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COCA-COLA INNOVATES AGAIN

A label which forms into a bow required close co-operation between Coca-Cola and its European supply chain

FINISHING FINESSE

Automation and value added converting are the key trends in label and pack print finishing equipment

WATERLESS BOUNCES BACK

Waterless offset is in the news with a narrow web press launch from KBA and Presstek plate system

VOLUME 37 | ISSUE # 2 | APR – MAY 2015 LABELSANDLABELING.COM

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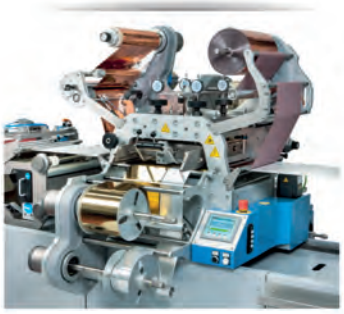

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L&L – *Meet the team*

Labels & Labeling is the leading global information source for the label and package print converting industries with an editorial team located in the UK, North America, Latin America, China, India and Australasia

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Group managing editor

Writing about label and package print industries for 25 years, based in London

Mike Fairley
Director of strategic development

Founder of L&L in 1978 and recognized as a global expert on the label industry

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Publishing director

12 years with L&L, based in London, manager of the Labels & Labeling portfolio

James Quirk
Deputy editor & Latin America editor

Nine years with L&L, based in Argentina and fluent in Spanish and Portuguese

Danielle Jerschefske
North America editor

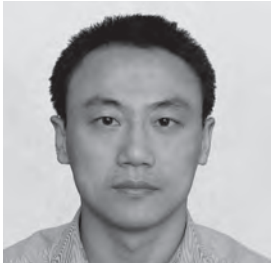
Eight years with L&L, based in Milwaukee, author of Label Academy Sustainability book

Barry Hunt
Technical editor

35 years' of graphic arts experience and leading global authority on technical trends

David Pittman
Package print editor

Based in London, online editor and specialist in package print technologies



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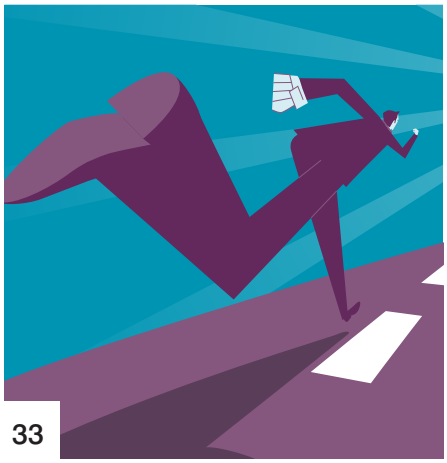
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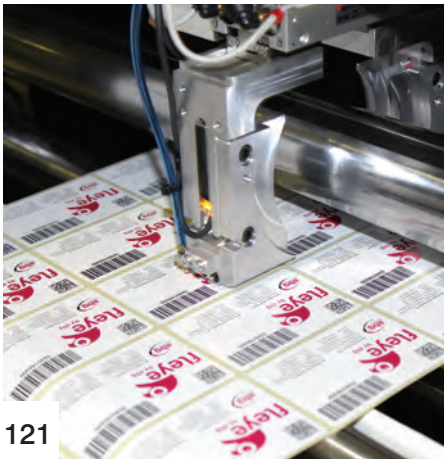

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Technology

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Online Contents
labels&labeling.com

The Labels & Labeling website presents daily news and exclusive content generated by its leading international editorial team and addressing the most pertinent developments in the label and package printing industry

Coveris invests in GEW UV (video)
Converter reports energy savings

Packaging regulations: Will you master the changes? (features)
Stephen Kaufman, CTO at SGK, discusses updates in US and EU packaging legislation

North America narrow web press market heats up (opinion)
The region sees press manufacturers make key leadership changes

Will linerless labels stick? (feature)
Jackie Marolda of AWA talks about linerless labeling and its place in the global market

Ten years ago (L&L issue 2, 2005)

The lead story in this edition was a Mike Fairley interview with Heikki Pikkarainen, the newly appointed president of UPM's Labelstock Business, which was then made up of both self-adhesive labelstock and RFID label products in the Rafsec division. The company's priority was to strengthen the presence of its labelstock business in the developing economies of China, Asia, Eastern Europe, Russia and South America, 'and to accelerate UPM Rafsec's growth in the fast-evolving radio frequency identification markets.'

P.14 With the approach of the first Label Summit Latin America in Brazil, L&L deputy editor Katy Wight visited a wide range of Brazilian converters and suppliers, including Baumgarten, Setprint, Grif, Indexflex, Grafimax and Novelprint. Wight also interviewed Avon's Brazil packaging development manager who talked about customization of products for the local market and collaborative working with Avery Dennison.

P.38 L&L reported on CCL setting up a dedicated European pharma industry operation with its hub at CCL Label A/S in Brøndby, Denmark. The new plant was expected to meet an anticipated rise in demand for folding labels from the newly opened up Central and Eastern European pharmaceutical industry. The plant specialized in the early use of digital and soft proofing systems to allow end users to get their products to market earlier.

P.44 Aquaflex was acquired by F.L.Smithe, the Pennsylvania-based envelope machinery manufacturing company. The Aquaflex operation in Montreal was closed down and a new generation of servo-based machines was to be designed and built at the Smithe plant. A prototype station of the Servo FPC Flexographic Press was shown at Labelexpo in Chicago the year before. The press series was to be available in widths from 16-32ins, and speeds up to 1,000 ft/minute.

What you're looking at...

What have visitors to labelsandlabeling.com been looking at recently

News: Japanese firm Brother is to acquire Domino after the board of the digital printing specialist recommended a takeover offer of 915p per share and Amcor has acquired South Africa's Nampak Flexibles to 'leverage our product innovation and design capabilities' in the country, while RockTenn and MeadWestvaco are on course with a merger that brings together 'two highly complementary organizations to create a new, more powerful company with leadership positions in the global consumer packaging market'.

Last issue's 16,000 unique covers continues to make waves in the industry, with printers and suppliers sharing their #MyOriginalLL with us and on social media.

Environment: Avery Dennison and Seliplast have extended their PP/PE matrix waste recycling program to European label converters, and a public-private partnership involving Anthesis LRS, Suez Environnement, Enval, Coca-Cola, Nestlé UK & Ireland and three local councils in the UK is assessing the feasibility of including flexible laminated packaging in existing household recycling schemes.

New products: Gallus has detailed the ongoing developments of DCS 340 platform, as well as how it will continue to focus of label and folding carton printing machinery, while DG press is hosting a three-day event to launch the Thallo, with 5- and 7-color models to be presented.

Package print niche
Editor's note

Can label converters compete in the wider package print market? The answer is clearly 'yes', but with reservations.

The press must be properly specified. Choose a modern in-line label press designed to handle a range of substrates. The use of servo drives allows converters to compensate for the elongation of thin packaging films by variable and pre-settable tension control and infinite control of plate and impression cylinder rotation. Temperature control is key if you are looking at filmic flexible packaging substrates, so cool running UV lamps and chill rollers are required.

A low migration ink regime is required for food contact packaging materials, and this also means a tough cleaning regime for all press parts. Slitter rewinders must be specified for filmic rolls in terms of tension control.

For cartonboard products, the weight of the reels needs to be considered and also handling the rolls on and off the press. New ink systems need to be researched which will not dive into semi-porous substrates. Finally – can you market these products? You already have the perfect research tool – your existing label customers. With more and more buyers seeking one stop shops, there has never been a better time to ask.

Andy Thomas
Group Managing Editor

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Cover STORY

L&L readers share their personalized magazine covers. 16,000 unique cover designs were generated by HP Indigo's Mosaic software and printed on an HP10000 press. Send us a photograph of your team holding your unique L&L1 cover and we'll add it to our on-line gallery

HP Indigo's Christian Menegon with his #MyOriginalLL cover

(L-R) Tarsus' John Davy, Tim Gordon, Jade Grace, Alexa Rode-Hilbert, Cat Ware, James Wenman, Joerg Singer, Richard Quirk, Carol Houghton, David Pittman, Vikki Carney, Andy Thomas and Ben Walton

(L-R) Greg Bentley and Stijn Franssen, Coca-Cola

(L-R) Monique Cohen and Ossi Dobzinski, HP Indigo

Edale apprentice electrician Charlie Howard is head over heels for his #MyOriginalLL

(L-R) Matt Burton, Tony Bell, Natalie Medlam, Keith Montgomery and Mark Hyde at AB Graphic

(L-R) Quirin Boere, Cees Schouten and Marieke van de Beld, Leo Kuiper, Bas Gorter and Serhat Cankurtaran at Geostick

Ashish Chitale, md, Coats & Pack with his brother Harshu

Harveer (left) and Pawandeep Sahni from Weldon Celloplast

Ryan Lucia, Creative Labels of Vermont

(L-R) SMI Coated Products' Ajay Mehta, Swati Mehta, Saloni Mehrotra Mehta and Rohit Mehta with their unique copies of L&L

Tectonic International is loving a red, white and blue Labels & Labeling cover color scheme

(L-R) Dwane Wall and Zara Vincent at Creative Labels of Vermont

Kelly Rose of Australian converter Pemara with her unique copy

News

KBA Varius LX-TX waterless label press

KBA launches waterless label press

KBA-MePrint has launched a narrow web waterless offset press targeted squarely at the label industry

The modular Varius LX-TX press is designed around anilox-style short inking units and is based on waterless UV offset technology. 'The absence of ink keys and damping units simplifies operation and saves time, resulting in a drastic reduction of waste during job changes,' says the company.

Traditional long inking units can be optionally be substituted. Fully automatic plate change, auto register and optional quick-change doctor blade chambers further minimize set-up times.

The Varius LX-TX has a maximum speed of 50m/min, with web widths from 100mm to 430mm and a maximum printing width of 420mm. It can print on self-adhesive label substrates, laminates and foils with a thickness of 50-500 microns.

Flatbed screen printing units from KBA-Kammann can be incorporated along with UV varnishing and digital printing heads for marking or personalization.

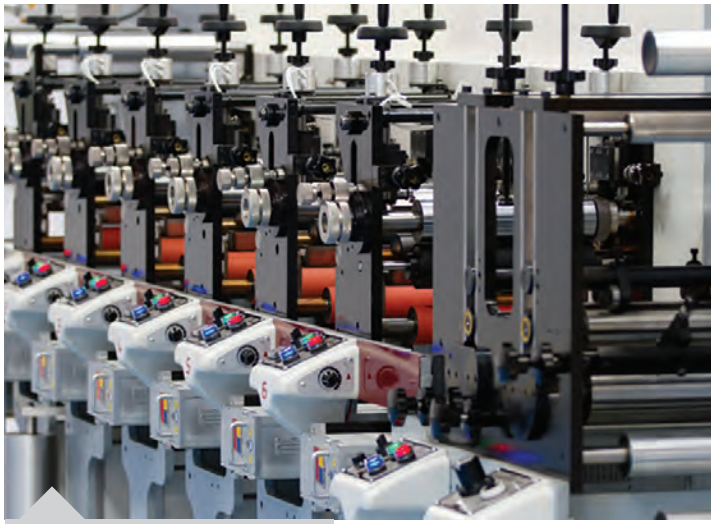
Finishing is also modular, and includes modules for cold and hot stamping, embossing, stamping, die-cutting and sheeting. As well as UV curing, IR and hot air dryers can be installed.

KBA-MePrint is a subsidiary of KBA which specializes in UV printing systems for a wide range of end-user applications.

The launch comes at a time of renewed interest in the waterless offset process, as Presstek has launched a chemistry-free waterless offset plate called Zahara which the company anticipates will greatly increase the scope for the print process in the label and narrow web market. Zahara is a thermal, non-ablative aluminum plate compatible with UV printing. It images up to 200 line screen and is specified for run lengths up to 100,000. The plate is full daylight handling.

The Zahara plate can be imaged on any current 830nm thermal (diode and YAG) CTP device from the likes of Kodak, Screen, Agfa and Luscher. The plates are available in common sizes for the most popular narrow web waterless presses including Codimag, Sanjo and Iwasaki.

Presstek has already trialed its Zahara plates on a KBA Genius sheet-fed waterless press, where makeready waste was halved to just eight sheets which equates to a couple of meters on a web press.



India distributor

Etirama appoints M-Tech

Brazilian press manufacturer Etirama has appoints M-Tech Print Solutions as an exclusive distributor for its products in India and Sri Lanka. Its narrow web flexo label presses – FIT, Super Print, ES 3500 – and central impression cylinder types will be available in both markets.

Malaysia Tech Center

Xeikon

Xeikon has opened a technology center in Malaysia to showcase the company's portfolio of presses and suites for label and packaging applications, as well as for document and commercial printing. On display is a Xeikon 3050 digital press.

This is the first Xeikon technology center in the Asia-Pacific region.

European FTA

Five associations join forces

Five European flexo technical associations – EFTA-Benelux, ATF, ATIF, ATEF and EFIA – have formally established FTA Europe as a common umbrella organization for the continent's flexo industry.

The inaugural FTA Europe general assembly took place in February in Brussels at the offices of Intergraf, the European federation for print and digital communication, and where FTA Europe will have its registered address.

At the general assembly, the founding members of the first FTA Europe board were elected.

Plain cigarette packs

UK packaging law

The UK is to mandate plain, standardized packaging for cigarette cartons – and so become the first EU member state to implement such a law.

The Standardized Packaging of Tobacco Products Regulations 2015 requires the use of specified standard colors for all external and internal packaging of cigarettes and hand rolling tobacco, and would only permit specified text, such as the brand and variant name, in a standard typeface.

The legislation does not affect labeling elements such as authentication markings, taxation and security features.

Plain tobacco packaging was first introduced in Australia, and while it remains the only country to have implemented such regulations, other countries around the world are moving to adopt a similar stance.

Alan Dabschek, left, congratulates incoming president Mark Easton

Association spotlight

LATMA Board
Australian association
The Australian label industry parent body, LATMA (Label and Tag Manufacturers of Australia), marked its annual general meeting in Melbourne with the retirement of long-standing president Alan Dabschek, and the election of Sydney-based Impresstik Labels managing director Mark Easton.

Easton told the LATMA AGM that the organization's priorities include the continuation of discussions with its New Zealand counterpart, ANZFTA, on ways the two bodies might work together to deliver better value to their members. The co-operation is underwritten by a proviso that certain functions would remain unique to each.

Congress format change
FINAT Forum dates
FINAT's annual congress will take place under the name of the European Label Forum on June 11-13 in Amsterdam. Keynote speakers include Herman van Rompuy, former EU president and Belgian prime minister; Ramses Dingenouts, senior packaging and identity design manager at Heineken; and Gordon Crichton, director of the French Procurement Management Institute (MAI). Parallel streams will cover sales and marketing, technology and manufacturing, and management and corporate affairs. FINAT will present its annual Label Awards and Recycling Award and preview the third edition of the Radar half-yearly market overview.

Digital study
TLMI publishes report
TLMI has released its first North American Digital Label Study, providing benchmarking metrics, brand owner feedback, installation and market size data, and projections per major digital printing format to 2020.

Domino's Cambridge headquarters

Brother acquires Domino

Digital print specialist's board recommends share offer

Japanese multinational Brother is set to acquire Domino after the board of the digital printing specialist recommended a takeover offer of 915p per share, valuing the company at just over one billion GBP (1.5 billion USD).

Domino chairman Peter Byrom said: 'The markets in which Domino competes are evolving, with the increasing adoption of digital printing technology, and attracting a new breed of competitor with significantly greater scale and financial firepower than Domino. The board of Domino believes that the combination with Brother is both compelling and timely. The enlarged group will be able to invest in the future to consolidate and capitalize on Domino's current significant position and to serve better our customers.

'It has become increasingly clear that maintaining its position in the enlarged markets will require Domino to find the appropriate partner that brings complementary skills and strengths in digital printing.'

Brother is a global company with a portfolio ranging from laser and inkjet printers to sewing machines, machine tools and industrial parts.

Trending

New label group
Labels Unlimited and A&M
US converters Labels Unlimited and A&M Label have joined forces to form Fortis Solutions Group, with Labels Unlimited acquiring 100 percent of A&M Label. The new business is led by former Labels Unlimited CEO John O. Wynne, Jr and headquartered in Virginia.

Fortis prints with flexo and digital processes, converting PS labels, extended booklets, variable data products, multi-ply coupons and flexible packaging. The Virginia headquarters is supported by manufacturing and sales locations in Memphis, Tennessee and Wixom, Michigan employing over 175 associates. The company intends to pursue further 'attractive acquisitions'.

Converter rebrands
Inland Label
Inland Label has dropped 'Label' from its corporate identity to signify a move towards a wider packaging solutions provider. Its new tagline is 'We power great packaging'.

Health & Safety

Food safety certification
UPM Raflatac
UPM Raflatac has been awarded ISO 22000:2005 food safety certification for its factories in Tampere, Finland, Scarborough, UK, and Wroclaw and Nowa Wies in Poland, certifying the manufacture and slitting of self-adhesive labelstock for food contact and food packaging used by the printing and converting industry.

Health and safety first
Lecta mills
Lecta, a European manufacturer and distributor of specialty paper for labels and flexible packaging, has had its Sant Joan Les Fonts, Leitza and Condat mills certified to OHSAS 18001.

News

Diageo and Thinfilm NFC smart label concept

Diageo shows Smart concept bottle

Joint project with Thinfilm promotes security and customer interaction

Beverage brand Diageo and Thin Film Electronics (Thinfilm) demonstrated a 'smart bottle' concept, featuring printed sensor tags, at the Mobile World Congress in Barcelona.

Printed sensor tags using Thinfilm's OpenSense technology were attached to a Johnnie Walker Blue Label bottle and were able to detect both the sealed and opened state of each bottle by utilizing the near-field communication (NFC) capabilities of modern smartphones. Diageo can send personalized communications to consumers who read the tags. The brand can also track bottle movements across the supply chain, in-store and to the point of consumption, with the sensor tags remaining readable even when the factory seal has been broken, so providing an additional layer of security.

Helen Michels, global innovation director of the Diageo Futures group, said: 'Mobile technology is changing the way we live, and as a consumer brands company we want to embrace its power to deliver amazing new consumer experiences in the future.'

Blank label service

WorldLabel sets out stall

WorldLabel, a supplier of blank labels for laser and inkjet printers, has opened a new division, Labels Ontime, which offers roll and fan-folded labels for direct thermal and thermal transfer printers in popular sizes, materials and colors, and on a short deliver schedule of 1-2 days in the US. Labels Ontime will stock more than 150 sizes at four strategically located warehouses across the US – California, Georgia, Illinois and New Jersey. All orders received before 15:00hrs will be shipped the same day.

Wet wipe range

UPM Raflatac brings RafCare to Europe

The RafCare range includes dedicated adhesives combined with clear and white polypropylene label faces in different thicknesses to meet resealable labeling needs in numerous applications, including personal care, home care and industrial.

Exams launched

Label Academy adds two more modules

Label Academy, the global training and certification program for the label and package printing industry, has added exams covering conventional label printing processes, and environmental performance and sustainable labeling. Label Academy has been developed by the team behind Labels & Labeling and Labelexpo, and was launched at Labelexpo Americas 2014. It has already been endorsed by FINAT, TLMI and LMAI.

The Digital Printing module is already available, and upcoming modules will cover substrates, inks, origination, tooling and brand protection.

Consumables investment

Heidelberg grows profitable sector

Heidelberg has acquired Europe's Printing Systems Group (PSG), which sells consumables, spare parts and services such as training, annual service contracts, preventive and curative maintenance and consultancy. PSG has been an official business partner of Heidelberg since 1927 and Heidelberg products account for the majority of the company's equipment sales.

The acquisition forms part of Heidelberg's expanding services and consumables portfolio, expected to account for over 50 percent of total group sales over the medium term.

Harlands was known for the excellence of its label converting

In memoriam

David Harland Morrison

With great sadness *L&L* reports that David Harland Morrison, for many years the chairman of UK self-adhesive label printer Harlands of Hull, has passed away.

Harlands, founded in 1832 when Edward Harland first began printing in Hull, was to become one of the most successful self-adhesive label manufacturing companies in the UK during the 1970s and 1980s. Tight security and stringent quality procedures enabled it to become a leader in markets including pharmaceuticals, toiletries and whisky, with the business handling large numbers of small runs and winning numerous label awards.

As well as serving as chairman of the Harlands Group during its most successful period, David Harland Morrison served on multiple FINAT committees over many years and was a well-respected member of the European label community.

News

Domino K600i digital cold foiling station

Domino launches digital cold foiling

Security among key applications for new technology

Domino has launched a digital cold foil system based around the Domino K600i digital print module. The K600i prints a digital adhesive to create the image area prior to UV-curing and delamination. The use of a conventional metallic foil provides a high quality finish and enables the use of security and decorative holographic images within the foil.

Depending on the substrate, the digital cold foil technology can operate at speeds up to 75m/min (246ft/min) and can be supplied as a stand-alone unit or retrofitted to an existing foiling station. It is offered in up to seven different foiling widths ranging from 108mm (4.25in) up to 782mm (30.81in).

Philip Easton, director of Domino's Digital Printing Solutions division, commented: 'We have been facing an increasing demand for a digital coil foil solution over the last seven years, so have now combined the latest higher resolution K600i print technology with an advanced adhesive formulation and a web handling solution supplied by AB Graphic International.'

Since the launch of the K600i monochrome inkjet printer in 2010, Domino has installed over 200 modules in a range of different production lines, including label presses for hybrid printing, and finishing and sheet-to-sheet lines. The K600i foiling technology incorporates Domino's full range of i-Tech technologies, including the ActiFlow ink circulating system, which ensures that the adhesive is always moving around the print head, even when stopped; i-Tech CleanCap automated print head cleaning and capping technology; and StitchLink micro-motor controller to automatically calibrate print heads across the web width.

Digital foil application

For the most up-to-date label industry news, see www.labelsandlabeling.com

BPIF announces 2015 program

BPIF Labels

The Roll Label section of the British Print Industries Federation (BPIF Labels) has announced its educational and social program for 2015.

A series of regional networking events have been organized, with participation open to both member and non-member companies. Confirmed dates are: May 13, Raflatac, Scarborough; July 15, Edale, Whiteley, Hampshire. Dates have yet to be agreed for Ritrama, Dukinfield, Cheshire, and HP, Bracknell, Berkshire.

In addition to presentations from the host companies, PRISMM Environmental will update delegates on the progress of the 'Zero to Landfill' project. All events will include a factory tour.

BPIF Labels has also arranged a free one-day specialist workshop on process automation, sponsored by ABG International, AVT, CERM, ESKO and HP. It will be held at the Daventry Court Hotel, Daventry, on Wednesday 22nd April. The workshop will demonstrate how converters can integrate an MIS system into their operations.

The Spring golf day takes place again at the Walmley Golf Club on Wednesday June 24. IST, meanwhile, is sponsoring the BPIF seminar and golf day on September 23 and 24 at the De Vere Staverton, Park Hotel and Country Club, Daventry. There will be a networking dinner and prize-giving after the golf day on the 23rd. The theme of the one day seminar on the 24th will be 'Dispelling the Myths of LED Curing,' and this seminar will also provide a preview of Labelexpo Europe from Mike Fairley.

Flint launches REACH-compliant white

Flint Group

Flint Group Narrow Web has introduced a REACH-compliant version of its CombiWhite over-printable opaque white rotary screen ink. CombiWhite is widely used in beverage, health and beauty, and no-label-look applications.

'A classification and labeling change led by REACH resulted in Flint Group, as a responsible supplier, deciding we could no longer use N-vinyl caprolactam (NVC, CAS number 2235-00-9), in any of our products,' said global product director Jennifer Joyce. 'While EuPia has initiated a prolonged substation process until March 2015, we are ready with re-formulation work and have had fifteen clients using the new product for well over five months; furthermore, we have not had one single negative report from any of these tests. We are very pleased with the results.' Said product manager Par Olsson, 'The whole aim with this reformulation is that no one should notice any difference between existing formulations and the new, upgraded, CombiWhite C3.'

Among early beta sites was APE Etiquettes, France. 'We were approached early in the testing process,' stated the company's Jean-François Clisson. 'We understand fully the aspect of printer safety and care for our staff. But safe products should still provide superior performance attributes. We have been running the new CombiWhite C3 under an experimental code for well over three months and we see not a single defect; in fact, we believe flow-out has slightly improved. For us this is an easy switch and win-win for all involved.'

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PRIMERA TECHNOLOGY, INC.

New Products

01

02

03

01 Titan SR800
Atlas
The modular Titan SR800 can process a wide range of flexible materials including plain, coated, printed or metallized plastic films, laminates and label materials ranging from 20-200 microns and paper from 40-200gsm. It has a maximum production speed of 700m/min (2,300ft/min), with rewind diameters up to 800mm (32in) and slit widths as narrow as 20mm (0.8in).

02 Metalkote Expert and Metalkote Classic
Munksjö
Metalkote Expert is intended for returnable beer bottles and Metalkote Classic for one-way beer bottles. Both are one-side coated papers. Metalkote Expert is an upgraded version of Metalkote Evolution, with the improved paper surface providing optimized varnish consumption and outstanding gloss after metallizing. Metalkote Classic also meets the technical requirements of the metallizing process, and enables high performance during printing and labeling.

03 Carbon fiber chambered doctor blades
Tresu
The new lightweight carbon fiber chambered doctor blades offers improved chemical resistance, optimized flow and easy handling in all flexo printing situations, with the carbon fiber composition giving the chamber high-strength qualities but a relatively low weight. Inside the chamber, a top-coated ink-repellent surface offers extra protection against ink and detergents with high and low pH values, and ensures efficient, thorough cleaning after job completion.

Tau 330 upgrade
Durst
Durst has added jumbo roll unwinder/rewinder units for its Tau 330 digital label press, enabling handling of 1,000mm diameter rolls or roll lengths up to 4,000 linear meters for material widths up to 350mm. The system features motorized loading and unloading of heavy rolls with a built-in roll lifter, while a built-in splice table facilitates easy and fast roll changes. The system is equipped with a servo drive to feed material in both directions.

Revealabel
Springfield Solutions
Revealabel is a piggyback style design that gives companies the flexibility to choose how the mount label peels away from the base label, ensuring the product branding remains intact despite the need for more space for text or graphics. A variable positioned adhesive join enables the mount label to peel away from the base label from either side, from the top or bottom, or from both sides towards the join if required, while remaining securely fastened to the product. Revealabel also offers full color printing on every side and panel, and the position of the peel tab is flexible meaning it can be positioned so as not to interfere with the information being displayed.

04 Topper
Royston Labels
Royston Labels has developed a new label for men's skincare brand Bulldog, created to enhance brand image, promote product differentiation and maximize on-shelf appearance. Referred to as a 'topper', Royston Labels designed and produced a clear rigid label that could stand up naturally and is cut to a special shape to enhance the overall aesthetics of the label.

SpearRC
Constantia Flexibles Labels Division
SpearRC, featuring proprietary technology, is a pressure-sensitive label material designed for use with the 400 billion global PET bottles and to allow their recycling without the associated contamination as seen with traditional pressure-sensitive label materials. Independent testing has led to SpearRC to be recognized by APR as being PET recycling compatible and to the European PET Bottle Platform deeming it to be a fully compatible label technology.

04

ABOVE
1. Titan SR800
2. Metalkote Expert and Metalkote Classic
3. Carbon fiber chambered doctor blades
4. Topper

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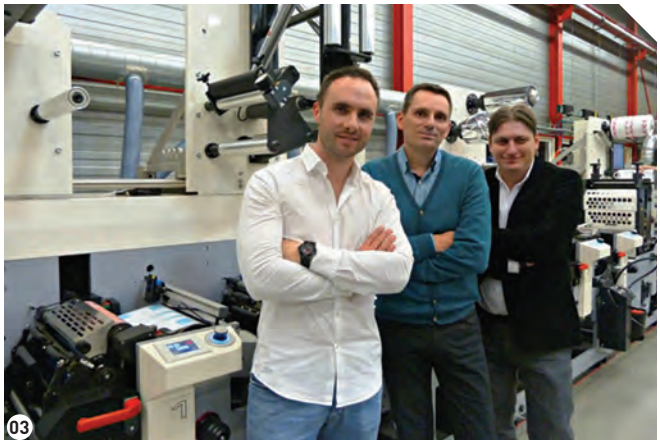

01 Xeikon Cheetah press
CS Labels (UK)
Already the largest digital label printer in Europe using Xeikon technology, with five presses, CS Labels is extending its capabilities further by becoming one of the first to install a Xeikon Cheetah color digital toner label press. The addition of a Xeikon Cheetah will enable the company to increase its capacity by another third.

HP Indigo WS6600 press
Excel Digital (Australia)
Following its 2014 expansion into label printing, Excel Digital has added an HP Indigo WS6600 that will allow it to take on new packaging work and, coupled with white ink capability, will enable the company to print clear graphics on an increased number of substrates including dark, transparent, metallic and recycled papers.

02 Omet XFlex X4 press
Delta Center (Russia)
Siberia-based Delta Center is a printing company founded in 2007, which provides a full range of services in the field of printing and design, from label production, packaging design, to offset and flexographic printing and post-printing processing. Delta Center printing director Dmitry Permiakov said: 'We had been considering the flexographic presses of different manufacturers for a long time.'

03 MPS EF press
Sira OOD (Bulgaria)
Sira OOD has invested in an MPS EF multi-substrate press to expand its flexo printing capacity and introduce the capability to print plastic wraparound labels. With its new MPS EF flexo press, Sira OOD is able to control a range of substrates while meeting high print requirements in quality and register control.

Edale FL-3 press
Hyper Region (Malaysia)
Hyper Region, a label printer based in Malaysia, has added flexo printing to its offering after purchasing an Edale UV FL-3 for the production of self-adhesive labels. Traditionally an intermittent letterpress and offset print house, Hyper Region has seen its business rapidly grow, and now has three sites across Malaysia. As its business grew, so did the need for new printing technology, which this investment meets.

04 DigiFlex FlexoJet 1725 platemaking system
Comulti Platforms – MasterLabel (Cyprus)
Cypriot printer Comulti Platforms – MasterLabel has invested in a DigiFlex FlexoJet 1725 in pursuit of higher quality plate production, with company managing director Socrates Hadjikyriacos saying: 'We used to process films in-house using our own CtF but we had to move to digital platemaking in order to enhance the quality we provide our customers with as we strive for continuous perfection. We were contemplating for quite some time to find the right solution for us. We wanted a simple but high quality and high yield solution.'

Allen Coding RX-S inkjet printer
Joe & Seph's (UK)
Gourmet popcorn manufacturer Joe & Seph's has installed an Allen Coding RX-S continuous small character inkjet printer at its facility in Watford, UK, which is being used to fulfill the Middle East's stringent food packaging requirements.

Label & Packaging Showcase

01

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03

04

Select winners of Flint Group's annual Narrow Web Print Awards and a selection of IMDA's In-Mold Label Awards

01 KFC Go Cup
Korsini-SAF in Annapolis, Maryland supplied the labels and Berry Plastics in Evansville, Indiana is the molder
Winner of IMDA Best part design gold award

02 West Elm 10-percent-off coupons
RR Donnelley in Minnesota, US
UV flexo paper category using Flexocure Force

03 King Edward VII natural cigarillo
Palmas Printing in Florida, US
UV flexo flexible packaging category using Flexocure Force and nyloflex ace plates

04 Grill It Like a Steak
Yerecic Label in Pennsylvania, US
Water-based specialty category with Hydrokett Prime and Hyrdofilm Ace

05 Skippy Singles
Inland Label in Lacrosse, Wisconsin supplied the labels and Berry Plastics in Evansville, Indiana is the molder
Winner of IMDA Best product family silver award

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06 Utz Halloween Cheese Balls
Consolidated Label in Florida, US
Water-based combination category with Hydrokett Prime

07 Delon Body Butter Mango
Perflex Label in Ontario, Canada
Water-based flexo paper category using Hydrokett Prime, nyloflex Ace plates

08 Dial For Men
Smyth Companies in Minnesota, US
UV flexo combination category using Flexocure Force and cold foil stamping, nyloflex Ace plates

This new regular feature is dedicated to the best designed printed packaging from around the world. If you would like your product featured here, email labelexposure@labelsandlabeling.com. We require a high resolution photograph and supporting text.

Appointments

David Centelles
Corporate marketing director
Comexi
Centelles is to consolidate the marketing department and become part of the Comexi Group executive committee, and will combine this new position with his existing duties managing the Manel Xifra Boada Technological Centre.

Jules Lejeune
Director
FTA Europe
Lejeune will be joined on the inaugural FTA Europe board by Sante Conselvan, president of the Italian flexo association ATIF, who is taking up the position of FTA Europe president, and Wim Buyle, board member of EFTA-Benelux, as vice president of FTA Europe.

Kishore Kumar P S
Senior manager, marketing, inkjet division
Monotech Systems
Kumar shall be responsible for growing the Jetsci market in India. Kumar brings 16 years of experience to Monotech Systems having represented Webtech Engineering prior to this appointment.

Samir Gulve
VP and MD
EFI India
Gulve is directing EFI's business expansion efforts in India as the company intensifies its focus on substantially growing its local business capabilities.

Giampaolo Zani
Sales manager, plate products, EAMER
Presstek
Zani is responsible for leading the market launch and sales growth of the Zahara waterless plate in the region.

Kirsten Lange
Supervisory board
Heidelberg
Kirsten Lange has replaced Lone Fønss Schrøder who, due to corporate governance guidelines, has resigned her supervisory board mandate at her own request and has stepped down after almost four years. Since September 2012, Lange has been a member of the management board of Voith Hydro in charge of business development, which covers service business, automation and plant engineering.

Duncan Sparrow
Consultant
CS Labels
The UK's CS Labels is to work with 30-year industry veteran and independent self-adhesive label consultant Duncan Sparrow to assist it in achieving continued growth and increased demand for its digital labels and packaging services.

José Morlin
VP, sales and marketing, thermal transfer ribbons
IIMAK
New role gives Morlin responsibility for North America alongside his existing duties for the EMEA and Asia-Pacific regions.

Dr Walter Bickel
Chief executive officer
Treofan
Bickel has replaced Peter Vanacker, who has voluntarily stepped down from the role. As of March 1, he took on the role of CEO alongside his existing position as CFO.

Graham Denny
Managing director
Denny Bros
Graham Denny has replaced Barry Denny, who has become chairman. Barry Denny has served as Denny Bros managing director since the business became a limited company in 1983.

Mauri Suomela
VP, commercial management, EMEIA
UPM Raflatac
Suomela to lead the customer-facing organization of UPM Raflatac's labelstock business in the EMEIA region (Europe, Middle-East, India and Africa).

Markus Mannström
Chief technology officer
Stora Enso
Mannström is to head up the substrate supplier's new group technology function in his role as chief technology officer.

