting or dispensing.

65Tpc is a plasticizer-free, acrylate-based dispersion adhesive, which Herma said is compatible with an 'astonishing variety of "difficult" surfaces', including polyurethane and expanded polystyrene, rough PE canisters, tires, metal castings and wooden pallets, and offers 'outstanding' processing properties. It has been approved by the German test institute ISEGA for contact with dry, moist and non-fatty foodstuffs. It is available in combination with a range of paper and film labelstocks.

STANDBY FUNCTION HEIDELBERG

All presses from Heidelberg that are equipped with the Prinect Press Center now come with a standby function that enables an energy-saving mode.

Day-to-day press operation involves repeated waits and pauses. Depending on the situation, operators can decide whether they wish to switch to standby mode or not. This is a simple step that does not involve powering down the press. Pressing the standby button on the Prinect Press Center switches the peripherals and individual sub-assemblies of the press to energy-saving mode. Powering up the press again is also much faster than starting it from scratch, Heidelberg said.

According to Heidelberg, this function significantly reduces carbon dioxide emissions, and, depending on press length and format, can lead to potential savings of up to 15kW.

6

SUNLIGHT INKS CHROMATIC TECHNOLOGIES

Chromatic Technologies Inc. (CTI) has introduced Sunlight Inks, a range of photochromic inks for such applications as paper, film and pressure-sensitive labels.

CTI described Sunlight Inks as a 'breakthrough in chemistry' that offers first photochromic inks that provide: fast kinetics, which turn on rapidly when sunlight hits it; repeatability, which enables the ink to turn 'on and off' forever; a broad color spectrum offering; and durability in the sun.

In development for two years, Sunlight Inks include CTI proprietary technology. They can be applied to a label or the package container itself, and are available for export across the globe.

TAPE DECK ROLL DOCTOR REWIND INDEPENDENT MACHINE CO.

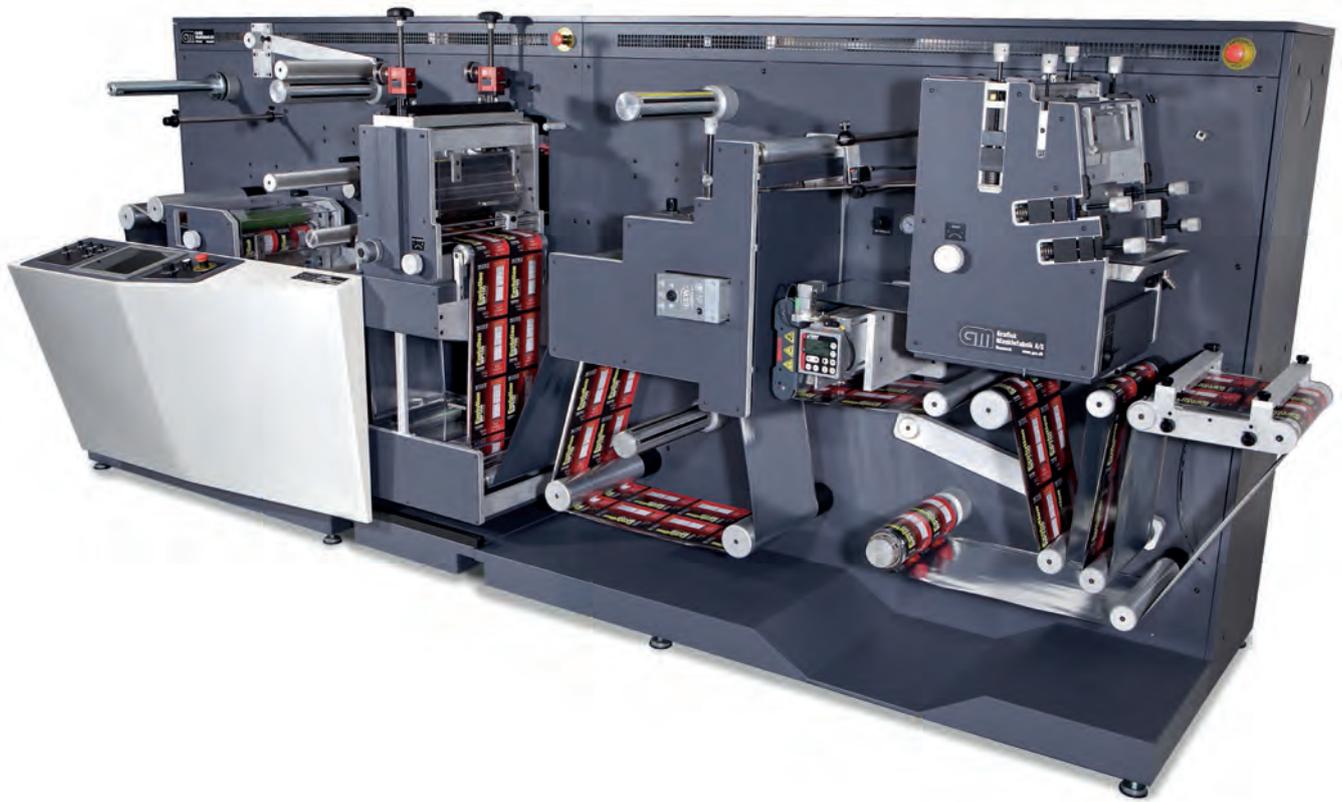
Independent Machine Co. has developed the new Tape Deck Roll Doctor Rewind, its latest system for rewinding narrow width defective or imperfect rolls into acceptable pancake rolls with a good tension profile.

The unwind and rewind functions are placed side by side, laid flat in a single frame and accommodate a 0.25-1.5 x 10in supply roll of various materials securing the three-inch ID core on a locking device.

The unwind roll is tensioned through an adjustable electric brake. The driven, mechanical actuated nip pull roll provides tension isolation between the unwind and rewind.

The rewind accommodates the same size roll as the unwind with the same size core secured by a similar locking device. Both the rewind and main speed reference pull roll sections are driven by servo drives operating in the speed mode. The rewind is tensioned through a closed-loop dancer and diameter feedback system accurate to within seven grams throughout the speed range. Both dancer and builder roll assemblies are mounted in table slots.

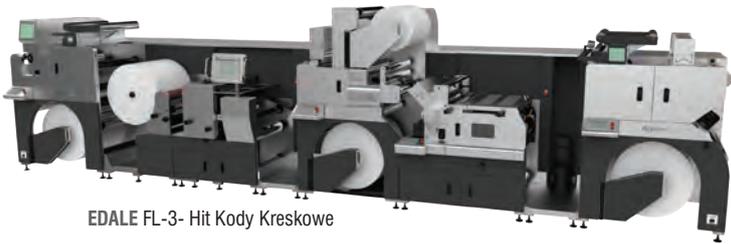
The rewind builder roll is pneumatically actuated and has diameter measurement. This compact table-top Roll Doctor unit is easy to operate and accommodates a wide range of materials.



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INSTALLATIONS



EDALE FL-3- Hit Kody Kreskowe

NILPETER FA-4*

MACFARLANE LABELS, UK

Macfarlane Labels has invested 650,000 GBP in a UV flexo self-adhesive label press from Nilpeter, which has a number of important features including greater capacity, faster run speeds, less waste and quicker changeovers.

The creation of less waste material and its reduced power consumption will also further improve Macfarlane Labels' environmental credentials.

The 17m-long press was installed at Macfarlane Labels' facility in Kilmarnock, Scotland in August and is now fully operational.

The Nilpeter FA-4* is forecast to increase Macfarlane Labels' capacity from its current two billion labels a year to around 2.2 billion. The new press joins Macfarlane's exciting modern fleet, which comprises eight Nilpeter presses at the company's Kilmarnock facility. This is the company's third FA-4 servo drive press.

EDALE FL-3

HIT KODY KRESKOWE, POLAND

Polish company Hit Kody Kreskowe has purchased a 6-color, full UV FL-3 flexographic printing press from UK manufacturer Edale in order to increase productivity and print quality, and reduce waste.

The Edale FL-3 flexographic printing machine features the ability to fully set-up the press in under 10 minutes, the ability to carry out a full color changed in under 70 seconds, waste of less than 20m and print quality that matches offset.

Based in Suchy-Las, Hit Kody Kreskowe recently celebrated 20 years in business, and was looking for a machine that would increase productivity and print quality, and also reduce waste dramatically. It already operates an Edale FL-1 printing press, purchased in 2006. Hit Kody Kreskowe is the first in Poland to install an FL-3.

MPS EXL-OFFSET

ULRICH ETIKETTEN, AUSTRIA

Austrian label printer Ulrich Etiketten has purchased an 8-color MPS EXL-Offset press as it works to expand production of self-adhesive, booklet and other specialty labels.

The MPS EXL-Offset purchased by Ulrich Etiketten includes eight color UV print stations and a web width of 430mm. It is Ulrich Etiketten's seventh investment in MPS technology as it already operates six flexo presses from the Dutch manufacturer. The EXL-Offset press is built with variable sleeves and combines six offset print and two flexo print stations, and will be equipped with various converting units such as multi-lamination and de-lam/re-lam for the printing of booklet labels.

Ulrich Etiketten selected the MPS EXL-Offset based on the technology it features, attractive price point and reliability, MPS said.



NILPETER FA-4*
MacFarlane Labels

MARK ANDY P5

PSI, NORWAY

The latest installation at PSI's Tangen plant is a Mark Andy Performance Series P5 line, with a 13in web width and eight UV flexo print units. It joins a Mark Andy 2200 UV press and an older water-based machine, and is the company's first investment in flexo technology in Norway for 13 years.

Specifically to move the company into new product areas like wraparounds, the P5 features Mark Andy's film package, which includes a corona treater and web cleaner, as well as a chilled impression roller that allows the press to handle unsupported film. The new press, which was installed at the end of May, will also provide the company with additional capacity to supply to the meat and fish industries in Norway, which offers significant growth capacity for PSI.

EDALE FL-1

ETIMARKET, POLAND

Polish label manufacture Etimarket has installed an Edale FL-1 flexo press as part of its growth plan.

Based in Wrocław, Poland, Etimarket specializes in the design and manufacture of labels.

Continued growth over the years has seen it expand into a new larger factory to increase capabilities and service customer demand.

HP INDIGO WS6600

LABEL.CO.UK, UK

Online label printing company label.co.uk has installed its third HP Indigo press, an HP Indigo WS6600, as it looks to augment its web-to-print offering to customers.

The WS6600 joins an HP Indigo ws4500 and WS4600 at the printer which specializes in the production of high-quality self-adhesive and wet-glue labels.

Label.co.uk said the HP Indigo WS6600 offers it production benefits, including an increase in quality and reduced lead times, and the ability to print on substrates from 12-450 microns including paper and plastic.

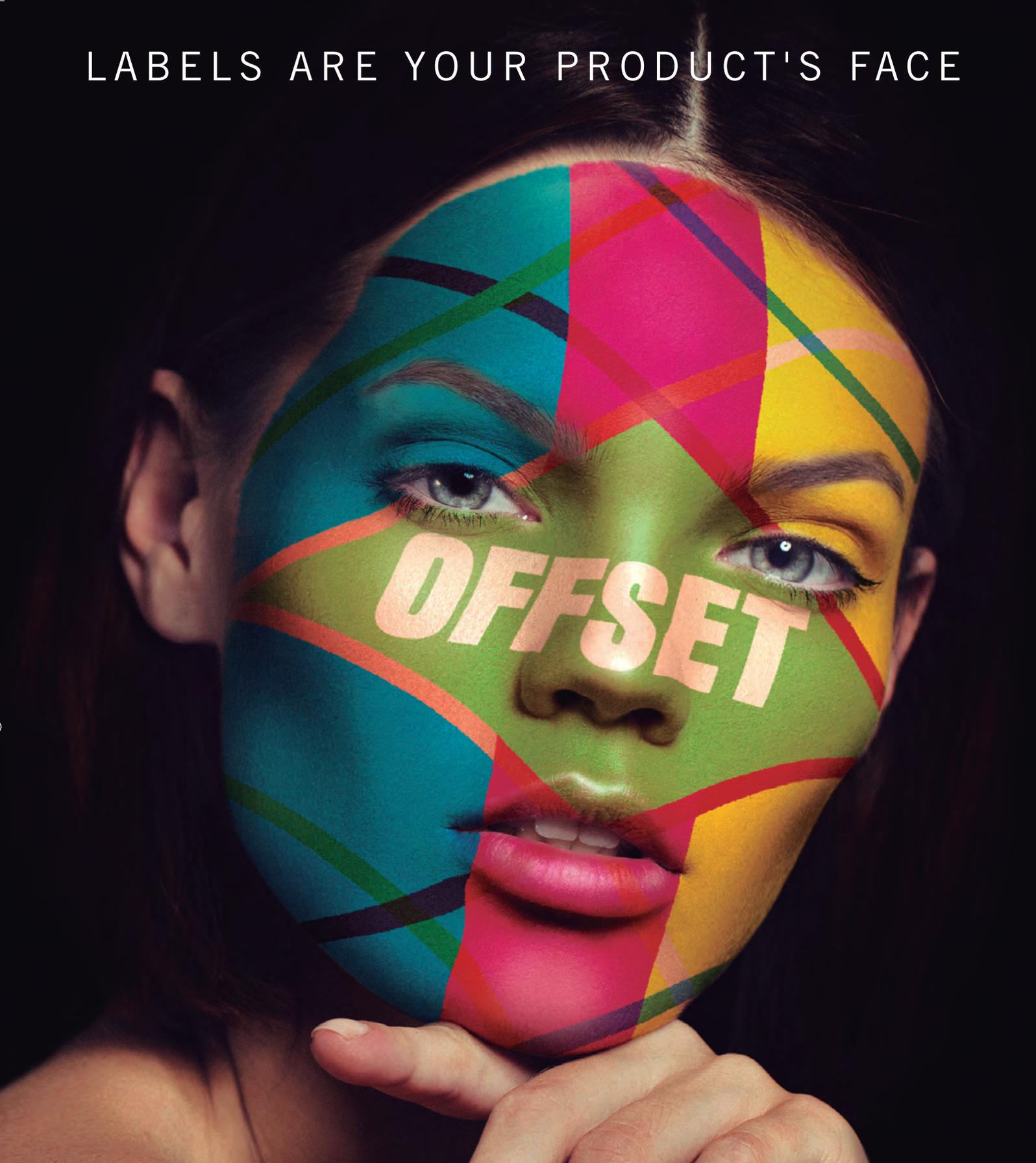
DOMINO N610I

MCCOURT LABELS

McCourt Label has purchased and installed the first Domino N610i full color digital UV inkjet production press in the US. McCourt Label is a custom printer and converter located in Bradford, Pennsylvania, that produces mostly medium to long run custom order jobs on inline flexographic printing equipment.

The converter produces labels for a variety of market sectors including direct mail agencies, non-profit groups, packagers, manufacturers, distribution centers, hospitals, pharmaceutical companies, and automotive applications. McCourt has increased its capacity with the investment since it has capabilities now that it didn't have before.

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DICEWEB color inkjet system – Topflight

DICEWEB COLOR INKJET SYSTEM TOPFLIGHT, US

Topflight Corporation has installed a DICEweb color inkjet system from Prototype & Production Systems, Inc. (PPSI) to add digital capabilities to an existing narrow web flexo press.

Based in Glen Rock, Pennsylvania, Topflight operates in the medical device, pharmaceutical and personal care industries, manufacturing primary and secondary labels, precision die-cut components, shrink-sleeves and conductive parts.

Topflight turned to PPSI to supply a custom-designed DICEweb system to provide digital printing capability in-line with one of its more than 20 flexographic presses.

DICEweb is the new generation of PPSI's inkjet color engines for adding digital color capabilities to narrow web presses, and is a 1-6-color add-on UV inkjet print engine that can be retrofitted to an existing flexographic printing press.

Because it mounts on the press, the printer can make use of existing investments in finishing equipment as well as laying down primer, white or varnish with the flexo units.

CDT 2600-PC LASER PRO BARCODES WEST, US

Barcodes West has invested in a series of Colordyne Technologies' (CDT) technologies over the last 26 months as it looks to take advantage of the scalability they offer.

This has included CDT Production Class digital printing presses, with BCW first buying an entry-level printing system, the CDT 1600-PC Sprint, then adding rotary die-cut finishing and converting it to a CDT 1600-PC Rotary Pro. It has now transitioned to laser die-cut finishing with a CDT 2600-PC Laser Pro.

ORTHOTEC CSL3022 YUNO PACKAGING, BANGALORE

Yuno Packaging, a printed packaging company based out of Bangalore, has diversified into label printing with an investment of Rs four crore (about 677,000 USD), including the installation of an Orthotec CSL3022.

An area of 3,000 sq ft at its facility has been dedicated to label printing, which now houses a 6-color Orthotec CSL3022 letterpress machine installed in December 2013.

Yuno Packaging recorded a turnover of Rs 11 crore in the 2013-14 financial year, with year-on-year growth of 32 percent. The company generates 70 percent of its turnover from exports and 30 percent from the domestic market.

Its existing equipment portfolio includes a Komori Lithrone offset printing press, Bobst folder gluer, and automatic die punching and foil stamping equipment. Yuno Packaging's labeling division will cater to FMCG, pharma, food and engineering sectors.

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**PRATI SATURN INSPECTION SLITTER REWINDER SYSTEMS
LEUTHARDT AND AESCHBACHER, SWITZERLAND**

Leuthardt has ordered a Saturn Bidi inspection slitter rewriter system for use when converting pressure-sensitive labels.

The Saturn Bidi features bi-directional web inspection and uses a high resolution camera featuring modular apps for 100 percent print inspection such as color measurement, PDF-to-print verification, barcode and 2D code verification, ISO grading and statistical data collection.

Aeschbacher, which produces labels using offset and digital printing, has ordered a Saturn Classic inspection slitter rewriter, which is equipped with an inkjet printer for variable data code overprinting for ticketing – a specialty of Aeschbacher.

**BGM ELITE TT280
ALL LABELS, UK**

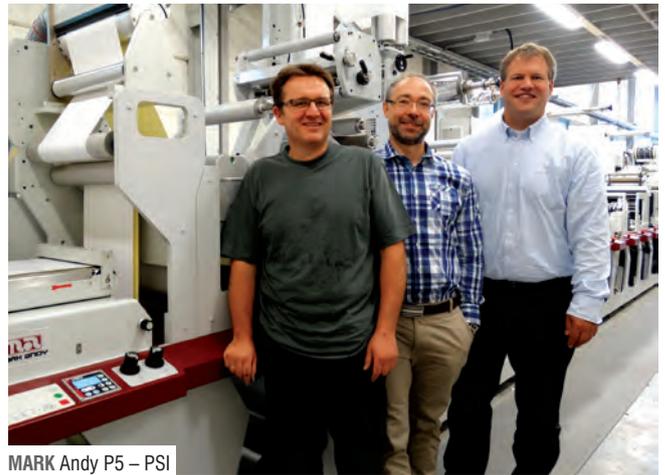
All Labels of Abingdon, Oxfordshire in the UK has purchased its first finishing machine from Bar Graphic Machinery (BGM), in the form of an Elite TT280, as it looks to upgrade its slitting and rewinding capabilities.

The BGM Elite TT280 is designed and built as a small, compact bench-top system for slitting and rewinding. It delivers flexibility and high performance speeds of up to 180m/min.

**JM HEAFORD PLATE MOUNTER
ZIRCON, INDIA**

Following the announcement of a three million USD investment in the current financial year, Zircon Technologies has installed a 700mm JM Heaford plate mounter dedicated to shrink-sleeving, two Rotoflex VLI 440s and two Rotoflex VSI 330s.

Dedicated to the upcoming shrink sleeve unit in the existing headquarters in Dehradun, two 17.25in-wide Rotoflex VLI 440



MARK Andy P5 – PSI

slitter, inspection and rewind systems were installed in June and July this year.

Two Rotoflex VSI 330 inspection and rewind machines have also been ordered. One of these was installed in Chennai in July, and the other will be shipped next year. All these units have been sold by Flexo Image Graphics (FIG), the Indian representative for Rotoflex machines.

**POLAR N 92 PRO
DUPRINT, RUSSIA**

Russian start-up print shop Duprint has installed and commissioned a Polar N 92 Pro with stack lift and WiMotion knock-up block in an effort to increase productivity and improve its cutting processes.

N 92 Pro cutters include a large touchscreen, a 3D system to visualize through the control panel how the ream and its



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INSTALLATIONS

cut parts move in the cutter, and networking capabilities and the ability to receive cutting data from Compucut software. A realistic preview of the print job transferred by Compucut from Signstation is an exclusive feature of Pro models.

The Polar N 92 Pro for Duprint is equipped with a WiMotion knock-up block, with the ability to ergonomically control the backgauge movement, and the operator able to activate functions directly from the knocking block instead of using the cutter's touchscreen display.

Duprint is a young company founded by sisters Olga and Elena Konopleva in 2013. The company specializes in label and folding carton production, and manually laminated catalogs in A2 format.

The Polar N 92 Pro was installed in April, and follows a B2 format, 5-color Heidelberg press installed last year.

VULCAN PRINT AND APPLY LABELER

REAL YORKSHIRE PUDDING COMPANY, UK

Interactive Coding Equipment (ICE) has installed the first Vulcan print and apply labeler at the Real Yorkshire Pudding Company (RYPC).

The Vulcan prints and applies labels onto the company's outer cases, which has reduced production time by four hours by replacing manual labeling.

This machine has significantly reduced waste as only labels that are needed are printed and achieves speeds that are three times faster than traditional print and label applicators.

The ICE Vulcan is the first to directly print and apply labels to the pack in one continuous action without the need for a tamp applicator or compressed air.

MPS EF UV

ABBAY LABELS, UK

The UK's Abbey Labels has installed an MPS EF UV flexo press, its first piece of printing equipment from the Dutch manufacturer.

The multi-substrate flexo press in an 8-color full UV machine with a web width of 340mm. The press installed is equipped with an APC automation extension package, which contains servo positioning motors to automatically set the desired print pressure settings.

HP INDIGO 20000

ROASTAR, US

Custom coffee packaging printer Roastar is building on its existing HP Indigo portfolio with the purchase of an HP Indigo 20000.

With the wider format and gravure-matching print quality of the new press, the company plans to deliver faster turnaround times as well as target new markets. The 30in-wide press will also allow the company to make new bags and packaging styles it was previously unable to produce digitally for a more dynamic end product.

LEMORAU ICR3

RCM ETIQUETAS, PORTUGAL

Lemorau has installed a further ICR3 inspection slitter rewinder machine at Portuguese company RCM Etiquetas, the second commissioned by the printer within a year.

RCM Etiquetas was founded in 1989 with headquarters in Póvoa do Varzim, and produces wine labels, food labels and more. The second ICR3 at RCM Etiquetas has been



LEMORAU installs ICR3 with RCM Etiquetas

installed with a configuration of 330mm web width, servo-drive technology, dual rewinding, air trim removal, web guiding and a maximum speed of 200m/min.

It is intended to support an increase in productivity at RCM Etiquetas, according to Lemorau, and follows the sale of the first ICR3 to RCM Etiquetas at Labelexpo Europe 2013 in September last year. The second sale followed in May this year with the machine installed in July.

CYREL DFUV FLEXO PRINTING PLATES

ALEITHE HAFTETIKETTEN, GERMANY

DuPont Packaging Graphics and Germany's Aleithe Haftetiketten have completed a successful conversion to new DuPont Cyrel FAST DFUV flexographic printing plates, designed for superior output when used with UV curable inks.

DuPont Cyrel FAST DFUV flexographic printing plates have improved solid ink density, boosting the quality of Aleithe Haftetiketten's high-end tag and label products, while reducing waste and start-up time each by more than half, the supplier said.

Aleithe Haftetiketten has worked with Cyrel FAST plates for the past eight years, so did not have to change the setting of its Cyrel FAST equipment as a result of the conversion, which eliminated the need to readjust settings, and retrain both primary and back-up personnel in the plate processing department.

The chosen test job was challenging, with a difficult design printed on polypropylene (PP), with 'pleasing results' observed in terms of ink transfer, coverage and low graininess.

Aleithe Haftetiketten has switched to Cyrel DFUV plates for all its new print jobs and for older jobs whenever a plate is changed.

GRAFISK MASKINFABRIK DC330 MINI

QUE MEDIA, US

Grafisk Maskinfabrik has sold a DC Mini to California-based Que Media.

The DC Mini finishing line is a smaller version of the DC330 Que Media is a longstanding client with Grafisk Maskinfabrik, and Uffe Nielsen, the chief executive officer of the Danish manufacturer, said: 'We are glad that Que Media came back to us for yet another finishing solution because it proves to us, that it is happy with the larger unit we have already installed at its plant, and the service we provide.'

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Making the most of Labelexpo:

SELECTING the right technologies to power growth. By Bob Cronin, The Open Approach

The weeks and months that follow Labelexpo are always exhilarating. As our industry's premier trade show — and one of the finest business and equipment expos in general — Labelexpo never ceases to amaze. Marking its 25th anniversary, this year's Expo was especially intriguing, as exhibitors from across the world demonstrated their innovations, capabilities, and wares across a sprawling 194,000-square-foot forum.

Having returned from the show with your 50-pound bags of literature, prized tchotchkes, and bad back, you are likely reminiscing on your experience and trying to decide where to make your investments. You saw:

- Numerous new substrates to help you meet customers' product nuances and sustainability demands
- Cutting-edge finishing and inspection technologies that could enhance your production quality
- Front-end support tools that would better automate your ordering and workflow
- Breakthrough packaging ideas and components
- Spectacular presses
- Lots and lots of digital equipment

In addition, you were able to connect with colleagues, learn from leaders at the master class series, talk with publication editors about pressing trends and dynamics, and engage in discussions at Smart Mart and offline opportunities. In these

venues, you may have found that your counterparts operate in so many different parts of the globe that they didn't even speak your same language. You also likely realized that private equity investors were just as plentiful as label and packaging company representatives.

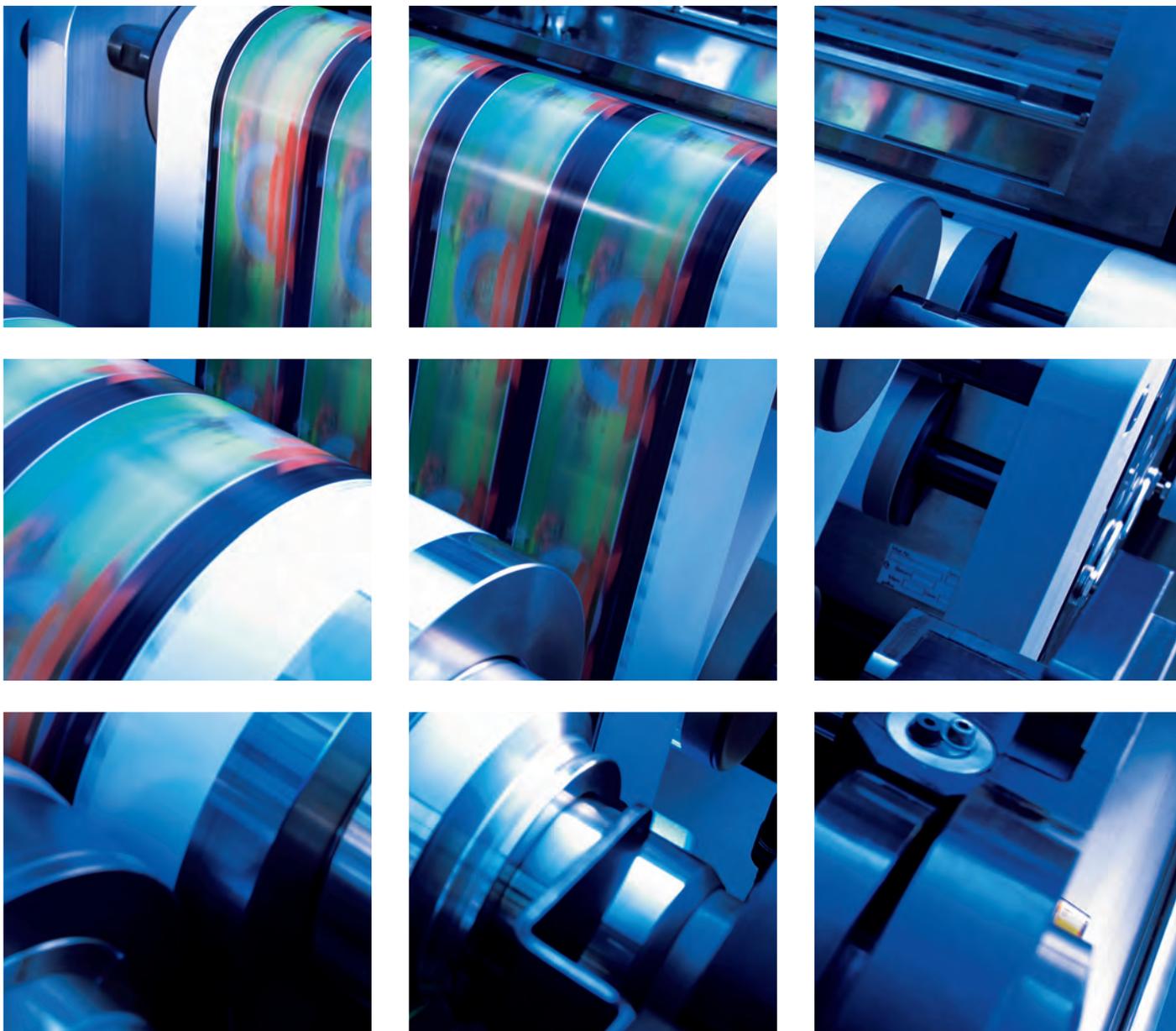
What these experiences all underscore is the label industry's undeniable, multidirectional, and massive opportunity for growth.

Indeed, every label and packaging company has numerous trajectory possibilities — across various sectors, segments, customer industries, and product types. You are not stifled like other industries, and you are by no means limited in potential.

However, please know you are all now operating in a global marketplace. The reality today is that, for any estimate, label companies may be competing with the company down the street or one on the other side of the world. While this is not typically meaningful on quick-turn digital projects, if you are a conventional supplier of high-volume "standing" products, it is important to understand how this might change your business.

When you operate in such a dynamic industry, continued investment is a given. But how do you decide where to invest for the maximum return? How do you make the right equipment and technology purchases now to power your long-term growth? Alternatively, how do you make sure a relatively small investment pays off?

As longtime label and packaging industry consultants, we



Success and security for the labelprinter

are continually tapped for our expertise in judging the validity of trends, and advising companies of all sizes on judicious investments and implementation practices. Indeed, Labelexpo gave you a lot to think about. To those of you pondering where to stake your claim, I offer five important considerations:

Consider your unique company

Major purchases can be tricky. What catapulted your competitors' sales may not work for you. It's not just about being in the right segments and markets. Even in the best growth areas, not every company can thrive.

Case in point, many enterprises jump on the digital printing bandwagon only to find out that they struggle selling it. The sales approach, process, and attitude are entirely different from those of conventional print. You may have a great sales force, but it is hard to teach old dogs new tricks. Even with retraining, commission incentives, and bonuses, many companies fall short.

Likewise, shifts to food and beverage packaging or other prime areas won't automatically propel you to stardom (or "profitdom"). If you don't have the vertical expertise or real inside knowledge, it doesn't matter what equipment you have.

Major investments can also be perplexing to customers. If you're trying to change your trajectory with a new press or service offering, make sure you can commit the marketing resources to roll it out. You might think that your sales reps will do the legwork to introduce any new capabilities. But, this is almost never the case. Your top reps are busy handling current volumes and clients, leaving the duty to less experienced reps, who may not be equipped to handle it.

To maximize your success with any investment, make sure it works with your current capabilities and that you are committed to supporting and developing it. The best investments are seen as logical extensions of your business rather than a complete divergence.

CONSIDER YOUR CUSTOMERS AND PROSPECTS

Label customers are a demanding bunch. This tends to happen in exciting, growing industries. Because of this, you may think that any new purchase will be welcomed graciously. This is not the case. No new investment should ever be made without knowing that your customers or prospects will help you recoup your expenditures.

Where will customers most appreciate your spend? Are there major products where you need an edge to win business? Are there growth areas where you are outsourcing more frequently? Are there one or two things that you could add that would help you compete in a new segment, territory, or industry?

Don't take sales rep input as your sole decision-maker. It's always easier to blame a lost sale on a lack of resources than any other factor. Discuss needs with key customers before you start the purchasing process. Get their feedback and learn about their expectations and needs. Host a happy hour or customer appreciation luncheon, and get their opinions in a less-formal, more honest fashion. Then use the purchase to secure customer contracts and agreements.

Finally, make sure to focus on value and capabilities — not just the type of equipment. Today's print buyers can come from purchasing, marketing, sales, administrative, and other roles. It's not enough to announce to the world that you bought the Titanium Competitor Destroyer 9000; buyers need to know what it means to their particular projects and programs. Invite them for plant tours, offer special incentives, issue case studies... be sure your constituencies understand what you now offer them that competitors do not, and how it gives them an advantage.

CONSIDER YOUR EXPENSE AND COMMITMENT

Depending on your company and position, you may not have to dole out for the latest HP Indigo, but you do need to keep your manufacturing abilities current. Perhaps you can integrate smart labeling technology into your capabilities. Or maybe

the latest new substrates, inks, or coatings can improve your production quality enough to gain a competitive edge.

If you're thinking of adding a new press, calculate another 5–30% into your considerations for sales and CSR training, front-end and ancillary support, and marketing. Big moves require big spends and enterprisewide support for the greatest effectiveness. Every entrepreneur should be willing to stay on for the next 18–24 months to make sure a big investment is well-integrated and supported.

CONSIDER YOUR ALTERNATIVES

If you can't make a new equipment investment, but need more capabilities, perhaps an M&A play is in order. In today's market, you do not have to sell your company and walk away. There are plenty of opportunities to remain invested — or even in charge — of your company's trajectory.

Private equity buyers are abundant, as indicative of their presence at Labelexpo. In addition to paying favorable multiples, they tend to keep strong management teams in place and work with them collaboratively to achieve new growth. In addition to gaining strategic and financial power, a private equity sale can position you for two payouts — one at the time of the deal and again when the investment is closed.

Large label providers, too, are hungry for good companies with established customers, territories, and product/service lines. Alternatively, if you want to retain full share of your company, a merger or strategic partnership may give you access to the new technologies you need.

All of these possibilities should also be viewed as an investment, or you should be very careful and diligent in your considerations. If you're curious about the particular opportunities available to your unique company, give me a call or send an email. We have plenty of clients seeking new additions and business arrangements.

CONSIDER THE FUTURE

Finally, before you make the commitment on any equipment or technology, think through how it bodes for the future. How does it align with major growth trends? What's your timeline for achieving return on investment? Will it still be cutting-edge in 18 months? Will it help you get into great, long-term markets, or is it simply something that will sustain current work?

Even if you think you know exactly what equipment you want, examine one or two alternatives and see how they compare. Larger investments don't always have the larger rewards, and often do not generate the quickest ROI. Depending on your needs and expectations, you may find something else that better fits the bill.

Yet, market dynamics are always in flux. What is in demand today may be insignificant tomorrow. Still, every company needs to stay current. Every company needs to invest and improve. Consider all your possibilities and the specific factors driving your decision. At some point, you will be looking to acquire, divest, sell, or exit. That's when your investments can reap the greatest reward.



ABOUT THE AUTHOR

Bob Cronin is managing partner of The Open Approach, an investment banking/M&A firm focused exclusively on the world of print. The firm's proven results have made it the exclusive member-recommended firm of PIA/GATF and IPW.

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LAETUS' Secure Trace & Trace Solutions (S-TTS) is a modular track-and-trace system that can control everything from individual packaging steps up to complete production lines

Pharma market demands

THE PHARMACEUTICAL MARKET requires 100 percent quality, 100 percent of the time, asking questions of those supplying the market with labels and packaging. David Pittman reports

The pharmaceutical market is a major one for packaging printers of all kinds. Pharmaceuticals were one of the product categories that performed well throughout the global economic crisis of 2007-08, and consumption rates are on the rise in developing and newly-emerged markets such as India, China, South America and across the Asia-Pacific region. Demand for pharmaceuticals in the developed markets of Europe, North America and Japan will remain strong well into the 21st Century, according to the World Health Organization (WHO).

RULES AND REGULATIONS

With the growth of the pharmaceutical industry, the potential for misuse, accidental misdosing, counterfeiting, and other illegal and potentially life-threatening activities has also increased.

Bart Vansteenkiste, EU life sciences sector manager at Domino Printing Sciences, says falsified and counterfeit medications are a particular concern. 'It is a bigger problem than consumers realize as it is not only prescription treatments and drugs that are being counterfeited, but also home remedies and everyday medications like aspirin.'

LABELS&LABELING

Online sales are an area of increasing concern. WHO states that in over 50 percent of cases, medicines purchased over the internet from sites that conceal their physical address are counterfeits.

The EU's Falsified Medicines Directive, which came into effect last year, introduced harmonized, pan-European measures to ensure that medicines are safe and that the trade in medicines is rigorously controlled. The main features include: an obligatory authenticity feature on the outer packaging of medicines; a common, EU-wide logo to identify legal online pharmacies; tougher rules on the control and inspection of producers of active pharmaceutical ingredients; and strengthened record-keeping requirements for wholesale distributors.

The final authentication regime is expected to be similar to legislation in China, where the State Food and Drug Administration (CFDA) now requires a printed 1D linear barcode on both pharmaceuticals and traditional Chinese medicines. The CFDA assigns unique product identities, or 'eCodes', to packaging units, verified through the Drug Electronic Supervision system. The printed eCode contains both machine

and human readable elements. The code format is a 128C barcode with a 20-digit serial number containing a nine-digit government issued serialized number.

Domino's Vansteenkiste says the EU is expected to specify a 2D matrix barcode, and if approved the industry will likely need to comply by April 2018.

The European Medicines Verification System (EMVS) will provide the backbone of the system. In summer 2014 German organization securPharm linked up with the EMVS hub, paving the way for other countries' verification systems to be linked into a fully integrated, pan-European supply chain protection system. This will allow up to 7,000 authentication requests a day to be handled from across Europe, says Vansteenkiste, with a planned response time of 300 milliseconds.

These regulations will govern outer packaging, but a specification for a tamper-evident seal/label will certainly follow to ensure the contents match the carton they come in, Vansteenkiste believes.

Craig Stobie, global life sciences sector manager at Domino, points out that the Falsified Medicines Directive places new emphasis on code quality beyond the point of manufacture. 'Under the legislation pharmaceutical product will be authenticated at the point of dispensation, making long-term ink lightfastness and contrast vitally important, even after what could be years in the supply chain. Simply, if a code cannot be scanned before it reaches the patient or consumer, the product will likely be scrapped.'

Axel Jung, product manager for track and trace systems at compliance specialist Laetus, describes the complexity of this new global legislative landscape by saying: 'The implementation of different national regulations to increase counterfeit security of pharmaceuticals represents a great challenge not only for engineers, but also for IT managers in the companies involved. These requirements range from simple serialization compliant with EU directives, to serialization and single-level aggregation as required by the Turkish ITS and serialization with multi-level aggregation as required by California's e-pedigree.'

SUPPLIER RESPONSE

Domino is among the suppliers developing coding products to meet these new requirements. The company's BK652 ink, developed for the pharmaceutical coding market, dries in less than half a second. 'Our in-house ink development team reformulated this product in light of the legislative

requirements we see in Europe and the US,' says Alan Mutch, product manager for thermal inkjet at Domino. 'The super-fast dry time combined with excellent de-cap time will reduce the initial rejects manufacturers see after the machine has been idle, thus cutting reworking requirements. The application of tamper evident labeling is also made possible almost immediately with no risk of smudging.'

The specific requirements of the pharmaceutical industry have led to the development of a range of dedicated label finishing and inspection systems.

Håkan Sundqvist, managing director of Swedish finishing systems specialist Grafotronic, says there has been a big leap in technology, from web handling through to the camera equipment, which is now able to inspect the smaller characters typical with pharmaceutical labels. 'They are now capable of carrying out processes and functions that were unthinkable even only a few years ago.'

Grafotronic's new 380 Pharma bi-directional label inspection/finishing machine is one such development. It features a new linear servo buffer that moves the web in both directions during fault placement, so the time to stop, reverse and repair is cut to a minimum. The machine uses Nikka Research's latest high-speed inspection system. It can inspect, inkjet number the back side, slit and rewind labels to ready to pack rolls. The same machine can also be used for one-direction security inspection with a second splice table for fault placement. The 380 Pharma produces a closing label with start and end number for every row of labels, and can generate quality control reports.

'Machines such as the 380 Pharma can conduct all operations in a single pass, so increasing not only productivity but also the quality, which is critical in the pharmaceutical market,' says Sundqvist. 'This means the production of rewound

rolls of printed labels is a fully validated and secure process, checked and controlled by the machine.'

Re-inspection and bi-directional functionality are essential to today's pharmaceutical market, 'So you really have to be producing those, yet at a lower cost to the customer,' says Sundqvist.

