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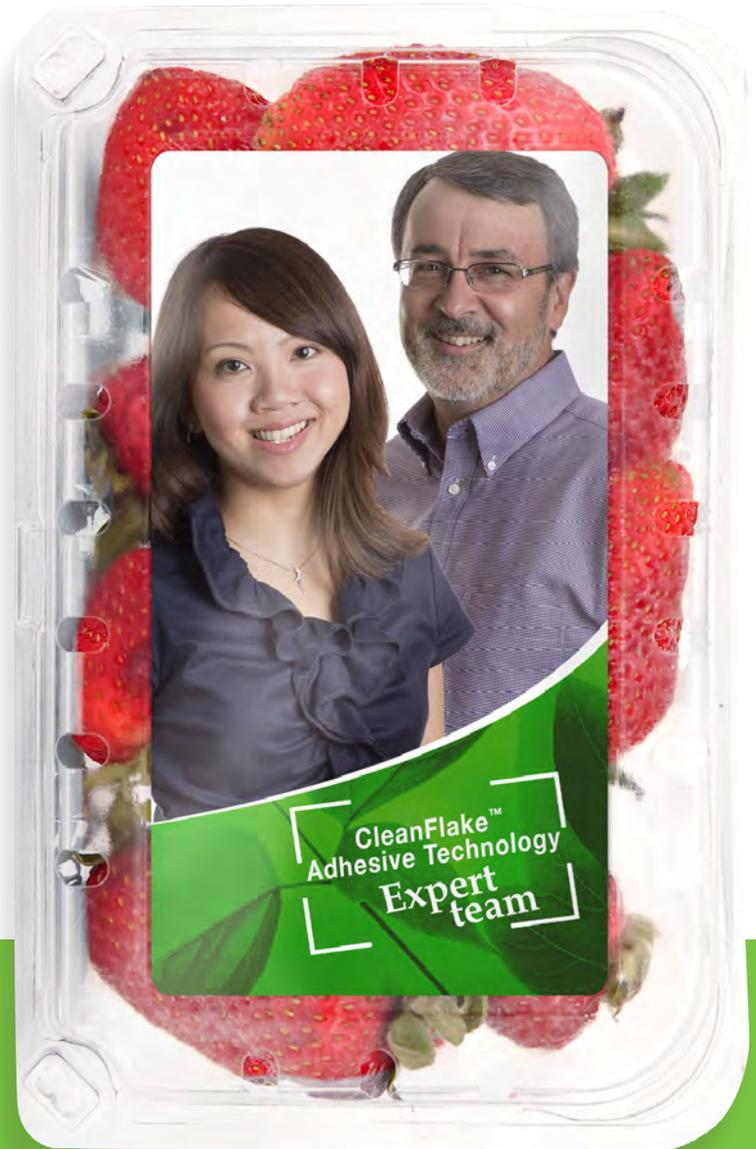
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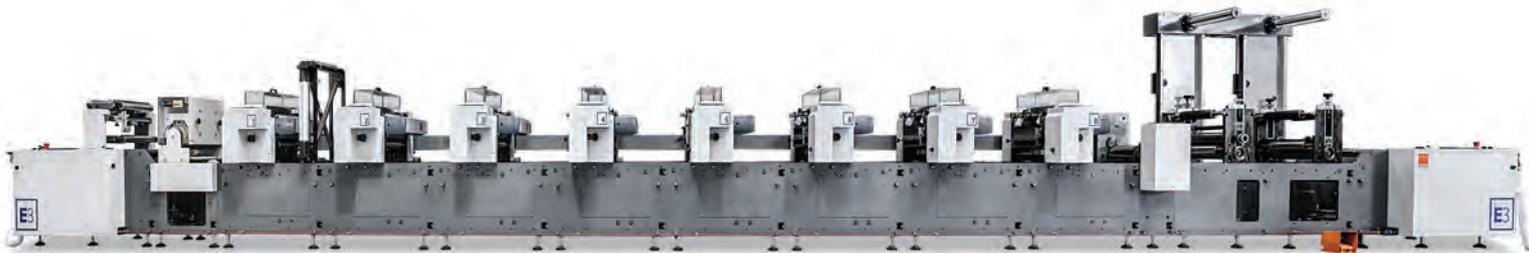


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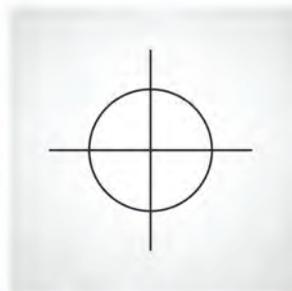
E series



E3 **E4** **E5**



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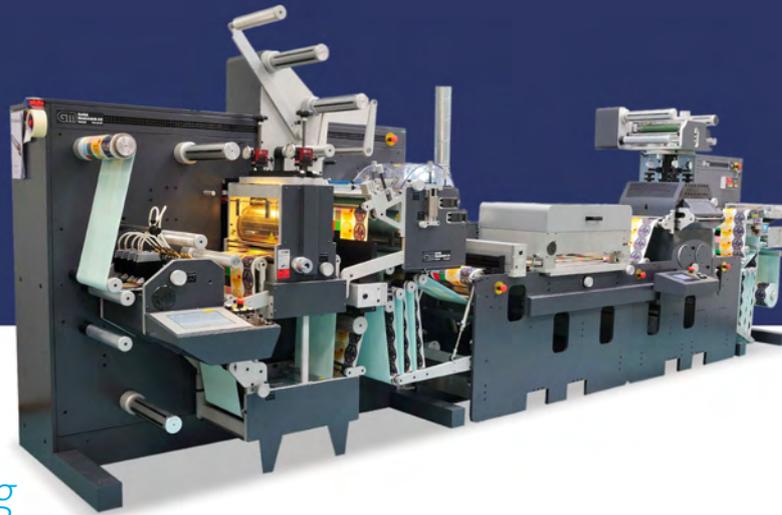
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keep reinventing

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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Henry Mendelson
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Sustainability columnist



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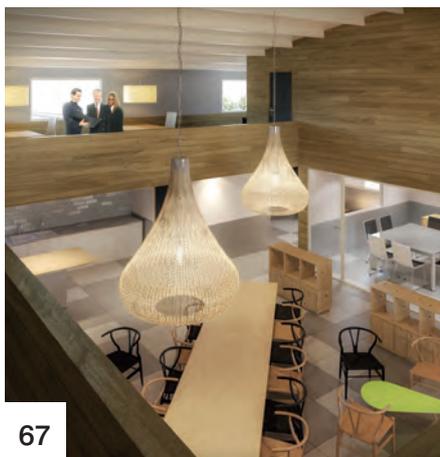
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All4Labels has opened second facility in China

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The Indian converter talks about a host of recent investments

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GEWA Etiketten installs Polar system for in-line production of banded die-cut labels

Online Contents
labels&labeling.com

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



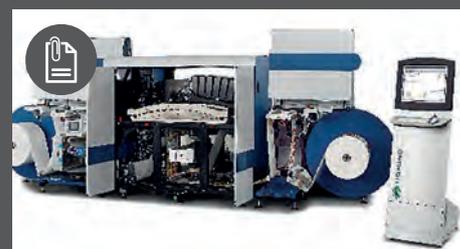
Automate to survive (opinion)

Mike Fairley look at trends towards full automation in label converting



NFC activation (news)

Finnish distiller Northern Lights Spirits distributes 'smart' bottles of its premium Kalevala Gin, featuring NFC SpeedTap tags from Thinfilm



Inkjet for short runs (white paper)

White paper provides data driven approach to allow converters to choose the most appropriate technology



ClearFloat benefits Hammer (video)

Klöckner Pentaplast's ClearFloat shrink label film is APR and EPBP certified for PET container recycling



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Dave Ferguson, President,
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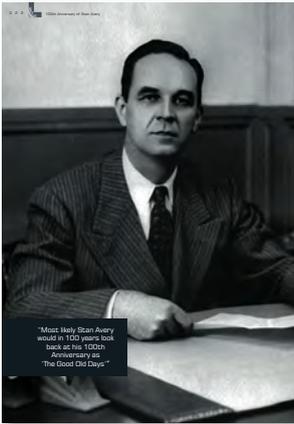


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Ten years ago (L&L issue 2, 2007)



"Most likely Stan Avery would be 100 years back at the 100th Anniversary of 'The Good Old Days'"



Commitment to a continent

Avery Dennison's regional vice president for Latin America, Angelo Depietri, speaks exclusively to L&L about the growing opportunities in the region. **James Quirk** reports.

Labels are an essential part of the supply chain for many industries, and the industry is growing rapidly. The industry is expected to reach \$100 billion in 2015, up from \$75 billion in 2010. The industry is growing rapidly in Latin America, where Avery Dennison has just completed a two-year 20m USD investment program. The key opportunities were in beverage, food, homecare and personal care (clear-on-clear in particular).



China opening

James Quirk reports from the opening of UPM Raflatac's new factory in Changshu, China.

UPM Raflatac's new factory in Changshu, China, is a significant milestone for the company. The factory is a 40m USD investment and is the first of its kind in China. The factory is producing 100,000 tons of coated paper annually. The factory is a testament to UPM Raflatac's commitment to China and the growth opportunities in the region.



Female roles in the label industry

Labels is still a predominantly male industry, but, as Danielle Jerschefske reports, women are now making an impact in all areas from press operator to president.

Women are making a significant impact in the label industry. Danielle Jerschefske reports on the growing impact women are making in what remains a male-dominated industry. Art Fields, who ran the Flexographic Trade School in N. Carolina, said of his students: 'Women make a better quality product, more consistently than men; what they get done is better – not as productive maybe – but better quality.'

P.22 Mike Fairley celebrated the Centenary of Stan Avery, the founder of the self-adhesive label industry. When Avery was born all labels were glue-applied, and the idea of mass product labeling was just developing. In 1935 Avery made his major breakthrough – the complete system of PS label and applicator – and laid down the technical principles which are the basis of today's PS industry.

P. 38 James Quirk interviewed Avery Dennison's regional vice president for Latin America, Angelo Depietri, who pointed out the growth opportunities in the area from Mexico to Argentina, where Avery Dennison had just completed a two-year 20m USD investment program. The key opportunities were in beverage, food, homecare and personal care (clear-on-clear in particular).

P. 47 Quirk was also in China this issue for a report on the opening of UPM Raflatac's new 40m USD factory in Changshu, 100km west of Shanghai. The plant housed what was claimed to be Asia's first curtain coating line and first fully automated adhesive mixing center, as well as leading the way in automated warehousing technology.

P. 63 Danielle Jerschefske reported on the growing impact women were making in what remains a male-dominated industry. Art Fields, who ran the Flexographic Trade School in N. Carolina, said of his students: 'Women make a better quality product, more consistently than men; what they get done is better – not as productive maybe – but better quality.'

What you're looking at...



What have visitors to labelsandlabeling.com been looking at recently

Appointments: James Quirk has become Labels & Labeling editor, succeeding Andy Thomas (see p12 for more). There have been further key appointments made around the world, including DataLase appointing a new board featuring several Sato executives, UPM Raflatac adding to its global management team with new leaders in the EMEA and APAC regions, IHMA appointing its first chairman from Asia and Univac's new North America general manager.

News: Suppliers have made moves in strategically key markets, including: Xeikon establishing direct presences in India, and Australia and New Zealand; ebeam Technologies opening an electron beam innovation center in Yokohama, Japan; and Bobst hosting a successful roadshow in Taiwan, with Eric Pavone, business development

director of Bobst's web-fed business unit, commenting: 'Taiwan is an important market for us; although it is only a medium-sized market, the packaging and materials industry in Taiwan is one of the most impressive in Asia, with the most potential and is very mature in terms of quality and added processes for packaging.' Altana has established Actega Metal Print to steer the development of the Landa Metallography technology, which it acquired from Landa Group. Remaining development and engineering work of the technology, an alternative to the foil transfer processes for producing metallized graphics, has been transferred to Altana's Actega Coatings & Sealants division. UK packaging manufacturer Parkside has extended its compostable packaging range with a home compostable pack.

L&L restructures team

Editor's note

It is a great honor to be appointed editor of L&L, following in the footsteps of Andy Thomas and Mike Fairley as only the third in the magazine's 39-year history.

I am equally delighted that both Andy and Mike – unquestionably the label sector's two leading commentators – will continue to be heavily involved in their respective new roles of strategic director and strategic consultant. Andy will write for L&L as much as ever, while Mike will begin a new regular column from issue 3. See page 12 for more about the restructure.

I'm also pleased to announce three new contributors. Danielle Jerschefske, previously our North America editor, will write a regular column on environmental sustainability. Danielle, now business development manager at US converter Outlook Group, has a wealth of expertise in this area.

Additional regional coverage will be provided by new

correspondents: Keren Becerra of Latin American magazine Label Pack, and Gill Loubser of South African magazine Packaging & Print Media. Both have extensive experience in the industry and will provide our readers with on-the-ground coverage from these important markets.

These are exciting times for L&L: we will widen our contributor network still further in the coming months, and our redesigned website will shortly be launched.

Finally, a huge thank you to Andy Thomas – my boss and mentor – who was L&L editor for the best part of two decades. It is thanks to his guidance and support during my 11 years with the magazine that I am writing these words.

James Quirk
Group Managing Editor

News



AVT is a provider of print process control, quality assurance and color control technology

AVT acquired by Danaher group

AVT is to be acquired by Danaher's Product Identification Platform, a group of technology companies including X-Rite, Pantone, Esko, MediaBeacon, Videojet, Linx, Laetus and Foba.

AVT is a provider of print process control, quality assurance and color control technology for the packaging, labels and commercial print industries. More than 7,000 AVT systems are installed at customer sites worldwide.

This move will allow Danaher to combine AVT's strong position in print inspection and quality control with X-Rite's color inspection capabilities and Esko's packaging workflow.

At the same time, X-Rite and its subsidiary Pantone have acquired the ColorCert software assets from Nelissen Consulting. The ColorCert Suite allows brand owners, pre-media, ink companies and printers in the packaging industry to connect color specifications and control from design execution to printed results. It provides both brand owners and converters with a transparent and fair evaluation of print and color quality results, allowing them to shift from a visual to analytical workflow to collaboratively improve results.



Rotocon now represents Erhardt+Leimer in South Africa

E+L appoints S Africa agent

Rotocon has been appointed as the local agent in South Africa for Erhardt+Leimer (E+L), a European specialist in inspection technology.

Two E+L Smartscan systems have already been installed at Spec Systems through the

partnership, with another four customer orders scheduled for delivery.

E+L joins AVT, Rotocontrol, MPS, Matho, Screen, Pantec GS Systems and Wink on the list of companies represented by Rotocon.

IoT partnership formed using RFID tech

Smartrac, Lab ID and Temera partner to target luxury markets

RFID and IoT specialist Smartrac, customized RFID labels provider Lab ID and Temera, a fashion and luxury software applications specialist, have formed a partnership targeting the high fashion and luxury markets.

The companies will jointly develop and offer a broad portfolio of IoT options to digitize branded products and manage them from production through the supply chain to the point of sale and on into post-sale consumer usage. This will enable the 'ultimate digital end-to-end transformation' for brands and retailers, says the group.

Italy's Lab ID is a provider of customized encoded labels specially designed for the high fashion and luxury industry segments. Lab ID and Smartrac will support Temera jointly in projects as required. Temera, founded in 2009 and headquartered in Florence, supports businesses looking to optimize supply chains through the development of RFID applications, including track and trace and anti-counterfeiting.

Hanita acquisition completed

Avery Dennison has completed the acquisition of Hanita Coatings from Kibbutz Hanita and Tene Investment Funds.

Headquartered in northern Israel, with sales and distribution facilities in the US, Germany, China and Australia, Hanita Coatings develops and manufactures coated, laminated and metallized polyester films for a range of industrial and commercial applications.

Hanita Coatings will be known as Avery Dennison Hanita and will continue its operations as a distinct business unit.



James Quirk appointed L&L editor

Changes to L&L team structure announced

James Quirk has taken over as the new group managing editor for Labels & Labeling.

Quirk joined the Labels & Labeling team in 2005, rising to deputy editor before spending nearly eight years as Latin America editor, based in Argentina. Within his new global remit, he will continue to write about the Latin American market, supported by L&L's new Latin America correspondent, Keren Becerra, who is editorial director of Label Pack magazine.

Quirk replaces Andy Thomas, who moves to the role of Tarsus Labels and Packaging Group strategic director, while industry veteran Mike Fairley, who launched Labels & Labeling nearly 40 years ago, takes on the title strategic consultant and Label Academy founder, where he will focus particularly on developing the global industry training and certification initiative. Both Thomas and Fairley will continue writing for Labels & Labeling magazine and will work on a number of new initiatives including a global research division.

In other changes to Labels & Labeling's global team, David Pittman has been promoted to deputy editor, and L&L China editor Kevin Liu has been promoted to project director for the Tarsus Group's China labels business. Yolanda Wang has been appointed China editor.

Long-time contributor Barry Hunt is retiring from the majority of his industry commitments, but L&L is delighted to confirm that that he will still continue to write the occasional article for the magazine.



RotoMetrics' facility in Southeast Asia

RotoMetrics and Electro Optic merge

Rotary tooling manufacturers combine operations for global expansion

Rotary tooling manufacturers RotoMetrics and Electro Optic have merged.

Electro Optic specializes in flexible die technologies for converting progressively thinner liner substrates and for abrasive materials including thermal transfer applications. RotoMetrics' product line includes flexible and solid dies, magnetic cylinders, adjustable anvils, print cylinders and print sleeves. The company already has an extensive global footprint.

Bob Spiller, RotoMetrics CEO, commented: 'RotoMetrics has been continuously improving our flexible die technology, and we feel the merger is the perfect way to accelerate this product improvement to better serve customers and offer the most superior flexible die product portfolio on the market.'

Electro Optic CEO Erwin Lindl said: 'Electro Optic has been growing rapidly, and we will be able to realize our vision of stronger global distribution and more rapidly implement our philosophy of superior customer service with RotoMetrics' international footprint and strong financial backing.'

RotoMetrics will continue to operate from its global headquarters in St Louis, USA, with supporting offices across the globe and manufacturing facilities on five continents. Electro Optic will continue to operate its global headquarters in Großmehring, Germany, with a supporting office in Mumbai servicing India, Asia and Africa. The US manufacturing, service and support site in Alpharetta, Georgia, will continue to service the Americas.

'This merger allows us to take advantage of the best of both organizations to further improve the products and services we offer to customers and partners, while expanding the distribution of these products on a global scale,' added Spiller. 'We look forward to growing the business together as a team.'

Mark Andy opens Bangkok office

Press manufacturer Mark Andy has established a new direct sales office in Bangkok, Thailand. The office will be headed by sales director Asia Pacific, Shaun Pullen, with a sales and applications support team led by Chris Irving. Pullen has managed the region for Mark Andy for a little over a year, operating independently and liaising with the corporate team and network of distributors in the area. Irving is a recent hire, with 10 years' experience in the narrow web market.

The team will support the company's network of distributors across Asia, including Southeast Asia, the Indian sub-continent, northeast Asia, Japan, China and Australia/New Zealand.



Landa Metallography samples

Altana acquires Landa Metallography

Actega Coatings & Sealants division will bring technology to market

Altana has acquired Landa's Metallography technology, an alternative to the foil transfer processes for producing metalized graphics.

Landa will progressively transfer the remaining development and engineering work to Altana's Actega Coatings & Sealants division, which will bring the technology to market. The further development work, as well as sales and distribution, will be steered by Actega Metal Print, based in Lehrte near Hanover, Germany. Jan Franz Allerkamp, who has been with Altana since 2010, has been named managing director of this newly founded Altana company.

Benny Landa, chairman of the Landa Group, said: 'We are delighted that Altana has embraced our zero-waste Nano-Metallography technology, for there can be no better owner for this business than Altana.'

Dr Roland Peter, president of the Actega Coatings & Sealants division, added: 'Landa's Metallography technology has the potential to become a sustainable mainstream technology for metallization graphics, supplanting foil-transfer in applications such as labels and folding cartons.'

'Metallography is both economically attractive and environmentally sustainable, saving a significant amount of material, cost and production time compared to the conventional cold foil and hot foil stamping technology.'

Altana is also an investor in Landa Digital Printing, and Benny Landa said the transaction for Metallography is 'testament to the outstanding collaboration' between the two companies.

'It will enable Landa to focus on Nanography, our breakthrough digital printing technology, while Altana takes over the final development work and commercialization of our Metallography technology.'

Partnership

adds true value to my business

„ Besides the obvious advantages of having a supplier close to our facilities, the PANORAMA's high print quality, high uptime, and smart workflow made it an easy decision for us. „



Thomas Nielsen, CEO, IKONPRINT

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nilpeter

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Wacker's new silicone production in Jandira, Brazil



Wacker expands Brazilian production

Wacker Chemie is investing 7m euros in its silicone production plant at Jandira site near São Paulo, Brazil. The new multi-purpose facility will manufacture antifoam compounds and functional silicone fluids.

'With the expanded silicones production in the year of Wacker's 40th anniversary in Brazil, we can offer considerable added value to our local customers and partners,' said Adriano Magalhaes, managing director of Wacker Química do Brasil.



Mike Burton arriving in Antigua after crossing the Atlantic

AB Graphic's Mike Burton completes solo Atlantic crossing

AB Graphic MD Mike Burton has completed his solo Atlantic crossing in just 60 days, raising more than 32,000 GBP (40,000 USD) for Macmillan Cancer Support.

On January 10, Burton set off from Gran Canaria on a projected three-month solo journey to his destination in Antigua. He completed the journey 60 days later on March 11. He was cheered in by a 20-strong team of supporters made up of close family and friends. On day 50, he was hit by two huge waves which entered his cabin, soaking everything inside – including his main satellite phone and due to this he was unable to receive messages of support and write his daily blog. Consequently, the last 10 days proved incredibly challenging.

'I cannot express my heartfelt thanks enough for all the kind words of support that certainly spurred me on in both the "low moments" of which there were few and the good times when the Atlantic and weather systems were helping me on my way,' he said. 'It has been a fantastic adventure and one which will live in my memory for the rest of my life.'

Those wishing to donate and help Mike reach his final target can do so at www.justgiving.com/fundraising/spratavoyage.

Univacoco to expand in US

Taiwan's Univacoco Technology has outlined an aggressive growth strategy for North America, including a new east coast operation and the appointment of a new general manager for its North American operations.

The east coast operation will join an existing operation in California on the US west coast. Univacoco is to recapitalize both facilities with state-of-the-art slitting and converting equipment. Both operations will be overseen by Chris Corbett, who has been appointed general manager of Univacoco's North American operations.

Univacoco is an international manufacturer and supplier of foils and optoelectronic films with over 700 employees. The group consists of seven manufacturing sites and seven branches worldwide.

'This sales and distribution growth strategy aligns with our wide web coating and metalizing expansion plans for 2017 in Taiwan,' said Univacoco CEO Bruce Lee.



Jindal Films' site in Virton, Belgium

Jindal Films increases capacity

Jindal Films Europe has increased its extrusion capabilities at its Virton site in Belgium. This expansion represents the next phase of its reinvestment strategy initiated in 2015 at its Brindisi facility. A 10.5m orientation line will be installed with a capacity of 50,000 tons per year. The new asset will replace production lines currently in operation in Virton and is expected to be completed by the end of the third quarter of 2018. The company recently opened its Global Technology Innovation Center, also at the Virton site.



Dhaval B Mehta, partner at Super Label

CCL enters India

Pacman-CCL acquires 70 percent stake in Super Label

CCL Industries has moved into India with its Pacman-CCL joint venture, signing a binding agreement to acquire a 70 percent stake in Mumbai-based Super Label.

Super Label focuses on pressure-sensitive labels for large consumer products and healthcare customers with operations in India. Pacman-CCL will invest 3.75 million CAD (2.9 million USD) in the venture to acquire its stake, reduce debt and provide funding for future expansion.

After the investment, Super Label will continue to be headed by its founder, Bharat Mehta, and becomes part of Pacman-CCL, trading under the CCL corporate identity with immediate effect.

Geoffrey T. Martin, CCL president and CEO, commented: 'Over the last decade, we looked many times at entering India through acquiring a local business. Super Label is one of the best-managed we have seen, I believe this is the best way forward given Pacman-CCL's proximity to the region.'

'Our Indian Checkpoint subsidiaries remain separate to this venture, entirely under CCL control, focusing exclusively on retail and apparel markets.'

Dhaval B Mehta, partner at Super Labels, added: 'We are very happy with this development. My role remains the same as of now but the branding has changed with immediate effect. We have visited CCL plants in Europe and were very happy and overwhelmed with the facilities it houses. We are proud to be a part of the CCL'

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News



Omet Varyflex V4 Offset press



V4 Offset print unit

Omet unveils mid-web offset press

Omet is convinced its variable repeat Varyflex V4 Offset press has decisive advantages over CI flexo and gravure technologies in the flexible packaging market. Andy Thomas reports

Omet has launched the Varyflex V4 Offset press, a sleeve-based combination machine integrating electron beam drying and targeted at the flexible packaging and film label markets.

The V4 Offset press is available in 670mm (26in) and 850mm (33in) widths and operates at speeds up to 400m/min (1,312ft/min) with a variable print repeat between 16-32in. It will print materials as thin as 12 microns.