Bernard Pinatel
Executive committee
Arkema
The former CEO of Bostik, has been appointed as a member of Arkema's executive committee, succeeding Pierre Chanoine who is retiring. The appointment of Pinatel closely follows the completion of Arkema's acquisition of Bostik.

Pawel Kusinski
Managing director
Eagle Systems Europe
Kusinski to support Eagle Systems' new European base as well as expand foiling education, service, sales and marketing activities.

Tim Sullivan
Board of directors
Barry-Wehmiller
Sullivan is a 25-year team member of Barry-Wehmiller, and is currently group president of two of its largest divisions, BW Papersystems and PCMC. He has been appointed to Barry-Wehmiller's board of directors with the company looking to capitalize on his 'vast organizational knowledge and strategic thinking capabilities'.

Rauaridh Nicolson
Channel development director
Linx Printing echnologies
Nicolson has over 20 years of experience in global sales and marketing, and most recently served as sales and marketing manager at Teknek.

Umendra Kumar Gupta
President
ASPA
Appointment made in first Authentication Solution Providers' Association elections since re-launching last year.

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Luis Maria Garcia, formerly general manager of Multilabel, an Argentina-based label converter with operations in Brazil and Mexico, has begun a new role as an independent consultant for the Latin American label market. Interview by James Quirk

Q&A

Labels & Labeling: Describe your move from converter to consultant

Luis Maria Garcia: I co-founded and ran Multilabel for 22 years, overseeing expansion into Brazil and Mexico and building up expertise in our core areas of business: self-adhesive and in-mold labels for the prime, promotional and security label markets. After retiring from the company following a disagreement with my business partner, many friends and colleagues in the industry urged me to use my experience as a consultant. While talking to people at industry events, I noticed a need within the Latin American market for a consultant to advise local converters about best practices, as well as a desire among foreign companies looking to move into Latin America for someone to assist their entry. With my company International Graphic Consultant (IGC), I am now doing both those things. I began consulting in early 2014, but really Labelexpo Americas in September marked my official return to the industry. The response I got from friends and colleagues in the industry was fantastic, and it was great to catch up with old contacts and make plenty of new ones.

"I noticed a need within the Latin American market for a consultant to advise local converters about best practices, as well as a desire among foreign companies looking to move into the region for someone to assist their entry"

L&L: What kind of consultancy work are you carrying out, and for whom?

LMG: Since beginning IGC in early 2014, I have consulted for companies in Argentina, Brazil, Paraguay, Peru and Uruguay, as well as in Central America. For local converters within the region, I can act as an advisor on a variety of topics: from prime label, promotional and security applications to in-mold labeling; from management and administration to due diligence and ISO 9000 certification (I worked within the ISO 9000 certification parameters for all my 22 years with Multilabel).

Mergers and acquisitions are of course an important topic within the Latin American label market; at Multilabel we went through much of the process and came close to being acquired by Austrian group CTI Invest. This is another area in which the region's converters are interested in having some independent assistance. Foreign companies, meanwhile, are looking for local expertise in markets that they are interesting in entering, either through acquisition or by setting up a subsidiary or local office. I've talked to companies on both ends of that spectrum: locally and abroad.

L&L: Your native Argentina has seen much M&A activity in recent years. Do you think that will continue?

LMG: Argentina has some issues at the moment: there are currency controls and import restrictions and high inflation. But foreign companies are aligning themselves to capitalize on opportunities when the market opens up again. We've seen the likes of Baumgarten, CTI Invest, Multi-Color Corporation and SATO Group move into Argentina through local acquisitions in the last few years. They're like horses lining up behind the starting gate: if you're not there, ready to run, you can't participate when the race gets going.

L&L: Do you see the trend towards consolidation in the Latin American label industry continuing? Is there still space for the smaller converter?

LMG: Some may not like my answer, but I believe that major international players will continue to absorb small and medium-sized enterprises around the world until eventually they acquire each other – as was the case with Multi-Color and York Label – or work together.

There are several reasons for this. International brands want to be followed by their suppliers in every country where they have presence, so as to harmonize their SKUs, colors and quality. There's an advantage in economy of scale: costs can be reduced by printing labels in acquired factories that might have better conditions or production availability. Increased purchasing power can lead to better prices for raw materials. Machines can be relocated to different plants; management costs are reduced. There are many competitive advantages which can make M&A a good investment with a quick return.

There is still space for smaller converters as long as they focus on retaining a small local market and lower volumes of production. They can continue to be profitable thanks to fast high-tech equipment, whether digital or conventional. They should focus on exploiting niche markets with high added value, such as promotional or security labels. Processes must be automated and customer service is crucial.

For example, converters are increasingly turning to automatic processes such as CTP, which has migrated from sheet-fed offset to narrow web flexo or letterpress printing with amazing results, as could be seen at Labelexpo Americas 2014 in Chicago. The Labelexpo shows are the industry's university, while Labels & Labeling magazine and Tarsus' other publications are the textbooks – an indispensable reference to keep up to date in this dynamic field.

Attending these exhibitions is essential – they provide the knowledge that converters need and show market developments in machinery, materials, inks, ancillary equipment etc. Each event presents new developments about which one is obliged to learn, and which can help converters discern the elements needed to provide the best service to customers. The knowledge that can be gained at these events can help a converter differentiate itself from the competition and achieve good profitability – which in turn can attract the interest of a larger company.

L&L: How has the label market in Argentina evolved during your time in the industry?

LMG: It has mostly grown at an extraordinary rate over the years, in the order of 12-14 percent annually, making it a very attractive option for foreign converting groups and technology suppliers. Indeed, many major international players, as I've mentioned, have long been interested in Argentina's label market and have acquired or formed local companies in the country – encouraged by a growth rate that has far exceeded the European and North American markets. When the economic and regulatory conditions change in Argentina, I think there will be fast development across a variety of industries, and in the label sector in particular.

Pressure-sensitive labels represent between 30 and 40 percent of the industry, while shrink sleeve labels are rapidly increasing their market share thanks to their characteristic of adapting to the container's geometry and acting as a barrier against manipulation. There is still a large quantity of wet-glue paper labels which – as has happened in foreign markets – will gradually be replaced by pressure-sensitive.

L&L: Which end user markets do you see as the main areas of growth?
LMG: Each country has its peculiarities and particular areas of growth, but in general – and this is true not only in Argentina and Latin America, but around the world – the simple fact of an increasing population means that the food and beverage markets will be the undisputed leaders. And even if in the future technology and science lead us to be fed by small pills, they too will need to be labeled, so we don't have to worry about losing our jobs. In parallel, healthcare and cleaning products are also fast-growing markets.

L&L: What is the state of the in-mold label market in Argentina, and in Latin America as a whole?
LMG: The in-mold market in Argentina – whether blow or injection molding – has been badly affected due to cost issues and problems importing raw materials. In Latin America and other parts of the world it's a technology that is growing, although usage remains low compared to other decoration processes: the in-mold segment represents around 3 percent of the total label market.

It must be remembered that this decoration process not only requires labels with special materials, but its usage also largely depends on relatively expensive robotic applicators, which not all packaging manufacturers possess.

To help the process expand its reach, some film suppliers are working on turnkey systems to help converters offer the whole workflow: the right materials, inks, varnishes, packaging characteristics, application equipment, temperature and pressure parameters, static controls, and many more details for the blower, the injector, and finally the end user, as well as the necessary skills for production.

Last year, special toners were developed for digital printers for small runs of in-mold labels, and were approved for food contact by the FDA. This approval is crucial – the growth of the process, in injection mode, depends on its ability to be used for packaging decoration by manufacturers of foods such as ice-creams, margarine, cheese spreads and the like, where printing inks must be absolutely harmless and odorless. While it would take too long to list here all the pros and cons of in-mold labeling, suffice to say it is an extremely interesting option. Because of its great growth potential – and its decorative beauty – it's a process whose usage I personally want to help increase in Latin America.

L&L: What kind of advice would you give to a converter that seeks help with its management and administration processes?
LMG: Though all companies are different – in their history, their culture, their development – they tend to have one thing in common: the desire for continuous improvement and the acquisition and application of new knowledge and technical skills, so as to progress in this competitive and increasingly globalized world.

The knowledge and experience I've gained over many years of local and international business management – including leading Multilabel through the due diligence process – help me to provide considered and comprehensive advice on management and administrative processes. There are always differences between countries with regard to business norms, the relationship between management and employees, salaries, government regulations etc. For those wishing to enter a new market, it's important to take local advice. Success is not achieved simply by acquiring new technology. You have to know the market's needs and how to meet them, be aware of the competition and analyze your own strengths and weaknesses in order to make a shrewd investment. This applies as much to the local converter looking to expand as to the foreign group which wants to enter the market through M&A.

Professional Timeline

1971 Graduated as electronic engineer from Buenos Aires Institute of Technology
1980 Co-founded Artes Graficas Papiros
1985 Appointed president of Argentina's Photocomposition Association
1992 Co-founded Multilabel Argentina
1998 Appointed president of the Label Chamber of Argentina and secretary of FAIGA, the Argentine graphic arts association
2000 Co-founded Multilabel do Brasil
2014 Founded IGC

L&L: What considerations must a converter take into account when undergoing ISO 9000 certification?

LMG: ISO 9000 is an internationally recognized standard which is required by both suppliers and customers. It's difficult to work without having this certification. I've been lucky enough to lead companies through the process in Argentina, Brazil and Mexico, and it is currently one of the subjects most commonly requested of me as a consultant.

It's essential for a converter to consider it an investment rather than an expense: it not only provides the tools for efficient production management, but also provides a framework for measuring a variety of business activities.

L&L: Can you recount an interesting story from your time as a treasure hunter?

LMG: This was one of the most exciting periods of my personal life. I'm a keen scuba diver, and certified as an Advanced Open Water Diver. A marine archaeologist friend living in the United States, who knew of my dream of one day discovering underwater treasure, invited me to join his treasure-hunting company, Subamerica Discoveries.

We studied files kept in Spain about a big Spanish ship, the Jesus Maria de la Santa Concepcion, which sank in 1654 in the Guayaquil Gulf off the coast of Ecuador. Its cargo included a huge haul of silver coins that were being taken from Peru back to Spain. We dived and searched the area for more than two years before we finally found the wreck off the coast of a small town called El Real, where on the land one could still see traces of the camp inhabited by survivors.

Silver coins recovered by Luis Maria Garcia from a 1654 shipwreck off the coast of Ecuador

L&L: Tell us about a claim to fame from your life outside the label industry

LMG: Aside from success during my career as an electronics engineer – which included being president of Argentina's Institute of Electrical and Electronics Engineers – I would cite my activities in the field of athletics, where I practiced javelin throwing. As a young man, I competed in senior tournaments. Before leaving the field, my club organized a competition during which I established a new Argentine youth record with a throw of 49.06 meters.

Luis Maria Garcia can be contacted at intgcon@gmail.com.

Konica Minolta's solution for the mid-label printing market will be presented at Labelexpo Europe 2015

Konica Minolta enters digital label printing market

Toru Suda, GM, Professional Print Business Operations, Konica Minolta, Inc.

It is no secret that the transformation processes one saw happening in commercial printing several years ago are now happening in the label market– the label industry is shifting towards digital printing. This market is growing and it will continue to do so in the coming years. Konica Minolta, the market leader in production printing in Europe (according to Infosource 2013, production printing devices cut-sheet), has decided to enter this sector and will join the industrial printing market with its digital label press – the bizhub PRESS C71cf, which is currently in its final development stage – at the beginning of 2016.

LABEL PRINTING: THE MARKET IS CHANGING

The marketing research institute Smithers Pira has confirmed massive growth of all digital packaging and label markets. The latest figures show that the number of page prints in this sector will go up from 64 billion A4 page prints (2014) to 112 billion A4 prints (2017) within three years, an increase of 75 percent.

At the same time demands on label printers are changing. Companies are rethinking their approach towards labeling since they avoid the stocking of labels for their products. This causes label printers to receive the same orders over time but split into smaller batches, which need to be produced in a shorter run length – as shown for example in an InfoTrends 2012 study results: about 60 percent of converters' print jobs are less than a run length of 10,000. Also, individualized labeling is gaining relevance and digital printing is the only opportunity for label printers to offer variable data printing. This is one of the reasons digital printing will be increasing in the years to come.

A WORLD PREMIER IS IMMINENT: KONICA MINOLTA'S FIRST DIGITAL LABEL PRINTER

Konica Minolta has identified digital label printing as one of the markets with the biggest growth potential in the digital print era. The bizhub PRESS C71cf will be the first label press designed by Konica Minolta. It demonstrates how the printing expert is focusing on addressing the current pain points of label printers.

'Currently, the demand for shorter runs is becoming more frequent but conventional label printing presses cannot profitably run these type of jobs,' says Toru Suda, general manager, Professional Print Business Operations, Konica Minolta, Inc. 'The bizhub PRESS C71cf will produce short to mid runs at a competitive price, will have a faster turnaround time, will be easy to use and will provide variable data printing opportunities.'

In detail this implies that the label press will run at 13.5m/min when configured as a roll-to-roll printer. It can be used for the production of non-self-adhesive and self-adhesive labels.

With all these features the bizhub PRESS C71cf will fill the gap between entry-level and high-end label printing presses currently available. It is therefore an affordable investment with mid to high productivity and high quality. 'Our target group is those customers who need to shift volumes from conventional to digital printing,' explains Suda.

KONICA MINOLTA 'GIVES SHAPES TO IDEAS'

Print expert Konica Minolta has been dedicated to innovation since its early years, and 'giving shape to ideas' is the guiding principle for all activities and products. The company is constantly evolving, analyzing new trends and markets and developing future-oriented products as well as business opportunities for its customers. With the bizhub PRESS C71cf Konica Minolta is responding to current label printing trends and 'the company,' according to Gartner, 'is gearing up for tomorrow'. More products like the digital inkjet press KM-1 and a new all-in-one offer for CO2-neutral printing will be coming soon.

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M&A

The value of human capital: Acquiring your management 'Dream Team'

People are the real value in a business, says Bob Cronin of The Open Approach

In labels, as in most industries, M&A is driven by the promise of new opportunity.

Acquirers target those entities that can add the most value to their bottom line. Strong order volumes, profits, client tenure, and capabilities are a start, but the greatest asset you can ever gain in a transaction is the people.

Simply put, great companies are run by great people. Think of those behind Apple, Microsoft, Facebook, and our industry's finest. Innovation, creativity, passion – these are all uniquely human elements, and they are what generate excitement and growth. Indeed, people are the real value in a business. They are what drive customer and supplier relationships, harness the potential of staff and technology, and deliver meaningful growth. Show me a star management team, and I'll show you a prime candidate for acquisition.

Yet, M&A may seem to be a numbers game. In fact, many think that it's only about revenues. But the reality is that in every acquisition, a company's management team is vetted just as much as its financials. With a strategic play, M&A teams have specific strategies to review and evaluate top brass. Management may then be retained or bought out, depending on their perceived value. Because strategics already have strong leaders in place, they have some luxury in keeping the less-than-perfect for now, if it helps the deal go through. But, longer term, the weak ones are always weeded out.

For private equity (PE), a solid management team is essential. While PE is enormously interested in the opportunities in the label sector, they are not looking to involve themselves in the nuances and everyday needs of the industry. Their role is to provide executive and financial support to proven leadership – and trust that these people can capitalize on the company's best possible opportunities.

In either case, the strength of your management is key. If you're selling your company, you likely want to safeguard your staff. And if you're buying, you want to make sure you are getting the 'dream team'. To these ends, I offer some tips that have worked well for my companies and consulting business over the years.

❶ Considerations for sellers

Before you start imagining the sand on the beach or golf course, you must first understand your company's real transaction value. Owners tend to overestimate what they might get in a sell deal, which can debunk the process far into it. Rather than wasting time, you need to assess your position – strengths, weaknesses and the like – and know what buyers are paying for properties such as yours. If you are good with this figure, then maximize every asset you have to ensure you attain it.

This starts with your people. I always recommend to sellers that before they go to market they remove non-performers – family or otherwise. Private companies often employ FOTBs (friends of the boss) or other discretionary staffers who are not drivers of the business and may be seen more as attendees then team members. The time to change those relationships should be before the sale process, not leaving it to the next owner.

Once you have streamlined your team, make sure those left are both highly qualified for and adept at their positions. Just having a CFO or COO in place isn't enough. And if either of these people is your relative, make sure they have a very good reason to be there. The CFO and COO will be scrutinized – and relied upon – more so than anyone during the transaction. If they don't make the cut, your company won't either. As to the rest of your leadership, take a look for any gaps. Likewise, see where there is helpful overlap in knowledge or technical aptitude. Implement training, seminars, webinars, or other tools to address and enhance these considerations. A unified and collaborative management team is far more valuable than one than operates disparately. Moreover, management unity speaks to trust and respect – qualities that are immediately appreciated by a buyer.

Finally, honestly evaluate how you believe your team would come across to a potential acquirer. Do they demonstrate the business acumen you need? Do they have a clear and agreed upon vision for the company's trajectory? Are they strong enough communicators to lead your team through the massive change? Would they appear to be a dream team?

❷ Considerations for buyers

If you are a buyer, your first few contacts will likely be with just the owner and his/her advisors. As those most passionate about the business, these people can make the deal sound tremendous. But for the acquisition to be fruitful, you need to understand the skills of the management team that will be left in place – not the story of the exiting entrepreneur.

To help you determine if and how you can attain your ultimate leadership goals, ask these five questions:

● Who leads day-to-day operations?

One of the most important considerations in an acquisition is finding out who is the driver of the business. In small private companies, the outgoing owner can be a figurehead or can be absolutely invaluable. Has the owner effectively handed the reins over to a steering management team (who have proven to be able to handle it)? While some businesses can thrive under new management, others will fall completely flat. Remember, you can replace the visionary, but you can never replace the driver.

● Where do customer relationships reside?

The next thing to determine is who controls the customers. Although you are buying tangible assets, the real key to acquisition value is the book of customers and their pending opportunities. Strong management works to sets up multiple connection points with top customers to ensure loyalty and longevity. If customer ties are deep, it serves as evidence that management has a presence across the organization and has been effective in developing the relationships. Certainly this makes for an easier transition for a prospective buyer.

In cases where one specific individual (an account executive, for example) solely controls a relationship, keeping that account after the ownership change can be challenging. And when there is lots of this occurring, it can signal poor management – and distrust or lack of respect for leadership. When you are buying companies with such issues, it is not only important to understand where the customer relationships lie, but also to craft a game plan to better secure them and address any management discrepancies.

❸ What do the financials say about the company, and how accurate are they?

In a transaction, it always comes down to dollars. The key to ensuring you are getting what you believe is dependent on substantial due diligence and controls at the target company, led by the finance team. Deals need to be examined from every angle, requiring various calculations and reports. How capable is financial management in presenting solid data and detail? Are reports clear and reliable? Certainly, a company can recast financials for various add-backs, but if management is revising report after report, you may need to think through some revisions of your own. Financials that are 'moving targets' can signal a weak CFO – a position that is critical to both the deal's integrity and the ongoing performance of the company.

❹ What state are technologies in, and how well are they mobilized?

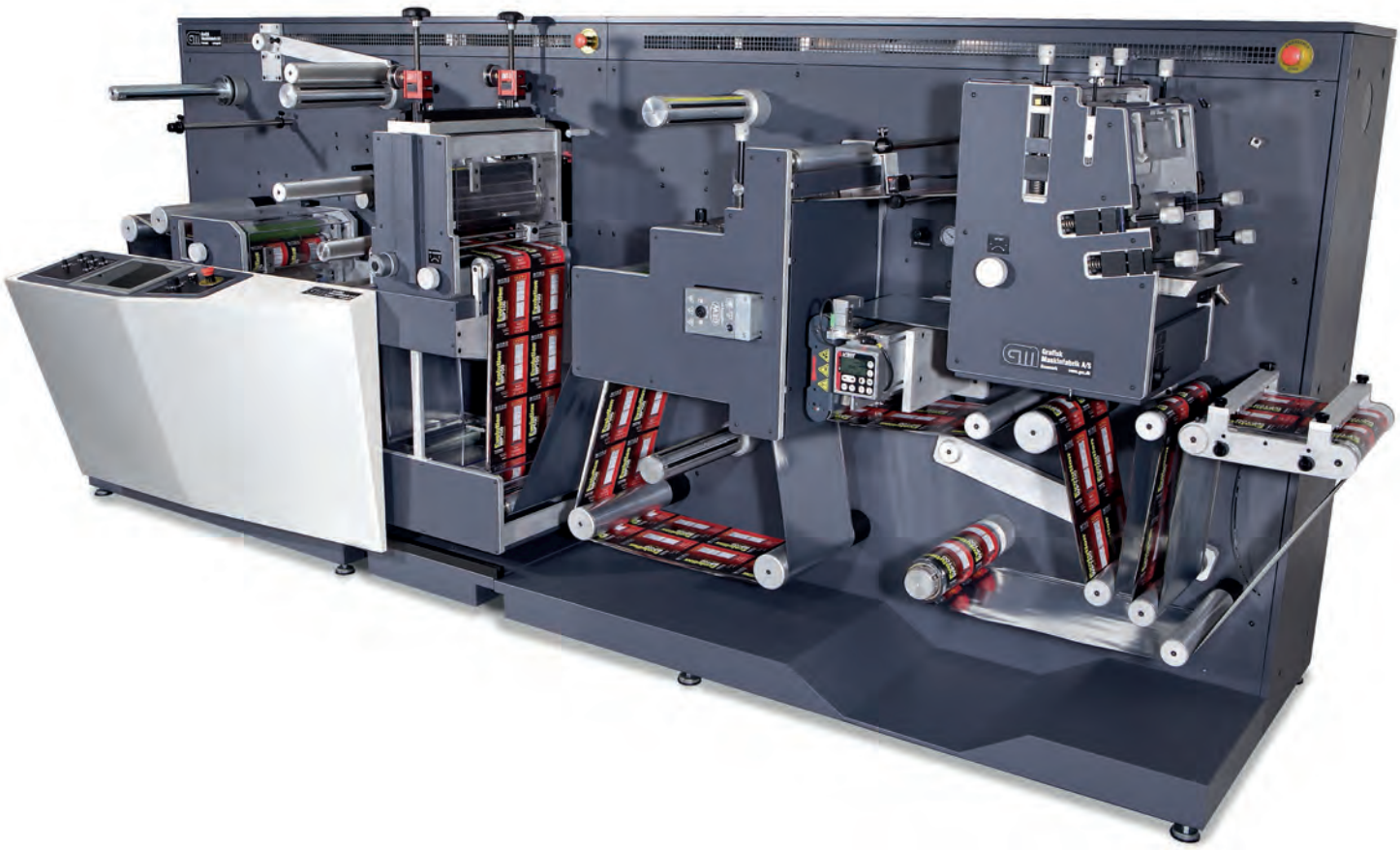
The label business is heavily dependent on technology. Acquiring great systems, equipment, or infrastructure can be huge. As you evaluate these assets, make sure you have a good understanding of how they fit with your established lineup and customer/prospect demand. If you're a private equity buyer, have an industry specialist confirm that these technologies are up-to-date and can capture the most lucrative future opportunities. At the same time, take a look at new equipment utilization – not just uptime, but how it is used. This will give you a good idea of management's effectiveness in making capital expenditure decisions, leveraging new sales opportunities, and educating staff.

❺ How inspired and motivated is the team?

Finally, as with every deal, you need to understand what drives the staff. As I said, great companies are run by great people. Motivation starts from the top. A few plant visits are all you need to see how things function and understand how staff really feels about management (and are inspired by them). Look for positives such as people readily offering improvement ideas, pitching in on tasks not in their purview, or going the extra mile. Look for pressmen listening to CSR ideas, and CSRs looking to pressmen for advice. Look for conversation, interaction, enthusiasm and laughter. Ask about training, engagement strategies, and other opportunities available, beyond the typical benefits program. Understanding how employees are treated, trusted, and valued will tell you even more about your potential new management team.

At the end of the day, attaining your management 'dream team' can be easier than you think. But you have to be discerning. Regardless of technology, customer, or capability, the people gained are always the best benefit of an acquisition. Your new management team is crucial. Consider these suggestions and create the management team you dream about.

Bob Cronin is managing partner of The Open Approach, an M&A firm/consultancy focused exclusively on the world of print. The firm has spearheaded several large label industry transactions, and works with label and packaging companies on M&A strategies, value-enhancement initiatives, and organizational workouts/turnarounds. To learn more visit www.theopenapproach.net, email Bob Cronin at bobrcronin@aol.com, or call (001) 630 323 9700.



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Bow label is new Coca-Cola breakthrough

A complex three-layer construction and dedicated converting machinery have delivered another marketing success for Coca-Cola Europe. Andy Thomas reports

Coca-Cola has introduced a new marketing concept to excite European consumers – a label which forms into a bow when a concealed ribbon is pulled.

The promotion was timed for the Christmas market and has not only boosted sales, but generated a high level of interest and engagement on social media.

Driven by Coca-Cola Europe's packaging innovation manager Gregory Bentley, bow label involved close co-operation between Coca-Cola bottlers, label converters Eshuis and Constantia, and a bespoke machinery developer. The project built on the experience gained during the planning and execution of Share-a-Coke (SAC) in previous years, although this time there is no variably printed element.

Demonstrating the power of global thinking, the bow label concept was first developed in Latin America by a creative agency, which produced a few thousand hand-applied fabric labels.

'They had to go around the bottle more than once, and we sold them online,' recalls Gregory Bentley. 'That was fine for small volumes, but I was sure this could be done on a large scale, as it was in principle a flat label which could be made from any material. So the concept came from marketing, but moving it to a large-scale commercial operation was something we pushed.'

Bentley's first call was to Peter Overbeek, managing director of Dutch converter Eshuis, which had pulled together the organization of the whole Share-a-Coke project.

'I sent Peter a bit of paper wrapped round a can and was clear about the key challenges: can we actually manufacture a label this complex, with three layers and incorporating different types of material? Can that reel of labels then be applied? And does it work when it gets to consumer? It had to do all three before it could work commercially.'

Recalls Eshuis managing director Peter Overbeek, 'This project started in April 2013 when Gregory Bentley from TCCC showed in Eshuis a video and a PowerPoint presentation from Coca Cola Colombia with beautiful but expensive handmade bow labels. He asked me if we were able to create these kinds of labels for industrial application in significant volumes for high-speed bottling lines.

'I told him – after consulting my team – yes, we think we can do this. We did many trials with parts of the label just to get a clear idea of specifications and how we could do it on a larger scale. We also invested in equipment with tools specially developed for this purpose.'

As with the Share-a-Coke project, the labels would need to go through Coca-Cola bottlers' existing label applicator lines without disruption. So the labels must be supplied on a reel and cut through and the COF would need to work on existing hot melt glue lines at 120m/min with labels no bigger than 38mm.

'In Europe we have seen many bottlers, and if you look at their operation and their high-speed machines, these are not all 100 percent the same,' says Peter Overbeek. 'Even if they are using the same equipment from the same supplier, the operational settings are not always standardized and these settings are not easy to change if we simply tell them to. That is not the way it works. But on the other hand we cannot use different specs of the same size bow labels for different bottling companies; this would make the project much too complex. So to overcome this issue we needed to instruct and guide the bottlers how to apply this kind of label on their labeling machines with the best possible results, without losing productivity or creating extra waste.'

At the outset, Gregory Bentley was only 50/50 convinced the project could work. 'Eshuis put a lot on the line, because we can't confirm orders until a project is ready for production. Eshuis' business is not wraparound, but they knew enough to know how to make it happen with the support and knowhow of Constantia. I remained optimistic, and by last year I was 85 percent confident of success.'

Workflow

To produce the bow labels, wraparound film is first gravure printed front and back by Constantia, after which the rolls are slit into two narrower reels. At Eshuis the reels are brought together, a foil pull strip inserted, and varnish and pattern adhesive applied. Clever design of the adhesive pattern forces the BOPP into a bow shape when the foil strip is pulled.

The pull strip itself is revealed when a die-cut segment is pulled away as the consumer removes the label from the bottle.

Says Bentley: 'We use a standard ExxonMobil DL film and we

1. Consumer instructions **2.** The label is opened **3.** A die-cut segment is removed to reveal the pull strip **4.** The label is printed both sides **5.** The pull strip is pulled **6.** The bow is formed by the resistance of the pattern adhesive **7.**The completed bow *(Photography courtesy Hannah Payne)*

form a complex laminated structure with the glue patterns inside. A lot of work went into spec-ing the optimum angled glue strips. A crease in the film can stop it working and we don't want to risk disappointing the consumer.'

Adds Overbeek, 'For these labels we used three quite thin polypropylene films, which originally were not meant for this purpose at all. The customer must be able to pull – preferably gently – with a nice bow as a surprise. Technically, the bow label material must be strong enough not easily to tear apart once pulled by the customer.'

The finished label rolls are sent back to Constantia for slitting and shipping to the bottlers. 'As with Share-a-Coke we created a sub-label supply chain outside of the normal Coke supply chain, which means the bottlers saw no difference in the labels supplied,' says Bentley. 'In some cases the lines were slowed slightly, but that was compensated by the value of the promotion.'

'Like the SAC campaign we are working together with high profile conventional printers in Europe – GPS, Constantia, Pulse – who normally print these label films for Coca Cola products in high volumes, but now need to supply printed reels to Eshuis,' confirms Overbeek. 'At Eshuis we make the bow labels by laminating these materials and the laminated reels are returned again to the conventional printers for slitting to end reels. These printing companies are the suppliers of the bottlers and they supply reels of bow labels to the bottlers. We – the Eshuis company – are again used as a kind of special bypass operation. It goes without saying we also need to use quite narrow tolerances in the specs of these labels to produce bow labels.'

In 2014 upwards of 30 million bow labels were printed for 500ml bottles across eight territories: Italy, Serbia, Bosnia, Romania, Slovakia, Croatia, Czech Republic and Bulgaria.

'It was a big challenge to follow SAC,' concludes Gregory Bentley. 'In SAC the technical solution was not what increased sales. Only industry people knew how complex it actually was – and it has been a significant stepping-stone for digital being good for large volumes. But the Bow Label is more overtly complex and a consumer is more likely to appreciate the technical feat. We are still waiting to hear from the sales perspective but consumers seem to like it and it runs on our bottling lines.'

Adds Peter Overbeek, 'I can tell you this has been a complex product to develop so far. But along the way we learned a lot and have improved the bow label to the level we need and as it is today.'

Looking to the future, will there be more personalization projects at Coca-Cola? 'The lack of a direct to consumer supply chain is the biggest challenge for personalization,' concludes Bentley. 'Something needs to be changed there.'

A key aspect of Coca-Cola's recent label innovations has been close integration with social media channels, and the bow label project was no exception. Channels were buzzing with posts showing consumers interacting with the labels – including a romantic Italian making a wedding proposal.

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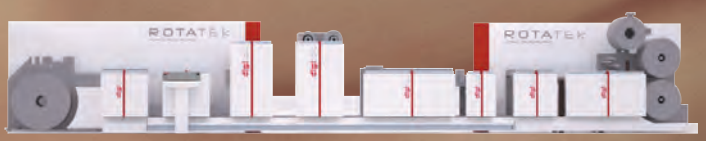

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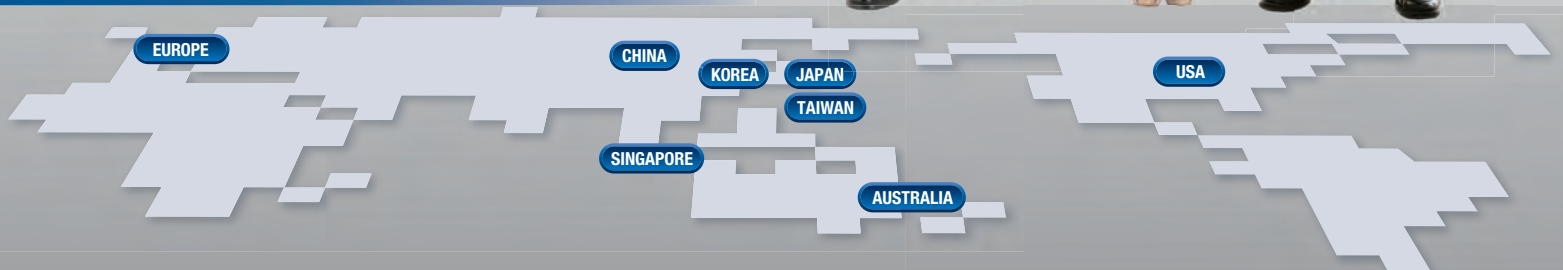


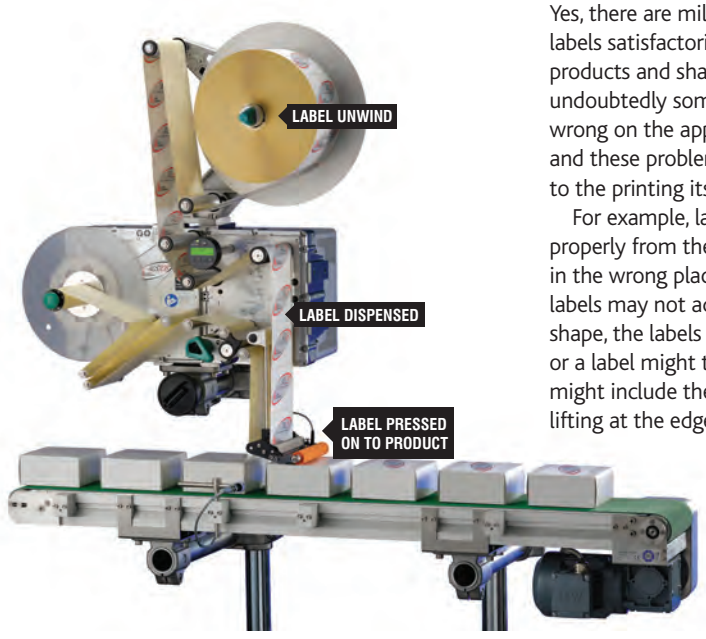
Understanding label applicator performance

Mike Fairley looks at where things can go wrong on the label application line and how these relate to material choice and the label converting process

Read almost any issue of the industry's label and packaging magazines and many of the features and news items are about more sophisticated presses, developments in pre-press and plates, production performance and print quality – everything from wider and faster machines to improved resolution, enhanced color control and measurement, quick change-over or registration accuracy.

Above: An Accraply rotary labeling system that can be equipped with up to 24 stations for applying labels to round, square or rectangular containers

Below: An Accraply label applicator that can be integrated



While all these factors are critical from the customer's acceptance of the look, appeal and quality of the finished labels, they must nevertheless still all perform accurately and without problem on the application line. Yes, there are millions of pressure-sensitive labels satisfactorily applied to all kinds of products and shapes every year, but there are undoubtedly some occasions when things go wrong on the application or packaging line – and these problems are frequently not related to the printing itself.