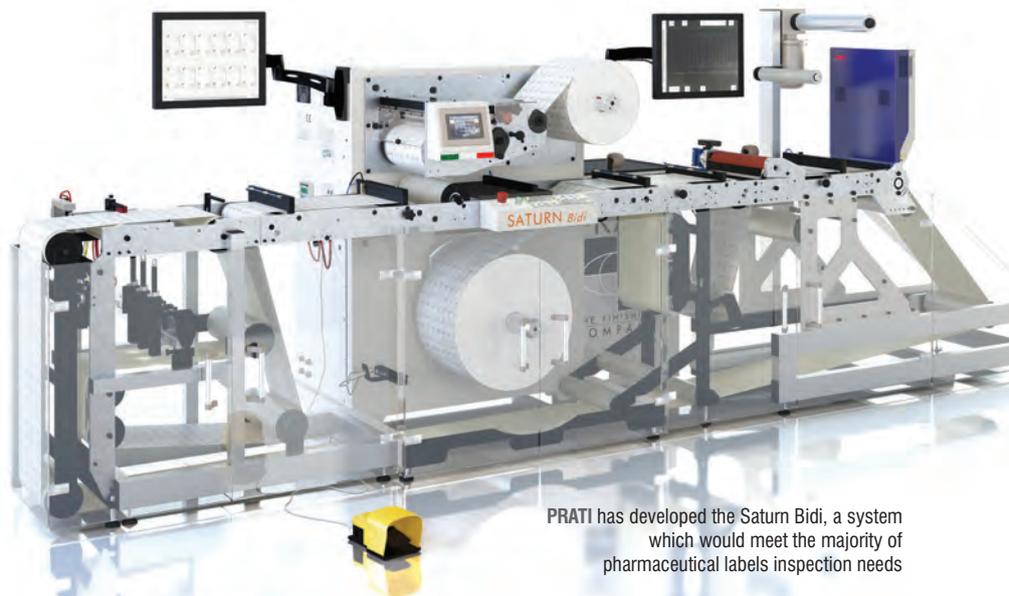
Along the same lines, Rotocontrol has launched its RSP 440H fully automated pharmaceutical finishing machine featuring bi-directional operation for the production of both booklet and conventional labels. The unit incorporates a 100 percent inspection system, dynamic buffer, fully automated knife positioning system, multi-lane counting system and a verification system before the rewind.

Prati recently launched its modular Pharmacheck finishing system with a short web path, integrated 100 percent inspection and video-controlled slitting. At Labelexpo 2013 Prati also launched its Saturn Bidi, a system which would meet the majority of pharmaceutical labels inspection needs.

AB Graphic is another player in this sector, and CV Labels was the first company in the UK to install AB Graphic's fleyeVision 100 percent inspection system. The company utilizes an Omega slitter rewinder with a water-based Domino inkjet system for sequential numbering.

BOOKLET SYSTEMS

Booklet labels are an increasingly important technology for pharmaceutical buyers. Atlantic Zeiser has launched its Digiline Booklet system for audited encoding and verification of booklet labels for clinical trials. Digiline Booklet handles booklets up to four mm thick that cannot be processed with thermal transfer technology, delivering high-quality print on fully and partially transparent labelstocks. A dual



PRATI has developed the Saturn Bidi, a system which would meet the majority of pharmaceutical labels inspection needs

inspection system is included – a 100 percent inspection camera and a camera to ensure lateral alignment of the print position on each label.

Multipage booklet label specialist Denny Bros hosted an event earlier this year to address the critical role that packaging and labeling plays in delivering clear messages on drugs.

Dr Rosemary Leonard spoke from a general practitioner's perspective and highlighted the challenges facing the elderly and those taking multiple medicines. Omar Ali, an educational consultant to the NHS, emphasized the extent of the needless fatalities and injuries sustained as a result of poorly designed and branded labels.

Denny Bros recently invested in an Atlantic Zeiser system, which it calls Validata. Validata is capable of adding characters, barcodes, 2D codes, graphics and even doctors' signatures in variable, sequential and alpha numeric formats to its Fix-a-Form multipage labels.

Paul Beamish, from linerless labeling specialist Ravenwood Packaging, also spoke at the event on the benefits of linerless labels in the pharmaceutical space – primarily addressing the 'green' benefits. Denny Bros and Ravenwood plan to develop a new labeling concept for multi-layer linerless labels.

Both Validata and Ravenwood's Nobac

500 linerless system were demonstrated during the event. Additional machinery demonstrations included Denny Bros' new Xeikon digital color press and sister company Willowbridge Label's Ditac Braille Embosser.

Security through obscurity

French firm Advanced Track & Trace's Seal Vector product is marketed to the pharmaceutical industry as an 'unbreakable' authenticating 2D code. It assumes the shape of a high-resolution, copy-sensitive data matrix that contains information related to traceability, production operations and other product-related data. It is compatible with all printing or marking processes and all materials. These codes can be visible, for easy and direct access, and invisible for authorized personnel.

Jean Pierre Massicot, chief executive officer of Advanced Track & Trace, says: 'This technology offers solutions that easily integrate into existing processes with no additional cost; they are secure, tamper-proof and render it possible to know all the operations related to a product's and its components' life cycle.'

The Seal Vector code technology can be combined with QR codes to create an all-inclusive, anti-counterfeiting code, readable on different levels across the supply chain, as well as by the final customer.



DOMINO has developed the BK652 ink as a quick-drying ink option

SUBSTRATE DEVELOPMENT

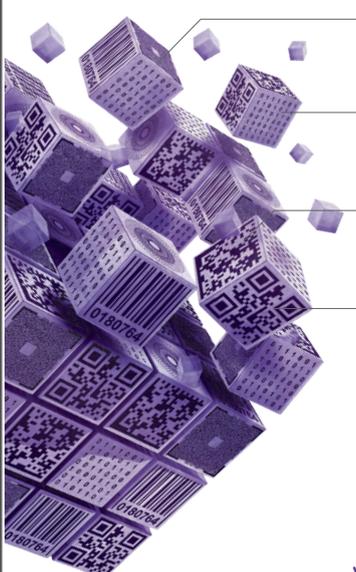
Substrate suppliers continue to develop products for the pharma market's specific needs.

UPM Raflatac's extensive product range for this market includes: Pharmagloss, specially developed for labeling of products with small diameters and curved surfaces; and PE Matte White TC 100, for labeling applications where resistance to water, oil and chemicals is important.

Avery Dennison offers a host of different products for pharmaceutical applications, including Fasson Pharmaceutical Cast Gloss+ with its S717P permanent acrylic adhesive offering high initial tack, minimal cold flow and excellent mandrel holding power. S717P is resistant to sterilization.



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THE Pharma-Tac Plus label features detachable adhesive parts that, when removed, serve to document an infusion in both a patient's medical records and the facility's blood transfusion records

Fasson Pharmaceutical Lightweight Litho coated facestock with Fasson S727 adhesive is suitable for use in applications where autoclave, gamma radiation and ETO sterilization methods are used.

Ritrama's pharmaceutical range includes high-tack adhesives suitable for small diameter containers such as syringes or phials, and high clarity top coatings and adhesives. Specific products are available for sterilisation/autoclaving. Adhesives can incorporate specialized properties such as UV-detectable agents.

Lintec Graphic Films' product line includes Durafol, for production of thermal transfer printed labels resistant to the xylene process used to clean test slides. This product does not require overlaminating to protect critical variably printed data. The company's Cryogenic storage labelstocks are designed for direct immersion into liquid nitrogen and can be printed via desktop laser or thermal transfer. Lintec autoclavable polyester films can be applied to tight radius vials, bottles and syringes and subsequently resist autoclave and radiation sterilization. Its



OLMEC UK has designed and manufactured a linescan-based vision system for 100 percent inspection of labels on over-the-counter healthcare product bottles

destructible and 'void' security materials are available to deter and reveal product tampering.

Label converters typically employ a wide range of digital and conventional press systems accredited to produce pharmaceutical labels. Germany's Kohl Pharma, for example, uses Xeikon dry toner technology and the UK's Benson Group employs a Gallus EM340S flexo press capable of printing in up to 10 colors, incorporate screen printing, cold foil, coating and lamination.

INNOVATION FOR END USERS

The MediPharm division of the Schreiner Group has long been one of the most innovative converting groups servicing the pharmaceutical sector.

It recently launched Pharma-Comb SW (Single Wrap), a cost-effective label designed to help reduce the likelihood of dispensing errors using a combination



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LAETUS' Jung says 'The implementation of different national regulations to increase counterfeit security of pharmaceuticals represents a great challenge'

of elements that enhance instructional clarity. It is particularly suited for labeling small containers for single-dose applications, such as ampoules and vials.

Schreiner MediPharm was awarded top spot in the Innovation Group at the 34th FINAT Label Awards for its Pharma-Tac Plus label. Designed for infusion bottles, the label features a hanger that can be separated from the bottom label and folded, allowing administering caregivers to quickly and easily hang the infusion bottle on a bedside rack. The Pharma-Tac Plus label features detachable adhesive parts that, when removed, serve to document an infusion in both a patient's medical records and the facility's blood transfusion records.

Schreiner MediPharm's Needle-Trap features a safety mechanism integrated into the self-adhesive syringe label. The Needle-Trap syringe label combines an injection-molded part with a film from FLEXcon. The user simply has to bend the needle trap integrated in the label towards the side before performing the injection. The process of securing the needle after the injection occurs without patient contact. The label material is suitable for conventional printing and subsequent variable marking. A high tack force ensures reliable adhesion to glass syringes.

Gene Dul, president of Schreiner MediPharm US, says: 'Needle-Trap can be adapted to all commonly used syringe dimensions. Due to the simple design, the specialty labels can be easily processed on conventional labeling equipment.'

Other award-winning developments in pharmaceutical labeling include the ABC Syringe and Health24.

Developed by Dr David Swann from the University of Huddersfield in the UK, the ABC Syringe was awarded the International Council of Societies of

Industrial Design (Icsid) the 2013-2014 World Design Impact Prize. ABC Syringe combines colorimetric inks and modified atmosphere packaging. Inside a nitrogen-filled blister pack the syringe label remains deactivated. Exposure to air, by opening or pack failure, activates an o-cresolphthalain coated label, which rapidly absorbs carbon dioxide from the atmosphere. As a result, the label turns from colorless to red in 60 seconds, giving the go-ahead for the syringe to be used.

The patented innovation is designed to trigger people's innate sensitivity to risk once it has been taken out of its sealed and sterilized packaging, warning patients of prior use. In 2008, WHO calculated that unsafe injections led to 1.3 million deaths, 340,000 HIV infections, 15 million Hepatitis B virus infections, one million Hepatitis C virus infections, three million bacterial infections and 850,000 injection site abscesses.

Health24 is a set of products to translate medical labels and information using smart phone platforms. It includes a list of popular medicines sorted by common symptoms and a translation tool that works from photos of medicine instructions. Made by six computer programmers from the University of Alabama in Huntsville (UAH), Health24 claimed the grand prize at the Americas Datafest hackathon event in Auburn, Alabama late last year. Health24

is available as a web-based tool, and for the iOS and Android mobile operating platforms.

Further upstream, Olmec UK has designed and manufactured a linescan-based vision system for 100 percent inspection of labels on over-the-counter healthcare product bottles. By rotating the bottle in front of the camera, the label is effectively 'unwrapped' to produce an image equivalent to imaging before it was stuck to the bottle. The vision system checks that the information on the label is correct as well as identifying missing or partial print.

Travtec Group's latest development in the pharmaceutical market is a software module that can be incorporated with the company's Pharmacarton carton handling, marking and verifying system to provide full traceability of pharmaceutical packs throughout the distribution chain, from manufacture to the end-user. The Travtec Aggregation Module enables a unique label to be prepared at each stage of the packing operation. After coding and verification by the Pharmacarton's feeding system, primary packs can be assembled into bundles for shrinkwrapping, overwrapping or banding. At this stage, the Aggregation Module checks that the correct packs are present and then prints a label with a 1D barcode containing details of the packs. When the bundles are packed into cases, a similar operation takes place with another summary label produced for each case. This process is then repeated when the cases are placed on a pallet.

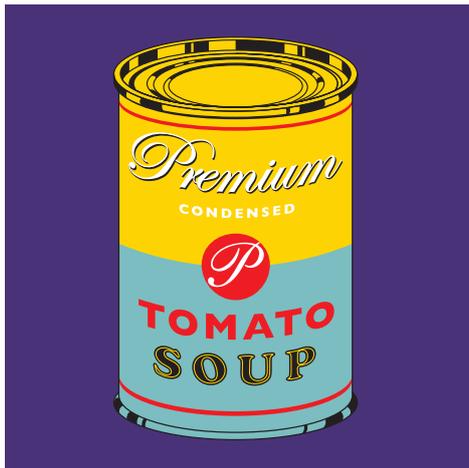
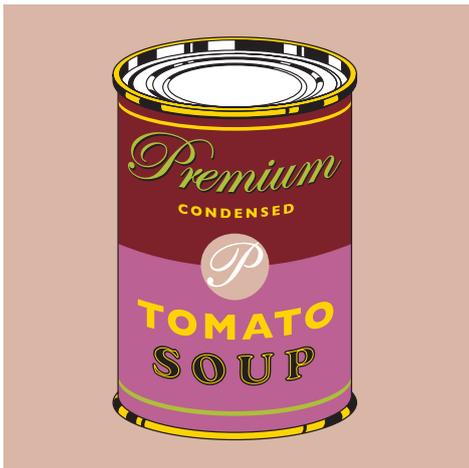
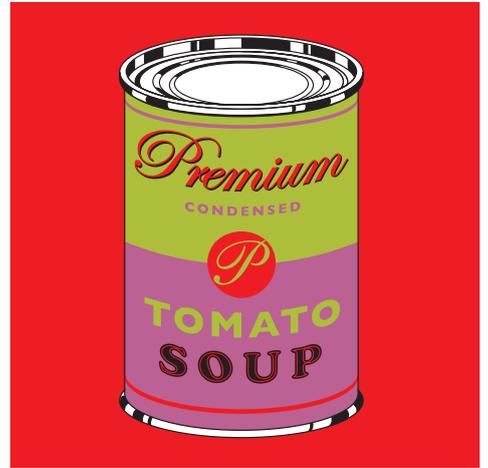
All of these developments underline the complex scenario related to pharmaceutical labels. Concludes Domino's Vansteenkiste: 'As the market becomes more aware of the changes in the regulatory landscape, so our customers are showing greater interest in the products and technologies they can deploy to ensure they and their customers comply with legislation.'

'These systems must be highly intelligent as there could be millions of codes a day being generated and printed, so the whole process requires resources and investment to ensure it is capable and robust enough to cope with the demands place upon it.'



ROTOCONTROL has launched RSP 440H, a fully automated finishing machine that offers bi-directional operating for the production of both booklet and conventional pharma labels

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Nuceria sets up one stop packaging shop

LEADING Italian converting group Nuceria Adesivi has added a flexible packaging division to its labels and carton operations and is also expanding geographically. Andy Thomas reports

Italy's biggest label converter, Nuceria group, is setting up a flexible packaging division alongside its carton converting and labels operations in Naples to become a fully integrated, one-stop packaging group.

'It is much easier for me, when I am selling labels, to also sell the other divisions of our company,' says Paola Iannone, who leads the group's international sales.

'Meanwhile for our medium and smaller-sized customers we will become more proactive and propose to them different design approaches for their packaging. We are creating in Milan a dedicated artwork center for this purpose.'

At the same time the company has begun an aggressive pan-European expansion program with the acquisition of label converter Appia in Turin.

The company has more than 10 years of experience in digital printing, as one of the earliest users of HP Indigo presses, and is located in one of Italy's main wine production regions, close to the French border. The company has a five million EUR turnover and 30 employees.

'Digital know-how and market share in wine are the two most important drivers of this acquisition,' says Guido Iannone, general manager at Nuceria.

A major investment program is planned for Appia, including a new 9,000 sq meter building in Turin and the purchase of two HP Indigo WS6600 presses, both with in-line priming. 'Our aim is to create an excellent digital center,' says Guido. There will also be investment in new flexo capacity, including for flexible packaging.'

The next step will be to acquire converting businesses in Central European countries, says Guido Iannone. 'This is a must if you want to be a key strategic supplier for the global multi-national brands. This is the first requirement they ask, even

before looking at your capabilities.'

Already some 40 percent of Nuceria Adesivi's production is exported, with key markets including France, Spain and North Africa.

FLEXIBLE PACKAGING

'Seven years ago we spotted the trend from wet glue labels to pressure-sensitive labels,' says Guido Iannone. 'But today 70 percent of our new requests are for flexible packaging, and that's why we have to adapt again. Our main focus now is on flexible packaging in partnership with Omet.'

At the same time, both wet glue and PS labels still have the potential to grow, says Guido, particularly in the Italian wine and cosmetics markets.

The new flexible packaging operation in Naples has its own dedicated building housing two 530mm-wide Omet Xflex X-6 presses. These are 10-color machines with in-line gravure and rail-based hot stamping unit. They are equipped with IST UV units and chill drums on every print station, and IR drying. All UV inks and press operating procedures are optimized for Low Migration applications.

The presses are highly automated, incorporating Omet's Vision-2 auto-register control along with centralized pressure adjustment. A Kocher & Beck URS automated roll handling unit is installed at each end of the press to allow automated roll change and roll removal. 'All parameters are memorized so repeat setups are fast,' says Guido Iannone.

Rewind and inspection are handled on a Prati Jupiter 530 equipped with in-line BST inspection. A Comexi off-line laminator will be installed later this year.

Alongside the Omet presses is an ETI Cohesio converting machine. 'This is for special applications, not to manufacture



HEIDELBERG Speedmasters for carton and wet glue label production



NARROW web labels operation with Nilpeter MO-3 in foreground



SOPHISTICATED Bobst die cutter in offset press hall

our own materials, but as part of our investment in R&D,' says Guido. 'We are looking at things like how can we create a spout on flexpack materials. At the end of the year we will analyze all these projects and decide which we commercialize.'

SHEET OFFSET DIVISION

'We were considered crazy when we first set up the sheet offset division,' recalls Guido Iannone. 'Our first idea was to be a leader in wet glue. At the same time we were investing in pharma equipment for our labels division. We quickly saw that our existing pharma customers – as well as our other food and beverage customers – also buy cartons, so we then made this big investment in carton production.'

Nuceria sheetfed offset division has

benefitted from a 10m EUR investment program which saw the installation of two state-of-the-art Heidelberg Speedmaster offset presses and highly automated carton finishing systems.

The Heidelberg presses include a Speedmaster CX105 with in-line flexo coating and foiling and an extended dryer; and a Speedmaster XL75 with flexo coating.

The presses are fitted with conventional and inter-deck UV driers, which can be engaged at the press of a button for all five printing units, allowing the press to be configured rapidly for metallic or synthetic substrates.

'Five years ago this would have been impossible – it would have taken a day to change the press,' enthuses Diego Matarazzo, head of the folding carton

division. 'To help cure on the white, we use a special gallium-doped curing unit. We have a cool UV system which keeps heat away from the sheets so we don't get register problems with synthetic materials, and an anti-static system.'

Standardization is key to maintaining high quality production, says Diego Matarazzo. 'We work to fogra 50 and ISO 12647 to characterize our presses. If a job moves out of range, production automatically stops, but this should not happen if you have engineered the job from the first involving all departments. Because this is a new operation we had the chance to start from scratch, giving us a unique opportunity. We build each job from customer data and measure the first sheet to ensure we have correct density and color before starting production.'

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After printing, sheets are sent to two highly automated Bobst ExpertCut 76E Autoplaten die cutters. These machines, with a cutting tolerance of 30 microns, are specially designed for short run, small format work and include multiple cameras to check sheet register.

The carton operation is completed by two Bobst ExpertFold 80 folder-glueers. One line is dedicated to pharma cartons. It includes an Accubraille Braille printing module and an Atlantic Zeiser inkjet unit for printing variable data directly onto the box, with full data inspection linked to Nuceria's central database. A Cartonpack GT system automatically transfers carton blanks into a box for dispatch. A Heiber & Schroeder WPS 1100 window patching machine is also available.

Sheet-fed labels, meanwhile, are finished on Polar XT115 and Polar DCC-M die cutting machines.

All this equipment is supported by a well-equipped studio, which includes a Kodak CTP unit and Esko Kongsberg plotter for producing mock-ups.

'We will increase our sheetfed capacity for both labels and cartons,' says Guido Iannone. 'This will be an important signal to the market as our investments involve all our divisions to strengthen our cross-selling strategy. Our focus is to establish more and more as a group leader of integrated packaging solutions'.

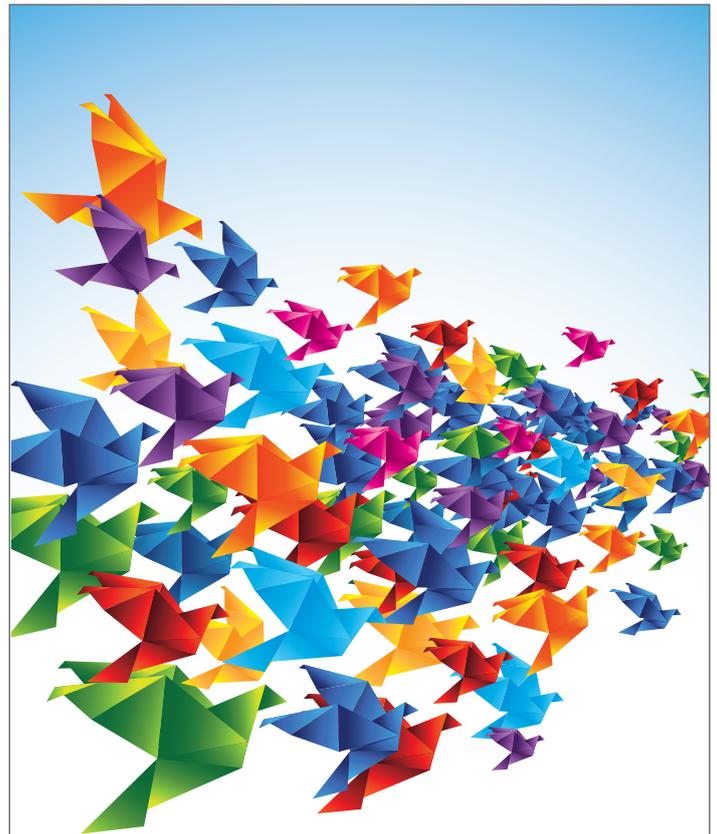
As part of that investment Nuceria is scheduled to be one of the first carton converters in Europe to take delivery of a Landa Nanography carton press, scheduled for delivery in 2015.

Across all its divisions Nuceria has a 'can do' attitude to new projects, as Paola Iannone explains: 'One pharma company wanted us to put on track and trace codes for exports to China and we invested in new equipment to do this within one month.' (The equipment was a Cicrespi automatic pharmaceutical labeling system).

Two young engineers hired in April for the carton division are currently undergoing a six-month training program. 'In all our divisions we invest in young people who can grow with us rather than employing older, more experienced guys,' says Guido. The carton division now employs 40 people.

LABELS DIVISION

Nuceria Adesivi has two labels operations: one in Milan (see L&L6 2013, p.30) and the other in its Naples location, which employs 150 people.



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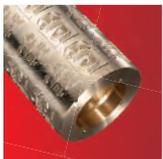
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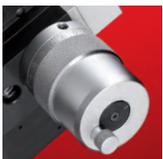
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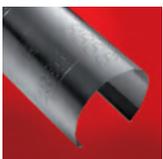
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PAOLA and Guido Iannone

The factory includes eight Gidue Combat presses, two Gallus R200 letterpress, two Nilpeter MO3300s and a Codimag Viva 340 offset press, the latter including varnish, foil and emboss stations. One MO3300 is fitted with a multi-page label unit and a Combat press is fitted with a three-layer label system. Six Prati TE410 machines equipped with BST Shark camera systems handle roll rewind and inspection.

The pre-press studio includes a Kodak Thermoflex CTP unit, Epson inkjet press for JIT mock-ups and proofs and Mac workstations.

Nuceria also runs a security print division which houses a Gidue press with Domino inkjet unit printing government-delivered security rolls to secure the pharma supply chain. Nuceria is one of only a handful of converters certified to do this work.

STANDARDIZATION

The key challenge for Nuceria is to manage data and customer orders across all its package print operations and between its Milan and Naples plants –and now its new plant in Turin.

‘To automate and standardize is the only way to survive,’ says Guido Iannone. ‘We try to invest in the same machine manufacturers, so it’s like having one machine to exchange tooling. Or we will try to dedicate one machine to make, for example, liquid soap labels.’

Another way to organize jobs is by color. ‘We add up Pantone numbers and if they are the same or almost the same we know it’s the same color, so those jobs go on the same press. This means we do not have to change inks and clean the press between jobs,’ says Ing. Arturo Stanzione, director of the label and flexible divisions.

‘We are moving towards 6-color process printing in both offset and flexo using Esko’s Equinox software to match Pantone colors. Now we want to say to designers “don’t use colors we can’t match out of six colors”. We have to co-operate.’

The company’s presses are calibrated every month to a Digital Cromalin proofing system, so proofs received by the customer are almost 100 percent accurate in terms of the actual color output of the presses. ‘We do not want to use production to set the jobs up. We set up in digital way, calibrated to Digital Cromalin, so we don’t lose time in production,’ says Stanzione.

‘Prepress management for us is the future,’ agrees Guido Iannone. ‘We aim for complete repeatability, so the last job is like first one, and this is all to do with the management of inks and anilox. We constantly check anilox cell volume and we clean all anilox rolls every week to make sure color is the same every time.’

Standardization is also helped by having identical Kodak Thermoflex CTP units – capable of imaging flexo, letterpress and thermal offset plates – at Nuceria’s Milan and Naples operations, which means work can be easily moved between the two plants.

Every roll is numbered so it can be tracked back through the production system wherever it was printed.



DIEGO Matarazzo, head of folding carton division (L), displays Nuceria’s Group’s new branding

INFORMATION MANAGEMENT

Nuceria group has one of the most sophisticated multi-plant management information systems this author has seen. The software is written and maintained in-house, allowing rapid adaptation to new requirements.

The MIS, created by Arturo Stanzione, allows each of Nuceria’s customers to interact with the company in different ways.

Nuceria’s labels operation alone involves 16 rotary presses working over three shifts, with a total of more than 250 set-ups every day. The average job run is between 1,000-3,000m.

‘We are dealing with 1,000 label files alone every week,’ says Stanzione. ‘Every morning we spend half an hour planning so we know which are the new jobs to print and we can adapt our structure.’

The MIS automatically splits the print files between the Naples and Milan plants and allocates machines and materials depending on the specification of each job.

‘In many cases we manage our customers’ inventory,’ says Guido Iannone. ‘We go into their order system every day and download their requirements. This we do for the biggest end user like J&J, Colgate, Procter & Gamble and any other customers who are able to work this way.’

THE FUTURE

Guido and Paola’s father Antonio Iannone, president and the most active strategy deployer of the group – sums up the Nuceria philosophy: ‘We aim for continuous improvements and to steady growth not only based on the acquisition of new market share but also on cultural and organizational development. This growth, however, must always be anchored to our values, especially those related to sustainability.’

It is not hard to see these traditional values in action. Guido and Paola are both strong advocates of a ‘nature-based’ working environment, which is heavily influenced by Japanese culture. The company has designed green relaxation areas and a ‘Green Wall’ in the carton plant shows continually changing natural environments. Office desks are made from recycled pallets.

Guido is in addition a practiced chef and the company’s new meeting room includes a full chef’s kitchen where gourmet food can be prepared while meetings are in progress. Nuceria is a keen sponsor of community cookery events.

Taken together with its strong policy on investment in young people, a definable corporate personality emerges.

Of course, a successful company culture must have a bottom line result: in the first three months of this year, Nuceria grew by 27 percent, and was aiming at a 52m EUR annual turnover even without the growth expected from the acquisition of Appia.



HIGH quality in-mold labels converted by IML Labels, Canada

IML Labels for North America

MONTREAL-BASED printer, IML Labels, has gained a substantial footing in the IML niche and has major plans for future growth, Danielle Jerschefske reveals

The appeal of in-mold labels (IML) is rising in North America with the help of converter IML Labels, headquartered in Montreal, Quebec, Canada. The company was founded in 2006 with the clear goal of delivering to the region quality labels using this niche container decoration technique.

While IML accounts for only two percent of the total volume of label printing worldwide, the average growth rate is between three to five percent. Europe accounts for the biggest portion of the global volume share at 58 percent with North America trailing at 26 percent.

These developments are reflected clearly by the achievements of IML Labels, the only producer of the label type in Canada. The business has experienced double digit growth year on year since its launch. It was one of the first converters in the world to buy a digital press for IML, and in October, the converter will expand production capability with a new facility in Chicago.

Donald Caron, vice president, explains, 'IML offers brand products an array of benefits. Most importantly is the shelf impact, with the full 360-degree decoration and eye catching graphic quality. Product managers can differentiate on-shelf by using different containers shapes decorated with in-mold labels that can bend around corners and edges. Many of our clients have increased sales by choosing IML.'

The dairy market is where adoption of

IML can most vividly be seen for butter, ice cream and yogurt containers. Now, sauces and dips, household products and pet supplies are also making the transition. Just over half of the converter's sales are for the Canadian market, while the rest of the labels are sold into the US, and this percentage will continue to rise.

PRODUCTION

IML Labels started production with a 40" sheetfed offset press, followed by the installation of another in 2010. Both machines can print six colors and have a varnish station.

The offset machines deliver high-resolution print in 4-color process. IML Labels encourages clients to adopt process printing to reduce costs in plates and wash up time. Says Caron, 'Using 220 line screen in offset you can produce a lot of colors with process printing and make a great impact. For direct print, our customers would have to use seven to eight colors to achieve the quality they're looking for.'

The converter adopted digital printing in early 2012 with the investment in a dry toner-based Xeikon 3500 press. The Xeikon 3500 has a variable web width ranging from 10-20" and runs up to 63 ft/min.

The digital press supports the offset presses by effectively producing smaller run jobs and mock-ups to grow and evolve brands in any category. Caron

adds, 'The international CPCs want on-demand, just-in-time delivery and we can provide that for them.'

Prior to commissioning the machine, both parties conducted molding and adhesion testing around the effects of Xeikon's dry toner powder on polypropylene films. Its ICE 'cool' toner technology allows the heat-fuser engine to process unsupported IML film and the toner is FDA qualified for food contact. The supplier also has developed the miniUCoat, an inline coating unit that can apply UV or water based varnish to insure that the labels perform optimally in all the steps of the IML process.



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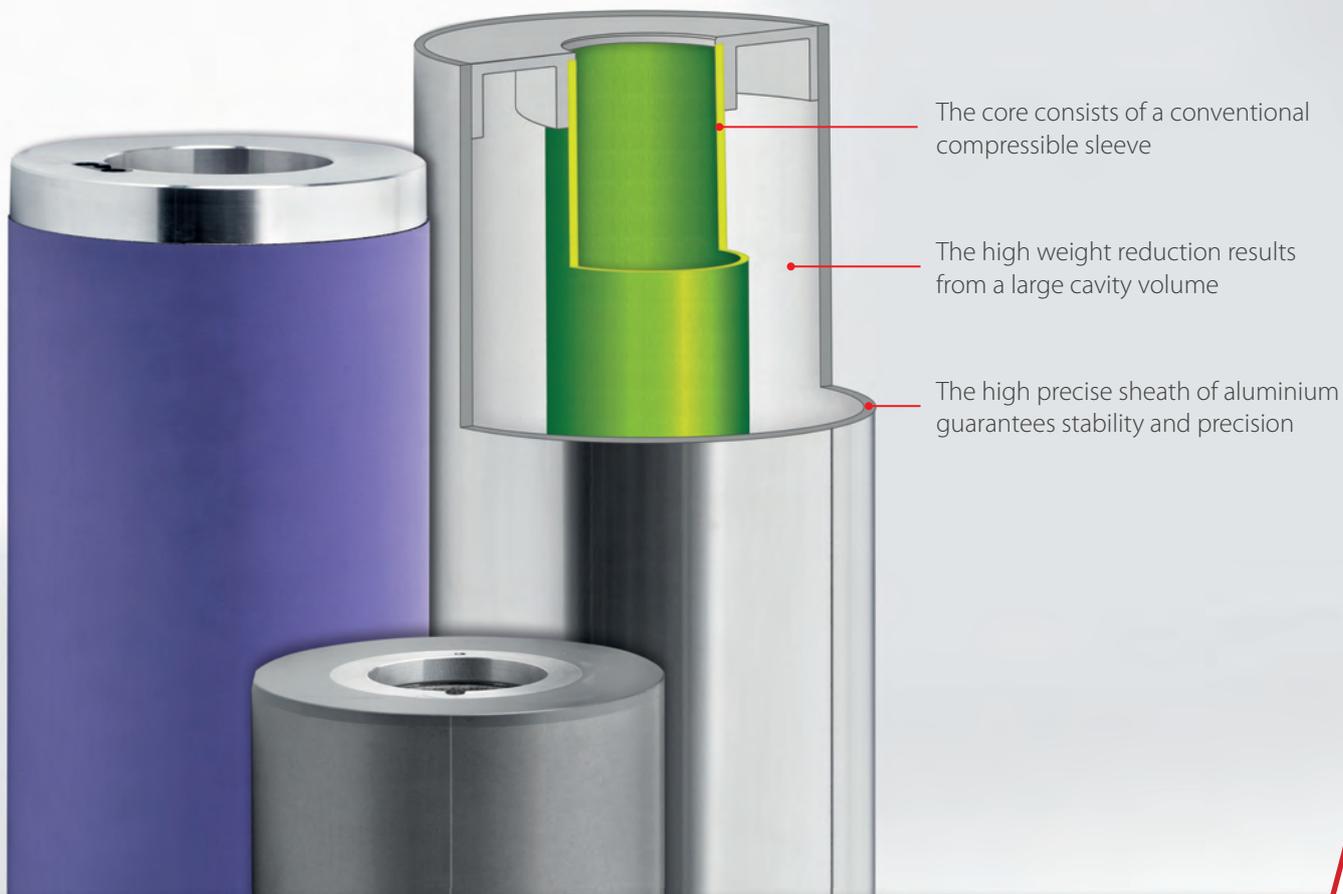
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IML Labels Xeikon operator Mark with Donald Caron (R)

The converter sends containers to a US university to be tested for migration every quarter and receives a report stating that the containers meet the parts per billion requirements for food safety. A substantial percentage of IML Labels' production is in the food sector, which requires minimum residual odor and no migration.

IML Labels is Gracol 7 certified. Therefore it uses gray balance characterization and calibration methods to fingerprint the offset presses and the digital press to manage color reproduction and consistency across processes. The converter is confident in printing either process to deliver consistency on-shelf.

Caron says, 'The color reproduction with the Xeikon is excellent, including the orange, reflex blue and white. We can use it to produce quality graphics on clear films.'

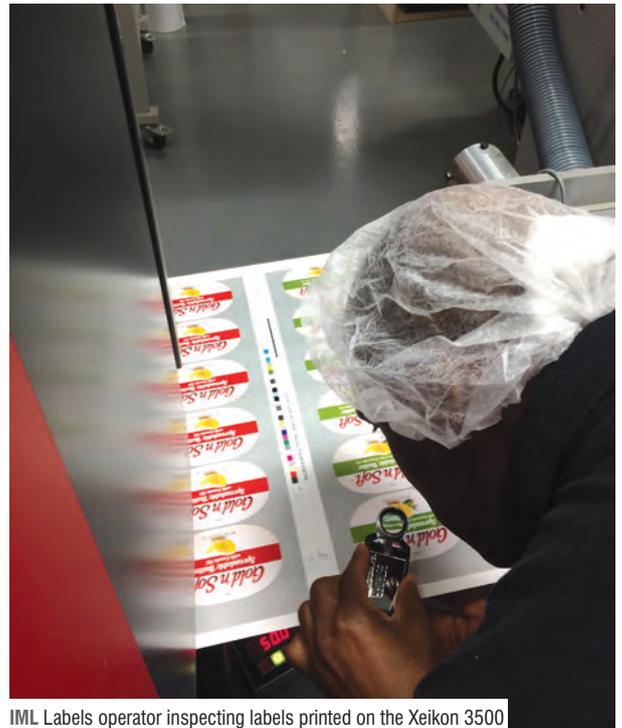
There is a good variety of polypropylene films available for producing in-mold labels - white, opaque, transparent, matte and glossy. Five layer films have a lower price point and a cavitated effect. Three layer films are available too for a glossy finish.

The polypropylene labels become a part of the container, typically made of the same plastic, during the molding process, which maintains the value of the container in the waste stream. Additionally, waste is reduced at retail because the labels cannot be scratched or tarnished, and the product looks great for longer on the shelf.

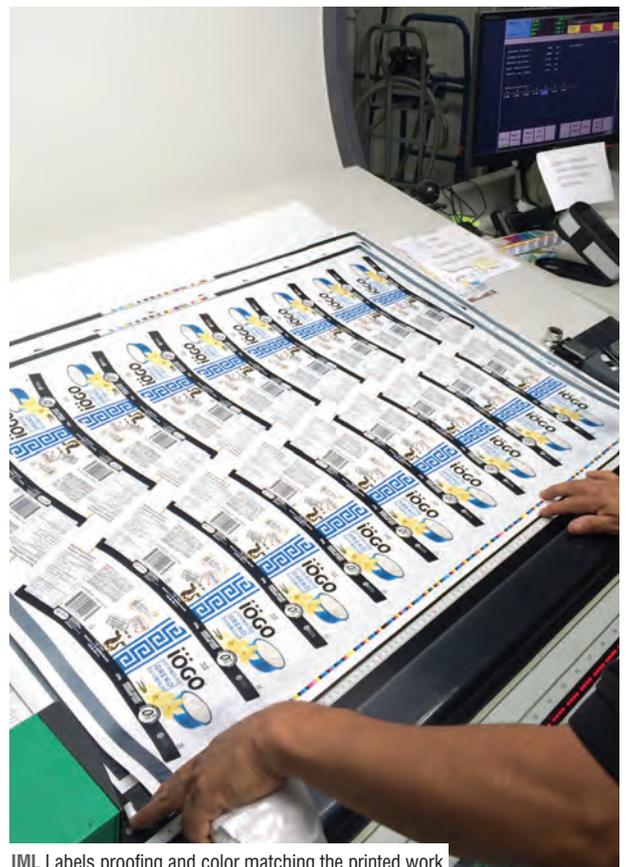
IML Labels makes die-cutting available per sheet or per bulk, and always matches the label formats for ultimate precision. A Grafisk Maskinfabrik finishing system supports the digital press with sheeting. IML Labels has great flexibility with flatbed PMC or sheet-to-sheet die-cutting systems.

The converter installed a new 40" sheetfed offset press over the summer of 2014 in Chicago to launch production there. The machine is capable of printing on both the front and backside of the substrate, which is important in meeting the increasing requirements for more information on packaging. It can produce as many as 12,000 sheets per hour. At 40,000 sq ft the new Chicago plant has the capacity to fit four offset presses and finishing systems to service the demand of brand owners in the area.

Caron says, 'We hope to open a second shift on the Xeikon machine as our business picks up in the US. Chicago is a great place to reach out to brand owners since so many major food



IML Labels operator inspecting labels printed on the Xeikon 3500



IML Labels proofing and color matching the printed work

producers have strategic locations there.'

The converter currently does not have a marketing department, but investing in such support is part of what IML Labels will do to encourage the opportunities made possible with the Xeikon, such as promotions and rapid imagery changes.

Caron says, 'These days when you print, you have to be ahead of the game, know the competition and what is coming in the future. We are extremely focused on IML production and understand the marketplace needs. We're customer driven and want to listen to them, and that's what makes us successful.'

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SICON Packs opts for Orthotec letterpress

Letterpress in India

AAKRITI Agarwal talks to suppliers and converters across the country to gauge the status of the letterpress industry in India

When, in India, I approached industry professionals to talk about letterpress technology, everyone asked one question. Why letterpress? It is a technology of the past. And yet most of them had something to share about the technology and quality it offers. Mostly being used for security printing and economical short run jobs, it is being used by both small and large printers. As Manoj Patel, owner of R K Label Machinery, said, 'A lot of printers start their business with a letterpress and later, as they grow, invest in a flexo press.'

Interlabels, now Skanem Interlabels, got its first Kopak letterpress in the 1980s and eventually bought a total of three letterpress machines. It still houses one of them at the factory in Vasai, Mumbai. Surinder Kapur of R K Papers in Mumbai installed a letterpress in its early days. Now, the young generation of Kapurs running J K Fine Prints has also installed an Orthotec CSL 3022 intermittent letterpress machine at their factory alongside other flexo presses.

THE CURRENT SCENARIO

Speaking on the current market scenario, Mehl Parmar, chief executive officer at FIP, said, 'We have sold a total of 50 letterpress plate making equipment

since 2010 and we get one to two orders every month.' R K Label Printing Machinery based out of Ahmedabad, Gujarat, sells about 50 letterpress flat-bed printing machines in a year. Patel says, 'Letterpress is more economical in terms of initial investment and is still a popular technology for short run jobs and security printing.' At R K Label Machinery, a letterpress is available for as low as Rs 5,00,000 (about 8,300 USD) while a flexo press starts at Rs 15,00,000 (about 25,000 USD).