'This new press is able to satisfy not only the need for high printing quality but also for high density color applications thanks to the combination of high quality offset technology and newly designed flexo stations,' says Marco Calcagni, commercial director at Omet. 'The Varyflex V4 Offset is highly competitive in this ever-changing market where job runs are shorter and shorter and the alternative printing solutions, like rotogravure and CI flexo machines, add higher production costs to low flexibility and limited configurations.'

Calcagni sees offset quality, along with lower plate costs and far shorter plate-making times, as key advantages over CI flexo and gravure. Omet estimates the crossover point with CI flexo and gravure at around 100,000 sqm, and claims the V4 is also highly competitive against digital on very short runs.

In terms of print quality, with a minimum dot close to 0 percent and uniform transfer onto the material, Calcagni says offset at least matches gravure while being a more flexible process. It is superior at high resolutions both to flexo and digital. 'It is the

best solution for CMYK and vignette printing, with better results in light/dark areas and fine lines.'

Rapid job changes

Rapid job changes across different repeat sizes are enabled by Omet's Easy Sleeve format change system with automatic pressure adjustment. The blanket and impression rolls automatically compensate for plate gap bounce, helping guarantee print quality and register stability. There are a total of ten direct-drive motors in each printing unit, allowing fully automatic set-up of the press.

The demonstration press at Omet's Lecco plant uses Rossini's lightweight plate mounting sleeves constructed from a fiberglass core coupled with aluminum outer with polyurethane/honeycomb intermediate layers to give high levels of dimensional stability. A protective steel ring integrates the register notch.

The sleeves incorporate RFID tags for automatic identification of the print repeat, helping avoid the wrong job being put on the press. It also allows a check on blanket wear.

A special trolley, the Revolver cart, allows sleeves to be rapidly removed and replaced. Each Revolver cart carries up to eight sleeves and services three printing units.

The ink ducts consist of 27 laser-carved remotely controlled independent sectors, and the ink train is constructed from 20 idling rollers and three oscillating temperature controlled ink rollers with an automated washing system. There are four form rollers on the plate with constant right, left

and center ink-and-water or water-only dampening.

The direct driven flexo units are also sleeve-based, both for plate and anilox, and will run up to 400m/min.

The Varyflex V4 Offset incorporates automatic adjustment of cross- and machine-direction print register using a multi-camera scanning system. In Offset mode automatic register control balances incorrect plate mounting or compensates for substrate stretch.

The press allows considerable flexibility, printing either Wet-on-Dry (mounting UV lamps between printing stations) or Wet-on-Wet with either UV drying or Electron Beam curing at the end of the press.

Electron Beam is a simple system to control, with only three variables: energy (penetration), power (throughput) and dose (effect on substrate). 'The advantages in the print industry are consistent high performance, energy efficiency with no heat generation, better adhesion regardless of color and no photo-initiators – so nothing to migrate and no odor,' says Elsa Callini, business development manager at unit manufacturer ebeam. 'The result is completely food-safe packaging.'

EB curing with low-migration inks is VOC-free, giving it a health and safety advantage over solvent-based systems, says Callini.



Omet will show its X6 offset combination press at Labelexpo Europe in Brussels in September

Environmental news



Unilever commits to recycling target

All plastic packaging to be reusable, recyclable or compostable by 2025

Global CPG company Unilever has committed to ensuring that all its plastic packaging is fully reusable, recyclable or compostable by 2025.

According to the Ellen MacArthur Foundation (EMF), 14 percent of the plastic packaging used globally makes its way to recycling plants, while 40 percent ends up in landfill and a third in fragile ecosystems. By 2050, it is estimated there will be more plastic than fish in the world's oceans. Experts liken the cradle-to-cradle redesign of packaging as one of the great global design challenges of our time – similar to scaling renewable energy to address climate change.

Unilever has committed to ensuring its plastic packaging is reusable or recyclable or compostable by 2025, and will publish the full range of plastic materials used in its packaging by 2020 to help create a plastic protocol for the industry. The company also will invest in proving, and then sharing with the industry, a technical option to recycle multi-layered sachets, particularly for coastal areas which are most at risk of plastics leaking into the ocean.

Unilever has already committed to reduce the weight of its packaging by one third by 2020, and increase its use of recycled plastic content in its packaging to at least 25 percent by 2025 against a 2015 baseline.

Unilever CEO Paul Polman said: 'It is clear that if we want to continue to reap the benefits of this versatile material, we need to do much more as an industry to help ensure it is managed responsibly and efficiently post-consumer use.'

'To address the challenge of ocean plastic waste we need to work on systemic solutions – ones which stop plastics entering our waterways in the first place. We hope these commitments will encourage others in the industry to make collective progress towards ensuring that all of our plastic packaging is fully recyclable and recycled.'



Henkel generated more than 400 tons of siliconized glassine label liner waste at its Wassertrüdingen factory in Germany



Juha Virravirta of UPM Raflatac and Greg Douglas of Henkel at the Wassertrüdingen factory in Germany

Henkel, UPM Raflatac partnership achieves zero liner waste

More than 400 tons of siliconized glassine label liner waste recycled through RafCycle

Henkel's Beauty Care business unit, which markets brands such as Schwarzkopf, has reduced its label liner waste to zero in a partnership with UPM Raflatac with more than 400 tons of siliconized glassine label liner waste recycled through the RafCycle recycling program.

Henkel generated the siliconized glassine label liner waste at its Wassertrüdingen facility in Germany during 2016. UPM Raflatac collected the used label release liner from Henkel and recycled it into new graphic printing paper for books and magazines at the UPM Plattling paper mill in Germany. By recycling the entire amount, Henkel has saved the equivalent to 20 truckloads of liner waste.

'Cooperating with our partners along our value chain is a key element in our sustainability strategy,' said Greg Douglas, business developer for tapes, labels and coatings at Henkel. 'The partnership with UPM Raflatac reflects our belief that sustainability is inseparably linked to innovation and efficiency.'

EuPC releases Roadmap Strategy for Plastics

The European Commission has released its Roadmap on the Strategy for Plastics earlier this year. The document outlines key issues posed by plastics along the entire value chain. It takes into account the material's entire lifecycle and paves the way for an actual EU strategy by the Commission foreseen end of the year.

The EuPC acknowledges the low rate of actual recycling and the potential for plastics reuse. It welcomes the calls for clearer standards and sustainability framework on biodegradability and oxo-fragmentable plastics to avoid leakage of plastic particles into the environment and reduce the pollution of current plastic recycling streams in Europe.

EuPC managing director Alexandre Dangis said: 'The time has come for all stakeholders to discuss and find solutions on how European regulators can further develop the plastics industry's potential in Europe whilst at the same time implement a true circular plastics economy. We look forward to engaging in upcoming debates to ensure right and appropriate policies will be put forward, particularly at a time where other world regions sometimes seem to forget environmental priorities for our planet.'



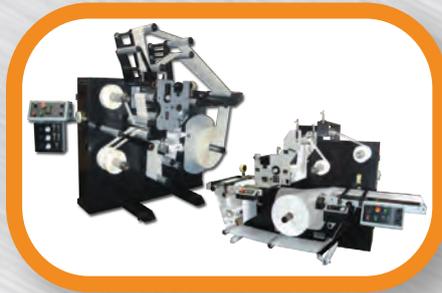
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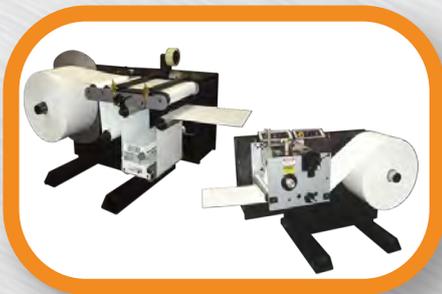
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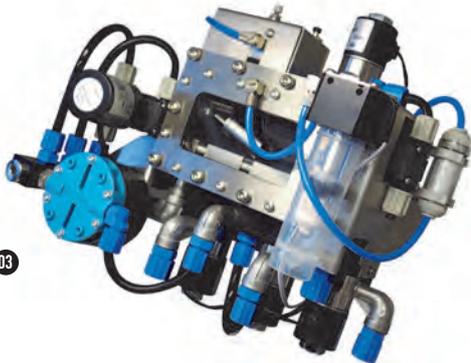
New Products



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1. RafShrink PETG TDO 45 HS
2. Herma 62F
3. Xaar Midas ink supply system
4. Afinia Label L301

01 RafShrink PETG TDO 45 HS

UPM Raflatac

This shrink sleeve labeling film has a maximum shrinkage of 79 percent, and is available from UPM Raflatac's Mega 4000 service, for quick delivery of all order quantities starting from 4,000 sqm. It is said to be ideal for labeling products in the home and personal care, food and beverage categories.

02 62F

Herma

62F, a new clear-on-clear label adhesive, is designed to offer the no-label look even in challenging conditions, including extreme moisture. Clear-on-clear labels can be problematic if required to withstand wet conditions, said Herma, with the framing

effect especially undesirable. This occurs when moisture causes an unsightly white haze to creep across the applied label from its edges. 62F has been shown to eliminate this problem. Even when tested by immersing in water for 96 hours, it failed to trigger any clouding. The adhesive is further characterized by high initial tack and very good resistance to oils and aqueous media. Alongside its other benefits, the 62F grade is not subject to secondary cross-linking (unwanted hardening) in connection with multi-color printing and prolonged UV curing. The adhesive therefore retains good flow behavior. Further, to ensure that the labels preserve their qualities for their entire life, the new grade offers especially good

resistance to light, heat, water and ageing.

03 Midas

Xaar

The ink and fluid supply system is said to be ideal for full production as well as prototype systems. The system features a compact and light design, is easy to mount and install, and has a small ink tank capacity; it also has an optional degasser and remote heater units. In addition, as the Xaar Midas has a modular design, it is suitable for a range of applications and is able to run multiple printheads out of the box as standard. Three variants are available: Xaar Midas 450 with 450ml per minute recirculation flow rates and a 60ml ink reservoir; and Xaar Midas 950C and 950X, which both have a fluid flow rate of up

to 950ml per minute and a 150ml ink reservoir.

04 L301

Afinia Label

L301 is based upon a HP thermal inkjet printing platform that prints labels up to 6in wide, or up to 8.5in wide, with an optional unwinder, and is compatible with a wide range of media. It prints in vivid, optimized color up to 4800 x 1200dpi. Its small footprint, ease of use and quiet operation makes it suited to any desktop environment, it is claimed. L301 expands Afinia Label's existing line of industrial full-color label printers, and is designed to address the needs of smaller organizations requiring professional looking labels in lower volumes.



rotaLEN® direct laser engraver for RotaMesh® and RotaPlate®.

The rotaLEN® 7511 Direct Laser Engraver is specifically designed to serve printers in the label and security market. The rotaLEN can easily be integrated into the existing workflow and engraves images onto RotaMesh and RotaPlate screen material, in a one-step dry and fully digital process. With the shortest possible time-to-press and perfect reproducibility, no remakes due to film or wash out issues, the rotaLEN allows an economical and cost effective screen making workflow.

The rotaLEN concept is based on application know-how of SPGPrints over the past 30 years and enhances the Direct Laser Engraving process in the label industry.

- Fully digital single-step process
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- Increased press output



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05 iC3D v4.1

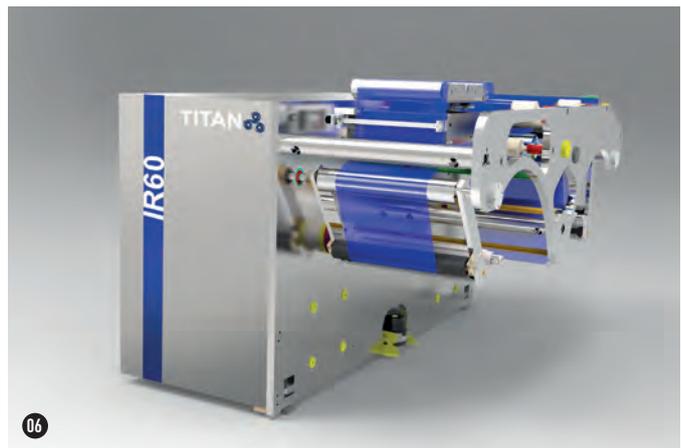
Creative Edge Software

Bump displacement – also known as displacement mapping – enables packaging creatives to quickly create and visualize emboss or deboss design features to a photorealistic standard in a matter of minutes. The development is of particular relevance to the luxury and security packaging sectors where unique and complex shapes in glass, plastic and carton are used to distinguish premium products and ensure that they are more difficult to copy. Previously, to achieve photorealistic mock-ups or proofs of emboss/deboss design devices required the use of high-end

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PICTURED

5. Creative Edge Software iC3D v4.1
6. Atlas Titan inspection rewinders
7. Mocon Ox-Tran
8. Foster On-a-Roll Lifter Grande



06

specialist, proprietary software applications. Bump displacement means that designers can achieve the same visual effect with a simple Illustrator file using the same all-in-one iC3D software that performs every other packaging design visualization application, including labels, pouches, shrink-wraps and shelf visualization.

06 Titan inspection rewinders
Atlas Converting Equipment
The IR60, IR135, IR165 and RR165 models are designed to meet the

market requirement for different web widths and complement the range of Titan slitter rewinder machines. The Titan series of inspection machines will unwind, inspect and rewind material from 60cm (24in) to 165cm (65in) widths to improve the quality of the mother rolls that go into the slitter rewinders, eliminating the need to stop the slitter therefore increasing the slitting efficiency and slit quality. They can process laminates, film, paper, metalized film and aluminum foil.



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07 **Ox-Tran 2/12**
Mocon

The oxygen permeation instrument provides produce marketers and their material suppliers with oxygen permeation data quickly and more easily to assist in meeting shelf-life goals; it has been designed to produce results quickly, with minimal effort, to increase efficiency. A new user interface, coupled with increased automation makes testing easier than ever before, with less skill required.

08 **On-a-Roll Lifter Grande**
Foster

With the lifter, printer operators and shop floor personnel can quickly and safely maneuver rolls as heavy as 1540lbs (700 kg) and with roll diameters as great as 31.5in (800mm). The Grande lifter has a roll tray that facilitates loading and unloading, as well as transporting, rolls.



Elex-one
Toyo Ink

The new series is completely VOC-free, so suitable for food-safe flexible and carton packaging applications. Growing interest from printers and converters in VOC and carbon dioxide reducing technology, due to increased environmental and safety concerns and regulatory requirements, has driven this development, with demand said to be particularly strong in

North American and European markets, where flexo inks based on solvent materials are mainstream technologies. Since drupa 2016, industry demand for both water-based flexo and EB-curable flexo has been gaining momentum in these regions, Toyo Ink added.



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Appointments



Massimo Reynaudo and Sean Heng
Global management team

UPM Raflatac
Reynaudo has joined from Kimberley Clark as its new EMEA senior vice president, while Heng comes from Henkel to become Asia-Pacific region vice president.

David Mezzanotte
Interim CEO

Coveris
While Coveris seeks to permanently fill the position, Mezzanotte will act as interim CEO. He has served as Coveris chairman since 2014, and as managing director of Sun Capital Partners. Coveris is Sun Capital Partners' largest portfolio company.



Marc Shore
WestRock

Shore, MPS founder and CEO, and colleague Dennis Kaltman, MPS president, have joined WestRock as part of the companies' acquisition agreement.



Christoph Müller
Managing director

KBA-Flexotecnica
The management change at KBA-Flexotecnica is expected to aid cooperation between the locations in Italy and Germany, and will simplify access to technical and human resources at the main production facility in Würzburg.



Matt Turner
European sales manager

Pulse Roll Label Products
In his new role, Turner will primarily be responsible for managing and supporting the company's key distributors and partners throughout Europe.

Bernhard Mayer
Managing director

Brigl & Bergmeister
He will now act as the company's sole managing director and will also take over the agenda of Michael Sablatnig, who is to remain in the Roxcel Group in an advisory role and for specific projects.



Dr Ibon Odrizola
Head of innovation,

laminates, Pharma Constantia Flexibles
He will direct Constantia Flexibles' Laminates Product Excellence Center, a new research center for the design and development of innovative laminate concepts.



Chris Corbett
General manager,

North America Univacco
After 25-plus years at ITW, Corbett will lead Univacco's west coast operation as well as the opening of a new east coast operation, and is a key part of the company's growth strategy for North America.



Steffen Wurdinger
VP manufacturing,

R&D and technology Sappi Europe
He succeeds Mat Quaedvlieg who retired from the position at

the end of 2016 after a 42-year career with Sappi, but will continue as vice president of strategic business projects on a part time basis.



Ralph Beier
Business development manager

EyeC-America
EyeC said it has expanded its team to guarantee a high level of quality and service in this key market. In his new position with EyeC, Beier's focus will be developing local support for the North American label market, specifically with the EyeC ProofRunner 100 percent in-line print inspection system.



Arturo Rodriguez
Printing and packaging sales manager, US Southeast region

Matik
He will be responsible for sales of Gietz, Edale, Codimag and SEI Laser equipment for label and folding carton applications.

Darren Pickford
Sales manager

Edale
He will continue to build on Edale's success in export sales alongside

strengthening the company's worldwide agent and distributor network, carrying on the work of retired export sales director Bernhard Grob.

Kent Wolford and Tom Gray
Tag and label sales manager, US

Xeikon
Kent Wolford said he has joined Xeikon as its technology has a broad appeal and capabilities, with ownership by Flint Group providing 'enhanced resources to grow the business'. Gray added: 'I am looking forward to helping my current and new customers expand and grow their business, by introducing new niche market opportunities that will help them manufacture a wider range of product offerings.'



Nicole Johnson
VP sales and marketing

Flexible Technologies
With over 20 years of industry experience in packaging and printing, Johnson joins with a solid background in business development, holding a number of roles with ITW over her career.

For more industry appointments, go to labelsandlabeling.com/news/appointments

Installations



01 Heidelberg Primefire 106 MPS, Germany

The company is planning a major expansion of its digital packaging printing arm in order to offer customers added value at the point of sale, and has begun the pilot phase of the Heidelberg Primefire 106 digital printing system. MPS was introduced as the first user of Primefire 106 worldwide during a Heidelberg info day held at the beginning of February.

02 HP Indigo 20000 Enplater, Spain

The converter has installed its second HP Indigo 20000 digital press in two years, as it expands its digital offering to the Spanish food packaging sector. The company's first HP Indigo 20000 delivered high-quality flexible package printing, comparable to analog technology, with the benefits of reduced delivery times and new digital application possibilities, such as personalization of packaging.

03 Digital packaging line Qualvis Print & Packaging, UK

The workflow investment, totaling over two million GBP (2.5 million USD), features a Xerox iGen 4 sheet-fed digital printer, side-by-side with an iGen 5 automated line. The 5-color iGen 5 – CMYK with an additional fifth station of orange, blue or green – enables a larger gamut of Pantone colors to be matched, while delivering 2400 x 2400 DPI resolution. Both presses include in-line Tresu Pinta coating units and a Kama DC 76 cut and crease line, offering the same finishing effects and varnish levels as Qualvis' larger format litho print process.

04 Durst Tau LFS 330 MPI/Labeltek, US

This is the first Durst press configured to combine an in-line laser, semi-rotary die-cutting and sheeter. It is a 7-color machine incorporating Durst Label Workflow, variable data engine,

dual head 400w laser, semi-rotary die-cutting and sheeting capabilities.

W&H Miraflex AWT Labels and Packaging, US

The press is equipped with 10 printing decks, automated wash up decks and several state-of-the-art set-up reduction modules that allow for faster make readies and color changes, automated viscosity controls for more consistent print quality, and automated tension controls; it will be used to grow AWT's complex film structure business in existing market segments and expand into the pet foods and gourmet coffee segments.

Colordyne 3600 Series Retrofit

Prairie State Group, US
The retrofit system adds 4-color digital inkjet capabilities to an existing flexo press, a Mark Andy 2200 in this case, allowing

converters to produce the same look and feel of flexo on a digital machine.

KBA Rapida 75 Pro Eberle Druck, Austria

The 6-color Rapida 75 Pro coater press with extended delivery features 225mm raised foundations to enable higher piles, an enlarged sheet format of 605 x 750mm, central format setting, fully automatic FAPC plate changers, CleanTronic Synchro for parallel washing processes, QualiTronic ColorControl for in-line color measurement and extensive preset capabilities. The Rapida 75 Pro at Eberle Druck is often set up to use several or even exclusively spot colors, with the facility to disengage unused inking units one of the most frequently exploited strengths of the press. In pharmaceutical packaging, up to 60 percent of the inks used are spot colors.

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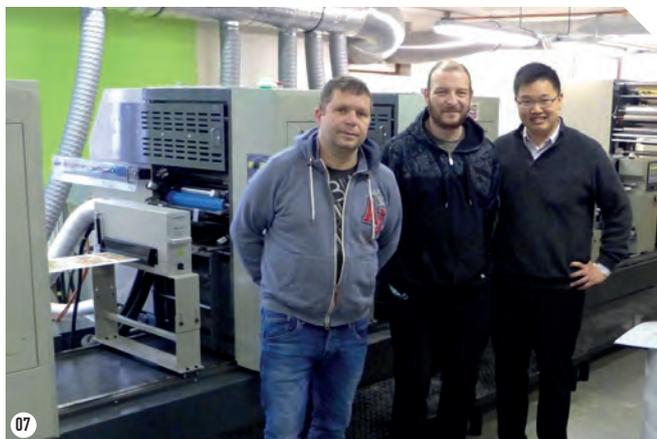




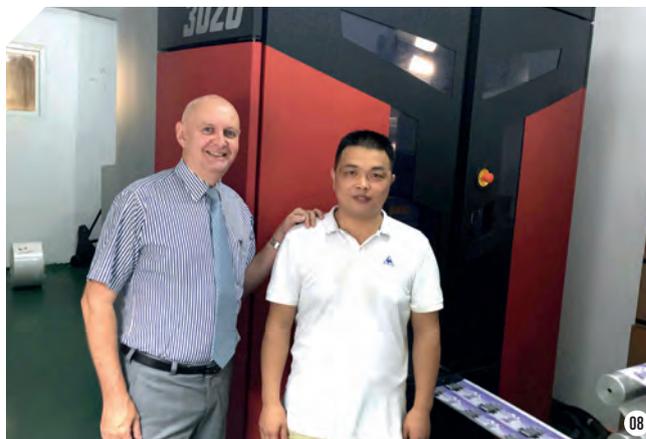
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05 Edale FL3

Amberley Labels, UK

Its new Edale FL3 features AiiR print automation, as well as advanced registration, semi-rotary die-cutting, and a peel and reveal module. AiiR (autonomous inking, impression and print registration) uses precision camera technology to improve registration accuracy, while automated print pressure control reduces wastage and set-up times. By fully automating print and the registration processes, the level of operator intervention can be reduced, leading to fewer errors and a more consistent, higher quality final product. Automated finishing with semi-rotary die-cutting further reduces set-up times and waste, while reducing tooling cost and reliance on the operator.

06 Nilpeter FB-3300S

Liberty Marking Systems, US

This is its second Nilpeter flexo press investment in 18 months after installing a FB-3300, and the

second press investment follows the company breaking ground on its new 8,000 sq ft warehouse expansion in May.

07 Orthotec CFT3536

Tiskárna Caizl, Czech Republic

The installed press features glue-side flexo printing, cold stamping, multi-layer lamination station, flexo varnish and rotary die-cutting. Tiskárna Caizl specializes in premium multi-layer label production. Jan Chaloupek, technical director of Tiskárna Caizl, said: 'We have been looking for a semi-rotary offset press with the capability to finish multi-layer printing and converting in one pass for a very long time.'

08 Xeikon 3020

Xiamen Yu Long Printing, China

The Xeikon 3020 has been specifically designed to address the Chinese 10in market for self-adhesive labels. The digital press joins Xiamen Yu Long's

sheet-fed, rotary letterpress and offset web presses.

MPS EF Symjet

Meyers, US

The combination of MPS printing and converting technology and Domino's N610i 7-color digital UV inkjet label press will allow Meyers to deliver a wider variety of premium print treatments at lower costs to its customer, and offers Meyers flexibility and short turnaround times.

Xeikon 3030 Plus

Kvality Offset Printers, India

The Indian label converter expects to increase turnover by up to 15 percent following its acquisition of a Xeikon 3030 Plus digital label press, which was shown at Labelexpo India 2016.

Gallus Labelfire 340

Rapid Labels, Australia

The decision to invest in the press was influenced by its speed and metallic ink capability, and

the fact that its 50m/min speed is unaffected by the number of colors of any given job. The need to support Rapid Labels' ongoing short run volumes required by its customer base is augmented by the benefits of eliminating make-ready times.

Etirama Fit

Bureau of Packaging and Labeling, Russia

The flexographic division of Bureau of Packaging and Labeling was founded in 2013, and is focused on producing a full range of self-adhesive labels. According to the management of the company, when the question of modernization was raised, it conducted thorough research of the offerings available on the market, looking at the price and quality ratio as well as upgrading, reliability, response time and feedback from existing customers. As a result, Bureau of Packaging and Labeling decided to invest in two servo-driven 6-color



09

Fit machines from Etirama equipped with UV reflectors and combined with some auxiliary equipment.

09 Anycut
Graphics House Packaging, US

The Anycut laser finisher includes a multitude of functions beyond laser die-cutting, and can perform custom cuts, etching, marking, hatching, perforations, kiss cuts, complex designs and a multitude of other functions.