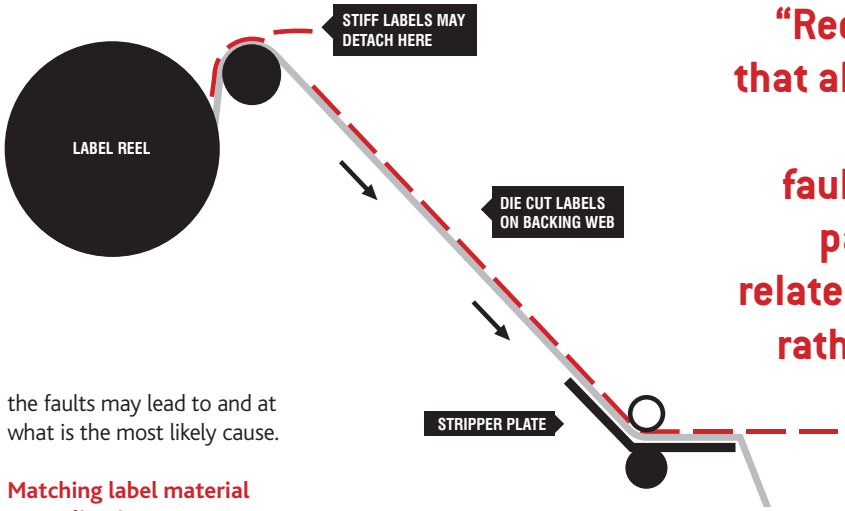
For example, labels may not dispense properly from the liner or start to dispense in the wrong place, there may be web breaks, labels may not adhere properly to a surface or shape, the labels may wrinkle or form ridges, or a label might tear or bulge. Other problems might include the label peeling, curling or lifting at the edge; even falling off.

Most of these kinds of problems are spotted when they occur at the point of application. Some of these issues can be down to label customer and label usage point of application issues, such as poor label reel handling, reel changeover or set-up downtime, label storage issues, or even problems on the applicator line itself.

However, recent studies have indicated that almost 50 percent of current pressure-sensitive quality faults that result in applicator/packaging line downtime are related to the converting process rather than the actual printing, particularly with Glassine or Kraft liners. In general, the faults detected are commonly related to:

- **Either,** the nature and type of pressure-sensitive material (face, adhesive or liner) being used, particularly in not correctly matching the face material or adhesive to the end-user application requirement
- **Or,** to the label converting process, particularly die-cutting, missing labels, edge nicks, matrix waste not removed, incorrect rewinding tension, handling, storage and shipping.

So let's look at and examine some of these possible label application problem areas in rather more detail so as to determine what label applicator problems



"Recent studies have indicated that almost 50 percent of current pressure-sensitive quality faults that result in applicator/packaging line downtime are related to the converting process rather than the actual printing"

the faults may lead to and at what is the most likely cause.

Matching label material to application

To minimize potential application problems, it is important that the label converter obtains in advance as much information from the customer as possible. In particular the converter will need to understand: The type of container or product that the label is to be adhered to – glass bottle, plastic bottle, paperboard carton, metal surface, tube, flexible pack, etc. Is it rigid, flexible, squeezable? Is the surface to be labeled clean, dry (or wet) and free of debris, oil, cleaning or processing solvents or chemicals? Surface contaminations may lead to adhesion problems. Any of these factors can have an impact on the type of label face material or adhesive to be used.

Is the surface being labeled rough or smooth? Rough surfaces may need a thicker or more aggressive adhesive on the label. The size and shape of the container is also important – small, large, round, square or rectangular, contoured, indented, curved, etc. Also, what are the conditions at the point of application? Is the application environment cold, frosty, humid, damp, variable – which can mean that the label adhesive will not properly adhere to the container or surface being labeled.

If the product to be labeled is curved, what is the curvature of the surface – the greater the curvature, the higher the adhesive tack needed to hold the label in position. Also, is the label to be permanent or removable and therefore demanding different adhesive requirements?

The label converter will additionally need to know from the customer where the labels will be stored and for how long before they are applied? What are the storage conditions? Are they roughly at the same temperature at the point of application? These can all be important if they may be adverse.

Finally, what happens to the labeled container or product immediately after the labels have been applied? Are they refrigerated? Are they filled after application? Is the filling hot or cold? How are they handled and stored?

What is the product distribution process? All of these may have an impact on label performance.

The nature and type of pressure-sensitive material being used

Application problems that arise with pressure-sensitive labels can be due to the incorrect matching of the label material to the specific end-use requirement, defective converting operations or bad storage, rather than the label applicator or label application process. For this reason, some of the important properties of the adhesives and face materials, as well as the conversion operation, are outlined below.

Adhesives used for the production of pressure-sensitive labels are available in a wide range of adhesive types that can be used to label almost any kind of product or surface - dry, wet, frozen, glass, plastic, paper, rough, smooth, absorbent, rigid, flexible, stretchable or squeezable, and in different conditions.

Although there are general purpose adhesives that can be satisfactorily used to label a wide range of products and in various application requirements, it is important that the label converter is able to correctly match the adhesive to the specific end-use application if labeling problems, either during, or post application, are to be minimized or avoided altogether.

Pressure-sensitive face materials With the enormous range of face materials available today, as well as the variety of printing and converting stages, the selection of face material will be based on the best compromise between chemical and physical properties, economic considerations and manufacturing possibilities.

"If any of these factors are at fault and the labels do not perform on the applicator line, then the printed label quality –however good it might be – can be irrelevant"

It should be recognized that the individual components of a label are not independent in their action as a change in, for example, the thickness or stiffness of the label stock can produce large variations in the apparent properties of the pressure-sensitive layer. Certainly, factors that may prove to be important in successful dispensing and application of label face materials do include the stiffness of the material, or its thinness and flexibility. Pressure-sensitive silicone coating A problem that may sometimes be found with siliconized liners is that of silicone void – small spots where there is no silicone, which in turns allows the adhesive to bleed into the liner fibers. Silicone voids can create a diagonal tear in in the liner at the dispensing beak where the liner is being stressed, causing the applicator to stop. Voids will not break a PET liner, only possibly have an impact on labeling accuracy.

Problems that may arise from the label converting process

Some of the most common converting problems that may arise and impact on the labeling line and label application include:

Die Strike

The most critical operation in terms of successful label application is that of the die-cutting, in which the die must cut cleanly through the label face material and pierce the adhesive layer, but must on no account be clearly marked in the release coating and the liner – particularly with a Glassine or Kraft web – and should certainly not cut into or through the backing release liner. Die-cutting

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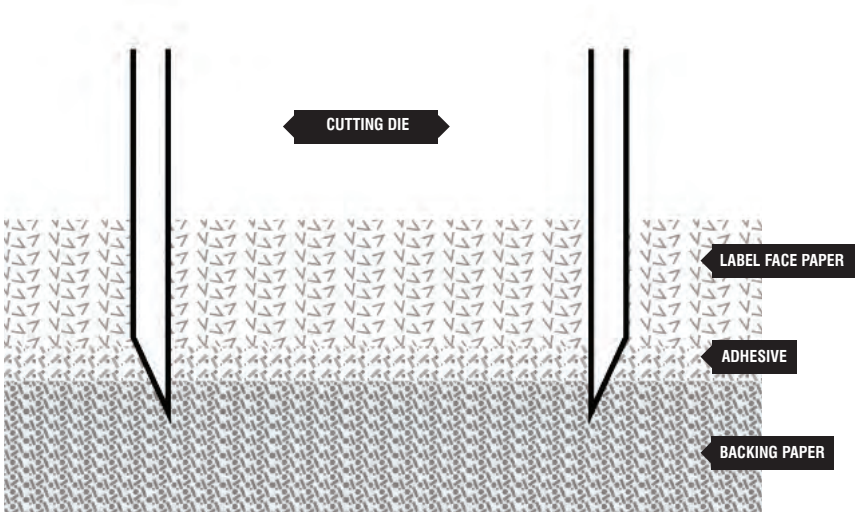

Die-cutting through the label face material and adhesive, and into the backing paper

is an operation that requires fine control which needs the laminate and, in particular, the release liner backing material to be of a constant thickness.

The cutting die has to be tooled to the thickness of the backing liner and, if this varies and the die-cuts into the liner, then the die will have to be re-set. If the die-cutting is too heavy, or too light, and the adhesive has not been cut through cleanly, then labels will not dispense correctly and may not even separate at the applicator beak or stripper plate, instead remaining on the backing liner and carrying on. If the adhesive has not been cut through cleanly or has bled, or there are blobs on the surface, then further problems may arise due to the applicator rollers gumming up.

Web breaks on the applicator may also be caused by cuts in the backing liner, although web breaks may also be caused by bad handling, tears in the edges of the backing, the unwind and reel-up being misaligned, or the clutch on the unwind not working properly or being badly adjusted.

If the label roll has been reeled too tightly or, again, the die-cutting has been carried out badly, then labels can move, becoming displaced on the backing liner. Miss-location will also be caused by inaccurate conversion, incorrect spacing, bad slitting and an inconsistent web width.

Missing labels in the web, with or without evidence of its location, may again be due to poor quality die-cutting or excessive adhesive bleed due to either high coating weight in the original laminate or excess pressure in the printing process. The label may have been carried into the matrix waste and the gap not picked-up during inspection. Some applicators are able to compensate for missing labels, while on others there will be no label, or perhaps cases of inaccurate label placement. There may sometimes be a double label.

Reel and liner edge nicks

These will show as a tear in the edge of the liner and will invariably snap the liner at the application beak. The problem is caused by damaged or poor quality slitting knives affecting the edge of the liner or, by damage to the reels during packing and handling on delivery to the line.

Incorrect winding tension If tension is incorrectly set in the printing press or in the slitter rewinding process then it is possible that reels may telescope, ridges form, or that reels may slip and feed intermittently. Ridging may be particularly evident in plastic materials. In the application process, ridged labels will cause incorrect dispensing due to the optical sensor reflecting on the ridged labels.

Labels on the back of the liner

This can be due to a winding tension that is too high, combined with a high adhesive coat weight, which in turn causes adhesive bleed in the reel and a sticky residue to form around the labels edges, leading to labels being plucked off the release face and sticking to the back side of the liner. The labels are then not dispensed and there will be a build-up of adhesive on the applicator path roller.

Matrix waste in the label reel due to poor control of the waste matrix by the operator, or by worn tooling, which leads to material filling, or partially filling, the gap between labels. In the applicator the labels sensor may align to this matrix and deliver two labels. Most applicators will stop at a default length, but this in not exact to the label size. Edge of reel waste my end up sticking to the product being labeled. It is most likely to occur with paper labels.

There are many factors that can have an impact on label application performance. Correct substrate selection, die-cutting accuracy, slitting performance, re-wind tension, reel handling, storage, etc, can all be critical, and they are not down to the print quality. Yet if any of these factors are at fault and the labels do not perform on the applicator line, then the printed label quality – however good it might be – can be irrelevant.

Mike Fairley's Opinion

What makes a world leading print show?

While commercial printing was at the heart of the printing industry's growth and profitability for many decades, it is package and label printing that now offer the fastest-growing technology and market applications. Package and label printing use a far wider range of substrates than commercial printing. They also have the widest range of printing processes, from offset to flexo, gravure, screen process, hot foiling and, more recently, electrophotographic and inkjet technologies, which already make up more than 25 percent of all new label press installations worldwide.

Added to that are all kinds of specialized finishing requirements: die-cutting, scoring and creasing, embossing, over-lamination, varnishing and coating, hot and cold foiling, on-serting, date and manufacture coding, and more. Much of package printing and label converting is now developed for niche markets and customers. Labelexpo has always had a different strategy to the larger, generic print shows which aim to cover the whole printing market. Throughout its 36-year history, Labelexpo has been very much integrated with the labels and narrow web converting sectors it serves, not only providing a dedicated series of shows in Europe, North America and Asia-Pacific, but also continually developing new markets through summits in Latin America, South-East Asia, South China and Africa.

Launched as a mini label exhibition in London in 1980 with less than 60 exhibitors, Labelexpo moved to Brussels in 1985 and has experienced continuous growth since. With over 500 exhibitors, Labelexpo Europe 2015 – which runs from September 29 to October 2 – has become one of the world's leading print-related exhibitions. Labelexpo shows in Chicago, New Delhi and Shanghai continue to thrive, while Label Summits attract growing attendances.

Lisa Milburn, MD of Labelexpo Global Series, says future growth will come from integrating the wider package printing industry into the Labelexpo shows, embracing sachet, pouch, tube, flexibles and smaller carton production. Labelexpo has led the drive to digitization, digital printing, hybrid press technology and more. Anyone looking to be at the forefront of printing industry change – whatever the sector – should be at the show. Why wait for drupa?


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Dabur shifts Sanifresh to IML

Prakash E. Paul, packaging head at Dabur, talks to Aakriti Agarwal about the reasons for shifting to IML, roadblocks faced and the benefits of the technology

Dabur, one of the biggest FMCG companies in India, has shifted one of its most popular toiletry products, Sanifresh, from pressure-sensitive labels to in-mold labeling (IML). Prakash E. Paul, packaging head at Dabur, says: 'The idea behind changing the design of Sanifresh was to make the process efficient and eliminate one complete operation in the line of production at the factory.'

"The benefit of IML is that packaging can be recycled, so it doesn't matter even if the failure cost of end packing is high"

He explained that the toilet cleaner category of products contains HCL, fumes of which affect machinery. Thus, labeling is usually done in a separate room before filling the liquid, making it a stand-alone operation. Dabur was earlier using paper labels and later shifted to plastic labels, but any spillage would spoil the complete look. 'Thus, the company decided to apply labels at the time of making the bottle itself and shifted to IML.'

'The benefit of IML is that packaging can be recycled, so it doesn't matter even if the failure cost of end packing is high. Rejects happen in the range of 1 to 1.5 percent, which can easily be recycled,' Paul says.

The unavailability of proper machinery in India was the only roadblock faced by the company in implementing IML. Most manufacturers use high speed blow molding machines which are not designed for taking an IML arm. 'We would have lost some productivity if we tried to force fit an IML arm into a machine which was designed for high productivity,' says Paul.

'That is when our vendors decided to go for new machinery for manufacturing Sanifresh bottles using IML technology. These machines came pre-fitted with a robotic arm solving the productivity issue.'

However, Dabur has only shifted one product to IML. Most products use pressure-sensitive labels with silicone liners. The company has been trying to get PET liners recycled but have been running into road blocks. Paul reveals: 'Collecting liner is not very well organized in the country. We have been doing trials and are in talks with some companies but are facing a lot of inefficiencies.'

What goes into deciding the type of packaging to be used for various products being manufactured in Dabur? Paul explains: 'Every product category has its own requirements. Certain products require a high gloss look rather than a matt look. For example, the best technology we could choose for high gloss on Chyawanprash bottles, a food category product, was shrink sleeves. IML only provides a matt look. Thus, we decided to use it for Sanifresh.'

Dabur has factories in India, North and West Africa, Middle East, Sri Lanka, Bangladesh, the EU, the UK and the US.

In-molded SaniFresh bottle

Opinion

How much does your company rely on renewable energy?

Representatives from across the global label and package printing supply chain outline their thoughts on the importance of renewable energy, while a poll through the Labels & Labeling website uncovered the thoughts of the wider industry

'At Xeikon all of our plants are operating on green electricity. This has had a big impact on carbon dioxide emissions at our toner manufacturing plant. As such, we mention it on our toner boxes and bottles. Why? It is a deliberate choice as it fits with our policy and the positive environmental characteristics of dry toner.'

Filip Weymans
Director of segment marketing for labels and packaging, Xeikon

'Pemara uses HP Indigo technology to produce many of our cartons and labels. Our HP Indigo equipment works under Energy Star, a voluntary energy efficiency program sponsored by the US Environmental Protection Agency, which prevents greenhouse gas emissions by meeting strict energy efficiency guidelines. Pemara is also certified to ISO 14001, which is considered the international environmental standard.'

Kelly Rose
Marketing coordinator/graphic designer, Pemara Labels (Australia)

'For many years Comexi Group has been strongly committed to the development of new innovative technologies that allow the minimizing of the impact of solvents on the environment. As sustainability has been a hallmark in our company, we work on a daily basis to achieve this relevant and essential milestone in our industry.'

David Centelles
Corporate marketing director, Comexi Group

'There is no other way than the green way. If we have the possibility to use renewable energy and save resources we should do it.'

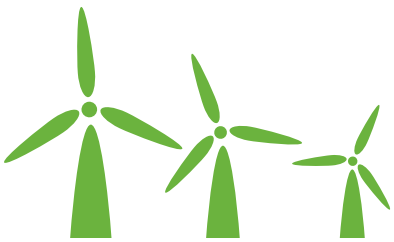
Thomas Hagmaier
Manager, Hagmaier Etiketten (Germany)

'We have solar panels on the roof of our main building to provide power for all our print factory operations. We generate around 620W/sqm when the temperature on the panels reaches 34 degrees C. In 1,286 days we produced over 230,000 kilowatt hours of energy through solar power alone, which prevented over 122,000 kilograms of carbon dioxide emissions from going to the atmosphere.'

Marco Cattaneo
Eticont-Cattaneo Paolo Grafiche (Italy)

Reader response

1. How important is sustainability to the success of your business in 2015-16?

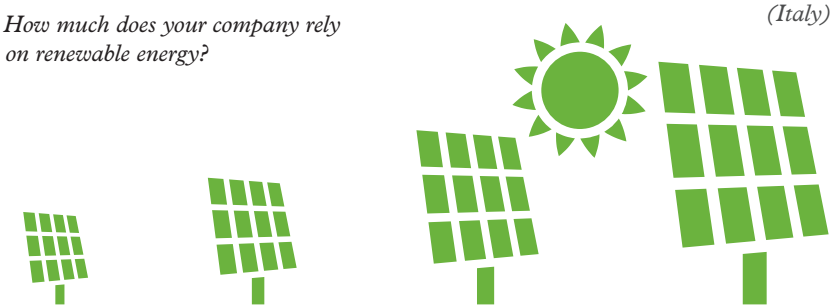


55% Very important

20% Important

22% Not important/ moderately important

2. How much does your company rely on renewable energy?



16% We use traditional energy sources

25% Unknown

25% Completely, using energy from 100 percent renewable sources

33% We use a mix of energy sources

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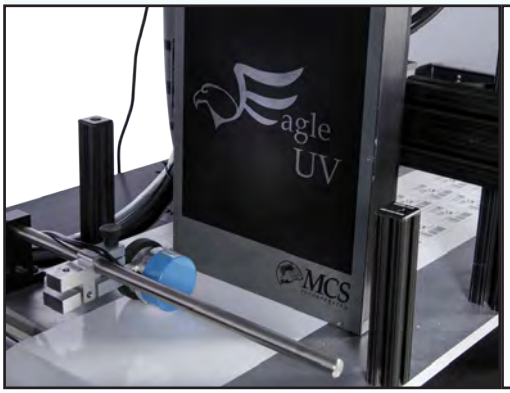

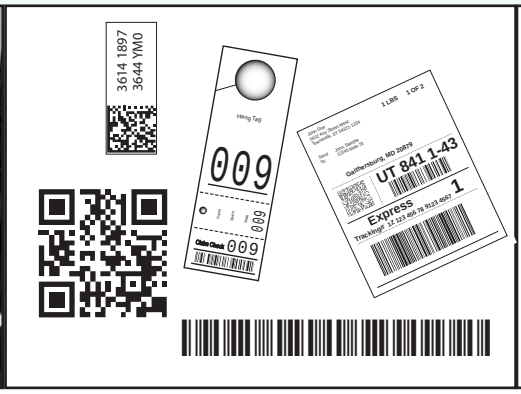

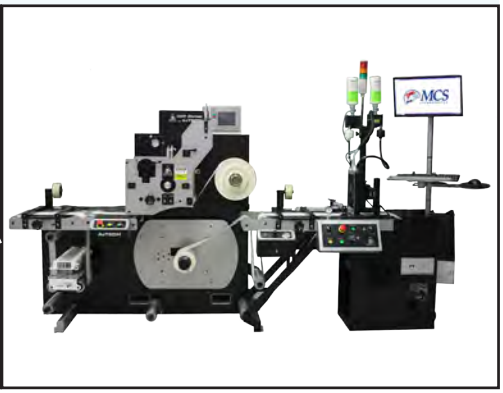

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Presstek opens gates to waterless growth

A new chemistry-free waterless offset plate from Presstek looks set to boost the print process in the label and narrow web market. Andy Thomas reports

Presstek has launched a chemistry-free waterless offset plate called Zahara which the company anticipates will greatly increase the scope for the print process in the label and narrow web market.

Zahara is a thermal, non-ablative aluminum plate compatible with UV printing. It images up to 200 line screen and is specified for run lengths up to 100,000. The plate is full daylight handling.

'Up to now converters have been limited to a choice of one plate supplier,' says Ian Pollock, sales director EAMER at Presstek. 'You can buy inks from multiple suppliers and now waterless plates as well. The market has long been demanding an alternative.' It took two years to bring the Zahara plate to market after a lengthy product development process. The plate is the subject of multiple patents.

'We understand the needs of waterless printing and designed this plate from the ground up,' says Ian Pollock. 'The plate carries high ink densities, displays very good contrast and sharp, clean images and text.'

Pollock says competitive plate technology requires pre-treatment with silicone oils and post-processing with chemicals. 'The Zahara plate is entirely chemistry-free and just requires water processing. The results are no degradation of the plate between runs, elimination of variables caused by developer condition, and much simplified processor maintenance. The plate itself is easy to use and handle since there is no cover film to remove and is solvent and scratch resistant.'

"Up to now converters have been limited to a choice of one plate supplier. You can buy inks from multiple suppliers and now waterless plates as well. The market has long been demanding an alternative"

Presstek estimates that processing chemistry can add between 10-20 percent to the cost of platemaking with existing systems.

Converters can trial the plates without changing processing chemistry. 'We don't have to ask a customer to clean their tanks to run this plate,' says Pollock. 'It will run through their existing chemistry as well as water. So the printer can run trials of the Zahara plate without changing chemistry, and later they can drop the chemistry and go on to just water processing if they wish.'

The Zahara plate can be imaged on any current 830nm thermal (diode and YAG) CTP device from the likes of Kodak, Screen, Agfa and Luscher. The plates are available in common sizes for the most popular narrow web waterless presses including Codimag, Sanjo and Iwasaki.

Waterless advantages

Pollock says the waterless offset process has key advantages providing the correct amount of ink is delivered to the plate and temperature control is maintained. 'It is an easy process to operate, not having to worry about ink-water balance, and jobs are easily repeatable. A strong selling point is that the Zahara plates can be reused over an 18-month period. You can just put them back on the press at any time and there is a fast ink roll-up. On a KBA Genius press we have shown we can halve makeready sheets from 16 to just eight. That means a couple of meters on a web press, so that can have a big impact on makeready waste.'

The Zahara plates will be sold through a combination of direct sales and dealer distribution. 'All distributors are specialized, market aware and will be able to support the end user.'

Presstek has a long pedigree in waterless offset, developing a series of DI (Direct Imaging) waterless presses and imaging units. The company co-operated with Nilpeter in the 1990s to develop a direct imaging station.

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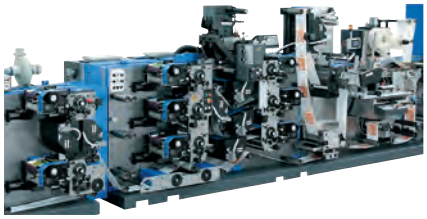

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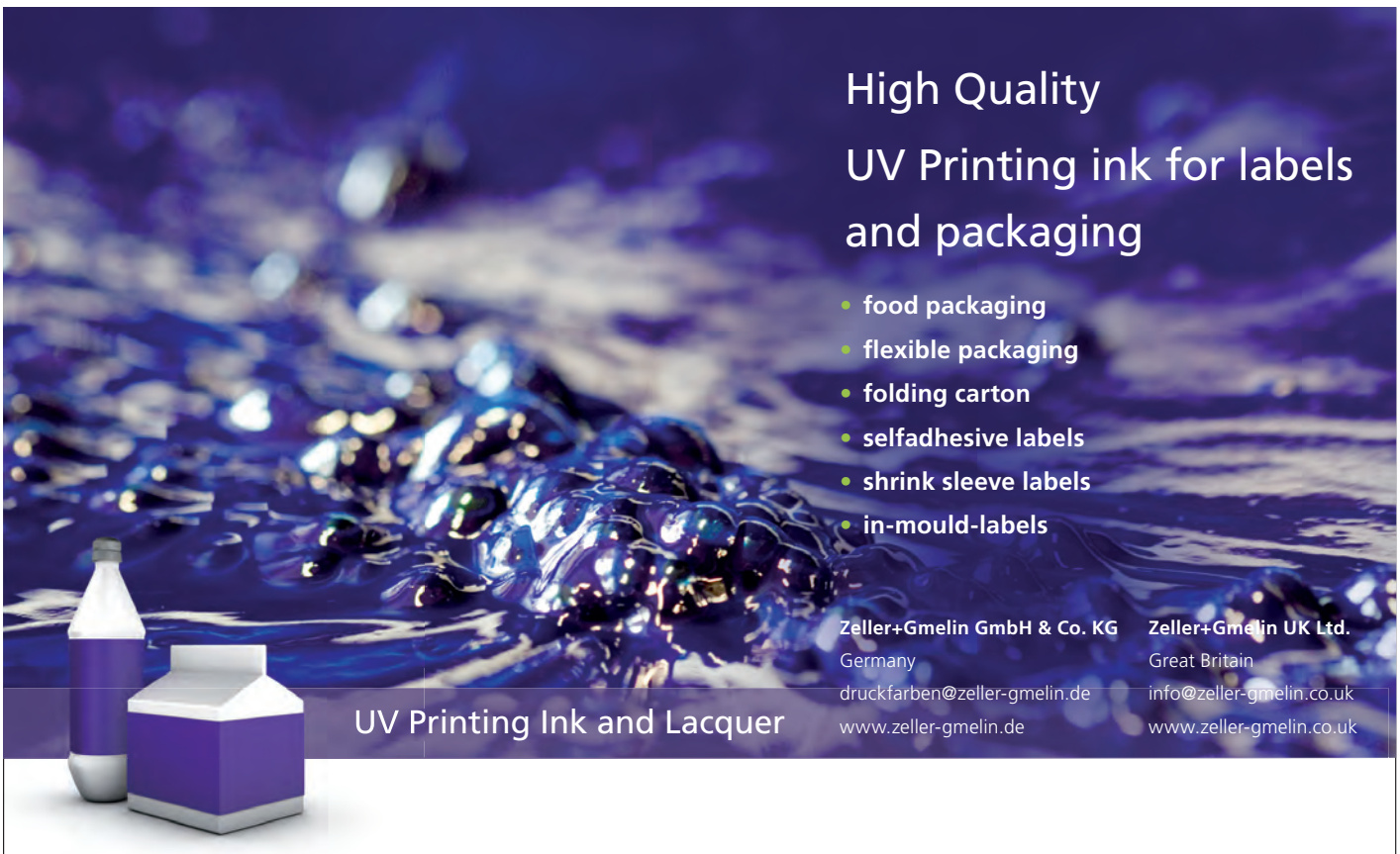

Zeller+Gmelin
Printing Inks

La Catrina brand had an artist paint the images to be repoduced with digital print on shrink sleeve labels

La Catrina leverages digital print

A new wine brand launched with vivid digitally printed shrink sleeve labels celebrates the colorful Mexican tradition of Dia de los Muertos, writes Danielle Jerschefske

Southwest Wines & Spirits, a family owned distributor of beer, wine and spirits based in New Mexico, has leveraged digital printing technology to introduce a new wine brand to the market in the American Southwest. The Mexico tradition Dia de Los Muertos, or the Day of the Dead, is celebrated in many countries around the world and throughout the US at the same time as Halloween or All Saints Day.

For the celebration, calaveras, or representations of a human skull or skeleton, are made of many materials such as sugar, clay and paper, or can be printed or painted onto any substrate. La Calavera Catrina is an icon created by the Mexican printmaker Posada in 1913. It features a skeleton wearing a large hat typically worn by women of the upper classes at that time in Europe and serves as the origination of the fun-loving images that brighten up Day of the Dead celebrations.

Southwest Wines & Spirits launched the La Catrina wine brand in New Mexico on March 20, 2014, and quickly moved into Nevada by October. The brand features six wine varietals – cabernet sauvignon, chardonnay, merlot, red blend, pinto noir and pinot grigio – with vibrant shrink sleeve labels produced by Innovative Labeling Solutions (ILS) using an HP Indigo WS6000 digital press.

The six paintings from which the label images were created are by artist Sean Wells of Santa Fe, New Mexico. Wells has been heavily influenced by the traditional heritage art forms of the Southwest region and is a member of the Spanish Colonial Arts Society. It took about six months to develop the oil-based paintings for the La Catrina brand. The artwork and sleeve labels are themed around a wedding including the bride and groom, the priest, groomsmen, bridesmaids the mariachi band and La Catrina as the mother-of-the-bride.

"I wanted to do something different with a sleeve that would show the details of the artwork around the bottle. The brand and graphics achieve a far superior visual effect using this approach"

Says Southwest Wine & Spirits co-owner Rob Roeloffs, 'Wine has been typically packaged the same way for hundreds of years, using conventional labels on the front and back of a wine bottle. I wanted to do something different with a sleeve that would show the details of the artwork around the bottle. The brand and graphics achieve a far superior visual effect using this approach. I knew from brand

Savage Vines will feature labels with two sets of animal prints, one for Chardonnay and one for Cabernet Sauvignon

"Only digital printing can really provide flexibility in production volumes without the upfront, dedicated tooling expenses associated with high throughput printing methods"

conception that I wanted to launch a brand of wine utilizing sleeves because you rarely see it and it's unique. The brand's success has relied on having a great artist as well.'

Roeloffs contacted ILS, based in Ohio, to produce the sleeves because of its reputation for producing quality digital printing in the market. He sent the converter a few samples of the wine bottles for dimensional analysis. ILS then provided Roeloffs with the resulting dimensions for the sleeve label and created 3D digital images of the label applied to the bottle using EskoArtwork's advanced prototyping software.

The wine is made by Terravant Wine Company in Buellton, California. Already the producer is working on the sixth production batch, with volumes between 12,000 to 18,000 bottles per batch. There are about 5,000 bottles and labels created for each varietal depending on popularity and demand.

'I needed a printing method that I could scale up with so there's not a big price difference between 5,000 or 20,000 sleeves produced,' says Roeloffs. 'Eventually we will have nine wines under the brand, and I needed to have the variability in volumes for the different varietals. Only digital printing can really provide flexibility in production volumes without the upfront, dedicated tooling expenses associated with high throughput printing methods.'

Eric Knop, director of business development at ILS, says, 'The La Cantina shrink sleeves are an example

of what's possible when working together with the design team early in the process. The shrink sleeves' design demonstrates what's possible with digital printing with regard to clean gradients and high-resolution images.

'It's been a rapid manufacturing scale up for La Catrina. We started small with the product launch and the runs have gotten increasingly bigger as time goes on; we've been able to customize his orders with what version is selling the most.'

Roeloffs explains, 'The public reception to it has been crazy. We're fielding phone calls from all over the country.

'We thought our target demographic would be more of a Hispanic consumer and women. But our success in sales has proven that Day of the Dead culture is loved by all races, age groups and sexes.' La Catrina anticipates changing the images in a year or so, commissioning nine new paintings as a basis for new shrink sleeve labels. It may choose a new theme around the Day of the Dead and keep the brand images fresh for eager consumers. Additionally, by the end of 2015, the company expects to significantly expand its distribution network in more US states.

Adds Knop, 'Digital printing allows for a holistic approach to the package design life cycle from initial launch, scale up and future strategies to add and revise graphics.'

Savage vines

Rolling off of the success found with the La Catrina brand launch, Southwest Wines & Spirits will introduce the Savage Vines brand to the New Mexico market in April 2015. Savage Vines is a wine brand that features 20 different animal skin prints – ten for chardonnay and ten for cabernet sauvignon.

During the brand development, Southwest Wines & Spirits conducted and online survey using images of all twenty animal skin designs and solicited feedback and selections from 300 evaluators. Based on the survey results, the brand decided on the percentage of each animal skin label that needed to be produced to meet the anticipated consumer demand.

Also produced by ILS, the printed sleeves are randomly produced using the same software engine that was used for the Coca-Cola Share a Coke campaign to figure out which names were most popular in certain regions of the US. As a result, when a consumer opens a case of Savage Vines, there will be a random selection of animal skin designs in each box.

Says Roeloffs, 'If consumers are attracted to an eagle design on one bottle and the peacock design on the other, there's a better chance that they might purchase both. The variable images across a single varietal create an artistic collection on the shelf and a really nice personal sale.

The bride and groom pair

Scan for more information about ILS and the HP Indigo 20000.

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TLF's need for speed

Rochester, New York converter TLF Graphics finds confidence to serve the durable label market with a Durst Tau 330 inkjet press, writes Danielle Jerschefske

In November 2014, TLF Graphics (TLF), a printing business focused on the production of industrial labeling, product decoration and retail signage, installed a Durst Tau 330 UV inkjet press. TLF is a UL certified label supplier, a Gracol certified master printer and is ISO 9001:2008 certified.

The company was established in Rochester, New York, in 1980 and was acquired by Dan Wagner, VP operations, Bob McJury, VP sales, and Ron LeBlanc, VP finance, in 1996. Under the guidance of its eager new owner partners, TLF quickly invested in digital printing to advance business productivity. Before that it had been reliant on roll-to-roll flexo and screen printing to provide resilient performance with quality graphics to its customer base.

McJury explains: 'Everything we did addressed speed, quality and reduced cost. We consider ourselves the speed guys. Our whole story is fast. Some of our larger clients don't need us if we're not fast. And this holds true with our investment in Durst with Spartanics in-line laser die-cutting – plus it comes with the additional benefit of durability.'

Since 1998, the business has grown from 7 million USD to 21 million USD, employing 114 people today. This healthy development is directly related to TLF's willingness to invest in digital printing.

Digital printing had accounted for almost zero percent of the enterprise output in 1998. Today it accounts for around 30 percent of production.

Says Wagner, 'With the Tau, we anticipate our digital production to grow to 45 or 50 percent, or more, of the business as we shift appropriate work from screen to the new press. Over time, I predict that we'll move 30 percent of our screen printing revenue onto the Durst.'

Digital comfort

TLF is familiar with digital printing having installed its first digital print system in 1998, and now using a variety of technologies including aqueous, solvent and UV inkjet systems for printing on both rigid materials and label substrates.

The business also uses a Matan narrow web roll-fed thermal digital press to create industrial labels and vinyl products that require variable imaging, albeit with lower quality print and slower speeds.

In 2008, TLF selected an HP Indigo s2000 to address smaller run quantities of polycarbonate labels for ID plates, appliances and control panels with high numbers of SKUs. Additionally with the installation of a ws4500, the vast majority of the converter's process color work moved from flexo to digital.