Yuno Packaging, a printed packaging company based out of Bangalore, diversified into label printing with an investment of Rs 4 crore (about 677,000 USD), including the installation of a 6-color Orthotec CSL3022 in December 2013. An area of 3,000 sq ft at its facility has been dedicated to label printing. The Orthotec sits alongside a Komori Lithrone offset printing press, Bobst folder gluer, and automatic die punching and foil stamping equipment. Ashok Kumar, director at Yuno Packaging, said, 'We opted to go with letterpress technology to ensure superior print quality as most of our customers demand solid colors on their labels.'

Three Orthotec Concorditek presses were sold last year in India and the

company expects to double the figure this year. Amit Sheth, managing director, Label Planet, said, 'Orthotec is the first choice when someone thinks of letterpress. Competition is healthy for us as it benefits our label converters and increases their confidence on letterpress, which is dominant in Asian countries such as Japan, Korea, Taiwan, etc.'

Ranesh Bajaj, managing director at Creed Engineers estimates that there would be about 40 inline letter presses in operation including brands like Lintec, Iwasaki and Orthotec. In CI letterpress, he said, the number would be around 20 from brands such as Taiyo and Labelmen. According to Sheth, there are more than 300 flatbed letterpress machines running in India, about 20 rotary letterpress and about 30 intermittent machines.

He also said that the growth rate has declined over the last two years and added, 'We have seen seven to eight letterpress machines getting installed, both rotary and intermittent.' Bajaj said, 'I would assume there is zero growth in this industry. Not more than two to three are getting installed in a year and that too only in the niche market of printing on lamitubes.' According to him, not more than four letterpress machines are being imported annually.



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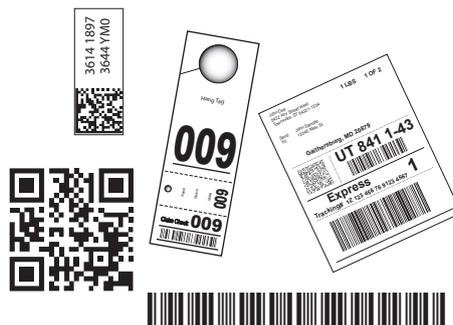
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TAIYO letterpress

EVOLUTION OF LETTERPRESS

Explaining the evolution of letterpress, Gautam Kothari, marketing director at Skanem Interlabels said that there are a lot of letterpress equipment manufacturers in the East who have been making high quality presses and providing good local support. This has kept letterpress technology popular in the East. Furthermore, flexo is a western concept, and till recently, there was no production in Asia. Now there are some flexo press manufacturers in China, but they have yet to evolve.

AMSG Ashokan, president, AIFMP said, 'Today, letterpress label printing is popular in Japan and other Asian countries. This is because of the ability to make high quality plates for letterpress using Esko CtP systems. A direct inking system from the plate to the substrate adds richness in printing as compared to other processes. The quality of letterpress inks and varnishes has also improved. Production speed may be the only limitation since letterpress label printing machines run at only 40 to 50 meters per minute as compared to the 100 to 120 meters per minute of flexo label printing machines. For small and medium runs, letterpress is better because the make ready wastage is lower.'

Kothari further elaborates, 'Traditionally letterpresses from Japan have been very strong on quality. However with the introduction of UV in flexo and development of better pre-press software and plates, today it offers more flexibility, higher speeds with good or even better printing quality. By the time the self adhesive market in India started gaining

ground, this development in UV flexo had already started, getting the industry in India to quickly adopt UV flexo.'

Bajaj explains that letterpress plates use thin plate technology with a thickness of only 0.95mm, which allows higher print quality with screen rulings of 150 LPI. Also UV letterpresses with paste inks are able to print smoother vignettes and shaper halftones. But, he pointed out, in the 80's and 90's, letterpress quality was way ahead of flexo, resulting in higher sales. But flexo has made tremendous strides in quality and as on date, its print quality is at par with letterpress. Flexo presses are easier to operate, have fewer moving parts and are available in wider webs.'

Sheth noted that India is struggling with a variety of options in technology. One has to understand that a proper study is required to identify the correct product to enter the label market.

Talking of evolving pre-press for letterpress in India, Sheth said, 'Letterpress manufacturers have been in talks with HD plate makers to give converters better print quality by providing the best dots and vibrant inking application.' Bajaj added, 'The digital plate making system for flexo and letterpress are the same. Layer Ablation Masks (LAMS) layer plates are available for flexo as well as letterpress and hence all digital pre-press houses that make plates for flexo can make plates for letterpress as well.'

THE FUTURE OF LETTERPRESS IN INDIA

Patel said, 'Ever since flexo has entered and evolved in the Indian market, there

has been slow growth of letterpress. However, I get repeat orders from my customers for both flexo and letterpress label printing machines.'

Sheth added, 'We see a mix of all technologies being adopted in India. Dominance of any single technology is next to impossible. Digital is growing but several factors are being considered in this technology which do not suit the Indian market. Basic knowledge of costing of label production is more important than adopting new technologies.' He adds that a combination of flexo, intermittent feeding, no tooling, full servo drive with tension and register corrections, in-line hot foil stamping as well flatbed conversion option will give users the best production in the most economical way.

Speaking of future technologies, Kothari said, 'Digital definitely looks promising, especially with the way it is evolving. However, I think there are certain advantages of conventional (UV flexo/UV offset) systems which digital falls short of. A combination of the two would be the future.' He added that in terms of quality, he would rate offset at the top, followed by UV flexo and then UV letterpress. Bajaj also sees flexo, offset and UV inkjet as future technologies in self adhesive labels.

Ashokan concluded, 'The future of label printing will lead to investing in multi-substrate and multi-process printing machines like flexo, offset, rotary screen printing and hot and cold foil stamping. This is needed due to high volume requirements of the FMCG and personal care industries with security features and labels that make their products more appealing.'



Conveying 'premium' in private label

SAFEWAY takes pride in its premium house brands, developing quality products and premium packaging that trigger consumer interest and repeat business. Danielle Jerschefske reports

Safeway is one of the largest grocery outlets in the US. The retailer, based in California, takes pride in offering its shoppers thousands of quality products under more than 15 different store brands. The retailer's signature private label, Safeway SELECT®, offers an array of products in various categories including beverages, snacks, sauces and frozen goods.

Bill Luna, director, packaging operations, Safeway, says, 'We give our shoppers the best taste, quality and culinary experience that we can, at a reasonable price. Our goal is to offer products as good as or better than the national brand leader in each category where you find the Safeway SELECT brand.'

'It's my job to insure that our carefully crafted foods become the hero of the packaging. Shoppers used to hide store brand products at the bottom of their cart. Not anymore.'

Anthem is part of the brand development group within SGK, a global brand development, deployment and delivery company that includes Schawk in its brand deployment group. Anthem recently won five awards for its Safeway SELECT vinegar, sparkling soda and chocolate bar products packaging designs in three leading competitions:

2013 VERTEX AWARDS IN INTERNATIONAL RETAIL BRAND DESIGN COMPETITION

- Jointly established by My Private Brand and Global Retail Brands
- 2014 GDUSA American Package Design Awards
- Presented by Graphic Design magazine for the best use of design to advance the brand promise, forge an emotional connection with the buyer at the moment of truth, and help make the sale
- 2014 HOW International Design Awards for packaging
- Recognizes design excellence on a global level

LABELS&LABELING

Tom Holownia, MD for Anthem San Francisco and vice president for brand development in the Americas, says, 'We are fortunate to work with a visionary client like Safeway that understands the power of design and the role packaging has in creating brand desirability. Packaging doesn't just contain the brand, it is the brand.'

STORE BRAND PRODUCT DEVELOPMENT

Safeway is vested in sourcing the best products it can, even if it means importing specialty vinegar from Italy and rich chocolate from Switzerland. Expert chefs in the retailer's culinary center create new recipes and foster ideas for fresh, original goods. Its consumer insights team and brand managers bring shopper knowledge and category innovation to the development pipeline. Together they analyze concept reviews and investigate market feasibility.

Safeway wants to create products that fit today's shopper, one that enjoys cooking and seeking out new things. Generally, retailers have a comparably short pipeline for innovation as opposed to vertically integrated brand suppliers. They can easily develop and place a product in their store. If it doesn't work, they can change it out for something else.

The retailer's executive management participates in new product concept reviews on a weekly basis by comparing samples for national brand likenesses. They taste everything that is put into the marketplace. Once consensus is found in commercializing a particular concept, the project moves into the packaging design and development phase.

APPLYING PRODUCT CONCEPT TO PACKAGING DESIGN

Private brand packaging quality is fundamental in conveying the quality of the product inside. 'The design has tremendous value,' Holownia, explains. 'Everything the consumer has seen, read and heard of is defined at that moment when they pick the item to the

The road to growth



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SAFEWAY Select Vinegars

right or left. It's about what ends up in the cart.'

Anthem is one of many agencies that support Safeway in digging deeper to better understand what target consumers are looking for and what its competitors are doing. When the agency receives a product brief from a client, creatives design around the emphasized language and strategy focus, incorporating aspects for appetite appeal and shopability. Packaging has to easily tell consumers what the product is, get them to pick it up – and make the purchase.

The design system can vary greatly within each category. It's easy to see the differences in these award-winning packages. Safeway prefers category expertise in style and will boldly forgo uniformity across categories to achieve excellence. This is particularly obvious with its line of vinegars. The one consistency across the Safeway SELECT line is the brand logo.

Design typically evolves from one or two SKU concepts. The flexibility and adaptability of the chocolate bar packaging gives added appeal when placed in a group on-shelf, creating a vivid pattern of color. The prominent position of the cacao percentage is important for shopability.

Holownia explains, 'Certain products will perform worse with homogenous design that does not flex for a category's needs. This makes for a slightly different development process because each category is its own project.'

DESIGN PRODUCTION

Luna has 35 years of experience in the CPG world. When he began at Safeway, Luna immediately noticed a major difference in the supply chain

complexity with printer partners.

Luna says, 'CPCs own their supply chain. In this business many of our products are co-manufactured and we must manage all of the relationships, formulas and specs through to the printing.'

The retailer manages more than 11,000 SKUs on the consumer brand side. Luna and Safeway brand management teams touch as many as 1,100 new SKUs per year, and conduct re-designs and maintenance on another 2,000 annually. Close collaboration tackles issues in a timely fashion.

For the vinegars, sodas and chocolates, both Anthem and Schawk collaborated with Safeway to deliver the winning results.

Schawk insures that designs can be applied within production parameters so that a client's expectations are managed and achieved. Schawk is responsible for the mechanical art, separating out color and extending consistent reproduction and quality throughout a line of products. Its brand deployment production experts are involved from the very beginning, monitoring the process until the very end to streamline time to market and keep costs down.

'We rely heavily on Schawk to be the main point of communication from us to our vendors and their printers,' Luna explains. 'We work with over 500 product suppliers and 600 printers globally. All the supply of printing and print management is accomplished through them.'

Danielle Pelczarski, VP, client services at Schawk in San Francisco, has 30 years of print production experience. In her role she reviews the designs and confirms whether they will deliver the

best results within a given printer's production restraints. Schawk's Minnesota location managed the final color proof for these winning designs, and delivered the details to the contracted printer. Once packaging is in the first production run Pelczarski reviews the work before it hits shelves, and delivers the quality report to Safeway.

Pelczarski says, 'I make sure the client gets the look and feel that they want. We look to avoid any issues when going to print and insure the quality meets standards prior to hitting store shelves.'

Adds Luna, 'Everyone at Safeway and Schawk is happy to live in beautiful chaos. It's fast and furious, but it pays off. We have some of the best products and best looking packages available in the marketplace.'

STORE BRAND EDGE

Since retailers have the great power of controlling their shelves, they can benefit from using the store as a focus group, thereby avoiding time-consuming shopper trials. Also, they're not committed to manufacturing products and can easily change formulas. Together this gives retailers more flexibility to respond than national brands and the opportunity to embrace risk to achieve innovation.

'Over time we have learned a lot about servicing Safeway and have an appreciation for how they need to move quickly as a retailer,' tells Holownia. 'Private brands can drive tremendous store loyalty when the organization is focused across categories and prepared to make a stance to play. The shoppers need a good experience with the brand and then there's no reason not to stay. And Safeway does a great job with the quality of its products.'

Since 2006 Safeway has won 45 packaging awards. Luna resolves, 'We cherish every award we receive. We feel very good about our packaging and how it provides a unique store environment. In the end, it's about helping the consumer get what they want and feeling satisfied with the choices they make.'



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MCCOURT Label installs the first Domino N610i in US

McCourt installs first Domino N610i press in US

MCCOURT Label has increased flexo capacity by moving high quality short run and variable print work onto its new Domino N610i press – the first to be installed in the US. Danielle Jerschefske reports

McCourt Label was founded in 1896 when Newton McCourt invented a label dispensing cabinet for drug stores, supporting cabinet sales with variable data labels. The business has grown to manufacture thermal transfer, laser and prime labels for a variety of market sectors, including direct mail agencies, non-profit groups, packagers, manufacturers, distribution centers, hospitals, pharmaceutical companies and automotive parts providers. It focuses mostly on medium to long run custom order jobs on its fleet of UV flexographic presses.

The converter has purchased and installed the first Domino N610i full color digital UV inkjet production press in the US. Dave Ferguson, president of McCourt Label, says, 'The investment in the full color Domino is our first step in the transition to digital printing technology. The press will allow us to compete in the shorter run, high quality, and variable printing markets. Any jobs that require versioning or variable data are and will be run through the Domino, and will be a huge gain in productivity.'

Variable data can now be printed inline with the new press. The converter does a lot of work requiring consecutive numbering and barcoding, which was all managed offline using either a laser or thermal transfer printer. Varnishing of variable codes can also now be completed in one step.

Says Ferguson, 'In some cases, we can produce in one hour what we used to run in an entire shift on flexo.'

The Domino N610i has a width of 13in and runs up to 246 ft/min. Ferguson continues, 'We selected the Domino because of the requirements that we had for very high quality printing on clear film and other substrates. The trials were superior to what their competitors could show us. And the print speed is superior, especially for variable imprinting.'

Says Sharon Zampogna, VP of sales, 'Much of the business requires printing on clear labels. The look of the white is very impressive, more opaque than flexo. When we are printing on

top of the white, it makes the other colors stand out even more.'

The converter uses estimating software to determine whether a job should run flexo or digital. It recently produced a 100k ft job through the Domino N610i since it worked out that it was more economical. McCourt Label anticipates producing 75 percent of its new business on the Domino. It supplies many labels for outdoor-type applications, so the UV inkjet was an advantage for ink lightfastness and durability.

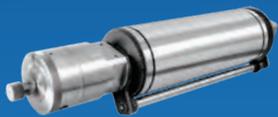
Zampogna adds, 'We have a new customer who has 228 SKUs for their product line. Their job would not have stood a chance of being produced competitively using our flexo machines. The Domino offers us the flexibility to print a wide variety of prime labels because the quality is there, but we can also effectively manufacture labels for industrial and durable jobs.'

McCourt Label is keen to grow its business by targeting label runs that it couldn't produce profitably without the Domino press. The converter now has the tools to produce small runs, multiple lots, long runs, and variable data work.



SEE Domino's video for McCourt label installation: <http://www.labelsandlabeling.com/video/digital-printing-installations-and-orders/mccourt-label-buys->

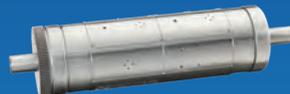
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A first look at ETI Converting's full in-line system with butt splicer and turret



BILL Drori from Group DC with Francois Bayzelon of ETI Converting

Tamper proof tapes perform for Group DC

GROUPDC secures packages with sophisticated self-adhesive tapes produced on ETI Converting equipment, writes Danielle Jerschefske

GroupDC produces highly specialized tamper evident security labels and tapes on narrow web ETI Converting equipment. In high value industries like pharmaceuticals, electronics, finance and transportation, supply chain managers need help with controlling the volatility of their supply chain.

GroupDC president, William Drori, developed the proprietary construction over years of researching advanced materials that when united could combat seal tampering on valuable packages. The PS construction sandwiches thermochromatic inks between the facestock and liner with specially formulated adhesives.

Criminals will attempt to breach such advanced tapes using extreme heat, aerosol spray products or by freezing the material. With standard adhesives and PS constructions, the adhesive would become temporarily ineffective so the label could be peeled off. GroupDC's tapes cannot be peeled away or reapplied. Rather, they reveal a hidden message customized to meet a client's needs, leaving permanent evidence of any attempt.

Drori says, 'Our customers are confident in incorporating our tapes into their products. They leave a clear and obvious message when a breach in their customer's value chain has been attempted.'

The complete manufacturing process is performed in a secure environment at GroupDC's facility in Montreal, Quebec, Canada. The converter has the ability to add sequential numbering using inkjet printing. The products are sold directly to plastic bag manufacturers and packaging wholesalers that make items like cash and carry bags and transit envelopes.

GroupDC invested in its first ETI Cohesio in 2007. The 10in machine is capable of converting many types of paper, board or film material into a self-adhesive construction. Operations run over three shifts, five days per week.

Production reached capacity at the end of 2013. GroupDC purchased and installed a second Cohesio in August, a 13in machine with four color stations. The Cohesio features a new unwind with side entry to reduce material waste. It was installed facing the original machine so that operators can support each other during job production.

Drori says, 'The Cohesio machines work perfectly to construct our applications and ETI Converting is always supportive when we need their input. We went a little wider with this new system to take advantage of the throughput.'

ETI ENGINEERS AHEAD

ETI Converting has started manufacturing butt splicers and turret rewinders to install inline with its coating and printing machines. The supplier shipped a massive 22in Cohesio with non-stop production equipment to the US in August.

Explains Maxime Bayzelon, ETI Converting president, 'We feel it will improve our ability to provide effective service and support to clients. When an issue arises, they only need to make one phone call.'

The supplier recently introduced a patterned adhesive cylinder to apply hotmelt adhesive at high speeds precisely where it's wanted. In this way users can slit material on the dry edge of the adhesive without impacting material quality. This makes room for converters to expand into more verticals including coupons and special adhesive forms like laser sheets. ETI has three operating in the market.

ETI debuted its Pellicut die-cutting station to the Americas at Labelexpo this year. The Pellicut is a heavy duty module for precise die-cutting. It includes a 'W' type anti-deflecting system to avoid pressure cutting variation, and a die equalizer system to correct for the thickness inconsistency of magnetic plates. The unit is fully servo-driven and equipped with a cassette system for rapid changeovers.

This patented technology enables die-cutting with a regular die down to 18 microns on polyester film, and also standard 20# SCK or glassine liner at speeds up to 750 ft/min. The Pellicut is available as a stand-alone unit or can be retrofitted to a Cohesio or an existing servo-driven label press. The system comes standard on the supplier's Mini Cohesio.



L-R Jorge Garrido and Guillermo Garino at the company's factory in Montevideo, Uruguay



THE Nilpeter FB 3300 was installed last year

Garino Hermanos combats small local market

A flurry of investment in equipment from HP Indigo, Nilpeter and Prati has allowed 94-year-old Uruguayan converter Garino Hermanos to continue its impressive history of diversification – crucial in a local market of only 3.3 million people. James Quirk reports

Uruguayan converter Garino Hermanos, founded in 1920 in the capital Montevideo, embarked on a flurry of investment late last year which saw it install a fourth Nilpeter press, a HP Indigo ws4600 and a Prati inspection rewinder with inkjet printing capabilities.

Directors Guillermo Garino and Jorge Garrido – cousins whose grandfather was one of two founding owners of the company, which remains family-owned to this day – believe the new machinery will increase production by 30 percent this year, as well as allowing the company further opportunities to expand its already wide-ranging product line.

Based in a local market of only 3.3 million people, diversification has been a key facet of Garino Hermanos' history since its foundation in 1920 as a printer of basic sheetfed products. Originally named Schmidt & Garino – after the man who founded the company with his brother-in-law Guillermo Garino, the grandfather of the current directors – the company installed Uruguay's first business forms press in 1949 thanks to a partnership with UK-based Lamson Paragon (later acquired by Moore Business Forms in 1975).

In 1952, Garino bought out Schmidt and renamed the company Garino Hermanos. It continued to focus on business forms and sheetfed products before branching out into security printing with checks and tickets in the 1980s. Seeing the business forms market in decline, the company moved into label printing in 1998 with the installation of a Nilpeter FA 2400 flexo press, two more of which followed over the next eight years. The machines can handle short runs down to 200 linear meters.

Today, the company is split between two divisions which each represent an equal share of the overall business: Information Services, opened 20 years ago, handles transpromo work, software development, document digitalization, cross media and electronic billing. The second division, Graphic Arts Services, produces security documents and business forms on

four Muller Martini web offset presses; and tickets, labels and promotional products including scratch-off cards on its one HP Indigo and four Nilpeter presses.

Though the company's interests are wide-ranging, director Guillermo Garino cites security printing as its core area of expertise: evidenced by the presses being housed in their own climate-controlled sections of the plant, a requirement of a client list which includes banks and the Uruguayan government. This expertise in security printing – combined with the company's investment in new technology – is now bringing Garino Hermanos into new markets such as tax stamps and event and parking tickets.

'This is our focus,' reveals Guillermo Garino. 'We don't want to sell products by volume or by cost. We want to focus on value-added products and on service. If it's off the shelf, then anyone can do it.'

'But it's a big challenge. We produce highly technical work, and the products have to be adapted to the local market – which of course is small, given Uruguay's population. The country also imports a lot of labeled goods. Sometimes we lack the economy of scale to make as much profit as we would like – hence the need to be constantly moving into new areas. We try not to aim for the mature markets.'

If Garino Hermanos is a savvy operator today with regard to its label production, this is partly borne out of the experience of a failed first foray into the market. In 1998 Garino acquired IUUSA, a local packaging company which produced shrink sleeves and wraparound labels and counted Coca-Cola among its clients. The venture was unsuccessful, however, and closed in 2007.

'The experience taught us a great deal about packaging products and clients in that sector, who are different from the clients we were used to dealing with, such as banks,' says Guillermo Garino.

Though 10 percent of the Information Services division's business is exported to other South American countries, the



THE sheetfed section of the factory houses four Muller Martini presses and Hunkeler finishing equipment

company's label products are all sold into the local market – further increasing the need to expand product lines. 'It is difficult to compete with other markets by exporting labels, due to logistical challenges and high local production costs,' says Guillermo Garino.

The installations of the HP Indigo ws4600 and fourth Nilpeter press – an FB 3300 with 13in web width, eight colors, hot stamping, silkscreen and variable data printing capabilities – as well as the Prati inspection rewinder, are designed to aid the continuing process of diversification.

The HP Indigo digital press, only the third such machine in Uruguay, is well-equipped to deal with work in a country where technical director Jorge Garrido wryly admits 'The short runs are very short'. He believes the digital machine will handle 50 percent of all label jobs, perhaps in around six months. 'Not in terms of total production, but in the number of jobs – due to the quantity of short run work.'

The Prati inspection rewinder with integrated inkjet unit, meanwhile, has proved such a success that a second was ordered at the beginning of this year. Further finishing capabilities are brought by a Rotoflex slitter rewinder, while Hunkeler equipment handles the same for work coming off the Muller Martini offset presses.

Garino Hermanos relies on an external plate supplier, preferring to concentrate its efforts on high quality printing. Flexo experience and knowledge have been hard to come by: with 2013 a period of great investment in new technology, and 'a year of learning' according to Jorge Garrido, no fewer than 12 technicians from various suppliers were ensconced in the factory during the course of the year.

Garrido himself takes an active role in the company's R&D department. 'I studied chemistry, so I'm passionate about that side of things. I ask the suppliers a lot of questions; I like to speak to the technical guy directly. I also think suppliers should

communicate with each other far better and collaborate far more than they currently do.'

Garrido has attended more than 30 exhibitions – including all the Drupas and Labelxpos 'for as long as I can remember'. 'Knowledge of printing is very difficult to find, so we are constantly in touch with suppliers. Training and after-sale support are absolutely crucial to us. It was Bo Meyer of Gerhardt who taught me the concept of 24/7 availability – it was written in his email signature.'

Label production is mainly divided between the wine, cosmetics, pharma and security markets; workflow is brought together by customized software developed by the Information Services division. Running two shifts, five days a week, the company is housed in two buildings covering 7,500 square meters. Its 200 employees are split between the two divisions.

The company's continuous history as a family-run business is a source of great pride: a wall of photographs charts the various generations. Original founder Guillermo Garino – grandfather of the current directors – was joined by his two sons in the late 1940s. Current directors Guillermo Garino and Jorge Garrido joined in the 1970s, along with Garrido's brothers Esteban and Walter, both engineers. Guillermo Garino's sister Gabriela is sales manager of the Graphic Arts Services division; a further cousin, Ignacio, is general manager of the Information Services division. Another cousin, Carina Corte, is general manager of the Graphic Arts Services division and, alongside Guillermo Garino and Jorge Garrido, one of the company's three main directors.

The fourth generation, mainly in their twenties and at university, is also involved: two of them work part time during breaks from their studies. 'But it is harder nowadays to keep them around,' reveals Guillermo Garino. 'Many of them will study and live abroad. There won't be as many involved with the company as from the third generation.'



L-R Examples of Garino's work in promotional products, event tickets and food labels





L-R Nicolas Zaidan, sales manager, Grupo Fibrafil, and John Cavey, Latin America sales manager, Mark Andy

Grupo Fibrafil plans expansion at home and abroad

LIMA-BASED Grupo Fibrafil has installed Peru's first Mark Andy Performance Series press, as it embarks on ambitious plans for expansion both at home and abroad. James Quirk reports

Grupo Fibrafil has installed Peru's first Mark Andy Performance Series press, a P5, in a deal which will also see the US manufacturer supply the Lima-based converter with two further P5s next year. One of these has been earmarked for Grupo Fibrafil's planned new site in Medellin, Colombia, which is due to open towards the end of 2015.

Grupo Fibrafil is one of the leading Latin American producers of two agro-industrial products: shade cloth and tomato twine, which are deployed in greenhouses. The company moved into label production in 2012 with the installation of an 8-color Gallus ECS 340 flexo press.

As reported in L&L issue 2, 2012, the company was encouraged to move away from its core market – for which it produces 1.82 million square meters of products a month on a fleet of 21 machines – because of the 'great potential for growth' in the Peruvian label sector.

According to Nicolas Zaidan, the company's sales manager, the granite-based Gallus press – with which he reports to be 'very happy' – was at full capacity within six months of its installation, running mainly pressure sensitive materials and some shrink sleeves.

Wanting to further expand its shrink sleeve market share, Grupo Fibrafil opted for a 9-color Mark Andy Performance Series P5 with a 17 inch web width. Equipped with a Teknek cleaning system, Vetaphone corona treatment, turnbar, lamination and cold foil, it can run pressure sensitive and film materials. The deal was done in conjunction with Ferrostaal,

LABELS&LABELING

"I see Grupo Fibrafil as one of the fastest-growing flexo companies in Peru"

which has represented Mark Andy in Peru for the last 18 months.

A second Mark Andy press – also a 17-inch P5 – will be installed next year at Grupo Fibrafil's 11,000 sqm site outside Lima. The company will move all production of its agro-industrial products later this year to a new 12,000 sqm site 15 minutes' drive away, allowing the existing factory to be dedicated entirely to label printing. 'The new factory will change everything,' says Nicolas Zaidan.

Expansion is also taking place abroad. Grupo Fibrafil currently exports 15 percent of its label production, mainly to Colombia. Keen to take advantage of the growth in the Colombian label market, the company will open a factory in Medellin, where a large part of the country's flexo market is based, towards the end of 2015. A Performance Series P5 with Mark Andy ProLED UV LED curing will be installed in the new site.

'We want to serve the Colombian market with local production,' says Zaidan. 'The market is growing there, but it is quite expensive. With two facilities, buying materials in bulk, we will save money and be more profitable.'



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GRUPO Fibrafil's plant houses 21 machines for the production of shade cloth and tomato twine

“The Mark Andy press has surpassed my expectations. There have been no problems and the machine was running at 200m/min straight away”

the market needs to pay attention.’

Cavey also believes that the Performance Series P5's automation and ease-of-use – a sentiment echoed by Zaidan – makes it well-suited to the Peruvian market. A lack of graphic arts training schools in the country means that converters often complain of struggling to find talented operators; Grupo Fibrafil itself counts a number of Colombian supervisors among its staff, brought in to provide the experience that is difficult to find locally. Shortly after the installation, three of Grupo Fibrafil's staff will be sent to the Mark Andy University in St Louis for training.

The converter has also installed a Kodak Flexcel NX platemaking system, the supplier's first narrow web installation in Peru. Supported by Kodak's Prinergy workflow and Concept 205 plate

SURPASSED EXPECTATIONS

The Mark Andy Performance Series P5 arrived two weeks before L&L's visit, and Zaidan was bullish about the machine's early performance. 'I am very happy with the Mark Andy press; it has surpassed my expectations,' he says. 'There have been no problems whatsoever and the machine was running at 200m/min straight away. It does everything that they said it would. And the best aspect of the installation is the after-sales service, which has been spectacular.'

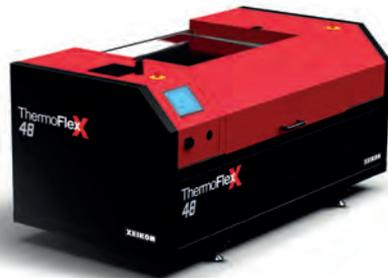
As well as producing shrink sleeve labels, the press will allow the company

to move into security label printing, according to Zaidan.

Mark Andy seems equally pleased with the deal, coming as it does with the promise of two more machines next year. 'I see Grupo Fibrafil as one of the fastest-growing flexo companies in Peru,' says John Cavey, Latin America sales manager for the press manufacturer. 'The company has a large, successful business behind it which provides financing and infrastructure support [see boxout]. Nicolas Zaidan and his father are aggressive businessmen; now that they have turned their attention to flexo,

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REGIONAL FOOTPRINT

Grupo Fibrafil's rapid expansion has been facilitated by the fact that it is part of a much larger group, Grupo Zaidan, which has an additional factory in Chile and offices in Colombia, Costa Rica, Mexico and Uruguay. It is only in Peru that the company is known as Grupo Fibrafil; the other offices in the region all fall under the Grupo Zaidan umbrella.

Grupo Fibrafil is one of the leading Latin American producers of two agro-industrial products: shade cloth and tomato twine, which are deployed in greenhouses.

The company's original business also provides the label printing division with an immediate client: 25 percent of production is dedicated to labels for Grupo Fibrafil's agro-industrial products.

The group's regional network of offices around the region plays an important part in Grupo Fibrafil's planned expansion in the label market, as it will facilitate its serving of foreign markets. Zaidan says he will employ a dedicated label salesperson in these other offices to sell directly into their local markets. Even export costs are not a problem, as the company already sends its agro-industrial products around the region, allowing label runs to be added to existing shipments.

Export has already begun to Colombia and Chile, while Costa Rica and Ecuador are also being targeted.



L-R Carlos Moraga Diaz, flexo printing application specialist, Kodak; Nicolas Zaidan, Grupo Fibrafil; Diego Battaglia, technical sales support, Kodak

processor, the Flexcel NX system will be used to produce and sell wide-web plates for other markets, as well as for in-house production of label plates.

A Rotoflex inspection rewinder will also be added later this year, to join existing converting equipment from Karlville and CEI. Label production equipment is completed by a plate munter from UK company JM Heaford and a Flexowash anilox cleaner.

Since its move into the label market two years ago, Grupo Fibrafil has made

impressive strides. Last year it printed 2.5 million square meters of labels; this year it's on course to produce 3.2 million sqm. The forecast for next year is five million sqm. Its core markets are beverages and liquors, stickers for children's schoolbooks (a popular promotional market in Peru), and PVC labels for yoghurts and other dairy products. The company is seeing success in other areas too – with 30 percent growth in its agro-industrial business over the last two years.

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L-R Lucio Cornejo, coating supervisor, and Giancarlo Campodonico, operations manager, in front of the Olbrich adhesive coating machine



FOUR of Kuresa's five Ilma machines at its plant in Lima

Kuresa sees changing landscape in Peru

KURESA, Peru's leading label converter, has seen dramatic changes in its local market in recent years. James Quirk reports

Few label markets can have developed as rapidly in recent years as Peru. Historically dominated by offset printing and a big importer of labels, the Peruvian industry has seen an explosion of new self-adhesive label converters taking advantage of strong growth in the local market. This has been stimulated by one of Latin America's highest GDP growth rates over the last five years, as well as membership of the Pacific Alliance, a free trade agreement with Chile, Colombia and Mexico.

Lima-based Kuresa, also the country's leading producer of adhesive tapes, moved into label printing in the late 1990s, when the local industry was still in its infancy. Printing high quality prime labels on Ilma letterpress machines – and winning numerous FINAT awards en route – the company quickly built a dominant position in the local industry.

In recent years, there has been a surge in the number of local competitors – managing director Jaime Yoshiyama estimates there to be now around 12 important self-adhesive label converters installing advanced technology in Peru; a few years ago there were less than a handful.

Both start-ups and companies entering label production from different sectors are jostling for spoils. Among the former is Primitiva Label (see L&L 2010), founded by Chilean label empresario Fernando Aravena in a joint venture with flexible packaging converter Union Plast. Also covered in L&L, examples of the latter include Grupo Fibrafil (L&L 2012, and see pages 68-71 in current issue); pre-press house Zetta (see next issue of L&L) and Cimagraf (L&L 2014), whose historical expertise in editorial, carton and sheetfed label printing has now been complemented by self-adhesive label production on presses from Nilpeter and HP Indigo.

'The landscape of the Peruvian label market has changed considerably over the past five years,' says Jaime Yoshiyama. 'There is a lot of new competition: companies entering the market from scratch or from other sectors such as wide web and forms printing.'

Kuresa itself continues to prosper: its label business is growing at 22 percent this year, according to label production manager Gustavo Miffiin, against a back-drop of 15 percent growth in the Peruvian label market as a whole. Yoshiyama attributes this year's growth to the addition of new accounts, while production capacity has also increased with the installation of a fifth Ilma

press – this time, a flexo machine – at the end of 2013.

Kuresa's other four Ilmas are letterpress machines equipped with flexo, silkscreen, reverse printing and hot and cold stamping capabilities. The latest, though, is a 6-color flexo press with silkscreen, corona treatment, lamination and UV varnishing. 'We wanted a more economical machine to handle simpler work – it means we can serve customers who want simple labels at the same time as their higher specification jobs.'

Kuresa operates in the cosmetics, personal care, food and beverage markets, with a production capacity of nearly six million sqm of labels a year at the 23,000 sqm factory outside Lima to which it moved in 2011. Up to 25 percent of production is exported, mainly to Colombia and Ecuador.

With increased competition in the local market, Jaime Yoshiyama is keen for Kuresa to continue to develop its technology and products. Aside from the fifth Ilma press – on which a move into flexible packaging production is a possibility in the future – further investment has been made in pre-press, with the arrival of a Cosmolight water-wash platemaking system from Japanese company Toyobo, represented in South America by Argentina-based Leftech. In October this year, the company will take delivery of a third Rotoflex inspection rewinder, which Yoshiyama says will further shorten production lead times and improve service. The company is also looking into what benefits might be brought by investment in digital printing, while Yoshiyama has further plans which cannot yet be revealed.

Growth in its label business may also be assisted by Kuresa's adhesive tape division. The company's Olbrich adhesive coating machine, which runs at 150m/min with a 1,600mm web width, brings Kuresa's annual production capacity to 80 million square meters of adhesive tapes, and will also allow the company to produce its own specialty self-adhesive label material.

Yoshiyama emphasizes that increased local competition is good for business. 'It shows the market is growing.' Yet there is a negative aspect: a lack of graphic arts schools in Peru means that finding talented, experienced operators is difficult. New companies entering the market will often attempt to lure workers away from rivals. Kuresa lost one prized operator to a competitor for a 100 percent pay rise. 'I can pay the same, but then I'll have a line of people asking for similar rises. There needs to be more communication among Peru's top label converters.'

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Aguazul and Orizon: two different stories to tell

DIFFERENT design strategies can be used to create the 3D packaging identity of the same beverage. Guillermo Dufranc of package design agency Tridimage provides case studies from Honduras and Argentina

In the world of design, it is said that there are as many design solutions as designers. We agree, but it is also true to say that not every solution is necessarily a different design strategy.

At Tridimage we believe that to plan a strategy it is essential to focus on the story the brand has to tell. For that reason, before taking action, we have to analyze the general outlook (the market), learn about the battlefield (points of sale), the contenders (competitors) and the weapons available (resources). Although the war terminology might sound quite aggressive, it is perfectly suited to talking about strategy.

There are plenty of different design and communication strategies in the mineral water market. It is amazing how the same beverage, with similar characteristics, can be embodied by a profuse set of graphic resources in the diverse label designs that we can find on the shelves. In the examples of Aguazul and Orizon, each tells its own story, its own message which is appropriate for the product and which emphasizes its chief attributes.

AGUAZUL – LOOKING INTO THE FUTURE

Aguazul has been the most successful purified water brand in Honduras for more than 40 years. Despite being a high-quality product, the company and the product's excellence were not evident in its 3D packaging identity. The decision was taken to get a new and fresh design look to allow the brand to remain as a leader for many years to come.

The key point was to focus on communicating the advanced technology involved in the Aguazul water treatment and filling line: a key attribute that makes it stand out from other water brands. The company and Tridimage's team knew that a powerful and unique brand identity could be created based on this idea.

The structural PET bottle design, supported by the 'osmosis' concept, a technological process to purify water, has an innovative shape built by a faceted waistline which outlines slender water drops on both sides. The bottle symbolizes purity while the drops allow us to see inside the bottle, as if they were windows displaying the product quality.

The logotype, totally renewed, uses curved and straight lines that render a bold and dynamic brand image.

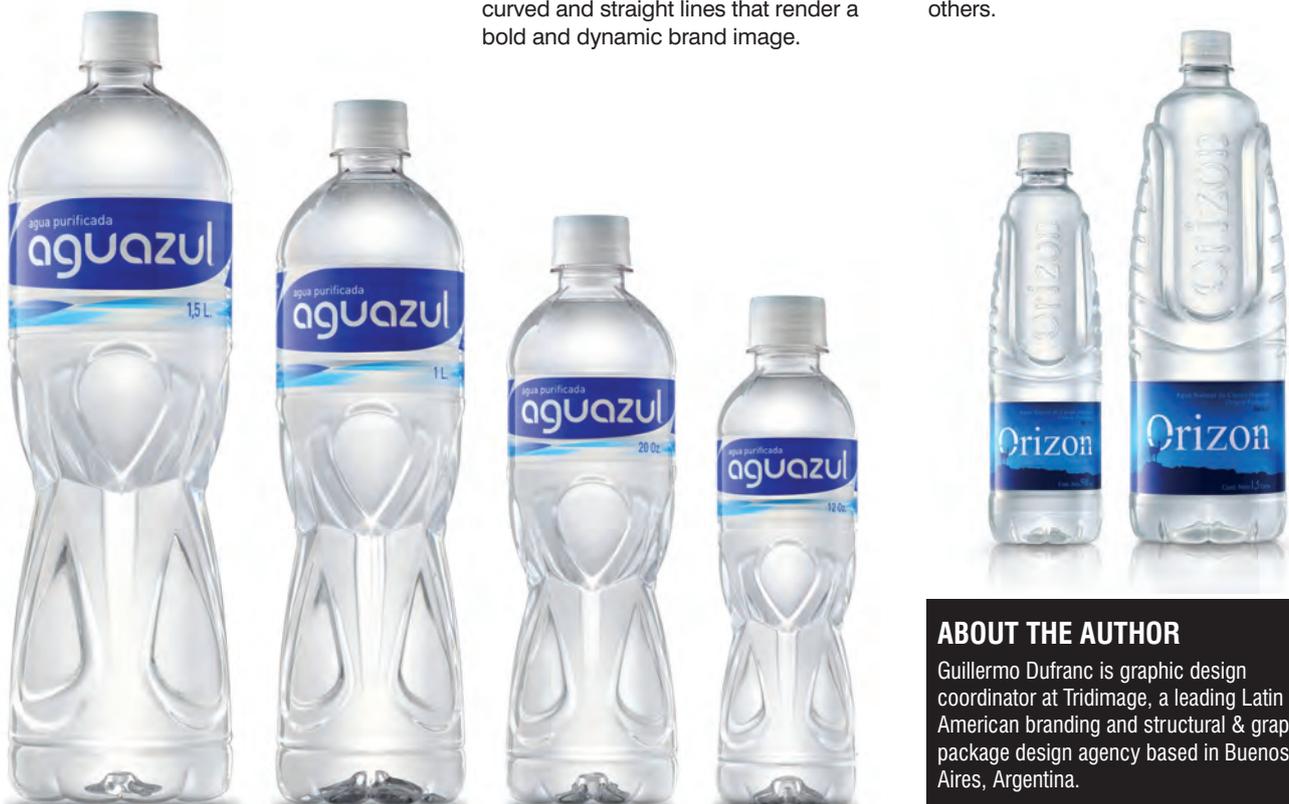
ORIZON – AN OWN LANDSCAPE

Orizon mineral water comes from natural springs in Argentina's Patagonia region. Tridimage was commissioned to create naming, 3D packaging identity, brand and label design for Orizon. From the beginning of the project, we wanted to bring the region's typical calm and quiet pace to the brand.