10 GSE Dispensing Colorsat Compact

ACW-Film, Germany
Part of the Melitta Group, the company supplies the confectionery, meat and sausage and detergent packaging markets. Until the Colorsat Compact's installation, ACW-Film's pre-press staff mixed the colors manually. Because almost every job needed special colors, mixing involved excessive material waste and make-ready time, with inconsistent quality results. Installed in October 2016, the



10

Colorsat Compact ink dispenser serves ACW-Film's three solvent ink presses – two CI flexo, one gravure – that convert films, top-films and bags. It has automated the mixing process and ensured accurate, repeatable color, on-demand.

11 Rotogravure unit

Constantia Flexibles, Germany
An extra rotogravure unit has been added to an existing UV flexo press dedicated to medium-sized batches serving

the dairy industry. With the investment, it will now be possible to print the bar spacers of dairy lids in-line instead of off-line in a second working step, as was done in the past. In addition, a UV flexo machine has been added to cater for small batches. This investment will mean the closure of old machines and, as a result, the complete elimination of solvent use by Constantia Nusser.

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11



12

Mark Andy P5
A&S Labels, India
 The 13in-wide Mark Andy Performance Series P5 is configured to cater to value additions on both pressure-sensitive labels and unsupported films. The company has also installed a Rotoflex VSI330 slitter rewinder and inspection system featuring a Nikka 100 percent inspection system.

Ruian RY320
Wonderpac, India
 The company has finished

construction of a new facility that will house a 3-color Ruian RY320 all UV flexo press for printing in-mold labels and a Rhyguan TOP330 die-cutting machine expected to be installed by the end of February 2017. Wonderpac also installed a Rotoflex VSI 330 slitter inspection rewinder in late 2016.

● **ITE Compress LP4**
Talbot Chemicals, UK
 A 4-color ribbon printer purchased 10 years ago gave the company 'the confidence to

take more in-house'. At the time, Talbot was cutting labels with scissors but eventually installed an Eclipse LF3 finishing machine. Most recently, Talbot purchased a Compress LP4 digital printer, both products from ITE.

Colordyne 2600 Series Mini Press

H. Moore Printing Services, US

The purchase allows the US printer to shorten its turnaround time, bring more short-run jobs in-house and deliver quality

products to its customers. It has found that the Mini Press' fast production speed and minimal make-ready time allows the company to better serve the market for short runs with clients able to get products faster and no longer having to pay for plates on short-run jobs.



Go to www.labelsand-labeling.com/news/installations for more installation news

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Label & Packaging Showcase



01



02



03



04

2016 In-Mold Decorating Association award winners

01 Best Product Family, Gold Award

Unilever Margarine
Brand owner: Unilever America
Molders: PSPM, Berry Plastics and RPC Bramlage Wiko USA
Label supplier: Verstraete In-Mold Labels

02 Best Injection Molded (IML) Package, Gold Award

Easy Open & Hold IML Container
Brand owner: Premier Tech Home & Garden
Molder: Polipa North America
Label supplier: Cakirlar

03 Best Part Design, Gold Award

Scented Baby Wipes Package
Molder: Berry Plastics
Label supplier: Inland

04 Best Product Family, Silver Award

SelectE
Molder: Berry Plastics
Label supplier: Verstraete In-Mold Labels

05 Best Blow Molded Package, Gold Award

Laban Baladi Yogurt
Brand owner: Taanayel Les Fermes
Molder: Taanayel Les Fermes
Label supplier: Verstraete In-Mold Labels



05



06



07



08

05 Best Label Design, Gold Award

Sparkle Canister
Brand owner: Tupperware Indonesia
Molder: Dynaplast
Label supplier: Korsini Italy

07 Best Injection Molded Durable (IMD) Part, Gold Award

Laundry User Interface
Brand owner: Electrolux
Molder: Eimo Technology
Label supplier: Nissha Printing

08 Best Prototype Part, Gold Award

IME Washing Machine Control Panel
Brand owner: Jabil
Molder: Jabil
Label supplier: Duratech Industries



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Opinion

Environment and sustainability

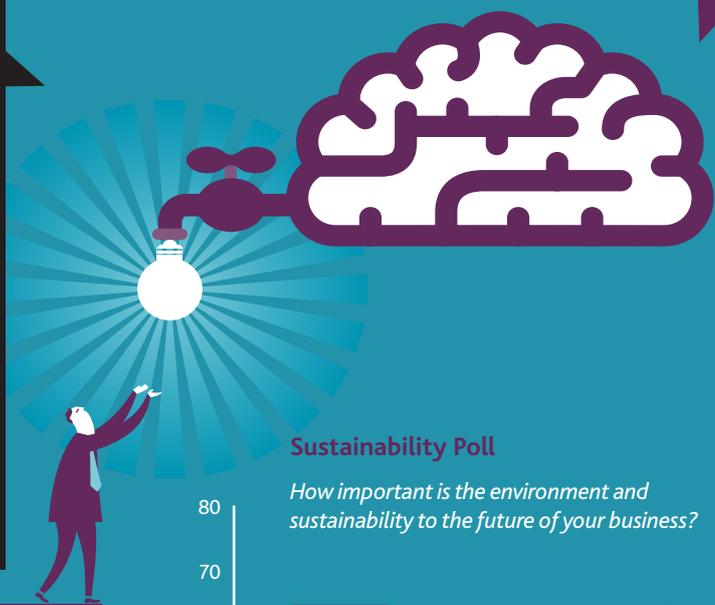
Work is ongoing across the supply chain to make labels and packaging more sustainable and environmentally friendly, but how important are these types of development to the future of the industry?

'In recent years the printing industry has embarked on the beginning of a disruptive innovation with the introduction of digital systems. As digital printing technology improves, so will its capabilities to handle longer run capacities at reduced costs. This introduces a plethora of new opportunities and challenges with respect to energy consumption, cost savings, and the ability to further integrate printing and converting systems into more efficient operations. Along with this new frontier, the question arises: How will these new systems impact the environment and what are companies doing to maintain peak operational efficiency, minimal operational costs, all while playing their part in green operations and total sustainability? As new technology is debuted, this challenge is presented to almost all print producers. The largest challenges (which are also opportunities) with respect to the environment, arise from material, energy and consumable consumption. New technology will play to the users' advantage and allow them to decrease all three of the aforementioned challenges. For example, using a laser finishing system versus a semi-rotary system will allow the user to avoid virtually all die consumable costs, reduce energy consumption, and reduce the amount of material wasted when setting up a job. These energy savings are not limited to running the machine, but go hand in hand with the energy needed to produce dies and materials. The savings, in turn, climb all the way up the supply chain to reduce overall industry energy consumption. As the industry as a whole begins to embrace more efficient digital technologies, one would expect that this is the trend will continue as the technology will only get better and more productive as we move forward.'

Davis Tiburzi, domestic sales manager, Arrow Systems

'Our plastic packaging plays a critical role in making our products appealing, safe and enjoyable for our consumers. Yet it is clear that if we want to continue to reap the benefits of this versatile material, we need to do much more as an industry to help ensure it is managed responsibly and efficiently post-consumer use. To address the challenge of ocean plastic waste, we need to work on systemic solutions – ones that stop plastics entering our waterways in the first place. We hope these commitments will encourage others in the industry to make collective progress towards ensuring that all of our plastic packaging is fully recyclable and recycled. We also need to work in partnership with governments and other stakeholders to support the development and scaling up of collection and reprocessing infrastructure, which is so critical in the transition towards a circular economy. Ultimately, we want all of the industry's plastic packaging to be fully circular.'

Paul Polman, CEO, Unilever

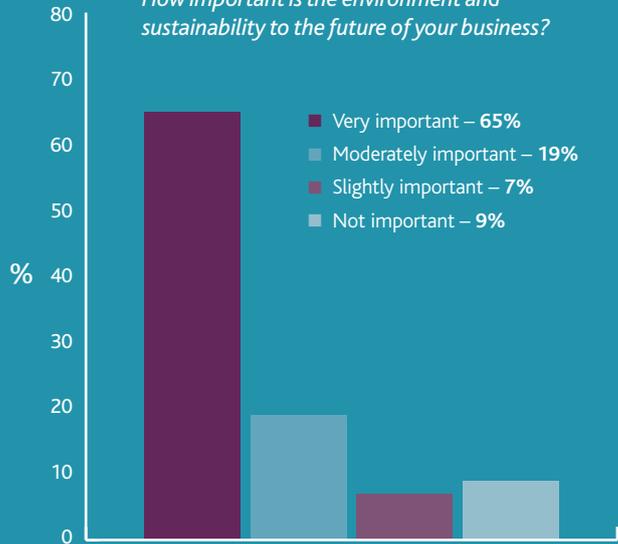


'All of our development work takes place with a central focus on sustainability, which is why so many of these products deliver not only sustainability improvements but also differentiation for converters who are seeking new business opportunities. For example, ClearCut adhesive technology combined with an FSC liner offers improved sustainability with no compromise on performance or productivity. We have more than 1,100 FSC-certified label constructions offered at price and performance parity. Our bio-based PE film is made from a plant-based feedstock that avoids the use of scarce petroleum resources and prevents pollution caused by fossil fuel extraction. Recycling-friendly options include facestocks made from 100 percent recycled paper, which offer improved GreenPrint performance vs similar paper facestocks made from virgin fibers. There is a choice here for almost any application you can think of.'

Luuk Zonneveld, product manager, sustainability, Avery Dennison

Sustainability Poll

How important is the environment and sustainability to the future of your business?



Take part in L&L polls at www.labelsandlabeling.com



Options for the future: Part 3

In the third of a series of features, Bob Cronin of The Open Approach outlines options for the future of you and your business

If you've followed our last two articles, chances are you're surprised by your many exit opportunities. Entrepreneurs often believe they can either stay 100 percent at the helm or sell. Fortunately, this is not the case. Successful owners can capitalize on numerous directions.

In Part 1, we introduced the seven primary options for continuation or exit. These are:

- 01 Do nothing
- 02 100% sale to a strategic
- 03 100% sale to private equity
- 04 Majority sale
- 05 Minority sale
- 06 50/50 sale
- 07 Recapitalization

Having discussed options 1-4, we'll now review 5-7. We'll articulate some of the issues and obstacles to make these more meaningful and give you a better

“When choosing a minority sale, make sure it's about raising new capital for future investment or protecting against pending influences. If you're simply looking to 'slow

vision of what these particular directions may hold. (If you've missed our previous articles, you can find them in archived issues of Labels & Labeling by visiting www.labelsandlabeling.com/magazine.)

Let's take a look:

05 Minority sale – A minority sale is a transaction where you raise money by selling less than 50 percent stake in your enterprise. Minority interest can range

from fractions of a percent on up. The larger the stake sold, the more impact minority investors can have on the business's future.

Control: With a minority sale, operational and financial control typically remains with the majority owner. However, this could change based on the agreement and established voting structure. It's important to understand that under this direction, even though

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“If you remain as CEO, effect on employees should be minimal. If the new partner assumes that role, this may change. Understanding the buyer’s vision for your workforce is critical to ensure you’re in agreement”

you still own most of the company, you are no longer completely in charge. This can be a big functional as well as emotional adjustment.

Value realization: Since you aren’t making a 100 percent deal, your value realization will reflect the percentage sold. Additionally, EBITDA multiples paid are typically at least one turn lower because investors don’t get full control. Certain provisions integrated into the sale contract (i.e. how future CAPEX decisions will be made, exit timing) will determine final multiple.

Future growth and participation: Because you still own a majority stake, future growth and participation are largely still under your control. Still, if you’ve selected investors with strategic knowledge (instead of those with just cash), you can leverage their perspectives on strategic direction. The collective intelligence can be a boon for growth.

Owner(s)’ objectives: When choosing a minority sale, make sure it’s about raising new capital for future investment or protecting against pending influences. If you’re simply looking to ‘slow down’ – and still be the chief – your new relationship can sour quickly. It’s important that you have a good handle on your future commitment before making a deal.

Maximizing buyer interest: The ‘limited control’ aspect often makes this arrangement less attractive to potential investors. The pool of candidates usually has very specific motivations and expectations for the majority owner. It’s up to you and your advisors to find minority investors who best match your situation.

Risk: With a partial sale, you can take some money off the table and diversify your investment mix. However, any issues facing the

business – good or bad – don’t change. You’ll face virtually the same risk.

Impact on employees:

This should be minimal since the same people will run the company.

Timing: By executing this option, you take advantage of the current strong investor interest for labels without giving up its future upside.

🔗 **50/50 sale** – In a 50/50 sale, the two parties are similarly vested. You truly end up with a partnership of equals.

Control: Control can be tricky when parties are equal. Both must agree on key issues and work together. Thus, you need to determine how you will lead and manage day-to-day business, while ensuring the company image isn’t affected.

Value realization: Depending on deal

terms, you should be able to achieve an EBITDA multiple close to a majority sale, at half of the value of the business.

Future growth and participation: You’ll need to spell this out at closing. Your contract can stipulate how leadership is split, i.e., whether you’ll act as operating CEO (handle day-to-day decisions) or have an advisory role.

Owner(s)’ objectives: This option is probably one of the best for those looking to take out a sizable portion of their value while still remaining on board and vested.

Maximizing buyer interest: Buyer interest will be higher than that of a minority sale, but not as high as a total or majority ownership transfer. Plus, a private equity deal (PE) deal may not be possible, as their arrangements typically require gaining a controlling interest.

Risk: You’re still on the hook for half the risk. However, the cash provided at sale may support long-term stability.

Impact on employees: If you remain as CEO, effect on employees should be minimal. If the new partner assumes that role, this may change. Understanding the buyer’s vision for your workforce is critical to ensure you’re in agreement.

Timing: Current market dynamics are opportune for achieving an attractive reward.

🔗 **Recapitalization** – Not a ‘sale’, recapitalization involves changing a company’s capital structure. The arrangement may be used to buy out a partner or pay off prior debt obligations. Typically, it involves taking on significant new debt via private placement, traditional bank or mezzanine financing, or a combination of these.

Control: While you still run the business, you now must comply with a check-and-balance system. Terms can include maintaining certain EBITDA targets and leverage ratios, as well as meeting certain schedules for interest and debt repayment.

Value realization: Net value from this strategy will be lower than in other scenarios. You can secure funding only off the assets lenders allow you to leverage.

Future growth and participation: What you accomplish remains up to you. While you will have a financial partner, they will not manage day-to-day decisions. That said, lenders do implement controls that can limit your plans.

Owner(s)’ objectives: This option can be a great way to achieve partial liquidity or gain growth financing. It’s important not to put up any personal assets as collateral.

Maximizing buyer interest: This is a non-issue. You aren’t selling; you’re bringing on new finances to fund growth or provide liquidity.

Risk: Your lenders will be your friends as long as you live up to the provisions of the initial agreement. If not, they may reopen the deal and rework the structure.

Impact on employees: If the company’s cash flow can support the new debt, impact on staff is minimal.

Timing: Lenders’ current strong belief in our industry will support favorable terms.

With your new knowledge of the seven exit options – and their various implications – you have plenty to think about. As you decide on your trajectory, apply these considerations to your unique situation to understand what might be best for you. The label industry’s continued strong performance makes today a great time to do a deal. But be cautious. You sell your company only once. Surround yourself with great staff, great management, great partners, and great advisors. Their support will be critical in ensuring the maximum value for your great business.



Bob Cronin is managing partner of The Open Approach, an M&A firm focused exclusively on the world of print. To learn more, visit www.theopenapproach.net, email Bob Cronin at bobcronin@aol.com, or call (+1) 630 323 9700

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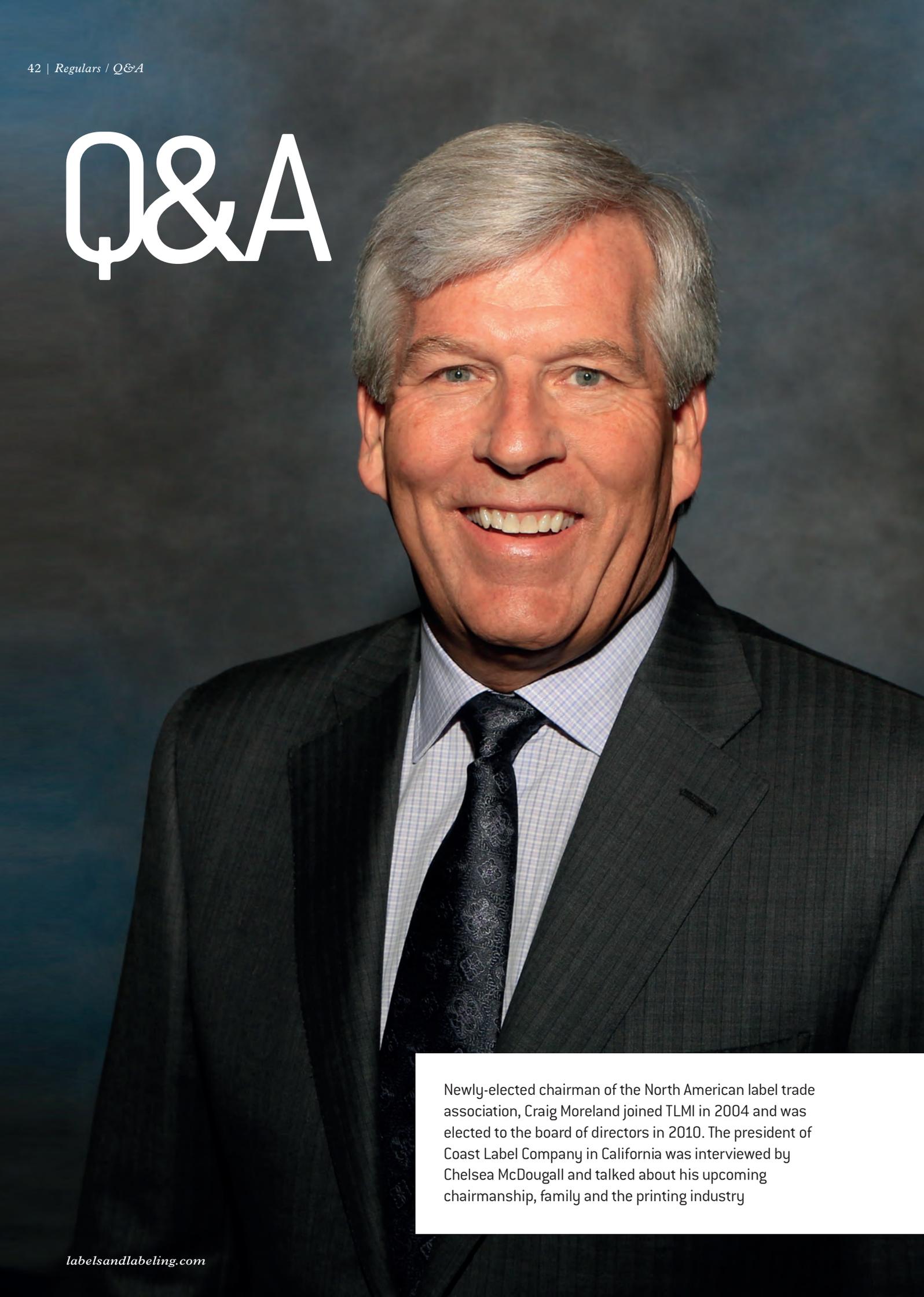
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Q&A

A professional headshot of Craig Moreland, a middle-aged man with short, light-colored hair, smiling warmly. He is wearing a dark pinstriped suit jacket over a light blue checkered dress shirt and a dark, patterned necktie. The background is a dark, textured blue.

Newly-elected chairman of the North American label trade association, Craig Moreland joined TLMI in 2004 and was elected to the board of directors in 2010. The president of Coast Label Company in California was interviewed by Chelsea McDougall and talked about his upcoming chairmanship, family and the printing industry



Craig Moreland and his wife, Janice



Craig Moreland is president of Coast Label Company, based in California

“TLMI membership has given us a much broader understanding of the industry its players. Additionally, TLMI has a number of regular studies that we find valuable to help us benchmark our company performance with our peers and the industry as a whole”

L&L: Why did you decide to join TLMI? What advantages has it brought you both personally and professionally?

Craig Moreland: I had a great conversation with past TLMI chairman John Bankson at Labelexpo in 2004 and he suggested I attend the TLMI annual meeting that year as a prospective member. I took John’s advice and very much enjoyed the meeting. I met a number of friendly and welcoming members and felt that there was tremendous value in joining. I have been active ever since.

TLMI membership has given us a much broader understanding of the industry its players. Additionally, TLMI has a number of regular studies that we find valuable to help us benchmark our company performance with our peers and the industry as a whole. TLMI sponsors the management ratio study where converter member companies can submit their year-end financial results to a third-party company who then prepares a confidential report for each participant that shows where you are strong and where there’s room for improvement. TLMI also produces a quarterly trend report and a bi-annual wage and labor study. All of these are tremendous management tools that you can’t get any other way.

Also, I am proud that Coast Label has won the TLMI Eugene Singer award for one of the best managed companies four times.

TLMI also created and sponsors the LIFE environmental certification program for the label industry. The criteria are rigorous, so it’s an achievement that a company and its employees can be proud of. Coast Label earned its LIFE Certification in 2011.

Personally, one of the most rewarding aspects of TLMI membership is the great friendships that we have made.

L&L: What are the main challenges and opportunities facing TLMI and other label associations?

CM: Trade associations must always work to remain relevant for their membership and that is no different for TLMI. We must continue to evolve and offer benefits, programs, studies, research and advocacy

that bring value to our membership which is diverse in size, focus and location. Because the industry is ever-evolving and our members’ needs are ever-changing, TLMI must keep working to deliver compelling value to the players in our industry.

L&L: What will be your main focus in the year ahead leading the association?

CM: TLMI has an amazingly talented board of directors, a strong and dedicated staff and huge group of members that selflessly volunteer their time on our many committees. Due to this pool of talent in our association I genuinely feel quite honored and humbled to have been elected to lead TLMI.

Our biggest task ahead of us during my term is to make strong progress on our recently developed strategic plan. This plan is focused on delivering valuable information and services to our membership – generally focusing on things that are too difficult and too expensive for our members to cost-effectively do themselves. Our key goals are centered on making key strides in industry sustainability, strengthening our external affairs so that we are telling our good story, and assisting our members with workforce recruitment and development.

L&L: When did you decide to join the label industry and why?

CM: In 1991 I went looking for a company to buy. I wanted a manufacturing business that had recurring customer purchases and that sold B2B as I understood the value of a customer base that purchased year-after-year as long as you offered them good service and value.

I found Coast Label Company for sale and soon after I was in the label business. I was young and had a lot of confidence, my wife Janice was a full-time mom and we had two small children. Failure was not an option because we pretty much went ‘all in’. In retrospect, I was very fortunate to have stumbled into a great industry with good fundamentals and strong growth potential. Over the years, we have grown the company organically as well as through a couple of small ‘tuck-in’ acquisitions, including the purchase of Western Label – founded in 1913 – the oldest label converter on the west coast. In our lobby, we have a Keiss & Gerlach seal press that Western Label purchased brand new in 1929 – six years before Stan Avery invented the pressure-sensitive label construction that created the industry as we know it today.

L&L: Describe your company’s focus and structure.

CM: Our largest vertical market is medical and our second largest is what I call high-performance and industrial. Coast Label Company is a specialty label supplier that targets companies that have unusual label requirements. Many of our relationships with customers



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Craig Moreland and his wife, Janice

start off with a mutual nondisclosure agreement and then proceed down the path to us solving a problem or creating a product that involves specialty adhesives, face stocks, coatings and multi-layer constructions.

L&L: I understand your son, Drew, is being groomed to take over the business. What are the advantages – and challenges – in having a successor come from your family?

CM: While our kids were growing up, they worked at the business many summers doing a range of duties. I probably erred on the side of making the family business not look terribly fun or a likely career choice for either of them. I really stressed that they should get a great education and follow their own interests for a career inspiration. My kids took that to mean that there really wasn't an opportunity – ever.

Five years after Drew had graduated from college and was enjoying a successful career at an online media company, he was quite surprised when I approached him about joining the company. I needed someone with his skill set and it turns out that it was the right time for both of us. That was five years ago, and it has been a wonderful experience working together. Drew has earned his current place of leadership in the company and due to his skills and contributions our team sees him as the company's next leader. We are now planning how to transition the leadership and eventually the ownership of the company to Drew. I'm not ready to 'go fishing' just yet, and we see several stages of this transition yet ahead of us.

In selling a company to an outsider you spend a lot of time getting the company ready to be marketed for sale. In transitioning the company to the next generation, you focus that energy on getting the successors ready to lead the company so that they and the company will be successful going forward. The latter takes longer and requires more work but it is much more fun and rewarding.

L&L: What printing equipment do you use? Have you invested in digital?

CM: We have a pretty conventional small fleet of flexographic printing and converting equipment ranging from three colors up to eight colors. For us the converting section of a press is just as important as the printing section due to our functional label focus, so most of our presses are highly optioned in that area.

TLMI announces plans for technical conference

TLMI's printThink Summit, formerly the Technical Conference, will be hosted later this year in Chicago. The bi-annual event allows members and nonmembers to come together to hear technical presentations and panel discussions on industry topics such as new production technologies, industry trends and environmental best practices.

The event will be held on September 5-7 at the Hyatt Regency Hotel & Conference Center O'Hare. Registration will open in mid-May.