Multiple birds, one stone

When TLF's executive team arrived at Labelexpo Americas 2014, it had its investment decisions made. Wagner explains, 'We had to address specific business with high MSI cost and high waste as orders of say 10,000 shifted to ten orders of 1,000. We had to find a way to address this cost problem.'

The team would upgrade its roll-fed Indigo liquid toner digital press as well as the latest sheet-fed toner option to tackle quality needs; and investigate UV-LED inkjet technology.

"Our whole story is fast. Some of our larger clients don't need us if we're not fast. And this holds true with our investment in Durst with Spartanics in-line laser die-cutting"

TLF did not expect to see the speed, image quality and in-line finishing capabilities offered by a number of the show's exhibitors, particularly the Durst Tau 330 which provides durable print and offers an integrated Spartanics 1000 watt laser die-cutter. The 13in (330mm) UV inkjet press prints up to 7-colors at 157 feet/min (48m/min) while achieving an image resolution of 1,260 dpi using Xaar 1002 printheads.

'We had been exposed to Durst flatbed presses and had a positive opinion of them. That was enough to get started. The overall package seemed to be the right combination,' says Wagner.

To deliver this speed and resolution with inkjet, Durst designed the press with dual printhead architecture, whereby each head is offset with accuracy by a half a pixel. Additionally, when placed in 'HD mode' the drop size is fixed at 6 picoliters, which yields more dots per square.

Emily Kroll, business development director at Durst USA, explains: 'Rather than having a variable drop size, the fixed size offers more precise control over the dots and therefore improved print quality.'

The high opacity white achieved with a single hit can be attributed to the continuous circulation of the ink in each printhead, which also helps to prevent blocked nozzles.

Important too is the design of the Tau 330 printbridge, or the metal bar that each printhead rests on within the system. This bar is

(L-R) Dan Wagner, Richard Thomas of Durst, Ron LeBlanc and Bob McJury

"We anticipate digital to grow to 45 or 50 percent of production, or more"

temperature controlled and has the ability to warm-up or cool down to maintain ink delivery consistency throughout a single job, a shift or even across shifts. With a built-in timer the press can be set to turn on the temperature control prior to an operator arriving to work so the press is ready to produce immediately upon shift start.

Says Munter, 'This brings great stability to the press and allows our customers to run repeatable work. By keeping the delivery system within a constant temperature range, we can insure accuracy both in our drop size and where the drops land on the substrate. We are talking about a variance in microns, but this is enough to produce color deviations that we cannot have. This control is critical.'

The press has a self-cleaning procedure built-in for automatic maintenance. Prior to every print cycle, all of the printheads are vacuumed out. Custom software forces the operator do comply with a regular cleaning schedule. When cleaning is required the operator receives notifications up to three times every 20 minutes at which point the system will only allow production of a maintenance print sample.

Munter continues, 'The other point that is absolutely critical is the substrate transport. We have to make sure that the first drop and the last drop land in exactly the right position over the distance of the printbridge. The system in the Tau is reliable within +/- 15 microns. This type of tolerance is what makes a difference.'

The Tau 330 has a chill roller to offer a broad substrate selection. It is capable of printing on pressure-sensitive stocks, flexible packaging films and papers. The material must have a near 40 dyne level in order for the ink to adhere and to print in the demonstrated quality. For textured or porous materials, a primer must be used to insure quality printing. At this stage the technology is not compatible with IML or shrink sleeve substrates, but there is work in progress to address these applications in the future.

Sunjet, a division of Sun Chemical, has been Durst's chosen ink supplier since moving into the inkjet market in 2000. Scientists at its R&D center test the inks before releasing them. The ink viscosity range is wider with Xaar printheads, between 7-25mPa, than competitive inkjet printheads, which has given Durst the ability to develop low migration formulations that were launched in 2014.

Adds Kroll, 'There are other companies using Xaar heads that are not able to achieve this level of reliability and quality. On paper, other printheads may look like a better option, but there's so much more involved in bringing a system to market.'

"From our perspective, our needs required separate investments; yet the tests proved that the Tau could give us what we needed"

Strategic partnership

After discovering the Durst Tau 330 at the tradeshow, TLF was eager to qualify the press output with a few of its difficult jobs. And, right there at the show, the converter had key files sent from its headquarters and the

Some of the Durst family with TLF owners and their families at the headquarters in Italy

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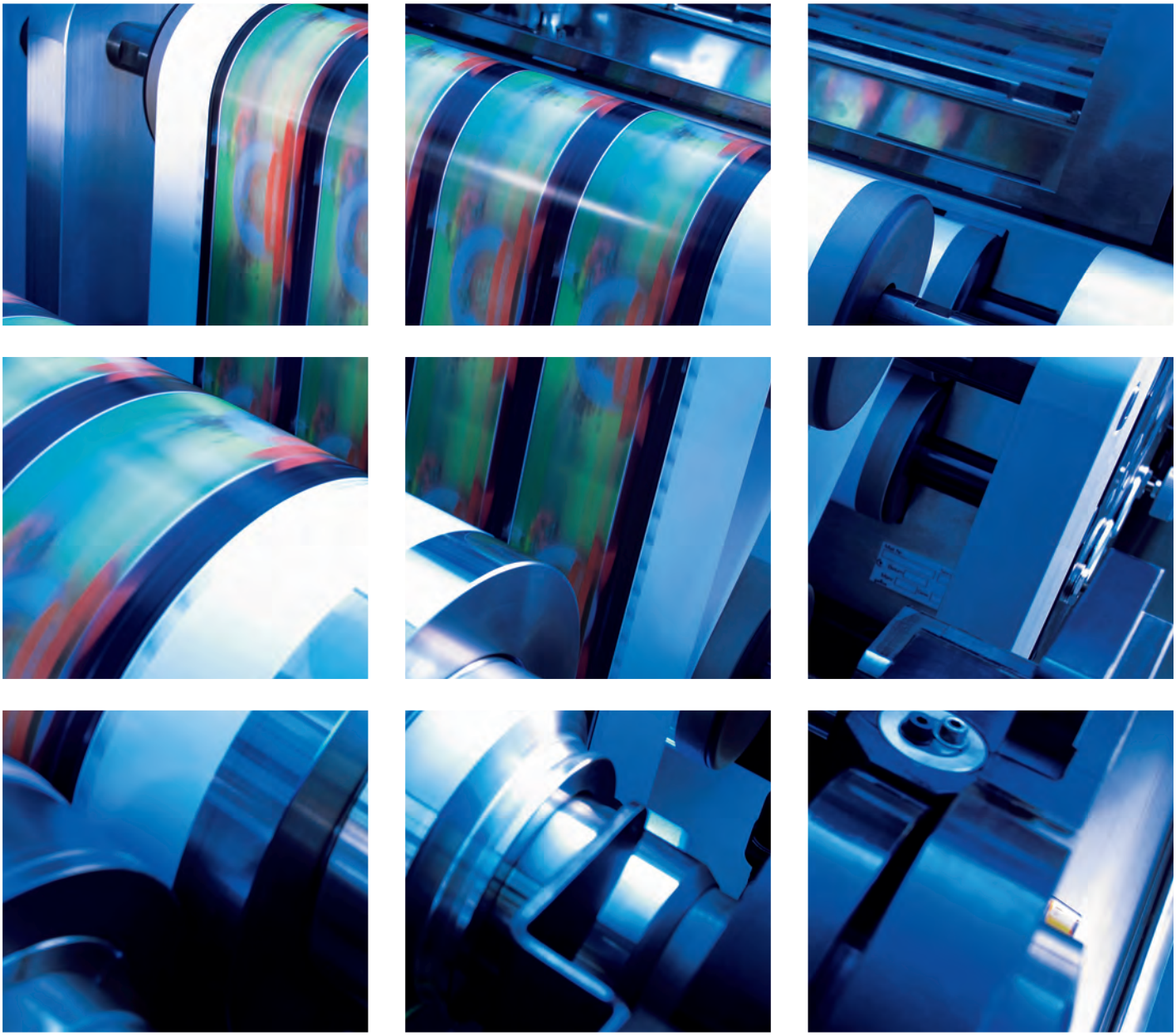

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Tau 330 with in-line LFS 330 by Spartanics

jobs were printed live. Wagner consulted further with existing users and completed his due diligence for chemical resistance, color, quality and fade resistance in comparison with other leading UV inkjet providers.

LeBlanc says, 'We were in a quandary because, from our perspective, our needs required separate investments, yet the tests proved that the Tau could give us what we needed. And it had the ability to reduce cost in dies. The entire system was highly attractive.'

Durst Phototechnik AG was founded in Brixen (Bressanone), Italy in 1935 by two brothers eager to bring dark room photography technology to the masses. As digital technology reached the photo market, Durst was one of the first to develop a digital laser writing imager.

Durst remains a family owned company nestled in the foothills of the Alps in the South Tyrol province of northern Italy. It moved into wide format inkjet printing in 2000 and introduced its first press for labels and packaging in 2010, investing a great deal of money into R&D during the global crisis period. Today there are more than thirty installations of the Tau 330 worldwide.

The care taken in manufacturing is superior. The printbridge and entire printing system is pieced together on a 3-foot slab of granite to provide stability and precision. Every printhead is tested at the Durst research center in the Dolomite mountain range in Lienz, Austria before being integrated into any product. Furthermore, Durst has defined acute tolerances for the printheads it will accept from Xaar, which helped it realize its 'HD mode'.

'We are proud to have our own controls in place,' Munter confides. 'We want to make sure to eliminate any problems ahead of time.'

After leaving a tour of the Brixen facility, Wagner said, 'They have a history of quality products. Seeing the control and precision confirmed our confidence level of the company and the quality that goes into the development and the manufacturing process for their equipment.'

LeBlanc says, 'Understanding Durst's investment in the market and their ability to support us and move forward, and lead the market a little bit, is very exciting for us.'

"Understanding that a Spartanics laser was a part of the Durst solution assured us that the system could deliver what is promised"

Durst Image Technology US is located in Rochester with a demo center and service technicians. The supplier has ramped up its presence and service support in the Americas, hiring new professional people that know the label business and training its forty-plus wide format technicians to support its narrow web products.

North America represents 24 percent of Durst's sales, with label printing accounting for eight percent in 2013 and increasing to thirteen percent in 2014. Says Munter, 'In key markets it's better to have control and subsidiaries to support the business. We're happy about our development in the US which is equally important, if not more important, than Europe.'

Laser finishing

Says Wagner, 'I had looked at the Spartanics equipment many times and never pulled the trigger, but it was always something that I admired. Understanding that a Spartanics laser was a part of the Durst solution assured us that the system could deliver what is promised.'

Spartanics was the clear favored partner for Durst who reviewed the technology at the Digital Workshops hosted by the Labelexpo Global Series in 2012. Says Munter, 'We liked the workflow that no one else demonstrated and could see that it would allow us to take advantage of having non-stop continuous production. We wanted to be different with our system and optimize what is possible with digital printing. Partnering with Spartanics has done this.'

The LFS 330 laser is a powerful 1000-watt construction, which allows the press to reach its proven speeds. Ultimate speed is achieved depending on the geometry of the cut and the material. The in-line unit has been designed to operate in tandem with the Tau 330 or as a stand-alone unit. The system allows users to print off-line with conventional roll-fed systems and laser die-cut as needed up to 300 ft/min. This also means that in the case of TLF, the converter can print digitally on vinyl and move the roll to its ABG finishing system for rotary die-cutting.

TLF is extremely pleased to be partnering with Durst. It believes the main benefits of the Tau 330 are: reduced cost on many screen printing jobs; the ability to attract new business with a better cost model with both digital printing and digital finishing; more capacity in flexo for longer runs where it couldn't previously compete; reduced overall finishing cost. The new investment aligns with TLF's need for speed.

Durst has added jumbo roll unwinder/rewinder units for its Tau 330 digital label press, enabling handling of 1,000mm diameter rolls or roll lengths up to 4,000 linear meters for material widths up to 350mm. See more at: http://www.labelsandlabeling.com/news/new-products/durst-adds-jumbo-roll-handling-capabilities-tau-330

RDC dosimeter label printed with VIPColor Memjet-driven digital printheads

Radiation detection labels use VIPColor

A specialized Texas converter finds that the Memjet-driven VP700 digital printer suits its needs for radiation detection badges, writes Danielle Jerschefske

Radiation Detection (RDC), a Texas-based company specializing in radiation dosimetry solutions, produces customized labels for radiation detection badges. Last year, RDC adopted a VIPColor VP700 color label printer and is pleased with the results.

William Laing, production and equipment sales manager, says: 'We are glad that we upgraded to VP700. The payback is immediate. With VP700, our productivity skyrocketed. Now we can print 5,000 badges daily, with a single printer, and ship them out on the same day. '

On a monthly basis, RDC supplies approximately 100,000 dosimeter badges to medical facilities around the globe with each badge coded with the user's personal identification information. The digital print-on-demand inkjet color label printer fulfills RDC's needs for variable information and high quality printing. Explains Laing, 'These printers are an integral part of our production. When they are down, we literally shut down that part of our business.'

Powered by Memjet printhead technology, VP700 prints up to 60ft/min delivering print quality of 1600x1600 dpi. This translates to printing 1,000 labels at 4in x 6in with high resolution in ten minutes or less when producing in batch or roll-roll mode. The VP700 can also be configured for other media output including print-and-cut and print-cut-hold sequence where the label is held in place until retrieval.

Laing emphasizes, 'The VP700 is simple to use, reliable and easy to maintain. You definitely don't need to be a skilled operator to run and maintain it. It just needs daily vacuuming to keep out the dust. Best of all, the VP700 prints perfectly anytime every time, absolutely no reprinting is needed.'

"The VP700 is simple to use, reliable and easy to maintain"

The VP700 sports an intuitive front control panel and a web-based capability for remote access and configuration. It works with many off-the-shelf label design software systems like Bartender and NiceLabel. Furthermore, the VP700 can be configured for SAP networked printing.

Laing concludes, 'Speed, quality and accuracy are important to our business and the VP700 delivers that. We are confident that the VP700 will continue to be an integral part of our badge production for years to come.'

In-plant printing

Smithers Pira predicts that the world market for digital packaging and labels will reach over 15 billion USD by 2018, nearly double what it was in 2013. Other trend analyses for 2015 reflect a growing market demand for digital printing to increase brand awareness via personalization, higher flexibility in label creation, and increased cost savings with in-plant printing. With an increasing variety of digital color label printers on the market offering improved print quality, ease-of-use and higher throughput speeds, the opportunity for in-plant print production becomes viable.

Robert Shibata, director of marketing at Memjet, says: 'Memjet partners and other OEM's are driving growth in the digital printing segment of the market by responding with compelling products that deliver color, speed, personalization, and flexible applications for dynamically shifting business needs.'

Memjet supplies core technology, both printhead and software, for implementation in compact digital color label printing systems. OEMs, like VIPColor use Memjet components in their custom-designed printers for manufacturing and logistic environments, like its VP700 printer.

Memjet printheads incorporate the firm's proprietary waterfall printhead technology capable of laying down down 700 million color ink drops of specially formulated ink per second.

RDC uses VIPColor digital printers to produce radiation detection labels for the medical field

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Tara Halpin, president, and her brother Trevor Steinhauser, vice president, fourth generation owners of Steinhauser

Steinhauser celebrates 110 years

A fourth generation led, privately held printing business celebrates 110 years, withstanding sudden transition and a switch in focus to find itself anew, writes Danielle Jerschefske

Business leaders are constantly faced with challenges, dire from time to time, that test their ability to endure. 'We were in crisis mode,' says Tara Halpin, president of Steinhauser.

The fourth generation leaders of Steinhauser, a 110-year-old family owned company, fortified their strength to overcome adversity with the resolve to protect the institutions built by their respected and beloved predecessors. Halpin continues, 'We have a great responsibility to carry on the legacy of the business.'

Ten years ago Steinhauser, a printing company located in Newport, Kentucky, USA, received grave news. Its CEO and third generation leader, Robert (Bob) Steinhauser, had been diagnosed with a disease that would end his life within a year.

Robert's daughter, Tara Halpin, had been named president of Steinhauser only one week prior to the diagnosis. Still, amid the pain of knowing she'd lose her father and mentor in due time, Halpin remained strong in her new role with the support of her younger brother and vice president, Trevor Steinhauser. Halpin says, 'Dad was going to stay on board for as long as he added value. We would have always valued his opinion and experience.'

During this time, Steinhauser was an offset printing house primarily serving the commercial market in the midst of waning growth rates and massive consolidation. Earlier in 2005 management had made the decision to buy its first flexo press, a 10-color 16in Mark Andy Comco Pro Glide, to move the business deeper into the labels and packaging market where it was sure to find opportunity for expansion and profitability.

With passion and the drive to carry on the family's legacy, Halpin and Steinhauser have come together not only to keep the company alive, but to establish their own mark in fulfilling the 'Steinhauser Way'.

Dusting off, driving on

Halpin and Steinhauser's grandfather Wilbur had established a board of directors during his tenure as Steinhauser president (1962-1983). This infrastructure proved to be invaluable during the crisis. Jack Brown, Bob's best friend, assumed the role of chairman of the board after the diagnosis and the rest of the group was compiled of professional experts capable of affording guidance for effectively overseeing the company.

In 2007 the sister and brother duo finalized the purchase of Steinhauser and held back nothing in driving the business forward. The company invested in a second 16in Pro Glide in 2008 to support the successful growth of its flexographic label division, and it sold off the commercial division. Halpin explains, 'We went from hundreds of customers down to one.'

Today Steinhauser competes solely in the label and packaging sector, producing pressure-sensitive labels, shrink sleeves, IML, tubes and flexible packaging. It serves more than sixty customers, mostly small to medium sized businesses, focusing on the high-end health and beauty sector, which represents around 80 percent of sales.

The company has achieved its goal of growing 10 percent every year over the last three years. In fact, in 2014 the business grew 20 percent. Trevor Steinhauser says, 'We are excited about the challenge of continuing with our steady growth.'

Halpin handles major customers such as Kao at a high level with an account manager, while leading sales and marketing as a whole. Steinhauser directs operations and estimating. All of the big decisions

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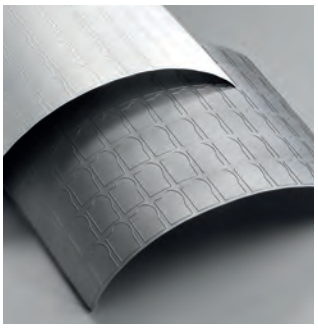

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are made together.

The pair works with a leadership coach that develops their focus and ability to collaborate and to stoke the company culture that will continue to deliver the personalized quality and reliable service that Steinhauser is known for. Halpin adds, 'Our vision is to have a Steinhauser creation on every shelf.'

Kao USA

Steinhauser has a 62-year relationship with Kao USA. The consumer product company purchased Jergens of Cincinnati, Ohio, in 1987 and completed a massive renovation of the local facility within a year, investing in R&D and growing to incorporate the brands Ban, Curel and John Freida, to name a few. Kao is at the root of its progression in the printed packaging market.

Chris Murphy is design development manager, Mass, Americas & EMA at Kao USA, a veteran with 27 years' experience. She says, 'I remember early discussions with Bob. Working with a smaller company has afforded us a lot of opportunity to develop certain aspects of our packaging.

'Steinhauser has continually adapted to what we needed at Kao. At first we were using paper labels, then we wanted to get into IML, and then PS. With each step, Steinhauser was willing to make the investment in the different technologies and retain the business over time.'

The Jergens brand packaging design has evolved greatly over time with the changing of its decoration type. Most recently the brand adopted a more premium look with metalized foiling and the incorporation of a prominent cursive 'J'. The PS labels are eloquent and exude the Jergens brand character across the large portfolio for women.

Murphy continues, 'We are constantly challenging our printers. We have objectives and need suppliers that can meet our standards and replicate the quality over and over. Things can rear their head when you get into real production. Steinhauser is a very good, progressive constant, a place we can rely on. If we have a challenging design, we find ourselves saying "let's discuss this with Steinhauser to see if they are capable".'

Serving in various roles over fifteen years, Sean Ring currently is manager, Sourcing, Americas at Kao USA. Ring has a long list of requirements to qualify a supplier. He says, 'What I look for most is the highest quality and best total cost, and that doesn't always just mean dollars. It includes service and capabilities.

'In my experience with Steinhauser, we have often been on the cusp of bringing new [decoration] technologies to market, and their willingness to partner and grow up with us into these innovative areas is reliable. They are extremely flexible and have a very personalized approach.'

Halpin comments, 'Kao has been a very loyal and committed partner to Steinhauser throughout the years. They are very open and honest about their expectations of us as their supplier and are constantly challenging us to bring improvements to the table. We work very closely with their teams to ensure we are meeting all of their requirements for each project.'

Incorporating digital

In 2009 the converter purchased an HP Indigo WS6000 digital press, which has since been upgraded, and an AB Graphic Digicon Series II for off-line finishing.

Steinhauser explains, 'The volume for our key customers had certain SKUs with volume was better suited for digital, and digital technology had matured to offer a reliable alternative for producing low volumes. We invited Chris to the demo facility with us.'

Murphy says, 'I knew what the presses were capable of, but had never been privy to seeing them run live. Digital has opened the door for producing small runs and sales samples, and I know that it is advancing. Our unique relationship and open communication helps keep us in the know about what's coming and gives us the ability to adapt for the future as the market changes.'

Ring concurs that digital printing is complementary to conventional processes: 'One of the greatest benefits that Steinhauser has offered us over time is its ability to use different processes based on our needs. We create one standard and give them the ability to run the technology based on what is the most efficient way to produce the order.'

Steinhauser culture

The converter has 31 employees running two production shifts for ten hours each, four days per week on both flexo and digital.

At the beginning of the year each employee works with their supervisors to create personal goals that are then tied to the team purpose. There is depth in the skill sets of its people and everyone has a trained back up. Each position has created a process roadmap for managing daily work in the case that someone falls ill or is on vacation. Production helpers are gaining proficiencies in press operation and the company is sending select team members for leadership development training, which both parties are excited about.

Management hired consultants to conduct a cultural audit, a 360-degree review on leadership and the day-in day-out of working at Steinhauser. Each of the employees was interviewed one-on-one.

Amongst the results it was found that internal communication needed improvement. Changes were made immediately. Every Monday afternoon the front office gathers for a weekly 'scrum' where everything to be tackled for the time ahead is reviewed as a team. It distributes a monthly Steinhauser newsletter and hosts monthly 'Steiny Snax' that unite both shifts to examine the company with a planned focus and improvement objective.

From center front, clockwise Albert & Helen Steinhauser, Wilbur & Evelyn Steinhauser, Trevor Steinhauser and Tara (Steinhauser) Halpin, Bob and Polly Steinhauser

Says Halpin, 'Steinhauser wouldn't be where it is today without the people that we have. When we hire people, we want them to retire here. Having a harmonized team will help our success. We want to make it a great place to work. And we want customers to have the best Steinhauser experience possible. When everyone cares and takes pride in what we do, it's easier to make sure we deliver the best package to customers.'

The management team has started conversations with its newly elected board to determine what the future of the company will look like. The most recent strategic plan runs through the close of 2015.

In honor of its anniversary, the business will undergo a brand refresh and will boost marketing tactics to develop and fuel growth plans. As Steinhauser prepares for its next phase, we can expect the determination and tenacity of the company's fourth generation leaders and its team to guide the way, with prosperity, for many years to come.

US converter Steinhauser featured on Manufacturing Marvels

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Operator setting up the Heidelberg press in Faridabad for running the next job

Sai Packaging explores opportunities for future growth

Priyata Raghavan, director at Sai Packaging, talks to Aakriti Agarwal about the company's expansion last year, export markets, and her take on the future of digital printing in India

Sai Packaging, headquartered in Faridabad near New Delhi, aims to touch a turnover of 3 billion INR by 2017. 'Our aim was to achieve the figure by this year but we have been due to the delayed economic recession,' says Priyata Raghavan, director at Sai Packaging. 'However, we have completed the expansion of our capacity and expect the demand to fuel us until full utilization.'

An ISO-certified company, Sai Packaging started 22 years ago as a conventional security printer in New Delhi, later shifting operations to Faridabad. It used to be one of the biggest lottery ticket printers in the world. After the market was regularized, the company decided to diversify into label printing in 1998 and the offset print packaging business in 2000. 'Today, security printing forms only eight to nine percent of our turnover,' says Raghavan. 'Our focus is on the labels and cartons market.'

In September 2004 Sai Packaging consolidated its three units in Bengaluru into a new 260,300 sq ft facility. 'It is one of the biggest plants in South India and we are confident that it will redefine industry standards,' Raghavan says. The plant is organized on Kaizen principles and with good natural lighting to reduce the environmental footprint. 'Pharmaceutical customers can take particular comfort in the controls that this space offers,' adds Raghaven.

Doubling its capacity in the north, the company added one Gallus ECS 340 and a Heidelberg 102 6-colour plus coater full UV press at its 150,000 sq ft Faridabad unit in May 2013. It was during this expansion that a KBA Rapida 106 6-color plus coater press was added to the facility in Bengaluru.

The Aureos South Asia Fund (ASAF), a subsidiary of Aureos Capital Limited, invested 7 million USD in Sai Security Printers in 2012. 'Our private equity partner helped us scale up and achieve the growth we have today with the expansion of capacity in Faridabad and a new plant in Bengaluru. It helped the company grow, from being a medium player to becoming one of the larger players in the industry. Consistently, growing in double digits, we are looking at good opportunities in the market for next partnership. We want it to focus on both technology and finance aspects,' reveals Raghavan.

The company has sales and marketing offices in Mumbai, Chennai, Chandigarh, Hyderabad and Kerala to cater to different regions.

Capacities at the two units

The parent facility in Faridabad serves north and east India markets while the Bengaluru unit serves the west and the south. In terms of capacity and technology, the company has ensured that both facilities are at par. Raghavan reasons: 'We work with national brands that have their manufacturing in both north and south India. The only way to replicate the service experience efficiently is by replicating technology, ensuring consistency in raw material and training manpower.'

While the unit in Bengaluru has been a technology leader for printing labels, the Faridabad plant aces print packaging. Raghavan says: 'Most export for pharmaceutical companies happens from west and south India, so the plant in Bengaluru caters to those requirements. The facility in Faridabad focuses on the domestic label market.'

Between both units, the company houses seven flexographic

Ink test being conducted in the ink kitchen at Sai Packaging

The Faridabad plant has a fully integrated pre-press for cartons that includes a Platerite 8600M-S from Screen and a Pyka 85 thermal processor from Proteck

presses which include three Gonderflex Aquaflex presses and four Gallus presses, of which three are ECS 340 granite machines. 'Our main focus is on pressure-sensitive labels for the pharmaceutical and food and beverage industries. In the wet-glue label market, we serve the alcohol and beverage segments,' she adds. The company outsources its pre-press to a third party for flexographic operations.

For carton printing, Sai Packaging relies on three Heidelberg presses and one KBA press. There are nine Bobst machines for managing post press operations including die-cutting, patching, window machines, amongst others. The Faridabad plant has a fully integrated pre-press for cartons. It includes a Platerite 8600M-S from Screen and a Pyka 85 thermal processor from Proteck. While the company does 100 percent inspection on labels, Raghavan said that the market is still not demanding it on cartons.

Digital printing in India

Sai Packaging is looking at upgrading its existing Epson Surepress L-4033 AW for digital printing of labels. 'We have not finalized anything as yet but we are a very partnership-sensitive company in terms of presses, so there will be an inclination towards Epson as we have seen success with it. But there are some concerns with the cost,' said Raghavan.

Sai Packaging has met with more success in label digital printing than in carton digital printing. Raghavan says: 'The carton industry has limited choices, as not many presses are capable of printing on higher gsm. Cost is also a prohibitive factor. Cartons are still very sensitive to price as compared to pressure-sensitive labels.' It has been observed that a digital press adds value when the production is moved from flexographic to a digital process only for very short runs. 'It is primarily because the one-time cost of tools is far higher on flexo than on offset. That's why it makes more sense to move short runs from flexo to digital. The same move from offset to digital is not as cost effective.'

Explaining why the company sees digital more as complimentary technology than stand-alone like in some developed markets, Raghavan says: 'The basic difference in India and international market is that with the modern trade not yet developed in India, the extent of product level promotions is much lower compared to the West. The digital presses in the West benefit from this requirement. Also, the Indian market is extremely price sensitive.'

"It makes more sense to move short runs from flexo to digital. The same move from offset to digital is not as cost effective"

Talking of promotional jobs in the market, she adds: 'We have typically seen more ad agencies and less converters being involved in promotional work in India. We have not come across many promotional jobs to make digital a stand-alone success.'

However, Raghavan says that print run sizes are getting smaller in the Indian market and brands are demanding more flexibility and variability. 'Digital may become a real stand-alone option but I think we are still a few years away from it. The main constraint is the cost because most consumables are imported for digital. As long as consumables are being sold in rupees and bought in dollars, digital will not be cost effective in the Indian scenario, unless it gains volumes and prices are rationalized.'

She also pointed out that very often, short runs as defined by digital press companies are not the same as what the market defines. They are much shorter. 'We optimize our production cost by intermittently shifting between flexographic and digital presses. It gives us much more flexibility and is a cost effective way of handling business,' she says.

Export

Though Sai Packaging has not engaged much in direct export, it contributes between 15 to 20 percent of the company's turnover. Raghavan reasons: 'Export pushes a converter to look at more process orientation, more environmental issues, social issues and use low migration inks. It values color standardization and process requirements for batches. Each aspect of manufacturing including post press, managing raw material, outgoing, 100 percent inspection, amongst other processes are given a lot of importance. Therefore, it is more demanding and prepares converters for the future domestic market.'

'Price is the overiding factor for the Indian market,' she continues. 'The technology used for the domestic market is several years behind mature markets. The level of process sophistication, especially for pharmaceutical market, is much higher in international markets.' However, she says that supplying to an FDA (Food and Drug Administration) certified company in India is a different ballgame altogether. 'Converters need to use the latest technology and be more process oriented. There is no by-passing that.'

Exploring markets

Africa and the Middle East are seen as two markets with huge growth potential.

'I think Africa presents many opportunities. They are shifting focus from European imports to local manufacturing and building consumer behavior. We see a lot of scope in east Africa. We may look at that market in our next phase of expansion.'

For more information on managing color in complex supply chains, scan the QR code for a detailed feature published in Labels & Labeling issue 1.

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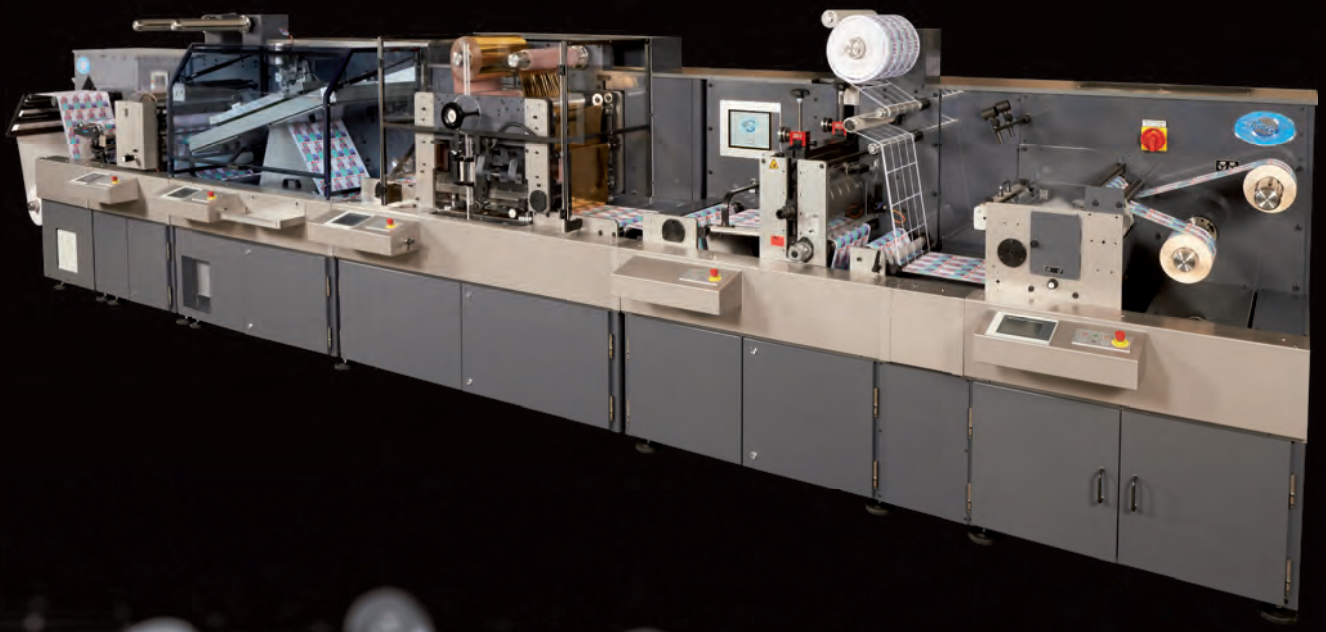

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Indian government focuses on packaging exports

Dr N C Saha, director of the Indian Institute of Packaging, discusses government initiatives to improve packaging standards, grow the export market and facilitating training programs. Aakriti Agarwal reports

The Indian Institute of Packaging, an autonomous body under the Ministry of Commerce & Industry, Government of India, works closely with various government bodies and the packaging industries to promote the export market and to improve national packaging standards. This technical organization is involved in the testing of packaging materials and training and education in the sector. Actively engaged in research, the institute develops new packaging testing methods in its NABL (National Accreditation Board for Testing and Calibration Laboratories) accredited in-house laboratory.

Working with the government, commodity boards, associations and packaging companies, Dr N C Saha, director of the Indian Institute of Packaging, believes that India is on its way to becoming a manufacturing hub: 'The Indian packaging sector comprises 90 percent of small and medium size industries. However, the other 10 percent that encompasses large scale industries is getting into collaborations and joint ventures to scale growth.'

He reports that the packaging sector in India is growing at an annual rate of 13 to 15 percent. According to a WPO report released in March 2014, the global packaging industry is valued at 750 billion USD while the Indian packaging industry stands at about Rs 1,30,000 crore (24.6 billion USD). 'There is huge scope for growth in the Indian packaging industry considering our per capita consumption which is one of the world's lowest at 12kg per person. Consumption in the US is the highest at 71kg per person, whereas Germany consumes 41kg of packaging per person per year.'

To increase consumption, it is important that more products are packaged before reaching the market. The government is also focusing on increasing export to grow the industry. Dr Saha says, 'India's international food trade stands at about 1.5 percent of overall export of processed foods. However, the average growth rate is seven percent which includes two percent fruit and vegetables and 15 percent processed milk. The Food Processing Ministry is working on giving incentives to facilitate growth that will increase food export.'

Indian packaged food and FMCG products face stiff competition from low taxation countries such as China and Thailand. 'All our packaging material is excisable. This is a challenge as it has a cascading effect on exports. The Food Processing Ministry is in discussion for reducing excise duty on exports,' says Dr Saha.