The label's graphic design evokes a peculiar skyline, inviting the consumer to contemplate the scenery with minimal resources and a subtle illustration. The native Guanaco brings a distinctive personality while creating an eye-catching brand icon. The deep blue background color symbolizes the wind that blows through this land of infinite horizons.

The structural design of the bespoke PET bottles embraces the product, while its curved shape strengthens its structure.

These two examples show how the same product, mineral water in this case, can be approached with two different design strategies. The most important matter is to keep in mind the main characteristic of the brand, to think what makes it special and differentiates it from others.



ABOUT THE AUTHOR

Guillermo Dufranc is graphic design coordinator at Tridimage, a leading Latin American branding and structural & graphic package design agency based in Buenos Aires, Argentina.



THE blow mold workshop

China's IML visionary

KEVIN Liu reports on an impressive 'One-stop' IML container decoration and production center at Hengli'an, China – and a president with a mission to convert end users

As a hot field in the label industry, the processing technology of in-mold labels (IML) is very complicated. It requires that a printed label is put directly into a mold, so the label and the container are fused together by injection or blow molding to make an integrated packaging container. Therefore, IML is perfect for the decoration of bigger and large-volume packaging containers. Together with the advantages of permitting a lower weight for products and reducing the overall packaging cost, IML has become the choice for many end users in China.

'We all know that IML has many advantages like all-round design, labor-saving, environmentally friendly and highly adaptable to circumstances,' says Yang Ying, president of Beijing Hengli'an. 'However, today IML accounts for less than 0.5 percent of the label market in China, a huge gap compared with the technology's two percent share in the international market.'

With the complexity involved in the processing chain, it is often hard for printers to grasp the entire process of IML production. As a result, not many printing plants have engaged in this industry – only 40 of China's more than 6,000 label printing plants.

'The main reason that IML has not developed well enough in China lies in the fact that IML is an integrated industry chain which requires various technologies including label materials, printing techniques, mold manufacturing technologies, mechanical automation technologies, injection molding and blow molding and so on', says Yang Ying. 'And all these fields need to cooperate with one another.'

Hengli'an was one of the first Chinese companies to promote IML. 'IML is our main product', says Yang Ying. 'We have set up a "one-stop shop", providing all services for IML production including designing, printing, injection molding and blow molding. We treat each customer as an end user by providing them with all processes including the end product.'

Established in 1993, Hengli'an consists of three companies: Beijing Winpound Base Advertising Media (design, advertising, media), Beijing Yazhengyuan Color Printing (label printing) and Beijing Uni-Wachen Packaging Product (plastic packaging).

In 2001, Hengli'an became the packaging supplier for China National Petroleum Corporation, providing services including designing and screen printing. In 2006, Hengli'an successfully

undertook the mass application of IML for CNPC's well-known Kunlun Lubricant brand. Today, the clients of Hengli'an come from all over China, including CNPC, Sinopec, Beijing Wangzhihe Food Group, Mengniu Dairy and other famous clients in industries like lubricants, food and consumer goods.

ONE-STOP SERVICES

Explaining why Hengli'an chose to introduce its one-stop service, Yang Ying explains: 'IML is still a "rookie" in the (Chinese) label industry. At this stage of exploration, there remains a lack of systematic industrial standards. Especially in terms of injection molding and blow molding, every manufacturer follows its own practices and experience with different equipment and technology levels. So when it comes to changes in the container shape and the material, problems like label bubbling and label wrinkling often occur. These problems can only be solved by repeated adjustments.'

Hengli'an therefore developed its own standards for quality control of the entire production process.

'After the establishment of our own plant for injection molding and blow molding, we made a careful study of the entire procedures of printing, injection molding and blow molding including the elimination of static electricity in printing and storage, as well as time, pressure, cooling time and mold temperature control in injection molding and blow molding,' says Yang Ying.

Hengli'an has its own design team. Team members will design technically 'achievable' labels, considering the feasibility of the printing, injection molding and blow molding stages. Offering these kinds of comprehensive one-stop services have won Hengli'an the trust of its clients.

'By one-stop services, we not only mean services for end customers like CNPC and Sinopec, but for clients who complete intermediate procedures like printing, injection molding or blow molding in our company,' says Yang Ying. 'We set "Hengli'an" standards for each procedure. If products which are manufactured according to our standards encounter any problem at any stage, we will be held accountable.'

With the expansion of production scale, Hengli'an moved into a new plant in 2010. The plant is located in the Biomedicine Industrial Base in Beijing Daxing district. The plant covers more than 12,000 sqm with workshops covering more than 9,000

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sqm. Its subsidiary Beijing Winpound Base Advertising Media now has a huge design team which provides designs for logo, variable information, print adverts, packaging etc. The subsidiary which specializes in printing, Beijing Elegance Origin Color Printing, has three sheet-fed offset presses, two rotary letterpresses and one Sakurai automatic screen printer, with the recent installment of a KBA 5+1UV printer in 2013. The company has its own CTP equipment in preprinting and post-processing areas. The subsidiary which specializes in packaging, Beijing Uni-Wachen Packaging Product has more than 20 blow molding and injection molding machines.

INJECTION VS BLOW MOLDING

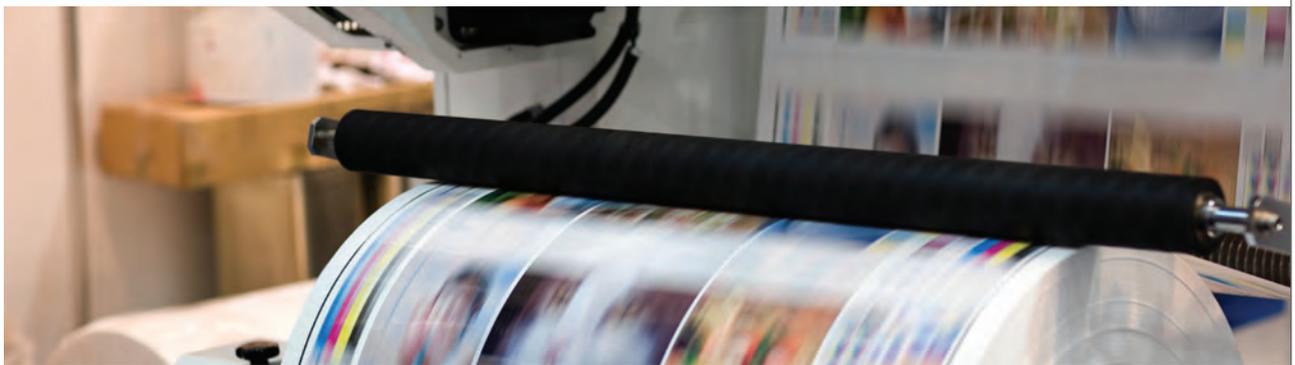
Injection molding and blow molding are two ways for shaping IML containers. With blow molding, the extruder squeezes out the semi-molten hollow plastic cylinder, allowing the plastic resin to gradually drop into the mold. At the same time, the robot puts the label onto the inner wall of the mold and closes the mold to clamp the semi-molten hollow plastic cylinder. When air enters, the container takes shape by expansion.

With injection molding, the label is first attached to the inner wall of the female die. Then the female and male are brought together before injecting the semi-molten resin material into the closed mold through the filling opening. 'Internationally, IML by injection

molding develops faster with more extensive scope of application than blow molding,' says Yang Ying. 'However, the opposite occurs in China. In China, although the label material for blow molding is more expensive than that of injection molding, the cost of robot and mold making for blow molding is comparatively lower. Meanwhile, the equipment for blow molding is cheaper than that of injection molding. Therefore, the technology of blow molding develops faster and earlier, accounting for 95 percent of the market.'

In its early stages, Hengli'an only used blow molding technology. It has recently installed two sets of injection molding equipment. 'The technology of injection molding can complete the

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THE Henrienne plant

shaping and labeling of large plastic containers, replacing the current tin packaging,' explains Ying Yang. '(IML) plastic packaging has major advantages in aspects including price, aesthetics and anti-counterfeit. Furthermore, IML by injection molding can also be applied to food packaging containers, such as ice-cream, salad dressing and butter, as well as childrens' toys, stationary etc.'

Yang Ying says the future development of injection molding in China looks good. By investing in new technologies and improving its processing capacity for plastic packaging containers, Hengli'an aims to continuously strengthen the comprehensive scope of its one-stop services.

MAKE THE "CAKE" BIGGER

Yang Ying has another identity: the director of Printing and Printing Equipment Industries Association of China (PEIAC)'s IML Professional Commission. The commission was founded by PEIAC at the end of 2013. Its main purpose is to promote the development of IML in China. After leading the development and growth of Hengli'an, Yang Ying now wonders how to promote the development of the entire IML market in China.

IML has a certain technology threshold. Generally, companies prohibit outsiders from visiting to prevent the divulgence of technology 'secrets'. But, Hengli'an is an exception. At the promotion event for its IML technologies on July 9, Yang Ying invited all attendees to visit his production plant, including printing shop, injection molding and blow molding shop.

On the one hand, this shows his confidence in the comprehensive technological advantages of the one-stop services his company has established over many years. On the other hand, this demonstrates his open-mindedness and broad vision. He wants to "make the cake bigger". As he puts it, 'If the cake is only one kg, how to divide it? If the cake is 10,000 kg, each person can get 10 kg when divided among 1000 people.'

Concludes Yang Ying: 'The cost of

PROMOTION EVENT FOR IML TECHNOLOGIES

From July 9 – 10 in Beijing, the Printing and Printing Equipment Industries Association of China's IML Professional Commission, founded in 2013, held its first technology promotion event.

The promotion event broke the traditional model of 'business communication'. It invited not only suppliers of IML equipment and materials and buyers like IML printing plants, but also end users and associations like CNPC's lubricant company, China Food and Packaging Machinery Industrial Association, China Dairy Industry Association, China Cleaning Industry Association, China Beverage Industry Association, National Coating Industry Association. The promotion event hoped to realize a breakthrough in the IML market with the influence of these end users and associations. Yang Ying shared Hengli'an's experience in IML production at the event.

IML production is comparatively high. Its materials are more expensive than ordinary adhesive labels. This is also one of the key factors that hinders the popularization of IML. Only through the joint endeavor of the entire industrial chain to develop and grow the industry can the production cost continue to reduce.

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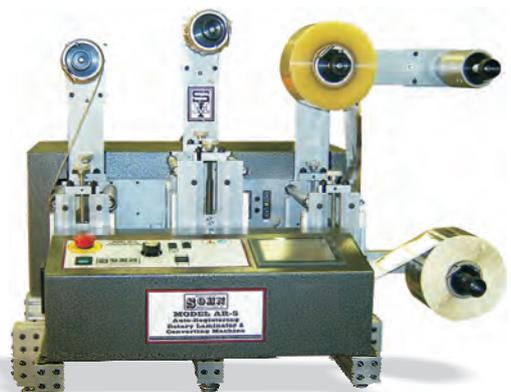
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INLAND Label printed these labels to promote NuLabel

Cut & stack labeling revolution

NULABEL Technologies has introduced a glue-free, liner-free labeling technology which combines the winning benefits of both cut & stack and PS, writes Danielle Jerschfske

Three Brown University graduates established NuLabel Technologies in 2009 after collectively addressing the issue of self-adhesive label release liner waste and costs in an engineering capstone project.

At the time, CTO and co-founder Ben Lux was working on his PhD in polymer chemistry, leaving school with his Master's to direct the chemistry development at NuLabel. Today the company has over 30 scientists, engineers, and technicians working in harmony to advance activatable adhesive technology in East Providence, Rhode Island.

NuLabel has developed, tested and is ready to launch its unique adhesive solution that eliminates cold glue and PS adhesive when sticking labels to containers using either upgrades to existing labeling equipment or dedicated new applicators. The target category for NuLabel's adhesive development is prime label food and beverage labels, particularly microbreweries, a sector experiencing explosive growth at the moment.

Explains Max Winograd, co-founder, president and CEO, 'We are entering the category as a third choice. NuLabel is the next evolution in packaging offering a lower cost per label coupled with many PS benefits. In the past, label users had been forced to choose between cost effective, but messy cold glue labels, and more expensive self-adhesive labels.'

NuLabel's prime label adhesive is water-based chemistry that is pre-coated onto the back side of conventional label substrates and dried completely. The dry adhesive is activated

by a water-based, glue-free spray, which is applied to the label just before it is adhered to the glass container. NuLabel's prime label adhesive is available today on one-side coated, uncoated, metalized, and wet strength paper stocks.

The adhesive is specifically engineered for food and beverage applications with faster time to tear when compared to wet glue, and is safe for indirect food contact. The technology performs well during ice bucket durability tests and saves time and energy when caustic removal is required, for example, in municipalities with returnable glass bottle systems.

The activatable adhesive system removes release liner and wet glue from the labeling equation. NuLabel's patented vacuum transport system replaces the traditional glue pallet with a vacuum pallet. The vacuum pallet carries the label from the stack to the bottle for application. The system provides flexibility with label shapes and allows for knockouts in a cut & stack format without the need for costly change parts that force downtime. Additionally, it eliminates expensive wear items like glue rollers, lengthy clean-up times and excessive water consumption to clean the machine.

NuLabel partnered with PneumaticScale Angelus, a division of Barry-Wehmler, to manufacture and service NuLabel systems that are upgrades to existing high-speed rotary labelers. In addition, NuLabel partnered with Weiler Labeling Systems in New Jersey to design, engineer and manufacture new labeling machines incorporating the proprietary vacuum label transport and spray systems. Weiler specializes in the manufacture of

high-speed rotary and in-line PS labeling machines for the pharmaceutical industry. With more than 400 installations worldwide, the company is a leader in the US pharmaceutical PS market.

It has also produced high-speed PS labeling machines for a variety of other product types such as batteries, OTC drugs, household and food goods. It is known for seamless integration of all serialization printing and vision systems, and a high level of service, which is supported by one of the largest PS label applicator technician groups in North America.

Says Ted Geiselman, president at Weiler Labeling Systems, 'We were in search of a growth path that would complement our business and capitalize on our rotary labeling expertise. The partnership with NuLabel allows us to leverage that expertise without cannibalizing our existing PS business.'

NULABEL MOVES CRAFT BREWERIES

Matt Quinlan is the production manager at Long Trail Brewing in Vermont, one of the top craft brewers in the US. Between two locations, Long Trail annually produces 135,000 barrels of beer of which 1.3M cases are bottled requiring 31 million sets of labels each year.

The NuLabel team approached Long Trail to participate in testing, impressing Quinlan with their research capacity, drive, structure and strategy. He says, 'I've been doing this for years and I'm well aware of the shortcomings of cold glue labeling. NuLabel has an audacious idea here and big ambitions to create a wholly new market with revolutionary application technology to replace a standard that's been in place for years.'

There was little risk involved in conducting the trials in Vermont. NuLabel fit up Long Trail's existing cut & stack labeling equipment with the vacuum pallets and spray hardware. If necessary, the line operator could revert back to cold glue application since the upgrade parts are not permanent.

The overall equipment effectiveness (OEE) or operational improvement that NuLabel delivers with its system is a valuable benefit for breweries eager to improve productivity. Quinlan continues, 'The single biggest hit to our reliability and efficiency in production is the labeler. Anything that can reduce our downtime is very attractive, and NuLabel makes a compelling

"The single biggest hit to our reliability and efficiency in production is the labeler. Anything that can reduce our downtime is very attractive, and NuLabel makes a compelling case"

case. During our initial production trial we used ordinary wet strength paper and the application line ran smoothly. We also conducted standardized bath tests and the performance was comparable to wet glue.'

Bell's Brewery is a prominent beer producer with two locations in Michigan. The company has conducted numerous trials with the NuLabel system and is pleased with the results. Packaging manager Mike Fuerst says in a video on the Labels TV website (see www.labelsandlabeling.com), that the messy clean up and resulting downtime with traditional glue application systems can have severe financial impacts. '[NuLabel] was the first group to come in and actually offer something that was a shift in technology in how you approach labeling.'

PRINTER PARTNERS

Since these initial trials NuLabel has had conversations with leading printers while continuing to work with PneumaticScale Angelus and Weiler Labeling Systems.

Says Winograd, 'We've been careful to enable everyone in the supply chain with the technology before introducing it to the marketplace. There's a good flow of product being sold to the material coaters. We are equipped to fit into the supply chain as an enabler.'

Cenveo invested four M illion USD to support the final development of NuLabel technology. Cenveo's label business is worth about 400m USD in annual revenue. It is diversified in the label and packaging space, with multiple operations that produce short run prime labels with digital and flexo printing,





WEILER labeling system

shrink labels, cut & stack labels and folding cartons.

McLaren, Morris & Todd (CMM&T Packaging Company), located in Canada, is Cenvéo's main facility for cut & stack production, and where the NuLabel partners went through the qualification process under live press room conditions, testing how variables such as ink lay down might influence the adhesive chemistry.

Colin Christ, EVP global supply chain at Cenvéo, says, 'This collaboration helped us insure that the application of the label on the bottle will work in harmony with our printing processes.'

Adds Christ, 'This technology will change the face of labeling. We are getting closer and closer by the day to being the most disruptive force that the labeling industry has seen in 40 years. Bringing differentiation to the printing, converting and labeling industries is something you don't hear about often.'

Through acquisition Cenvéo has a division to support pharmacy script labeling for retailers like CVS and Walgreens. Continues Christ, 'I was thrilled to see the Weiler application machine. There is great potential to influence this space.' He identifies food packing and distribution, and e-commerce facilities as auto-apply opportunities worth reviewing further down the road.

Mark Glendenning is the president at Inland Label, a large producer of cut & stack labels based in Wisconsin with a respected track record in the beer market. He says, 'We are impressed. Weiler engineered the labeling machine with the pedigree they've developed over many years labeling pharmaceutical products. And while the machines are running relatively slow at this point (hovering around 650 bottles per minute), the NuLabel team is making sure they "walk before they run". It's a great new option for the market.'

Oak Printing in Ohio, a specialist in the craft beer label market, manufactured the labels used during the Bell's Brewery trials. The converter has conducted several small run tests with NuLabel coated materials on its presses using a

standard 51# wet strength paper.

Dave Clements, director of market development at Oak Printing, says, 'We print the material well now and are approaching the benchmark for a standard sheet. We are confident in extended production runs with NuLabel coated materials.'

The converter has spoken with several people in the wine market who will not have anything to do with cut & stack because of the messy glue. Clements adds, 'It's exciting to bring new technologies to our existing customers that will make them more profitable. They have to understand that the label cost does not go up because of this technology.'

ADHESIVE FORMULATIONS

Lux, NuLabel CTO, explains, 'We develop our products using a high-throughput screening model. To enable this system we produce many unique activatable adhesive formulations (mixtures of polymers, additives, and other ingredients) and coat those formulations onto different papers and films. Using custom testing tools, we characterize each formulation's performance under a variety of conditions, ultimately allowing trends in the data to guide the development process. So in the end, our products contain the knowledge gathered from doing this over 20,000 times. The goal is to build an encyclopedia around a subject so that it is easier and faster for us to develop new products.'

NuLabel was a sponsor for the Craft Beverage Day at Labelexpo Americas, with attendees showing much interest in the opportunities found with the activatable adhesive. The value chain stakeholders already involved in trials have unanimously approved the company's fresh take on applying cut & stack labels. And while there's always room for improvement when it comes to new technologies, NuLabel's strategic approach in development and focus on market application, has positioned the firm to make a real impact in the global label industry – and eventually other trades too.

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Major League sponsors wine revolution

AMERICA'S professional baseball organization has commissioned Wine By Design to produce striking and exclusive wine brands reflecting each team's heritage. Danielle Jerschefske reports

Wine by Design is going to bat for Major League Baseball Properties (MLB). As the official wine licensee for America's professional baseball organization, Wine by Design is guiding the league and teams through the complex world of wine by developing custom collections of limited edition, premium wines in association with the teams. Since launching the project in the spring of 2013, Wine by Design has introduced collections for the New York Yankees, Chicago Cubs, Boston Red Sox, Philadelphia Phillies, Texas Rangers, Seattle Mariners, San Francisco Giants and MLB's All-Star Game.

The brand license that Wine by Design holds is unlike traditional licenses that sporting teams award vendors. Wine by Design serves as a resource for MLB teams interested in sourcing quality grapes, designing labels that reflect the team's culture and developing wine experiences for fans and their teams' ballpark and restaurant affiliates.

Says Diane Karle, Wine by Design founder and CEO, 'We went to Major League Baseball with a proposal to look at licensing differently. We are helping them create brand collections with high-end designs that reflect the local, unique nature of the teams and the sport. Before we approached them, the league and the teams found it somewhat

challenging to navigate this complicated category.'

Karle has extensive experience in the world of sports and lifestyle marketing, holding executive positions at top firms such as IMG and Velocity Sport and entertainment. There she developed marketing and sponsorship strategies for fortune 500 companies and managed high-profile event properties. Wine by Design focuses on developing new brands and increasing brand awareness by matching the appeal of wine with the passion for sports, entertainment and lifestyle interests.

The first MLB team to have wine released was the Boston Red Sox. This year, adding to their collection, is a 2012 Alexander Valley Cabernet. The wine along with the label was created to speak to the rich history of the team.

Additionally, the Red Sox' biggest rivals, the New York Yankees, are taking front and center with a 2011 Paso Robles Cabernet Sauvignon. This wine has depth and character, with a richness that speaks to the teams' tradition and grandeur. The Yankees selected a solid navy label with silver hot foil and embossing, preferring a clean, classic look and feel for fans to celebrate the 2014 season.

To round out the Yankees wine collection, and highlight a local favorite,

Wine by Design worked with Anthony Road Wine Company, based in the Finger Lakes region of New York state. It was equally important to bring the Yankees' community a custom, limited edition Riesling, of which there are only 500 cases release.

Says Karle, 'When it makes sense, we source grapes from private growers. It's a great opportunity to partner with small operations and to introduce their wines to the fans. It's about being a part of the wine momentum in the US.'

Wine by Design worked with Paragon Label in Petaluma, California, to produce several of the MLB labels. All of the labels in the collections use a combination of flexographic printing and in-line embossing and hot foil stamping, or digital printing with off-line finishing.

Says Travis Pollard, VP of sales and marketing for Paragon Label, 'These are distinctive new brands and Wine by Design has an exceptional platform for developing them. The label designs and elements incorporated into them clearly convey each individual team and culture around its history. It's an incredible project, and Paragon is happy to be a part of it.'



WINE by Design partners with MLB to capture wine category

LABELS&LABELING



ABOVE left: Wine by Design Red Sox World Champions label. Above right: New York Yankees presents Anthony Road Wine Company Riesling

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A tale of two (labeling) cities

L&L'S Australasian correspondent Henry Mendelson reports on two label converters from New Zealand and Western Australia who have found different routes to business success

New Zealand's entire population struggles to exceed half that of the City of London's and its booming economy ranks among the best of world trends. 'Nobody here is losing any money,' is Mark Jackson's confident claim as president of the 48-member industry body.

Welcome to New Zealand and its Self Adhesive Label Manufacturer Association (SALMA) president, Mark Jackson.

When not steering this dedicated organization on its industry-responsible, education-emphasis, benchmark surveying and environmental and sustainability paths, Jackson operates what in all probability can be described as a unique label production and converting firm in the form of Auckland-based LabelTec.

The company was established after the 2008 closure of LabelMakers NZ, which in its heyday employed 27 people and achieved up to 4.6m NZD (3.9m USD) in annual turnover, with its two principals, Jackson and co-director, Gerry Lynch going their separate ways.

LabelTec in its short history has carved out a series of niche specialties in high end substrates, transfer technology, flock transfers in both roll and sheet format, pharmaceutical and carpet labels, among others.

WORD OF MOUTH

Operating with just five staff members is no hurdle to achieving its current million dollar plus turnover. LabelTec's eclectic armoury includes a Shinohara 52 offset press, 5-color flexo press, two Astrojet reel-to-reel Memjet printers, a CJV130-130 Mimaki wide format inkjet printer/cutter and a series of sophisticated slitters and die cutters with a state-of-the-art Hontec laser die cutter on the way.

Having hurdled the task of bringing the LabelMakers' clients on board – Lynch in the meantime has turned his skills to a new print broking enterprise – Jackson enlisted the experience of former LabelMakers executive Rachel Croft to handle customer service and internal administration. Croft is now a minority shareholder who oversees the firm's totally online and word of mouth reliant sales operation.

In addition to the conventional range of self-adhesive and swing tickets which formed the main part of the LabelMakers turnover, Jackson soon saw opportunities to specialize in New Zealand's garment industry by broadening into woven labels, multi-color washable labels and iron-on carpet and mattress labels and badges. He was also astute enough to recognize that many of his fellow

label printers' volumes did not justify large stock holdings of rolls or sheeted fabrics, thermal transfer foils and ribbons. By offering these in pre-ordered sizes, LabelTec has considerably supplemented its label production turnover by becoming a converter for many of the country's smaller label printers.

The growth of New Zealand's manufacturing industry has generated increasing demand for self-adhesive labels. In addition, Jackson points out that the considerable volume of imported goods into New Zealand often require a lot of relabeling, particularly in the demanding pharmaceuticals category where the high degree of regulatory compliance constantly requires new labels.

While SALMA places a strong emphasis on the need to train young entrants to the industry, Mark Jackson concedes that apprenticeships are generally confined to the country's larger firms, and overall the numbers are declining. LabelTec's planned new plant will target one or two in the immediate future, he confirmed.

In general terms, the LabelTec MD is bullish when discussing future growth. He foresees considerable potential for carpet label materials and continuing demand, albeit in short runs, for specialty items for the country's fashion industry and related trades.

INFRASTRUCTURE HEADACHES

Other niche areas include supplying consumables to companies which print labels in house. 'They are creating a growth industry for us. We are doing the converting and the users are doing the printing', Jackson points out. 'Along with shorter runs, many industries are finding that regulations are continually changing, resulting in pre-printed labels having to be dumped. So it is an easy exercise to convince management to install in-house digital printing systems, enabling them to not only print on demand using our supplied pre-die cut blank materials, but also gain economies of scale by having larger run quantities for blanks that can be used for many different applications.'

This extension of LabelTec's core activities has created a need for more storage space for the vast array of label stocks the firm now regularly carries,



LABELTEK'S Mark Jackson with the 5-color flexo with turn bar and two rotary die stations

"By working with our customer base and extending it primarily by word of mouth, we have achieved this growth in a comparatively short period of time"



AN example of a typical four color process combination Heat Seal and Self Adhesive carpet label

so after only six years a move is being planned to bigger premises.

'By working with our customer base and extending it primarily by word of mouth (LabelTec does not have sales personnel) we have achieved this growth in a comparatively short period of time,' says Jackson.

'We don't want to compete with the industry "big boys". More infrastructure merely means more headaches.'

Instead, Jackson regularly spends time in overseas markets like China and Korea where he actively promotes Australasian expertise and software. This results in lucrative export turnover of specialty LabelTec equipment, demonstrating the creative approach to growing his company's position in New Zealand's burgeoning label industry.

MAGIC MILES AWAY

Approximately 3,000 miles across the Tasman Sea from Auckland – roughly the same distance as London to New York – Perth's LabelMagic is carving out a printing personality all of its own.

At the end of an eight year, somewhat stultifying journey as owner/operators of caravan parks and service stations in Perth in Western Australia, Dennis and Sandy Bullied decided that working non-stop for 363 days a year left a lifestyle with little flexibility. During 12 months spent travelling the world, the couple identified the need for a business which would keep them motivated in an ever-changing landscape of technology, commercial /financial trends and other challenging business barriers.

Dealing directly business-to-businesses and forming strong customer relationships were the key components to their decision to enter the printing industry.

The LabelMagic business which the Bullieds purchased in 2008 had

LABELS&LABELING

been established in 1993. 'Having management in place allowed me the time for an "apprenticeship" and to observe the internal operations,' Sandy Bullied recalls.

'Being naturally inquisitive led me on a path of research about label printing which included attending print seminars and expos, talking to industry peers and immersing myself in a steep learning trajectory.'

As an industry neophyte she saw an ever-changing, ever-growing industry where customers' products constantly require labeling and re-labeling.

'I found that very exciting and the opportunities for growth appeared endless. However, being new on the scene and being full of enthusiasm, I didn't see what many long term industry insiders regarded as a tough market.'

CHANGING BUSINESS MODEL

Where LabelMagic differs from the more conventional printing and converting label operation is the business model which the Bullieds adopted soon after taking over the company.

'It (the business model) today is not what we started with. While retaining a strong allegiance to the concept of fulfilling customers' requirements, a series of strategic management decisions resulted in the company implementing lean manufacturing ideals and reducing running costs by the introduction of new printing platforms,' she explains.

The decision was taken to build a 'free ranging' relationship with Brisbane-headquartered QLM Label Makers which has operations in all other Australian States as well as Malaysia and Vietnam, but at the time had no outlet for its expertise in Western Australia.

The association is a unique arrangement whereby LabelMagic is the QLM footprint in Western Australia, QLM

reciprocating for LabelMagic in other parts of Australia and overseas.

This informal arrangement was the key component moving LabelMagic's focus from manufacturing to sales.

'The allegiance has allowed Label Magic the opportunity to grow sales based on clients' needs, rather than selling in order to keep machinery running', Sandy Bullied observed.

'By changing our way of thinking and utilising the benefits of an association with another highly respected label printing company, the core values and principles of both family-owned operations are aligned; this is proving to be the driving force required to maintain the Ying & Yang relationship.'

After operating from the leased premises it took over from the previous owners, LabelMagic moved to bright, modern premises in the Perth suburb of Osborne Park last October. While the previous management concentrated on work for brokers and on-sellers, the end user is now the key focus, with the QLM association opening up demand from a number of national customers.

'Our customer base now spans representation in the major cities within Australia as well as in Malaysia and Vietnam,' they point out.

'This has given a small company in Perth the ability to source new business far and wide, by being able to increase its offering for small, medium and large run work, including soft folding packaging.'

Small it may be, but LabelMagic's approach to the future is laced with plenty of professionalism and considerable confidence, underlined by plans for expansion and new business parameters.

A long way from a suburban caravan park, one can confidently say.

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AUSTRALIAN & NEW ZEALAND NEWS

L&L Australasian correspondent Henry Mendelson presents the first of a new series of updates on the key Australia and New Zealand label markets

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

AVERY DENNISON DOWNSIZES ADELAIDE OPERATION

Avery Dennison plans greater Australian competitiveness by downsizing its Adelaide plant, writes Henry Madelesen

Avery Dennison ASEAN, Australian & New Zealand vice president and general manager David Martin announced a change in the company's operations at its Adelaide plant. Martin said the company aims to preserve and increase its competitiveness by downsizing the Adelaide operation with a smaller impact in other locations and transitioning 20 percent of manufacturing capacity to existing Avery Dennison international operations in Thailand and Malaysia.

Added Martin: 'This realignment will involve decommissioning an ageing adhesive coating machine that would require significant investment to upgrade and maintain.'

'This decision has been made in the light of increasingly challenging market conditions and following an extensive review of the business to determine the best way of securing a future for our company in Australia.'

'Our objective is to accommodate as many voluntary redundancies as possible, balancing the company's need to retain the right skills and expertise to take the business forward.' Martin said the move will not affect Avery Dennison's leadership position as the largest manufacturer of self-adhesive materials in Australia.

YOUNG PRINTERS REPRESENT LATMA IN CHICAGO

Two antipodean label printing executives waved the flag for Australian labels at the 2014 young leaders conference in Chicago sponsored by TLMI.

Founded by FINAT for industry leaders under 40, the congress follows on the success of the FINAT-hosted conference held in Germany in 2012. Perth based label printers, Supa Stik put forward the name of its young CEO, Peter Holywell and Sydney's AC Labels that of Jason Baker who were announced at the LATMA annual conference Awards Night.

LATMA selected Holywell and Baker from a strong pool of applicants to travel to the event. Backed by the support of their companies, the two will hear global leaders discuss the latest industry trends and develop global network contacts.



REAR right Jet Technologies director Jack Malkie and right Wedderburn

NZ LABEL PRINTER INSTALLS NEW PLATE CLEANER

The Auckland based New Zealand branch of downunder label printer, Wedderburn has added to its output potential with the installation of a Plate Cleaner E45 from Italian manufacturer of exposure frames, offset plate processors and photopolymer processors, AGI.

Wedderburn sees the addition of the new unit as boosting its growth in New Zealand and was described by operations manager, Gary Gibbon

as a critical addition to its equipment work flow capacity, particularly in the streamlining of systems within its label converting area. He pointed to the unit's ease of use and standalone versatility in the plate cleaning process.

The unit, distributed by Jet Technologies, features a simple front feed of the plate, before the unit cleans, rinses and dries plates before they are fed out into a basket at the end of the machine.

JET TECHNOLOGIES GAINS OMET AGENCY IN INDONESIA

Australian label equipment specialist firm, Jet Technologies which recently established an Indonesian arm, has formed an alliance with Omet to develop the Italian press manufacturer's presence in the large Indonesian market.

Announced at Label Summit Indonesia, the tie up is part of Jet Technologies Director Jack Malkie's plan to become a major force in the Indonesian market.

It builds on the company's line up of label agencies which includes Kocher + Beck, Pulse Roll Label, SMAG, SPG Prints and Ruco. Malkie is quoted as saying that local clients want serious partners who are able to support their business and that his company responded by showing its commitment to the Indonesian market with a strong team at the Jakarta event. The Australian company's aim is

to overcome the Indonesian market's biggest hurdle, the technical expertise of local companies' to implement world class solutions.

Jet Technologies has also opened a new demonstration centre in Sydney. Jack Malkie says the new facility provides a one-stop opportunity for the local label industry to see a wide range of equipment covering hardware including Screen digital press equipment, conventional flexo and letterpress processing.

In the forefront of the Screen equipment on show will be Australia's first Truepress Jet L350UV.

In addition to its ground breaking press facilities, the new center will highlight a range of label finishing equipment as well as Asahi's digital flexo plate imaging and its new AWP water-wash plate processor.

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

LABELING MATCH A WINNER FOR NEW ZEALAND

The Australian Packaging Institute's well known Matching the Label with the Package course is heading across the Tasman to Auckland's FoodTech PackTech, held between 23-25 September.

To be presented by Dr Carol Lawrence, an environment and sustainability specialist at UPM Raflatac Oceania, the course is designed to provide a comprehensive guide to labeling. It covers the myriad options available for each style of packaging for packaging technologists involved in designing and sourcing primary brand labels and labels used throughout the supply chain of a product as well as for brand owners who need to be familiar with the key selection criteria for product labels compatible with a variety of container types and for production managers involved in automated product labeling applications in addition to designers wanting to become familiar with labeling options that can be tailored to specific product marketing campaigns and processes.

FLEDGLING SYDNEY LABEL PRINTER BUYS XL220

When 20 year veteran Sydney blank thermal label printer, Scott Fredman sold out to a larger competitor a year ago, little did he suspect that within 12 months he would be back in business in the form of an on-demand, short run, trade-friendly Sydney enterprise.

The fledgling outfit, Evolution Printing, is the first shop to install Rapid Label's new Australian-made XL220 inline digital label printer, diecutter and rewinder. In his first foray into the digital labels market, Fredman describes the XL220 as central to his vision

for on-demand short-run full color labels, for on-time delivery to trade label printers throughout Australia.

The XL220 produces full color labels on a variety of inkjet-receptive stocks, in color and with resolution up to 1600 x 1600dpi using the Australian-developed Memjet printheads and inks. The web width is 220mm, travelling at up to 18m per minute.

Rapid Label's general manager, Nick Mansell believes the XL220 at Evolution Printing will take short run label printing to the next level as a trade service.

NUOVA GIDUE PRESS FOR AUSTRALIAN LABEL HOUSE

Leading Australian label print house, Melbourne based R. Wagner Prestige Labels has installed a Nuovo Gidue Combat M3 press. The Italian digital flexo press technology is a new venture for the traditional letterpress Wagner

shop. The M3's 370mm wide web, which runs eight UV flexo printing stations and can handle unsupported films, pressure sensitive labels and special substrates, has doubled productivity on some of Wagner's

jobs while also enabling the company to access new market segments including flexible packaging.

Wagner Manager, Chris Galea is quoted as saying that the new press which incorporates Digigap technology for automated die-cutting pressure, pre-register and register helps overcome problems on jobs on other machines, while automation allows for time saving measures such as saving job specifications for repeat work.

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- ▶ High speed printing & converter

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LMAI HOLDS ANNUAL GENERAL MEETING IN DELHI

Label Manufacturers Association of India (LMAI) held its annual general meeting for 2011-2012 and 2012-2013 on September 13 in New Delhi. The meeting was followed by a seminar at the same venue.

It was the first time that the annual general meeting was held in North India. It was attended by over 100 members including Avery Dennison India, UPM Raflatac, SMI Coated Papers, Genius Flexo Machinery, Zircon Technologies, Jain Transfer, Global Graphics, Precise Graphics, HP, Nilpeter, Multitec, Creed Engineers and Jandu Engineering.

Informing of new initiatives, Vivek Kapoor, LMAI president, said: 'The association has partnered with Avery Dennison India for training students from printing institutes.' Five students have already been trained and given employment from west India. A further 11 from North India will be selected and be given operator training at a nominal fee. A part of the fee will partly be borne by the association. Sandeep Zaveri, vice-president west and treasurer, LMAI, said: 'Our target is to train 100 students as fast as possible to see how the program is being received.'

An interactive discussion on creating more public print clusters in India also took place. These are training institutes and testing centers for the label printing industry which have already been started in Sivakasi, Tamil Nadu and Karnataka. Government has offered a subsidy of up to 80 percent to make such clusters in the country. 'We should get together to form more such clusters,' said Gururaj, vice-president south, LMAI.

Highlighting the hurdles faced in creating a cluster in Mumbai, Ajay Mehta of SMI Coated Products said: 'Companies are hesitant in sharing information because of which making a cluster is becoming difficult in Mumbai. People from industry have to come forward and share information like capex spent in machinery, number of employees, turnover, etc.' Zaveri said that seven companies have come together and are in the process of making a cluster for lean management. Total Print Solutions, Creative Labels, SMI Paper Products, Super Labels, Barcom Labels, Shree Ganesh Graphics, Sai Come Systems and Coats and Pack shall be trained on the practice in two years after the cluster is formed.

The meeting was followed by a seminar at the same venue. Amongst the speakers were Vijay Pareek, director of Genius Flexo Machinery, Jitesh Mehta, director marketing, South Asia and Sub Saharan Africa, Avery Dennison and Ajay Mehta of SMI Coated Products.

Pareek spoke about differences in servo, full servo and multiple servo machines. He then discussed main challenges faced in UV flexo presses and overcoming problems such as gear marking, barring and dot gain using the latest MPS technology. In his second presentation, he spoke about various dies and cylinders from Kocher+Beck.

Jitesh Mehta pointed to in-mold labelling as one of the technologies to look out for. He further said, 'Connecting with a marketer is a key to know what consumer would pick from the shelf.' A lot of decisions are reached after holding discussions with design agencies. 'That's our weak link. Strong linkage with design agency is critical to influence the selection of technology,' he said. He also suggested label converters to get into strategic material partnerships to be equipped with latest development in label stock, inks, etc.

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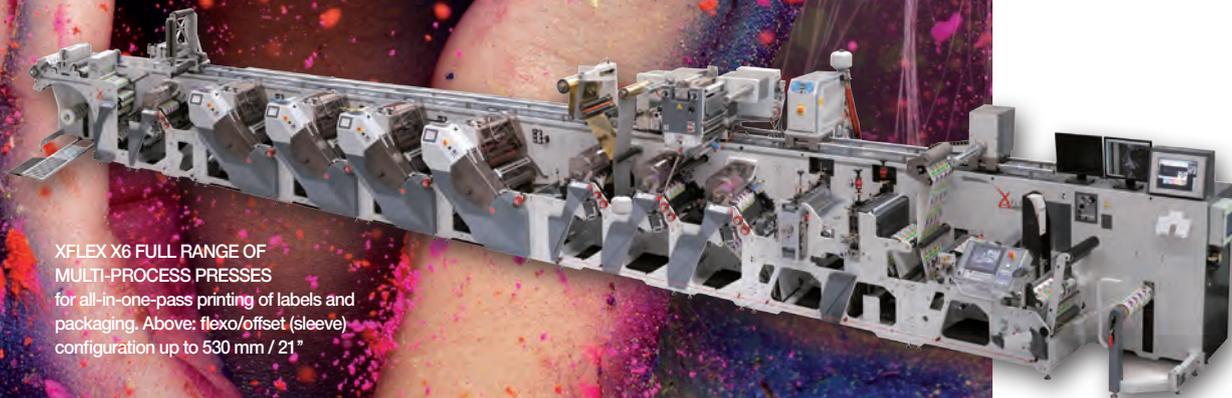
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Labelexpo India preview

AAKRITI AGARWAL looks at developments new to the Indian market on show at Labelexpo India, which takes place between 29 October - 1 November at the Pragati Maidan, New Delhi

ALLIANCE PRINTECH

Alliance Printech will launch its new modular flexo label press with advanced features including top loading print and anilox cylinders, quick job change, shorter web length, servo drive controls for in-feed and out-feed, digital tension controls for unwind and rewind, and various options for printing, foiling, web cleaning, de-lam/re-lam, coating, embossing, lamination, variable data printing and rotary die-cutting, etc.