“I continue to be excited about the growth prospects for our industry because there seems to be no end to the opportunities to create value for customers by thinking of new and better solutions”

We just installed a 13in UV inkjet press (Durst Tau 330E) and semi-rotary finishing machine (Grafisk Maskinfabrik DC330 Mini) with a festoon unit that can run either in-line or near-line that we purchased shortly after Labelexpo Americas. That equipment is running now and we are thus far very pleased with our investment.

L&L: Apart from machinery, what other technology is important to your business?

CM: Information technology is crucial to us. You have to be extremely responsive to customers and their needs in today's market and you need the tools to tell your story to prospective customers and then communicate with those prospects so that you can turn them into customers. And, for our customers, specification control is extremely important and we use the enterprise software tools to manage our processes to ensure that we provide and extremely consistent customer experience.

L&L: What are most exciting future opportunities for your business?

CM: I continue to be excited about the growth prospects for our industry because there seems to be no end to the opportunities to create value for customers by thinking of new and better solutions. We are in a creative industry with constant new challenges and that makes coming to work every day a joy for me.

L&L: What interests you outside the label industry?

CM: We have a second home in Mammoth Lakes, which is in the Sierra Nevada Mountains of California near Yosemite National Park. We enjoy snow skiing, hiking, fishing and relaxing up there throughout the year. We are also very fortunate that our children and their spouses live close by, making family get-togethers and activities frequent. We welcomed our first grandchild in October and expect another in May, and that's opened a fun new chapter in our lives. I'm also an automobile enthusiast and you'll find me most early Saturday mornings at the original Cars and Coffee event in south Orange County hanging out with fellow car nuts.



Labels & Labeling wrote about Coast Label's latest installation after Labelexpo Americas 2016. See: <http://tinyurl.com/h64mabbg>

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There are now two 430mm P5s at the Marburg plant

Römer Etikett increases production capacity

The Germany-based Watershed Group converter has added two Mark Andy P5 Performance Series presses to enhance production capacity, as Nick Coombes reports

When Römer Etikett became part of the Watershed Group in 2011 it was manufacturing labels on a variety of legacy presses, both rotary letterpress and flexo. Now managed by Claus Schüring, who joined in 1997, Römer Etikett is investing heavily in new press technology – part of a strategic plan to grow the Watershed Group turnover from 17m euros to 30m euros by 2020.

Each production unit is its own profit and loss center, with facilities and knowledge shared across the group, and each retains a degree of spare capacity to cater for last minute jobs.

Key to effective group-wide integration has been the choice of a single press supplier, Mark Andy. The Group now has ten Mark Andy Performance Series lines, three in Ireland, five in Poland, and now two in Germany. All bar those in Szczecin are 430mm web width (Poland's are 330mm), and highly specified, including screen, cold foil and laminating.

The two P5 lines at Marburg have chill drums to allow heat-sensitive substrates to be processed, and an inkjet head for the production of lottery tickets. For easy and safe die changes, especially on the wider 430mm web width, they have Mark Andy's QCDC (Quick Change Die Cassette) system, which uses a trolley to unload and reload via a door in the side-frame. Claimed to reduce changeover times by up to 75 percent, it is part of the group's philosophy of streamlining as many processes as possible.

Römer's Claus Schüring commented: 'Our first P5 was my initial experience with Mark Andy technology. They are quick and easy to make ready, run faster, waste less material, and print a better dot than any press I've worked with. The first P5 boosted output by 40 percent and the second will more than double our capability. Added to which, we're making time-savings of 50 percent on existing jobs, and have seen a remarkable drop in energy consumption.'

Advantages

The Mark Andy presses are allowing Watershed to sell into traditionally off-set markets, says Watershed Group CEO Liz Waters. 'There is no doubt that today's HD-Flexo technology is a commercial match for any print process, and offers significant advantages in certain areas such as color vibrancy.'

To ensure uniform production standards across the group, a best practice manual has been introduced to all plants. Known as 'The Watershed Way', it standardizes working operations to achieve maximum consistency,

while also reaping cost benefits.

With identical production capability at all plants, plans are currently in place to increase the business at Römer using the international sales team in Etiko's facility in Poland, around 600km away. According to Waters, this is attractive to the multi-nationals and PLCs, who are keen to secure back-up facilities with guaranteed print quality consistency.

With Etiko's narrower (330mm) web width capability supporting the two 430mm P5 presses in Marburg, Waters believes she has a flexible production capability that few can rival. 'I believe there is an optimum size of business for a converter – you have to be big enough to cope, but small enough to care, and really care about your customers. We're as close as a small family but have the process mentality that is required for industrial production – it's a key strength and one that we intend to build on.'

With more company acquisitions on the cards, Liz Waters is keen to sectorize the business with production facilities across Europe. Römer is a good example of this. The business grew up producing labels for the health and hygiene markets, and gradually became less competitive through lack of investment. With the new Mark Andy presses, the company has moved into higher value areas, where speed, quality and differentiation yield bigger rewards.



Claus Schüring, Liz Waters and Patrick Murphy welcomed the second Mark Andy at Römer Etikett



For background to the Watershed group, see www.labelsandlabeling.com/features/latest/group-diversity-brings-rewards-watershed

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An MPS EF340 runs on solar power at South Africa's GM Graphix



Solar power serves South African label converter

GM Graphix, based in Alberton, South Africa, got creative to solve an energy crisis facing its business. The company installed an MPS press – combined with Phoseon UV LED and Paragon Inks – which it runs on solar power, resulting in significant energy and cost savings. Chelsea McDougall reports

South Africa has been coping with an energy crisis so severe that once-common rolling blackouts have now been replaced with double digit energy rate hikes. For South African label converters this presented a unique challenge for conducting business that's reliant on energy-consuming machinery.

Alberton-based GM Graphix got creative to solve the energy woes it faced. The flexographic label converter partnered with MPS, Phoseon Technology and Paragon Inks to meet its growing demand for lower running costs and energy consumption.

In January 2016, the company installed a 25kWh solar system, a power source by which it now operates a six-color EF340 MPS multi-substrate flexo press. The press combines Paragon Inks and LED light sources from Phoseon.

The label converter known for 'being ahead of the industry' by implementing environmental-friendly practices has turned its press installation into one of many firsts: the first press in South Africa to adopt UV LED curing, and, the company says, the first known label converter in the world to run a flexo press on solar power.

Pieter Massyn at GM Graphix says: 'The price of electricity is going up and up in South Africa and it is very expensive today. On top of that there are casual power breakdowns during the day. The cost saving for running even one press on solar power is significant and not to be disregarded.'

Energy savings

Headquartered in Alberton, with a branch in Bloemfontein, GM Graphix produces various products such as self-adhesive labels, sachets, shrink sleeves and wrap-around labels, particularly for fast-moving commercial goods and pharmaceutical applications.

Ten years ago, energy consumed at GM Graphix made up 0.02 percent of the company's total production costs. As the price of energy increased in South Africa over the past few years, so did the company's electricity bill, ballooning to 2.4 percent of GM Graphix's total production costs.

“Energy costs are expected to increase annually by eight percent and therefore it is important to maintain sustainability by managing the use of energy as well as strive to become more independent. By reducing production costs, we ensure sustainability”

By running a press on power from an independent source, the company has reduced its monthly energy costs by 40 percent in the first year, Massyn says.

The company is not alone in its energy consciousness. Because the cost of electricity is so expensive in South Africa, it has caused businesses and residents to use electricity more efficiently.

Across the country, energy costs have increased by 45 percent since January 2015. The hikes have subsequently caused businesses and residents to use energy more efficiently, which has prevented further





Henri Massyn, packaging technologist at GM Graphix, with the company's MPS EF340

“The solar panels generate enough energy to run the press for 5.5 hours each day. The press’ electrical consumption is currently 30 percent less than GM Graphix’s other flexo presses”

blackouts – called load shedding.

‘Energy costs are expected to increase annually by eight percent and therefore it is important to maintain sustainability by managing the use of energy as well as strive to become more independent,’ says Massyn. ‘By reducing production costs, we ensure sustainability.’

LED technology

The solar panels at GM Graphix generate enough energy to run the press for 5.5 hours each day. The press’ electrical consumption is

currently 30 percent less than GM Graphix’s other flexo presses, Massyn says.

GM Graphix has two additional MPS presses, and four Mark Andy machines, and is currently evaluating those to see whether they will replace the press’ curing system with Phoseon systems. The company also is planning to expand its solar capacity.

The LED curing also helps GM Graphix save energy. Phoseon’s technology uses 70 percent less power than its mercury counterparts, the company claims.

With its instant on/off capabilities, Phoseon’s curing is ideal for South Africa’s power fluctuations.

Massyn says: ‘The start-up time for the LED light sources is instant, saving us at least 30 minutes of production time per day compared to mercury lamps. In addition, the inks are more stable and dry much faster with LED, so productivity increases and sharper color can be achieved.

‘This system’s reliability is very high, so hardly any maintenance is required. This all translates to higher productivity and no down time due to lamp maintenance or

GM Graphix honored for innovation

GM Graphix in 2016 received the innovation award presented by Phoseon. The award noted the company’s use of solar power used for its MPS press.

The award recognizes ‘the most innovative use of LED curing technology for reducing carbon footprint while improving energy efficiency and running costs reduction.’

warm-up times, resulting in more printed material in an eight-hour shift.’

The installation also garnered industry attention (see boxout above).

‘Pieter Massyn always struck me as a brave person to pioneer this technology,’ comments Phoseon’s Amit Rothschild. ‘He adopted our technology extremely well and was the first to do it in South Africa. He identified the potential advantages of our UV LED curing technology, and he took it a huge step forward by running on solar power.’

Massyn encouraged other label converters to look into independent energy. ‘Geographically, any place with plenty of sunshine and low number of cloudy days is ideal,’ he says. ‘On top of that if electricity prices are high like in South Africa, the ROI would be fast.’

He continues: ‘UV LED should be taken in consideration by every label converter as this technology is improving yield and productivity which are the real payback. Running it on solar power makes it simply more sustainable and is a contribution in leaving this planet in better condition for the ones that come after us.’



More information on GM Graphix can be found at www.gmgraphix.com



GM Graphix’s MPS EF340 press is installed with Phoseon Technology LED curing systems



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AIPIA sees bright future for active and intelligent packaging

The key to this market is to provide a total and scalable system, not piecemeal components, says AIPIA communications director Andrew Manly. David Pittman reports

Active and intelligent packaging is a big market, with applications of different technologies and options in a number of segments.

Recent examples have included Selinko and Toppan Printing collaborating to launch a device allowing detection of any attempt to remove, tamper with or even pierce the cork of a wine bottle, using a sensor coupled with an RFID/NFC tag. The first customer, Domaine Emmanuel Rouget in Burgundy, has adopted the technology to protect its Grands Crus and Premiers Crus from counterfeiting by maintaining the integrity of the closure. And Northern Lights Spirits – a Finland-based distiller of handcrafted gin and vodka – is now distributing 'smart' bottles of its premium Kalevala Gin featuring Thinfilm's NFC SpeedTap tags, which combine with cloud-based software to enable remote tag management, custom content delivery, and detailed analytics and reporting. Each SpeedTap tag is uniquely identifiable and virtually impossible to clone, and can be read with the simple tap of an NFC-enabled smartphone or device.

The Active & Intelligent Packaging Industry Association (AIPIA) is a trade body for the supply chain with the mission to cut costs, reduce waste and increase its members profitability by the implementation of hi-tech options in packaging; members include Avery Dennison, Esko, Hapa, Rolling Optics, Sun Chemical, Constantia Flexibles, Coveris, Rako, Reynders, Royston Labels, Zircon

“The food sector is where active and intelligent packaging will have the biggest impact”

Technologies, Estee Lauder and Heineken.

Andrew Manly, AIPIA communications director, sees wine and spirits, along with pharmaceuticals, cosmetics and apparel, as key markets where active and intelligent packaging is currently having the greatest impact as they are where the unit price per item, 'can justify applying the technology and the counterfeiting, theft and traceability problems they face are immediate and costly.

'But, and it is a big but,' he states, 'the food sector is where active and intelligent packaging could and will have the biggest impact. It is already making a profound difference in food logistics, notably the cool supply chain where intelligent labeling and tracking systems can monitor the storage and transport regimes in real time. With so much emphasis on food waste and food security, it is clear that either the industry does something to clean up its act or the legislators will.

'Food producers are already waking up to the potential active and intelligent packaging has in both this area and consumer engagement. That leaves the retailers, with some notable exceptions such as Macy's in the US and Marks & Spencer in UK.'

Technologies

To meet this increasing demand, a growing number of suppliers offer products and technologies dedicated to the market. In labels, the one receiving the most adoption at present is RFID/NFC

tagging, which Manly identifies as 'a very ubiquitous product' with some big players who are reaching out to established packaging suppliers, or who have been acquired by packaging companies; CCL has bought Checkpoint; Thinfilm is busy with several major packagers, such as Constantia and Beneli; Digimarc and Everything have a project with Westrock; and Avery Dennison has recently invested 18 million GBP (22 million USD) in PragmatIC, a flexible electronics developer.

'The reason NFC/RFID tags are getting more widely used is because they can offer a multiplicity of features. Just for the supply chain logistics element, the choices range from a simple, single use, temperature monitor attached as a label or device to the pallet, to a multi-use tracker with GPS that measures, time, temperature and even humidity. There are even more sophisticated systems that offer a points system via your smartphone to enable you to "score" whether the product is in the best condition or not. But looking at this more widely, one of the strengths of active and intelligent packaging is that it is quite simple to combine different technologies, for example an antimicrobial pad or coating with a condition monitoring label, to achieve the desired result; RFID tags in the apparel sector offer supply chain and warehouse monitoring, inventory control, in store stock management as well as being an anti-theft device.

'Even the simple QR code is making a comeback now people are using it properly.' This is being spurred on by the 'incredible growth of smartphones', which Manly says means consumers can be engaged in new and interesting ways, through on-pack labels or codes offering loyalty programs, special offers, recipes, allergy information. 'They can have fun and, at the same time, offer valuable marketing insights back to the brand owner and retailer.'

The next generation

Manly is excited by the developments in printed electronics, which he foresees being integrated with 3D and digital printing when appropriate. 'Printed electronics is very attractive to brand owners as it offers security, tamper evidence, customer engagement and valuable market statistic gathering capability, all in one product.

'Personally, I have a soft spot for graphene and all things nano, as it is a truly incredible product and has so many beneficial characteristics. As someone who has defended packaging for 40 years I feel the whole nano issue has been overblown. The danger came from nano-particles in the product not the packaging. Nano Industries Association (NIA) did a study and found



“Why would consumers not want to know the condition of a product in their fridge or on the supermarket shelf?”

evidence of nano migration from the pack. I see great things and we are delighted to be involved with the NanoPack project.’

This three-year project is aimed at demonstrating, validating and testing food packaging products with antimicrobial surfaces based upon natural materials. NanoPack will address scientific, technological, economic, safety and regulatory challenges. Led by Technion – Israel Institute of Technology, NanoPack is funded as part of Horizon 2020, the EU framework program for research and innovation. Overall, AIPIA is involved with three EU funded projects under the Horizon 2020 program, to develop intelligent features for fiber-based packaging, antimicrobial nano-packaging and food packaging to extend shelf life, and how to break down barriers to adoption of these.

‘All could have implications for the labeling sector,’ notes Manly. ‘Indeed, one of the key areas of research is to improve the inks used in printed electronics as they are expensive and need to be very conductive. Also, the methods used for layering printed electronics can be slow and time consuming so there is a good deal of work going on to speed up that process. The ultimate goal is to be able to create a printed electronics device using an inkjet printer. Universities are already working hard on it. The key issues are cost and scalability. But, of course, is it reliable? Can it be integrated into an existing brand image or design? And does it provide a long-term benefit to my product?’

The market for active and intelligent packaging is global, although Europe and the US are where most activity is happening at present, with a density of

population centers and complex supply chains making them ‘fertile ground’ for active and intelligent packaging.

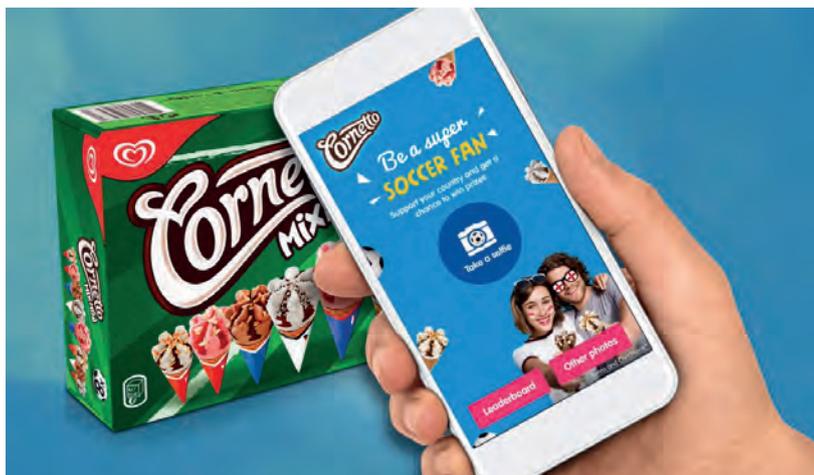
For AIPIA and Manly, all predictions point to Asia being the biggest growth region for just about every aspect of the technology. ‘Japan was the first country to recognize the benefits of active and intelligent packaging, but its supply chain dynamics, with lots of little shops selling morning, day and evening goods, and the “quality” element of its packs, made the value proposition very different from western markets. There was also an issue with plastering everything with QR codes that did not take consumers to anywhere of interest; this saw the whole idea of active and intelligent packaging rather fell away.

‘Now the proposition is somewhat different, as it is China and India that have to cope with the biggest threat from counterfeits and it is a serious issue for wines, spirits, cosmetics and luxury brands. In addition, the huge urbanization in these countries means that supply chains are becoming much more sophisticated and need many of the things active and intelligent packaging technology has to offer. But, of course that requires a desire to invest. China’s regulators are getting tough on food security issues so I see the whole region being one to watch for active and intelligent packaging.

‘By value, of course Europe and the US will be largest. But Asia will show the biggest growth.’



Read an article on connected packaging and labels from the L&L Yearbook 2017 at <http://tinyurl.com/h48hdk8>



AIPIA World Congress 2017

This year’s AIPIA World Congress will take place in Amsterdam at the Congress Centre Beurs van Berlage on November 2-3. The event will feature demonstrations, presentations and pitches, alongside a series of hackathons, which will involve groups of delegates, experts, speakers and suppliers in interactive sessions to brainstorm and develop ideas and options.



Left: With smartphones, consumers can be engaged in new and interesting ways

Right: Wine and spirits is one of the key markets for active and intelligent packaging

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EFI CEO Guy Gecht



EFI CEO Guy Gecht and Quad/Graphics CEO Joel Quadracci



More than 1,000 people attended EFI Connect

Packaging dominates conversation at EFI Connect

At EFI's annual users' conference, top executives from leading printing companies spoke to attendees about the future of print and the technological advancements changing the face of the industry. Chelsea McDougall reports

If there was a dominating theme at Connect, the annual Electronics for Imaging (EFI) users' conference, it was that the future of print falls squarely on packaging. The keynote speakers included newly minted Xerox CEO Jeff Jacobson, making his first public speaking appearance since taking the helm in January. Printing giant Quad/Graphics also loaned their CEO Joel Quadracci for a speaking engagement. As always, EFI CEO Guy Gecht addressed the crowd, which was reported to include over 1,000 attendees, including EFI customers and employees, as well as more than 100 members of the media from publications across the globe.

Additionally, the conference featured information on market and technology trends and an agenda of more than 200 educational sessions.

Packaging potential

Among the many themes emerging from the two-day conference, the print industry leaders each said that packaging is a growth area they are targeting.

EFI has a range of digital presses for corrugated, packaging and label printing, in addition to wide and super wide formats. The company also has a line of productivity software for nearly all print markets.

As far as labels are concerned, EFI's Jetrion narrow web digital press continues to be the workhorse. The press has about 250 installations worldwide, the company says, however EFI executives predicted that the number of installations will grow in 2017.

At Quad/Graphics, where books, catalogs, magazines and direct mail are kings, Quadracci has built a 200 million USD packaging business over the past three years. QuadPackaging – a division of the Wiscon-

sin-based company – is moving into labels, tags, folding cartons and inserts with its offset, digital and flexo capabilities.

'We knew packaging was an opportunity,' Quadracci said. 'We entered folding carton because that's closest to what we know.'

At the time of his 'fireside chat' with Gecht, Xerox's new CEO was less than one month in the new job, but already had outlined areas where he sees growth. 'We're going more into workflow automation, printed electronics, Internet of Things, packaging,' Jacobson said. 'There are many areas where we want to invest. We have a roadmap for the next five years. We've got a healthy plan that we've rolled out.'

It appears that the three CEOs are not the only businessmen to see potential in packaging. During his talk, Idealliance economist Andrew Paparozzi presented figures from his company's State of the Industry report that asked print service providers in what markets they see opportunity. Of those surveyed, 37.7 percent indicated that packaging was an area of potential growth. Packaging fell second behind direct mail, an area in which 54 percent of respondents see potential. Tags and labels fell into the bottom half, with 9 percent of respondents indicating they were interested in playing in that market.

When it comes to new opportunities, he encouraged the audience to objectively evaluate opportunities based on a decision matrix that he provided. 'Pass on low-score opportunities, no matter how much buzz it's getting.'

The future is automated

Artificial intelligence was another strong theme that emerged during the two-day conference. In his opening keynote speech

EFI launches new products

At Connect, EFI unveiled a new soft signage printer and new LED, roll-to-roll printer for wide format, and noted upgrades to its workflow offerings. The company unveiled Version 5 of its Productivity Suite, which covers six vertical markets: commercial, midmarket, packaging, quick print, publication and corrugated packaging.

Gecht addressed artificial intelligence and the impact of what he called the next wave of advanced technology. 'The next big thing is artificial intelligence. The world is moving to a place that's more automated. At the end of the day, we're adding more intelligence to everything.'

Gecht discussed exciting developments, such as self-driving cars and automation in the workforce. Though he acknowledged job losses due to automation were 'a real concern.' 'We're already seeing jobs reducing,' he said. 'A lot of the jobs can be done by machines.'

Quadracci shared similar sentiments. 'When we were just about 1 billion USD in revenue in 1998 we had 14,000 employees. Today we have 4.5 billion USD and we have 20,000 employees. Automation is taking hold and we're automating things we never thought we could.'

EFI Connect was the company's 17th annual users' conference and was hosted January 17-19 in Las Vegas, Nevada. The 2018 event will be January 23-26.



To watch EFI CEO Guy Gecht's keynote presentation, and more, visit www.efi.com/connect

Mark Andy makes inroads with Digital One

Since launching the entry level Digital One press at Labelexpo Americas 2016, Mark Andy has installed more than two dozen presses. Chelsea McDougall reports

Conventional presses may be the bread and butter for Missouri-based Mark Andy, but the press manufacturer is beginning to show its digital prowess.

The company launched at Labelexpo Americas 2016 its entry level digital system, the Digital One EP dry toner press. The Digital One complements the company's Digital Series hybrid press.

Mark Andy sold nine Digital One presses at the show, and as of late February had sold more than two dozen that have been installed primarily in North and South America. Interest in the press isn't slowing. A series of roadshows in February drew more than 100 people to look at the press, the company says.

'This is the most successful product launch in terms of sales and marketing – ever,' said Tim Brasher, says Mark Andy manager of business development.

Vancouver-area Glenwood Labels was one of the first label converters to adopt Digital One technology. The company attended Labelexpo Americas with the idea of buying a digital press to augment its fleet of flexo presses, but co-owners and brothers Kelly and Terry Lawrence weren't sure which press would best suit their needs.

There were a few factors that drew the Lawrence brothers to the Mark Andy Digital One. First, the press is small, compact and inexpensive. Mark Andy set a flat rate 265,000 USD price tag, and is marketing the press to those who had previously been apprehensive to invest in digital technology.

'For us being new to digital, we were unsure what kind of return on investment we were going to get,' Kelly Lawrence says.

"This press is for the companies who might not have the business to justify a million-dollar piece of equipment. We want to bring them along for the ride and help them grow in this digital world"

'We felt it was a perfect price point for us to enter the digital market.'

Another draw for the Lawrence's was the in-line finishing, rewind and unwind at the tail end of the Digital One.

'The Digital One has a die-cutter built into the press, we felt it was a really good complement to a continuation of our flexo printing,' Terry Lawrence says. 'We felt it was a great next step for us.'

Since installing the press in late January, Glenwood Labels quickly got the machine up to full-scale production. The company primarily will print prime labels for food, pharmaceutical and vitamin labels. 'You name it, we're running it on the Digital One,' Terry Lawrence says. 'We're blowing the doors off our customers with what we can do now.'

Press specs

To keep the price low, the Digital One is not customizable, so 'what you see is what you get,' Brasher said.

The press images at 1,200 DPI, can achieve speeds of 62ft/min and prints on a range of substrates including pressure-sensitive paper and film, unsupported paper and tag stocks.

Glenwood Labels marks nearly 50 years in business

Glenwood Labels is currently co-owned by brothers Kelly and Terry Lawrence. The two succeed their father, Wally, who began printing labels 47 years ago in the basement of his home.

The Vancouver-area label converter was strictly flexo until its recent Digital One purchase. The company has three in-line Aquaflex presses in its 30,000-square-foot facility. Glenwood Labels employs 50 people.