Standardization

According to a report by Price Waterhouse Cooper (PWC), the Indian pharmaceutical industry is expected to grow at 15 to 20 percent CAGR and reach between 50 billion USD and 74 billion USD in the next decade.

This would require innovations in packaging and labeling. Dr Saha comments, 'Though pharma is a regulated market, products are packaged as demanded by the importer. Packaging used for blister packs and strips varies from company to company.' The Indian Institute of Packaging, along with the Pharmaceuticals Export Promotion Council of India (Pharmexcil), is working on standardizing the thickness and material for exports in pharmaceutical industry. 'After talking to pharma companies in India, we found that lack of standardization is a problem in the industry. Currently, the market in India is only driven by competitive pricing,' Dr Saha reveals.

Thus, to facilitate better growth, the Ministry of Commerce in India has suggested standardizing packaging across a wide range of categories for the export market. 'Our target is to standardize packaging of 500 commodities in the next ten years. In February, I

Indian Institute of Packaging to start graduate and post graduate degree courses in packaging by 2017

submitted a report on suggested packaging standardization for 60 products including tea, coffee, spices, handloom, among others. It is an important step to increase exports.'

The Ministry of Commerce has also constituted a Standing Advisory Committee to work with the Indian Institute of Packaging. It comprises of members from 33 organizations. The committee's job is to hold discussions with various commodity boards such as the tea board, coffee board, beverage board, and others to understand their challenges and decide on packaging standards for that particular segment to boost export.

Citing an example, Dr Saha says that 70 to 80 percent of tea and coffee is exported in bulk from India to Europe. After reaching, they are placed in small packets, giving the advantage of value addition to European companies. India is now looking at exporting tea and coffee in small branded packs for better returns.

The Indian Institute of Packaging has been working with the Agricultural processed foods export Development Authority, within the Ministry of Commerce & Industry, on a technology called Modified Atmosphere Packaging. Meant for meat products, this technology has been successful in increasing shelf life. 'We did a study on goat and buffalo meat using this technology and saw that the shelf life increased from five to 13 days. Meat requires more oxygen to stay fresh for longer duration. Thus, the percentage of atmospheric gases in meat packaging has been modified to include more oxygen for increasing shelf life,' Dr Saha says.

Plastic: A boon or a curse?

Will the increase in flexible packaging result in more plastic waste? 'Plastic is both a boon and a curse,' Dr Saha explains. 'A boon for its functionality and a curse because of the lack of collecting plastic waste for recycling. While plastic bottles and big bags are collected and sold for recycling; sachets lying on road sides are not being collected by rag pickers. This is because they are very small, weighing less than two grams and do not have any re-sale value. 'Contrary to popular belief, municipal corporations are not actively engaged in collecting plastic waste. NGOs assign rag pickers who work from midnight till 5 in the morning. More than 1.2 million people work as rag pickers in India. We will see a lot of work done in this area if rag pickers can be given an incentive through NGOs to collect small and light plastic sachets.

'All India Health and Beauty Care Association has been contacted by one of the NGOs that started collecting plastic waste. In one month, it collected 500kg of sachets. Once there is enough volume of these sachets, they can easily be recycled.'

Relating the issue to the Swachh Bharat Abhiyan (Clean India Mission), Dr Saha says that collecting waste plastic has to be a part of the national campaign to make collection and recycling possible, thereby cleaning our roads and parks.

International training programs

The Indian Institute of Packaging also works closely with Ministry of External Affairs to facilitate international training programs. It organizes 15-day certificate training programs for international personnel. Dr Saha says, 'We have been training people from SAARC and African countries. Several people have come from Nepal, Bhutan, Sri Lanka and various parts of Africa.'

Three years ago, the Ministry of External Affairs launched an Indo-African Forum Summit. It is a three year bi-lateral agreement between the Indian and African governments under which 3,500 African citizens shall be trained in packaging, food processing, marketing, design, post-harvest, among other programs. Under this program, Indian Institute of Packaging has trained 125 African citizens on various courses. Dr Saha says, 'We organized five training programs in the last three years for African citizens. This year, however, we did not do it because of the Ebola virus. Next year, we expect people from east and west Africa.' The institute is also creating infrastructure to inaugurate a new department called the International Packaging Center, in Chennai. Global institutes and associations such as IAPRI (International Association of Packaging Research Institute) and World Packaging Association (WPA) among others will have kiosks at the center to give information and create opportunities for the Indian packaging industry in the global market. Nestled in a seven-storey building, the center will comprise not only a machine demonstration space but also meeting rooms, conference rooms and a library. 'We are creating this infrastructure with the help of the government because there is no such facility for the packaging industry in India. The aim is to provide more exposure and opportunities to further grow the industry,' Dr Saha says.

Indian Institute of Packaging celebrates golden jubilee

Indian Institute of Packaging will complete 50 years in May 2016. Therefore, it is celebrating all year round by hosting different events at its various centers across the country. The celebrations will start from Mumbai in May 2015 with the inauguration of the Technology Innovation Center and laying the foundation stone for a new hostel. This will be followed by programs and conferences hosted in Delhi, Chennai, Hyderabad, Kolkata, Vizag and Guwahati in consecutive months. The grand finale will be celebrated at its headquarters in Mumbai. The institute will inaugurate a new facility for the first B.Tech degree course in India that will be introduced for the Indian packaging industry by 2017.

The first session of the degree course in packaging will commence in Mumbai with 60 students. Students for the four year B.Tech course will be selected through Joint Entrance Examinations and those for two years M.Tech course will be selected through the Joint entrance exam. Indian Institute of Packaging is currently running a two-year Post Graduate diploma courses and 18-months graduate diploma courses at its centers in various cities. Dr Saha says, 'Starting next year, we will hold evening classes at our facility in Mumbai for working professionals and women entrepreneurs.'

The institute is working towards opening more centers across the country. While construction in Bengaluru is ongoing, centers are coming up in Guwahati and Wizag. The institute is expanding the center in Chennai by building a five-storey building to accommodate the new International Packaging Center. 'We are increasing our reach and expanding infrastructure, keeping future demand in mind,' says Dr Saha.

For more packaging trends in the Indian industry and information on past events organized by the institute, just scan the QR code.

Limpet Labels operates two Mark Andy flexo presses, a Xeikon dry toner digital press and now a Screen Truepress L350UV high-speed UV inkjet press

Inkjet investment to complete Limpet's offering

The UK's Limpet Labels has invested in a Screen Truepress L350UV inkjet press to supplement its label printing capabilities. David Pittman reports

At its manufacturing facility in Wrexham, Wales, Limpet Labels has made a major investment in the UK label printing market by installing and commissioning a Screen Truepress L350UV inkjet press. As one of the first to do so in the UK, Limpet Labels is looking to capitalize on the 50m/min printing speed of Screen's technology, and to maximize the potential of specific print technologies to offer its customers the best option for their label printing requirements – whether flexo, digital dry toner or, as of earlier this year, high-speed UV inkjet digital printing.

Offering a resolution of 600 x 600dpi, Limpet Labels' Truepress L350UV is installed with CMYK + white, which gives it the option to print on transparent film. For Limpet Labels, which specializes in producing self-adhesive labels and will continue to do so for the foreseeable future, this provides the opportunity to more easily achieve the 'no-label look' which is increasingly prevalent in the retail environment and requested by customers.

Market dynamics

Limpet Labels was founded in 1992 and initially offered flexo and screen printing to customers, although a declining volume of screen printing work and changing dynamics in the label printing market – shorter runs and quick turnaround times – led it to look at new technology options.

Already working with digital after investing in a Xeikon 3000 Series dry toner press in 2009, which has since been upgraded, digital is a firmly established element of Limpet Labels' offering. This has now been strengthened with the addition of high-speed UV inkjet.

'When we first considered investing in digital, we looked at inkjet options but the capabilities weren't up to what we required,' says Jon Dudley, sales director at Limpet Labels. 'At that time we made the decision to bring dry toner digital printing technology into the company, but when we were looking to extend out digital capabilities, we didn't want to reinvest in the same technology and were pleasantly surprised by the advances that had been made by inkjet in the intervening years.'

'A printer's dream'

With the addition of the Screen Truepress L350UV to its press portfolio, Limpet Labels' capabilities now cover flexo, digital dry toner and high-speed UV inkjet, allowing to it to offer a variety of technologies to suite a range of label printing requirements. Limpet Labels managing director Lee Goode states that 'digital plays its part within a company already using flexo technology', adding that 'label printing is a jigsaw puzzle and you need all the pieces.

'Digital is an integral part of that. Incorporating the Truepress was quite easy for us,' he says,' and our press operators have a great deal of experience and have the transferable skills to adapt quickly and successfully. In fact, one of our press operators, Kevin Jones, says the Truepress is "a printer's dream".'

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Limpet Labels has been a long-term user of digital label printing technology having invested in a Xeikon 3000 Series in 2009

The label printing puzzle

Limpet Labels was put onto the Screen Truepress L350UV by Dantex, a long-term supplier partner to the company. Dantex is also the distributor for the press in Austria, Benelux, France, Germany, Ireland, Italy, Poland, Switzerland, Turkey and the UK. Dantex worked with Limpet Labels on the ordering, installation and commissioning of the Screen Truepress L350UV.

However, digital is just one part of the larger puzzle at Limpet Labels, according to Lee Goode, its managing director. At the time of the company's Xeikon investment, he described digital label printing as having an 'ever-more important role in the market' and said Limpet Labels was investing to make sure it was 'keeping up with the very latest technology in this area'.

'We recognize that customer needs are changing with shorter run lengths, just-in-time production, and a larger number of product variants,' said Goode back in 2009. 'We believe that by moving further into digital production we will be able to help our customers to reduce their stock levels of label products, and provide labels that incorporate variable data, such as unique barcodes or sequential numbering. 'Undoubtedly, digital gives a label print business significantly more flexibility, and that is something that we believe our customers will benefit from.'

'Incorporating the Truepress was quite easy for us, as our press operators have a great deal of experience and have the transferable skills to adapt quickly and successfully.'

Having invested in Xeikon technology early on also means Limpet Labels is well positioned to use its existing workflows to integrate the Screen press with its processes relatively painlessly. Dudley himself was able to call on his own background in software to develop a bespoke MIS/ERP system for Limpet Labels, meaning it is able to maximize its ability to produce work effectively and efficiently for customers, and to update and upgrade its back-end system according to its own requirements.

Press complement

Two Mark Andy flexo models sit alongside the Xeikon and Screen digital presses on its pressroom floor, which is configured to house four press lines. This proved a slight issue with the Screen investment as the press has a more rectangular footprint than normal, with Limpet Labels requesting a slight adjustment to allow it to fit properly into the space allotted for the press.

'Screen took this request very seriously,' says Goode, 'and were meticulous in making sure any changes to the physical structure of the press would have no detrimental effect on speed or print quality. After a number of months they came back to us having agreed to the change and we're now very happy with the press and its role in our

pressroom.'

Its flexo presses have the usual configuration of a conventional press featuring multiple print stations, while the Xeikon is also working in-line with die-cutting, stripping and rewinding. The Screen Truepress L350UV is configured in a nod to convention next to a Reel to Reel finishing system, which although an off-line unit, is effectively positioned in-line by virtue of it standing adjacent to the Screen Truepress L350UV.

Best-fit technology

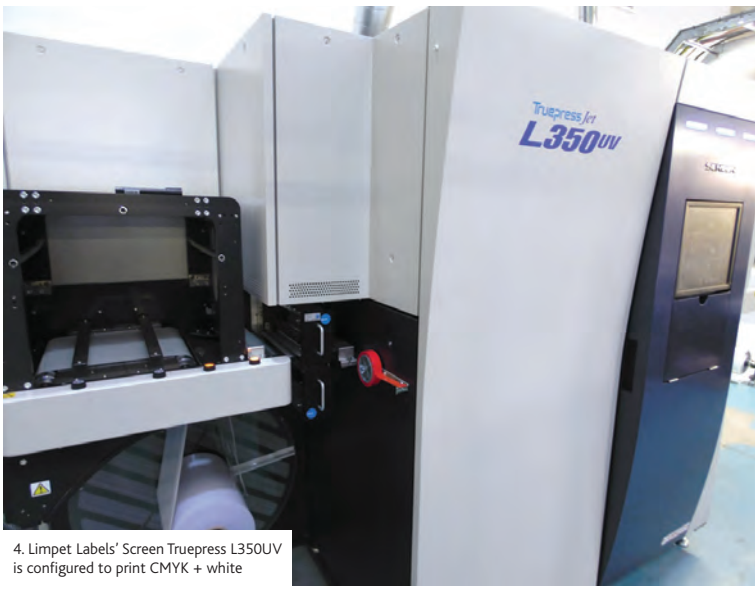
For Goode, the addition of high-speed inkjet has positioned the company to offer customers an answer to all off their self-adhesive label printing needs. The best-fit technology for any given job depends on price, job type, run length and the customer's expectations, he explains, with a number of factors impacting the break-even point – job complexity, ink laydown and other set-up variables – and defining which print process is most applicable.

This is something which Limpet Labels assesses on a job-by-job basis, and which it is constantly evaluating. For instance, advances in the capabilities of the Truepress, whether that be a faster running speed or advances in printhead technology to improve the quality further, will move the break-even point.

'We are able to advise our customers which is the most suitable option for them, whether that be digital, high-speed digital or flexo, and regardless of run length. We are able to accommodate all orders,' says Goode.

Limpet Labels also has a five-year investment plan in place to enhance its offering and help it stay on top of major label printing developments, although the Screen Truepress L350UV will keep its busy for a while to come.

'This is a major advance for us and we are really excited about it,' comments Dudley. 'The quality of output from the Truepress is fantastic and keeping flexo rather than going totally digital sets us apart from many other label printers that have chosen to go digital-only.



4. Limpet Labels' Screen Truepress L350UV is configured to print CMYK + white

'Ultra-high speed bridges the gap between digital and flexo, meaning we can now offer the best possible prices for short-, medium- and long-run printing.

'We are one of the very few label printing companies that produces both digital and flexo labels in-house, so are ideally placed to serve our customers and produce labels that exceed their expectations.'

For more on the history and evolution of the Screen Truepress L350UV high-speed inkjet digital press, enter http://tinyurl.com/kj82kf2 into your web browser and search 'Truepress L350UV' on the Labels & Labeling website, www.labelsandlabeling.com

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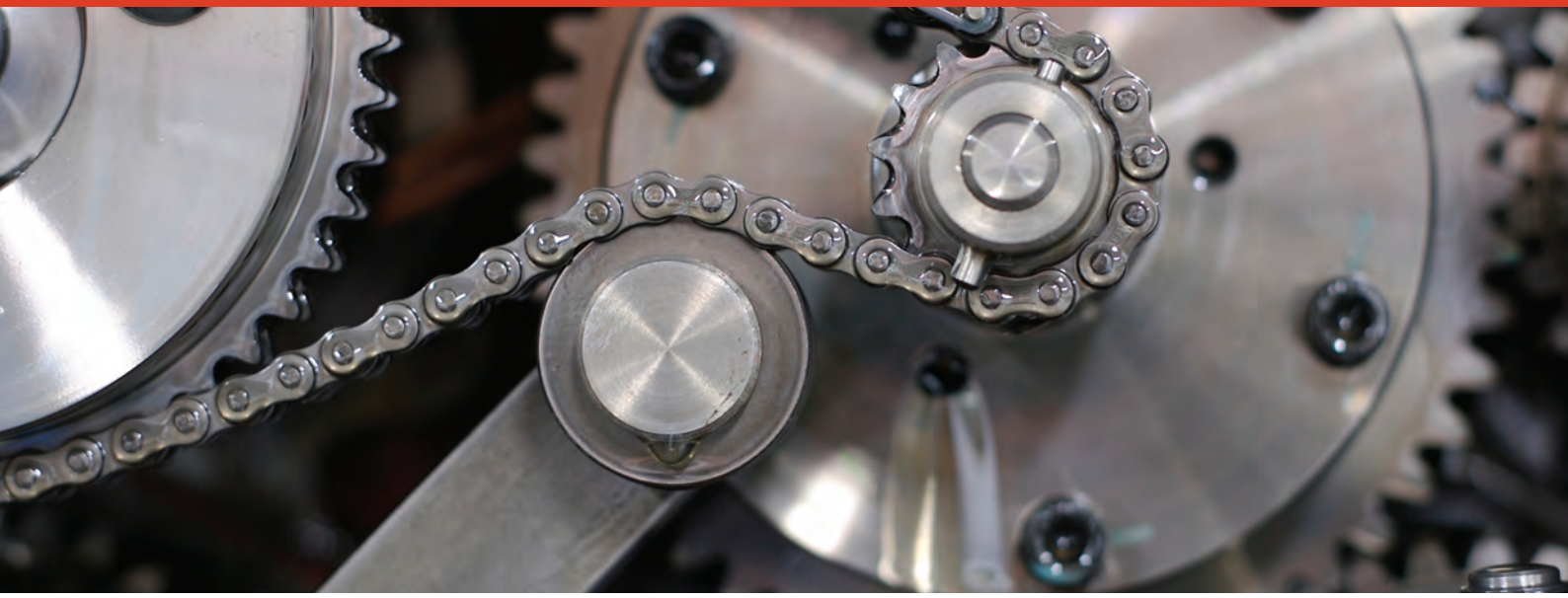

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Rotatek management team with a Brava press about to ship

Rotatek brings offset to flexibles

Rotatek has unveiled new developments in offset press technology and digital finishing equipment as it completes a corporate reorganization. Andy Thomas reports

Rotatek's strong position today – the company expects two consecutive years of 50 percent growth – is extraordinary given the difficulties it faced after the collapse of the world economy in 2008. The company was pulled through by a remarkably loyal customer base and has emerged today leaner and more focused.

New agents have been appointed for India, Brazil, Argentina and the Middle East, and a new office opened in Russia. 'We will increase our activity globally,' says Bibiana Rodriguez, CEO of the Rotatek group. 'Our office in Russia means we will work in all the CIS countries such as Kazakhstan, Uzbekistan and Azerbaijan. We are opening a new partnership in China, which along with the US will be our big new markets in the coming years. We have just sold a machine in Canada to a big label converter and in Mexico we have already the third Brava installation. Africa is another fast-growing market where we will make a major push to countries like Nigeria.'

Investment in people has been another priority. A key appointment was Jordi Quera, VP sales and marketing. Quera has over 30 years of industry experience, starting with Crossfield and including Barco, Esko and Kodak. He is also president of Spain's Graphispag graphic arts organization. Today Rotatek employs around 85 people.

"This combination of semi-rotary offset and flatbed screen is unique to the market"

Offset history

Founded 45 years ago, Rotatek is one of the few press manufacturers to survive from the high point of the business forms market in the 1970s and 1980s.

Key end user markets include the security print sector – with recent installations for tax labels in Africa and India – and, increasingly,

Flexo too

With such a strong focus on offset, it may seem strange that Rotatek developed a flexo press, the SmartFlex. SmartFlex is a shaftless machine designed for fast changeover.

But Rotatek does have experience building flexo units for its offset combination presses, and Rodriguez believes a lower cost alternative to offset is required by many smaller printers in the label market, as well as bigger printers who have no plans to move away from flexo.

This machine will shortly be the subject of an open house at a customer nearby to Rotatek's Barcelona manufacturing base.

Digital future?

Rotatek has no plans to develop a digital press, says Rodriguez. 'We are only following digital from the finishing side. We do integrate digital heads, especially into our security presses, but they are combined with gravure, flexo and offset.'

Rotatek applied its semi-rotary offset expertise to the digital label finishing market with the development of the industry's only offset-based digital converting unit, the Digitalis.

First installed at Rotatek's key reference customer Marzek Group, the Digitalis is a modular machine, incorporating semi-rotary offset and any combination of flatbed screen, semi-rotary lamination, flexo coating and hot stamping, and turret rewind.

'Marzek use their offset unit to apply metallic and silver inks,' says Rodriguez. 'They do not think flexo is good enough. More and more we see a demand in high quality markets like wine for these metallic inks, along with lamination and stamping.'

A key focus has been accurate registration of hot stamping and embossing to each label image, compensating for the movement that takes place on digital webs. Sensors pick up printed marks, which are compared to a master image.

"Founded 45 years ago, Rotatek is one of the few press manufacturers to survive from the high point of the business forms market in the 1970s and 1980s"

offset printing companies looking to exit the commercial print sector and move into packaging and labels.

The first customer for the company's new Universal 680 press, was previously in the mailing industry. 'A background in offset made the Universal 680 a natural choice as the printing house made its move into package printing,' says Rodriguez.

Lappi Group, featured in L&L1 with its new Brava press, was originally a sheet-fed offset printer, and another Brava installation saw a pharma leaflet printer moving from sheet-fed to rotary offset.

While offset has long had a foothold in the label industry, Rotatek is looking to move offset technology into the flexible packaging and in-line carton markets.

'It's not just us anymore,' says Bibiana Rodriguez. 'Now we have both Comexi and Goss flying the flag for offset in the package printing market. For us this competition is not bad, because it raises the possibility of using offset in the customer's mind and we believe we have a stronger name in this field.'

Rodriguez says the company is now analyzing the sheet-fed folding carton market to see where the in-line combination offset press can be successful despite its limitations in the thickness of cartons handled.

'We are not looking at the highest quality cartons such as whisky boxes, but for applications like toothpaste and pharma boxes,' says Rodriguez. 'In one case we have a carton line where we die-cut, apply glue and deliver the final box in-line. Our question is how we can implement this model in other carton markets.'

Jordi Quera adds that a key advantage for offset is achieving the same colors on different substrates. 'Offset also has advantages in lower plate costs than flexo, and if you want to print at the top flexo quality with HD you are looking at a high investment.'

In addition, CI flexo and gravure presses cannot add decoration processes in-line. 'Offset can compete in quality with gravure and produce short runs without needing expensive cylinders and one week to engrave and deliver new cylinders,' says Quera. 'With an offset press we can change all units in 30 minutes.'

Offset experts

Rotatek's key technology innovation for the label market was the Brava press line, which is unique in allowing converters to switch between semi- and full rotary printing modes. This tackled one of the biggest problems faced by offset in the narrow web market – lack of flexibility in changing printing formats without expensive and time consuming changing of insert units. For longer run jobs, the press can be switched rapidly to rotary production mode.

Rotatek built on the success of the Brava with a stand-alone semi-rotary version, the Brava 350, the with the wider 450mm-wide semi-rotary/full rotary press, the Brava 450.

A key development for the Brava is a flatbed screen unit, now deployed for the first time at a converter in France. 'This combination of semi-rotary offset and flatbed screen is unique to the market,' says Rodriguez. 'We can also combine this with

"Offset has advantages in lower plate costs than flexo, and if you want to print at the top flexo quality with HD you are looking at a high investment"

both lamination and cold foil in semi-rotary modes. For cold foil we can apply the adhesive with either semi-rotary flexo or offset.' These units are available for both the 350 and 450 Brava models.

Rotatek has also developed new technology for the rotary offset sector with the launch of the Universal 680 sleeve offset press. The Universal 680 incorporates for the first time Electron Beam curing, realized in a joint development project with US company ESI and Rotatek's customer. The press can be combined with gravure, flexo and cold foil units and operates both roll-to-roll and roll-to-sheet at speeds up to 300m/min. As well as EB, the press is equipped with both UV and hot air for solvents.

Rodriguez asserts that EB technology is not an expensive technology when compared to nitrogen-inerted UV. 'If you want UV inert for food contact you need one station after each unit to make sure you are curing correctly and there are no photo-initiators left. A low migration UV press with nine lamps with inerting is actually more expensive than EB. And if you compare power, UV requires double the energy. UV inert can only run up to 150m/min to make sure it's cured, and we are running EB at 300m/min. Also there are more EB ink suppliers now, such as Sicpa, Ruco, Huber and Sun Chemical.'

A 680mm width was chosen to accommodate typical shrink sleeve formats 2-across the web.

Founded 45 years ago, Rotatek is one of the few press manufacturers to survive from the high point of the business forms market in the 1970s and 1980s. Once famous names which failed to make the longer term transition to labels include Edelmann, Drent and Goebel.

Bostik has become part of Arkema's high performance materials segment and now constitutes specialty adhesives, a new business unit of this segment

Bostik acquisition by Arkema positions both for growth

Adhesives specialist Bostik is shaping up for future growth following the completion of its acquisition by Arkema, which is also targeting growth through market development opportunities and corporate synergies, as David Pittman writes

The acquisition of Bostik, a global adhesives specialist, by fellow global business Arkema, a broader chemical company, is set to position both for growth.

Founded in 2004 following the reorganization of Total's chemical branch, and from which it separated in 2006, Arkema has 90 industrial sites with 10 research and development (R&D) centers worldwide. Sales by segment are fairly evenly split between high performance materials, coatings and industrial specialities, while Europe is its dominant region, accounting for more than 40 percent of sales, followed by North America, and then Asia and the rest of the world. To take its revenue to the next level, which was reported as 6.1 billion EUR (6.8 billion USD) in 2013, Arkema has returned to its roots to acquire Bostik from Total.

Arkema growth

For Arkema the acquisition of Bostik fulfills a project that is said to 'perfectly align' with its strategy to reinforce its position in specialty chemicals and further develop its high performance materials segment. As such, Bostik now constitutes specialty adhesives, a new business unit of this segment.

Arkema describes the adhesives market as 'steadily growing', with Bostik to enable it to continue to strengthen its profile, as well as its resilience to changes in the economic environment.

'I firmly believe in the quality and the development potential of this company which represents a promising growth platform for the future,' says Thierry Le Hénaff, Arkema chairman and chief executive officer.

Bostik growth

For Bostik, the acquisition provides the opportunity to leverage its in-house skills and knowledge to both further its own market position and that of its new owners. This includes in the market for industrial adhesives, and more specifically that of tape and labels for which it offers a range of hot melt and solvent-based adhesives. Hot melt adhesives, for instance, are available with a broad range of properties, in high shear grades with elevated temperature resistance for demanding applications such as hook and loop tapes, clear adhesives for transparent filmic labels, freezer grades, low tack and removable grades, as well as all purpose products with broad application and performance tolerances. In the packaging and converting space, Bostik offers hot melt adhesives for carton and case forming and sealing applications, tray forming, and bags and sacks, as well as water-based adhesives carton and case forming and sealing applications, bags and sacks, laminating, and composite tubes and labeling.

Bostik's established global footprint will be an important part of this growth and strengthened market position, with R&D labs in Europe, the US and the Asia Pacific region, technical centers in strategic global locations, manufacturing sites on every continent, and offices across an even more diverse geographical footprint.

'We have a lot of knowledge and technical expertise developed over a number of years in different types of adhesion, and in specific applications, such as how to achieve the perfect equilibrium when applying self-adhesive labels where a high degree of tack is required but the label must also release from the liner, or when requiring a quick tack,' says Benoît Pollacchi, global strategic marketing manager for tape and label at Bostik. 'This knowledge is applicable for a number of markets, from construction and automotive to food and disposal hygiene products, such as diapers for babies.

'This toolset gives us a strong market position that we are now looking to simultaneously cement and grow in specific vertical markets, such as tape and label, as part of Arkema.'

A blast from the past

The acquisition of Bostik by Arkema was first announced towards the end of 2014, with the deal completed mid-way through the first quarter of 2015. The deal represents a return to its roots for Arkema, which was founded in 2004 following the reorganization of Total's chemical branch, and from which it separated in 2006, with Total being the selling company in the transaction.

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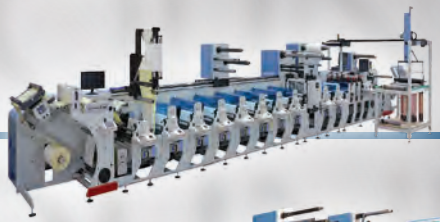

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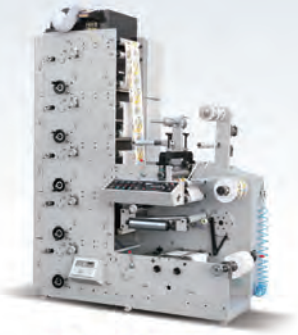

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Armor's headquarters in France serve its growing global footprint with coated jumbo reels

Armor's global growth

The thermal transfer specialist has seen its global growth ambitions move towards becoming reality, as David Pittman reports

Armor has made a number of investments across its business in recent times, with both corporate and product developments intended to position the thermal transfer ribbon manufacturer as the worldwide market leader. These developments and ambitions were outlined at the Armor Technical Club (ATC) in western France last summer, where customers, partners and its global leadership team – including representatives from its new subsidiary in India – gathered for an update on the global thermal transfer market.

As reported in Labels & Labeling issue 4 2014, ATC was a strong success for Armor, and attendees left the event enthused about the supplier's work to support both the market's growth and its own.

On a recent visit to the company's corporate headquarters in Nantes, France, Labels & Labeling received an update on Armor's progress over the weeks and months since that ATC, including establishing manufacturing footprints in additional locations. Four ATC events in 2015 are planned already at locations around the world.

One of these will take place at the company's Indian subsidiary, registered as Armor India Coding and Imaging Supplies, which was formally established in May 2014, with Armor Africa following shortly after. These were its fifth and sixth slitting subsidiaries worldwide, joining facilities in Singapore, China, Brazil and the US. A further addition has now been made, with Armor Mexico coming on stream in February this year, and recently hosting a customer event to introduce the business to the region. All seven are served from France with coated jumbo reels.

The establishment of the facility in Africa made Armor the first 'true designer and manufacturer of inked films to provide local thermal transfer ribbon slitting facilities' on the continent, says the company.

Armor India has already moved to expand its own reach, with a further sales presence joining to cover the north of the country, with its Bangalore headquarters to predominantly provide coverage of the south.

Last year Armor was acquired in a management buy-out that saw Hubert de Boisredon and the management team take control of 52 percent of the shares and 68 percent of the voting rights in the group, with all employees offered the opportunity to acquire their own shares in the company. Around half of the workforce took up this opportunity, and are now invested in driving the company forward and achieving growth.

Armor's production has hit new heights too, with the number of square meters of thermal transfer film sold in 2014 surpassing one billion, itself topping the one billion square meters that were produced in 2013.

Plans are in place for further expansion in 2015, including new products and resources to streamline production. Automation was a big focus of investment last year, with robotic units in Nantes installed and used in the handling and packaging of jumbo reels, while Armor Asia, operating out of Singapore, automated two production processes to enhance productivity. A core notching robot increased notching capacity by more than 200 percent, while a slitting robot increased production capacity in line with the subsidiary's growth forecast.

Armor Brazil also invested in a manufacture g execution system to control various metrics in the production area.

'We are investing and expanding both ourselves and the market, which is fairly unique in this sector,' says Olivier Moreau, Armor product manager. 'We are proud to be reinvesting in the company and our products as we strive to maintain our leading position in key markets and become number one in others to make us the worldwide leader in the thermal transfer market.

'As a company we are very much end-user orientated, and always looking at how our products are used and how we can improve them – whether that's suitability for food contact applications or compliance with GHS regulations.

'We already offer the most complete range of products to the market, and are now sowing the seeds for future growth.'

For further information on Armor and its worldwide ATC events, see the event diary on the Labels & Labeling website at http://www.label-sandlabeling.com/events

Garware Polyester plant in Waluj, Aurangabad is spread across an area of 125 acres

Moving with the market

Aakriti Agarwal talks to senior management at Garware Polyester about recent expansion, its product portfolio and the Indian market for polyester and BOPP films

Garware Polyester, one of the largest manufacturers of polyester films in India, expanded considerably in 2014 with the addition of a production line for BOPP films. Milind Tilak, general manager exports, Garware Polyester, says: 'We are producing 1,300 tonnes of BOPP on the new line, including transparent wrap-around labels and coated labels. For the packaging segment, our product range includes plain, co-extruded, metalized and pearlized films. We have also started supplying wet and thermal lamination films in BOPP.'

The new line is running full capacity and BOPP film is being supplied to Europe and the domestic market. Tilak adds: 'Of the 1,300 tons, we consume 100 to 150 tons as base films for thermal lamination films.'

Garware Polyester, a company that started production in 1976 in Aurangabad, Maharashtra, today has two factories in Aurangabad with a total of four fully integrated film production lines and dedicated production lines to produce sun control tinted films for window lamination. It has four marketing offices in India strategically located in Delhi, Mumbai, Chennai and Kolkata. Overseas operations include an office in London and the US. The company also has a marketing team in China and authorized re-sellers around the globe.

Primarily a manufacturer of polyester films, it is the only company in the country that manufactures polyester chips and raw material for PET G in-house. 'That's our main edge over all our competition and will keep us ahead of them,' says Tilak.

"While about 60 percent of the products in the market are made using PVC, only 30 percent use polyester films"

Being an ISO 9001:2008 company, it produces 3,500 tons of polyester films a month. Ranging from 10 microns to 350 microns, these films are used for applications including electrical insulation, high shrink (full body sleeves) and release liners for labels. They are also used for food packaging, printing, lamination and metalized packaging, thermal lamination, digitally printable films, specialty films such as peelable sealable films, low oligomer, heat sealable and matt films. In addition, it supplies films for laser drafting, tracing and drafting, holography and coated films. The company also produces 300 tonnes of extrusion coated thermal lamination films every month.

Talking of the label segment, Dr Shashwat Mishra, vice president, Garware Polyester, says: 'Our core strength is shrink sleeves. We can dedicate two production lines to manufacture films for shrink sleeves and we are slowly moving in that direction.'

High demand

Garware Polyester is the only manufacturer of polyester shrink sleeves in India. Indicating the high demand for shrink sleeves in the Indian market, Mishra reveals that the request for polyester is about 300 tons a month while PVC is about 600 tons. The total market for shrink sleeves stands at approximately 1,000 tons a month in India. 'While about 60 percent of the products in the market are made using PVC, only 30 percent use polyester films,' he says. 'However, multinational companies such as Coca-Cola and Hindustan Unilever are using polyester films for their products. Only about 10 percent of PET G is being used for shrink sleeve, which is mostly imported. Some manufacturers, however, are at the preliminary stage of producing this film in India and have been running trials.'

Garware Polyester believes that there is 'dramatic' growth potential for shrink sleeves if the market shifts from using PVC to PET. Mishra explains: 'PVC is not an environmentally friendly product. It is also technically inferior to PET. Though cost is a barrier, companies with a sustainability outlook are shifting to PET. A big bottleneck is that some converters have selfish interest in not shifting to PET because they have blown PVC production lines. They mix blown PVC with calendared PVC and ship it to the end

UV-LED first

KDS in Poland has become the European pioneer of commercial UV-LED in the narrow web label sector at its plant near Warsaw. Nick Coombes reports

Narrow web converter KDS, based in Sulejowek, near Warsaw, is a Polish success story, growing 18 percent in 2014 and with 'huge potential' for 2015. Turnover stands at 6m. This positive environment gave owner Tomasz Dabrowski the confidence to invest in a new Mark Andy narrow web press, his company's fourth, and equip it with the first commercial UV-LED systems to be installed in Europe.