APEX GROUP/COLOR DOT

Apex Group of Companies will be showcasing its patented GTT anilox technology featuring the unique 'open slalom' ink channel geometry, which delivers a controlled ink transfer to the plate. Apex and Color Dot will be showcasing their products at the same stand.

ARROW DIGITAL

Arrow Digital will exhibit 216 digital roll-fed label printer and finishing equipment. The Arrow label press 216, which runs at 9.3m/min, is a desktop-sized digital printer using a single-pass LED color laser engine. Labels of sizes from 20 to 1,200mm can be printed on various media such as art papers, certified PET, gold and silver paper, teslin, etc. The label finishing system, Arrow label Finisher 216 is also a desktop-sized (220mm web station) system using an air-cooled CO2 laser unit. The machine has a vision system as well as cutting mark sensors. Label size can be up to 20.5cm x 1.2m. The machine has an inline laminator and matrix removal together. The finisher is compatible with any label printing system including flexo, screen, inkjet, color laser, digital, etc.

ARMOR

The company will showcase APX FH+, a new wax/resin ribbon dedicated to flat head printers. Armor claims that the new APX FH+ ribbon offers a level of performance close to that of certain resin-based products while retaining the flexibility and high-speed print capacity of a wax-resin product. It also provides high print quality, high friction and scratch resistance, and the sharpness of the print quality.

ATUL PAPER

The company will showcase a range of products that shall include Glassine Paper Acti- V. It is a release paper that facilitates faster curing and requires less catalyst. Another product is Silco clay-coated release papers ranging from 50 to 180 gsm, which ensure a consistent coating with all silicon systems for a wide range of PSA graphics, PSA labels in sheet format, and many other applications, says the company. A specialized range, Silco Flat, of high smoothness, high lay-flat, two sided clay-coated release papers specially designed for wide-format PSA graphic laminates, increasingly used in decorative and promotional applications.

EVERY DENNISON

Avery Dennison's Label and Packaging Materials (LPM) division shows the latest developments in pressure-sensitive label stock and adhesive film. The company also sponsors the LMAI label awards which are presented at the show.

BST SAYONA AUTOMATION

BST Sayona Automation, an Indo-German joint venture company specializing in automation control, will showcase BST Shark 1000LEX and Nyquist TubeScan System. BST Shark 1000LEX is a 100 percent print defect detection system for use on re-winders and narrow web printing machines, suitable for defect detection up to

0.2mm². Features include 2048 pixels gray-scale camera, 10X quick zoom, detects defects for web-width up to 450mm (17.7"), maximum web-speed up to 200m/min. The system is suitable for all types of substrates, including transparent, opaque and highly-reflective materials. Nyquist TubeScan System is a combination of imaging technology and the stroboscopic principle.

DHANA IMPEX

Dhana Impex is the distributor for Univacco stamping foils in India. All series of Univacco foils for label converting will be displayed at Labelexpo India 2014. Univacco will launch hot stamping foils for rough-surface substrates, overprinting and embossing applications, suitable for wine label stamping and special event decoration. New transparent holographic narrow-web cold foil will be shown creating security effects as a joint project between Univacco and Flint Group. These will be demonstrated along with metallic (CF4.6 series) and holographic cold foils (CF4.2 series). Cold foiled shrink sleeves labels printed via flexo press will be available at the show floor.

DOW CORNING

Dow Corning, specialist in silicone-based technologies, will showcase a range of silicone release coatings and silicone pressure sensitive adhesives at Labelexpo India 2014.



INNOVATIVE Flexotech multi-function plate processing system

Amongst the products on display will be Syl-Off brand SL 411 coating, Syl-Off brand SL 35 release modifier, Syl-Off brand emulsion coatings and Syl-Off brand fluorosilicone release coatings.

Syl-Off Brand SL 411 coating is a solventless polymer coating that delivers high-speed performance for efficient bulk roll label manufacturing. It is optimized for low platinum levels and provides fast curing and stable release performance. Syl-Off brand SL 35 release modifier offers tight release at very low platinum (Pt) levels with superior stability and shelf life, says Down Corning. Products in the Syl-Off brand emulsion coatings offer advantage of low coat weights and are suitable for diverse applications for process liners and adhesive tape manufacturing. Syl-Off brand fluorosilicone release coatings provide consistent, stable, low-force release from silicone PSAs, says the manufacturer.

DRAGON FOILS

Dragon Foils will showcase new cold foil FXC6.3/OP with improved definition and much higher foiling speed of up to 80-90 m/min. A new cold foil FXC7.4/OP with gloss and better definition will also be made available in three months. The product line includes cold foils, holographic hot stamping foils, metallic hot stamping foils, holographic and metallic lamination films and other specialty products.

EPSON

Shows the SurePress L-4033AW digital label press. The L-4033AW is now available with a seventh White ink to print transparent 'no-label' look, as well as metallic labels catering mainly to the cosmetic, health and beauty markets. White can be printed first or last.

The SurePress L-4033AW comes with automated printhead maintenance, and ink cartridges that can be replaced without stopping the press. The CMYKOGW Inks are water-based. Epson's SurePress is powered by the included RIP and Max Print Pro from ISI Graphics. This offers intuitive workflow controls, and with the optional X-Rite Photo spectrometer enables the creation of custom ICC profiles for a specific substrate.

GENIUS FLEXO MACHINERY

Genius Flexo Machinery will represent MPS at Labelexpo India. The company will showcase the EB press available with a material width of 370mm (14.5 inches) and the EF Multi-Substrate UV flexo press. EB press is built for short and long label print runs. It is engineered with features such as Crisp.Dot Light, iSet and iStop technology to minimize waste and set-up time and optimize operator user-friendliness. The EF Multi-Substrate

UV flexo press is especially designed for both label production and flexible packaging printing. It uses proven servo drive technology, in order to instantly change from one material to the other. The press is built with an automation package including job memory, iControl, gearless tooling and more. GEW UV systems manufacturer GEW announces the start of serial production of Rhino power electronics for use with its range of arc lamp and solid-state UV light sources. Embedded service technology continuously monitors the system, guarding against out-of-specification parameters that could result in an unplanned stoppage. The operating center automatically advises of any maintenance needed before a fault can develop. The system has a high tolerance for high temperature and humidity environments.

HIGH END VACUUM

High End Vacuum will be showcasing a UV transmitter. An IR blocker coating is deposited on quartz windows and transmits the required UV energy from the light source while significantly suppressing the unwanted visible and infrared energy. It protects heat sensitive materials from infrared radiation and is used in conjunction with UV reflector coatings, improving the efficiency of high power UV curing machines. It also protects the lamp and dichroic UV reflector in running the curing processes. The system comes with heat resistance of up to 400 deg. C.

HUZHOU LINGHU TIANYI SILK RIBBON

Huzhou Linghu Tianyi Silk Ribbon, manufacturer of polyester satin ribbon, will showcase its range of ribbons at Labelexpo India. The size and colors of these ribbons can be customized. These are suitable for letterpress, silk screen, rotary and thermal transfer printing and are used in labels for clothes, shoes, tents, bags, home-textile, etc. The product range includes nylon taffeta label, woven edge and single edge satin label, cotton ribbons, etc.

HP INDIGO

HP will showcase the HP Indigo WS6800 digital press, the third generation of HP Indigo WS6000 digital press series. According to HP's estimate, the HP Indigo WS6800 helps customers reach high productivity and reduce time spent preparing color profiles and Pantone color matching by up to 75 percent with a new in-line spectrophotometer. Using closed-loop control, the spectrophotometer eliminates the need for manual color calibrations and adjustments. An expanded frame with increased width from 317 mm to 320 mm, compared to print width of the HP Indigo WS6600 digital press, allows for higher press output and reduced costs. Label converters can produce up to 131 linear feet per minute in color using Enhanced Productivity Mode (EPM). The HP Indigo WS6800 supports the HP SmartStream Labels and Packaging Workflow Suite 4.1, powered by Esko. Initial shipments of the digital press are underway and its features are expected to be available as optional field upgrades in early 2015.

INNOVATIVE FLEXOTECH

Innovative Flexotech shall display its photopolymer plate making equipment at Labelexpo India. Some of its features include high intensity UV lamp with ballast for short exposure time and fine dot, four drawer dryer for individual control for electric saving and accurate drying, combined UVA and UVC post-exposure unit, automatic solvent recovery unit with PLC-based and flameproof design, water wash flexo plate making unit and thermal image setter.

INKSTAR

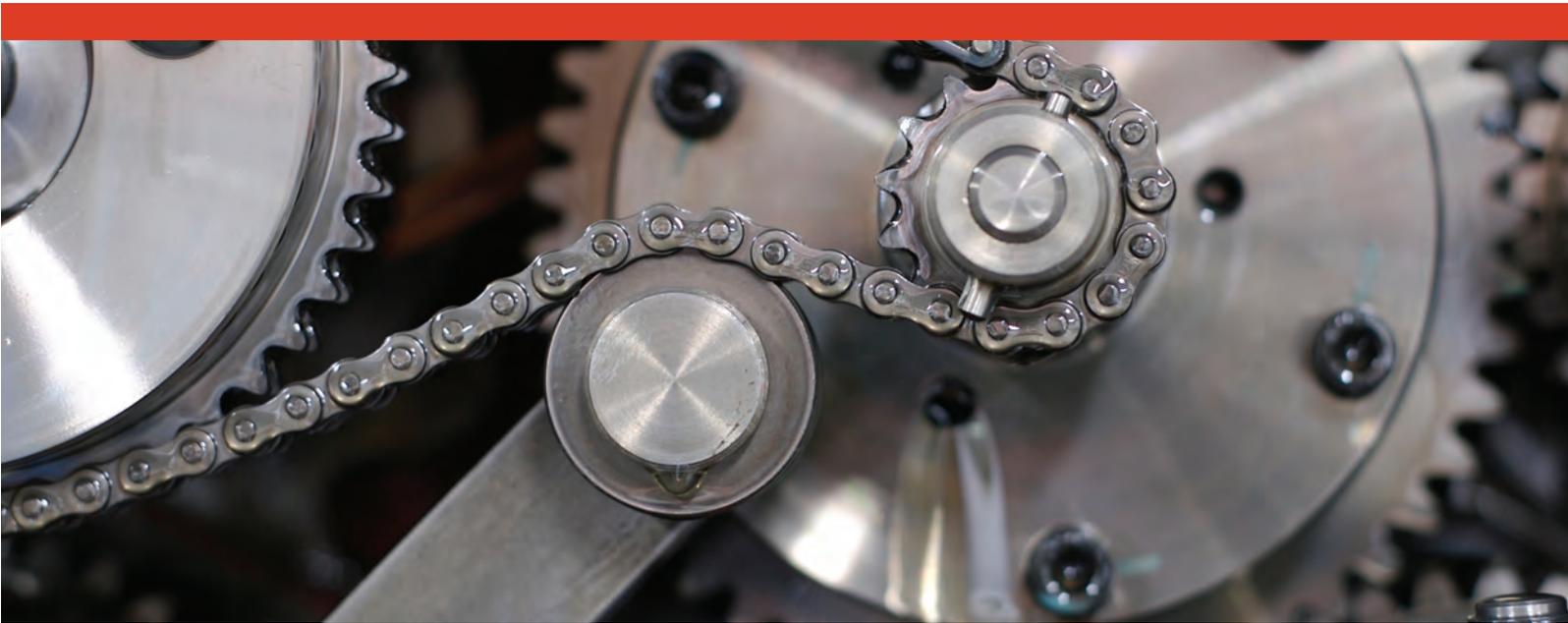
Inkstar will showcase R70, its premium Resin barcode ribbon with high level resistance to abrasion, scratch, heat and various chemicals. The company supplies both jumbo rolls and finished rolls in different sizes and colors.

INKSTREAM

Inkstream is introducing UV Moon low migration ink series for food packaging



NILPETER will show its FB3300S with in-line gravure



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and pharmaceutical label application at Labelexpo India 2014. UV Moon series is developed to address the increasing concerns on migration of low molecular weight ingredients from UV inks to food or pharmaceutical products.

IST

IST Metz has developed a UV system suitable for the use of LED UV technology. It is a new development that is based on the MBS-6 product family and was unveiled at Labelexpo Brussels last year. Equipping UV units from the MBS-6 series with the LED-prepared concept allows for a subsequent conversion to LED UV technology. The outer housing remains where it is on the machine, while the MBS-6 unit is replaced with an LED unit designed as a cassette module. For a UV system with cooling roll, the existing water cooling system can be used to cool the LED unit. Another option will be to use an air-cooled LED unit. Both energy supply and control of the LED-prepared concept are based on the standard equipment from the MBS-6 system. This new concept, including its combination with the printing press, has been designed in such a way that both unit types, classic UV and LED UV can be used.

KAYGEE LOPAREX

Kaygee Loparex will display its new range of Glassine, CCK and SCK release liners. The range includes prime grade as well as cost-effective grades and includes 50 gsm Glassine C1S release liner, 55 gsm CCK C1S release liner and 67 gsm SCK C1S release liner.

KHUSHBOO SCIENTIFIC

Khushboo Scientific will showcase some equipment for quality checking adhesives at the show floor. On display will be AR-1000 adhesion release testing machine, which is designed to perform PSTC, ASTM, TLMI, FINAT and AFERA adhesion and release testing procedure with the speeds varying between 6 and 1200 inches per minute. Other equipment includes PA-1000-180 degree peel adhesion; LT-1000 loop tack to quickly and efficiently determine the tack or grab of an adhesive; PT-1000 Polyken Probe Tack for measuring the tack of pressure sensitive adhesives. A precision ground 5.0 mm diameter flat probe contacts the adhesive, reverses direction and pulls away from the adhesive. The maximum force required to break the adhesive bond is recorded and displayed. S-HT-30 high temperature 30 bank shear performs shear tests in ovens, humidity chambers or freezers; and RBT-100 rolling ball tack tester provides an easy method of testing the tack of an adhesive.

KODAK

Kodak has commercially released new extensions to Kodak Flexcel NX system for post-print and pre-print corrugated markets. The new Kodak Flexcel NX Wide 5080 system includes a newly designed imaging platform and laminator that enables plate making in formats up to 50 x 80 inches. The new Kodak Flexcel NXC plates are formulated for post-print applications delivering improved ink coverage, reduced fluting, better highlight reproduction and cost-effective on-press performance. Kodak Flexcel NXH plates, available in 50 x 80 inch format, are available for high quality pre-print applications. Using Kodak Squarespot Imaging technology and Kodak Digicap NX patterning, corrugated producers will be able to take advantage of benefits with a solution that enables expanded tonal range, higher line screens, more efficient ink transfer and improved print quality on lower grade boards.

LABELS&LABELING



UNIVACCO demonstrates cold foil for shrink sleeves

MARK ANDY/ ROTOFLEX

Mark Andy's experts will be on hand to discuss the latest developments in in-line flexo, digital inkjet printing and UV LED inks to support the ProLED UV LED curing system. The Mark Andy Digital series, slated to roll out to the global marketplace in late 2014 or early 2015, runs jobs at production speeds of 250 fpm/76 mpm. The hybrid solution is designed to be configurable and features high-resolution 6-color UV inkjet printing (CMYKOV+W) with top coating and integrated in-line modules including flexo printing, converting and decorating options.

Rotoflex will showcase an advanced and improved URC 2.0 operating system. It features the Report Management System and allows data and performance details from multiple machines to be collected wirelessly, accessed and analyzed, providing real-time access to production managers and supervisors. A fully servo-driven 13-inch VSI 330, will be on stand, demonstrating higher-speed production.

MAXCESS INTERNATIONAL

At the show floor, Maxcess International shall display the Fife VEO 600. It is a low cost, compact and easy to install and use video-assisted moving-web monitoring inspection system. The VEO 600 uses a camera system with integrated strobe lighting, timed to the machine's print cylinder, bull gear or printed mark to capture or freeze images of a moving web. This allows for the visual inspection of print quality, registration and other print processes by an operator at production speeds. In addition, the VEO 600 features a 30:1 zoom function, up to 10 images per second, gamma adjustments and split screen with image freeze.

MULTITEC

Multitec will display three presses at the show floor – Ecoflex, Ecoflex VSi ELS and Ecosmart with live demonstrations. Ecoflex VSi ELS is the full servo version of Ecoflex VSi. The machine runs on an electronic line shaft and incorporates pre-register capability. The press also incorporates zerobreak waste stripping technology after the die cut unit to strip complex matrix shapes without any breakage at high speeds. Another new launch will be the Ecosmart which will feature open access design, servo infeed and outfeed, short web path, etc. This press is suitable for PS labels and light cartons.

NILPETER

With its customary focus on high performance presses, Nilpeter will showcase the FB-3300S. The 8-color servo flexo press with short web path features in-line gravure, a value-adding unit for metallic inks, solids, and coatings. The press is also equipped with corona treater, web cleaner, chill drums on all units, movable cold foil, and a 100 percent print defect inspection system. The FB-3300 features a splicing table with pneumatic hold down bars, ergonomic slide-out print stations, easy-to-use operator interface and advanced die-cutting

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and drying systems. The gravure unit features adjustable doctor blades, an ink-circulation system, viscosity control, and a drying and vacuum system. The unit is prepared for both front- and reverse-side printing, and offers quick job-change and setup.

OMET/WELDON CELLOPLAST

Italian label press manufacturer Omet will display an X-Flex X4 press at the show. This is an 8-color all servo press with features including a short web path, 'Rock'n'Roll' matrix rewinder for increased productivity, delam-relam, web turnbar, cold foiling unit, and fully automatic register control system capable of registering in machine direction and cross direction without manual intervention.

PRECISE GRAPHIC

The company will launch its high-speed slitter rewinder SR330 D. The basic model comes with manual tension control but pneumatic and auto tension control are also available. The single slitting station is equipped with shear knife as well as razor blade slitting options. On display will also be an inline hot foil stamping system that can be retrofitted on most narrow web flexo printing machines. The process is controlled by PLC and an interactive HMI. Other exhibits at the stand will include hot foil stamping cylinders; high speed rotary die cutting machine DC-330 mainly for blank label die cutting with an in-line slitter. Precise Graphics will also showcase semi-rotary die cutting machine

designed for digital and narrow-web label industry. This machine includes features like full servo drive for re-pass, re-register, die cutting, common magnetic cylinder, etc.

ROTOMETRICS

RotoMetrics will introduce anodized print cylinders, which are positioned as an economic alternative between Standard and Hardcase grades and offer the same precise tolerances as the Standard but has added surface protection for improved scratch resistance and protection from corrosion. The company will also showcase the new through-hardened, machine-finished RD300 for cutting disposable medical substrates, dust-sensitive labels and tags, in-mold labels, synthetic gasket materials, Velcro, Tyvek and electronic components. The RD300 has been made using chromium D2 steel grade along with a specialized heat-treating process that provides a full-depth hardness of 58-60 Rockwell. Another product at the show floor will be the Pin Eject solution that offers a method of preventing a build-up of small die-cut slugs. It was designed for challenging cavity sizes as small as 0.0625 inch (1.6 mm).

SHANGHAI JAOUR ADHESIVE PRODUCTS

The company's new hot melt pressure sensitive adhesive is suitable for industrial tape application, such as kraft paper tapes. The appearance is pigmented white solid or light yellow. The product

features high tack and peel, high shear, no residuals after peeling-off, and a good aging performance.

SUZHOU CHUANRI PRECISION MACHINERY

Suzhou Chuanri Precision Machinery will showcase a gap adjustable roll to sheet cutting machine which is used for kiss cut tapes and has a feeding width of 450mm or 700mm; CQ-270 roll to sheet cutting machine suitable for cut printed or blank material; MQ-320A automatic die-cutting machine; FQ-650 automatic slitting rewinding machine suitable for slitting adhesive labels, paper, film, foam tape etc. The feeding width can be 650mm, 1300mm or 1600mm; TH-650 automatic laminating machine is suitable for laminate adhesive material with release liner.

TIRUPATI INK

Tirupati Ink shall be showcasing a variety of printing inks suitable for narrow web flexo press and for gravure printing. Truwrap inks are primarily for wraparound labels on pearlescent BOPP film, and Trushrink inks for printing shrink labels on shrink PVC and shrink PET will be displayed. UV curable inks called Trucolor UV inks and Trucolor Aqua inks, water based inks for labels, will also be displayed at the show floor.

UPM RAFLATAC

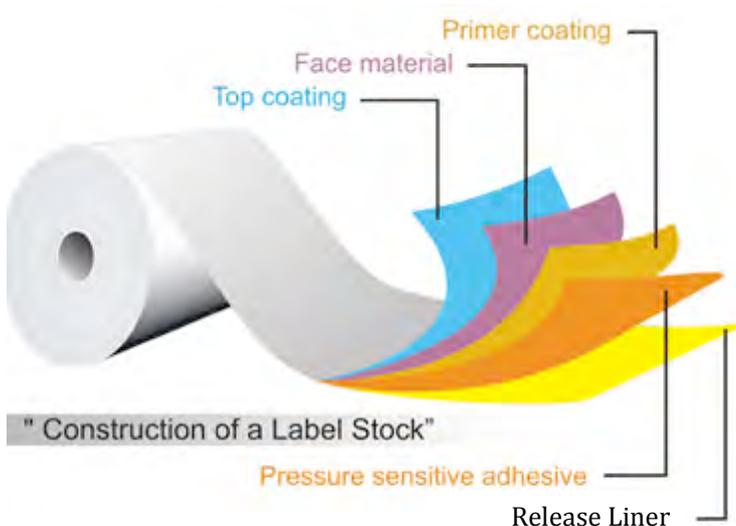
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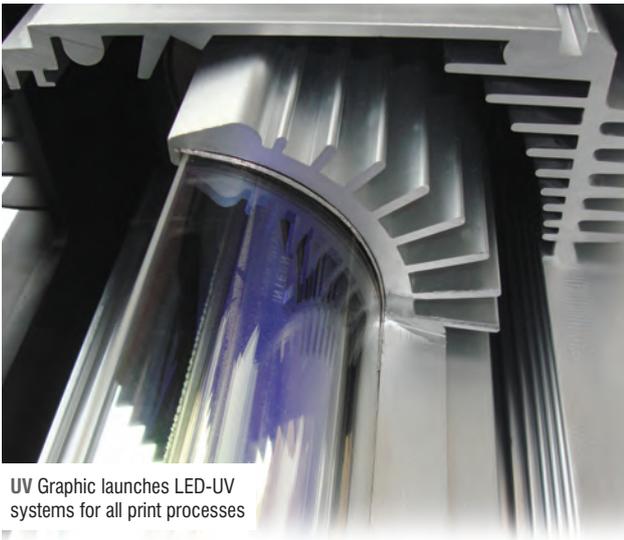
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UV Graphic launches LED-UV systems for all print processes

pressure-sensitive technology with a particular emphasis on sustainability solutions

U V GRAPHIC TECHNOLOGIES

U V Graphic Technologies will launch its new LED-UV curing systems that will be offered for flexo, offset, gravure and letterpress. The company now has an option to upgrade existing conventional mercury UV lamp systems that are powered with the EPS to an LED UV system. On display will also be a new web video inspection system that now supports color distinguishing features with high speed reading capabilities of RGB / CMYK values at the substrate with real time values displayed. Amongst other equipment, visitors will also see the new Combi Plate Mounter which works with a wide variety of cylinders to go on conventional machines as well as the latest machines. It can accommodate conventional shafted cylinders as well as cylinders from the latest machines with rings and bearers. The company will launch advanced flexo presses later this year. At Labelexpo India, two stations of this press will be on show.

VINSAK

Vinsak will display its LVPI 250/330 variable data printing and inspection system. The design of this equipment includes a quick make ready rotary scissor slitting unit with knife separation and lateral adjustment. It also features a color touch screen HMI operator interface, control of the various counting facilities, automatic web advance, taper tension control and end of roll features, and automatic splicing for 100 percent error free production. The system has maximum unwind and rewind diameter of 700mm and comes with a maximum transport speed of 150 m/min.

WONDER POLYMERS

Wonder Polymers has designed and developed a linerless label currently being used as shelf strips to promote brands at point of sale. The product is reverse printed on BoPP film by gravure, then laminated onto a film to give background pearlized, holographic, metalized paper.

XEIKON

Xeikon will display a Xeikon 3030 digital press in roll2roll configuration. The press will be live printing a range of label applications for several vertical markets. The Xeikon 3030 is the narrow web entry-level press of the Xeikon 3000 series. The press has a variable web width ranging from 200 mm up to 330 mm. It runs at a top speed of 9.6 m/min and can handle production volumes of up to 190 m²/hour.

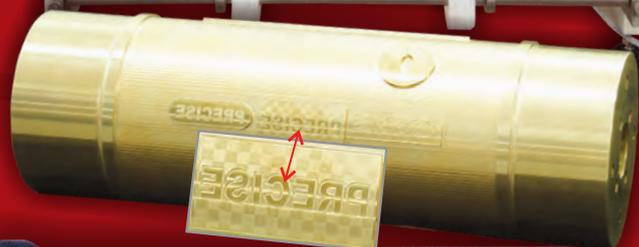
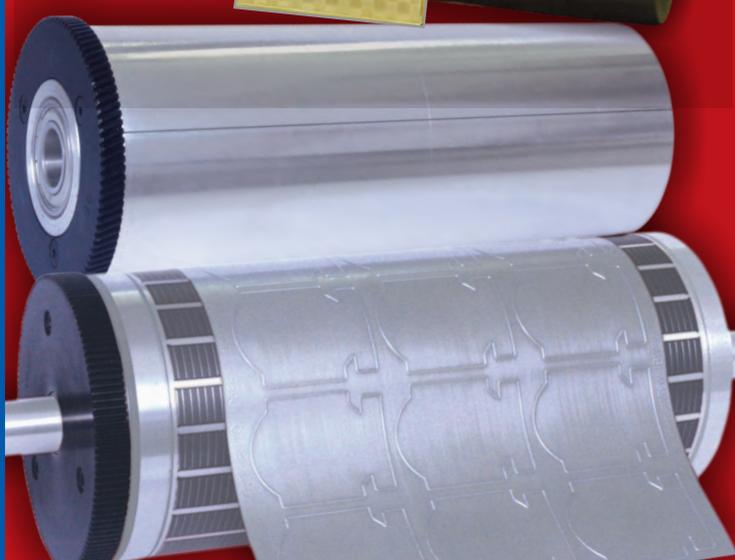


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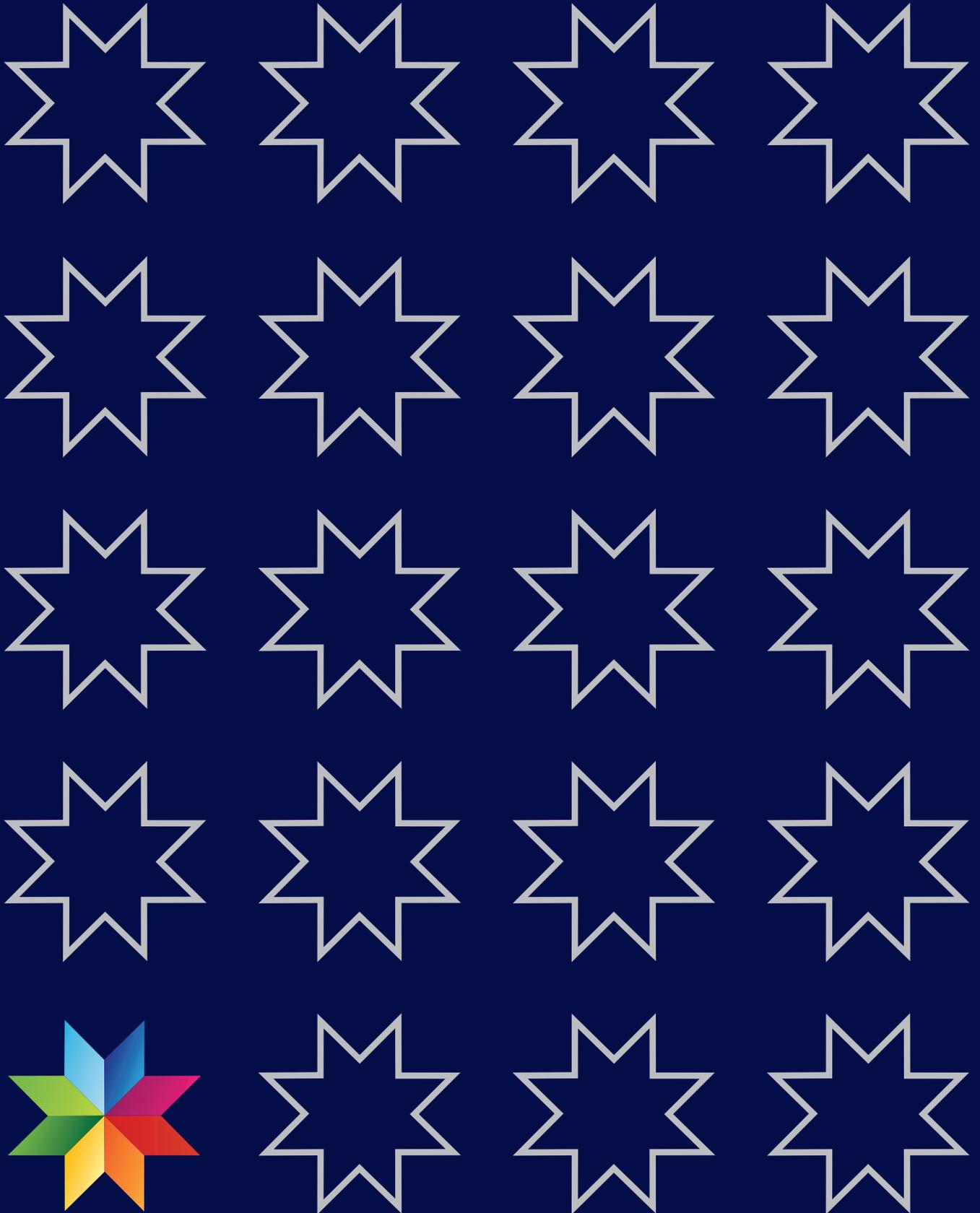
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(L) Geri Horvath, Hesse Trade and Laszlo Apostol with DigiFlex FlexoJet imaging unit

Hungarian chooses DigiFlex for in-house CTP

HUNGARIAN converter Imprinta has added a DigiFlex flexo CTP unit to its in-house platemaking department, greatly increasing productivity and saving costs. Andy Thomas reports

Hungarian label converter Imprinta Kft was founded in 1994 and its first flexo press was a 180mm wide, 3-color water-based Edale sold by Jozef Scharnitzky from Henn-Grafo. The printing workshop was in one room of a family house, where simple labels were produced for over three years

'Two rooms in the family house and corridor was where we kept the stock and my office was another room,' recalls managing director and joint-owner Apostol Laszlo, who was an offset printer by trade. 'At that time there were not so many label converters in the country. A different situation from today, where there are at least 40-50 printers of self-adhesive labels in Hungary.'

Today Imprinta is based in a 2,200 sqm purpose-built factory in Veszprem. 'I said to the architect it should be more like a hotel than a factory,' says Laszlo, and this vision has been realized. The factory houses pool table and table tennis rooms and a fully-equipped gym.

Imprinta has a turnover of €12m, expected to rise to €4m by the end of 2014. Last year the company grew at 25 percent, and has reached 12 percent this year.

More than 10 years ago Imprinta installed its first UV flexo press, a 6-color Gidue, followed five years later followed by a 370mm-wide Gidue Quadra.

High quality finishing equipment was also added, including Grafotronic and Flexor inspection-rewinders with die-cutting units and a Cartes hot foil stamping machine.

Two years later an Omet X-Flex X6 UV flexo press was purchased, specified with a 340mm web and 8-colors. This machine has produced some particularly striking work, with fine text reversed out of 4-colors.

Complementing this equipment is a Primera CX1200 with a FX1200 die cutting and finishing unit, which is used for small quantities of labels, typically runs of 3-500.

END USER MARKETS

Wine labels are an important market for Imprinta, accounting for 15 percent of the company's turnover. Veszprem is at the center of a major wine-producing region and surrounded by hundreds of wineries of all sizes.

Imprinta's 50-60 wine label customers generally require small run lengths, averaging between 500 - 1,500 meters. 'Our margins are higher on small quantities of high quality wine labels,' says Laszlo.

Imprinta keeps catalogues of wine papers to inspire designers – 'our main job is to make their designs printable,' says Laszlo. Today, around 70 of wine labels are PS compared

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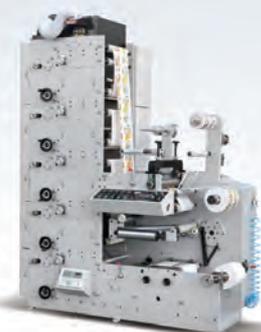
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CARTES hot foiling machine maintained by Laszlo Bors, Imprenta's joint owner



LASZLO Apostol (r) with Omet XFlex-X6



GIDUE Combat press

to 30 percent wet glue. Fifteen years ago this situation was reversed in Hungary. Another important market is food. Haribo, for example, is one of the company's biggest customers and exports its food products all over Europe. These jobs are generally between 50,000 and 100,000 labels.

DIGIFLEX INVESTMENT

Imprenta recently invested in new platemaking equipment, choosing DigiFlex's FlexoJet inkjet-based digital platemaking system. This was the first installation in Hungary by DigiFlex's local agency HesseTrade, and became a beta site for three months.

Before the DigiFlex installation the company made around 85 percent of its flexo plates in-house using a film imagesetter, and for higher quality work bought in digital plates from an outside supplier equipped with an Esko CDI platesetter.

'Now we use three parallel systems,' says Laszlo, 'but our new jobs go increasingly to the DigiFlex.'

The major reason for Imprenta choosing the DigiFlex was its lower price compared to laser-based imaging systems, and Laszlo says the quality is 'very close'.

Installing the DigiFlex FlexoJet has greatly increased Imprenta's productivity. 'We can send a job straight away to the RIP, the plate is ready in a short time and with a water-based plate we do not have to wait for the solvents to evaporate before we can put it on the press.'

The standard imaging speed is 1.1 sqm/hour, or 3.5 minutes for an A4 size plate. A double speed option is available to produce 2 sqm/hour. A particular feature of the DigiFlex system is that Imprenta can produce smaller plates very quickly: on rotating drum laser units, smaller plates can upset the centrifugal forces, slowing the machine down.

Manufacturing CTP plates in-house means Imprenta can respond more quickly. It can take up to two days to receive a digital plate from its external supplier. At the same time, it is increasingly difficult to source reliable image-setting film.

DIGIFLEX TECHNOLOGY

The DigiFlex FlexoJet inkjet CTP system operates by jetting a bi-component ink onto a primer coating sheet, which is laminated to any standard flexographic plate. The plates can be either water or solvent washable. The system also works with rotary screen plates, dry offset and letterpress plates, and even pad printing plates. DigiFlex even supplies a film material for use when imaging other types of printing products such as metal engraving plates, offset plates or flat silk screens.

The chemical reaction between the ink and primer gels the ink and freezes the inkjet dot at a very small and precise size. This is a different ink technology to a desktop inkjet printer, where the ink will spread on the surface and create a dot much larger and less precise than the initial ink drop.

The coating sheet blocks oxygen from being exposed to the plate surface during the UV exposure process, resulting in a flat dot and no dot loss. Flat dots are less sensitive to variations in impression strength, meaning they won't grow or shrink based on how hard they're pushed against the anilox or substrate. They are also better at holding fine detail because the dot shoulder on small dots is stronger. This means better highlight reproduction without a bump curve, better shadow details, and longer plate life on press, says DigiFlex.

DigiFlex started selling the system in 2012, since when around 85 sales have been made.

Imprenta can print at screen rulings up to 200lpi, but finds 150lpi is adequate for most jobs. The DigiFlex can image up to 220lpi.

Imprenta recently started using Samba hybrid screening technology to drive the DigiFlex, combining stochastic and conventional line screens. 'Now we see no edges to vignettes,' says Laszlo.

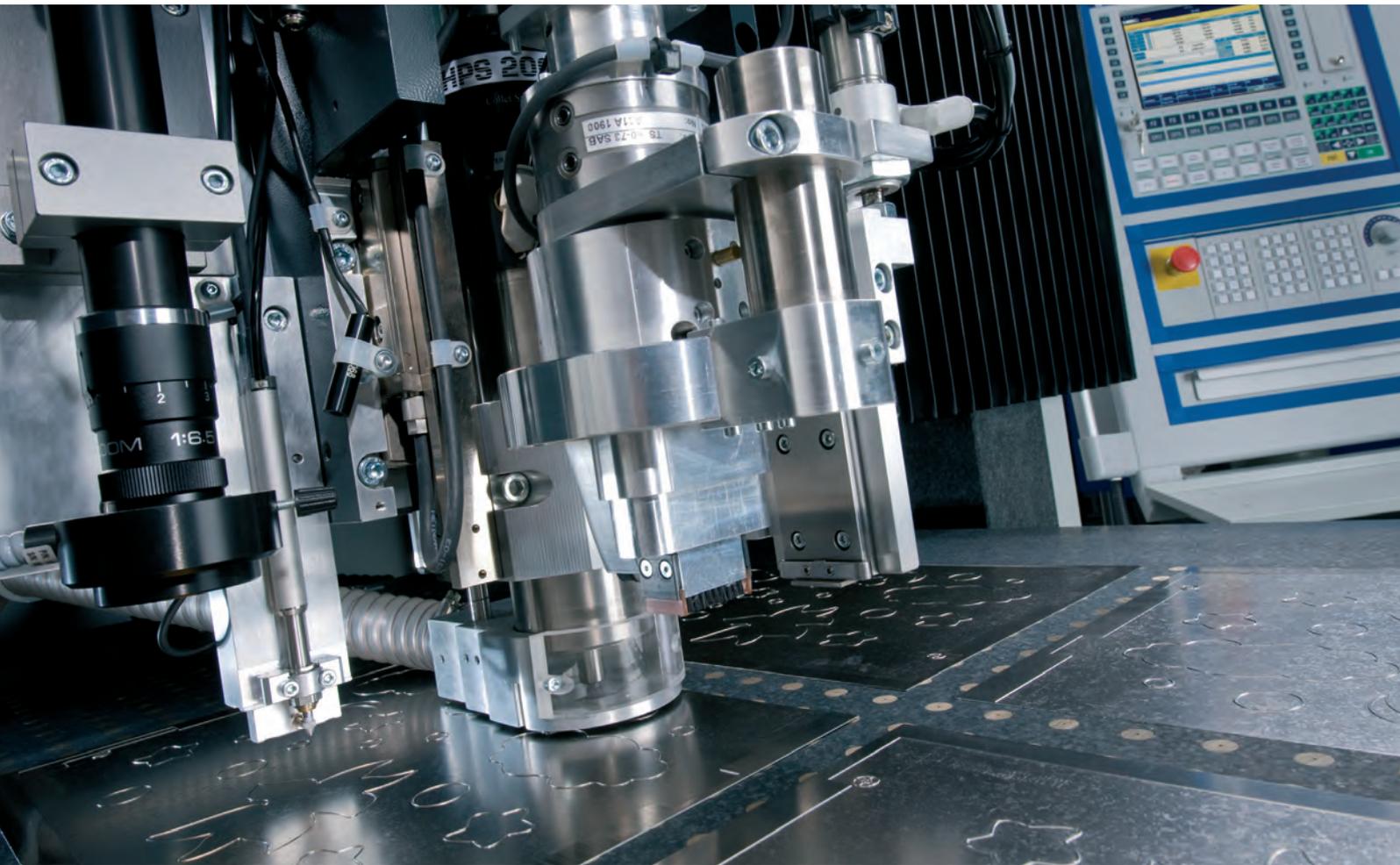
A further advantage of the DigiFlex CTP system is environmental, since ink and primer material are both water-based. 'We wash out the black mask with water and we can put this down the sink. It does not contaminate the washing fluid like an ablation plate.'

The DigiFlex CTP saves Imprenta money compared to using film. 'Film costs us €2/sqm and the DigiFlex ink with primer costs significantly less,' says Laszlo. 'And we can use our existing plates.'

LOCAL SUPPORT

Imprenta purchased its FlexoJet CTP unit from DigiFlex's Hungarian agent Hesse Trade. Hesse Trade was formed one year ago with employees with a great depth of experience in the graphic arts market. 'We have many prospects for the DigiFlex,' says Hesse Trade managing director Andras Markos. 'We have excellent support from DigiFlex – I get immediately the right answers I need to sell and support the device. DigiFlex as we see have an excellent price/value rate so ideal for the smaller companies we have here in Hungary.'

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THOMAS Graphics has been rebranded as Synthogra in the US

Flexible material supply meets new demands

AS label converters look to diversify into flexible packaging, supply of short runs of material are emerging as a bottleneck which suppliers like Thomas Graphics/Eurocast and Avery Dennison are looking to address. David Pittman reports

There can be no doubt that run lengths are getting shorter, not just for labels but also for other package printing formats like cartons and flexible packaging. Across the packaging supply chain, from printers and converters to brand owners and retailers, large stocks of pre-printed packaging are no longer the norm, while customized, and even personalized, marketing campaigns are to be seen across stores as brands look to capture the hearts and minds of consumers, as well as their spend on food, beverages, healthcare products and more.