Their target markets are grocery, chemical and warehouse labels, as well as labels for pharmaceuticals. The company is hoping the Digital One will help them with its growing craft beer market.

Digital One's 13-inch web prints four-color CMYK digital process combined with a single servo-driven flexo station for in-line converting, decorating and spot color.

The press is equipped with air-cooled UV LED curing and an onboard compressor. Digital One requires only a 220v single phase power source.

'This press is for the companies who might not have the business to justify a million-dollar piece of equipment. We want to bring them along for the ride and help them grow in this digital world,' Brasher says.



For more information on Glenwood Labels, visit www.glenwoodlabel.com



Kelly and Terry Lawrence of Glenwood Labels are pleased with their Mark Andy Digital One



Label converters in the Milwaukee, Wisconsin, area got an up close look at the Mark Andy Digital One during one of the company's roadshows



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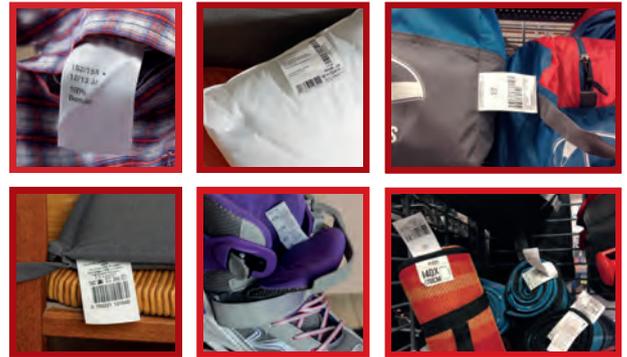
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Clemson University students get an up-close look at the Nilpeter FB-3

The gift that gives back

In 2016, the Nilpeter Foundation gifted a new FB-3 flexo press to Clemson University's graphics communications department, and students have taken the donation to a new level with a virtual version of the press. Chelsea McDougall reports

A gift from Nilpeter to Clemson University's graphics communications department is giving back in unexpected ways.

Nilpeter's charitable foundation donated a FB-3 flexo press to the university for use in its graphics communications courses. The press not only benefits the students of Clemson who will learn on it, but students are flexing their creative muscle in a unique project with Nilpeter.

Two Clemson alumni working in the university's Sonoco Institute – a facility that combines Clemson's packaging science and graphics communications departments – have developed a nearly exact replica of the donated Nilpeter press in virtual reality.

Flexography in virtual reality

A highlight of Clemson's Sonoco Institute of Packaging Design and Graphics is its eye tracking equipment used to study consumer buying behavior. (Some may remember the eye tracking equipment showcased at Labelexpo Americas in 2014). The eye tracking lab includes a model grocery store, complete with shelves lined with products. Participants wearing eye tracking glasses walk the aisles while the glasses record where their eye landed on the shelf. These studies help with shelf design, decorative decisions, material selection and more.

Building on the success of the eye tracking studies, Clemson took it a step

“This has been a phenomenal benefit to the program. This is the future for them so they can go out into the marketplace and be a valuable asset to companies. They need to understand the capability of these presses and what they can do. I can't say enough about this press”

further and created the grocery store in virtual reality. Participants put on a VR headset which transports them to a virtual grocery store where they can grab items, put them in a basket – or in the case of this reporter, throw items around the store. Clean up happens with a push of the button, and products on the shelf can be changed and customized.

Clemson alumni Christian Stith and Nate Newsome took the framework of the VR grocery store, and created a digital replica of the Nilpeter press. Nilpeter shared with the students CAD drawings and engineering specs of its FB-3. Stith and Newsome – both graduates of the university's computer science post-graduate programs – then created the press in a virtual environment.

Like the grocery store, the surroundings of the press can be changed to recreate the facility in which the press will be housed, for example. The pair was still fine tuning the VR program during L&L's February visit, but in the end, they want the program to be able to fully run the press in a virtual world.

Nilpeter vice president of sales and marketing Paul Teachout learned of the project in early February during a demonstration with this reporter. He was ecstatic.

'Every department at my company could use this,' he says. 'It could be operator training, it could be press demonstrations, trouble shooting, engineering, sales. Really the sky's the limit.'

Hands-on learning

Nilpeter installed the FB-3, valued at more than 900,000 USD, in May 2016, and students have had a full semester to learn on it.

'This has been a phenomenal benefit to the program,' says Kern Cox, a lecturer in Clemson University's department of graphic communications. Cox teaches undergraduate-level courses in all major printing processes, electronic pre-press, package printing technologies and color management.

Cox continues: 'This is the future for



A flexo station on the Nilpeter FB-3 donated to Clemson dons the university's logo

them so they can go out into the marketplace and be a valuable asset to these companies. They need to understand the capability of these presses and what they can do. I can't say enough about this press.'

Located in the Godfrey Hall building on the university's campus in Clemson, South Carolina, the servo-driven 13-inch, seven-color FB-3 flexo press is capable of producing labels, folding cartons and flexible film.

Teachout points to the machine's automation and what Nilpeter calls its 'clean hand technology' as a driver for student engagement.

'Automations is going to allow this next generation to be more engaged with this machine and have it be more appealing for them,' he says. 'We're trying to provide that level of efficiency for the generation that wants it faster better and easier. That's the millennial way: faster, better, easier.'

The FB-3 runs at maximum speeds of 750 ft/min, has full embellishment features, and is equipped with AVT inspection and GEW UV curing.

Graphics communications program

Students in the graphics communications programs start as freshman operating the flexographic, offset, digital and screen printing presses at Godfrey. The university also has state-of-the-art plate making and finishing equipment so by the time the students make their way through the program, they understand the full life cycle of a label. The university's school of graphic communications graduates



Clemson University students work on a project under the guidance of instructor Kern Cox (far right)

about 90 students each year, Kern said, and its job placement rate hovers near 100 percent. Many go on to work for the myriad of companies who donate machines and materials to Clemson.

'I tell them: "For four years you're going to be running the press. You're going to be cleaning and doing mechanical things, but then you're not ever going to do that again, probably",' Kern says. 'But the reason they do it is to understand how the system works, to be better trouble shooters, to be more efficient in their roles after graduation.'

Dr Chip Tonkin, director of the Sonoco Institute, adds: 'Our students understand marketplace competitiveness and how implementing technology can keep companies strong and innovative.'

'The value of this gift extends to potential employers in that they want students who know how to utilize and implement the latest technologies to stay competitive.'



For information on Clemson programs, visit www.sonocoinstitute.com or www.clemson.edu



Pictured (from left): Tod Leonard, president; Brad Schlenk, vice president of sales; Tim Kraemer, plant manager, The Printing Plant

First US installation of Panorama showing signs of success

The Printing Plant, based in Cincinnati, Ohio, was the first US label converter to adopt the Nilpeter Panorama UV inkjet digital press, and the converter already credits the purchase with netting them new business.

The Printing Plant was wooing a customer in the vitamin and supplement arena. Tod Leonard, president, and Brad Schlenk, vice president of sales at The Printing Plant asked Nilpeter and few others press suppliers to print samples for a potential new customer to evaluate. When the samples were returned, those printed on the Panorama stood out, Leonard said.

'They were very pleased with the results,' he says. 'The customer told us, 'if you print our labels on this press, then you have yourself a deal.' So, we bought the Panorama press.'

Since earning the vitamin business, Leonard says the company has gained other new customers. The first, printing labels for bird suet.

'That's a brand new account that we won, again because of this press,' Leonard says. 'We've printed hundreds of thousands of feet of 10 different bird suet labels; I never knew they sold so much,' he said laughing.

'We have also picked up two other accounts in the short time we have had the press because of its capabilities,' Leonard says. 'One has 47 different labels and we are currently printing 10 labels for the other account with more to follow.'

The Panorama runs at speeds of up to 164 ft/min, and has taken some midsized jobs off of The Printing Plant's flexo presses.

Nilpeter introduced the Panorama to the market at Labelexpo Europe 2015. The Printing Plant purchased the press just ahead of Labelexpo Americas 2016, and Nilpeter showcased it at the show. The Printing Plant's Panorama was installed in October 2016.

A longtime customer of Nilpeter, and The Printing Plant is close to Nilpeter's US headquarters. The Printing Plant was purchased from The Kroger Co. in 1979 with flexo, offset and letterpress capabilities. Shortly after purchasing the company, management decided to convert the business to a strictly narrow web flexo operation, which today nets about 12 million USD annually.



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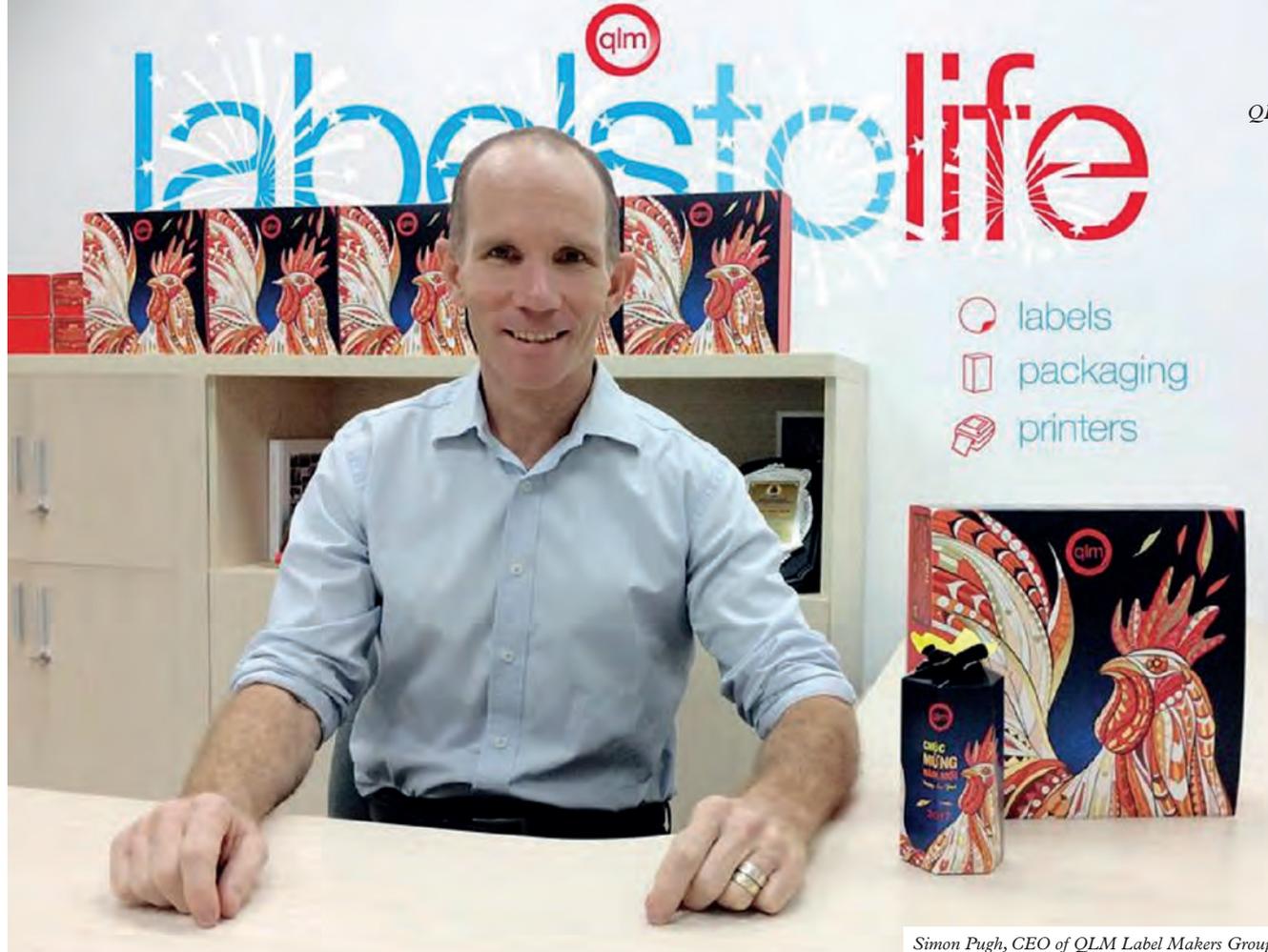
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Simon Pugh, CEO of QLM Label Makers Group

Growing an Asia-Pacific label brand

L&L Oceania correspondent Henry Mendelson reports on Australia-based QLM's quest to become Asia Pacific's 'most dynamic and service driven label manufacturing group'

While major print industry events such as Labelexpo Europe and drupa create an exciting buzz for those making the long journey to attend, back home in Australia aggressive and often unsustainable pricing, wage growth pressures and increasing raw material costs serve as stark reminders of the challenges facing the country's label manufacturing industry. How refreshing then to discover a down under label converting group achieving growth through diversification and not afraid of doing it a little differently.

Labels to life

From humble beginnings of a single hand-fed Heidelberg Golding press located in the basement of a suburban Brisbane family home producing business cards, Queensland Label Makers (QLM) has grown to become, in CEO Simon Pugh's words, Asia Pacific's 'most dynamic and service driven label manufacturing group'. From its origins as the family business of Australian industry veterans David and Del Pugh, QLM now has key stakeholders in each of its current locations throughout Australia, Malaysia, Bangladesh and Vietnam, including the Pughs' children, Simon and Morag.

Founder Del Pugh, who died late last year, was a forthright voice in the local industry including a distinguished involvement in its recently renamed industry association LATMA, serving as Queensland branch president and more recently having lent her name to the Association's annual Apprentice of the Year award. With staff numbers today of more 450, one can be excused for not realizing the extent of the

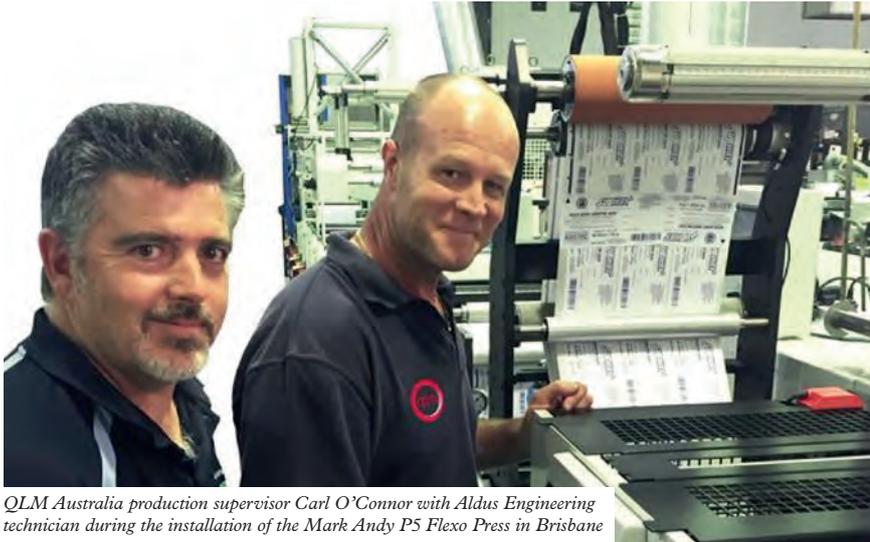
"We have always focused on ensuring the places where we operate are strong local markets first, but that they also bring something more to the table for us as a group"

company's dramatic growth.

Simon Pugh describes QLM's key point of difference as that of a premium boutique manufacturer.

'QLM brings "labels to life" and we do that by discovering what our customers want to achieve and tailoring solutions to suit,' he says.

The company has consistently invested in diverse and flexible print platforms, responding to changing market conditions with print capabilities that suit its growing client base. QLM currently incorporates over 80 print platforms ranging from flexo (Gallus and Mark Andy), letterpress (Lintec), offset (Heidelberg) and production quality digital (HP Indigo). The manufacturing platforms in each country in which it operates allow the group to provide diverse capabilities, including specialization for local markets or export, while also ensuring there are print synergies in each market for



QLM Australia production supervisor Carl O'Connor with Aldus Engineering technician during the installation of the Mark Andy P5 Flexo Press in Brisbane

risk mitigation in the event of production demands or disaster recovery.

Growing pains

Changing market conditions in the early 2000s saw the company embark on its first offshore venture. Rather than merely outsourcing unprofitable work to overseas suppliers, the company wanted to participate in production and develop its network throughout the region.

After what was described as 'a very involved process', a joint venture was established in 2007 with a Malaysian manufacturer. While most new ventures are filled with challenges, QLM quickly discovered that its unique culture lent itself more to operating its own facility, which resulted in the company deciding to make a new acquisition and operate independently. Pugh describes such undertakings as 'incredibly time consuming', noting the requirement for key staff members to relocate with each acquisition to ensure organizational culture is maintained no matter where the location. The development of key local personnel is also seen as integral to success.

'We have always focused on ensuring the places where we operate are strong local markets first, but that they also bring something more to the table for us as a group,' he emphasizes.

QLM has since gone on to make acquisitions in Bangladesh (2010), Vietnam (2012) and most recently in Malaysia, as well as of several key companies in Australia. These include Label Print (Brisbane), Self Adhesive Markings (Melbourne) and Alpha Labels (Sydney). Pugh says that their approach to acquisitions often belies the complexities faced in achieving success.

'Saying it and making it a reality is a lot harder than it first appears,' he stresses. 'There have been lots of very difficult times and the nuances of doing business in Asia require a strong commitment and nerve.'

"QLM has broadened its offerings to become a key distributor of thermal and digital printers and finishing equipment as well as operating dedicated in-house thermal print bureaux specializing in Toshiba thermal printers"

'With a little bit of luck and a whole lot of hard work it has started to pay dividends.'

QLM's Asia Pacific Group COO Peter Woods tells L&L: 'To achieve its targets, the company expects our people to care. Our values are care, consistency, accountability, respect, excellence and sustainability. Despite our growth over the years, we still run on a family business model and we go out of our way not to act like a multinational'.

As a result, Woods notes: 'For us to be successful in today's environment, our business acumen and competitiveness must be underpinned by a people-oriented philosophy.' It is rare for a family-style management to succeed as spectacularly as has been the QLM Group's track record in as unremitting an industry as labeling and packaging.

Simon Pugh adds that the group's family-style management approach has meant each of its employees has contributed to the company's history and achievements. 'The success of QLM has been from the people we have working here,' he says. This company mindset of a caring workforce is reinforced by projects undertaken in each region by QLM that combine dedicated compassion projects underpinned by a combination of paid and voluntary input from staff.



Machine operator Bai Nguyen laminating and die-cutting at QLM Vietnam



An inspection facility at QLM Label Makers Tan Binh industrial zone plant

Diversification in key segments

According to the group's marketing manager Lindsay Nutley, one of the major challenges when seeking footholds in growing markets is to remain focused on the specific targets and needs of each entity to ensure they remain successful. 'QLM has broadened its offerings to become a key distributor of thermal and digital printers and finishing equipment as well as operating dedicated in-house thermal print bureaux specializing in Toshiba thermal printers', he indicates.

'We work very much on an ethos of selling products we use. That way we know how and why they add value. QLM's acquisition in Vietnam has also provided the avenue to market premium folded product packaging and cartons there.'

With HP Indigo offset press capabilities there, this includes the ability for personalization and customization in a way that is very much at the cutting edge for products in Asia Pacific.

'Add to these the group's graphic design services, materials handling and storage facilities, and we can claim our goal of "bringing labels to life" is well and truly on track to breathing life into the industry.'

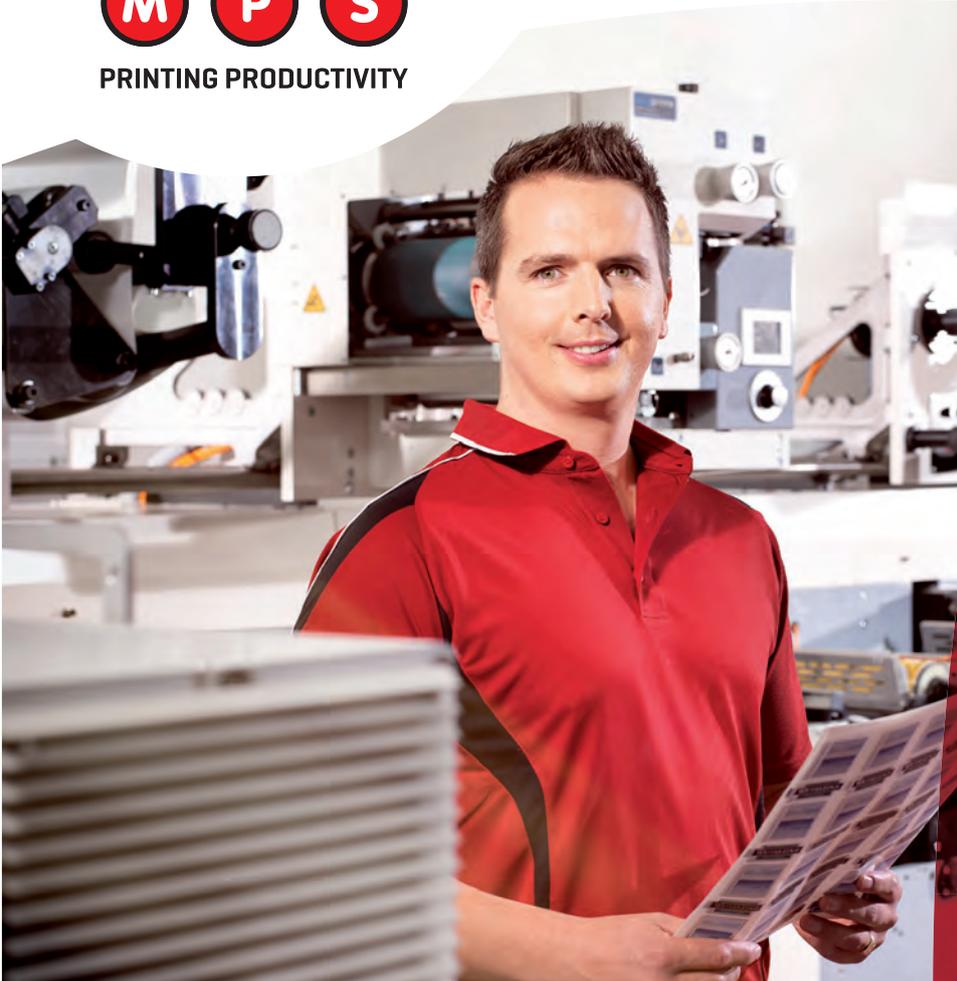


For more Oceania coverage from Henry Mendelson, go to www.labelsandlabeling.com



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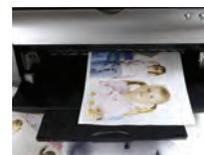
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A render of AMF Etiquetas' Print Center

AMF Etiquetas opens Print Center

AMF Etiquetas, one of Chile's leading label converters, has inaugurated its Print Center – a digital laboratory with design and mock-up services which is unique in Latin America. James Quirk reports

AMF Etiquetas, a label converter based in Santiago, Chile, has opened its Print Center – a digital laboratory with consultancy, design and printed mock-up services that is unique in Latin America.

The Print Center is housed within AMF Etiquetas' 6,000 sqm factory, but has a separate entrance and a dedicated team of 20 staff. It comprises a print area with digital printing, hot stamping and finishing equipment, an exhibition area and meeting rooms.

The initiative, two years in the planning, will allow clients to see – and take away with them – printed mock-ups of their labels, as well as to test designs on a wide range of materials. Substrates from all major international suppliers are available for trial. The equipment housed in the Print Center can produce – within minutes – mock-ups which are 80 percent faithful to the final product.

The Print Center has a dedicated designer

who can create artwork for clients from scratch, as well as counting on the support of external designers in a consultancy capacity. The Print Center team can advise clients on international design trends, related to a particular country or end use sector, to help them create the best label for their product. Confidentiality is guaranteed.

“We are able to create mock-ups for every need, making the necessary production tweaks to arrive at the result desired for the final product”

‘We can help provide new ideas to clients and offer solutions for different kinds of applications,’ explains operations manager Sergio Gallo. ‘We are able to create mock-ups for every need, making the necessary production tweaks to arrive at the result desired for the final product.’

Growth

AMF was founded in 1945 as a forms printer by Alfredo Molina Flores. Today, it is a group of five companies: AMF Impresores, still dedicated to forms printing; AMF Medios Transaccionales, founded in 1980, for security printing, bank cards and checks; AMF Variable, founded in the mid-1980s, for mass

communication; AMF Packaging, opened in the late 1990s, focused on the cosmetics, pharma and industrial markets; and AMF Etiquetas, founded in 2009, which prints labels for the wine and industrial markets.

The company remains a family-run business. Founder Alfredo Molina was succeeded by his son Carlos from 1971 to



AMF Etiquetas creates new marketing department

AMF Etiquetas' new marketing team of five people, headed by María Trinidad Echegaray, was created last year, prompted in part by the Print Center project.

See Label Society on page 112 for a photo of the team.

The AMF Etiquetas team (L-R): Eduardo Pérez, press operator; Florencia Barrera, design and development coordinator; Juan Ignacio Molina, general manager; Sergio Gallo, operations manager; Valentina de la Sotta, marketing coordinator; Isabelle Juanchich, senior marketing coordinator; Alex Garcia, development manager; María Trinidad Echegaray, head of marketing; Magdalena Schuster, marketing coordinator

“There is great variety in run lengths in the Chilean wine label market: from 1,000 labels to one million, and everything in between”

2013. Today, AMF Etiquetas is run by Carlos' son Juan Ignacio Molina and the other divisions by Juan Ignacio's brother Cristobal Molina. The AMF Group today has sales of more than 60 million USD per annum.