The latest Mark Andy is a Performance Series P3 equipped with the ProLED UV curing system. IDabrowski says the ProLED system has been a revelation. 'The way you just switch it on and off, with no delay, makes it easy to manage, and substantially reduces material waste. But, perhaps the biggest benefit is the fact that it has reduced our electricity consumption by at least € 2000 per month, and we anticipate that figure will improve.' After extensive testing, KDS chose Paragon to supply the Inks, and Dabrowski is quick to praise the cooperation of local distributor DSL for the time and effort expended in print tests. The inks were found to offer the best colour and consistency, and allowed the press to run fast without splashing or foaming. Although UV-LED inks can be more expensive than conventional UV inks, KDS is able to run a lower volume anilox to reduce consumption because the pigmentation is high - the net result is no difference in cost.

The P3 at KDS is typically printing paper and filmic labels in 4-7 colors at speeds of 150m/min at 70 percent of maximum power on the ProLED system. Coupled with a short web path, substrate waste is kept low, which is a major boost to job costing.

Dabrowski is in no doubt that his policy of continual investment gives KDS the edge.

Garware Polyester team and Pradeep Saroha from Tarsus at Garware Polyester plant in Aurangabad

user. This is a malpractice in the industry for which there is no solution.'

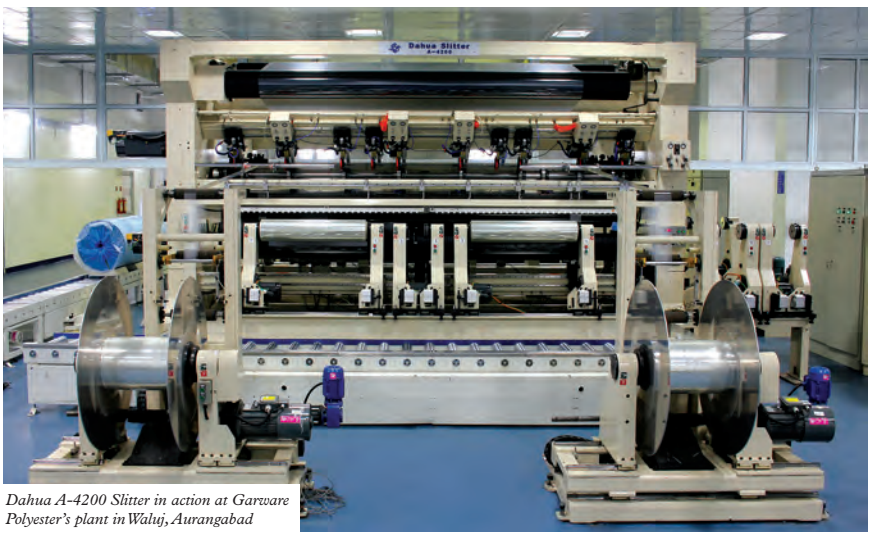
He further stated that though in-mold labeling (IML) is picking up in place of pressure-sensitive labels, it is not replacing the shrink sleeve market because IML can only be used on flat surfaces. 'Many years ago, IML was used in India in market segments such as toilet flush tanks. A BOPP film would be screen printed and inserted into the mold. But the problem faced was lack of automation and robotics. IML, however, is again making in-roads in the country for segments such as paint buckets, ice cream and oil containers.'

Of wrap-around labels, Mishra says: 'It is a big area with estimated demand of 400 to 500 tons a month. Companies supplying mineral water bottles and soft drink bottles such as Parle, Pepsi and Coca Cola use it.' Garware Polyester supplies wrap-around label film to a major printing company in India for multinationals. The company is also working with labelstock manufacturers to supply films. Tilak comments: 'Many brands are opting for a no-label look on their products. We are focusing on value addition and better margins in BOPP films.'

The company has restarted the manufacturing of PET white films for labelstock. Team says: 'We discontinued it in the past because of some technical issues that have now been addressed. It is a growing market and is widely used in many applications including labels for car engines.'

Garware Polyester foresees digital printing as the future. It has developed a polyester film with specialty coating to target this market. This film can be used on pressure-sensitive labels, thermal transfer labels and printing of wedding albums. The focus for Garware Polyester in the future will continue to be shrink sleeves, coated labels and online coated white opaque polyester films for the pressure-sensitive segment.

The company's turnover in 2013-14 was Rs 1,000 crore (US $160 million) and it continues to have steady growth. Tilak concludes: 'With a booming retail sector, the demand for films will increase. Due to overcapacity of polyester in the Indian and the international markets, the price of polyester is steady and the manufacturing cost has been on an up climb. That's why we are strategically shifting focus to specialty films. We expect business growth with the changing government and our increasing product portfolio.'



Dahua A-4200 Slitter in action at Garware Polyester's plant in Waluj, Aurangabad

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Rebuilding PM 2 also included the installation of a new head box and online coating system which has helped create better, more uniformed profiles on the substrate surface

Major investment boosts Sappi's production of specialty papers

Substrate manufacturer Sappi continues to make major strides to enhance its product offering, and is now reaping the rewards of one of its biggest investments in recent memory at its mill in Alfeld, Germany. David Pittman reports

As a 300-plus-year-old business, Sappi is well placed to discuss the history of the pulp and paper industry and, more importantly, has the knowledge to make judgments on its future.

'The paper market has changed and continues to do,' says Gunnar Sieber, Sappi's release liner product group manager, 'with a lot of consolidation or companies leaving the market.

'We were suffering in the graphic paper market due to lower demand and reached a point a few years ago where we had to make the decision of how the company should proceed.

'This led us to make a major investment in one of our five paper machines and turn our Alfeld Mill into a 100 percent specialty products mill.'

Sappi's specialty products include release liner, label papers, liner applications, flexible packaging, rigid packaging and technical grades, and are designed for printing with offset, flexo, gravure and digital, processing, varnishing, metallizing, lamination, siliconization, die-cutting and more. They are applicable for a broad spectrum of markets, from self-adhesive and pre-preg applications with the release liner papers to cosmetics, pharmaceuticals, food and beverage packaging.

PM 2 overhaul

Its mill in Alfeld, Germany, is a sprawling site at the heart of the town, including a log yard, raw material handling and processing, five paper machines, research and development facilities and corporate offices.

Paper machine 2 (PM 2) was the line that was chosen to receive the 61 million EUR makeover, and to help lead the site's move to become fully dedicated to producing specialty papers. PM 2 itself was converted from the production of wood-free coated graphical papers to the production of a wide range of specialty papers and boards. The investment followed the strategy to build-up the Sappi Alfeld mill as competence center of specialty papers and boards.

The project included the installation of a 135-tonne Yankee cylinder, which owing to its size, 6.4m (21ft) in diameter, and weight necessitated the removal of the factory roof and use of one of Europe's largest cranes to lift it into place.

'The cylinder is quite special,' says Sieber. 'It's not something you see every day in papermaking, so drew a lot of attention. It allows us to produce stable substrates in high quality with a very good surface and dimensional stability. In the production of the Algro Sol family, the smooth side of the raw coated paper, dried on one side in contact with a Yankee cylinder interface, is used as the surface for the application of the water-based coating. Unlike traditionally dried machine-finished papers, there is no significant roughening of the paper fiber surface due to the swelling of the fibers on contact with humidity. Instead, the permanent smoothness of the coated paper surface is retained.'

Rebuilding PM 2 also included the installation of a new head box and online coating system.

This has helped create better, more uniformed profiles on the substrate surface, says Peter Wenz, head of application for specialty papers at Sappi, while blade coaters are positioned directly on the machine. The quality of the clay coatings applied to Algro Sol substrates naturally has an effect on the ability to siliconize the papers, and Sappi takes great care to ensure the purity of the coating

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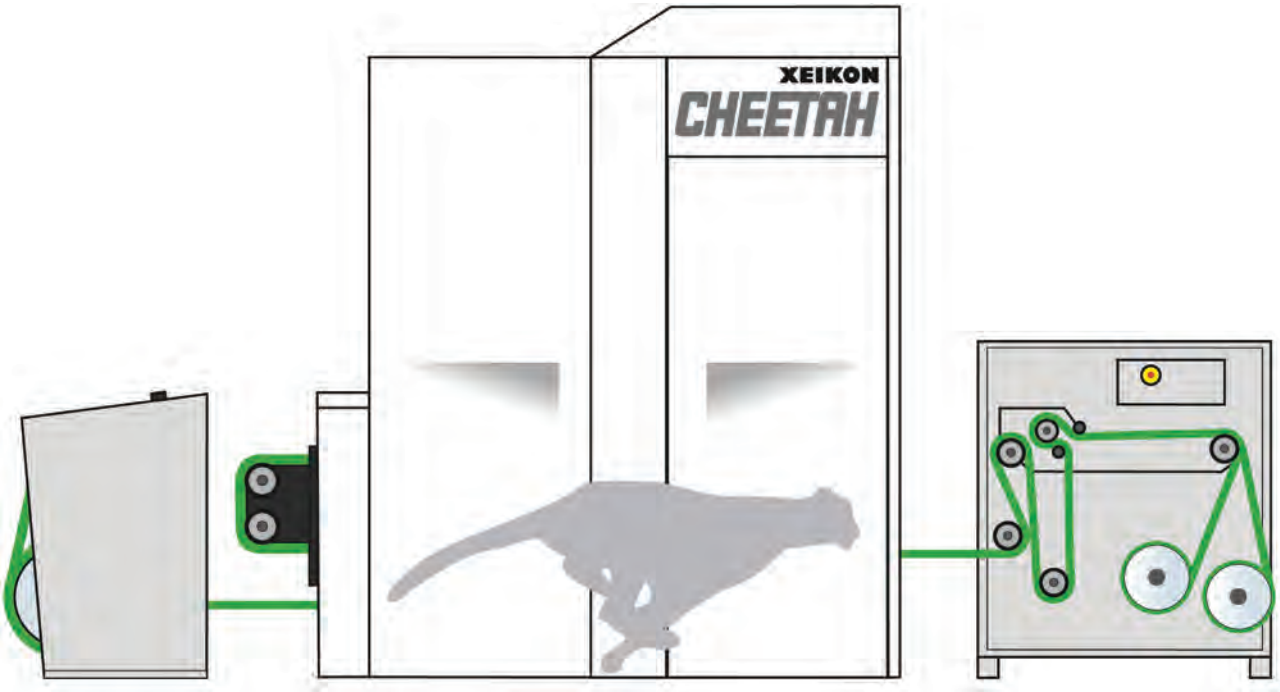

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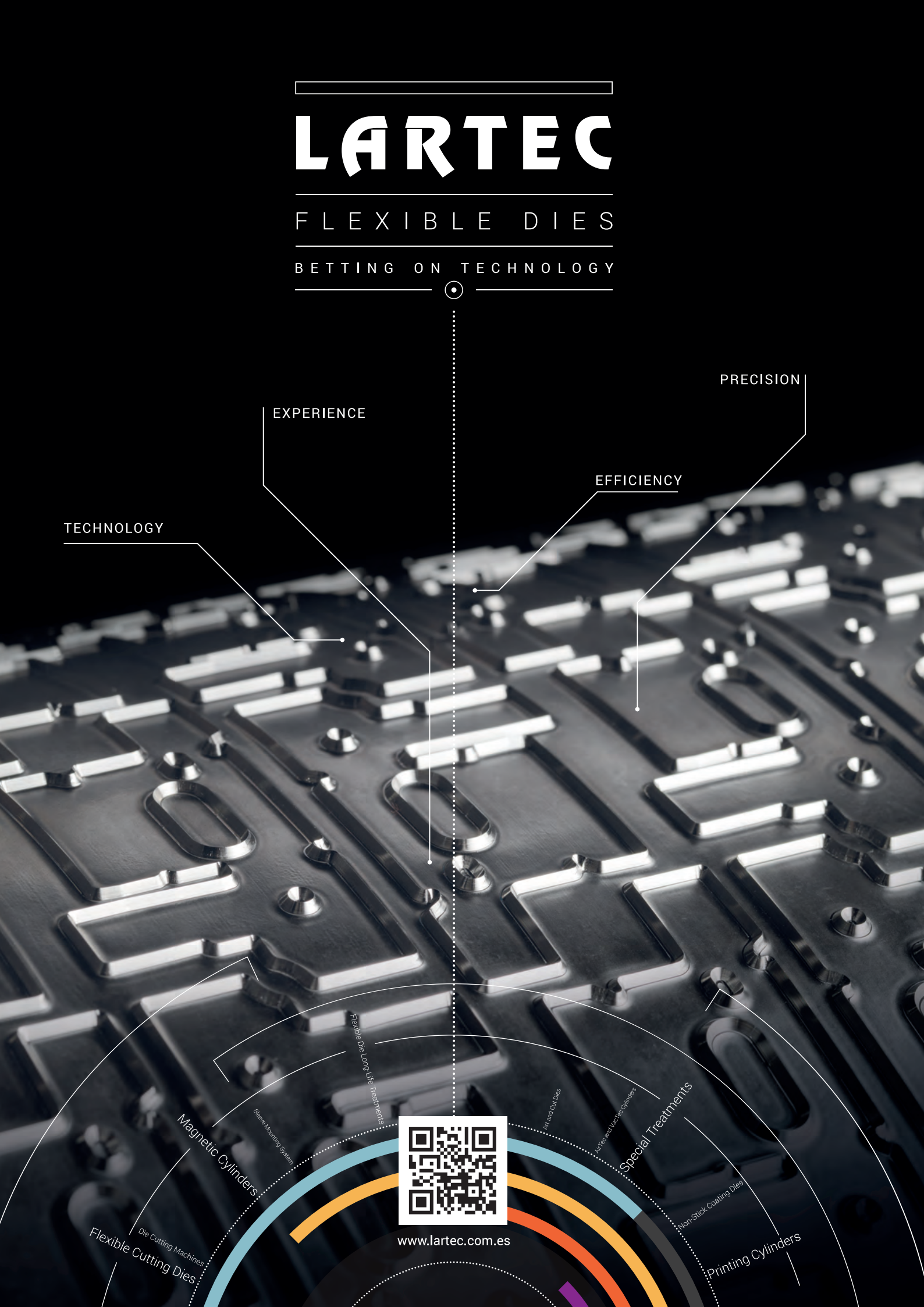

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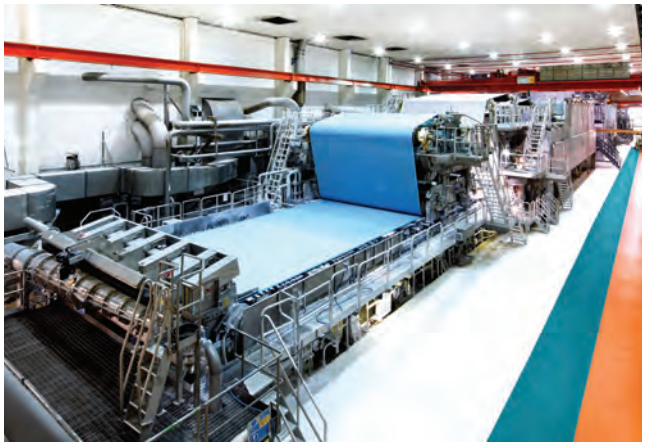

Above left: Rebuilding PM 2 also included the installation of a new head box and online coating system which has helped create better, more uniformed profiles on the substrate surface

Above right: The project included the installation of a 135-tonne Yankee cylinder, which owing to its size, 6.4m (21ft) in diameter, and weight necessitated the removal of the factory roof and use of Europe's largest crane to lift it into place

Right: One of Europe's biggest cranes, a Terex-Demag CC6800, was needed to lift the 135-tonne Yankee cylinder into place

components in the coating formula; the curing process of the silicones applied by the converter must not be impaired in any way by interactions between the clay coating and the silicone. With all coatings applied to Algro Sol substrates, Sappi uses only silicone-compatible components. It takes considerable experience and application knowledge to create the correct composition of these components.

Among the first grades to be produced by the new-look PM 2 were the release liner Algro Sol and the label paper Parade Prima, for wet-glue labeling and facestock applications, with top dimensional stability and lay flat properties, high ply bond strength and 'remarkable' print results reported. Sappi will also use the transformation of PM 2 as a lever to develop new products for the release liner, flexible packaging and label segments, with the capabilities and capacity it has added to the company's operations facilitating such developments.

Major investment

The rebuild has created what Sappi describe as 'probably the largest, most innovative and versatile papermaking machine', which is producing one-side coated and MGBK (machine glazed bleached kraft) papers in-line, plus has added the capacity to produce higher volumes of a wide range of paper and packaging products.

A recent investment in quality control further underlines Sappi's commitment to its products and customers. This has seen a six-figure sum spent on a new Paper Lab diagnostic tool that can conduct multiple tests in one pass to ensure the quality of every batch produced at the mill. Paper Lab replaces the previously used test line in the climate lab, and offers state-of-the-art technology and a broader weight measuring range (18-400g/sqm).

Paper Lab is being used to test key quality parameters of paper production from all five paper machines at the site, and across the entire drum width. Roughness on the top and screen side are measured in accordance with a number of criteria, including fiber orientation, formation, air permeability according to Bendtsen, burst pressure, shine according to Tappi 75° (top/screen side, lengthwise/crosswise tearing, lengthwise/crosswise breaking load, thickness, weight and smoothness according to Bekk).

Sapp's testing facilities allow it to test and certify each jumbo reel, of which it produces more than 30,000 a year. For the Paper Lab, this equates to around 280,000 single measurements to be made each year, in addition to manual measurements.

The investment in cutting-edge technology has even filtered through to its fulfillment activities, where a fully automated reel wrapping line takes the customer-ready rolls, applies end caps, a protective wraparound and labels them. Automated, driverless warehouse trucks, involving a fleet of Rocla AWT units, then take the wrapped reels and place them, with a level of precision hard to replicate manually, for storage and onward delivery to customers.

Global perspective

These investments and upgrades are helping Sappi position itself as a truly global partner. 'We were already worldwide in terms of our geographical spread and producing on three continents, but now we have been able to change our mindset from more continental to a global approach for the release liner business. Many of our customers are global themselves, so they want to be served by a partner which matches their reach, and can supply a homogeneous product worldwide. 'Before these investments we were restricted to some extent by our capacities, with paper machine 4 running at full capacity producing silicon base papers. With the rebuilt PM 2, we've been able to increase our production capacity for silicone base papers and we are now able to meet demand.

'We have also adopted a more global sales presence, which is allowing us to push into new markets,' comments Gunnar Sieber and adds, 'coupled with products developments, it is a good time for Sappi as we grow and enter new markets worldwide.'

Lifting power

As part of the refurbishment of PM 2 at the Alfeld site, Sappi required one of Europe's largest cranes to lift the 135-tonne Yankee cylinder into place. The Terex-Demag CC6800 lattice boom crawler crane required 16 trucks to get it to Alfeld and took two weeks to erect, and had to have its own foundations installed. The Terex-Demag CC6800 has a nominal lifting capacity of 1,370 USt.

See pages 111-117 for more on coatings and liners in this edition of L&L.

Daniel Strechay of APP, Igor O'Neil and Zulfahmi of Greenpeace, Danielle Jerschefske, Andrew Pate of Self Publishing.com

APP stands firms: zero deforestation

Once a Greenpeace adversary, Indonesia's Asia Pulp & Paper has made an impressive about turn in a move to drive sustainability in the paper packaging value chain. Danielle Jerschefske reports

Asia Pulp & Paper (APP) has operations across Indonesia and in China with an annual combined pulp, paper, packaging product and converting capacity of more than 19 million tons per year. APP's annual revenue is more than 8 billion USD, making it one of the largest pulp and paper suppliers in the world.

Its products are consumed in more than 120 countries. For years environmentalists and NGOs attacked the company for its lack of consideration when it came to harvesting natural resources and impacting communities to grow its business.

In the last two years, the company has embarked on a brave sustainability journey, sorting through complexity and controversy, and launching new processes and procedures to alleviate its footprint on the environment as much as possible. The value chain and the Indonesian government must recognize APP's progress and provide support wherever possible to keep the momentum moving in the right direction. It's important to keep in mind that, when there is demand, there will be supply.

APP operates two massive pulp and paper mills, with a third on the way, on the island of Sumatra in the vast archipelago of more than 17,000 islands that make up Indonesia. As much as 80 percent of the world's peatlands can be found within these borders.

Peatlands are wetland ecosystems found in bogs that accumulate plant material to form layers of peat soil up to 60 feet thick. They can store as much as 10 times more carbon dioxide (CO_2) than other ecosystems. According to UNEP (2002) peatland covers about three percent of the earth's land surface, yet stores between a fifth and a third of the total carbon contained in the terrestrial biosphere.

When drained or burned, the stored carbon is released rapidly into the atmosphere for up to 150 years. Since 1995, the province of Riau, nestled between North Sumatra and West Sumatra provinces facing Singapore to the East, has experienced rapid deforestation.

According to research conducted by AmeriCorps (NCCC) and United Nations Framework Convention on Climate Change (UNFCCC), the clearing and draining of peatlands is the key reason why Indonesia is the world's third largest GHG emitter. During this time, much of the deforestation was legal within Indonesian government standards, and while the state is beginning to realize the value of its raw materials, it currently does not have a strong policy to save the land and does little to tackle illegal activity. It grants businesses concession land where it is allowed to extract and harvest products.

The state granted APP and its suppliers 2.6 million hectares of land throughout 38 concessions in Indonesia. The company is charged with the responsibility to conserve the biodiversity and carbon stocks of the land, conserve and protect wildlife and manage conflicts with local peoples and migrating squatters – while also developing profitable plantations.

Conflict between locals and private or state security forces are common in Indonesia, particularly among industrial concessions. These conflicts can be a result of the government's failure to recognize community land claims, which could mean there are overlapping boundaries with traditional lands and both parties holding stake to the same turf.

To overcome these social challenges and address sustainable forestry in peatlands, APP introduced a Sustainability Roadmap for 2020 in 2012, followed quickly by a Forest Conservation Policy (FCP) that called for unprecedented, immediate zero deforestation for all of its suppliers. APP worked together with The Forest Trust (TFT), a consultancy that helps companies reduce the environmental impact of their operations, to develop the FCP and solicits advice from a range of NGOs, Deltares and Ata Marie for implementing key policy commitments.

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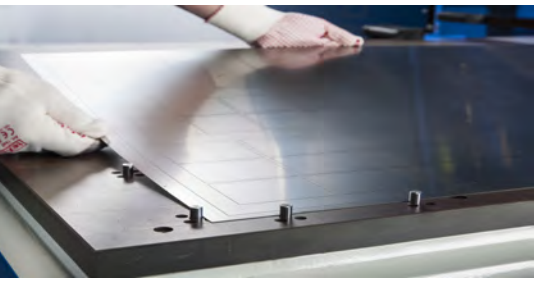
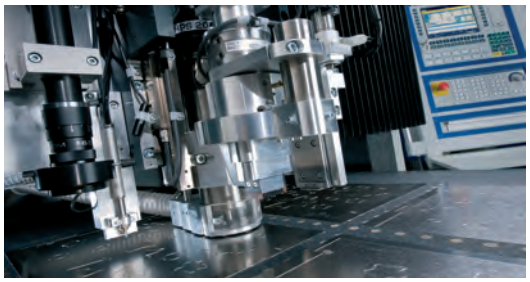


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How did a company the size of APP change its course?

Severe NGO pressure

Greenpeace is a non-governmental organization (NGO) that focuses on the well-being and proper management of our planet and its ecosystems. It is known for producing highly public campaigns to catch the eyes and hearts of consumers who have the ability to drive change with spending power.

The NGO launched its campaign against APP in 2009. Its main objective: end deforestation.

Zulfahmi is the forest campaign team leader for Greenpeace in Southeast Asia. He was born and grew-up in the province of Riau. His experience in working for NGOs goes back to 1995 when he started with a local group near his hometown. Zulfahmi brought his passion for responsible forestry tactics and zero deforestation strategies to Greenpeace in 2007.

In a face-to-face interview with *L&L* in Jakarta, Zulfahmi said, 'Greenpeace is not just about business; it is very much about the community. When I worked with local NGOs, I did not have enough power to make the changes that needed to be done. Greenpeace is typically quite effective in putting pressure on major companies, investors and other stakeholders in consumer countries who are the ones responsible for what's happening in Riau. From the beginning Greenpeace communicated clearly what it expected from APP.' An investigative report created by Greenpeace, How Sinar Mas is Pulping the Planet, released in July 2010 called for paper and pulp suppliers and the value chain to introduce a zero-deforestation policy; introduce a paper procurement policy; and publicly support an Indonesian government led ban on forest clearance and peatland.

Without any response from APP, the Greenpeace campaign increased activity and the group directed its attention to end users and consumers. On June 7, 2011, activists in California boldly climbed Mattel's headquarters, the largest children's toy manufacturer in the world and producer of the world famous Barbie doll, and dropped a sign that read 'Barbie, it's over. I don't date girls that are into deforestation'.

Greenpeace leaders stated that 'Barbie's dirty secret is that her packaging is made from the rain forests of Indonesia. Mattel has shown no due diligence. It buys paper without asking where it's coming from.'

Mattel launched its Sustainable Sourcing Principles in October 2011 to 'guide the company's procurement of paper and wood fiber used in its packaging and products'. One of the three fundamental steps within the principles is the avoidance of virgin fiber sourcing from controversial suppliers.

The massive pulp and paper supplier had lost millions of dollars in business over the course of the campaign. Brands retracted to avoid association with deforestation and the encroachment of endangered wildlife habitats. At one point, Staples had sourced about 9 percent of its total paper supply from APP. But as early as 2008, the office supplies company severed all contracts with the group, claiming that 'engagement was not possible anymore' and 'to remain a customer of APP would be at great peril to our brand'.

According to Aida Greenbury, managing director and chief of sustainability at APP, January 2012 was the turning point. She says, 'There was a loud call from so many stakeholders – Greenpeace and customers, internally from employees and shareholders. We knew we had to make changes – now.'

By June the company revealed its Sustainability Roadmap for 2020 and by the fall Greenpeace and APP started work on building trust and transparency in the agenda. Following numerous in-depth discussions about objectives and process development for improvements in deforestation, degradation of high carbon peatlands, wildlife habitat conservation and social conflicts with local communities, in January 2013 Greenpeace and APP made a

gentleman's agreement to collaborate.

Zulfahmi explains, 'We said to them, if you're serious then implement a Forest Conservation Policy.'

Forest Conservation Policy

APP launched its Forest Conservation Policy (FCP) on February 5, 2013. In the release statement, chairman of the APP Group Teguh Ganda Wijaya, said: 'APP is a world leader in the pulp and paper business, and we will act as leaders are expected to.'

Zulfahmi comments, 'We joined together to review the grievances put forward and figure out how to follow a due diligence process that will serve both business and the community. Greenpeace will continue to provide advice as APP continues on its journey and we keep building trust for the long term.

'Once APP shared the FCP commitment publicly we realized the challenges in constructively addressing the goals at hand. We have developed the tools and standards for evaluating the measurement of HCV and HCS forest together.'

The supplier's first policy commitment is to maintain natural forest in its concession areas. Immediately upon implementation of its FCP, all natural forest clearance was suspended – this means zero deforestation. Within this commitment it would allow suppliers to include natural wood that had been cut prior to the introduction of the policy until 2015. In June APP moved the deadline for accepting this natural forest wood at its Indonesian paper mills to August 31, 2013. From that point forward, the mills have only accepted fiber from the company's responsibly managed plantations.

Barbie, It's Over Greenpeace deforestation campaign banner hung on Mattel corporate headquarters in June 2011

Aida Greenbury says, 'We have zero tolerance to any conversion of natural forest. There is no reason to wait. It has to end now.'

High Conservation Value (HCV) and High Carbon Stock (HCS) assessments have been carried out on APP supplier concessions to identify areas for protection. HCV (High Conservation Value) areas are defined as natural habitats that have the presence of rare and or endemic species (confined to a specific geographic area), sacred sites such as burial grounds or resources that local residents rely on for their livelihood that are considered to be of critical importance.

HCS describes the stores of above-ground carbon and biodiversity found within natural forests and trees. This carbon is released and biodiversity is lost when the trees are felled and the area deforested. The amount of carbon stored within an area of land varies according to the type of vegetative cover.

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by APP is the first of its kind. Unlike commonly known paper certifications like FSC and PEFC, this strategy allows for the prevention of greenhouse gas emissions to be integrated with biodiversity conservation and will help conserve ecologically viable areas of natural forest.

The strategy must be fulfilled in conjunction with HCV assessments and with implementation of Free and Informed Prior Consent (FPIC). FPIC is the principle that a community has the right to give or withhold its consent to proposed projects that may affect the lands they customarily own, occupy or otherwise use.

Greenbury continues, 'Our landscape approach goes a few steps beyond FSC. Climate change issues are more important than just a certification. We are tackling climate change head on with the FCP, by defining zero deforestation and focusing on the ecosystems found in Indonesia.'

Thirty-two out of 38 concessions have completed HCV assessments. APP's initiative to establish this landscape approach is recognized by the Indonesian government.

APP is working to create the first Integrated Sustainable Forest Management Plans using the HCS landscape approach based on HCV assessment results. Still, the complexity of realizing its zero deforestation commitment remains a challenge. Illegal logging and encroachment continue to occur in natural forests in Southeast Asia and on APP's concession areas.

By June of 2014, APP had used the last of any natural wood timber or pulp in its mills. Now 100 percent of its capacity at its largest mill in Indonesia, Indah Kiat in Perawang, with an annual production capacity of 2.05 million tons of pulp and 1.44 million tons of paper, is sourced from its sustainably managed plantations. Prior to its zero deforestation commitment, the Indah Kiat mill would regularly receive deliveries from barges with around 3,000 tons of natural forest timber.

Zulfahmi says, 'The company continues to make genuine progress against meeting its policy commitments.'

Its second policy commitment is to support the government of Indonesia's low emission development goal. The company plans to realize this goal by maintaining HCV and HCS forests as well as by developing and implementing best management practices for peatlands. The initial phase of data collection is complete. APP enlisted the support of Deltares, an institute for applied research in the field of water, subsurface and infrastructure to move into the second phase. Significantly more accurate landscape level data needs to be collected in order to establish peatland forest management best practices.

Concessions, community and conflict

In its third policy commitment, APP vows to avoid and resolve social conflicts across its supply chain. Meeting forest preservation objectives while obliging with community development and educational needs is highly complex. Says Rolf Jensen, APP vice managing director, 'Many NGOs have simplified the issue by calling all local people indigenous, but many of the most impacting groups are not truly locals. There are many economic migrants looking to make money. Within our own concessions and across Indonesia there is vast criminal activity, logging illegally.'

This is one of the reasons why concession lands frequently have indigenous issues. Additionally, APP is mapping and delineating local land claims and small agricultural plots within areas granted as concessions to the company.

The supplier leads its local engagement using the principle of Free Prior informed Consent, the notion that a community has the right to give or withhold its consent to proposed projects that may affect the lands they customarily own, occupy or otherwise use.

Jensen adds, 'The main cause of deforestation is survival. We have to help communities to create plantations and be a supplier or to be a part of sharecropping. APP is willing to take the lead, in which case, we would need to get civil services and government to follow suit.'

Zulfahmi says, 'The FPIC tools must be used when engaging with indigenous people whose historical land is located inside of a concession area. There needs to be an educational process to explain to the community the importance of conservation.'

The majority of the concessions are peat, which is difficult soil for fruiting, whether for consumption or for palm oil sales. Fires are extremely volatile in peatland as well and are dangerous for anything inhabiting the area. These issues will be difficult to resolve in a short period of time, and in fact, APP and Greenpeace foresee community issues potentially worsening as the processes for the FCP continue.

Most recently in Jambi on the island of Sumatra there was a violent incident involving a villager and security guards contracted by Wirakarya Sakti (WKS), a plantation company and supplier to APP.

In a response statement, APP said, 'We condemn violence and we support Greenpeace's decision to focus its efforts on this issue. We are committed to putting all of our resources into working with the community, Greenpeace, Walhi and the police to ensure that justice is done.' As part of the FCP implementation, APP has developed a Conflict Resolution Procedure 'designed to give greater clarity to its suppliers' field staff on how to prioritize and implement the process'. It has also developed new KPIs for staff members with responsibility for following social conflict processes. The fourth policy commitment is to insure its sourcing of fiber meets sustainable management practice requirements. It has conducted compliance assessments for all of its suppliers and has a Supplier Evaluation & Risk Assessment procedure in place.

Progress and value chain engagement

The Rainforest Alliance completed an evaluation of the FCP and announced its findings on Feb 5, 2015, marking the two-year anniversary of policy implementation. The period covered February 2013 – August 2014. It reviewed progress of APP's FCP 4 core commitments and forest commitments.

The respected NGO commended APP for its strong stance against deforestation at the press conference. Still, while the progress report found the supplier to have established 'building blocks' for meeting its commitments, there is more work to be done.

Staples made the decision to re-engage with APP in early 2014 after it reviewed its sustainability commitments. Says Mark Buckley, vice president of environmental affairs of Staples, 'APP senior leadership clearly understands that a long-term commitment to more sustainable practices is essential for them to succeed as a business.'

Many end users were waiting to conduct business again until after the Rainforest Alliance progress evaluation results were shared, and it's anticipated that more will enlist since APP proved great diligence in tackling the complex issues of managing sustainable peatland forests in Indonesia.

In conclusion, if a company the size of Asia Pulp & Paper can change its course for the betterment of its business and the environment amidst the complicated process development and social engagement involved, then any business in the value chain can tackle sustainability issues, and remain profitable, too. What APP has achieved sets an example for other businesses to model.

The next issue of L&L will look at the science behind APP's plantation scheme to supply materials to its mills and the commitment to the reforestation of one million hectares of peatland; it will review the company's FCP Implementation Plan: 2015 and beyond; reveal details about the massive pulp and paper operations that deliver products around the world and discuss stakeholder engagement.

Sustainable Paper Supply in the Real World, published in Issue 1 2013: http://tiny.cc/pvycwx

Mattel creates sustainable sourcing principles in October 2011: http://tiny.cc/9wycwx

Sustainability Roadmap Vision 2020 Reports are available online: http://tiny.cc/vxycwx

Secure luxuries

With luxury markets forecast to grow by 50 percent to 2018, brand protection is becoming a serious issue. James Bevan, director of the Vandagraf consultancy and joint author of an authoritative new report, analyzes the opportunities for label and packaging converters

A whole spectrum of evolutions and changes are taking place across the luxury, beauty and apparel market sectors: strong market growth in a number of market segments; strong geographical shifts of demand; explosive growth of counterfeiting of luxury products; and strong technological developments in brand protection and product authentication.