Press manufacturers and other hardware OEMs have been developing systems to suit this changing market dynamic with faster press set-up times, changeover times and automation prevalent features of modern printing equipment. At the same time narrow web press manufacturers are starting to build wider machines specially configured to print heat sensitive unsupported flexible packaging films.

Many converters, however, feel hamstrung in their efforts to capitalize on these opportunities by a traditional flexible packaging supply chain where larger volume orders and infrequent, timetabled deliveries are the norm. Narrow web converters are used to a much more flexible service from their label materials suppliers.

Thomas Graphics was established in

Denmark in 2007 to provide synthetic polymer films, in any width and quantity, and to assist customers with technical matters. It has partnered with Poland-based film manufacturer Eurocast to advance this initiative, and to offer the narrow web printing market a new channel to receive printable, high-quality films with shorter lead times.

'In packaging, small runs are increasing and so we are receiving more and more enquiries,' says Nanette Thomas, the founder of Thomas Graphics. 'However, the most important thing is to offer a consultancy service to narrow web printers, to make sure they get the right material for the right packaging.'

'The material offering has to fit the supply chain, so we work with the printers and their customers to understand their systems, technologies, process and requirements. Each step is important to delivering the optimum packaging, and it is more complicated than just supplying material.'

'More and more brands and retailers are turning to customized marketing,' adds Klaus Damberg, president and chief executive officer of Eurocast. 'This means large volume orders are going away.'

Thomas Graphics and Eurocast are also working to assist converters in material selection, cost and process optimization, and to improve their sustainability credentials, with Damberg saying: 'A lot of

LABELXPO SUCCESS

The US division of Thomas Graphics has been rebranded as Synthogra, and reported three days at Labelexpo Americas 2014 surpassing its expectations.

Synthogra is an amalgamation of Thomas Graphics, its parent company, and 'synthetics'. It is expected that the name Synthogra will be used for all of Thomas Graphics' operations around the world going forward.

Thomas Graphics founder Nanette Thomas said the presence of the company at Labelexpo Americas 2014 had surpassed her expectations as the company was using its first foray into North America as a chance to investigate the market.

'We have seen lots of interest, particularly from visitors from South America who are very interested in our supply model.'

Synthogra also showed its new Syn-Durable material and converting tools on its stand.

new trends are shaping the market today, such as moving to different packaging structures and environmental concerns.

'This poses questions for narrow web converters who are facing up to issues they might not have had much to do with before, such as ink migration and curing, food contact approval and downstream convertibility.'

'We are working to help them with these issues, and to manage the whole process, including documentation,



"Damberg says that the wide web market is increasingly acquiring narrow web capabilities, either through buyouts of whole businesses or new technologies to extend their portfolio, to cater to this new dynamic"

traceability and approvals, and practical operational issues like understanding why add how films behave differently to traditional labestocks.'

Damberg says that the wide web market is increasingly acquiring of narrow web capabilities, either through buyouts of whole businesses or new technologies to extend their portfolio, to cater to this new dynamic, such as the creation of Coveris and Constantia Flexibles buying Spear Labels. The narrow web market has the opportunity to leverage its existing know-how to capitalize, Damberg says, giving it a 'head start'.

'The average number of SKUs in supermarkets has quadrupled in the last 10 years, so this is already a fairly well-established trend, but it is accelerating at a fast rate than the market predicted.

'If narrow web converters focus on what they are good at and their specific strengths, which often includes responsiveness and flexibility, they are

well-placed to take advantage.'

Nanette Thomas says: 'Narrow web label printers are used to making smaller, more frequent deliveries of printed products, daily in some cases, and when brand owners here about this and that it won't cost them a fortune, they are extremely interested in the possibilities.'

To further their role as a partner rather than just a supplier, Thomas Graphic and Eurocast are adding converting to their offering. Damberg has experience in converting having worked with Gerhard and, later, RotoMetrics, and says: 'Convertibility and converting speed are important factors, so we are building them into our consultancy service.

'We won't be building hardware, but will produce die-cutting tools and have formed alliances with converting equipment OEMs that allow us to recommend suitable converting system to our customers.

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prepared to go in and advise on the whole process. This means we'll never be vertically integrated as we want to be able to respond to changes in the market, whether that's new material structures and compositions or new requirements from band owners, and we want to be able to do it fast.'

'We want to be more than just a material supplier,' concludes Nanette Thomas, 'and to help converters and their customers touch consumers' hearts with the right packaging.'

Avery Dennison focus on flexibles

Riding on these same trends, Avery Dennison is increasing the range of non-pressure sensitive materials it offers to narrow web label converters, with a new focus on those looking to convert short runs of flexible packaging products.

'These lightweight, printable laminated structures offer the kind of packaging versatility and functionality that make them a natural for the narrow web market,' says Cindy Collins, who is leading this push at Avery Dennison.

Around four years ago, Avery Dennison started talking to narrow web converters about the possibilities of diversifying their

business by entering the flexible packaging market.

The company recently joined with a group of industry partners to highlight narrow web package print opportunities. These partners – including GEW, Karlville, Dupont, MPS and Zeller & Gmelin – took part in a roadshow across the US, which looked at all aspects of narrow web flexible packaging including web handling, converting, low migration UV printing and web temperature control. The subjects covered included shrink sleeves, as the technical requirements are similar.

Avery Dennison does not manufacture flexible packaging products itself, but sources them and slits to order for delivery to its customers. The range of products includes single ply films, laminated pouch materials available with both paper and film, and lidding film/papers.

'I work with half a dozen laminators to provide a limited but well tried and tested range of products,' says Cindy Collins. 'I see a fast-paced trend of wide web laminators looking to partner with narrow web converters for one-offs they can't do profitably themselves.'

MATERIALS

A ROUND-UP OF THE LATEST LABEL MATERIAL STORIES

EVERY DENNISON AND EVERYTHING TO MAKE PRODUCTS SMART

Avery Dennison and software company Evrythng are to form a partnership to make packaging and shopping more intelligent, with Avery Dennison to integrate Evrythng's software-as-a-service (SaaS) platform into its new DirectLink interactive packaging system.

The goal of interactive packaging is to enable consumers to use their smartphones to interact digitally with consumer packaged goods in ways that enrich the shopping experience and enhance their relationships with major brands.

Niall Murphy, founder and chief executive officer of Evrythng, said: 'We are thrilled to be working with Avery Dennison to explore building out the Internet of Things. We are on a mission to bring digital connectivity to physical objects, and working with a labeling expert such as Avery Dennison will accelerate our ability to bring real-time, intelligent web experiences to billions of physical things that are displayed, purchased and used by consumers.'

Mary Greenwood, Avery Dennison director of new technology and business development, said: 'NFC has the potential to change the world of commerce with mobile payments, but it also represents a new opportunity for marketers to engage consumers through the physical product package. Our collaboration will deliver what we know global brands want – the ability to build direct consumer relationships and help protect brands through intelligent product packaging. I look forward to exploring smart packaging and the Internet of Things together.'

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Industrial opportunities

MIKE Fairley looks at developments and opportunities in the world of industrial labels and printing

What do instrument panels, nameplates, keypads, molded components, medical products, wires and cables, shipping containers, optical discs, printed circuits and appliance marking, all have in common?

In virtually every case, they will all be required to carry some kind of identification, marking, coding, safety warning, usage instruction, hazard or other information on them. They are all part of the fast-growing and specialized world of industrial and functional label and direct-to-product printing.

The field of industrial print is of course something of an encompassing term that covers a number of different printing, label, coding, marking and decoration technologies required by original equipment and component manufacturers (OEMs), machine partners, specialized label and industrial printers, electronics companies and end-users. It can be found in market applications as diverse as aerospace, automotive, ceramics, electrical and electronics, printed circuits, food and beverages, laminates, stepladders, oil heaters, medical and pharmaceutical products, and wire and cable.

Indeed, much of today's industrial, electrical, mechanical, medical, etc, equipment and machinery is required to carry or conform to some kind of international or national standard marking, safety warning, hazard details, handling or other information directly on the products or goods. This information,

depending on products, will relate to such things as EU, CE, BSI, ISO, Kite or other regulatory requirements, and materials and printing must meet specified performance, durability, aging, chemical, UV-resistance, oil or grease, etc, standards.

In many cases, the information and its printed performance may additionally have to meet some kind of specified international product test requirements. The materials, inks, printing techniques and testing procedures for industrial printing and label applications are therefore often very critical or physically or chemically demanding.

The label industry has, of course, long been at the forefront of many of these industrial printing requirements. Many special high performance or durable label materials and adhesives have been developed over the years – high temperature, low temperature, underwater, long life, rub and scuff resistant, etc – as well as durable and high performance inks, coatings varnishes and laminates – and all this is a little-known and niche label printing and converting sector.

Industrial printing of all kinds, whether through labels or direct printing, is commonly used on manufactured components, products, machinery, industrial equipment, goods, containers, etc., to identify product or manufacturer, mark (for example patent or CE details), sequential code or number, or to provide regulatory compliance information such

as electrical or equipment safety.

In addition, there are many applications where industrial printing becomes an essential part of the finished component and other solutions than labels may be necessary, such as direct printing onto the product itself. Clock and watch faces for example, or computer, telephone or iPad key buttons, automotive fascia panels, keyboards themselves, and even the brand, product or usage information to be placed onto a computer keyboard, microwave cooker, washing machine, toaster or electric kettle. Then there is the whole field of printed electronics and circuitry that overlaps between labels and direct-to-product printing.

In some industrial print sectors, such as floor tiles, floor coverings, kitchen tops, wood effect laminates, or on some glass, plastic, ceramic containers, on house-ware or giftware, etc, the industrial printing may be used as the actual means of decoration.

Much research and development is also being undertaken into the potential of multi-color direct-to-shape printing of plastic bottles and containers using inkjet and there are already a handful or so of companies with actual or prototype direct decoration machines in the market. Quality of printing already looks good and is seen as ideal for shorter runs, test marketing, personalization, test marketing and personalization.

Historically the main printing technologies used in all kinds of industrial applications – whether self-adhesive labels or direct-to-product printing – have been screen process, hot stamping, thermal transfer, pad printing and with some photo-printing. Today, the world of industrial print solutions also includes quite sophisticated inkjet printing technology as well as laser printing, laser etching and engraving.

What seems certain is that the world of industrial print solutions using ever-more sophisticated and higher quality inkjet is certainly fast becoming a diverse and more powerful process which is increasingly being used across a wide variety of industrial and commercial label and direct-to-product applications to increase manufacturing productivity, to aid in the lowering of operating costs



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or increase efficiency, and in making short-run production feasible, as well as enabling mass customization or even mass personalization.

Whether an industrial label or direct inkjet printing application is in the public, private, government or military sector, there are today a wide and growing range of inkjet inks and technologies that are suitable for printing on both a diverse range of label materials or direct on to substrates such as metals, plastics, glass, rubber, wire and cable, parts packaging and more. In particular, specific inkjet performance applications have been developed for the aerospace market.

Industrial inkjet label and print solutions today have undoubtedly become quite diverse and may include standalone inkjet printer and applicator solutions, semi-automatic systems – where operators are required to feed parts to the inkjet marking or label application systems – through to fully automated and inline handling systems requiring no operator assistance at all.

Whatever the end-use industry application or regulatory requirement, this will largely determine the type of industrial printing technology – labels or direct product printing – that is to be used. Certainly some printing technologies and solutions will be much better than others, and this will depend on factors such as:

- The type of surface material to be printed or marked. Porous or non-porous surfaces, the degree of surface hardness, the type and nature of the material (metal, glass, plastic, paper), surface texture?
- Size or shape of product, components, equipment or panels to be labeled or printed. Are they large or small, light-weight or heavy. Flat, round, square, convex, concave, complex?
- How are items to be printed or labeled being moved? By hand, on a conveyor, by robots, semi-automatically, fully automated?
- Environmental factors in manufacturing or usage. Temperature extremes and resistance to heat or cold; resistance to moisture, chemical, solvent, oil, water, etc, or end-use product contamination?
- Print surroundings and environment.

Will the labeling or printing operation be exposed to dust or humidity; is it in a manufacturing/construction environment; in a clean room?

- What performance characteristics are required? Is there a need for ink or print durability or UL approval. Are military specification standards required? Resistance to UV, sun, rain, sea, abrasion?
- Size of text and images. Does the printer need to print small text, codes, sequential numbers, fine graphics, labels; will it need to produce large graphics?
- Complexity of print. Is the printing to be in black only, or in two or more colors? Is CMYK halftone printing required? What about the origination requirements?

As can be seen, industrial labeling and printing can be an extremely complex and demanding process. Different print technologies and solutions are required, different ink and performance characteristics are needed, different manufacturing and end-usage requirements are involved, different legal and regulatory requirements may have to be met – requirements and demands that no other sector of printing is likely to experience.

The printing of labels for industrial applications has long been a specialist market sector because of these demands, but how will label converters respond to the latest inkjet printing solutions for direct-to-product printing – without the need for labels?

They have the knowledge about the requirements, the applications, the performance demands. They may have extensive knowledge about inkjet printing already. Might they therefore consider buying the latest generations of direct-to-product inkjet printers to provide a new kind of service to their customers – or are component and product manufacturers going to take the new direct-to-product inkjet printing technology in-house and forgo labels?

Interesting, exciting, fast-growing, demanding and technologically challenging, industrial print – whether using labels or direct product printing – is now offering new opportunities for specialized printers and industrial users. It is going to be interesting to see how the wider industrial printing and labeling market evolves over the next few years.

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Tokyo Label Forum looks to growth options

AS Japan's economy falters, label converters are looking at fast-growing regional markets and asking how domestic competitiveness can be improved. Andy Thomas reports from the Japan Label Forum

Presentations from Lintec Corporation and expert magazine Label Shimbun showed the challenges facing the Japanese label industry during the latest edition of the Japan Label Forum. Held in Tokyo, the Forum attracted some 4,000 visitors and supported a busy supplier arena.

The downward trajectory of the Japanese label and packaging market has been directly impacted by a number of economic shocks and natural disasters, starting with the global financial crash of 2008-9 and exacerbated in 2011 by the successive shocks of the Tohoku earthquake and tsunami, the Eurozone crisis and floods in Thailand.

The dislocation of global markets on which Japan depended, the strengthening Yen, and power shortages following the earthquake, pushed Japanese manufacturing industry to relocate off-shore or to outsource production. Demand for adhesive labels dropped by 10 percent between 2008-2014 and shows little sign of returning to pre-crisis levels.

Longer-term trends are also impacting negatively on the labels and packaging sector. Japan is facing the consequences of an aging population, with 1: 2.5 classified as 'aged', or 'non-

productive'. This is reducing demand for consumer goods, creating a skills shortage and exacerbating the other problems faced by the Japanese economy.

HOW TO GROW

Lintec president Akihito Ouchi pointed out the opportunities for growth in new categories of value-added products. An ageing population, for example, will not only require a wide range of care products, but has different dietary needs, and will demand new forms of entertainment, while traceability and safety become even more important.

At the same time, Japanese consumers are showing a growing taste for premium products such as freshly roasted coffee, while personalization of packaging linked to social media is proving highly successful.

Power shortages have created a new awareness of the need to reduce energy consumption – one reason why LED-UV has progressed so quickly in Japan – and package design now emphasizes reuse and recycling. For example, shrink sleeves now incorporate tear strips which allow consumers to remove them before the bottle is thrown away, making the recovery of the raw bottle PET much more efficient.

'Above all, the label industry is not replaceable by digital media,' said Akihito Ouchi. Indeed the growth of internet shopping has created a boom in self-adhesive shipping labels.

'Japanese labels industry growth will come from finding demand in new markets where the total cost advantage of PS labels can be pushed,' said Akihito Ouchi. 'We need to make these proposals to brand owners.'

The labels industry has meanwhile benefited from the launch in 2012 of 'Abenomics', named after the new prime minister's attempt to stimulate consumer spending and investment. This has helped stimulate the first signs of recovery in the label materials market, with a 3.6 percent growth rate predicted for 2014.



AKIHIKO Ouchi, president Lintec Corporation, outlined threats to the Japanese labels industry



CHUGOKU Seal Printing is awarded its World Label Awards trophy by L&L editor Andy Thomas



LABEL Shimbun chief editor Hayato Ueda – printers must become solutions providers

OVERSEAS MARKETS

As well as identifying new domestic opportunities for self-adhesive labels, Akihito Ouchi pointed out the importance to companies like Lintec of fast-growing regional markets.

‘Our strategy is local manufacture where the demand is growing,’ said Ouchi. Today the company has 28 overseas facilities and overseas sales have jumped from 14 percent of the company’s business to 36 percent in the last 10 years.

Mr Ouchi pointed out that while Japanese GDP (gross domestic product) has remained stagnant or dropped since 2010, the developing markets of Asia – China, India and the ‘ASEAN 6’ – have grown rapidly both in GDP and in income per capita, driving a growing middle class. So far this income growth has kept pace with expanding populations.

What this means for the label industry can be seen in the booming demand for cosmetics and personal care products. Since 2007, demand has almost doubled in China, grown 80 percent in Indonesia and over 160 percent in Vietnam.

This transition from production to consumer-oriented economies will drive demand for more sophisticated and diverse labels, said Mr Ouchi.

‘This is where Japanese industry can make use of its existing expertise and our higher level of technology. We should be able to develop businesses in the world market and move from an export orientation to localization. It’s hard for individual label printers to break through, but they should work in partnership with other companies.’

Concluded Mr Ouchi, ‘The Japanese label business still has potential to grow further, but we must more actively engage with the market.’

PROVIDING SOLUTIONS

Label Shimbun chief editor Hayato Ueda said the Japanese self-adhesive labels industry has remained resilient in the face of a stagnating market. Bankruptcy levels have remained low and companies are taking measures to increase profitability, often by forgoing unprofitable work. Self-adhesive labels are favored by the trend towards shorter lead times and smaller runs.

There are around 3,000 label printers in Japan, and to survive these companies will need to differentiate and offer specialities, said Mr Ueda. Some converters, for example, are looking to enter the packaging market with applications such as high quality lidding foils.

As well as the mega trends identified earlier, the Japanese labels industry is also threatened by new forms of packaging. Thermoformed packs are now appearing with clear film wraps allowing the product to be seen rather than hidden by labels. Direct inkjet printing onto eggs and other food products using edible inks is another threat.

But Mr Ueda also showed how the innovative use of labels has helped brands increase market share, such as Coca-Cola’s customized ‘name’ labels and multiple variants of single serve packs. Changing dietary requirements have created their own

demands – for example Halal recognition labels. ‘This demonstrates the labels industry needs to become a solutions provider,’ said Mr Ueda.

Digital printing, relatively slow to become a mainstream technology in Japan, offers excellent opportunities for inventory control, track and trace and personalization applications, said Mr Ueda. Gravure printers are now using digital presses to produce prototypes before putting the full run on their gravure presses, as well as to enter shorter run label markets.

GRAND KIRIN SCORES

A great example of how innovate labeling can transform a brand was given by Kei Sugawara, senior research scientist at premium brewer Kirin. He explained how the brand had repositioned itself in a market where young people are not drinking so much, and consumers are tempted by ‘cheap high’ drinks like vodka, or higher quality wine.

Kirin focused on promoting its new beer brand, Grand Kirin, through convenience stores. These are Japan’s fastest growing retail segment. They are looking for premium products to maximize profitability from a relatively

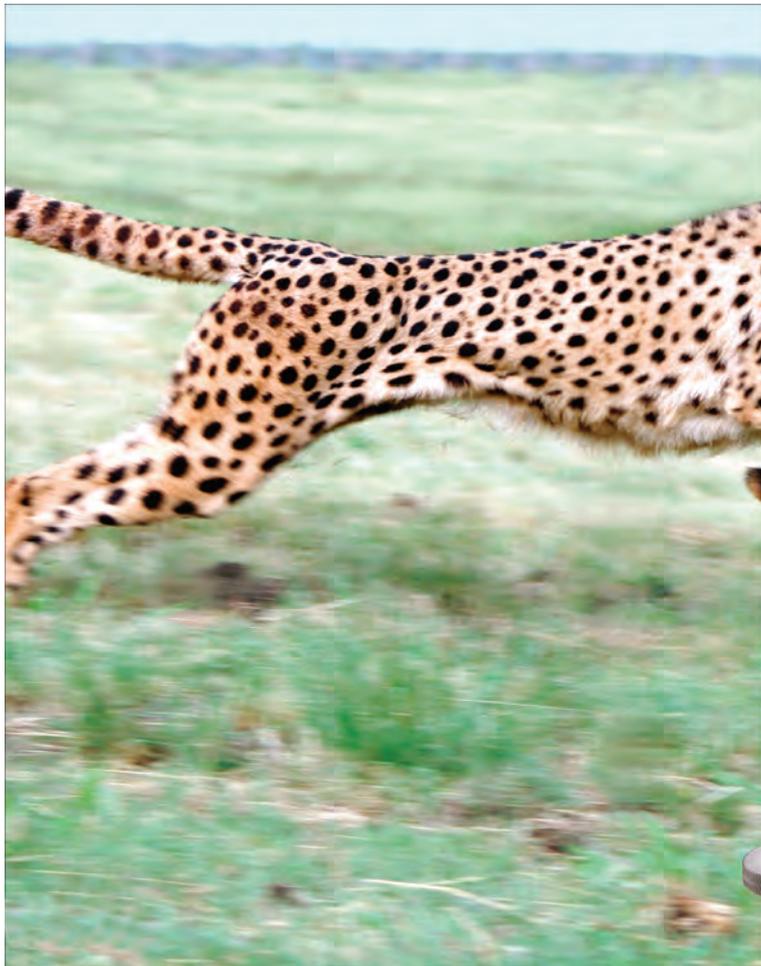
LEAVING SOLVENTS BEHIND

Yasuyuki Tanaka from FujiFilm global graphic systems looked at the current status of non-solvent flexo plate systems, as Japanese converters look to improve their environmental performance.

Mr Tanaka said the three most ecologically sound flexo platemaking methods are thermal, water-washable LAM/analogous, and direct laser engraving (DLE). DLE systems hold out the possibility of ‘de-skilling’ the platemaking process, said Tanaka, while producing consistent and stable results.

Although direct engraving of seamless sleeves is an interesting technology, the cost remains too high for the narrow web market, ‘so mounting the sheet plate on the sleeve before laser engraving is expected to satisfy both cost and sleeve benefits, including easy handling and accurate registration.’

Letterpress remains the most popular narrow web print process in Japan, though flexo is finally starting to make some inroads. To help converters make the transition, FujiFilm’s GL-F water-washable UV plate can be processed in existing letterpress platemaking systems then washed out with tap water. For overseas markets where UV flexo is more established the company has launched its Clarity water-wash plate system. The company has also opened a comprehensive R&D facility for water wash systems.



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'Grand Kirin was targeted at the premium beer consumer in their late 20s and early 30s,' said Mr Sugawara. 'We started with the concept of a premium light-weight 330ml bottle and premium barley and hop ingredients. The idea was, you feel tired after work so treat yourself with this bottle.'

'The bottle has the same height and diameter so it can line up with canned beer on the shelf. We wanted a high-class appearance so we chose black glass with a transparent PS label with high quality design. Competitor products use cheaper wet glue labels.' The refined label design label was developed with leading converter Fuji Seal.

'The label should not interfere with the beauty of the black glass,' said Mr Sugawara. 'Black, red and gold are used in combination to introduce a premium feel. Metalized film did not work, so we used a clear 50 micron OPP film.'

The ability to laser mark at 600 bottles/min on-line was another performance requirement. When the label is engraved the white characters show through the printed surface.

The way the label worked with the black glass was critical to the repositioning project: 'Customers look at the label first.'

Concluded Kei Sugawara: 'I want you (label printers) to teach us, and both parties need to be interactive in matching our needs and your technology to come up with something productive.'

CCL HARMONIZES PRODUCTION WITH BRANDS

Jim Anzai, VP managing director Asia for CCL Label, gave an insight into regional trends and how the company organises its global business to match changing end user requirements.

Starting with regional Asian trends, Anzai pointed out that even in the fastest developing markets, populations are starting to age. At the same time there is a concentration of population in cities and the middle class continues to grow. The retail environment is being transformed by global retailers and

WORSE FOR COMMERCIAL PRINTERS

Kenichi Sohma, general manager of the commercial print organization JAGAT, gave a downbeat assessment of the state of the sector, with sales expected, on the worst forecast, to plummet from 6.3 to 3.8 trillion Yen in the 10 years from 2010 – 2020.

The Printers who survive, 'will be those who have become solutions providers helping customers grow their business,' said Mr Sohma. 'New technology alone does not generate business. We must move to small lot production and minimize inventory.'



KEI Sugawara explains repositioning of Grand Kirin brand

web-based purchasing.

CCL has responded to these growth trends by opening seven label plants across Asia, and decentralizing its operations.

'Whereas in the past 90 percent of the company's directors worked in the US, and local managers had to go there for meetings, today the company has no strong central headquarters. Centralized is not efficient,' said Anzai.

'All rules are understandable for all, so do not need translation by a middle management structure.'

CCL's global customers have adopted much the same strategy, moving marketing and purchasing operations to developing markets and giving these units more autonomy to develop products suited to local requirements.

CCL's production planning system has responded by linking directly into local customers' order requirements.

'Our customers' decisions have a big impact. They can change our production schedules from the following day onwards. The browser-based planning system automatically shows customers' delivery schedules. Previously, this was carried out by customer service representatives, who are no longer required.'

Customer samples can now be produced 'virtually' and these highly realistic 3D digital models can include metallic and embossing effects and show possible product variants, as well how they the labels will look on bottles and inside cartons.

This more flexible and fast moving production environment demands a high level of skills from all employees, and skills' training is a major priority for CCL, particularly in developing markets.

Concluding, Jim Anzai asked the audience, 'Do you have a clear vision of the future? You might have to go outside Japan to achieve it.'

PACKAGING INDUSTRY IN VIETNAM

With all the talk about Japanese converters and suppliers moving into faster growing regional markets, there was much interest in a talk on the Vietnamese packaging market by Huynh Thi Thu Hang, chairman of the R&D council of leading Vietnamese labels and flexible packaging converter Liksin. The converter uses offset, gravure and flexo presses and has strong relationships with both local brands and international brands, including Colgate and Unilever. It has 38 business units and 7,000 employees

Vietnam has a population close to 90 million with a packaging industry worth some 395bn USD and growth rate of 2.9 percent as the country recovers from the global crisis.

Global and local retail groups are now bringing hypermarkets to Vietnam, greatly increasing the demand for higher quality packaging. A growing middle class, increasing personal incomes and rapid urbanisation, supports this trend.

'The increasing prevalence of modern lifestyles and Western-influenced culture is creating huge potential for premium packaging,' said Hang. This growth has attracted foreign investment in the labels and packaging industry, and this represents a major challenge – as well as opportunity – for the local converting industry.

Turning to the converting market, Hang said flexible packaging consumption is today worth 50 billion USD. Over 60 percent of the food industry has already switched to flexibles.

In the labels sector, the self-adhesive industry has been a late starter in Vietnam compared to ASEAN's other leading economies, but is rapidly gaining ground as the requirement for high value and short run packaging grows. Wet glue continues to dominate for cheaper mass-market products, and gravure-printed shrink sleeves become more

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THE exhibition area at the Tokyo Label Forum

important for longer run work. In-mold has also started to grow.

The government has had a major impact on the industry, both through its environment policies and through encouraging consumers to buy local. In 2007 two of the fastest growing brands were Vietnamese, rising to eight brands in 2009.

Mr Hang is also a board member of the An Duc school of printing and packaging, which was founded in 2007 and offers courses to a range of learners from school leavers to print company operatives.

SUCCESS THROUGH DESIGN

The Label Forum hosted a number of designers and end users who demonstrated the opportunities for growth even in a market stagnating overall.

• MINIMAL DESIGN

A fascinating brand case study showed how a label can transform a product in a totally counter-intuitive way. The product in question was an anti-dandruff shampoo bottle. Consumers needed to know the function of the shampoo rather than the brand – but then felt rather ashamed at having to keep the product on view.

The solution developed by Masami Design was a minimalistic label using a small but highly legible font, with the brand name de-emphasized but clearly marking the function of the shampoo.

So now the label carries the message over the overall branding. Perhaps the cleverest part of the strategy is that the consumer can remove the label once she gets home, 'so there is no embarrassing sight for your friends,' explained designer Masami Takahashi.

'The president of the company might hate the idea of making the brand name smaller and a label that comes off. But sales continue to increase.'

• PHARMA REQUIREMENTS

Hajime Suzuki from Chugai Pharmaceutical Labels explained that today pharmaceutical labels must perform multiple roles. He used the example of a syringe phial label that must: help prevent a lightweight bottle shattering; provide UV light resistance; incorporate child resistant and anti-counterfeit features; be detachable from a syringe to go onto patient's medical card; and remain human-readable. And all this in an area with the circumference of a pencil.

AUGMENTING REALITY

Japan has always been in love with technology, so it is perhaps not surprising that the country has embraced Augmented Reality (AR) and other smart technologies more readily than in Europe or the US.

Leading Japanese print group Osaka Sealing Printing (OSP) has led the charge by setting up its own AR division. Assistant director Graphic Arts division

Seigo Kasatani explained how the company developed a free AR Smart Label App for IOS and Android. 'The purpose was to increase demand for our printing facilities. Now we can provide the whole package including links to social media.' The app makes it easy to capture, then share a screen shot.

'Our customers are food retailers and food labels are very small, so there are limitations on space to display information,' explained Mr Kasatani. 'AR also allows the industry to send more information to consumers – just putting that information onto their website may no longer be enough. You need to promote the fact the information is available, and this is where AR comes in.'

OSP has been highly proactive in getting the message across to its customers. 'We took the concept to a washing-up sponge manufacturer and they understood it. We had excited discussions and with the co-operation of the people in charge things went smoothly.'

Other successful AR projects have been with a breadcrumb manufacturer, which trialled AR on a new launch. A character now pops up to show consumers how to use the product, with a button linking to the company's website. Twelve matching apps were produced for different products in the range.

'This has directly benefited our print business,' said Mr Kasatani. 'Printed material now has a higher repeat ratio. It takes us two to three months to generate content, including narrow down proposals, shooting and editing, and customers then feel attached to the finished content.'

Other projects have involved an astonishing range of end users, including amusement halls and temples using AR-enabled labels on flyers and other printed matter.

'The main challenge is content. I have to be able to give potential customers a full proposal to keep their excitement up. I always bring along a couple of ideas around customers' content. So you have to study their product thoroughly, who will use it and why. In the case of the sponge, the buyers are housewives, but with the cute character the target can now include kids – mothers can enjoy it with their kids after purchase.'

Not all customers understand AR. 'Some customers ask us to link a video action to the smart label, but this wastes the function of AR. Unless the video is truly compelling, consumers will not react'.

AR is now a standard part of OSP's sales calls.

REWITABLE LABELS

Co-op Tohoku Sunnet is a consumer-based joint-purchasing organisation with 1.65 million members and sales worth 231 billion Yen (2.15 bn USD). The Co-op model involves shipping products in returnable containers from logistics centers direct to customers.

Manually labeling each container was slow and removing the labels from the returned containers was a major problem, so in 2013 a pilot project saw 10,000 containers switched to using Ricoh laser re-writable labels. 'This had a fantastic impact on the environment and saves great time and waste,' said Toshihiko Kono, executive director of the group. 'There is no partial remnant of the label or glue left. Usage of paper and CO2 impact are reduced as each label can be used for more than 1,000 journeys.'

'Our manual labelling operation has been replaced with a new automatic line, which takes 1.5 seconds to image a label, and images two boxes at a time.'

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Corona Treatment 101

NICK COOMBES met up with Jan Eisby of Danish manufacturer Vetaphone, to learn more about the basics of corona treatment

We have all heard the term, and most of us know how important Corona treatment is for printing on the surface of synthetic materials, but how many of us actually understand the science behind the process?

'The difficulty of writing or printing on plastic film is well known,' said Jan Eisby, whose Father, Verner, was the inventor of the process, and who today runs the international family business with his brother Frank.

'You have a plastic bag and you would like to write on it with a pen, but unfortunately the ink doesn't stick to the surface because the untreated plastic has a structure and this makes for poor adhesion. Corona treatment is the solution to this well known problem.'

AVOIDING ADHESION PROBLEMS

Corona treatment is a high frequency discharge that increases the adhesion of a plastic surface. Whether a liquid wets a material well or poorly primarily depends on the chemical nature of both the liquid and the substrate. Wetting is defined as the ratio between the surface energies of the liquid and substrate.

'In general, a material will be wetted if its surface energy, expressed in dyne/cm, is greater than the surface energy of the liquid. If it is not, there will be an adhesion problem,' explained Eisby. The graphic below shows the basic dyne level of a material, and the required dyne level in the different applications.

The pre-treatment offered by the Corona process is necessary to obtain sufficient wetting and adhesion on plastic film or metallic foil before printing, laminating or coating takes place. A Corona discharge unit is used to optimise the wetting and adhesion, and the technique has proved to be both highly efficient and cost-effective, especially as it can take place inline.

WHAT IS CORONA TREATMENT?

Plastic is a man-made synthetic material that contains long homogeneous molecular chains that form a strong and uniform product. The chains of molecules are normally joined end-to-end forming even longer chains, which leave only a few open chain ends, and therefore only a small number of surface bonding points. 'It is these

few bonding points that cause the low adhesion and wettability, which becomes a problem in the converting process,' said Eisby, whose father, Verner, was originally asked to solve the problem back in the 1950s. 'He came up with a theory that a high frequency charge would provide a more efficient and controllable method of increasing the adhesion and wettability of a plastic surface,' Jan Eisby explained. 'During Corona discharge treatment, electrons are accelerated into the surface of the plastic causing the long chains to rupture, and this creates a multiplicity of open ends and free valences.'

The ozone in the electrical discharge is accelerated onto the surface, which in turn forms new carbonyl groups with a higher surface energy. The result is an improvement of the chemical connection (dyne/cm) between the molecules in the plastic and the applied media/liquid. 'Importantly, this surface treatment does not reduce or change the strength of the substrate, and nor does it change the appearance of the material,' he said. Corona treatment changes only the top molecule chains, which are 0.00001 micron thick.

DETERMINATION OF TREATMENT LEVEL

The effectiveness of Corona treatment depends on the specific material being used. 'Materials have different characteristics and different amounts of slip and additives, which will determine the effect of the Corona treatment. There are no limits with regard to the materials that can be Corona treated, but the required intensity of the treatment, measured in watt/min/m², may vary significantly,' he said.

The treatment level can be calculated by using the following formula:

$$\text{Power (watt)} = T \times S \times W \times M$$

P = Total Power (Watt) required

T = Number of sides to Treat
(single/double sided)

S = Line Speed (in metres per minute)

W = Film Width (in metres)

M = Material factor

(required Watt per m² per minute)



THE effect of corona treatment



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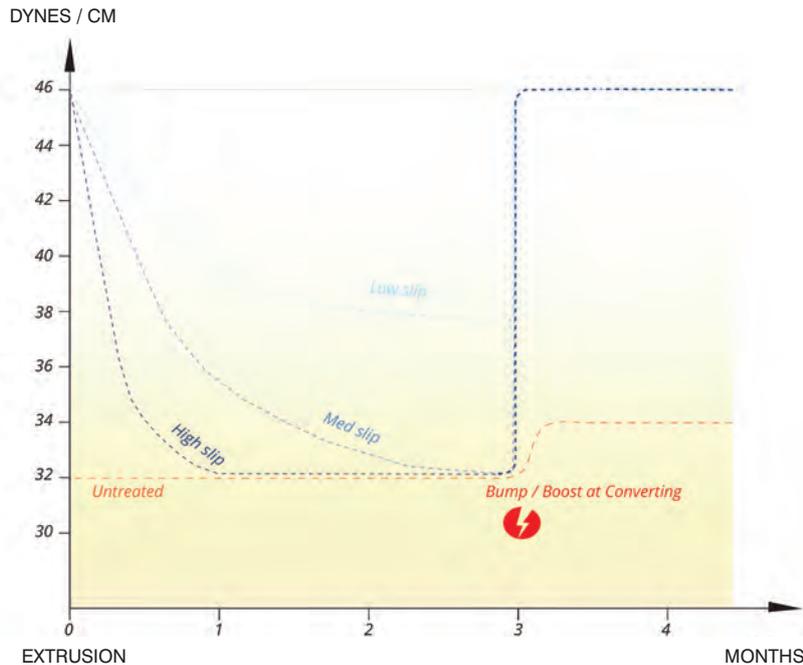
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- Special Self-adhesive materials:** Airport bag tag, Tyre, Wet-tissue, In-mold Labelstock.
- Release and Package Materials:** Release paper, Release film, PE-Coated Paper.



GRAPH: DIFFERENT SLIP VALUES HAVE DIFFERING DURABILITY

The exact value is best determined by testing a sample of the actual film that is being used for a specific application.

DURABILITY

Over time, the obtained dyne level can decrease and it may be necessary to Corona treat the material again just before use. When a material contains slip, the dyne level falls faster, and thicker and older film stocks are more difficult to treat as slip agents may have migrated to the surface. 'Storage conditions and temperature can also affect the loss of Corona treatment. Generally speaking, the higher the amount of slip, the quicker it is likely to decay,' he commented. 'It has also been proven that some films with very high slip additives, say over 1200 ppm, can be totally resistant to printing just 24 hours after treatment, and it may be necessary to process this film immediately after treatment, or boost the treatment inline with the printer,' he added.

Material that has not been treated under extrusion can be difficult to treat afterwards. 'We recommend treating film just after extrusion, and then use a refreshment treatment, if necessary, just before the liquid or media is supplied to the surface in the converting process,' he concluded. If the science of Corona treatment is lost on many, the realities of its effects and the benefits it brings are all too obvious. Vetaphone claims a market share in narrow web of around 80 percent, and is looking to extend its business into the wider markets of flexible packaging. Family Eisby certainly has the background and pedigree to achieve that aim.

For more information: www.vetaphone.com

MULTITEC TO LAUNCH NEW FLEXO PRESSES

Multitec will display almost its entire range of label printing presses at Labelexpo India being held from October 29 to November 1 at Pragati Maidan in New Delhi.

Three presses will be displayed on the show floor with live demonstrations of the new Ecoflex VSi ELS and Ecosmart presses.

Ecoflex VSi ELS is a full servo version of the popular Ecoflex VSi. The machine runs on an electronic line shaft and incorporates pre-register capability. Final registration can be done through a touch screen placed on every print unit or automatically if the customer has opted for the auto-register package. The press also incorporates Zerobreak waste stripping technology after

the die-cut unit to strip complex matrix shapes without any breakage at high speeds. Both Ecoflex VSi and Ecoflex VSi ELS are suited for printing on pressure sensitive labels, flexible packaging and light cartons.

The second launch will be the Ecosmart – a new machine based on the same principles as the Ecoflex VSi. It will feature open access design, servo in-feed and out-feed for registration accuracy and a short web path. The only difference is that it would not have chilled impression drums. Therefore, the Ecosmart press will be suitable for pressure sensitive labels and light cartons.

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

APP SIGNS NEW YORK DECLARATION ON FORESTS AT UN CLIMATE SUMMIT

Teguh Ganda Wijaya, chairman of Asia Pulp and Paper Group (APP), has joined a number of companies, governments and NGOs to sign the New York Declaration on Forests at an event at the UN Climate Summit 2014.

APP described the New York Declaration on Forests as an 'international, multi-sector commitment to safeguard the world's forests and to help tackle climate change'. All signatories of the declaration have committed to a vision of slowing, halting and reversing global forest loss while simultaneously contributing to economic growth, poverty alleviation, rule of law, food security, climate resilience and biodiversity conservation. The declaration, which was formalized at an event hosted by UN secretary-general Ban Ki-moon, highlights that reducing emissions from deforestation and increasing forest restoration are key to tackling climate change.

Signatories are called on to work together to: at least halve the rate of loss of natural forests globally by 2020 and strive to end natural forest loss by 2030; and restore 150 million hectares of degraded landscapes and forestlands by 2020 and significantly increase the rate of global restoration thereafter, which would restore at least an additional 200 million hectares by 2030.

The full list of commitments has the collective target of achieving a reduction in emissions by 4.5-8.8 billion tons per year by 2030. APP chairman Teguh Ganda Wijaya said: 'UN secretary-general Ban Ki-moon has done the planet and some of its most critical ecosystems a great service in convening this ground-breaking meeting of governments, global business leaders and NGOs.'

'Business can take the lead in delivering these commitments, but we must work closely with all stakeholders including governments and NGOs to truly tackle deforestation and climate change. One of the most effective ways to do this is by conserving forest, planting trees, and protecting the natural forest that surrounds.'

He added: 'We at APP also believe that forest-based products can help in this regard because they retain carbon, are recyclable and, when sourced from responsibly managed plantations, are often more sustainable than the alternatives.'