According to Juan Ignacio Molina, general manager, AMF Etiquetas has experienced double-digit growth every year for the last

four years. 'Growth has mainly come from the wine market,' he reveals. The company has around 50 vineyard clients, 10 of which are among the biggest in the country and represent some 80 percent of AMF Etiquetas' production. 'There is great variety in run lengths in the Chilean wine label market: from 1,000 labels to one million,

and everything in between.'

In this competitive sector, quality demands are stringent. AMF Etiquetas' largest vineyard client, Viña San Pedro, the second biggest wine group in Chile, has installed a new application line which is the fastest in the country: it labels 24,000 bottles an hour. 'Our labels have to perform perfectly even at these extremely high speeds,' says Molina.

Production

AMF Etiquetas produces 550-600 million labels a year, with production split 60-40 between

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Left: Juan Ignacio Molina and Maria Trinidad Echegaray with the Xeikon 3300 digital press and in-line GM Mini finishing system

Above: Juan Ignacio Molina with one AMF Etiquetas' HP Indigo digital presses

sheet-fed and self-adhesive. Seventy percent of production is for the wine and liquor markets, and 30 percent for the food sector.

From early 2017, growth is also expected to come from new areas. The company recently installed a Nilpeter MO-4 with offset, flexo, screen, hot foil, embossing and die-cutting stations, and is

now branching into beer labels and other beverages, including juices. CCU – a diversified beverage company which is the largest brewery in Chile and a partner of Heineken and Anheuser-Busch – is a new client.

AMF Etiquetas' factory, which houses 135 employees, also contains a Nilpeter FA3300 flexo press, a Xeikon 3300 –

installed in 2014 – and two HP Indigo presses: a WS6600 and WS6800. Finishing of self-adhesive labels takes place on machines from AB Graphic, Cartes, Newfoil and a GM Mini, in-line with the Xeikon press. Sheet-fed offset printing is handled by equipment from Heidelberg, Ryobi and Komori;

these labels are finished on machinery from Blumer, Kama, Polar and Steinemann. The company uses Esko pre-press and Kodak CTP platemaking equipment, with inspection throughout its production processes provided by AVT, Shark and Focusight.



Label Summit Latin America 2017 takes place in Santiago, Chile, on May 16-17. Go to www.labelsummit.com/chile for more information

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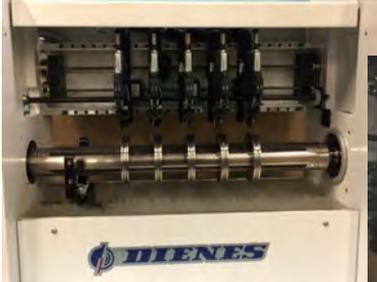
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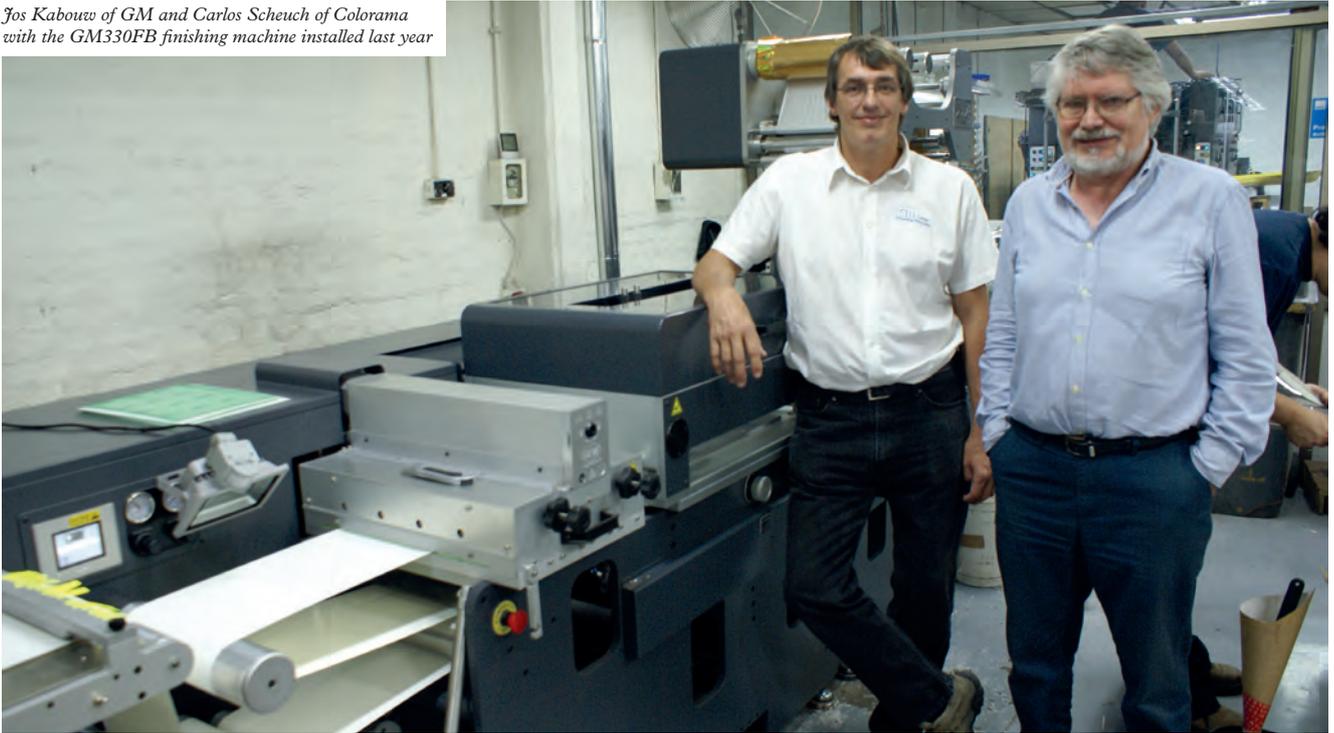
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Jos Kabouw of GM and Carlos Scheuch of Colorama with the GM330FB finishing machine installed last year



Colorama rewarded for wine focus

Colorama is reaping the benefits of increased focus on Chile's booming wine label market. James Quirk reports

Santiago, Chile-based label converter Colorama has benefitted in recent years from increasing focus on the country's wine market – moving away from other end user sectors, and reducing its client base in order to provide closer, more personalized service to its customers.

The shift in strategy began seven years ago with the arrival of Carlos Scheuch, business manager of Colorama's roll-to-roll printing division. He already had experience with a converter that was an early pioneer in wet-glue labels for the Chilean wine market. Scheuch and Scheuch and president of Colorama's board Francisco Langlois, who heads up the company's sheet-fed printing division, began to focus on added-value applications, and wine labels have grown to 90 percent of the company's production.

To allow improved customer service, Colorama reduced its client roster from more than 200 to around 40, most of whom are vineyards. Among its clients are three of the country's largest, including San Pedro, the fastest-growing vineyard in Chile.

'The local label market is very competitive,' says Scheuch. 'Particularly since the arrival of multinational groups such as CCL and MCC. We are positioning Colorama as a value-added label converter which offers a very high quality of product.' The strategy is paying off, with Colorama experiencing double digit growth per annum for the last three years.

Production

Colorama was founded in 1988 as a printer of basic labels, mainly for fruit, and publicity work. In the 1990s it installed the first Indigo digital press in Chile – an E-Print 1000 – and has remained a loyal user of HP Indigo presses over the years, installing and upgrading various models. Today, it runs two HP Indigo WS6800s and one ws4500.

Sheet-fed offset presses from Heidelberg have been used since the company's foundation. Today it runs five such machines, the latest a 5-color Printmaster installed two years ago.

Flexo printing is provided by two Nilpeter presses – one each from the manufacturer's FB and FA lines, the latter a 'very complete machine,' according to Scheuch, with eight colors, hot stamping and rotary silkscreen.

A flexo unit from LeoMat allows variable data overprinting on wine labels. Finishing takes place on a number of machines, including an AB Graphic Digicon Series 2 and Colorama's most recent installations: a GM Mini, installed in 2015, and GM DC33FB bought last year. The latter has brought Colorama its first flatbed silkscreen capability, as well as foiling and embossing. It is equipped with a BST web guide and GEW UV curing.

'I attended Labelexpo Americas 2016 and was particularly impressed with advances in digital finishing technology,' Further

equipment purchases are being planned for 2017.

'The GM machines are like Chilean wine: not too expensive, and very good performance,' says Scheuch. 'The installations were easy and local technical support is big advantage. The GM DC33FB is more complex in terms of its offering, but is easy to use. Registration is perfect.' According to Scheuch, 50 percent of wine label finishing now takes place on the GM systems.

Thanks to its large digital installation base and GM's Santiago-based regional office, headed by Jos Kabouw, Chile is the manufacturer's biggest Latin American market, with more than 15 installations. Mexico has its second-largest installation base in the region.

Colorama uses textured materials from



Carlos Scheuch with one of Colorama's HP Indigo digital presses



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Colorama installs toner-based digital system from Anylabel

Colorama is the first Chilean user of the Anytron toner-based digital printer and finisher. Manufactured by South Korea-based Bitek Technology, the machine is being distributed in Latin America thanks to a new company, Anylabel, founded by Jaime Dagnino, who also runs local distributor Proflexo International.

Colorama intends to use the machine, installed the week before L&L's visit, for very short runs, reverse side labels, examples and trials.

Anylabel has been set up to supply the printer, consumables and provide service and support to local users, and is being offered to both local converters and vineyards. You can read more about the project in the next issue of L&L.

Avery Dennison, UPM Raflatac and Arconvert, including the latter's Manter brand of specialty papers. 'There has been great innovation in recent years in the materials available in the market,' comments Scheuch. The company is renovating its internal pre-press department with Esko technology.

Wine labels

Colorama prints 20 million labels per month at its 2,000 sqm factory, which houses 100

employees. The company is in the process of buying adjacent land to allow expansion.

Seventy percent of production is pressure-sensitive labels; 30 percent wet-glue. Production is spread evenly across the different processes: flexo and digital at 35 percent each, and offset at 30 percent.

Digital printing has been the company's key focus in recent years, according to Scheuch, encouraged by the increasing variation of designs in the wine label market. 'There is a trend towards hyper-segmentation, while different languages are required for different export markets. An advanced design sector has sprung up around the Chilean wine industry, and this has driven the adoption of digital printing technology in the local market, to best produce such a wide variety of designs. One client, for example, sends us jobs that require different designs on 90 percent of the labels.'

There are around 350 vineyards in Chile, located across the length and breadth of the country. Chile exports 50 million boxes of wine a year. The UK takes 13 percent of exports, and the US and China 11 percent each. Japan and Brazil are also important export markets. 'The quality of Chilean wine is increasing, so the value of exports is rising more quickly than volume,' says Scheuch.

This increasing quality is reflected in the quality of labels produced by Colorama. The company has been rewarded for its efforts in each of the last three years, picking up a Theobaldo de Nigris gold award from regional association Conlatingraf in 2016 and 2015 in the 'label with special finishing' category, and a gold award in 2014 at the Australis awards organized by Chilean association Asimpres.



Carlos Scheuch and Jaime Dagnino will speak about the Anylabel project at Label Summit Latin America in Santiago, Chile, on May 16-17. Go to www.labelsummit.com/chile for more information



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Vinograf focuses on agility

Agility and highly personalized service are the focus at Vinograf, Chile's newest label converter, as James Quirk reports

Chile's youngest label converter serves 10-15 clients – all vineyards – with just one press. Vinograf – the brainchild of industry veteran Fernando Aravena – is dedicated to digital wine label printing, providing small and medium-sized vineyards in Chile with short runs of high quality labels. The client roster is kept deliberately low, so the company can maintain flexibility and focus on personalized customer service.

Aravena has more than 30 years' experience in the label industry. He ran Chilean converter Etiprak before its acquisition by York Cameo, then co-founded Tag Wine in Mendoza, Argentina, and Primitiva Label in Lima, Peru. He ran Collotype Labels Chile-Argentina before he started Vinograf in Santiago and Tinto Labels in Mendoza, his latest ventures.

Founded in late 2015, Vinograf began operating in November 2015 with an HP Indigo WS6600 digital press and two finishing machines, a Grafisk Maskinfabrik (GM) DC330FB flat-bed hotfoil and silkscreen system and a Rotoflex with Nikka inspection.

Founded in late 2015, Vinograf began operating in November 2015 with an HP Indigo WS6600 digital press and two finishing machines, a Grafisk Maskinfabrik (GM) 3300 and a Rotoflex.

Vinograf has just nine employees, with operators trained to use all the machines to allow flexibility. Aravena was joined in August 2016 by general manager Hernan Vega, who has a similarly long history in the Chilean label market and with whom he worked at both Etiprak and Collotype. One of the machine operators, Alexis Fuentes, has worked with the pair since their days at Etiprak.

“Clients come to us for short runs with very quick turnaround. One recently rang us as they had a shortfall of 180 labels. We delivered them within the hour”

There is no sales department: five clients came with Aravena when he founded Vinograf, and more have arrived thanks to designer referrals. The company prints 2 million labels a month – 60,000 to 70,000 sqm. Average run length is 5,000 to 10,000 labels, with many orders coming in at under 1,000 labels.

‘Clients come to us for short runs with very quick turnaround,’ says Vega, who oversees day-to-day operations. ‘One recently rang us as they had a shortfall of 180 labels. We delivered them within the hour.’

Competitive

Thanks to the country's highly developed export market for wine, the Chilean label industry is extremely competitive. There are many label converters with advanced technology, and more digital label presses per capita than any country in Latin America. ‘As a result,’ says Vega, ‘quality is not such a differentiating factor in Chile. There is lots of top-level technology. Our idea is to focus on quick, personalized service. We want to remain small and agile.’

‘Files arrive from clients and two days later they can come to the factory to look at the results, which is traditional in Chile. We provide very personalized attention. They have a good relationship with our head of pre-press, Camila Fuenzalida. A few times a month, a client will call to request labels within 24 hours, and we are always able to supply them.’

One client sells most of its wine to the Chinese market, and Vinograf's service includes advice about export requirements and challenges, and material usage.

With the HP Indigo WS6600 currently running one shift, there is plenty of room for growth. Vinograf has recently added a GM DC300 Mini finishing system to complement the GM DC330FB and to focus on reverse labels, which require less added-value converting options. ‘The GM DC330FB is very easy to operate,’ says Vega. ‘Set-up is quick and registration is excellent. Having local service and support [through GM's Latam region office in Santiago, headed by Jos Kabouw] has also been a great advantage.’

Label Traxx MIS allows 24-hour quoting, and is being extended to link production and gather data. ERP software administers the company's finances. Vinograf's two main material suppliers are Avery Dennison and Wausau Coated Products. Cold foil comes from Kurz, varnishes from Actega, and dies from Wink, which operates a 24-hour delivery service. ‘We use top-of-the-range technology in all areas,’ says Vega.



You can read reports from Etiprak and Primitiva Label in the magazine archive at www.labelsandlabeling.com



Hernan Vega with a wine label printed by Vinograf



Jos Kabouw of GM and Hernan Vega of Vinograf with the GM 3300



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The Gallus ECS 340 at OPT

OPT leapfrogs competition

Chinese converter OPT aims to become one of the country's leading players with a multi-million dollar investment in press and pre-press technology. Kevin Liu reports

In 2016, OPT, a converter located in Jiangsu province, leapfrogged its competitors by installing in quick succession a Gallus ECS340 10-color flexo press, an HP Indigo WS6800 digital label press, an ABG digital post-processing die-cutting machine and inspection equipment from Luster and AVT.

Established in 2003 and today employing 120 people, OPT is located in the Jinjiang Industrial Development Zone, Taizhou, Jiangsu Province. Although Taizhou is a less developed economic area in the north of Jiangsu Province, it is close to Jiangyin, and only 60km away from the transport and industrial hub of Wuxi, giving it excellent communication links with the rest of the country.

'Before 2016, the annual sales of OPT were on average 30-40 million yuan [4.3-5.8m USD] at most, and never exceeded 50 million yuan [7.3m USD],' said Xu Jiang, general manager of OPT, who led the establishment and continuous improvement of these advanced facilities.

When the company was formed in 2003, there were only two employees and a 1-color press producing mainly blank labels. In 2006, OPT purchased a Lintec intermittent letterpress and moved to its present plant, which covers an area of 20,000 sqm, with a floor area of 8,000 sqm.

Compared with the single-color machine, the 6-color web letterpress was highly automated and allowed the company to develop new business. This made a big impression on Xu Jiang, and from that time he embarked on growing the business by continually upgrading OPT's production facilities.

'The investment here is based on our own research and judgment of market trends,' said Xu Jiang. 'As long as there are good market prospects, it will be worth further investment.'

To date the company has invested more than 100m yuan (15.6m USD) in new equipment and factory facilities, including 30m yuan (4.3m USD) last year alone. In 2016, OPT's sales exceeded 70m yuan (10.2m USD).

OPT's key end user markets include household chemicals, food and beverage, pharmaceuticals and E-tag/label markets.

Investment

Besides promoting rising profitability, the company's investments have had other beneficial results, changing the way it works. To take the HP Indigo WS6800 digital press – installed in first half of the year – as an example, it has been printing multi-color jobs incorporating variable data, allowing OPT to go after highly customized business orders. For example, not long after the installation of the WS6800 digital press, OPT completed an order for the Konka Group which involved printing, in a matter of days, three million pieces incorporating a variable series of numbers. To support this digital press, OPT installed an ABG double-station digital post-processing line and one turret rewinder.

The newly installed Gallus ECS340 is OPT's first flexo press, and is used mainly for long run batch production, such as producing self-adhesive labels for household chemicals and foods.



AVT Helios



OPT's factory in Jiangsu province

“To date the company has invested more than 15.6m USD in new equipment and factory facilities, including 4.3m USD last year alone. In 2016, OPT’s sales exceeded 10.2m USD”

This is a 13-unit machine, incorporating 10 color stations, one cold foil unit and one die-cutting unit. 'This one flexo press allows us to produce and finish labels in one process,' said Xu Jiang. 'This machine mainly helps us take on big volume orders. When

we are running the press at full load, two operators can realize an annual yield of 30m yuan [4.4m USD]. In addition, labor costs are greatly reduced due to highly efficient in-line production.'

It is estimated by OPT that overall

Gallus in China

When Gallus first entered China, Heidelberg China was responsible for all the sales and service until Gallus established its own subsidiary in Shanghai in 2012 and built its sales and service team.

Comments Kevin Li, sales manager of Gallus China: 'The ECS 340 is one of our most popular models, due to its industrial granite base which keeps the whole machine quiet and steady during printing. At the same time, it is a full servo-driven press which can change between jobs quickly and efficiently, while the short paper path greatly reduces waste.'

Li says that of the more than 400 ECS 340 presses installed globally, at least thirty are in China converting labels, cigarette packages and tickets.

'In recent years, the growth of the China label market has slowed down, and many enterprises have lowered their budgets,' he continues. 'However, there are still some potential ones such as OPT, who have taken the opportunity to make a final transformation from letterpress and offset to a flexo press.'

efficiency in its printing production operation has been doubled compared with its previous facilities – and this does not include additional efficiencies achieved through

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automating post-processing/die-cutting operations.

At the same time as allowing OPT to enter the high-end customized label business, its investment in new equipment has freed up capacity to cope with a high volume of general orders. It is this 'combination punch' that has propelled OPT's growth in such a highly competitive market. Today some of OPT's long-term customers include DSM, Siemens, Watsons, Heilan Home and Hisense.

'Previously, we took orders from any customer. Now we look at all aspects of the order and consider whether we should accept it,' said Xu Jiang.

As well as upgrading its printing and finishing facilities, OPT has also upgraded its pre-press by installing an Esko CDI platemaking machine and an Esko pre-press software system.

Pre-press manager Xu Wenbin is a pioneer of this new approach, which allows jobs to be efficiently prepared for either digital platemaking or for the digital press.

In addition, OPT has installed two sets of AVT Helios inspection machines. The AVT system currently allows for off-line checking of printed product against the proof before the final job is put into batch production, allowing a much more consistent quality standard to be achieved.

'In the future, we will implement online quality control with the AVT system, which will automatically stop the press in the case of any defects, and this will help realize



HP Indigo WS6800

intelligent control of the whole production process.'

OPT also owns several Luster inspection machines for quality control of PS labels and complex electronic labels.

In recent years, OPT has obtained ISO9001 Quality System approval, UL certification, ISO14001 environmental system certification and OHSAS18001 occupational healthy system certification. 'Our target is to be the leading professional PS adhesive label manufacturer in China,' says Xu Jiang. With

this goal in mind, OPT will enhance its quality management, implement sustainable innovation and try to create more value for customers in their high quality and efficiency, yet sustainable facility and production process.



For previous ECS 340 installations in China see www.labelsandlabeling.com/news/latest/chinese-converter-orders-gallus-ecs-340-labelexpo

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Adrian Tippenhauer and Yi Sun



L-R Kevin Liu, Yi Sun, Andy Thomas, Marco de Pizzol, Adrian Tippenhauer



The opening ceremony at All4Labels' new factory in Guangzhou, China

All4Labels opens second Chinese production plant

The recently formed All4Labels group has opened its second label converting facility in China. Kevin Liu and Andy Thomas report

All4Labels – the company formed from the merger of Rako, X-Label and Baumgarten – has opened a new printing plant in Guangzhou, China.

Present at the opening ceremony were representatives from the state government, the company's business partners – including Gallus, RotoMetrics and Esko – and, in an encouraging sign of openness, local label converters.

In his keynote address, All4Labels CEO Adrian Tippenhauer spoke about both the challenges and opportunities working in the Chinese label market: 'We have made another very big step in one of the most important markets in our industry. Today is the opening ceremony, but our journey here in China started nine years ago and it was a challenge when you come from Germany and you are operating so far away. For the last nine years we discovered a different culture and way of making business and that made us a better company – it broadened our horizons.'

Tippenhauer praised the work of the local Chinese team and in particular Yi Sun, managing director of Rako China. 'It is because of this one man that we are today one of the most innovative companies in the Chinese market.'

Continued growth

Looking to the future, Tippenhauer said All4Labels is confident about the continued growth of the Chinese label market, and he pledged 'constant investment' in China, with new equipment, new factories and a strong local team.

'In 2-3 years we will have up to five partners or factories in China. We will be the best because we believe in China.'

Tippenhauer stressed the importance of continued innovation: 'We will put our best people in R&D and production, and we will make our customers' products smarter, including brand protection, where these are keys to success.'

Turning to the new All4Labels packaging group, Tippenhauer laid down an ambitious growth target. 'As a group we want to reach 1 billion USD in the next years. We can't do that alone – we need strong partners, and we are looking for strong family-owned businesses and local champions that want to be part of our group and drive our goal. Also, we will acquire new companies or open new factories. We will focus on one of our core strengths, and this is the digital transformation – everything that can become digital will become

"As a group we want to reach 1 billion USD in the next years. We can't do that alone – we need strong partners, and we are looking for strong family-owned businesses and local champions that want to be part of our group and drive our goal"

digital and we want to focus on that.'

Tippenhauer explained to L&L that in China this does not necessarily mean more digital presses. 'We concentrate on the digitization of the whole process from end to end.'

The new Guangzhou plant houses a 12-color Gallus RCS330 UV flexo press with full combination screen and hot foil capabilities. Pre-press is in-house and already fully digital with an Esko CDI Spark 2530 and DuPont Cyrel FAST thermal processing unit. A GSE Colorsat Switch automated ink mixing system is installed.

This is All4Labels's second plant in China, with the first established in Hangzhou, also based around a Gallus RCS330.



For more information about the merger that created All4Labels, see p14 of L&L issue 5, 2016



Gallus RCS330 at All4Labels Guangzhou plant

Hora Art envisions digital future

Pradeep Hora and Sanjay Hora, directors at Indian converter Hora Art Centre, discuss their latest investments and the benefits of digital technology. Aakriti Agarwal reports

Hora Art Centre, based in Noida, India, installed its first HP Indigo WS6000 digital press along with a Konica Minolta digital printer in December 2016 and is evaluating investment in its second digital label press. The company has also installed a 6-color flexo press.

Sanjay Hora explains that the company chose to invest in a digital press because the biggest challenge they are facing today is the increasing number of variants with less quantities and shorter deadlines. 'It is a well-calculated move and suits our customers' requirements. In our business model, the flexo press complements digital technology,' he adds.

Furthermore, he points out that setting up a digital press is quick, resulting in less waste as the technology does not deal with plates and other tooling that is required in a flexo process. 'It is a good option for short printing runs and ideal for CMYK jobs because it can save a lot of money,' says Pradeep Hora. The company also houses a CNC plotter that it uses for creating samples for customer approvals.

Explaining the investment in a flexo press, Sanjay Hora says, 'When my customers have a long run or specialized job, the capabilities of the flexo press will come into play.'

While Hora Art Centre primarily caters to home appliances and mobile companies, it is looking at expanding its portfolio of customers to cosmetics and battery labels after the new

installations. 'We will try to enhance the capabilities of our existing customers too, as we feel the market is ready for it,' Pradeep Hora adds.