Growth of global counterfeiting across all end user sectors is now accelerating to around 15.6 percent annually between 2013 and 2018 (up from 6.8 percent annually between 2008 and 2013) according to the International Chamber of Commerce (ICC). Best estimates put losses from counterfeiting and piracy (all end user sectors) at approaching 1 trillion USD in 2013.

But brand protection looks set to lose ground against runaway counterfeiting through to 2018 unless the industry wakes up. Brand owners need to be convinced and persuaded, despite the fact that the business case in already powerful and largely self-evident.

The scale and reach of the counterfeiting problem continues to grow dramatically due to two crucial forces:

- **China** – Today the number-one counterfeiter nation in the world, both for exports and for consumption within their own domestic market. Indeed, up to some 85 percent of all counterfeit branded products are thought to originate in China according to the International Anti-Counterfeiting Coalition (IACC)
- **The internet** – Huge growth of the internet as a tool for buying and selling almost anything worldwide, either by direct website / email contact or via on-line auction houses like eBay. Face to face transactions are not required and the anonymity that can be maintained suits counterfeiters well. Neither may products be inspected prior to delivery.

A curious characteristic in the world of counterfeit luxury and beauty products, unlike many other end user sectors, is that it's common for consumers to 'knowingly' purchase counterfeit branded products.

Since around 2010, there has been a spectacular increase in counterfeit luxury goods worldwide. In response brand owners have been becoming increasingly proactive in developing strategies and solutions.

Brand owner trends

A key characteristic of luxury, beauty and apparel brands is the degree to which brand owners continue to diversify beyond their respective traditional core businesses, crossing over between product categories in order to gain competitive advantage.

Such diversification by the brands potentially offers tremendous opportunities to extend sales of brand protection solutions across a broader product portfolio beyond a brand owner's traditional core product range. It also helps identify additional brand owners that could benefit from existing solutions and approaches.

Regional trends

Nine out of ten of the world's leading luxury brand owners are based in Western Europe, a region which has also traditionally been the heartland of the luxury goods market. But since the

2008 financial meltdown, European markets have continued to suffer. Asia Pacific has in recent years emerged as a major driver in demand for luxury goods.

The global market for personal luxury goods was growing at between 4-6 percent in 2013 and this is forecast to continue through to 2018. Asia Pacific will contribute over 70 percent of absolute growth seen by luxury accessories and nearly 50 percent of that seen by apparel through to 2018.

Recent estimates have shown that per capita spending on luxury in China is running at around 13 USD in 2013 as compared to 142 USD in Japan, 154 USD in the United States and 157 USD in Europe. So there is still a major potential upside in China for growth in luxury spending. China is forecast to become the largest single nation luxury market by around 2020.

Track, trace and authenticate

No serious investigation of brand protection and product authentication can be complete without an evaluation of track & trace – now generally expanded to 'Track, trace & authenticate'. This involves a wide range of technologies including RF, RFID, NFC and EAS. RF (radio frequency) devices already have an important presence in:

- **Apparel and footwear** – Inventory management and anti-theft
- **Luxury and beauty** – Primarily anti-theft

"Growth of global counterfeiting across all end user sectors is now accelerating to around 15.6 percent annually"

In addition, product authentication with RF is emerging as a viable proposition in some luxury markets.

Historically unit price has been an issue for RFID solutions. The impact is of course less critical for products with relatively high unit prices – and this is certainly the case for luxury, beauty and apparel product categories, which tend to be expensive.

'Multi-functionality' can be a key factor in building a business case for RF: for example, combining mobile marketing functions with product authentication and/or anti-theft. Next-generation printed electronics also offer interesting prospects with greatly reduced unit prices for devices.

To open the door to the limitless potential of mobile internet access, a ubiquitous (or near ubiquitous) mobile device was desperately needed. Ideally this device should be something that nearly everybody has already on their person nearly all of the time.

Enter the smartphone, which has seen explosive worldwide growth over the past few years. The importance and relevance of the new mobile world should not be underestimated.

Suddenly hundreds of millions of consumers have a device in their pockets at all times that can be used as a reader of codes contained in RF/NFC devices embedded in packaging – or alternatively 2D (QR) barcodes. Such codes can be used to authenticate branded products as well as other functions. Consumer-enabled product authentication with smartphones has great potential for the future.

Proprietary App-based authentication tools functioning in conjunction with barcodes, digital watermarks and material biometrics such as surface feature authentication will allow purchases to be authenticated in real time at the point of sale.

RF devices typically need to be integrated in to packaging or labels, and our study evaluates the 'form factor' carrier options for RF devices.

Security news in brief

NFC solution for wines and spirits

Advanced Track & Trace

Advanced Track & Trace has rolled out new NFC technology to protect wine and spirits' bottles using information exchanged between a bottle's NFC chip and an NFC-equipped smartphone.

The NFC smart technology incorporates an NFC chip within the bottle's cap – for an anti-refilling function – or on the bottle's label. A QR code is included for non-NFC smartphones. Advanced Track & Trace's Seal Vector is a copy-sensitive code, which allows brand managers to tell whether the bottle is an original or a copy. The final element is variable elements printing on the label, including identification number, guilloche and target. When brand protection personnel scan the NFC chip, they gain access to identification and traceability information. Capturing the Seal Vector gives them an instant 'genuine' or 'fake' response.

When consumers scan the NFC chip or the QR code with their smartphones, they can ascertain the bottle's origin by a comparison between the bottle's variable elements and those displayed on their screens, as well as access marketing features such as a mobile website. ATT has also developed, with British holography expert Andrews & Wykeham, HoloSeal, a code embedded into a low-priced hologram's design, providing high-level security. Invisible to the naked eye, HoloSeal is a scatter plot blended into a hologram, and readable via a smartphone equipped with a dedicated lens. The code, suitable for any customized hologram, bears production data and is copy-sensitive – making it possible to tell whether the product is authentic or questionable.

Tamper-evident labels

Acucote

Options for tamper-evident labels have typically included the standard silver and white facestocks with the term 'VOID' in a diagonal pattern. Acucote has now launched custom voiding facestocks, allowing converters to provide customized voiding text and PMS color matched facestock. Converters can even showcase shapes and logos as the void pattern.

Using a polyester base, this program is available 10" x 5,000' or by master width at 54" x 2,500' (or more). The 10" program has a minimal setup fee of $100, plus MSI cost, for custom text or graphics and Acucote's master roll program has a 650 USD setup fee plus MSI cost. Standard void items with custom colors are also available without a set-up fee.

Internet-linked security system
Kurz
Kurz has launched an integrated anti-counterfeit portfolio which now includes an internet-based authentication system. Security features include optical elements, a range of metallic surfaces, holographic designs and tactile structures. These can be combined with an internet-based communication system called Trustcode. Authentication labels, brand logos, signets, image elements or barcodes link to the Trustcode database via a smartphone app. The customer scans the image or code and can communicate with the brand in a wide variety of ways. The Trustcode database stores information on product movements, which can be accessed by brand owners, distributors and customs officials. It provides data that assists with identifying and tracing goods, and also offers an uninterrupted view of the supply chain.

"Since 2010, there has been a spectacular increase in counterfeit luxury goods worldwide. In response brand owners have been becoming increasingly proactive in developing strategies"

The smartphone revolution is being fuelled by a number of converging technologies that are leading the way to transformative change, as illustrated in the following figure:

Online protection

The main focus of our report is on offline crime in relation to counterfeit branded luxury products distributed through traditional channels, coupled with related approaches to brand protection. Online (internet related) brand protection is, however, an area that brands cannot afford to overlook.

Such a major brand protection challenge for brand owners can be seen as a major opportunity for brand protection solutions providers.

According to leading consultants Bain, online sales of counterfeits continue to grow faster than counterfeits sold through traditional channels, with an annual growth in 2013 approaching 30 percent. Nonetheless counterfeit brand products sold in the physical world still represent the lion's share of the problem.

Clearly the online threat has become very substantial and continues to grow rapidly, since luxury products are sold heavily

Anti-counterfeiting in China

Writes LL China editor Kevin Liu: The Gold Award-winning label at the Asia Label Awards adopted multiple layers of anti-counterfeit protection, including security markings and textures, a multicolor QR code with hidden variable data, anti-counterfeit nano-particles and a void image. The printing process combined letterpress and digital.

However, an upgrade in anti-counterfeiting capabilities necessitates higher costs. To encourage customers to accept the price increase, converters must focus on offering extended functionalities: the integration of anti-counterfeiting tools into packaging but also, for example, into logistics and the supply chain.

According to Du Zhenlin, president of the Shenzhen Trade Association for Anti-counterfeiting, a likely trend in the future will be the emergence of comprehensive solution suppliers who integrate design, anti-counterfeit capabilities and label and packaging production. In this way, anti-counterfeiting is present throughout the packaging process, so as to prevent counterfeiters from reusing discarded original packaging to house their fake products. Brand owners will be able to reduce costs and enhance their control over the supply chain.

Additionally, combining anti-counterfeiting and product marketing will facilitate interaction between brand owners and consumers. Guangzhou Meikei recently launched a label which includes randomized texture printing and a two-dimensional code linking to the website – www.ppk365.com – of a company specialized in authenticity checking. The label creates a platform which integrates authentication, consumer interaction and precision marketing: consumers access the website by scanning the code, and can compare the image on the website and the textured pattern on the label to check if the product is true or false. It also provided them access to brand information and a product video on the website.

According to Choy Wai Weng, GM of Guangzhou Meikei, the label met the key elements of anti-counterfeiting – difficult to falsify, easy to identify and long-term effectiveness. It provided value to customers.

Social media can offer further opportunities. A toothpaste package from Unilever combines a variable image anti-counterfeit feature with a two-dimensional code which consumers can scan on their smartphone via WeChat for an authenticity check, while also seeing product videos and further brand marketing initiatives.

Above: The Gold Award-winning label at the Asia Label Awards adopted multiple layers of anti-counterfeit protection

Below: An anti-counterfeit label on toothpaste from Unilever

India tackles counterfeit menace

Chander Shekhar Jeena, secretary of India's Authentication Solution Providers' Association

Chander Shekhar Jeena, secretary of India's Authentication Solution Providers' Association, focuses on emerging anti-counterfeiting trends in the country. Governments all over the world are defining laws to arrest the menace of counterfeiting. In India, ASPA members are providing sophisticated labeling solutions such as 2D-3D hologram, watermarks, tamper evident and customized products combining visual authentication and tracking technology to government departments and private sector. More than 17 state excise departments in India are using approximately 11 billion holographic tax stamp per annum to authenticate sealed IMFL and beer bottles sold in the states. These holographic tax stamps are integrated with 2D barcode and SMS verification technology enabling consumers to identify genuine bottles from fake. Consumer awareness is an important part of anti-counterfeiting strategy in developed economies. In India, most consumers are not aware of their rights as they do not take the receipt and do not check primary product details. However, a gradual change in the mindset of consumers is taking place as a result of the Indian government's efforts. It's 'Jaago Grahak Jaago' awareness campaign achieved reasonable success with urban consumers, but we still have a long way to go to develop the sense of responsibility among rural consumers.

Adopting authentication solutions is a win-win for all stakeholders. The brand owners and the authorities enjoy the revenues and tax respectively and the consumer gets access to the original product.

via the internet. Meanwhile a new era of unprecedented online brand related threats is developing, due to the proliferation of gTLDs – generic Top Level Domains – currently being rolled out, presenting a new and alarming prospect for brand owners.

Other factors include:

- The difficulty in enforcing IP rights abuses online and in apprehending perpetrators, all compounded by lax enforcement and relatively mild penalties
- The internet is considered to be a very low risk channel for counterfeiters and their partners to 'bring goods to market'.

In addition to looking at the rapidly growing problem of online (internet enabled) brand crime, our report looks at ways to combat the problem.

'Luxury Accessories, Beauty & Apparel: Anti-Counterfeit, Brand Protection & Product Authentication Markets, Opportunities & Synergies', written by James Bevan and Jeremy Plimmer, is now available from Vandagraf. Price: 4,200 EUR / 5,220 USD. There is a 10 percent discount for purchases through Labels & Labeling. Contact info@vandagraf-.com, www.vandagraf.com.

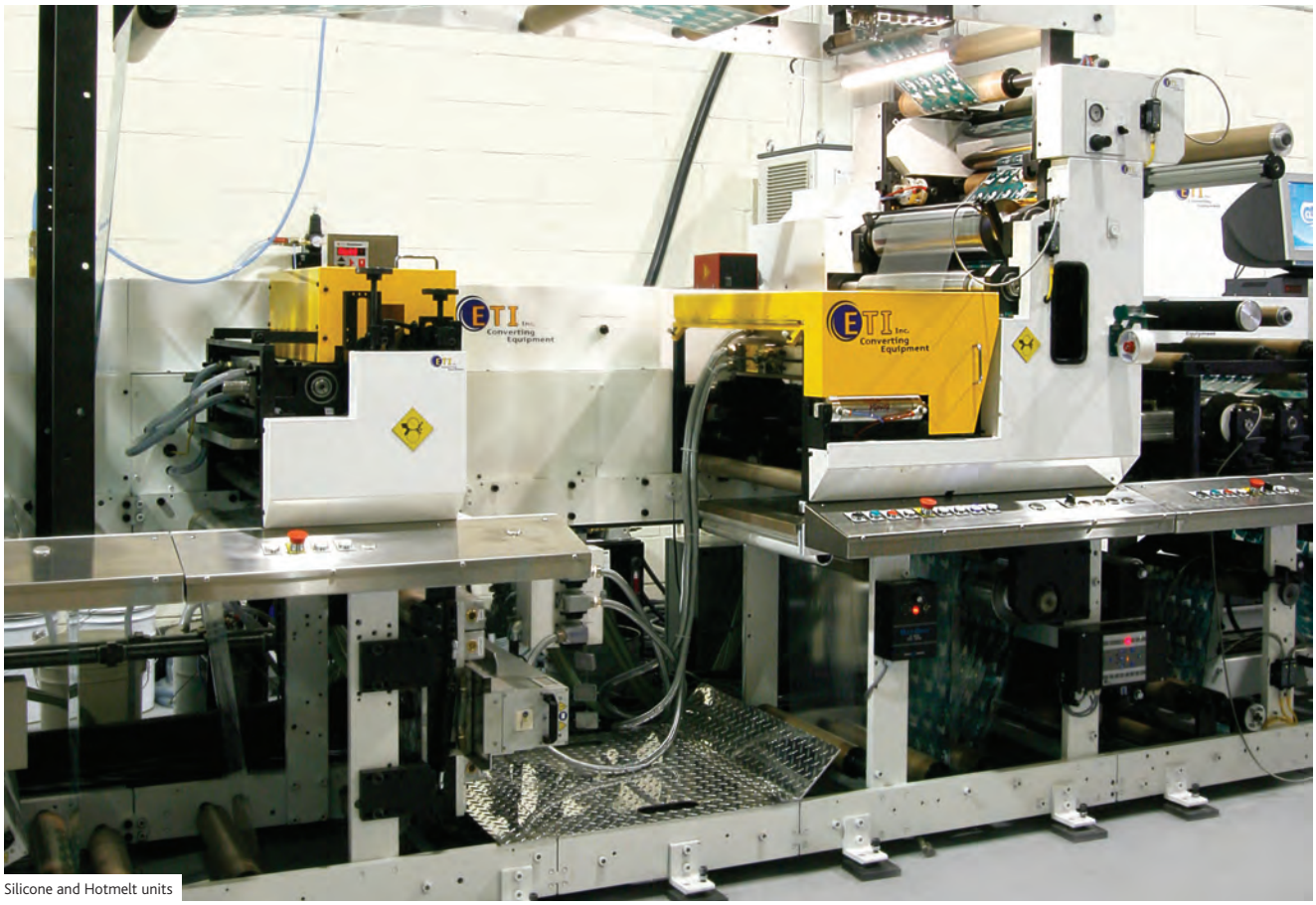
Serialization to guard EU pharma industry

Craig Stobie, head of Domino's global Life Sciences team, examines new EU regulations

The fight against the global threat of counterfeit and falsified medicines within the EU will be taken to a new level in 2018 when the Falsified Medicines Directive (FMD) must be enacted by each Member State. Products manufactured outside the EU but destined for the European supply chain will also be subject to the same legislation. Among the measures included to safeguard the supply chain will be obligatory identification and authenticity features on the outer packaging of medicines, including a tamper-evident seal and item-level serialization in the form of a unique, non-predictive number using a machine-readable code. This premise is not unique to the EU: In Asia, South America and the USA, governments are drafting or implementing legislation predicated on item-level serialization – ANVISA in Brazil, ANMAT in Argentina, MHW in South Korea, CFDA in China and the Drug Quality and Security Act in the USA.

Manufacturers now have less than three years to achieve compliance. The FMD was formally adopted in 2011, at which time there was a widespread view that the challenge of item-level serialization does not extend beyond the confines of the packaging hall. In fact, serialization is a major modal shift, in that data will be unique to each pack rather than to each batch, which has widespread implications beyond the installation of new equipment. Although item level serialization has been classified as a coding challenge, it is one that can only be addressed by a combination of hardware and software that acknowledges that each item will in fact have a digital counterpart in future and that the journey of the physical and digital assets through the supply chain must run in parallel throughout.

For coding and marking, this means that printers must be able to handle unique coding at speed, inks – where used – must be durable, and code quality must be sufficiently high to bear verification by machine vision systems without impacting overall equipment effectiveness. There are a number of coding technologies compatible with these objectives: at primary level for coding direct onto cartons thermal ink jet (TIJ) or laser is used.



Silicone and Hotmelt units

Go solventless, says ETI

Non-solvent coating technologies are at the core of ETI's Cohesio pressure-sensitive material converting system. Andy Thomas looks at the options

ETI Converting Equipment has specialized in developing coating stations on its Cohesio machine to manufacture complex laminate structures from a wide range of substrates. This process involves different types of solvent-less coating technologies. ETI's silicone application station relies on the use of free radical silicone curing. Free radical silicone offers the advantages of the use of a very compact coating unit. There is no post curing; the silicone that is coating is immediately ready for the subsequent coating of the adhesive and final lamination, which allows a lot of flexibility in the choice of substrates and a wide range of release values.

Solvent-based silicones require larger units to provide the heat needed to cure the silicone, raising the capital investment needed. The high temperature of the process also limits the type of material that can be used. Finally, there is post-curing involved.

Free radical silicone requires a state of the art coating unit in order to be properly cured. This curing relies mostly on the need for an inert atmosphere (oxygen free) and properly designed UV lamps. The oxygen level needs to be maintained at very low levels - under 50 ppm - in order to avoid the reaction of non-polymerized silicone mixing with the oxygen and preventing the silicone from curing. The latest ETI unit has been improved by optimizing the seal around the entrance of the chamber, allowing a reduced consumption of nitrogen.

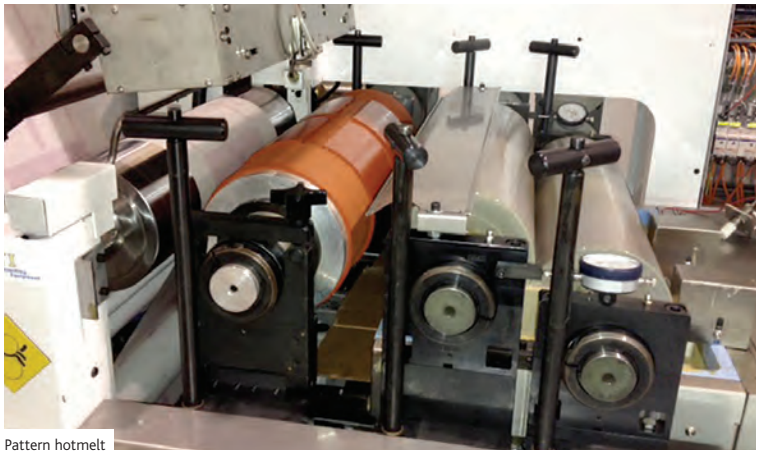
The free radical silicone needs a UV light with a strong element of UV-C rays. To keep the air in the nitrogen chamber tight, a quartz glass has been installed between the chamber and the UV system.

The silicone can be applied in a pattern if needed, reducing overall consumption. With the Cohesio, the liner can be printed before applying the coating. This unit allows for the production of linerless labels as well. In this application, the facestock is printed first, then coated with silicone and adhesive and rewound on itself.

Adhesive coating unit

The adhesive coating process is carried out directly after the silicone coating process.

UV cured hotmelt unit



Pattern hotmelt

Depending on end user requirements, hotmelt, UV-curable hotmelt or acrylic emulsion adhesives can be used.

■ Hotmelt adhesive coating unit

The ETI hotmelt adhesive station is designed to coat on any type of film including clear material for no label look applications and is suitable for any type of paper. The adhesive is heated and melted in the tank and pumped through hoses to the coating head. When subjected to heat, polymeric films can soften, lose strength or stretch. In order to prevent this, lamination is done straight after the adhesive application and carried out using cooling rolls that remove heat from the web.

To ensure a constant coat weight of adhesive, an in-line coat weight measurement system enables the coat weight to be adjusted up to ±0.5 gr/m2.

■ UV cured hotmelt coating unit

ETI also offers a coating and curing system designed for acrylic UV-curable pressure sensitive hotmelt adhesives. This type of adhesive combines the easy handling and coating properties of hotmelt adhesives with the clean removability and other advantages provided by the acrylics.

This adhesive is applied the same way as standard hotmelt, but is further cured with radiant energy. The radiant energy is controlled automatically in accordance with the coat weight of the adhesive and the speed of the machine.

■ Pattern coating for hotmelt adhesives

ETI has recently introduced a hotmelt pattern adhesive unit, designed for clean edge application of adhesive with different freeform patterns at a running speed of up to 500 ft/min. This is a very simple process that allows variable repeat from 16- 24in with automatic register and accurate pre- register to minimize waste. The coat weight can be controlled from 5 gsm to 70 gsm.

* Acrylic emulsion coating unit

ETI machines can also include an emulsion acrylic adhesive station.

Acrylic application

ETI founder Francois Bayzelon was earlier in his career the founder of narrow web press manufacturer Aquaflex. His son Maxime Bayzelon has followed him into the business and is now ETI president

News in Brief

Smith & McLaurin

Heraeus IR retrofit

Smith & McLaurin has increased efficiency on a label paper coating line by retrofitting a Heraeus Noblelight infrared system. An important part of the process is the application of silicone materials to the label strips. Provided with an adhesive, the silicone is attached to the rear of the label strips and then dried and cured.

Previously, this was done using a 20 year-old combined system of infrared and hot air oven. However, increased demand required higher production line speeds and the existing infrared oven was unable to manage this. Smith & McLaurin had already been successfully operating a carbon infrared system (CIR) at another line and retrofitted a Heraeus 192 kW CIR oven directly downstream of the existing hot-air oven. The CIR system comprises two modules with 96 kW each, which were installed above the line, each module equipped with 15 medium-wave carbon emitters arranged in 10 individually controllable zones. This allows the output to be increased from 0 kW to 192 kW in ten equal steps.

'The success of this second infrared installation further increases our confidence in the technology,' comments Iain McCourty, engineering manager at Smith & McLaurin's Renfrewshire site. 'The ability of the carbon medium wave system to provide heat instantaneously and uniformly through the applied coatings has ensured that we can now increase line speed. At the same time, the controllability of the system means that we are obtaining a much more reliable, and hence better quality, adhesive cure.'

Davis-Standard

Curtain slide coater

Davis-Standard launched at Labelexpo Americas 2014 a new curtain slide coater which applies a single layer coating at up to 2800 fpm with expansion capabilities up to two additional layers. The new five-roll silicone coater is capable of applying 100 percent silicone at 2400 fpm. This coater is constructed of stainless steel for ease of cleanup and includes a mist removal system. For cost-sensitive flexible packaging applications, Davis-Standard has introduced the dsX Flex-Pack extrusion coating line.

Rako

Digicon 3000

Edale has installed its first Digicon 3000, a B2 format digital label finishing system developed with ABG. The D3000 at Rako Group is mainly used for converting labels. Roger Gehrke, Rako Group's digital print manager, said: 'The array of options including laminating, foiling, vanishing and printing with different technologies – water, solvent and UV – brings a huge amount of value to our narrow web equipment.' Coating options on the D3000 include cold foil, cast & cure, water-based lamination, UV and solvent lamination.

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Finishing for effect

Barry Hunt examines some recent developments in off-press converting and finishing

ABG's automatic cutting system on a SRI with label gap sensor

The role of post-press finishing and converting has improved greatly in recent years, thanks largely to automated technology. It has brought new approaches to reducing set-up times, minimizing waste, and increasing throughput without sacrificing quality. Changing market demands have encouraged a move towards integrated systems that are flexible enough to handle high volumes of short-run jobs, as characterized by the growth of digital printing.

Consequently, post-press finishing is no longer a means to an end. Rather, it is increasingly seen as a source of new business opportunities. Typifying this view is Raymon Lee, managing director of Brotech, a Chinese manufacturer of finishing systems. At last year's Labelexpo South China conference he said: 'Label converters should see post-press equipment as an opportunity to transform themselves into packaging solutions providers. This might include adding RFID, QR code, or booklet-label functionality. And we are now moving into packaging solutions – tubes and flexible packaging as well as integrating labels with printed electronics. This is where label printers can make a big difference and differentiate themselves.'

The technical back-up comes from electronically-based systems, which accurately control the positional movement of unwinds and rewinds at faster speeds, while servo-assisted nip rollers pull the web smoothly through the machine under controlled tension. This is especially important in preventing web wander when running thin-gauge filmics and unsupported films. As on roll-fed presses, synchronized control also speeds-up changeovers between substrates and aids smooth acceleration and deceleration of webs.

By replacing traditional pneumatic clutches and mechanical brakes on slitter rewinders, operators no longer need to calculate the changing weight, mass and diameters of the unwind and rewind rolls to maintain correct tensions. This is now done automatically in real-time over both short and long web paths. Touch-screens assist faster set-ups and fault identification, while accessing electronic counting sensors, job data recording devices and on-line diagnostics.

Servo drives also affect the design of equipment. Rotoflex's redesigned DSI die-cutting slitter rewinder has a smaller footprint because its new servo technology requires smaller power cabinets compared with the former AC vector motors. Independent servo drives manage the unwind, die-cutter, matrix and rewinds, all controlled by Rotoflex's URC 2.0 system. In addition to higher quality slitting and die-cutting, there is a 30 percent increase in output speeds of up to 300m/min, compared with existing DSI models.

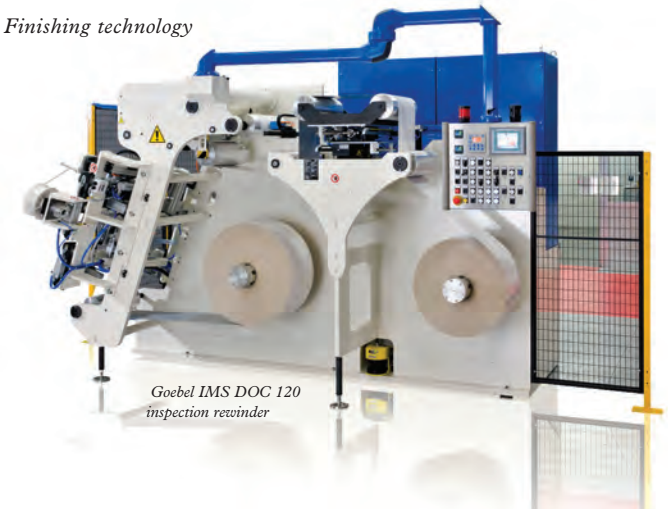
Greater versatility is another benefit. 'The updated design accommodates a variety of inspection systems, and the die-cutting unit can be disengaged for specific jobs, meaning it can be run as a slitter rewinder or as a die-cutter, accommodating more applications and job types. This means production managers can manage the job mix and optimize workflows,' says Kevin Gourlay.

"Label converters should see post-press equipment as an opportunity to transform themselves into packaging solutions providers"

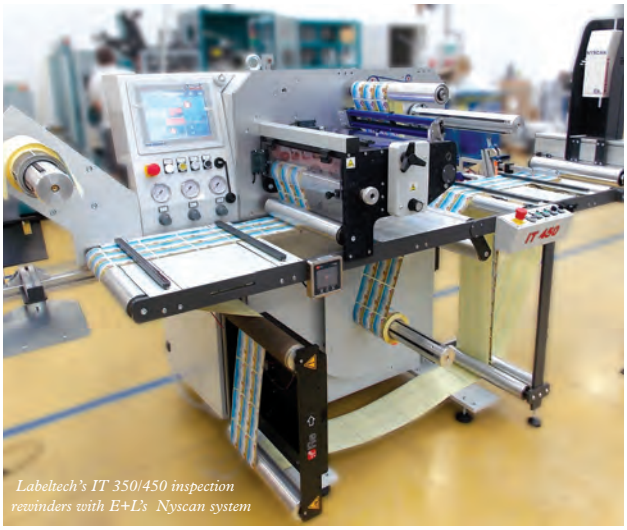
Multi-tasking brings a commensurate need for reducing set-up times, not least in the positioning of slitting knives. AB Graphic International has enhanced the original version of its Autoslit system with a label gap sensor, which is an option on its Omega SRI inspection slitter rewinder. 'Setting the slitting knives is one of the most

Bar Graphic's Elite Multiflex G2 inspection slitter rewinder

DPR's Scorpio Plus includes laser cutting



Goebel IMS DOC 120 inspection rewinder



Labeltech's IT 350/450 inspection rewinders with E+L's Nyscan system

time-consuming jobs carried out on a slitter rewinder,' says sales director Tony Bell. 'Now the operator simply presses a button, a scanner passes across the web identifying where the gaps are and automatically positions the slitting blades, saving hours of make-ready times each week on short run jobs.'

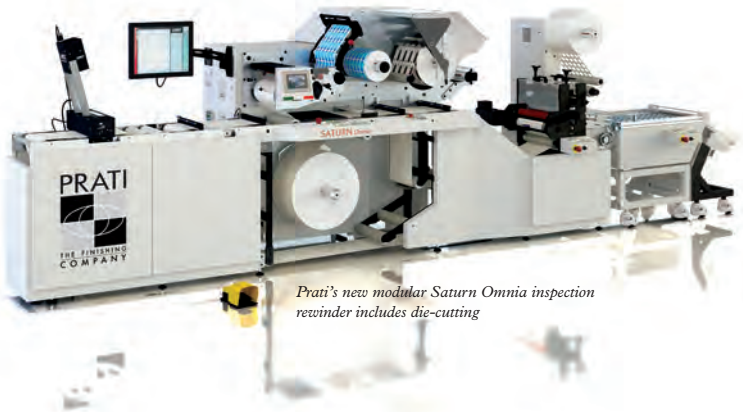
He adds that the SRI was specifically designed for high-speed inspection and slitter applications. It includes a FleyeVision 100 percent inspection camera imbedded into the controls. As both the camera and rewinder are manufactured in the same plant it offers seamless integration, which is particularly noticeable on set-up and waste removal.

In fact, the growth of camera-based vision systems is a noticeable feature of modern finishing systems. They range from basic sensor-based types to detect missing-labels and splices, up to while 100 percent inspection systems with high-resolution line-scan cameras. They detect print defects, missing labels, color changes, mis-register, filled barcodes and splices, while verifying OCR fonts and Braille dots. The computer-processed images are compared with a master image, often generated at the prepress stage using customer-approved PDF files.

Faults detected before slitting or other operations stop the machine under controlled deceleration. The web is reversed to place the fault on an adjustable splice table. A web buffer feeds fault-free products for splicing by the operator. A slitter rewinder with a bi-directional action allows re-inspection of the fault to ensure the entire web is fault free.

The pros and cons of post-press web inspection versus on-line inspection on the press is an endless source of debate. On-line inspection will identify faults in real time and thereby reduce waste at source to avoid reprints. Operators can flag-up borderline faults on an electronic roll map for off-line analysis, with the option of identifying relevant or less relevant defects within a more predictable and therefore more productive set-up. A growing number of QC-conscious converters serving specialized markets will often equip their presses with full web inspection, and additionally use

Grafotronic's Digital Converting Line with a servo-driven buffer and semi-turret



Prati's new modular Saturn Omnia inspection rewinder includes die-cutting

one or more inspection rewinders to serve multiple presses.

Inspection rewinders

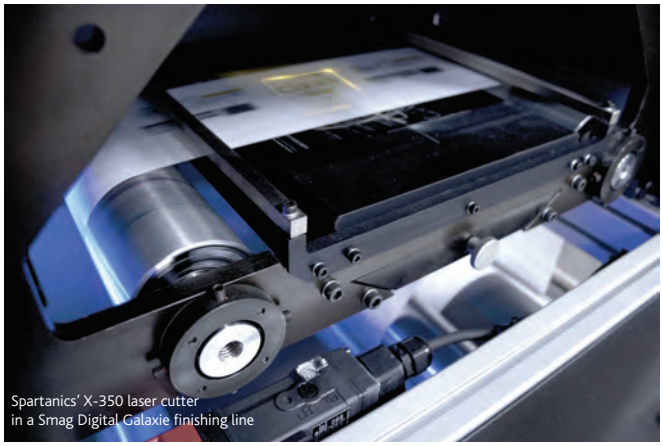
Bar Graphic Machinery's latest servo-driven Elite Multiflex G2 inspection slitter rewinder uses a so-called intelligent tension control system to produce accurate rewind profiles with even the most difficult substrates. The machine handles a wide range of unsupported and supported films, foils, papers and board from 11 microns and upwards at speeds up to 300m/min. The modular Multiflex G2 can incorporate various types of OEM inspection systems, including those fitted later as retro-fits.

De Rossi Vittoriano on-line slitter rewinders produce full cuts, half cuts for tear-openings and pre-cuts for any machine up to 1,000mm wide. Cutting the web's siliconized surface is said to result in a stronger residual web, so reducing web breaks and allowing higher machine speeds. Automated slitting covers paper, siliconized paper and filmic substrates.

Goebel IMS's DOC 140, DOC 180 and DOC 200 inspection rewinders have two side frames and a shaftless grip system to control the unwind and rewind rolls. The smaller DOC 100 and DOC 120 have a single frame with cantilevered shafts. Additional intermediate pull-and-brake units can handle difficult paper or film materials. Besides editing print faults, the rewinders straighten telescoped rolls, trim finished rolls for size changes, or join two or more short rolls.

DOC rewinders allow reversed winding to reduce the total time for unwinding, editing and rewinding. Inspection devices and splice tables are tailored to meet specific applications. All models may also be completed with servo-driven loading/unloading features for the rolls to be inspected, as well as for those already inspected.

Karlville's new mid-web KSI 1000 inspection rewinder joins the KSI ProLabel and KSI ProCombi machines with web widths up to 650 mm. Following inspection the 1,000mm wide web travels overhead in a multi-loop section to accumulate enough web length to stop the machine before detected faults reach a second splice table. After their removal, the web travels



Spartanics' X-350 laser cutter in a Smag Digital Galaxie finishing line

Grafisk Maskinfabrik's new Mini V2 compact finishing line

vertically down through a steering system for final web alignment for slitting and rewinding. A tangential web path allows bottom knife positioning without spacers. Individual top knife holders, mechanically or pneumatically-operated, are effortlessly placed and locked. The KSI 1000's programmable logic controller and touch screen interface correspond with a smart controller that permits accurate label counting, multi-lane missing label detection, tag detection, and matrix waste calculations.