APP announced its Forest Conservation Policy and zero deforestation commitment in February 2013 and over the last 18 months, has been working to implement this policy. Earlier this year, the company made a further commitment to support the protection and restoration of one million hectares of tropical rainforest landscapes in Indonesia, one of the most ambitious conservation commitments ever made by a private company.

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DON Nolan presents Suzanne Zaccone with R Stanton Avery Lifetime Achievement Award

Industry honors innovation giants

LABELXPO Americas saw the Label Industry Global Awards given to leading industry pioneers and a very popular Lifetime Achievement winner. Andy Thomas reports

The winners in the 2014 Label Industry Global Awards competition were announced at Labelexpo Americas, with Avery Dennison, Nuova Gidue, Stephanos Karydakias and Bio4Life taking home prizes.

The Award for Innovation (under 300 employees), sponsored by Flint Group Narrow Web, was presented to joint winners Nuova Gidue and Stephanos Karydakias.

Nuova Gidue took the award for its 'Digital Flexo Excellence' system of technologies. The judges commented: 'This award is for a system of technologies to digitize and automate the workflow, set-up and running of a flexographic label and packaging press. The system provides digital automation and on-the-fly exchange of printing and converting

tools - all targeted at reducing manual intervention by the operator and to provide consistent, reproducible, efficient and cost-effective press performance.'

Stephanos Karydakias' winning innovation was a multi-active label that incorporates thermo-chromic ink, spot matte and gloss varnish, metalized foil and digital watermarking.

Commented the judges: 'This label tells consumers when the environment temperature is correct for opening and communicates through a smart phone with the consumer through digital watermarking anywhere on the label.'

The judging panel also commended the shortlisted companies in this category: CMC DayMark – for the DissolveMark direct thermal labels; ETI Converting Equipment – for the Pellicut heavy duty

module for precise die-cutting; ITW Dynatec - for the the TwinCoat slot die applicator; and KT Labels – for its instant printable shoe label.

The Award for Innovation (over 300 employees), also sponsored by Flint Group Narrow Web, went to Avery Dennison for a portfolio of tire manufacturing labels.

The judges commented: 'Avery Dennison has introduced two innovative products which help converters solve problems in tire manufacturing: a barcode label that's vulcanised into an automobile tire for traceability throughout its lifetime; and a tread label applied to the exterior of the tire for point-of-purchase impact.'

Commended runners up in this category included Durst for its Low Migration & Low Oder UV inkjet inks and Xeikon for its ICE



DAVE McDowell, TLMI chairman, presents 'Best of the Best' World Label Association awards to (l-r) Fuji Mark, McDowell Label, Shinwa Label Printing, Multi-Color QLD and Ultra Labels

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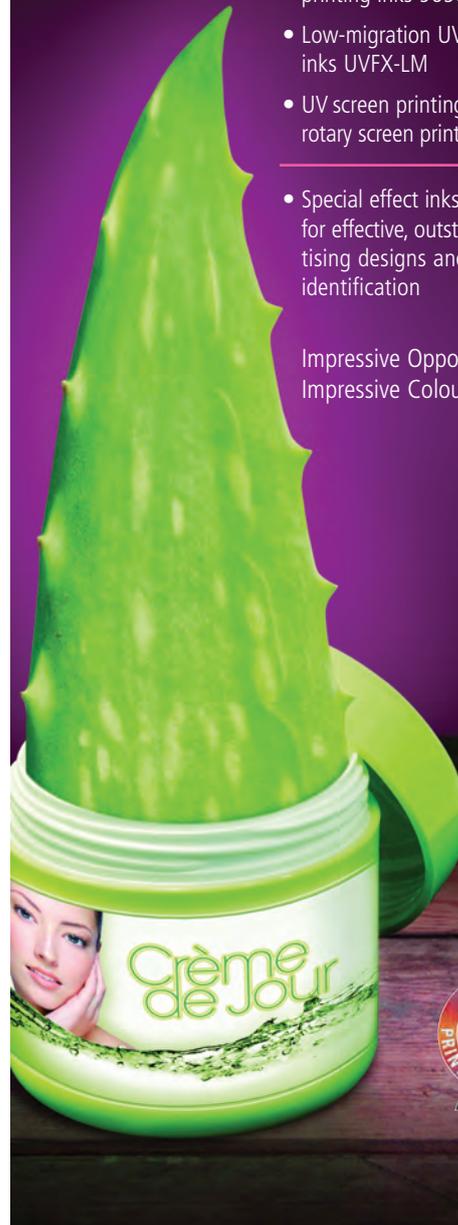
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GUILLAUME CLEMENT, VP Flint Group Narrow Web presents Innovation award to Stephanos Karydakis



EVERY DENNISON'S Don Nolan accepts Innovation award from Guillaume Clement



ANDY Thomas receives Sustainability award on behalf of Bio4Life, presented by Todd Blumsack VP sales and marketing, Xeikon USA



NUOVA GIDUE team wins Innovation Award for Digital Flexo system



Blues Brothers review entertains Awards audience

low temperature toners.

Bio4Life triumphed in the Award for Sustainability, sponsored by Xeikon for a product which combined a biodegradable face material with a biodegradable adhesive to provide an EN certified solution for fruit labeling.

As already announced in LL4, the prestigious 2014 R. Stanton Avery Lifetime Achievement Award went to Suzanne Zaccone, executive vice-chairman and formerly president and co-owner of GSI Technologies.

Zaccone is the first female recipient of the award, which is sponsored by Avery Dennison in recognition of Stan Avery and his pioneering efforts.

Presenting the award, Don Nolan, president, Materials Group at Avery Dennison, said: 'Suzanne has been blazing trails for women in our industry for years. From 1998 to 2000 Suzanne was the TLMI's chairman/president; the first female in that role in the organization's seventy-five year history. She was also the Chair of the Communications committee for seven years, and held a seat on the Board of Directors for thirteen years. Suzanne has also been president of the board of directors to the DiTrollo Flexographic Institute since 2000.

'Suzanne continues as a strong mentor for other women in the TLMI and women in the label industry in general, using her leadership skills to help young people in the medical field and other business areas.'

Mike Fairley, chairman of judges, said: 'The caliber of this year's entrants was exceptionally high and it has been one of the toughest judging sessions we have had in the awards' history. The winners, especially Suzanne, have had an enormous impact on the industry and their significant

contributions across all parts of the label printing and converting business have been far and wide reaching. My congratulations go to all of the finalists and winners at this year's awards.'

The judging panel consisted of the editors of leading industry magazines Labels & Labeling, Label & Narrow Web and NarrowWebtech and boards members of FINAT and TLMI, chaired by Mike Fairley.

The evening also saw the presentation of the 2013 L9 World Label Association 'Best of the best awards', presented by Dave McDowell, chairman of TLMI, and Kurt Walker, president of FINAT. The awards went to McDowell Label in the Combination Printing category; Shinwa Label Printing Company, Letterpress category; Fuji Mark, offset litho category; Multi-Color QLD Australia, flexographic category; and Ultra Labels, digital printing category.



SUZANNE Zaccone, executive vice-chairman and former president and co-owner of GSI Technologies, has been awarded the 2014 R. Stanton Avery Lifetime Achievement Award. See the interview at: <http://www.labelsandlabeling.com/video>.



SMART Mart showcased a wide range of intelligent and interactive label technologies

Smart Mart

ONE of the most successful new introductions at this year's Labelexpo Americas was the Smart Mart zone, as Danielle Jerschfske reports

Smart Mart at Labelexpo Americas was a hit with attendees eager to find out how the latest intelligent solutions can make packaging interactive for a richer shopping experience. Smart products were also shown to improve value chain efficiencies while enhancing consumer-brand relationships.

Many of the innovations shown in the new feature area had the ability to connect with mobile devices and cloud-based data collection systems to add interactive dimensions to on-pack information and promotions. Others demonstrated advanced inks and coatings to bring safety and authentication to the supply chain.

T+sun showed its Touchcode conductive ink signature that a smartphone or other sensing device can detect through capacitive touch when embedded in labels or packaging. T+sun is an organization created through the partnership of Sun Chemical and T+ink.

Clemson University demonstrated its eye-tracking technology, which can assist both designers and brand managers with re-branding tactics and shopper response and reach schemes. Students in the University's Sonoco Institute of Packaging Design and Graphics program assisted in measuring what participants looked at, for how long and in what order. Said Chip Tonkin, director of the Institute, 'It's an effective way of measuring a package objectively instead of the subjective way that we normally do.'

Derprosa Film promoted its Bacterstop anti-bacterial BOPP films for food contamination prevention applications. The BOPP films are treated on one side with either matte or gloss anti-bacterial coating, while the other side is corona treated for printing and laminating. Applications include pressure sensitive, roll fed wrap around and in-mold labels.

Said Joaquin Lopez, marketing and business development manager for Derprosa, 'The specialty coating kills 99.9 percent

of bacteria that comes into contact with the film surface. It's an excellent product for health care, hygiene and personal care products, and the protection lasts for up to 12 months.' Taghleef Industries completed the acquisition of Derprosa Film in May 2014.

AUGMENTED REALITY

It is estimated that 2.5Billion Augmented Reality (AR) applications will be downloaded globally by 2017. Coupled with predicted growth of 300 percent over the next four years, Blippar displayed the possibilities of digital engagement through its own AR and image recognition application. Kellogg's cereal boxes, Heinz ketchup bottles and children's fruit snack packs were all examples of labels and packaging that connected attendees to the digital world in the show's Smart Mart.

NFC AND RFID

Xterprise proved the core value of Radio Frequency Identification (RFID) at retail using its Clarity software solution and SML passive RFID tags. The software was able to count inventory at a rapid pace, showing how the technology can make audits efficient and user friendly while increasing real-time accuracy. Item-level RFID reduces out-of-stocks, inventory levels, and shrink while improving sales, selection and omnichannel fulfillment. Avery Dennison too demonstrated its RFID solutions for inventory management.

There are 500 million Near Field Communications (NFC)-enabled mobile phones in use today, and by 2018 it is anticipated that nearly two thirds of all global handsets shipped will incorporate this technology. Apple hit record first-day preorders for its new iPhone 6, launched during the week of Labelexpo, with over four million preorders in the first 24 hours.



The new smart phone incorporates NFC, but for now is limited to Apple Pay, the company's new mobile payments platform.

Smartrac and its partners revealed intelligent RFID and NFC solutions, from industrial applications to the benefit of real-time merchandise interaction, analytical trend data, merchandise visibility and authentication solutions all the way to customer acquisition, experience and customer retention.

Thinfilm demonstrated its NFC-enabled labels with temperature sensors designed to monitor perishable goods. Attendees with NFC-enabled mobile devices could wirelessly detect the smart label's signal. Alerts were then displayed on their screen if a critical temperature threshold has been reached or exceeded. The intelligent labels shown each had a unique ID, so it was possible to log the alert in a cloud-based application for further 'Big Data' analysis.

Thinfilm launched a collaboration agreement with Evrythng, an Internet of Things (IoT) software company, in July of 2014. Bill Cummings VP marketing & communications, Thin Film Electronics, said, 'For Thinfilm, being a part of the Smart Mart and collaborating with our partner, Evrythng, provided a great opportunity to demonstrate our end-to-end offering for intelligent product solutions.'

'Attendees seemed intrigued by the powerful pairing of Thinfilm's printed NFC Barcode technology and Evrythng's cloud-based analytics engine. Our combined ability to enable digital and mobile interactivity at the consumables and disposables level – and do so affordably – amazed many of the attendees that visited our booth, and we left the event with many solid leads in hand.'

Avery Dennison and Evrythng announced their partnership to make packaging and shopping more intelligent while at Labelexpo Americas. Avery Dennison plans to integrate Evrythng's software-as-a-service (SaaS) platform into its new DirectLink interactive packaging solution, which was on display in the Smart Mart. Using an NFC feature, DirectLink showed how brands can deliver any kind of relevant content, special offer, video, tutorial or product information directly from their products to consumers.

Niall Murphy, founder and chief executive officer of Evrythng, said, 'We are thrilled to be working with Avery Dennison to explore building out the Internet of Things. We are on a mission to bring digital connectivity to physical objects, and working with a labeling expert such as Avery Dennison will accelerate

our ability to bring real-time, intelligent web experiences to billions of physical things that are displayed, purchase and used by consumers.'

Evrythng's intelligent SaaS technology manages how products connect to the Web. When integrated into DirectLink, brands can build direct digital relationships, help consumers authenticate products and combat counterfeiting.

IOT PANEL

Evrythng's Murphy and Avery Dennison's CEO, chairman and president, Dean Scarborough, participated on the IoT and Big Data panel discussion Internet of Things and a vision of the future on the first day of the show. Said Murphy, 'Products are becoming a stronger brand focus from marketers and new smart tools allow them to be responsive to consumers in real-time.'

'We see great value in enhancing the consumer experience in-store,' added Scarborough. 'RFID in retail is being driven by the demands of the consumer.' Already RFID is a \$100M business for Avery Dennison.

Alon Bar-Shany, GM of HP Indigo, was also a part of the IoT panel. He said, 'The creation of endless amounts of data is driving the adoption of personalized products and supply chain delivery, which is leading to the digitalization of processes and of printing.'

HP Indigo presses and most other advanced converting machinery seen at the show are connected to the web for servicing clients from afar. It is important for suppliers to understand how to manage that information to their advantage and to anticipate customer needs.

Additionally in the discussion, Guy Gecht, CEO of EFI, commented, 'We have to look at the efficiencies provided by evaluating Big Data and focus on the growth opportunities for where we can add value for customers.'

Dr. Bill Hardgrave, an RFID expert professor at Auburn University, concluded the high-level panel discussion, 'Small converters have a chance to play in this game. As consumers get used to more personalized campaigns, the demand for melding the digital world with physical products will become great. Those that can practically deploy and integrate such intelligent technologies will win in business. Eventually, every product will have some type of smart or intelligent feature that will provide connectivity.'

PANEL DISCUSSION



SEATED L-R: Keren Becerra, operations director of Etiquetas Lobo Impresores and president of AMETIQ; José Alfonso Rubio, owner of Materiales y Etiquetas Millenium and president of ACOBAN, and Jaime Yoshiyama, managing director of Peruvian label and adhesive tape converter Kuresa

LATIN AMERICA CONVERTERS DEBATE

JAMES Quirk chaired a panel of leading converters from across the region

A panel session focusing on the Latin American label market brought together Keren Becerra, operations director of Etiquetas Lobo Impresores and president of Mexican association AMETIQ; José Alfonso Rubio, owner of Materiales y Etiquetas Millenium and president of Mexican association ACOBAN; and Jaime Yoshiyama, managing director of Peruvian label and adhesive tape converter Kuresa.

Becerra spoke about AMETIQ's plans for next year's Mexican Label Awards and its positive experiences in participating in the L9 global group of label associations. She stated that AMETIQ was keen to increase communication between label converters both within Mexico and across the wider region. Commenting on the Mexican market, she noted the small percentage of labels exported by local converters, citing it as an opportunity for growth.

José Alfonso Rubio spoke about ACOBAN's new free smart phone app which allows users to access information about the Mexican market and contact details for local suppliers. He discussed merger and acquisition activity in the Mexican label industry, noting that despite increasing consolidation in the market, smaller converters could remain competitive by focusing on value-added service.

Both Mexican associations promote education in the local industry by supporting training institutions and sponsoring scholarships for students: AMETIQ at the Fidel Velásquez University and ACOBAN at the National College of Professional Technical Education (CONALEP).

Jaime Yoshiyama described the rapid growth of the Peruvian label market in recent years: a number of new start-up companies, as well as converters moving into label production from different markets, have increased local competition. He described the challenges of exporting to neighboring countries in the Andean region such as Ecuador and Colombia; Kuresa opened an office and warehouse in Bogota in order to guarantee timely delivery to customers in Colombia.



(L-R SEATED): Micheal Lane, CEO Lofton Label; Tom Carroll, president, The Labeltape Group; John McDowell, president, McDowell Label; Thomas Tyndall, Vice President, Eagle Flexible Packaging; and Ed Wiegand, Executive Vice President, The Matlet Group

US CONVERTER PANEL LOOKS TO FUTURE

TOP package print and label converters from across the US took part in a key panel session at Labelexpo Americas

A converter panel session held on the second day of Labelexpo Americas brought together executives from a diverse group of companies, including small and large label converters, flexibles and folding carton converters.

The panel members were Micheal Lane, CEO Lofton Label; Tom Carroll, president, The Labeltape Group; John McDowell, president, McDowell Label; Thomas Tyndall, Vice President, Eagle Flexible Packaging; and Ed Wiegand, Executive Vice President, The Matlet Group.

A significant trend is converting multiple materials on the same press line, as brand owners shift products rapidly between packaging formats. John McDowell said the market is too fluid to dedicate certain presses to certain types of work, and job planning is entirely customer-driven.

Materials trends include a shift in demand towards flexible packaging and a significant growth in shrink sleeves. Micheal Lane, CEO Lofton Label, pointed out how changing perceptions of the recyclability of shrink sleeves could still derail this product category, and a lot of work is going into this issue from film suppliers.

Narrow web converters looking to enter the flexible packaging market were cautioned about the whole new world of compliance they would face when converting direct food contact containers.

Digital print proved to be a topic of great interest to the audience. Ed Wiegand told delegates how digital has transformed cartons since the installation of an HP10000 – a machine not intended for the carton market but which showed the 'huge pent up demand' for short run variable imaging in this traditionally conservative market.

Tom Carroll gave the perspective of the smaller converter on the process of adding digital capacity, where the investment decision represents a major risk. The panel agreed that one of the principal benefits of acquiring a 'digital culture' was in knocking out waste from other parts of their business. Explained Michael Lane: 'you suddenly find you have these "white" areas which are jobs waiting to be processed, and you start to fill these in through your business.' Customer expectations are also dramatically influenced by digital, when they start asking for shorter lead times across the business.

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NICK Coombes introduces the Package Printing Workshop, which featured a Xeikon press line and Delta Industrial converting system

Package printing gets major push at Labelexpo Americas 2014

OPPORTUNITIES for narrow web label converters to expand into the printed packaging market and capitalize on growth in this product segment were highlighted across Labelexpo Americas 2014 - nowhere more so than in the Package Printing Workshop feature area. David Pittman reports

Package printing was a key theme across much of Labelexpo Americas 2014, from conference sessions, such as the one in which Palmas Printing talked about its move from labels into flexibles, and panel discussions, such as the converter panel where Eagle Flexible Packaging was represented, to the show floor where exhibitors, HP Indigo, Omet and Ashland in particular, drew attention to specific products and technologies suited to narrow web flexible packaging and folding carton printing using both conventional and digital processes.

Spread across the halls of Labelexpo Americas 2014 were a handful of feature areas also showing related content, such as active and intelligent packaging in Smart Mart and the Package Printing Workshop.

The latter is a continuation of a feature of Labelexpo Europe and Americas shows since 2011 showcasing 'non-label work', with Xeikon ever-present and using its dry toner technology to highlight possibilities in the folding carton space.

In 2014, this was centered around a 3500 model from its digital press series, fitted with a new web varnishing module launched at the show. The web varnishing module runs in-line with Xeikon 3000 presses, at full press speeds, and the print roller can be changed easily to match the repeat or width of the job being printed. In addition to applying the flood or spot varnish, the unit can be upgraded with a UV

LABELS&LABELING

"Package printing was a key theme across much of Labelexpo Americas 2014, from conference sessions, centered around the technology demonstrations in the Package Printing Workshop feature area"



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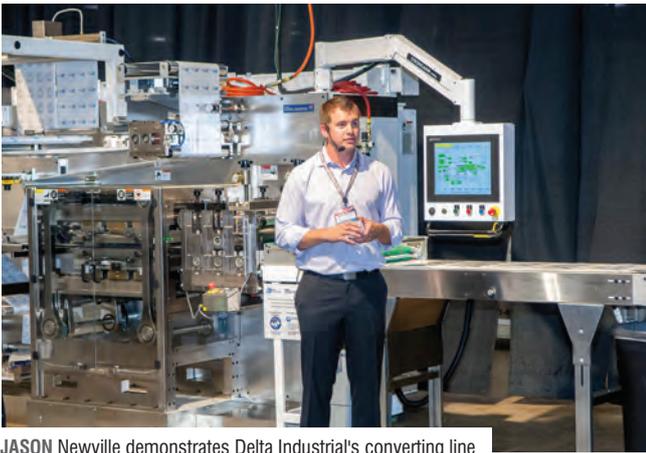
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JASON Neville demonstrates Delta Industrial's converting line



MOD-TECH system converting a medical pouch in a single pass

dryer and/or aqueous dryer.

With the new in-line module, operators can see the results immediately and make any corrections, if required, in order to achieve the desired effect. This eliminates the high expense and job delays when varnishing is done off-line and the entire job has to be reprinted if the end result is not acceptable. Substrates the module can varnish include self-adhesive label materials, coated papers, unsupported films and coated paper board.

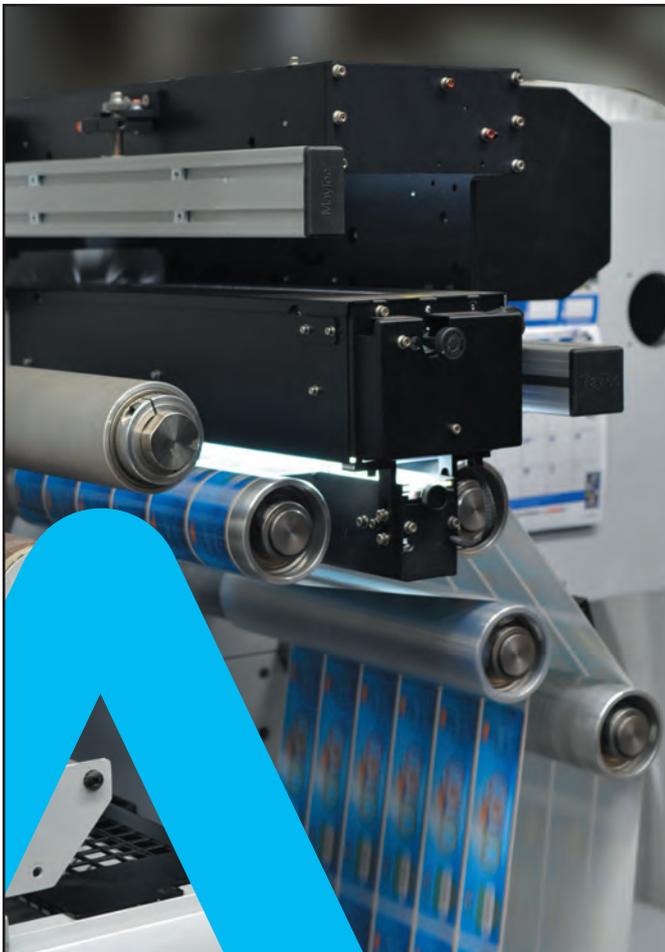
Filip Weymans, director of business development and marketing for labels and packaging at Xeikon, said: 'The label and folding carton industries employ a wide range of varnishes, from matte to super gloss, and these can have a huge impact on the appearance, feel and quality of the final printed product.

'The web varnishing module is an important addition to our suites, enabling further optimization of the processes and workflows used by printers and converters. We are convinced

"Both the 3500 digital press and Mod-Tech drew crowds throughout the show, with twice-daily demonstrations well-attended across all three days"

that the ability to apply spot aqueous varnish makes the module the ideal fit for folding cartons, which require varnish-free areas for glue strips and production data. The module is an extremely compact solution to apply spot varnish. In addition, we expect most users to also install the optional cutter and use the Xeikon stacker to create a phenomenally efficient production line.'

The 3500 being demonstrated in the Package Printing Workshop was also configured in-line with a Bograma BSR 550



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DEMONSTRATING personalized carton printing on Keikon 3500



DIGITAL carton finishing on Bograma BSR 550 rotary die cutting unit

rotary die-cutting unit.

All these components were being used to show the production process of digitally printed cartons, some personalized using data collected on the show floor during the demonstration, as well as security printing and brand protection implemented as part of the carton production process. Security features are enabled by the use and combination of various components, including software, consumables and print technology.

The other participant in this year's Package Printing Workshop was Delta Industrial with its Mod-Tech system that highlighted the tools and opportunities for using technology as a lever to expand into new areas.

Shown was the conversion of a complex medical/pharmaceutical patch using a pre-printed pouch, with key elements of the Delta Industrial demonstration being the modular system's versatility and the control offered by the

machine, important when handling expensive materials in the drug and pharmaceutical market, and also the opportunities to add other features, such as laser die-cutting and RFID placement, to use the system in other applications.

Both the 3500 digital press and Mod-Tech drew crowds throughout the show, with twice-daily demonstrations well-attended across all three days, and interested attendees checking out the technologies present outside of the set demonstration times.

Smart Mart was also a popular attraction on the show floor while sessions featuring flexible packaging as a topic were of high interest to conference goers, all of which underlines the growing prominence of printed packaging in the minds of narrow web printers and label converters, all of whom are looking for new avenues for growth. After Labelexpo Americas 2014, there can be no doubt that the wider world of package printing and converting offers such an avenue.



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COBDEN Wini chosen design with off center wine label and photo collage

Craft Beverage Day

A new feature at Labelexpo Americas was a craft beverage seminar, which exposed these brand owners to innovative label production methods and marketing strategies. Danielle Jerschefske reports

Labelexpo Americas hosted craft beverage producers for a day-long seminar to learn from, and establish connections with, labels and packaging production and design experts. The best way to differentiate one product from another is with distinct branding that carries the story effectively across marketing platforms – starting with the label or package.

The US is a crowded marketplace with more than 2,500 craft breweries operating in 2013, around 8,000 wineries and the number of distilleries expected to reach 750 by the close of this year. This growth meets the demands of contemporary consumers for more personalized, local products that they can identify with; and they're open to trying new options.

Roman Artz, technical project manager at Inland Label, and Clara Meinen, owner and creative director of One Sweet Design, together revealed the importance of brand owner, production and design collaboration in order to achieve holistic branding success that captures consumers' attention, conveys the brand story effectively and meets the

expectations of all stakeholders.

Wet glue applied cut & stack labels account for 64 percent of the North American beer market. Pressure sensitive labels represent a 30 percent market share. With each of the labeling technologies there are pros and cons. While there is a low capital expenditure required to move into PS labeling, the price point per label is typically higher. Even so, the aesthetic value and the ability to add embellishments like foiling

or embossing are appealing.

There's also the bottling line efficiencies found with PS labels. Cut & stack labels require cold glue application as the label is placed on the container, creating a mess for operators and downtime for clean-up. Yet the labels are the lowest cost per unit available.

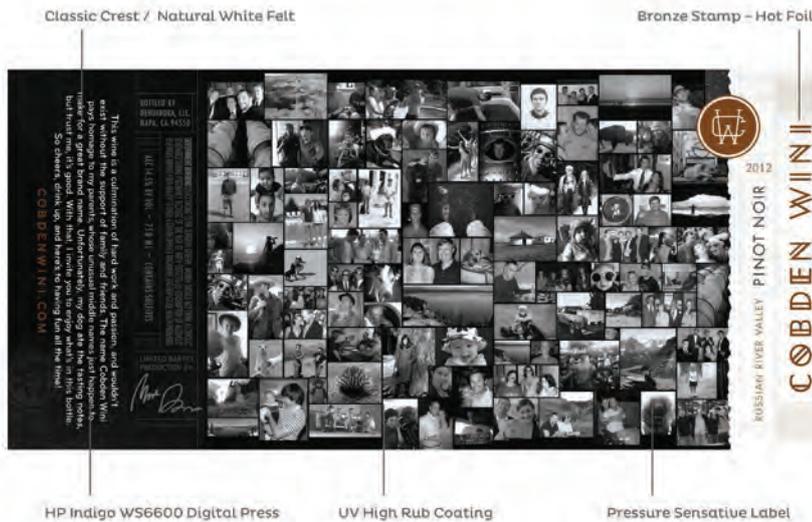
Artz told the audience, 'A good-looking package and effective label requires each stakeholder to play



MIKE Ferrari speaks to Craft Beverage Day attendees about digital print technology



CRAFT beverage producers exploring Avery Dennison booth



COBDEN Wini wine label with production details

their role. Talk to your converter about your application environment to insure the correct substrates and adhesives are selected for the process. It's important for us to know if the conditions will be wet or dry.'

The craft beer market has seen an uptake in the adoption of labeled aluminum cans using either shrink labels or PS labels. Labeled cans allow craft beverage producers to avoid the minimum volume orders required for directly printed cans with spot colors. Using a label keeps the color integrity consistent across containers and the labels can be produced using either 4-color or 7-color process printing to gain visual pop and enhance manufacturing efficiencies to reduce cost.

Shrink labels on glass bottles can be seen on many beverage shelves. Warned Artz, 'Be careful when shrink labeling glass because if the bottle were to break, you or the end user may not know it since the shrink label will continue to hold it together.'

Design is especially important for shrink materials. The curve of the container and the location of text or copy must be carefully laid out to avoid a warping of letters or improper shrink around the container.

Meinen explained, 'Without great design and knowledgeable production experts to apply the design correctly, the package won't turn out in the end.'

The labels and packaging must tell consumers who the brand is and why they should care about the product. The location of the sale – at the brewpub, in a tasting room, at a boutique liquor store or massive retail outlet – plays an important part in how the label is designed. Consumer tastes will vary greatly between each market demographic.

Meinen continued, 'Brands need a face to give consumers a first impression of what they are about to get into. It's my job to make sure that the brand is accurately represented in the design of the packaging, delivering an effective compound of connections and feelings. When a connection is made, that's when the product is sold. Shoppers are not going to pick up your product if they don't want to buy into your experience.'

Designers are responsible for researching the competition, understanding the marketplace, surveying the product landscape and interviewing the brand owners involved to pull out the essence of the story at hand. This information helps elucidate the design choices to be made in the brand development process.

Meinen shared her story of developing the Cobden Wini wine brand. She said, 'When you work with a client like Mark, the brand is who he is and his stories. It's about a collection of moments that influences the label design. The bottle needs to be a reflection of Mark's personality.'

'We decided to use a collection of Mark's photos to help communicate the brand experience to the wine drinker. The off-center placement of the label differentiates the bottle from others in the space. It's the visual choices that make the connection – and it needs to be memorable.'

Cobden Wini is a boutique winery producing wine in small quantities, around 100 cases per year. Wineries, craft brewers and distillers must discuss their production volumes with designers because it will make a difference to the printing process that is chosen. The Cobden Wini labels were printed using a digital press.

Attendees were attentive throughout and asked excellent questions about printing process colors, material selection and orientation, and brand communication. Craig Stichter, president of Bur Oak Brewing Company, said, 'It was inspiring to hear so many sage professionals' comments regarding label design and implementation within one seminar. The craft beer industry is, and continues to be, competitive and brand separation and identity is critical.'

'The expo exposed to me the importance of telling our story. Also, I learned of new technologies that will help us target our customers who believe in our brand, which is critical to demonstrate effectiveness.'

Supplier sponsors included Avery Dennison Label and Packaging Materials, Delta Industrial, Flint Group, Green Bay Packaging, HP Indigo, Xeikon, Sun Chemical, Henkel Corp, CGS Publishing Technology, K Laser, AR Metalizing, Trojan Color Systems, Wausau Coated Products and UPM Raflatac.



TREVOR RICHARDSON, market development manager, UPM Raflatac, introduces Vanish, a clear-on-clear film, and discusses Craft Beverage market growth. See the interview at: <http://www.labelsandlabeling.com/video>



FILIP WEYMANS, director segment marketing, labels and packaging, Xeikon, talks about Craft Beverage Day at Labelexpo Americas 2014 at: <http://www.labelsandlabeling.com/video>

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New press technology at Labelexpo Americas

LABELLEXPO AMERICAS saw the launch of new conventional and digital presses and a major focus on automation and productivity. Reporting by Andy Thomas, Danielle Jerschefske, James Quirk, David Pittman

FLEXO PRESSES

Automation, wider printing widths and use of process color were key themes on the conventional press booths.

Nilpeter demonstrated an FB-3 and FA-4* flexo press – the latter including Nilpeter's new FP-4 unit for in-line flatbed foiling and embossing.

'We saw visitors on our show floor really wanting to take advantage of the automation on these presses,' said Paul Teachout, VP sales & marketing in North America. 'We presented a flexographic solution to meet the digital challenge and affect the cross-over point between flexo and digital. Now with a simple recall of a job, fast change of plate cylinders, with full automation resetting the job, we are back into impression and register with zero waste, and that is highly competitive.'

The company also experienced strong interest in the inline QC-Die, which allows operators to ergonomically change cylinders in less than 10 seconds.

The FB-3 was demonstrating Expanded Gamut process printing on both health and beauty PS labels and Juice label shrink sleeves. The highly automated FA-4* is now offered in a 17" format for the North American flexible packaging market.

Nuova Gidue launched in North America its Revo Digital Flexo Excellence M5 UV flexo press. The Digital Flexo concept won an Innovation award at the Global Label Award ceremony held at Labelexpo (see earlier feature). All the Revo partners were

present on the stand explaining how each element from plate and anilox to process color inks fitted together to achieve a high level of automation. The 430mm-wide M5 demonstrated all aspects of the Excellence technology, including ExcelPrint, ExcelDie and ExcelCut for the automatic 'non-stop' exchange of print cylinders and flexible dies.

Omet showed for the first time its XFlex X4 press in a 17in (440mm) format. XFlex X4 is Omet's entry-level press and includes the company's Vision register control system, twin servo-motors on each printing unit and label and film printing capabilities. The addition of the extended width to the XFlex X4 is targeted specifically at the American market, with a requirement to convert short and medium runs of labels to long runs of flexible packaging.

Although Mark Andy was majoring on the launch of its Digital Series press, this Labelexpo was also the first appearance of the new-look Mark Andy management team following the recent MBO. 'Mark Andy is no longer for sale!' announced president and CEO, Kevin Wilken. 'Being sold every few years is not a great thing. The same management team that created Mark Andy's strategy is now running the company.'

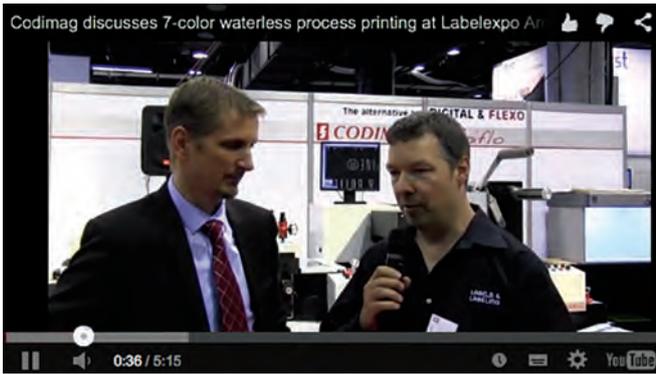
Wilken said that being owned by a Private Equity group had left a positive legacy: 'They invested heavily in Mark Andy, meaning we could develop products like the new Versamax (flexible packaging press).'



SEE Paul Teachout, vice president of sales and marketing, Nilpeter North America, discusses the high levels of automation found on the company's FA-4* and FB-3 presses: <http://www.labelsandlabeling.com/video>



REVO Digital Flexo is a project team of leading companies in the flexo industry, promoting a new manufacturing method to 'digitize' the flexographic process: <http://www.labelsandlabeling.com/video>



PIERRE Panel, export manager Codimag demonstrated 7-color waterless process printing at Labelexpo Americas. See the interview at: <http://www.labelsandlabeling.com/video>

The show also sees Mark Andy become a full service supplier with the launch of Mark Andy Print Products. The company recently added the DigiFlex CTP system to a full range of workflow solutions from plates to press consumables. 'We are not just selling a press, we are owning any issues that the customer has,' said Steve Schulte, VP sales & marketing.

On the RotoFlex side of the business, an improved edrive system was announced, allowing 'instant' start/stop, remote management and improved speeds up to 2,000fpm.

Codimag demonstrated waterless offset 7-color process printing on a Viva 340 Aniflo press, using Esko's Equinox software to simulate spot colors. The company used a CTP unit on the stand to run customer jobs live.

DIGITAL PRESSES: TONER SYSTEMS

HP Indigo gave a world premiere to its WS6800 digital press – successor to the established WS6600 platform – and showed its groundbreaking 20000 digital press for the first time in the United States. The WS6800 has a larger format print frame than its predecessor and an in-line spectrophotometer, opening up new opportunities for automated and closed loop color control. The 30in-wide HP 20000 can print both labels and flexible packaging, and was shown with an off-line Q3000 finishing system developed by ABG and Edale.

An intriguing new development is the patent-pending Mosaic software application for HP's SmartStream Designer suite, which can generate unique combinations of graphics and text for each label in the same run.

The company also showed a new 'self-sustaining' imaging oil kit for HP Indigo presses, which generates distilled imaging oil sufficient for the printing process and for maintenance, with no external oil needed.

Alon Bar-Shany, VP and general manager, Indigo Division, HP, said that this year HP presses are expected to print over 500m sq meters of labels, growing at 30 percent year-on-year, or 6x faster than global label industry growth.

Reviewing the current installed base of ten 20000 presses, Bar-Shany said they are being used mainly for labels as well as some flexible packaging. The 30000 press dedicated to carton production now has 10+ installations, with typical applications including, pharmaceutical and consumer goods.

'Some brands which worked with our digital label customers are now realizing they can extend those campaigns to flexibles and cartons, and then to applications like corrugated where we also have a solution.'

During the press conference Bar-Shany introduced two leading converters and users of HP Indigo technology, Todd Wentz, VP engineering at WS Packaging, and Maui Chai president and co-founder of FlexTech.

Todd Wentz said WS Packaging is considering the potential of digitally printed flexible packaging. 'This needs a shift in mindset, where we can offer customers multiple avenues and



MARK Andy President and CEO Kevin Wilken with Digital Series press

give them a seamless move between the flexo and digital worlds.'

Xeikon introduced Cheetah, a new dry toner digital color press dedicated to the self-adhesive label market that runs 60 percent faster than its current 3000 series and described as the 'biggest leap in its technology in 15 years'.

The Cheetah is a full rotary press that can print at 98ft/min (30m/min) in five colors at a true print resolution of 1,200 x 3,600dpi, with a web width of 7.9-13in (200-330mm). This places it directly in the narrow web market, said Filip Weymans, director of segment marketing and business development for labels and packaging at Xeikon, and meets the needs of printers and converters that are looking to print higher volumes of self-adhesive labels more economically.

The press offers five colors, with a standard configuration of CMYK+white, although further colors are available, such as orange and green, as well as custom colors that can be specified and delivered in a four-week time frame.

Weymans said: 'We have noticed that our customer's volumes are growing and you have to consider how many presses they can operate to meet this.

'We took this as signal as a press manufacturer to develop a more efficient and economical press.'

The toner used with the Cheetah is based on Xeikon's Ice toner, which was launched last year, although a specially modified version, Cheetah toner, has been developed to handle the increased printing speed of the press with a reduced particle size.

By materials, the Cheetah can handle a wide gamut of those used in the self-adhesive label market, from coated and uncoated papers to BOPP and coextruded plastics.

GRAPTEC MOVES INTO LABELS

A new entrant to the label market is Japanese company Graptec Corporation, which launched its LabelRobo LCX1000 digital label system. The 65-year-old company, whose core expertise is in cutting plotters, is 'excited by the potential of the label market', according to senior managing director Hiroyuki Takahata.

The system, which is suited for the production of GHS-compliant labels, comes in two parts. The LabelRobo DLP1000 print engine system uses Graptec's newly developed electrophotographic printing technology, achieving speeds up to 124mm/sec at a maximum output resolution of 600dpi x 2400dpi across 6in wide media. The LabelRobo DLC1000 is a digital label finisher including laminating, plotter-based die-cutting of different size and shapes, waste matrix removal, slitting and rewinding. The LabelRobo LCX1000 provides a three-way feed and handles pre-die-cut media, allowing users to print roll-to-roll, sheet feeding of roll-to-cut, and sheet.

The system will handle a wide variety of media, now under development, with water and weather resistance, including glossy paper, semi-glossy paper and synthetic paper, PET film white, PET film clear and PET film silver.

OKI Data introduced its new C711DW digital press and finishing system.

The C711DW utilizes a Hybrid Software front end. It prints at up to 25 fpm in continuous feed mode, and handles a variety of media including paper, polyester, vinyl and adhesive-backed substrates at widths of 6.5 to 8.5 inches. The supplier sold four of the systems while at the show.

The company also displayed the Kompac EZ Koat that can provide UV coating for rub-, fade-, water- and scratch-resistant materials.

DIGITAL PRESSES: INKJET

Mark Andy announced the official launch of its Digital Series hybrid inkjet/flexo press, which integrates a 6-color UV inkjet module (CMYKOV+W) into a P7 press line. Live demonstrations of the press featured on-the-fly job changes and use of decorating options including cold foil, flexo spot color and varnish, as well incorporating Mark Andy's Quick Change Die Cut (QCDC) technology.

Mark Andy also premiered a zero waste windup system for the Performance Press series.

Jaren D Marler, Mark Andy chief technology officer, runs the company's digital operation from a base in San Diego. He pointed out that the digital unit achieves speeds up to 240 fpm, making truly hybrid, in-line operation possible.

'We also have an open digital architecture. We can put in different heads or inks as the technology changes. For the future, more colors and wider is our direction.'