“We will try to enhance the capabilities of our existing customers too, as we feel the market is ready”

Quality demands

The 32,200 sq ft factory in Noida has dedicated areas for quality check of each printed electronic brand. There are assembly lines where printed leaflets, manuals and labels are checked and added to a bundle in a sequence from one workstation to the next. The final assembly is again checked at the end of the line and then dispatched. Elaborating further on the stringent quality demands of the industry, the Hora brothers say that inspection personnel from brands visit the factory regularly to ensure quality standards are maintained.

Though multiple deliveries are made each day according to customer requirements, the company also keeps a certain percentage of ready products at their facility as a buffer. Each brand's printed labels and manuals are kept in an area dedicated to that client. 'We are direct online vendors to our brands so the material is lifted from us as per their immediate requirement. Thus, a digital set-up made sense,' Sanjay Hora comments.

Established in 1990 by the late Shri O P Hora, the company started as a design and processing house. The Hora brothers joined the venture soon after, and it was in 1995 that they decided to offer a printed product to brands. In due course, Hora Art Centre started catering to offset, label and screen

printing requirements. The company now prints manuals, booklets, leaflets, labels and stickers in both roll and sheet form. Hora Art started another printing facility in Pune in 2014 to cater to its customers in west and south India. The company will further expand its infrastructure in the near future.

Hora Art Centre housed flat-bed machines for printing labels that the company has disposed of to accommodate the new presses. While pre-press for flexo is outsourced, the finishing division includes installation of new die-cutting machines with online foil stamping and lamination machines.

The commercial printing division includes several Heidelberg presses, folding machines, screen printing units as well as cutting, binding and punching machines.

Pradeep Hora remarks, 'We are focusing on offering a complete bouquet of services to our customers using our expertise in offset, screen and label printing technologies. With new presses, we are looking at further growing the label business and catering to specialized label jobs using a combination of printing technologies.'



For more information, go to the company's website: www.horaart.in



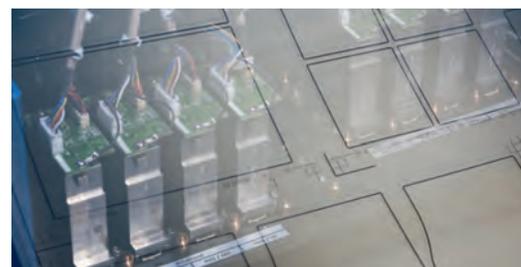
Below left: Hora Art Centre was founded by Late O P Hora

Below: The HPW6000 series label digital press installed at Hora Art Centre in December 2016

Right: The second unit operated by Hora Art Centre in Pune caters to customers in west and south India



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The Zircon team in Dehradun at the new company café

Zircon invests in new plant

Sanjeev Sondhi, director of operations at Zircon Technologies, speaks about the Indian converter's latest investments. Aakriti Agarwal reports

Zircon Technologies has invested approximately 7.5 million USD in a new plant in Dehradun, India, and in the expansion of its existing facility. It has also shifted its Chennai plant to a bigger space of 18,000 sq ft. The company now aims to clock a turnover of 30 million USD by March 2020.

This investment includes installation of a new 12-color 17-inch Mark Andy Performance Series P7 printing press and the third Omet press, a 10-color 14.5-inch Xflex X4, in Dehradun in 2016. A 17-inch Rotoflex VLI 430 and a VSI 330, both with 4k Nikka cameras, have also been installed at the factory. A 10-color 13-inch Mark Andy Performance Series P7 press, along with a Rotoflex VSI 330 with Nikka 4k camera, will be installed at one of the company's plants later this year. Two Xeikon 3500 20-inch digital presses and SPGPrints rotaLen direct laser engraver, both signed during Labelexpo India 2016, are also a part of this investment.

Speaking about the company's growth, Sanjeev Sondhi says: 'We have to optimize our investment. The company is currently growing at 25 to 30 percent a year, but it will be difficult to continue this pace of growth with large volumes. We aim to generate 22.5 million USD of revenue from the pressure-sensitive business and the other 7.5 million USD from print diversification that we are looking at seriously to increase profit margins.'

Zircon is focusing on brand protection

"Your specialty should become a necessity of your print buyer"

and its sister company, SecureDibs, has developed a sophisticated printing system for the same. Sondhi says that product authentication at the consumer's end is a myth: 'It is not practical. The label with anti-counterfeiting features should be easy to produce and difficult to replicate. Printers will have to develop their own technology. No one will develop and hand a fool-proof solution to the printers that cannot be replicated. The technology has to be developed and evolved in-house. Your specialty should become a necessity of your print buyer. It is only then that you will get profit margins.'

He also indicates the importance of labels



Three Rotoflex inspection and slitting machines lined up in the finishing area

offering a functional benefit to the brand owner: 'Your product must contribute to their profit percentage in some way. Only then will the brands stay with you for a long time.'

Citing the example of the growing industry for printed electronics, he adds: 'The labels are integrated in the gadgets and are improving the consumers' quality of life, so the market is witnessing good growth. We must focus on offering value to brands by



Sanjeev Sondhi, director of operations, Zircon Technologies at the Dehradun plant

Suppliers on Zircon

Gourav Roy, Indian representative of Mark Andy and managing director at Flexo Image Graphics, says: 'I have seen Zircon grow since 2006 when the company had one Mark Andy press to now housing a fleet of world class equipment. I consider Zircon as one of the fastest growing companies in the Indian label industry. Sanjeev Sondhi's passion to have the best and his risk-taking capability have brought Zircon where it is today.'

Pawandeep Singh Sahni, director of marketing at Weldon Celloplast and exclusive agent of Omet flexo presses in India, adds: 'The repeated investment in Omet ensures strong trust in machine capabilities and faith in the company.'

Hank Guitjens, commercial manager label printing at SPGPrints, says: 'Zircon seeks equipment with the highest standards of performance at every step so they can deliver the stringent quality demands, often within short lead times. The rotaLen direct laser engraver in combination with RotaMesh screens provides the precision and flexibility to do this.'

Bent Serritslev, managing director, Asia Pacific, at Xeikon, comments: 'I could not have asked for a better home for two of my presses. I'm confident that Zircon will make a big difference to how digital print will be presented in the Indian market and become a sustainable success.'



The third Omet installed at the plant in Dehradun last year

introducing brand security and adding other innovations.'

Global business

Export continues to contribute eight to ten percent of the company's business. 'We are trying to build our global business and want to reduce our dependency on single economy. The company will continue to increase its export percentage and improve the bottom line,' Sondhi explains.

Zircon is also developing its team to take final decisions independently. 'We are investing in our people by giving them more exposure to new technology and by sending them out in the market – both locally and internationally. I plan to take a team of people from my company to Labelexpo Europe this year and make joint technology decisions with them for better investment in the company,' Sondhi says.

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Mark Andy Performance Series P7 installed at Zircon Technologies last year

The company firmly believes in the empowerment of women and offers good posts that enable them to make important decisions in the company. Many important divisions at Zircon, such as pre-press, production, finishing, quality control, human resources, among others, are headed by women; and the biggest press in the factory is run by a female operator with the

help of male assistant.

The company has re-designed and renovated its employees' work and recreation areas, including an in-house café, to provide a better space and infrastructure for its team.



To read about Zircon's earlier expansion, go to: goo.gl/dNZGBT



Bent Serritslev, Xeiikon managing director for the Asia-Pacific region

Xeiikon establishes India operation

Xeiikon is establishing a direct presence in India as it continues a strategic review of how it works with customers on a regional level.

From March, Xeiikon will build on the strong market presence through its parent company Flint Group to support and service the label, folding carton and commercial printing segments of the Indian market.

This move follows Xeiikon's decision to create a direct-to-market approach in Australia and New Zealand.

Bent Serritslev, Xeiikon managing director for the Asia-Pacific region, said: 'Previously, we selectively addressed the market through sales partners but customers in India are increasingly looking for unique and special applications to differentiate their business – building on experience of the manufacturer rather than sales partners.'



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AICP designs and coats semi-finished products in the Loire-Atlantique region in France

Armor's strategic aims

From the production of carbon paper to the introduction of thermal transfer technology in Europe, Armor is now focused on reinventing the coating industry, as David Pittman reports

The history of Armor is that of a French industrial group dating back nearly 100 years. Starting in the production of carbon paper, Armor became the first company to develop thermal transfer technology in Europe.

With Armor Industrial Coding & Printing (AICP), the group has now positioned itself as a global leader in the design and manufacture of inked films for printing barcodes. Armor has a long history with ink, having invested in remanufactured laser cartridge production in the early 1990s shortly before launching its first inkjet cartridges in 1993.

AICP designs and coats semi-finished products in the Loire-Atlantique region in France, which are subsequently processed at international industrial slitting units. Located in France, China, India, Singapore, South Africa, Brazil, Mexico and the US, these plants are able to meet specific local demands while limiting the environmental impact of goods transport. This highlights the group's work to expand its horizons outside France, using a co-industrialization model of manufacturing in its home market and seeking growth beyond both France and Europe in order to boost employment in France.

'For Armor, co-industrialization means successful globalization that marries growth with respect for the company's human values,' states Hubert de Boisredon, group CEO and chairman.

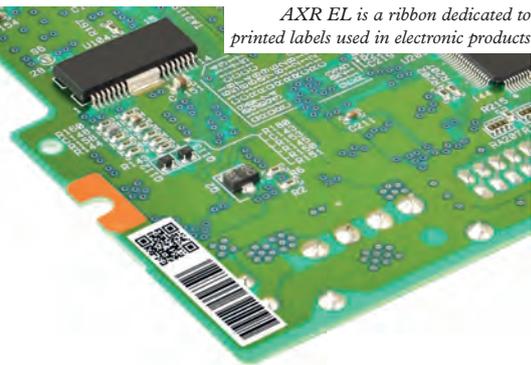
Innovation drivers

Since 2014, Armor has focused investment on innovation within a social context, offering options to the challenges faced by modern society. This means securing the safety of goods and people alike via product traceability, a challenge squarely met by thermal transfer printing consumables production. Furthermore, the group

“For Armor, co-industrialization means successful globalization that marries growth with respect for the company's human values”

is determined to reduce its environmental footprint by offering innovative and responsible products. Within this context, in 2016 Armor launched production of eco-friendly 3D printing filaments and is striving to improve the safety, performance and life-cycle of batteries by developing a range of current collector films, En' Safe. En' Safe is made of ultra-thin aluminum or copper foils coated with a special high-tech film designed to protect from chemical attacks, reduce electrical internal resistance and improve adherence. The product has been designed to provide manufacturers with a new current collector for added security, greater performance and a longer life of Lithium-ion batteries and ultracapacitors, which are experiencing significant growth – 20 percent annually for Lithium-ion battery components and 30 percent annually for ultracapacitors. Armor is also developing technologies offering widely accessible energy via ASCA, a third-generation photovoltaic film.

However, it is experience in the formulation of inks coated onto thin film that has enabled the group to position itself as the global market leader in thermal transfer technology, the most widely used technology worldwide for printing variable data associated with

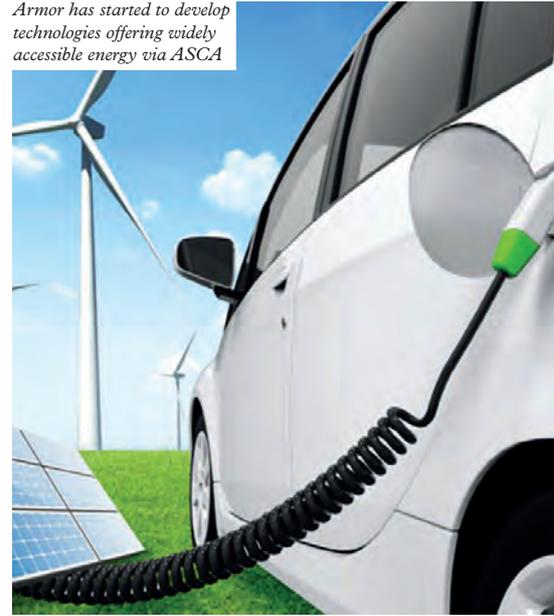


AXR EL is a ribbon dedicated to printed labels used in electronic products

With extensive coating expertise, Armor is a global market leader in thermal transfer technology



Armor has started to develop technologies offering widely accessible energy via ASCA



traceability. Thermal transfer offers the ability to print on a wide variety of substrates, such as paper, synthetic and textile labels, and packaging films, while low maintenance, robust printers are suitable for industrial environments. This makes the technology suited to the demands of the retail, logistics and food processing industries, and more.

The business of AICP is conducted via its 15 subsidiaries and sales offices. With 50 percent growth achieved over the past 10 years, annual sales now far exceed one billion sqm of coated film. Through its team of 40 engineers and R&D researchers, the company regularly extends its product range, achieves a product conformity rate of over 99.9 percent and sets itself the objective of reducing its solvent consumption per sqm by 15 percent in five years – a target it has already achieved.

New products

AICP focuses on innovation and investment in new products, with 2017 to be a year of product development and renewal. This includes a greater focus on application-specific products, and in February AXR EL was introduced, a ribbon dedicated to printed labels used in electronics products, notably printed circuit boards (PCBs) and electronic sub-assemblies. Manufactured in their millions each year, PCBs are identified using barcodes guaranteeing traceability at all times. Selecting the right label and ink is therefore crucial for guaranteeing the read quality of the print and its durability throughout the product life-cycle. After analyzing the specific constraints associated with the manufacture and use of PCBs, the Armor R&D team worked on an ink formulation offering performance levels that meet the highest demands of circuit board manufacturers. The new ribbon offers resistance to temperatures of up to 300 degrees C (572 degrees F) and to the solvents most commonly used in the electronics industry.

Compatible with high performance labels, AXR EL is suitable for all print media used on PCBs. Offering fine print characteristics, the

“Armor has a long history with ink, having invested in remanufactured laser cartridge production in the early 1990s shortly before launching its first inkjet cartridges in 1993”

new ribbon is ideal for printing all types of messages and barcodes with great precision, even on the smallest labels. It meets the demands of the industrial standards applicable to the electronics industry, enabling manufacturers to comply with the IPC 610-E standard (marking legibility) and the EN 50419 standard (marking of electrical and electronic equipment). Designed and produced by Armor at its Thermal Transfer Expertise Centre in France, AXR EL is available worldwide via the company's eight roll slitting plants.

Armor is also introducing a new ribbon designed for the textile industry, AXR TX, which has been developed with the objective of printing on structured labels and to meet the demands of the numerous processes involving textile products. AXR TX produces high-resistance and high-quality prints for identifying textile products and communicating product care instructions throughout their life-cycle. The new ribbon is resistant to washing, drying and ironing processes in both the industrial and domestic environment. It produces prints of an intense black color that do not deteriorate, ensuring legibility over time. Offering guaranteed enhanced fine print characteristics, it is compatible with the main materials used in the industry such as nylon, polyester and satin. AXR TX conforms to numerous international standards, including Oeko-Tex certification in the textile industry.

Long-term vision and investment

AICP has developed from the outset by

New coater

At its production facility in Nantes, France, where jumbo rolls are produced for slitting or distribution to subsidiaries globally, Armor has invested in a new coating machine, MGV3, which brings a 'significant' increase in its production capacity. MGV3 can coat at up to 800m/min, with the existing MGV1 and MGV2 machines due to be upgraded to bring them up to an operational speed of 600m/min. At the start of the 21st century, the company was operating 26 coating machines and 39 slitting machines to produce 370 million sqm of coated product. Current production volumes are well above one billion sqm, but around 30 percent fewer machines are used to produce this total.

implementing a strategy of establishing long-term partnerships, and rejecting any short-term or opportunistic approach. Entwined in the company's DNA is a focus on investment and innovation to ensure growth for its partners via a quality of products and services. The launch of AXR EL and AXR TX meets this desire, and helps Armor's partners benefit from specialty markets with high added value.

A 12 million EUR (12.6 million USD) investment in 2016 in a new high-speed coating machine (see boxout) provides Armor with an additional 30 percent production capacity: a necessary volume to enable its partners to grow in all markets over the long term.



For further information, read 'Automation at the supplier level' on page 93

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Jaroslav Vendl, Owner

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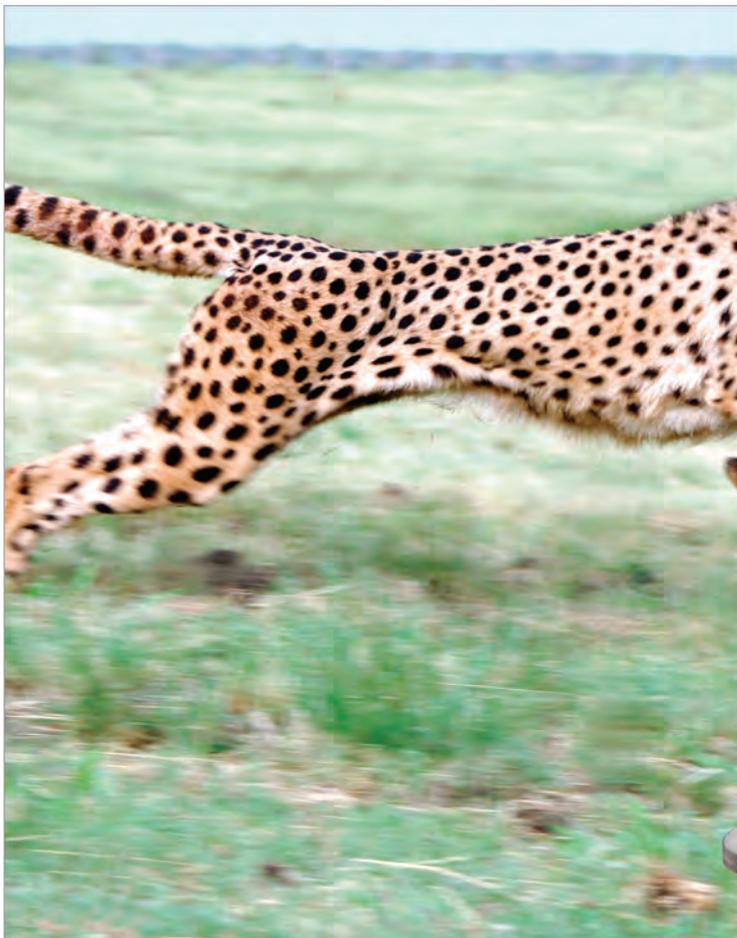
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Automation at the supplier level

Suppliers are making large investments in the automation of their production process and manufacturing tasks. David Pittman reports

Automation is a strong topic in the label and packaging world, as spoken about by Mike Fairley, L&L director of strategic development, who identifies the 'trend towards press and finishing line automation, self-managing presses, Cloud-based assistants, smart data management and smart printing systems, Wi-Fi control, and even fully hands-free and lights-out production.'

This applies across the whole printing press and finishing line community, whether analog or digital, sheet- or web-fed, narrow or wide web, and into all aspects of converting and finishing, from inspection to slitting and die-cutting, cold foiling, and spot or gloss varnishing.

But automation is increasingly prevalent earlier in the supply chain too, with manufacturers and suppliers automating a growing number of their activities, from producing finished goods, to preparing shipments and warehouse management.

Avery Dennison, Ritrama, Frimpeks and Herma have made such investments. Herma, for example, has commissioned a fully automatic packing machine at its UK headquarters in Newbury, Berkshire, producing 50 to 60 ready-to-ship pallets with rolls of self-adhesive materials an hour, and running 24 hours a day in a three-shift operation. Only one operator is required to run the automated machine, which frees manpower to facilitate growth in other areas. Ritrama's facility in Moore, South Carolina is designed to be the company's most modern and productive plant worldwide, with the 30,000 sqm facility using advanced robotics for internal logistics and packaging, as well as having a fully automated storage and retrieval system for all warehousing requirements. The Sappi Alfeld site features a fully automated roll wrapping system, which feeds into a fleet of automated guided vehicles (AGVs) that stack the rolls in the warehouse, with pinpoint precision, ready to pick for shipment.

AGVs

AGVs are to be seen at a number of suppliers' facilities, including thermal transfer ribbon manufacturer Armor, where they were introduced in 2015 with standard sized machines for moving pallets around the factory and larger models operating inside the warehouses. Guided by lasers, the AGVs move with minimal operator intervention and among the workers to bring the coated jumbo reels directly onto the slitting machine. As the AGVs follow a set path, collision with humans or damage to the products is avoided.

AGVs are one element of Armor's program to automate large portions of its production process. This process started over a decade ago with the robotization of slitting machines in order to support



AGVs were introduced at Armor in 2015

the company's strong growth in all its markets (see pxx for more). Following successful testing at Armor's main factory in France, this technology has since been extended to the company's subsidiaries around the world.

Further automation has included the palletization of ribbon boxes, and the palletization and wrapping of jumbo rolls to be shipped to the company's slitting facilities around the world.

Frederic Thepaut, industrial manager at Armor, explains that such investments have been made to improve the company's safety, quality and productivity. Robots are always running, except when maintenance is required; can work long, repeat shifts; can repeat tasks and processes ad infinitum; and operate inside fenced-off areas, improving safety.

The result is to the benefit of both the company and its employees, he explains. 'Our philosophy is to automate with robots each non added value task of our processes and bring higher value to the job of operators, together with less physical constraints and more safety. Robots have not taken workers' jobs, rather it has made and will continue to make it change. Today the main non added value tasks are the handling and flow of products between the workshops and the storage area. In parallel, Armor workers are valued in a more technical job where not only their manual expertise is esteemed but also their capacity to lead a highly technical machine. They become automated machine drivers, which is a skill they easily use to grow their career.'

Armor has also automated online quality control, checking the quantity and quality of each layer coated onto the PET film at a machine speed of 600m/min. This identifies defects, quarantines defective, and allows analysis and improvement of its production processes. This helps to improve the end-user product experience, and bring higher customer satisfaction.

Quality

'Thanks to automation and robotization, we have a better repeatability of our process. The quality has been improved because it has become more consistent, and the operator can spend more time on quality and machine controls,' says Thepaut. 'Productivity has been improved because the reliability is better, with fewer production breakdowns, and the manipulation is done much quicker than by human arms.'

'Workers on robotized machines are very proud and happy to drive such equipment, and it is much less tiring for them. Their knowledge increases with the technology, and they are not only a "push button operator"; we have more and more experts in machine operation. And once experimented with at our main factory in France, we export the technology worldwide to Armor slitting subsidiaries. Our co-industrialized model with strictly identical tooling in all our subsidiaries provides our engineers with opportunities to travel and work on automation programs in any Armor entity.'

To deepen automation within its activities, Armor has started building its own robots and is looking at ways to automate other areas of its activities, with a dedicated industrialization team working on these projects.



Read Mike Fairley's automation trends article in the L&L Yearbook 2017, and at <http://tinyurl.com/hzu3ekh>

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The fourth industrial revolution in platemaking

'Extreme automation' and integration with Internet of Things technologies will characterize the next generation of automated flexographic platemaking systems, argues Pier Luigi Sassanelli



Fig 1: Example of automated platemaking system, courtesy Vianord Engineering

The Fourth Industrial Revolution is being driven by extreme automation and new forms of machine intelligence, and to stay ahead of the curve and turn opportunities into real business, flexographers must consider investment in more automated flexographic plate manufacturing technology that is less and less dependent on the skills of individuals.

In the past 20 years, technology has changed the nature of flexo platemaking. In the old days, flexo plates were all processed with basic electromechanical equipment. When, later, electronics penetrated the industry, flexo platemaking equipment also took advantage of it. Control systems were introduced to regulate processes and reduce the need for human intervention. Embryonic forms of automation started.

Now that computers, software, connectivity and technology have developed further, advanced robotic automation has set new standards for the industry. Advanced and fully automated flexo plate processing lines have been introduced enabling flexographers to produce plates at outstanding speeds and with great repeatability and quality.

Automation is the process of integrating processing equipment to automatically perform a variety of applications such as Imaging, exposing, punching, washing-out, drying, finishing, plate handling, storing, etc, all in one go. This is the fourth industrial revolution in practice – the rise of the flexo platemaking Internet of Things.

Globally, it is estimated that about 500 fully automated flexo platemaking lines will be installed before the end of 2020, with a current global market value estimated at

around 500m USD.

Investment considerations

Depending on the scale of operation, advanced robotic automation may or may not be a good fit. Optimally, it should be an operation with a larger facility with several operators on the shop floor processing medium-to-large quantities of plates per day. Low mix/high volume and high mix/low volume runs are another discriminating factor, with automated processing lines allowing a high degree of production flexibility.

A successful automated platemaking line will be fully modular, characterized by standard functional units equipped with built-in interfaces that can be joint together to build automated systems in different configurations by simply upgrading the software.

Always collaborate with a specialized

integrator, using their expertise to discuss your plate processing system, the raw plates you are using and your expectations and requirements.

Understanding the advantages

There are many advantages of automation. At the simplest level, the plate processor automatically defines the wash-out parameters.

But by linking all the units and plate processing phases to each other, a whole range of manual tasks are automated, like reconfiguring the processing equipment (exposure, wash-out, dryer, etc) and transporting the plates from one unit to the next, which all waste a considerable amount of time and space.

A fully automated system decreases production time, gives better repeatability and less human error. In addition, fewer employees are required, and with lower skill levels. And skilled employees are freed up to concentrate on improving the customer's experience.

There are also health and safety benefits. Solvents used to process flexo plates are organic chemicals that have a high vapor pressure at ordinary room temperature. That causes volatile organic compounds (VOCs), which can be eye and respiratory irritants. That is why adequate ventilation must be provided in the areas where processing solvents are used.