Labeltech's IT 350/450 slitter rewinders are now available with Erhardt+Leimer's camera-based vision products, from the Elcam matrix and missing label inspectors to the Nyscan 100 percent web inspection system. A distinguishing feature is its ability to detect white-printed text on a transparent label placed on a white siliconized substrate. It also uses the patented TubeLight LED illumination which allows customers to inspect difficult materials like hot and cold foil, embossing, metalized and reflective material or holograms without showing 'pseudo' defects.

Prati's new modular Saturn Omnia inspection slitter rewinder includes die-cutting for processing blank labels and pre-printed webs. The multi-finishing line converts self-adhesive paper and filmic labels, flexible packaging, tube laminates and in-mold labels. It can run with Prati's FastCut automatic slitting knife technology, said to give high positioning accuracy with tighter slit-width tolerances, and reduced wastage.

The bi-directional Saturn Bidi for pharmaceutical and similar demanding label applications uses forward/reverse procedures to correct web faults and errors, followed by re-inspection prior to slitting so delivering fault-free label rolls. The Saturn Booklet from Prati produces extended text and booklet-labels for use in several market sectors, notably for pharmaceutical, agrochemical, food and promotional applications. The Starplus non-stop glue-less rewinder is designed for high productivity applications, such as blank labels, and runs in-line with any printing press or converting line.

"As in single-pass inkjet technology, more finishing lines now include laser cutting modules to handle high volumes of short-run jobs with short lead times"

Grafotronic's 380Pharma is another bi-directional inspection machine, which combines 100 percent re-inspection with inkjet numbering and various slitting systems. The modular machine uses a linear servo buffer to facilitate re-inspection, The web path design of the company's upgraded HI 100 percent inspection machine allows a top speed of 300m/min for labels and mono film materials. The new servo-driven Doctor 280 reverse inspection machine inspects single-web, wrap-around labels and sleeves.

The digital influence

One of the leading suppliers of converting and finishing lines is AB Graphic International, with an installed base of nearly 1,000 Digicon finishing lines. The latest edition is the Digicon Series 3, which now includes a flat-bed, hot-foil unit with matrix foil saver and UV curing. The independently-operated modules also include a newly-designed flat-bed screen unit with a faster stop-go web movement. It additionally applies relief images using a specially-formulated varnish, which also produces Braille images. A flexo unit applies flood and spot varnishing. Together they extend a digital printers' range of decorative effects, such as those commonly employed for wine and cosmetics labels.

ALS Engineering supplies various types of modular finishing and converting modules for running in-line with HP Indigo, Xeikon and high-end, single-pass inkjet presses. Customized roll-to-roll or roll-to-sheet lines can include UV flexo varnishing units, UV, IR and hot air dryers, laminating units, slitters, stacking units, rotary die-cutting, laser cutting, and hot-foil stamping.

Grafisk Maskinfabrik's new Mini V2 is its second-generation of compact finishing lines. It features cold foiling, super gloss and cast-and-cure capabilities. It has a maximum repeat of 22 inches and a large 700mm diameter unwind. Claimed as the most compact finisher of its type, the Mini V2 can run in-line with HP Indigo's 4000 or 6000 series presses. The two meters of frame space can meet medium-level label converting needs with flexo varnish, lamination, foiling, semi-rotary die-cutting

Redesigned servo-driven Rotoflex DSI with a smaller footprint and faster speeds

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and dual rewind slitting.

Grafotronic claims non-stop finishing for its new modular Digital Converting Line. A servo-driven buffer and a semi-turret device runs with the company's Autocut slitter. Operators only need to prepare the cores and the turret will turn, cut and achieve speeds up to 45m/min in a semi-rotary mode. A full rotary mode is also possible. The entry-level 380CF version offers semi-rotary die-cutting and slitting with flexo overprinting and cold foiling as options.

As in single-pass inkjet technology, more finishing lines now include laser cutting modules to handle high volumes of short-run jobs with short lead times. Recently Spartanics teamed up with Smag Graphique to integrate its X-350 laser cutters in Digital Galaxie converting lines. The laser cutter complements Smag's E-Cut rotary or semi-rotary die-cutting system, waste matrix removal, slitting, a flexo station, flatbed embossing, screen printing and hot/cold foil stamping. The X-350 uses a 200W or 400W watt, single-source laser cutter with a 350mm wide and infinite length cutting area. The average running speed of over 40m/min maintains the average line speed of both the E-Cut module and Digital Galaxie.

DPR offers laser cutting on its Scorpio Plus slitter rewinder, along with matrix removal and lamination. The cutter management tool, powered by I-Mark software, works with a camera as part of an integrated optical black-mark registration system. Other products include the Matrix Remover and Slitter for processing pre-die-cut rolls and producing single-slit rolls rewound onto a 76mm core holder to a maximum width of 217mm. Both operations can be handled separately. DPR's bench-top Label Slitter produces single slit rolls rewound onto a 76mm core holder. It runs in-line with thermal transfer printers for roll widths up to 217mm. Maximum outside roll diameter 248mm.

"Martin Automatic recently enhanced its slitter system to offer lateral adjustment of the slitter and anvil assembly for quicker set-up, fine-tuning and change-over between jobs"

Turret rewinders run in-line to narrow-web presses for non-stop slitting and rewinding at full press speeds. Using standard rotary scissor slitting units, the machines create successive rolls of labels on multiple spindles. Although identified with short-run, thermal price/weigh labels, usage has become mainstream with longer runs of medium-sized rolls, often for specialized and time-pressure jobs.

ABG's ECTR Servo model in the Vectra range offers open loop tension control for faster changeovers, while a glueless start system allows clean breakaway of labels from the core. The company offers a compact unwinder and slitter module to run Vectra models offline, perhaps with web inspection to pick up faults flagged up on the press.

KTI currently offers five different turret rewinders to fit specific applications and press running speeds. Under its new ownership, a new range is being developed with a European debut scheduled for Labelexpo Europe. The mainstay KR Series is available in web widths up to 20 inches (508mm), roll diameters up to 18 inches (457mm) and speeds up to 750f/min (228m/min). Features include automatic transfers to new core at linear count; automatic speed matched transfers at process line speed; servo-driven spindles; taper or linear winding tension; a programmable logic control system; and touch screen control with multiple job data storage. A tension control dancer allows the winding of difficult or delicate webs, particularly those with perforations. The dancer also provides closed loop control with a buffer to maintain tension throughout the roll, at the time of transfer, and during rapid press starts and stops without bagging and bursting webs.

Martin Automatic's in-line automatic transfer rewinders vary in width from 150mm to over 2m wide. The two-spindle LRD model is aimed at label converters for continuous roll-to-roll production with Martin's automatic splicing unwind. Martin recently enhanced its slitter system to offer lateral adjustment of the slitter and anvil assembly for quicker set-up, fine-tuning and change-over between jobs. The rewinder can be interfaced with an on-press inspection system. Typically this means the LRD sends a signal to place a label or flag on the web. Upon an automatic roll transfer at the rewinder, the label adheres to the outer wrap of the finished roll, allowing scanning in an offline operation for information and identifying label defects.

ALS Engineering finishing line with UV varnish module

PowerForward's PowerBooklet attaches booklets, foldout coupons and similar items onto label webs while running at press speeds. It comes in various widths up to 330mm for single to four-up operation. Also supplied is the PowerStick applicator for applying most types of pressure-sensitive paper or filmic products, such as re-sealable closures, repositionable labels, RFID tags, and booklet labels, onto print or packaged products while still in a continuous format. Multiple units of three models can apply several items in different locations in the same run. Depending on web speed, it applies up to 96,000 pieces/hr at an accuracy of +/- 1.5mm to a maximum size of 130mm x 100mm.

Longford International's OS700X places booklet labels onto a web whether integrated inline on press or as part of an offline finishing system to create booklet and extended text labels. They are applied onto the web at speeds up to 35,000 pieces/hr with a placement tolerance of +/- 0.5mm.

Aimed at shrink sleeve producers, the Stanford Seammachine Jr from Accraply handles lay-flat widths of from 50mm to 200mm with a web speed up to 300m/min. The semi-automatic adjustable table includes an electronic readout and pin-assist for an adjustable shoe position. A short web path reduces start-up waste.

A lay-flat quality check system provides on-machine printed reports for each roll.

For shrink sleeve producers Accraply offers the Stanford Seammachine Jr

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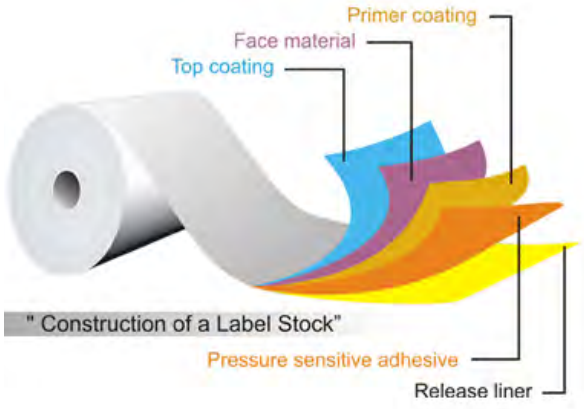

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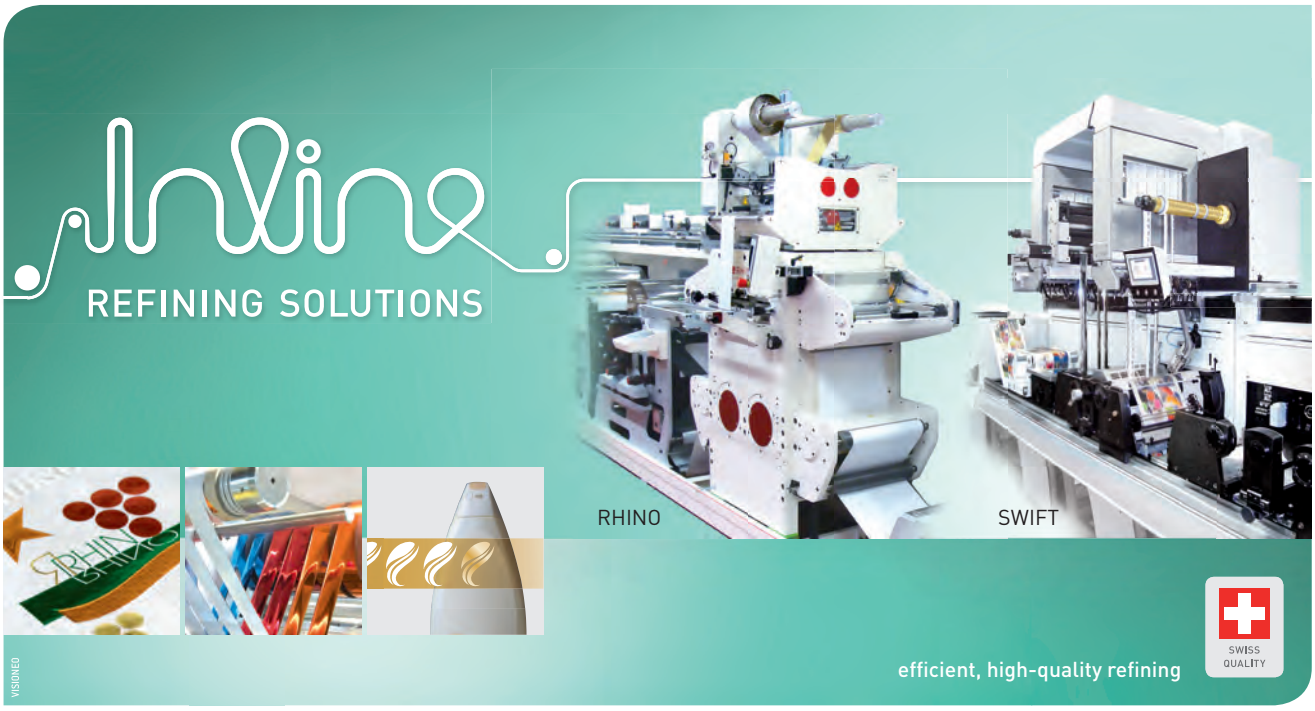

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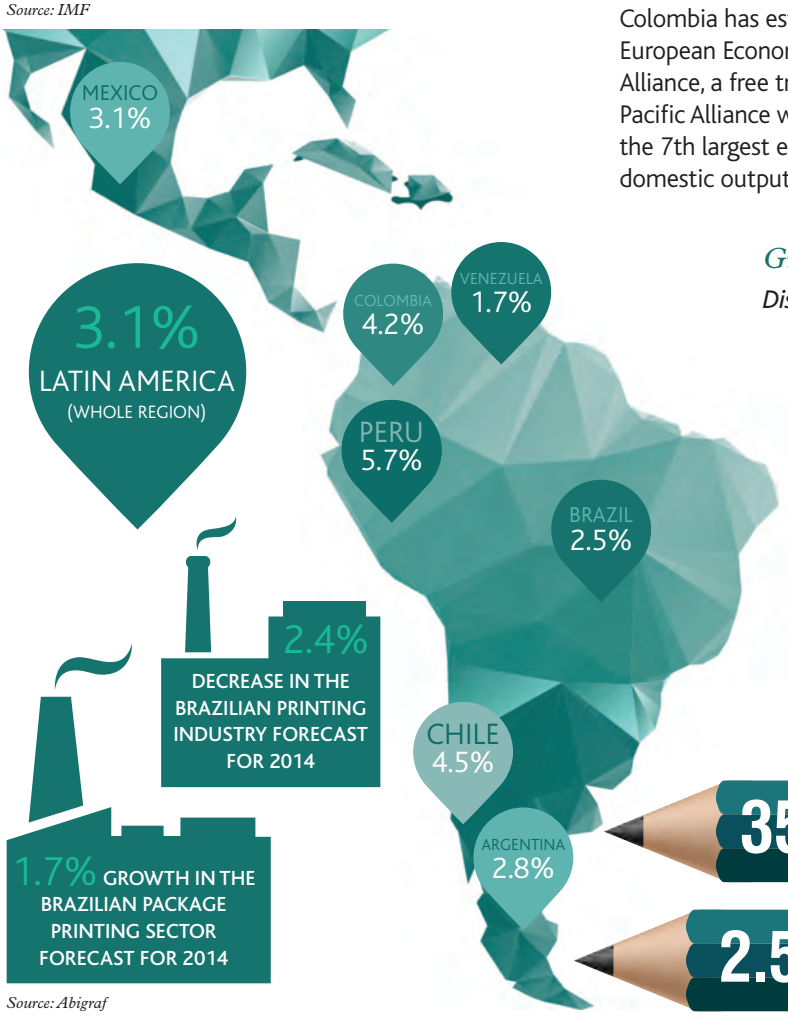


Source: Abigraf

Colombia trade agreements

Colombia has established free trade agreements with the US and the European Economic Community. Colombia has also joined the Pacific Alliance, a free trade agreement with Chile, Peru and Mexico. The Pacific Alliance when combined represents the 8th largest economy, the 7th largest exporter worldwide and 36% of the total gross domestic output in Latin America.

Graphic arts industry in Colombia

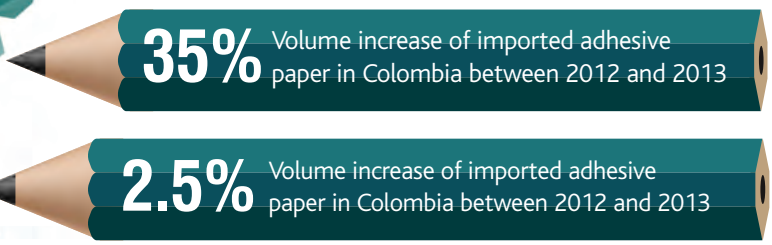
Distribution by production segment:

- **41%** Commercial advertising
- **33%** Packaging and labels
- **16%** Newspaper printing
- **10%** Editorial printing

Product and service:

70% of sales come from printed products; **13%** from pre-media services; **10%** from post-press services.

79% of companies outsource at least one process



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Above: Chip Tonkin from Clemson University, Lior Lewinz with HP, *L&L's* Danielle Jerschefske, HP's Monty Faulker and Julia and Ed Wiegand

Below: Raul Matos from Karlville, Ashley and Rob Daniels of Quality Tape & Label

EFI Connect

Left: Frank Tueckmantel and Guy Gecht of EFI at the company's Connect users conference

Above: David Taylor with EFI and Gary Cooper of Dot-It Labels at EFI Connect

2015 Flexible & Printed Electronics Conference
Monterrey, California

Above: Part of FlexTech Alliance board of directors: Jennifer Ernst (Thinfilm), incoming chair of FlexTech, Mike McCreary (E Ink); Malcolm Thompson (chief technology adivsor to FlexTech); Keith Rollins (DTF); Maria and John Batey (INVIS Technologies)

2015 Flexible & Printed Electronics Conference
Monterrey, California

Above: Professor Colleen Twomey, Dr Malcolm Keif and Dr Xiaoying Rong of California Polytechnic Institute celebrating a win

TLMI Converter Meeting 2015
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Above: Kevin Hayes and Deb Fernau of Outlook Group and Scott May of Inland

Below: Trevor Steinhauser from Steinhauser and Christopher Che of Hooven-Dayton Corporation

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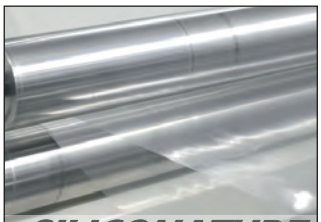

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Multi-Functional Full Rotary/Intermittent Offset Printing Machine

- Using anilox inking system, short ink path, good color management, and high printing quality
- Best job management, for repeat printing job, it always keep same quality
- Clear printing dot, high resolution
- Lower plate making cost, it fits for small-volume, large-variety production
- Shorter ready-time, to save the material and ink

PW-460-R7C

7-Color Full Rotary Letterpress

- Suitable for production of In-Mold Label(IML), 2-Layer Label, Tube Laminates, and Special Label
- Equipped with wet lamination device, it helps the labels to fit food-grade package standard
- AVT automatic inking system, it provides easy operation, and good color balancing.

LDW-360S2R

Laser Die Cutting Machine

- Special designed for fitting digital printing, it save large cost on cutting die, good for small-volume, large-variety production

IDW-360

High Speed Full Rotary/Intermittent Die Cutting Machine

- It could run both intermittent and full rotary job.
- It could do the 2nd pass job for die cutting after digital printing, it save large cost on cutting die, good for small-volume, large-variety production

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Our dedicated experts are close to you, ready to share their end-use-specific and label material knowhow. They help you find the perfect solution for your labelling challenges and create totally new business opportunities.

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ESON
FLEXIBLE DIES

INNOVATION

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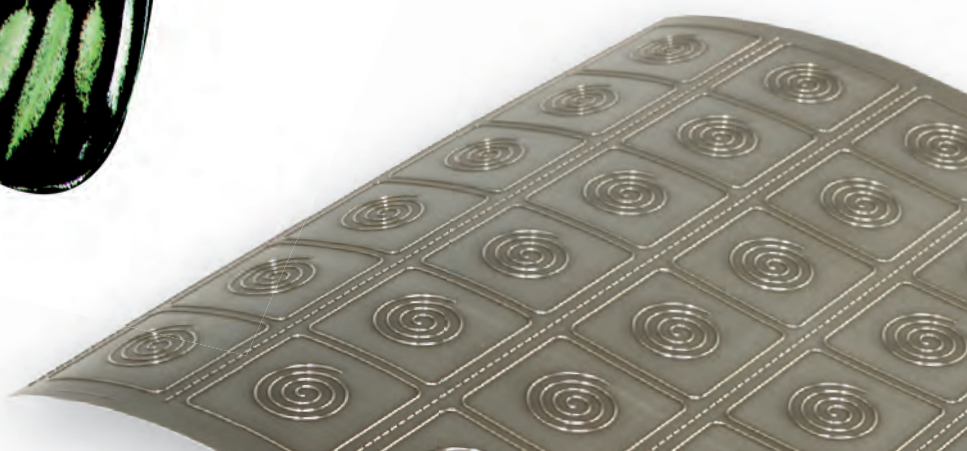

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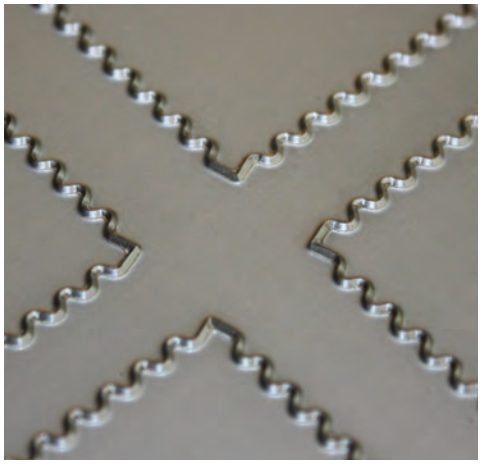
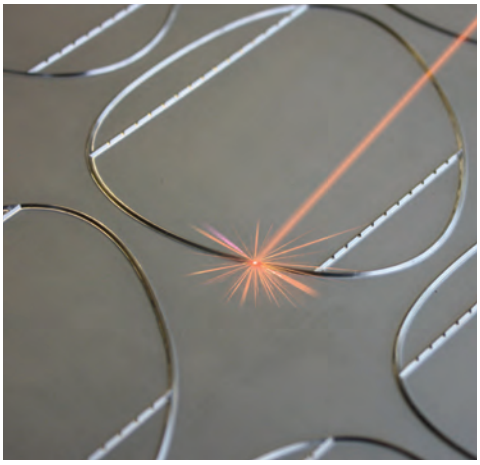
ESON
FLEXIBLE DIES

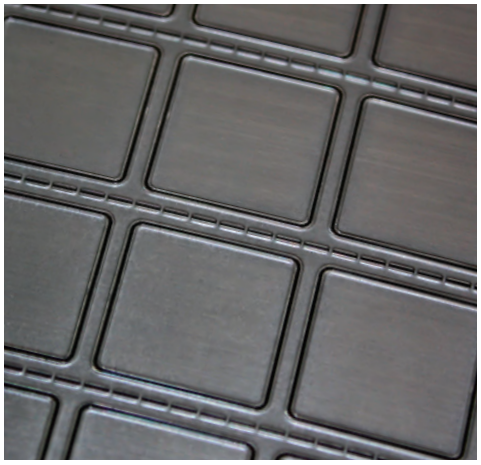
STANDARD



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.

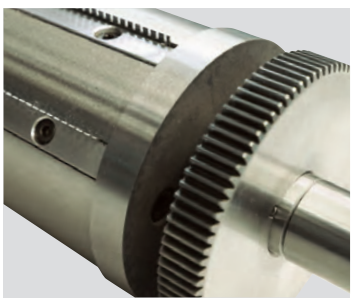
DLC

Standard or laser-hardened flexible die with a very hard and non-stick coating DLC, ideal for the separation of inks and adhesives, combined with a very long life.
Micro-hardness of cutting edges: 1500-2500HV. Friction coefficient: 0,02-0,10.

MAGNETIC CYLINDER

PRINTING CYLINDER

SHEETER CYLINDER



GEAR

Label die-cutting is a complex challenge.

How to achieve maximum control

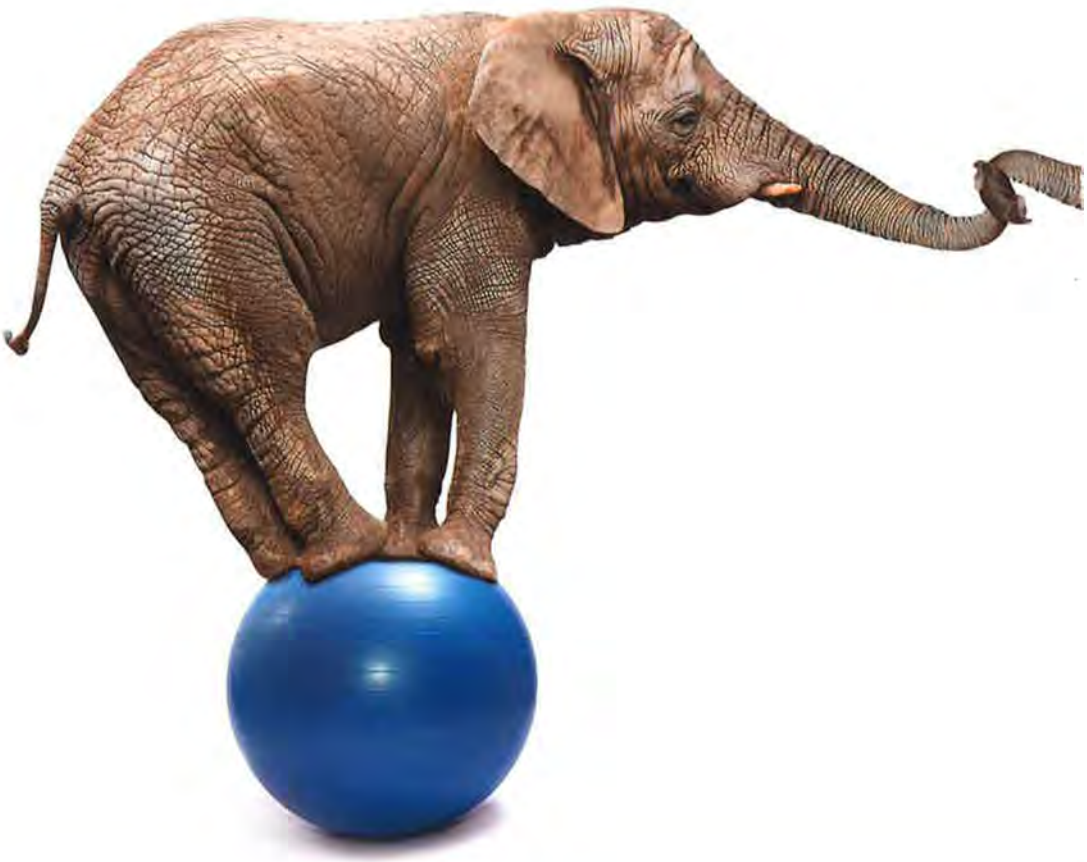
www.wink.de/gapcontrol

wink®

You cut, we care.

GapControl®

ADJUSTABLE ANVIL ROLLER



Strong. Flexible. AdjuSTABLE.

The wide range of materials and ever thinner liners make special demands on all die-cutting components. With our adjustable anvil roller GapControl®, you can adapt the cylinder gap perfectly to your needs.
The system is very easy to handle and permits highly precise gap adjustment on both sides. Thanks to its particularly stable construction, the GapControl® guarantees smooth runs and even makes cutting through possible without any problems.

Learn more about maximum die-cutting control:

www.wink.de/gapcontrol

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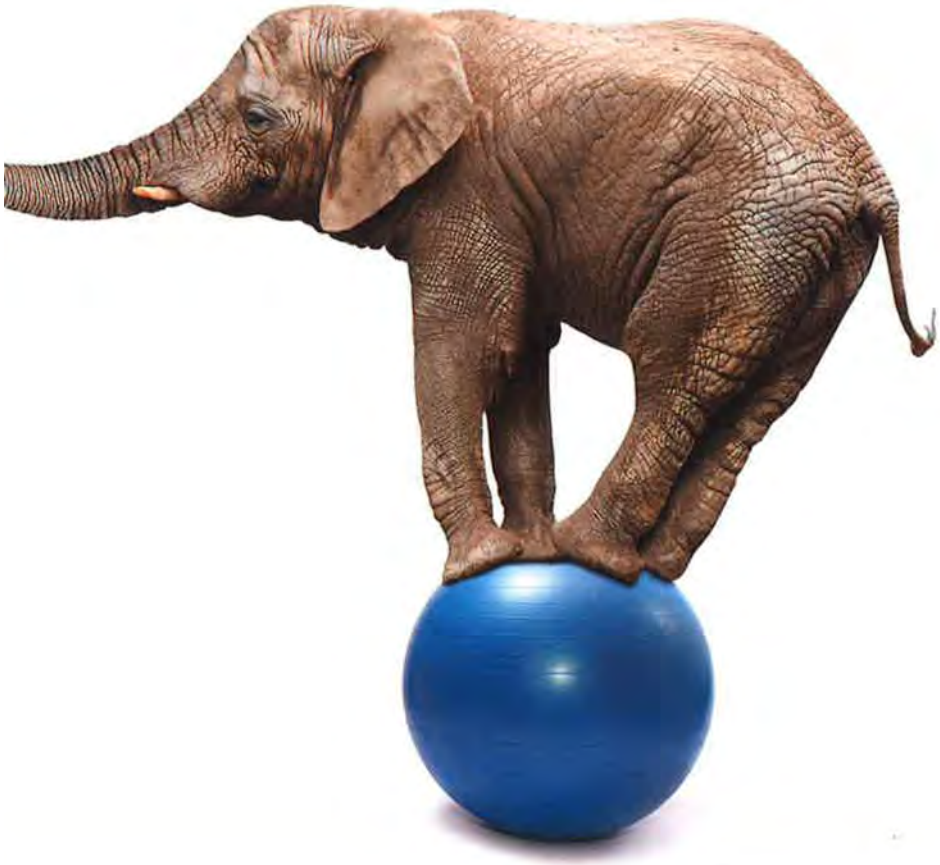
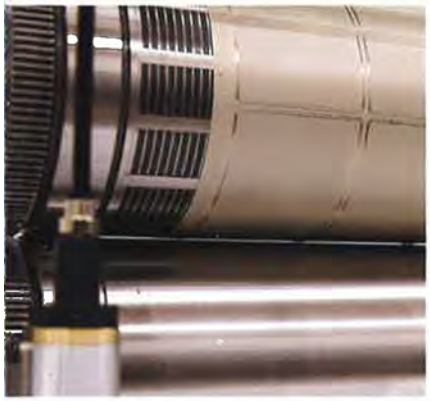
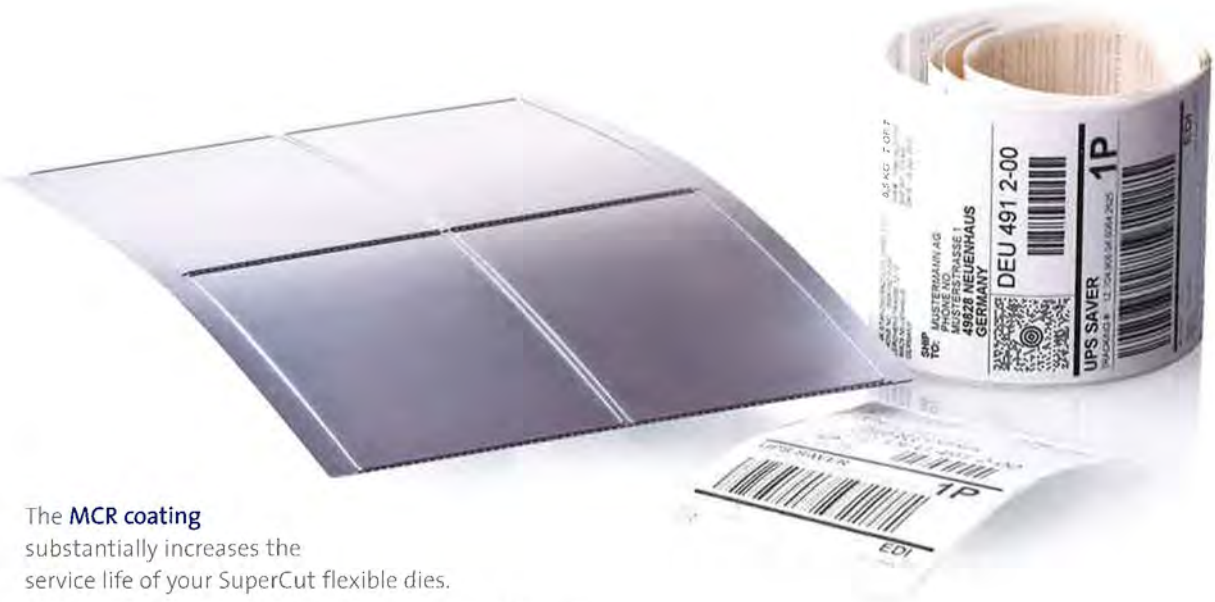




WINK GAPCONTROL® BY ROTOTECHNIX

wink®
You cut, we care.

MCR
Micro Chrome

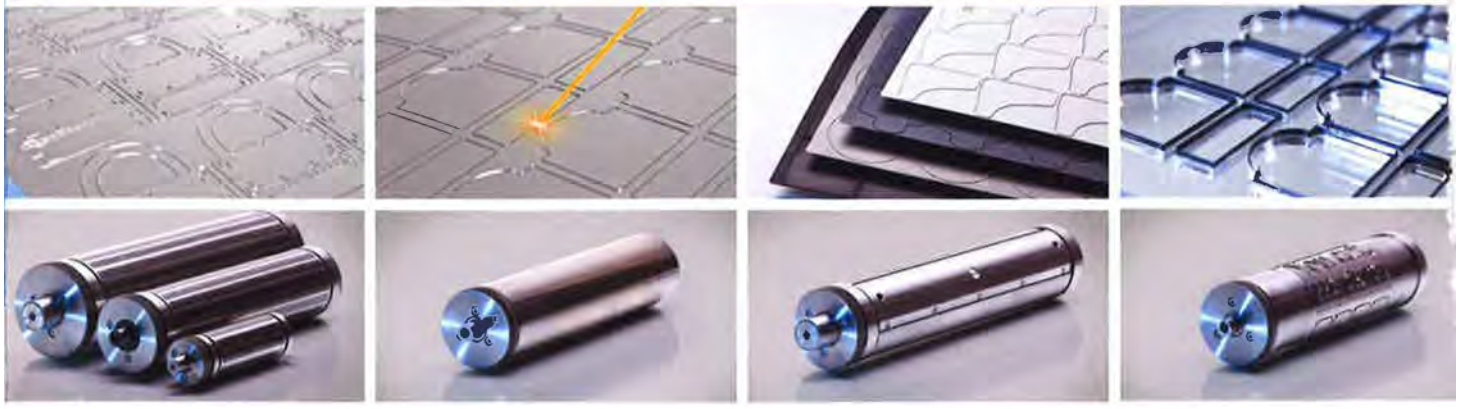


The **MCR coating**
substantially increases the
service life of your SuperCut flexible dies.

Particularly in the processing of very abrasive (thermal) materials, MCR is the optimum solution for long runs.

Precision cutting tools with excellent service

By using the most modern CNC technology and only premium grade materials, Wink produces first class die-cutting tools to individual customer specifications. Furthermore, we offer you outstanding services, including the measurement of your cylinders and training programmes for your printers.
If you would like to learn more about our products and services, just give us a call or visit us online at **www.wink.de**



wink®
You cut, we care.

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