Mark Andy is partnering with an un-named supplier to deliver inkjet inks through its existing consumables distribution network, and Marler says these inks are optimized for the inkjet heads.

Greg Palm, EVP New Business Development, said the possibility is open to integrate the digital press with Mark Andy's ProLED LED-UV system once the inks are available. The press already uses LED-UV for inter-station pinning.

Fujifilm North America showed an FFEI Graphium with a host of new features, including over white and sync-to-mark.

FFEI said over white capability increases the overall flexibility of what can be produced but also dramatically increases the potential opacity when used with the Graphium under white. The use of over white can also significantly enhance text. For example when a coloured background with white knockout text is required it often suffers a lack of clarity. In these cases small text in an opaque white may be overprinted or a combination of a knockout with overprinted white used to clean-up and provide clarity.

Another enhancement introduced for the Graphium was the capability to support substrates of 40-600 microns, allowing the thinnest liners to heavy duty vinyl to be used.

These were demonstrated on a fully featured 'hybrid' Graphium configuration, including pre- and post-digital flexo stations, a cold foiling station and die cutter.

Colordyne Technologies (CDT) launched its 3600 Series digital label printing press, powered by the latest Memjet technology and with an integrated in-line finishing unit built by PCMC.

The press has an increased print resolution of 1600 x 1375



HELMUTH Munter with Durst Tau LFS 330

dpi, 'drastically' reduced RIP times; speeds up to 225 ft/min (69 m/min); and a more user-friendly interface. The 3600 platform is fully modular.

Domino introduced a 7-color version of its N610i UV inkjet press, with Orange, Violet and White stations in addition to standard CMYK. The press prints at a resolution of 600 x 600 dpi and speeds up to 75 m/min (246 fpm). One of the two N610i presses on the stand was shown with in-line finishing, which could become a favored configuration at these print speeds, Domino believes. Said the company's Philip Easton: 'Following the device's successful launch at Labelexpo Europe in 2013, we have worked closely with our customers and the market to identify features that could strengthen the N610i's capabilities and have responded accordingly. The options for the chilled roller and integrated finishing line enhance the machine's already impressive performance levels, helping customers to boost margins, reduce lead times and become even more profitable.'

Durst launched its Tau LFS (Laser Finishing System) 330 UV inkjet press into the US market, integrating a 1,000-watt Spartanics laser die cutter into a Tau330 press line to allow single-pass fully variable printing and finishing. The RIP automatically delivers the cutting profile to the laser and synchronizes press and cutting speeds.

'Now we are running at speeds up to 157 feet per minute, in-line finishing now makes sense,' explained Helmut Munter, Durst's worldwide product manager.

Durst also demonstrated its low-migration (under 10ppb) and low-odor inks developed in partnership with Sun Chemical's Sunjet division. These extend the press' capabilities into the primary food packaging and pharmaceutical segments. A nitrogen inerting unit suppresses the oxygen that creates the odor associated with UV curing.

The Tau 330 was demonstrated in its new 1260dpi High-Definition print mode, achieved by switching from variable dot size to binary mode with new dot placement algorithms.

Munter answered the 'unspoken' question - why has LED-UV curing not been adopted? 'The absorption spectrum of our



JAY Dollries at ILS is the first packaging converter in North America to install the new HP 20000 press in a 30 in format - See the interview at: <http://www.labelsandlabeling.com/video>



SEE Domino demonstrates its press technology at Labelexpo Americas 2014. See more at: <http://www.labelsandlabeling.com/video>

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INX sells second digital press to DLS

Low Migration inks is different to the peak spectrum of LED, so we would have to slow down the press speed and put in a lot of LED light. Until LED matches better with the peak of low migration inks, this is not an option for our press.'

EFI showed for the first time its 13in Jetrion 4950LX LED, a fully LED-UV cured inkjet press complete with in-line finishing. The press's LED platform combined with chill rolls offers a 'cool cure', allowing handling of a broader range of substrates, including flexible packaging films. LED lamps are more consistent and last significantly longer than traditional UV lamps, says EFI, but do need to be water-cooled.

The finishing section of the 4950LX LED included flexo varnish, lamination, 1,000W laser die cutting, slitting and semi-automatic turret rewind. The press is now available with a new white ink module, which allows clear, metallic and colored substrates to be handled. The Jetrion 4950LX press prints at a standard 720x720dpi resolution and up to 200 fpm mode in a new high speed mode.

Stephen Emery, vice president of EFI's Jetrion and ink businesses, said the company is approaching 200 Jetrion press sales, while ink volumes have increased 23 percent in the first half of 2014. There are no current plans to introduce an extended gamut ink set beyond CMYK, said Emery.

Also on the booth was an EFI 65-inch wide hybrid roll/flatbed printer suitable for high-quality label proofing and packaging prototyping applications. EFI's Fiery RIP is common to the wide web and Jetrion platforms, allowing jobs to be color managed between them.

The latest release of EFI Radius' ERP software, v15.1, adds PrintFlow dynamic scheduling. PrintFlow creates an optimized schedule for each machine based on constraints such as workload, job characteristics, work center capabilities, and delivery priorities. Other enhancements to the Radius platform include mobility features for sales and management personnel and a web portal to further simplify order entry by the end customer.



SEAN Cummins, product manager Screen USA with Truepress JET350UV

LABELS&LABELING



COLORDYNE launches 3600 Series Digital Label Printing Press. See the interview at: <http://www.labelsandlabeling.com/video>

Epson launched its ColorWorks C7500 bench-top label printer, powered by the company's new PrecisionCore print chip technology. The printer is designed to meet demands for full color variable printing in the Private Label, regulatory compliance and supply chain sectors. ZPL II programming compatibility allows direct replacement of a two-step (flexo pre-print plus thermal transfer variable imaging) workflow. In this application, the printer automatically merges 'color pre-print' images in memory with existing monochrome data streams.

The C7500 is Epson's first ColorWorks industrial printer with a linehead configuration, which allows a higher resolution of 600 x 1200 dpi and a four-fold speed increase over previous models, as well as ten times higher ink capacity. The printer is constructed with an industrial grade metal casing.

The PrecisionCore chips also drive Epson's first single pass UV inkjet press, the L-6034, which was present on the stand but not yet commercially available.

Komori America Corporation, co-exhibiting with INX International, introduced the NW210-E UV inkjet press, which takes the NW140 press into in a wider 8.25in format. Komori is the sole national dealer for INX International in the US. INX is also selling direct to customers.

The NW210-E press incorporates a 200W Spartanic X210 laser die-cutting station and is powered by the JetINX print head drive and ink recirculation system. It incorporates a low-heat UV LED pinning and curing system for single pass output at up to 80 ft/min.

The inks are resistant to outdoor elements, having been originally designed for the billboard market.

DLS based in Illinois, purchased its second INX press at the show. DLS owner Bob Hakman said, 'The NW140 has been a very reliable performer for us, but the need for a wider and faster version was apparent to us in order to remain competitive in the marketplace and better service our customers. When we learned the NW210 would be released at this time, we got in line.'

Said Jacki Hudmon, senior vice president of sales for Komori America, 'We are excited to be introducing this versatile press at Labelexpo Americas 2014 as it is the largest event for the label and package printing industry in the Americas.'

Screen launched its Truepress Jet L350UV inkjet label press in the US. The Truepress Jet L350UV offers print speeds up to 164 fpm and can accommodate maximum printing and media widths up to 12.6 inches and 13.7 inches, respectively. The company was demonstrating its single-pass opaque white UV ink as well as offering 4-color metallic samples produced with the Color Logic system for which Screen is certified. New is a corona discharge unit which improves ink adhesion on transparent film and metallic foil. Screen also showed its JetConverter L350 modular label converting line.

'We have brought to this press Screen's years of experience with variable data imaging, screening and color control,' said Sean Cummins, product manager for Screen North America. 'This is brought together in our own Equios front end, which helps us achieve a wide color gamut from the CMYK ink set in the press.'

The press on stand had been sold to US converter Label Shoppe, which will use the press in an in-line configuration as it uses only a limited number of dies.

A-Z Materials

LABELXPO Americas saw more developments in materials, particularly looking at sustainability issues and performance in specialist performance niches

ARMOR

Thermal transfer specialist Armor's US subsidiary is celebrating 15 years in business in 2014, a key talking point on its stand, alongside the introduction of APX FH+, launched earlier this year. APX FH+ is a new wax/resin ribbon dedicated to flat-head printers, such as those from Zebra, Datamax, Sato, Intermec, etc.

AVERY DENNISON

With the, sometimes overwhelming, amount of information available about PS label substrates, Avery Dennison Label and Packaging Materials announced a new app for iPad mobile digital devices which offers support for container design and material selection to brand managers, designers, converters and end users in the Home and Personal Care (HPC) segment.

The free LabelNavigator app provides a technical reference tool as well as a virtual product gallery. In addition to listing information on material properties and performance, the LabelNavigator app also supplies educational information on topics such as sustainability and shelf appeal. Included is the Greenprint analysis tool to determine the impact of pressure-sensitive labels on the environment. In addition, users can browse Avery Dennison's portfolio of sustainable materials, including FSC-certified papers.

Avery Dennison launched new PS product groups at the show. The Tire portfolio includes Point-of-Purchase and Vulcanization tire labels that improve shelf appeal and tracking – and won an Innovation award at the Labelexpo Global Label Awards.

The CleanFlake portfolio includes a switchable adhesive that separates from the PET flake during recycling, resulting in pure PET flakes which are easily recovered. CleanFlake has now been extended to Roll-Fed Sleeve constructions.

ClearCut S7450 is a premium adhesive for wine and spirits and non-alcoholic beverages claimed to exhibit excellent wet-out even on light-weight or re-used glass bottles. S7450 is specifically designed for conversion and dispensing of exceptionally large and complex label shapes typical for wine and spirits applications.

COSMO FILMS

The India-headquartered supplier featured its BOPP label materials and laminating films and promoted the Labels & Labeling cover distributed at the event with its 'velvet touch' thermal matte film. The film has an extrusion-coated surface with a low temperature melting resin, which enables the lamination of film to paper products and cartons by heat and pressure. New products highlighted at the exhibition included waterproof

Direct Thermal Printable (DTP) label film, used for price labeling in retail, automatic dispensable labeling and industrial shipping & logistics, where it offers good scuff and water resistance. It has a paper-look matte finish and produces a dark image on printing. The film is available in thicknesses of 50, 75, 84 & 100 microns. Said CEO Pankaj Poddar, 'Cosmo, global leader in thermal laminating film, is determined now to become the largest supplier of all kinds of BOPP label films in the world.'

DOW CORNING

Dow Corning introduced its Syl-Off SL 585 Release Coating, a new addition to the company's Syl-Off Advantage Series of solventless silicone release technologies. Engineered for reliable high-speed/high-volume converting of bulk roll labels in ultra-flat release systems, Syl-Off SL 585 Release Coating solves the anchorage and rub-off issues associated with the most challenging paper substrates used in these applications.

FLEXCON

FLEXcon's new sureFLEX line with V-01 adhesive is ideal for irregularly shaped surfaces or large panel surfaces. It also functions well in full squeeze tube applications and will withstand the crimp process. The haze level is low for no-label-look graphics on HDPE and PET containers, and the print receptive surface is compatible with a wide range of conventional inks.

GREEN BAY PACKAGING

The materials supplier featured its Kona line of pressure sensitive materials made from 100 percent previously used coffee bags. The textured material is available in three colors – light roast, medium roast and dark roast. All of the colors are available in wet strength versions for wine and craft beer. The stocks can be coated for digital printing and have proven to perform well with Memjet and laser systems.

The company also promoted its full range of sustainable products including recycled content facestocks, PLA films, RCA constructions and kraft liners. Additionally, it showed its new thinner 2.4 mil Label Lyte BOPP facestock material available with PET or kraft liner.

HANSOL PAPER

South Korea-based Hansol Paper, a first-time exhibitor, demonstrated its latest NTC (non-top coated) thermal label paper, Hansol NTC EL 74. The material has been optimized for



DEAN SCARBOROUGH talks about the environment and what Avery Dennison is doing to reduce impact on it; he also discusses IoT and the Smartmart. See the interview at <http://www.labelsandlabeling.com/video>



DOW Corning showed new release coating technology

use in labels, taking account of laminating requirements as well as print image and sharpness.

It displays good barcode legibility, with Image Density of 1.6, and image stability is claimed between three to eight years, depending on environmental influence. Hansol NTC EL 74 is also suitable for use in POS and ticket applications.

The company is Korea's largest paper manufacturer with annual revenue of two billion USD. Hansol Paper is capable of annually producing approximately two million tons of printing and writing paper, duplex board, container board, specialty paper, thermal paper and several other types of papers. Hansol Paper exports more than 50 percent of its products worldwide.

Earlier this year, Hansol Paper acquired Dutch self-adhesive label producer Telrol Group as part of a move into the European label market. The Telrol Group comprises of Peha Labels, BioLabel, HACCP Label, LMG Ribbons, Kolibri Labels and Q-Tronics, and is the market leader in Benelux for self-adhesive labels.

INFINITY FOILS

Infinity Foils, part of the UEI Group, showed its cold and hot stamping foils as well as holographics and decorative glitter. Also on display was the company's line of exclusive Nakai foil products.

Infinity Foils joins UEI Falcontec and Universal Engraving as part of the UEI Group.

JINDAL

Jindal Films introduced its new white, lightweight Label-Lyte 52LLC247 oriented polyolefin (PO) film, extending its family of conformable films. The film is compatible with multiple print technologies including metalized inks, hot stamp and cold foil decoration, and displays high white gloss. Excellent layflat and high speed matrix stripping are claimed.

K LASER

K Laser Technology showed its new Metal Effects and True Seamless holographic cold foils. The new Metal Effects cold foil provides fresh new holographic patterns. The True Seamless holographic cold foils provides 100 percent seamless holographic image without any re-combination or dark bands, and a high degree of brightness. The True Seamless holographic cold foil range is available in Rainbow and Pillars of Light holographic patterns.

OMNOVA SOLUTIONS

Omnova Solutions launched the Suncryl HP 114 acrylic release coating, a water-based product for adhesion to challenging film substrates, including polyolefin.

The non-silicone coating is said to have performance characteristics that match or exceed the performance of solvent-based products.

'Suncryl HP 114 is the result of intensive development to deliver a next-generation release coating for the film tape industry,'

said Tim Sadow, global marketing manager for tapes and adhesives at Omnova Solutions.

'All our tests show performance gains over existing solvent-based solutions currently available. Beyond the improvements in adhesion to film substrates, Suncryl HP 114 has excellent aging properties that deliver in-process benefits, such as low high-speed unwind, that simplify the manufacturer's path to market.'

RITRAMA

Ritrama introduced its Core Linerless Solutions technology to the US, and in the laminate segment focused on conformable films including GlobalFlex for squeeze tube applications, a new enhanced range of seal/reseal products as well as digital inkjet media and other constructions for specialty applications.

SEKISUI TA INDUSTRIES

Sekisui Ta Industries introduced its new 1106 matte polypropylene super thin overlamine. This thin (0.95 mils thick) non-reflective surface polypropylene product creates labels with a 'softer' look and feel.

Other recent developments on show were a BOPP thermal transfer printable overlamine, and a UL-approved polyester overlamine, also thermal transfer printable.

TESLIN

For food applications, Teslin Food-Grade substrates were demonstrated as well-suited for labels printed with encrypted barcodes or QR codes. In security and brand protection applications, Teslin substrate was shown with tamper-resistant/tamper-evident performance. Teslin Biodegradable offers an environmentally-friendly substrate.

UPM RAFLATAC

The company launched its Vanish range of ultra-thin clear films for no-label look applications.

The company also showed a renewed wine product range and new portfolios for spirits and craft beverage labeling, including textured, colored and metallized papers and ultra-clear and white films.

Additionally, UPM Raflatac showed print-on-demand and pharmaceutical labeling applications as well as label stocks constructed with 1.7 WG – a thin, white glassine liner designed to help optimize production efficiency.

The company promoted its 'Label Life' LCA, which helps end-users understand the life cycle impacts of different label stock products and obtain credible information on the environmental performance of their labels. The company also announced a new slitting and distribution terminal in Guadalajara, Mexico, scheduled to open by the end of the year.

WAUSAU COATED PRODUCTS

Wausau Coated Products launched its updated On Demand Inkjet Media range, which includes new tag, vinyl, polyester and polypropylene materials. It includes Inkjet Silk media which has been qualified for use on Epson and Memjet machines.

Also new in the range is a synthetic drum label material which has obtained BS5609 certification for submersion under water. More film materials will be added to the range soon.

Among the line of materials are media certified for use on a number of inkjet presses, including Allen Datagraph and ColorDyne. 'We worked closely with OEMs to get the materials tested and certified,' said marketing manager Sara Valiska. 'With inkjet usage growing, there is a need for these products.'

The company – a sponsor of Labelexpo Americas' Craft Beverage Day – also showed its range of pressure sensitive craft beverage labels specifically designed for wine, spirits and craft beer applications.



RITRAMA'S US president discusses trends in the pressure-sensitive market in North America and introduces the new material developments on show at Labelexpo Americas 2014: <http://www.labelsandlabeling.com/video>

Tau 330. Low Migration UV Inks and Low Odor Printing For Primary Food Packaging with no undesired odor dispersion



Tau 330 can now be equipped with the new Tau Low Migration UV Inks from SunJet. The Tau Low Migration Inks meet the EUPIA guide lines and Nestlé's packaging ink specification to print on Primary Food Packaging. For unsupported and heat sensitive films and foils such as blister packs and yogurt lids, the Tau 330 is now available with a built-in Chill Roller. In addition, the newly built-in inert-gas system reduces the typical odor of UV inkjet inks, to meet the requirement in the food and pharmaceutical sector for Low Odor Printing.

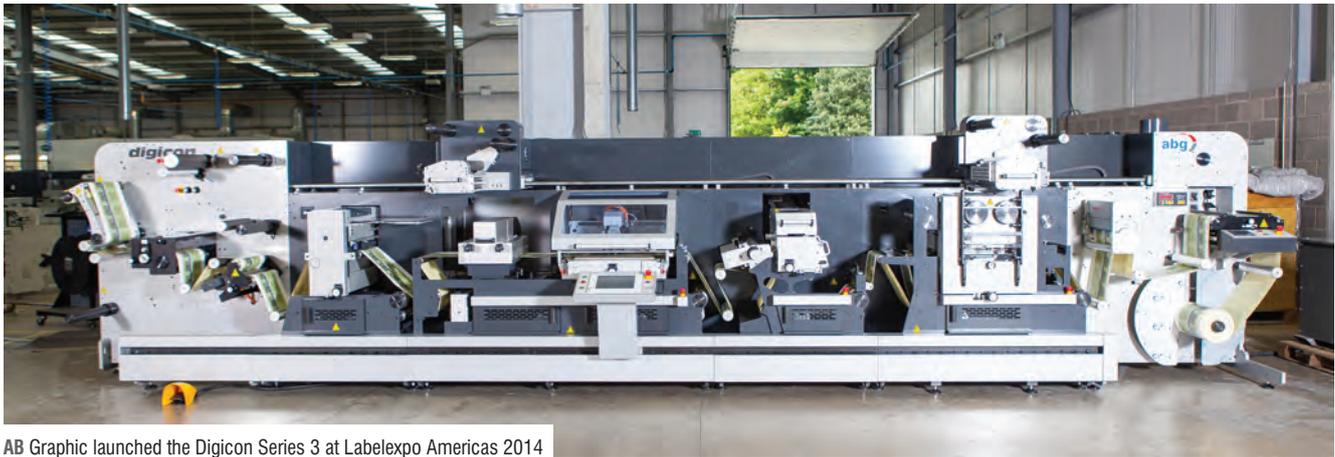


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AB Graphic launched the Digicon Series 3 at Labelexpo Americas 2014

Finishing Systems

AUTOMATION and economic finishing of short runs of digital labels were key themes at Labelexpo Americas

AB GRAPHIC INTERNATIONAL

Labelexpo Americas saw the launch of AB Graphic's Digicon Series 3 label converting line. The Digicon 3 on AB Graphic's stand was equipped with flat-bed hot foiling, flexo printing, over-laminating and a newly designed high speed flat-bed UV screen printing unit.

The new machine is available in a left-to-right or right-to-left format. The maximum web width has been increased to 350mm (13.75in) and maximum unwind and rewind roll sizes increased to 800mm (31.5in). All electrical controls are now integrated in the machine, greatly reducing the footprint.

Depending on the converting options selected, modules can be supplied in rotary, semi-rotary, blank web and re-register modes for processing a wide range of substrates.

Also new for the USA market was the Digilase laser label cutting system equipped with unwind, self-wound/carrier rewind, rewind web advance, barcode job changes for I-Score and auto-slit for non-stop production capability. The system uses the company's Digital Die Shop software which enables users to import, create or edit die patterns through the Adobe Illustrator plug-in platform. The software allows automated creation of the laser cut file.

The new Omega SRI label inspection rewinder permits operation either sitting or standing with a choice of finishing in either horizontal or vertical position. The system includes fleyeVision print face inspection through the same touch screen as the machine.

Visitors were also able to see demonstrations of the Digicon Series 3/RL on the HP booth running with a WS6800 digital

printer, as well as the new Digicon 3000, a label and flexible packaging converting line for 30in webs.

ASHE CONVERTING

Ashe America officially launched its patented Opal new glue-less 4-spindle turret rewind slitter. Driven via an all-AC servo motor system, the turret allows for no tooling set up operation between slit and core size changes.

The standard off-line model was demonstrated on the Ashe booth throughout the show running continuous 1" and 3" core work.

CARTES

Cartes launched a gearless semi-rotary die-cutting unit and a semi-rotary flexo varnishing unit for its GT series finishing machines.

The easy access semi-rotary die-cutting unit incorporates a number of new features. AGS (Air Gap System) manages the inclination of the counter cylinder and controls the distance between the die and the material to be cut, so controlling the depth of the cutting. After setting the thickness of the die and liner, the position of the counter cylinder can be adjusted on screen to achieve optimum die-cutting.

IDS (Image Distortion System) automatically makes adjustments for dies created for different cylinders. The software can simultaneously widen or narrow up to five die-cutting paths by 20 percent without changing the relative space between them.

The semi-rotary die-cutting unit has a speed of 60m/min with a die thickness range of 0.2-2mm.

As with all GT series units, the semi-rotary die-cutting head is equipped with an automatic positioning system that corrects any gap irregularities detected on pre-printed materials. A similar software system manages data processing and machine parameters in real time, with an option to recall them at a later date.

The GT systems have a web width of 360mm and a format range between 50-500mm.

The semi-rotary flexo varnishing system is available in rotary and semi-rotary models, for flood and spot varnishing respectively, and can operate at speeds up to 60m/min.

CONVERTING EQUIPMENT INTERNATIONAL (CEI)

CEI launched its Boss digital finisher, with a 36in cylinder designed to handle the longer repeat lengths of the HP Indigo WS6600 digital press. The servo-driven machine features roll lift as



SEE Ashe Converting Equipment product demonstration for Labelexpo review: <http://www.labelsandlabeling.com/video>

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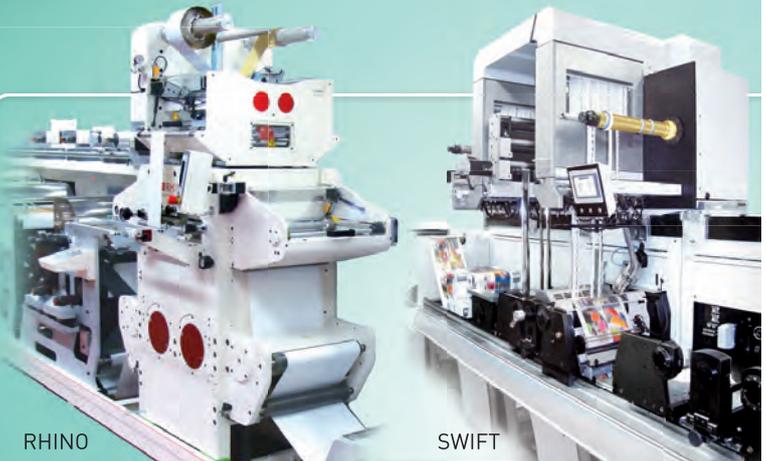
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CARTES launched a semi-rotary die-cutting unit and gearless flexo varnishing unit for its GT series

standard and a quick-change die option which allows cylinder changes in minutes. Options include semi-rotary die-cutting, lamination, flexo and UV stations.

The company also launched the CEI Inspector, an inspection slitter rewinder that can run at up to 1,800 feet per minute and features a 40in unwind with 3in pneumatic core holder. Options include closed loop tension control, dual rewind kit, and lay-on rollers for films.

DELTA

The company featured its new hot foil stamping module for the Delta Spectrum Finishing System, which allows

converters to die-cut, laminate and hot foil stamp in one pass.

Also shown was a portable, self-contained laser die-cutter, the Delta flexEdg Laser System. The module can be moved from one converting system to another throughout the manufacturing facility. This laser module was designed to take the place of a die station and is compatible with a rotary converting or digital print finishing system. It can also be used for process setup or R&D. The integrated chiller and ventilation system is fully enclosed in a heavy duty cabinet along with its own Delta HMI. The entire unit is mounted on casters.

DPR

Italian company DPR joined on its stand by representatives from its US office in Charleston, showed the new Scorpio Plus digital label finishing system, that laminates, digitally contour cuts, removes waste, slits and rewinds.

The standard Scorpio performs the same functions apart from lamination. Both systems use plotting technology that can cut any die shape on the fly. I-Mark software, through the use of a camera, offers an optical black mark registration system.

The company also showed its Matrix remover and slitter - which removes the matrix from pre-die cut rolls of labels - and its Longitudinal label slitter.

GRAFISK MASKINFABRIK (GM)

GM launched an entry-level, compact version of its L330 laser die-cutter, including the company's new fast change flexo varnish station. The new GML330 features a more compact peak power laser unit which cuts at higher speeds.

Another laser was shown mounted on a standard DC330 finishing line along with a Tubescan 100 percent inspection module. The Tubescan system can also be fitted on the LST330 slitter/rewinder to form a compact high performance inspection unit. Also on display were the FB330 one-step hot stamp / embossing

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module with optional rotating foil tower and a DC330 Mini compact finisher. The latest version of company's ETV330/515 series sheeter was also shown.

The company finalized a number of orders at the show, including the sale of a DC Mini to California-based Que Media. The DC Mini finishing line is a smaller version of the DC330.

GM also sold a customized version of its DC Mini finishing line to Salt Lake City company SnugZ USA, and a DC330/flatbed generation 5 converting line to Swedish printer Etipack. The line features GM's combination of flatbed technology and semi-rotary web movement.

NEWFOIL MACHINES

Newfoil showed its 3534 Servo high speed flat-bed hot foiling, embossing and die-cutting machine. Available in web widths of 175mm, 250mm, 305mm and 330mm, the system can reach speeds of up to 75 m/min – three times faster than the older model.

The new servo system links the mechanical, electrical and electronic elements of the machine digitally, synchronizing all the key movements, web indexing and foil indexing to the main drive. The company says the new version doubles productivity and reduces operator input, while providing quicker set-up, reduced waste and lower noise levels.



L-R: Marcelo Zandomenico of MZ Maquinas, Henderson Monteiro, director of Power Press, Marco Aengenvoort, MD of Rotocontrol

ROTOCONTROL

Rotocontrol received an order at Labelexpo Americas 2014 from Brazilian label converter Power Press for a booklet machine. The order was led by Marcelo Zandomenico of MZ Maquinas, Rotocontrol's agent in Brazil, and was accepted on-site during the exhibition by Marco Aengenvoort, managing director of Rotocontrol.

The high-speed booklet machine provides a feeding unit for dispensing the inserts and is available in working widths up to 510mm. Power Press produces a range of self-adhesive labels for the chemical, pharmaceutical, agricultural,

aluminum and plastic industries including barcode labels, pre-printed thermal labels, tags for clothing, booklet labels and more.

ROTOFLEX

Rotoflex demonstrated its inspection-rewind systems operating at 2,000 fpm, a by-product of the integration of servo motors, upgrading to the enhanced URC 2.0 operating system, and eDrive web management tools.

SCHOBER

Schobertechnologies showed its RSM-DIGI.vs, designed to convert digitally printed film and foil such as

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Alphasonics carried out a live stream showing their anilox cleaning technologies in action. For 5 full days, 3 brand new and 3 ex-production anilox rolls were subjected to continuous cleaning -over 1300 cycles - all captured around the clock on CCTV cameras, and broadcast to over 600 viewers. The rolls were independently inspected by Mr. Jon Jordan of Troika Systems, using their AniCam anilox measuring system, both before and the trial. Mr. Jordan confirmed that zero roll damage had occurred and paid testament to the cleanliness of the aniloxes.

View the trial now on [YouTube](#). Search for 'Anilox' or 'Alphasonics'



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OPP, PE, PS and PET, coated paper laminates and composite materials. The modular design of the RSM-DIGI.vs has integrated most of the stacking technology developed by Schober over the years. The rotary die-cutting module has been fully redesigned to cover the maximum image format.

The standard configuration of the RSM-DIGI.vs includes an M-Stack delivery system. Available as options or for future upgrades are the S-Stack, an adjustable de-nesting station, and a high speed programmable robot automated stacking and counting system – Spider – which combines velocity and precision at a continuous web speed of up to 50 m/min.

SMAG GRAPHIQUE

New from SMAG was a new high-speed flatbed screen unit demonstrated operating at 30 m/min on a Galaxie SGV finishing line. Also new was a high-speed flatbed hot stamping/embossing unit presented shown on a Galaxie HGV with foil saver operating at 35m/min.

The new ergonomic slitter-rewinder Sirius Servo was shown, a modular system which can integrate a range of units including 100% inspection, inkjet and label/RFID insertion. The company also discussed its recently announced alliance with Spartanics.

SPARTANICS

Spartanics demonstrated its new Fastline laser cutting software, allowing an operator to take artwork from pre-press to post-press with a few clicks of the mouse. Spartanics laser cutting systems were also showcased in the INX International and Durst Image Technology stands.

WEROSYS

Werosys, making its Labelexpo debut, demonstrated its modular finishing system, which runs at 65m/min in semi-rotary mode and 200m/min in full rotary.

Modules include a laser die-cutter, which imports cutting patterns automatically, and an automated slitting system which positions blades while running without operator intervention. A semi-automatic turret module provides fast roll change. Other modules include flexo stations from Nuova Gidue and Nilpeter, corona treatment, RFID encoding/decoding and inspection. Special modules for in-mold labels, peel and reveal, booklets and pharma applications are designed to customer specifications.

The unit on display was sold to Danish converter Dittokan Etiketter, which will use the system with a Xeikon 3500 digital press in the following combination: The press is set up with a 1,000mm servo unwind module with Meech web cleaning. The section after the press has a 530mm servo UV flexo module with cold foil and lamination capability and a 1,000mm servo rewinder.

The second section of the machine has a 1,000mm servo unwind, semi-rotary die-cutter, laser die-cutter, automatic slitting system, fully-automatic turret rewinder and a rotary sheeter with variable repeat.

LABELXPO AMERICA NEWS

A ROUND-UP OF THE LATEST SHOW STORIES FROM LABELXPO AMERICAS 2014

GEW

UV systems manufacturer GEW announced the start of serial production of the new Rhino power electronics for use with its range of arc lamp and solid-state UV light sources. The three-year development program has achieved major gains in efficiency and reliability. The narrow web converter can now benefit from combining the benchmark E2C low energy UV lamphead with Rhino for the most energy-efficient UV solution, said GEW.

Wider machines can also benefit from the same energy saving technology by using the larger NUVA2 lamphead.

All Rhino-powered systems are covered by a five year warranty. Embedded service technology continuously monitors the system, guarding against out-of-specification parameters that could result in an unplanned stoppage. GEW's operating center automatically advises of any maintenance needed before a fault can develop.

ADSI 'EXCEEDS EXPECTATIONS'

ADSI featured its iTech Talon, Axxis HS and Centra HS Digital Label printing and finishing systems. Mark Vanover, VP sales and marketing at ADSI, said, 'As always, Labelexpo Americas exceeded our expectations in regards to sales at the show and the new opportunity that will result in closing even more business before the end of 2014.'

IIJ IN CONTROL

Industrial Inkjet (IJ) launched its MK2 ink controller to cope with the automation requirements of industrial-scale digital printers.

Features of the MK2 controller include purge by color, reducing wastage, and compatibility with a wide range of UV, solvent and water-based inks – including food grade inks - as well as white, varnishes, primers, metallic, conductive and security inks.

The MK2 controller is expandable into more colors and more heads per color, and is suitable for single-pass print bars over 2m wide.

PPSI ROLLS DICE

PPSI featured its Bolt-On DICE inkjet printing engine for in-line hybrid flexo production. The system is now running at 160 fpm because of a change to the print head. The Bolt-On DICE can be retrofitted onto any flexo press with widths of 2.5" to 20", which allows converters to utilize their existing flexo modules and finishing stations.

SPG ADDS LM

SPGPrints demonstrated its modular DSI digital UV inkjet press for the first time with a new range of low-migration inks. The printing platform, with CMYK as standard, can be specified with up to six more print heads. Options are orange and violet to make 90 percent of the Pantone color gamut achievable, digital white with 'screen-look' opacity and digital primer to maximize substrate compatibility.



SEE Mike Bacon, VP of sales and marketing, discusses the Spartanics/Smag partnership, advancements in laser technology and digital print finishing: <http://www.labelsandlabeling.com/video>



SEE Denmark-based Werosys, a digital converting equipment manufacturer founded in 2013, exhibits at Labelexpo for the first time: <http://www.labelsandlabeling.com/video>



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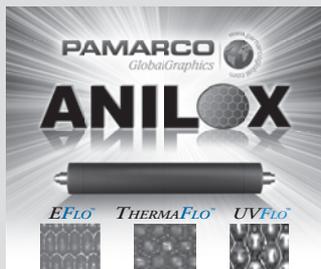
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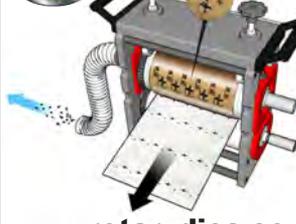


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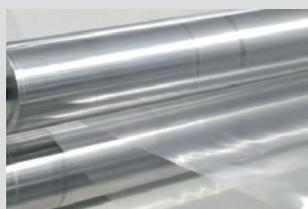
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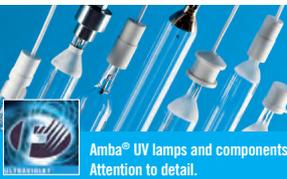
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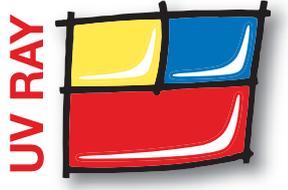


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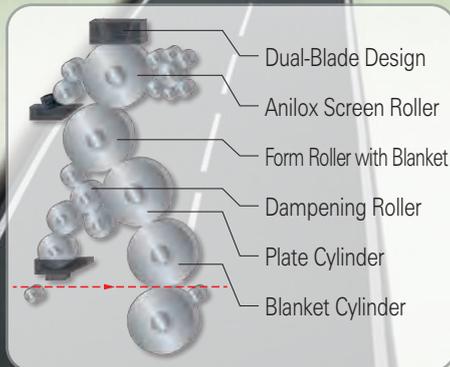
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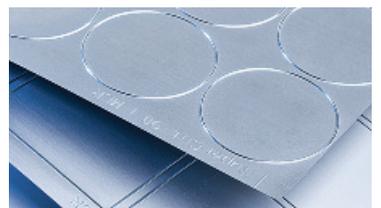
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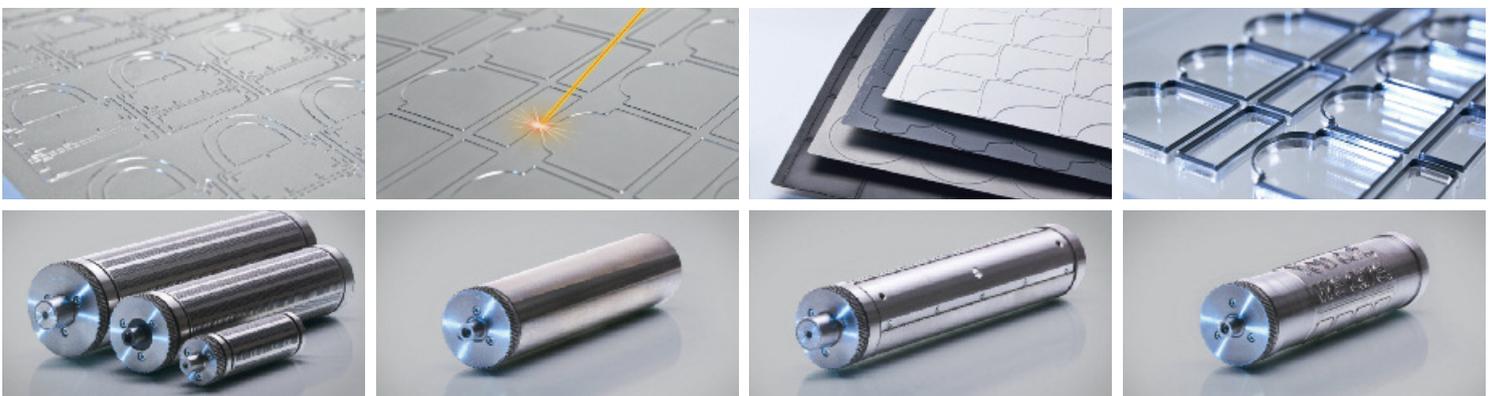
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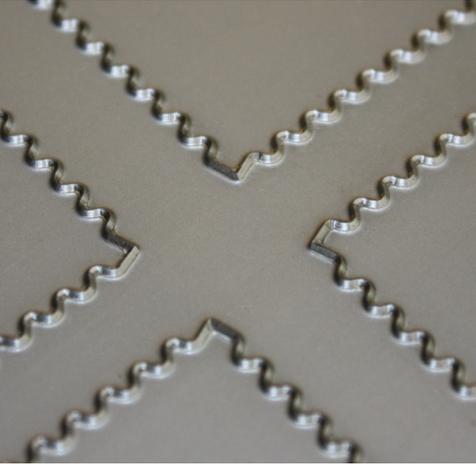
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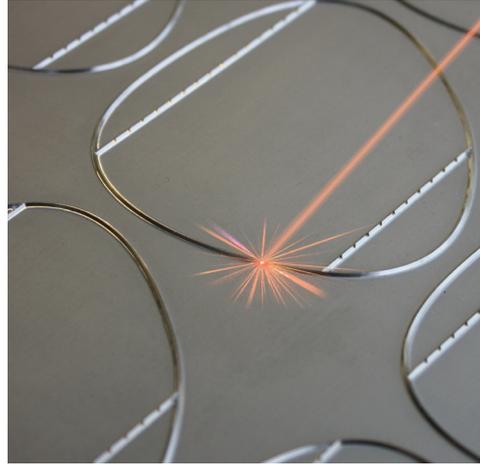
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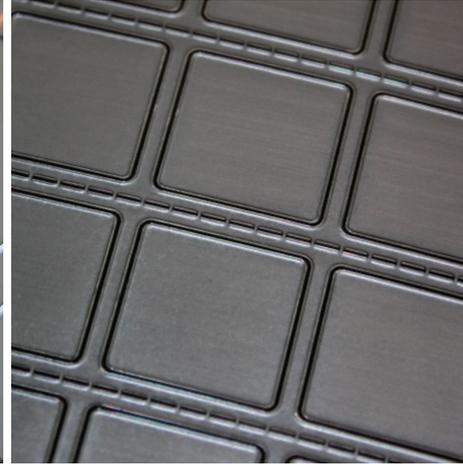
STANDARD



LASER



DLC



FLEXIBLE DIES

STANDARD

The standard quality meets the most stringent demands for use on all types of self-adhesive materials: Paper, PP, PE, PVC, PET, Tyvek etc, including all materials with a thin backing (liner) PET or PP. Flexible dies are manufactured using CNC technology, which guarantees minimum tolerances and maximum quality cutting edges. We produce cutting edges heights up to 1mm, and cutting angles from 50° to 110°. All special applications (booklet labels, sandwich materials, micro-perforation etc) are possible. Hardness of cutting edges: 48-50 HRC. Finishing options are NTP and DLC.

LASER

Suitable for very large print quantities, and for standard and special materials, is generally recommendable for cutting through. Hardness of cutting edges: 65-68 HRC. Finishing options are NTP and DLC.

NTP

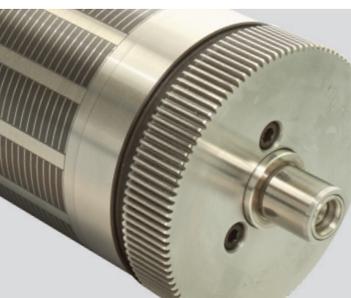
Standard or laser-hardened flexible die with a very hard coating, ideal for the abrasive thermal (thermal transfer) papers and cardboard. A thick layer of NTP enables extremely high running performances with outstanding wear properties. Hardness of cutting edges: 60-63 HRC. Friction coefficient: 0,3-0,4.

DLC

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