In any solvent processor, the plate absorbs solvent like a sponge. When the operator takes the plate to the dryer, the plate leaks

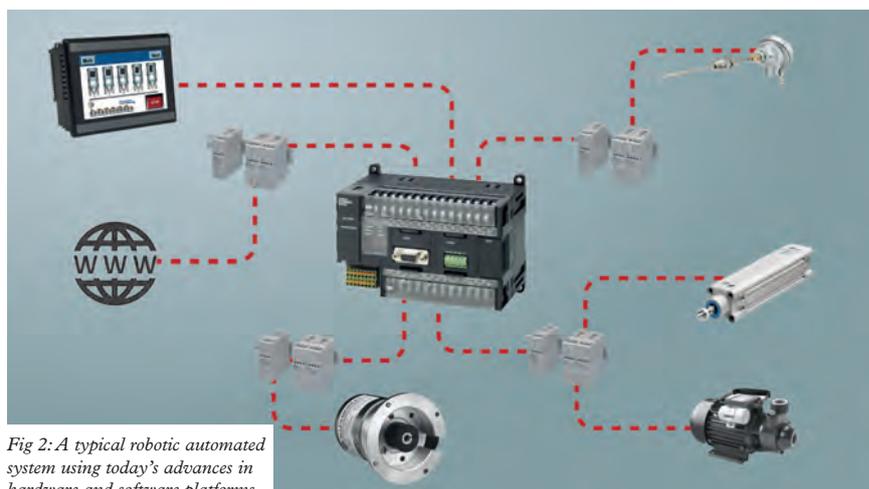


Fig 2: A typical robotic automated system using today's advances in hardware and software platforms

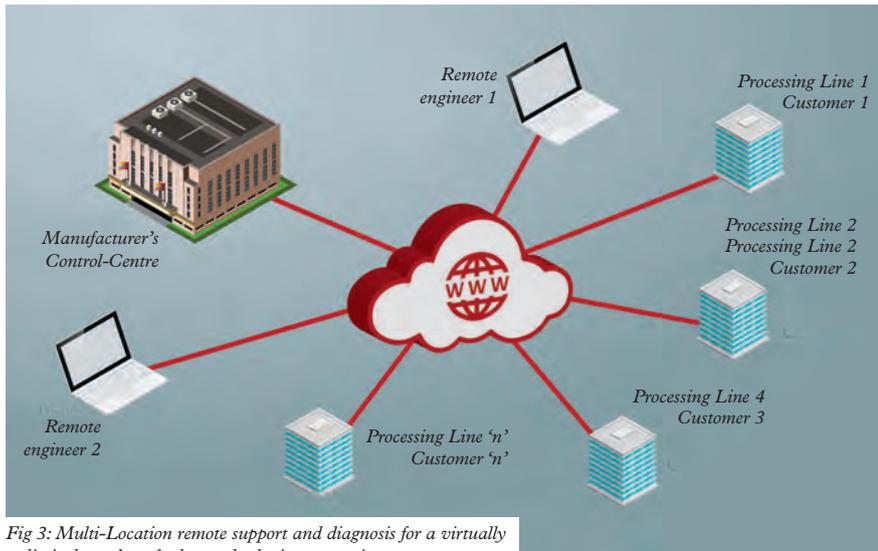


Fig 3: Multi-Location remote support and diagnosis for a virtually unlimited number of advanced robotic automation systems

solvent, inevitably releasing VOCs in the air. This potentially exposes operators to a hazardous situation. As a minimum, safety glasses or goggles and gloves should be worn when handling such plates and a face mask would also be indicated.

It is clear, therefore, that if a processor is physically connected and hermetically sealed to a dryer and stacker there will be much less VOC emission in the platemaking area.

Technology components

A typical Robotic Automated platemaking system using today's advances in hardware and software platforms would look something like Figure 2.

A key difference with traditional platemaking processes is the level of closed loop control. Traditional methods for recording process parameters to meet regulatory compliance relied on the manual set-up of electro-mechanical devices – motors, fans, heaters, etc. Each of them had multiple points of embedded mechanical and electrical potential malfunction. Today, devices can be sensed, measured and controlled from the PLC, using algorithms to optimize the whole process.

It is even possible to mount an inspection camera that offers a clear view inside the machine and other hard to reach areas normally hidden from sight, even for on-site technicians. With a solvent fume- and scratch-resistant tempered glass lens and with high pixel resolution, specialized engineers sitting in a remote control-center at the equipment manufacturer can easily view all the critical processing steps for instant analysis and diagnosis.

Special attention should be paid to the physical installation of the network and its configuration to optimize data throughput and security. The use of commercial or industrial-grade network devices is highly recommended. Most consumer grade devices, such as wireless access points and routers, do not have the range, throughput, or security

features typical of industrial-grade devices.

Another key benefit of modern advanced equipment is the embedded capability to 'learn' by interacting with the skills of human operators. It does not just expose, wash-out, dye and finish flexo plates, the system has the potential to learn how to optimize process parameters on the fly, a process called 'evolutionary learning.'

In essence, advanced robotic automation enables trade shops and printers to minimize process tolerances, improve safety and quality standards, reduce mistakes, cut down on costs, and provides quicker payback of capital invested.

It became apparent that the true focus for benefit of advanced robotic automation is increasing the speed at which plates are processed, and making staff involved as efficient as possible. Multi-tasking and automation can easily increase productivity by 35 percent when compared with stand-alone devices (source :empowerims.com users' market study and FlintGroup 'Automation & Standardisation' publication).

The 'surprise' benefit was that automation doesn't mean trading speed for accuracy, as many suspected.

Thought leadership

We asked industry experts to comment on the new revolution in automated flexo platemaking technology.

Prof Dr Martin Dreher, scientific director at DFTA Technology Center and Professor at HdM Media University of Applied Sciences in Stuttgart: 'Cost is of course an ever-larger criteria and plate making is – apart from the substrates and printing inks – the single biggest cost factor in conventional printing. Automation gives us the chance of not only getting more consistent quality but also at less cost. Flexo does still have plenty of room for automation.'

Ryan Vest, director of innovation at MacDermid Graphics Solutions: 'Customers want to turn platemaking into a science rather than an art, and automation is the ultimate workaround to that goal. Automation, can and should be used to enhance the human element more so than take away from it. The current process, being so manual, destabilizes the capabilities of flexo – meaning that the focus is placed where it doesn't have to be. Automation will only help the continuous improvement aspect of flexo technology: as data becomes more automated and automatically analyzed, adjustments can be made to maintain consistency. It is critical that we remember the more human side of the business: experience, relationships, "gut feel" – these are added value from the end user that enhance the product experience.'



Pier Luigi Sassanelli is strategy advisor for several global companies operating in food and packaging printing. Before that, he was with DuPont for 30 years in a wide range of educational and technology leadership roles. He can be contacted on LinkedIn at [linkedin.com/in/lussanelli](https://www.linkedin.com/in/lussanelli)

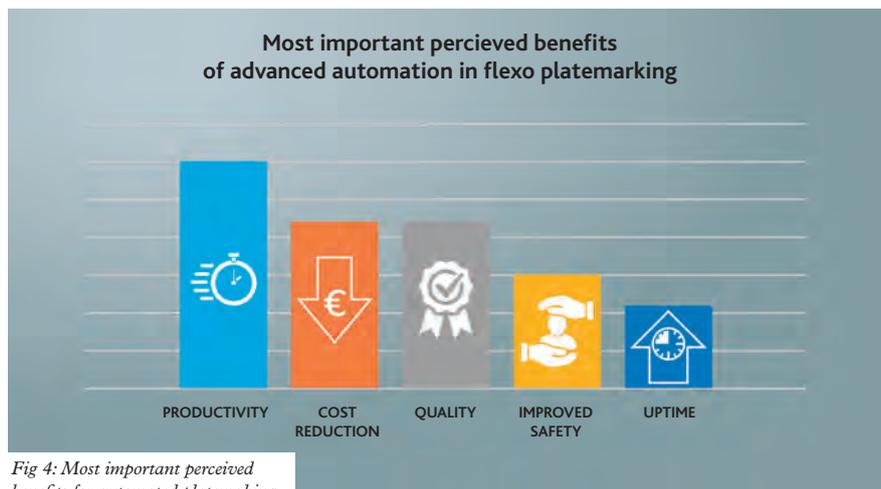


Fig 4: Most important perceived benefits for automated platemaking

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Considerations for chemical labeling: using ECLs while abiding by regulations

Marsha Frydrychowski of Resource Label Group explores the considerations a chemical manufacturer should look at when determining their ECL needs

Expanded content labels (ECL) are a multi-paneled labeling option designed to display extensive amounts of information. ECLs can convey an abundance of information – ingredients, regulations, pictograms, languages and more.

There are multiple types of ECLs and can range from a couple of pages up to 70-page books. Depending on the need, many of the labels can be structured in different ways to deliver different amounts of pages. All ECL options are versatile in application and customizable, to an extent to fit any packages exact needs.

When considering an ECL for a household or commercial chemical product, manufacturers need to ask what they want to accomplish with the label. Is the label's sole purpose to comply with a regulation or is it designed to enhance the value of the package? Thanks to ECLs' flexibility, the label can fit both bills – an effective marketing tool that displays all of the required information to meet regulations.

In many instances, an ECL is a necessity for a chemical manufacturer's product, but there are still many things to consider.

What regulations do chemical labels need to meet?

In the US, the Occupational Safety and Health Administration (OSHA) changed certain regulations for their Hazard Communication Standard (HCS) in 2015 and 2016. These regulations were changed to align with the Globally Harmonized System of Classification and Labeling of Chemicals (GHS). The changes were made to provide a coherent standard for classifying chemicals, and communicating hazardous information on labels and safety data sheets. Chemical manufacturers must have labels that include but are not limited to:

- A harmonized signal word
- Pictogram
- A hazard statement for each hazard class and category
- Precautionary statements

The US Environmental Protection Agency (EPA) also has requirements for chemical labeling. The EPA's requirements include similar items found in OSHA's requirements

like precautionary statements and a signal word. The EPA's other requirements include but are not limited to:

- Name and address of the producer, registrant or person for whom produced
- Restricted use statement (if required)
- Product name, brand or trademark
- Ingredient statement
- 'Keep Out of Reach of Children'
- EPA registration number and EPA establishment number
- Storage and disposal statements
- Referral statement to directions for use in booklet, if any
- Net weight or measure of contents

Complying with the law requires many pieces of information to be displayed. An ECL is an ideal option to meet compliance without sacrificing the brands real estate on a label.

What branding options can increase the label's effectiveness?

A manufacturer's ECL can convey more than regulations and legal requirements. Marketing driven labels promote brand awareness and enhance the value of the package. A well-designed ECL will ensure compliance without limiting the brand. With the additional pages, there are many options for information to include, such as multilingual panels, non-regulatory pictograms and promotions.

Other considerations

Design options for ECLs are vast and varied – type of material, the way it adheres, number

of pages and fold design for those pages along with the actual graphics. Regulations and marketing decisions will play heavily into what design options are ideal for an ECL, but it is also important to consider the product's environmental needs when making design decisions. Environmental aspects to consider are but not limited to:

- Will the product be around moisture?
- Is it a single use product or will it be opened and closed many times?
- How will the product be handled?
- What chemicals are likely to come into contact with the label – including those in the product?
- Will the product be outside and exposed to sunlight and other elements?
- What temperatures, humidity and environmental variations must the label face?
- What other element of the product's environment could affect the label?

Extended content labels can be much more than a simple option to meet regulations for chemical labeling. With the extended content possibilities, ECLs can convey so much information in a unique way without limiting, but instead improving, the brand.



Marsha Frydrychowski is the director of marketing services at Resource Label Group in the US and Canada. She has more than 15 years of experience working with consumer packaged goods companies in marketing, packaging and branding



Expanded content label (ECL)



Avery Dennison offers the rubber-hybridized acrylic adhesive, S8049, for rough low surface energy plastics in automotive applications

Inside automotive labeling

Labels have an extensive presence and play an important part in the automotive industry, from safety and warning labels to component identification in the supply chain. David Pittman reports

Printed labels play an essential role throughout the automotive industry, including those that are highly visible directly to drivers and passengers, albeit a small proportion, to deliver important information, safety notices and warnings.

'There is around one sqm of labels in a car,' states Len Holtkamp, global director, durables at Avery Dennison Label & Packaging Materials. 'Only a small portion, 10-15 percent, of the labels are applied by automotive OEMs, most of which are visible to the owners of the cars, such as tire pressure and warning labels. The rest are typically identification labels used on the components of the car, which are often not visible.'

Marko Vrbnjak, product marketing manager at NiceLabel, affirms that the majority of labeling is done in the supply chain, far before car assembly. 'Parts – pieces of metal – have a lot number stamped into them, so it becomes really important to make sure that the transport packaging is labeled accurately and correctly.'

'For automotive manufacturers, only a faulty part is worse than a labeling error. A single digit misprinted is terrible and can have large financial implications for the manufacturer as well as the supplier.'

David Parkinson, managing director of Barcode-IT, a UK-based barcode technology supplier, says that, as every car is made to order, it is a 'catastrophe if a part is not there or wrong,' adding, 'you need to armor plate and double/triple protect your part of the supply chain to avoid stopping the line.'

One of the key issues Vrbnjak identifies is errors during human input, with several companies still employing legacy systems requiring such interaction.

'We see SAP systems being used, then somebody taking a piece of paper and typing the data into a piece of legacy software that prints labels, which presents a huge risk of error. The implications are huge. The industry is built on just-in-time delivery, where parts go straight onto the production line, so if there's a problem with the label, whole trucks of parts are sent back rather than stopping the production line. And as manufacturers have dual supply models for the same part, your competitor gets the business. Moreover, you lose your rating and the next time your competitor becomes the lead supplier.'

Specific requirements

Parkinson notes that suppliers themselves have the headache of the specific requirements of different automotive manufacturers, where they could be supplying a similar product for two different manufacturers with different specifications for the label.

'This causes no end of trouble in producing shipping/pallet labels,' he notes. 'It means a need for a system flexible enough to use the same data but formatted in a different way. Producing labels from ERP and SAP is difficult and expensive to have different variations. With systems such as NiceLabel, templates are used that are customer specific. Providing the same data but with the customer

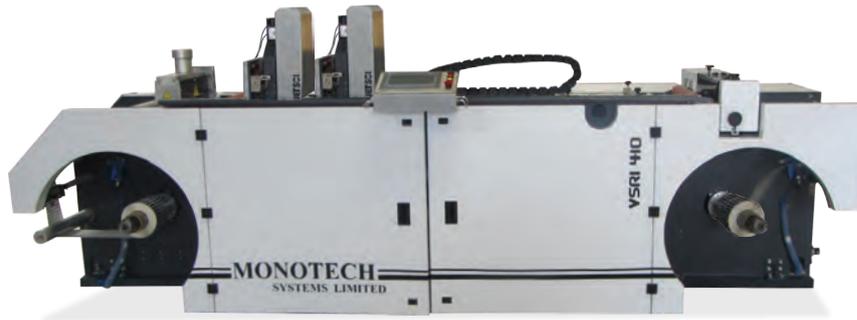
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ID, NiceLabel automates the process and formats the data into the correct template for that customer, making it almost impossible to get wrong.

'And if the customer makes changes to the requirements, you only need to amend the template and implement it, and the next time the system generates a label it will be to the new format. The customer is always right, and changes might be tiny and minor to meet their objectives, but the system must work.'

'There are lots of legacy approaches out there,' Vrbnjak continues. 'In the end, it comes down to quality. Can you afford somebody on the production line to have responsibility to print the right label? If you don't have a software system managing quality, you should take other steps, with supervisors making multiple checks. With software, then you don't require such extensive checking, freeing employees up to do more important work, making them more productive and efficient.'

'Also, it's not just tier one suppliers that are checked, but they go three tiers deep to minimize risks. In the automotive industry, the cost of stopping the production line is very high. "We just make the nuts and bolts" you might be saying, but they go into an 80,000 euro car. You should think about what could happen and look to mitigate the risks. If not, you could lose the business. Get the printing wrong and the implications are huge.'

Parkinson emphasizes: 'It is a competitive and high value industry and survival of the fittest; get it wrong and you'll not get the business.' The label must be a certain quality too, he says, with direct implications for consumables. 'It's no good if you can't read it, or it's damaged and has fallen off. And regardless of how ironclad the infrastructure is, the system can be broken if decisions are made purely on a cost basis. You can have the very best printers and software, but if the wrong material is purchased because of price, without understanding the specific abrasion requirements or production of high-quality barcodes, you end up with poor quality print, ribbon wrinkle, etc, and the quality of your label is drastically compromised.'

Back up the supply chain, failure remains unacceptable, confirms Holtkamp. 'The label represents a very small part of the bill of materials and as such, should not fail to provide the necessary information even in difficult situations, or negatively influence the perception of quality if degraded.'

'In automotive labeling, it is key that printed labels adhere to the labeled parts and are legible for the lifetime of the car, with a variety of harsh conditions they are exposed to, including extreme temperatures, exposure to salt spray and typical chemicals used, including aggressive gasoline, brake fluid, etc.'

Parkinson notes that labels must be printed indelibly on materials with the view to surviving 30-plus years on a car, while Holtkamp also sees parts becoming more difficult to label, as metals are being replaced by plastics, facilitating weight reduction targets, with a low surface energy making the parts easier to clean. 'This necessitates the development of adhesives that perform better on these substrates, whilst keeping the performance levels regarding the resistance against harsh chemicals and extreme temperatures.'

Adhesive technology

Avery Dennison offers the rubber-hybridized acrylic adhesive, S8049, for rough low surface energy plastics in automotive applications. With this adhesive technology, it is possible to combine high peel adhesion to very difficult substrates with high resistant properties. 'To be able to achieve similar results also on smooth low energy lacquered or plastic parts, this adhesive technology will be used to enlarge the product portfolio with different adhesives, suitable to cover a wide range of automotive applications,' says Holtkamp.

He further identifies the application of warning, tracking or instruction labels on automotive textiles – seat belts, seats, carpets



Polyonics' XF-603 and XF-611 label materials have been certified to the requirements of the FMVSS 302 standard.

The Authentication Forum

The automotive sector was a discussion point at the first The Authentication Forum, which addressed counterfeiting concerns in India.

While discussing issues of counterfeiting in the automotive sector, Gajanana M Gokhale, brand protection manager, Automotive Aftermarket, Bosch, said: 'Old auto parts get reconditioned and are being sold as genuine new products. We have started getting some products back to our factory and destroying them, but we can't possibly get all products from across the country. Another problem is lookalike names that fool customers. Some products, such as HID kits, shock absorbers and clutch plates, being sold in the market with Bosch branding are not even manufactured by the company. We don't have registration for these products but they are available with our branding in Delhi and Mumbai.'

Bosch is introducing new packaging for its products to counter this, with 13 overt and covert features. The company aims to change the packaging of all its products by 2018. 'Changing packaging of some products in the initial phase has helped the business grow in the group. The company is also training police and customs to identify spurious products,' said Gokhale.

Read L&L's India editor Aakriti Agarwal's report from the first The Authentication Forum at <http://tinyurl.com/j6b5uqe>

and roofs – as an area for growth, with pressure-sensitive materials not extensively used in these applications. 'Currently most of these labels are sewn onto the woven or non-woven textiles,' he explains.

For this application, Avery Dennison has developed an adhesive technology with which structural bonds can be created. The self-adhesive material, supplied on a liner, is initially ultra-removable. After an easy and fast activation by applying heat and pressure, the adhesive forms a structural bond and labels become super permanent.

'The development has been finalized, and Avery Dennison is now in the qualification phase and first trials in the field are under their way,' notes Holtkamp.



Read the thoughts of Resource Label Group's Marsha Frydrychowksi on the considerations a chemical manufacturer should look at when determining their ECL needs, p99

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GEWA invests in Polar system

German converter GEWA Etiketten has invested in a Polar system for in-line production of banded die-cut labels for the wine and spirit label markets. Andy Thomas reports

GEW A Etiketten, a leading German converter of both sheet-fed and roll labels, has invested in a Polar LabelSystem DC-11 for the in-line production of banded die-cut labels for customers in the wine, sparkling wine and spirit label markets.

GEWA is a major player in both PS and sheet-fed labels, and had a turnover of around 23 million euros in 2014. The company has two plants, at Bingen am Rhein and Gau Bickelheim outside Frankfurt, located in the middle of four large wine-growing areas. High quality wine and spirits labels have been the company's principle business since 1935, later followed by beer, food and publications.

At the Bingen site the substantial machine park for wet-glue applications consists of one-, two-, six- and seven-color machines in various formats with a total of 26 printing units, including a new 6-color Heidelberg Speedmaster with a double coating unit and in-line UV coater. Finishing options include hot-foil embossing, blind embossing and relief embossing, gold bronzing and gold lacquers.

Run lengths vary widely from 5,000 labels a year for some customers to 500,000 a day for others. High levels of efficiency mean GEWA can offer delivery within 48 hours from print approval. Key markets outside Germany include Portugal, France – where the converter has a dedicated sales team – and Algeria.

Automation calculation

A 2015 analysis of the Bingen site operations revealed clear potential for automation on one of its three lines, where a stand-alone label die-cutter was in operation. The key benefits of automation were felt to be lower operator costs, improved health and safety and an end to the risk of mixing up orders. At the same time it was important not to lose flexibility in the event of last minute order changes. The higher output of the in-line production unit would have to compensate for the lower set-up time on the standalone die-cutter.

After extensive testing, GEWA and Polar agreed on a configuration for the DC-11 Label System which would deliver the desired production flexibility. Various intermediate tables and storage areas are incorporated in the plant to allow label production to be interrupted at short notice without the sheets awaiting production having to be removed.

In operation, print sheets for processing are first lined up in the jogger, checked via a counting scale, then transported via an air

bed to a Polar 137 Autotrim cutting machine. This had been installed a year before the in-line production system, and Polar's modular technology structure allowed it to be smoothly integrated into the overall system.

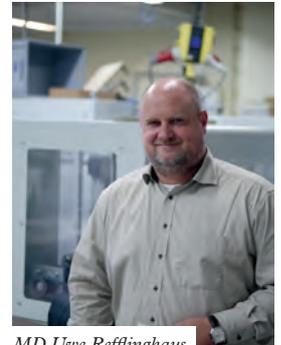
Once the material – which can be up to size 3B – is precut to the desired number of strips with the high-speed cutter, the lengthwise packages are automatically fed on to the Autocut 25 cutting system. This forms the strips into individual packages and guides them to the DC-11 system die-cutter with the help of an ejector device on the front table of the Autocut 25. The punch/die-cutter works fully automatically and is suitable for all common label papers. The final step of the integrated process is the banding of the individual packages with the help of the BD single-head bander.

'Its ultrasonic welding unit does not require preheating and is therefore always ready for use, is gentle on the material and does not cause any unpleasant odors,' says GEWA managing director Uwe Refflinghaus.

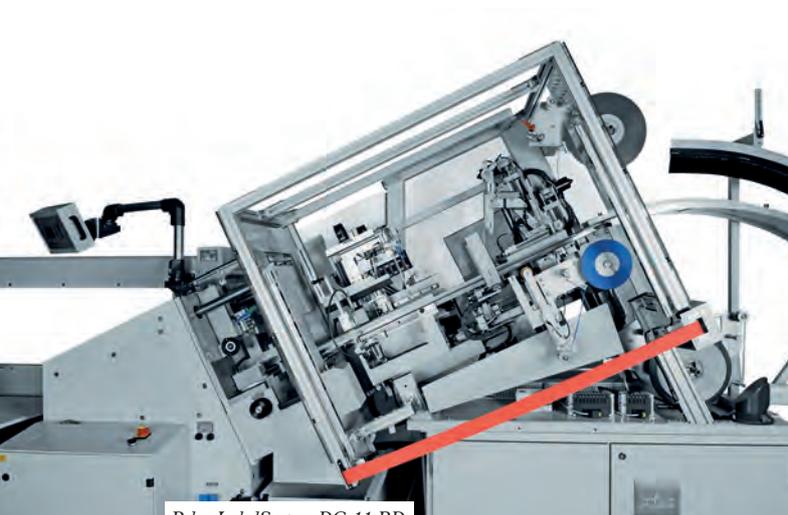
When the system is running at full capacity, up to 960 packages an hour can be produced. Multiple square-cut and die-cutting programs can be stored, along with the variable banding geometries, which can be changed at short notice.

Job changeover is achieved within 15 minutes using the OptiChange system, which allows exact placement of the material for maximum cutting and die-cutting accuracy, says Uwe Refflinghaus. Another plus for Refflinghaus is the option of switching off die-cutting and forwarding the bundle of labels directly to the banding unit. 'As a result, we are absolutely flexible when we have to band labels that don't require die-cutting and our other processing lines are fully utilized.'

Just as importantly, there are significant health and safety benefits. 'While our employees previously had to lift and move tons of material, in-line production is really relieving this burden.'



MD Uwe Refflinghaus



Polar LabelSystem DC-11 BD



For more information on GEWA, see feature on in-line carton production in L&L1, 2017



The Polar system in action at GEWA

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Label Trends

Data from Ministry of Industry and Information Technology of the People's Republic of China and the China RFID Industry Alliance



RFID market in China

The RFID market in China had reached 48.43 billion Yuan in 2015, up 25.7% over previous year.

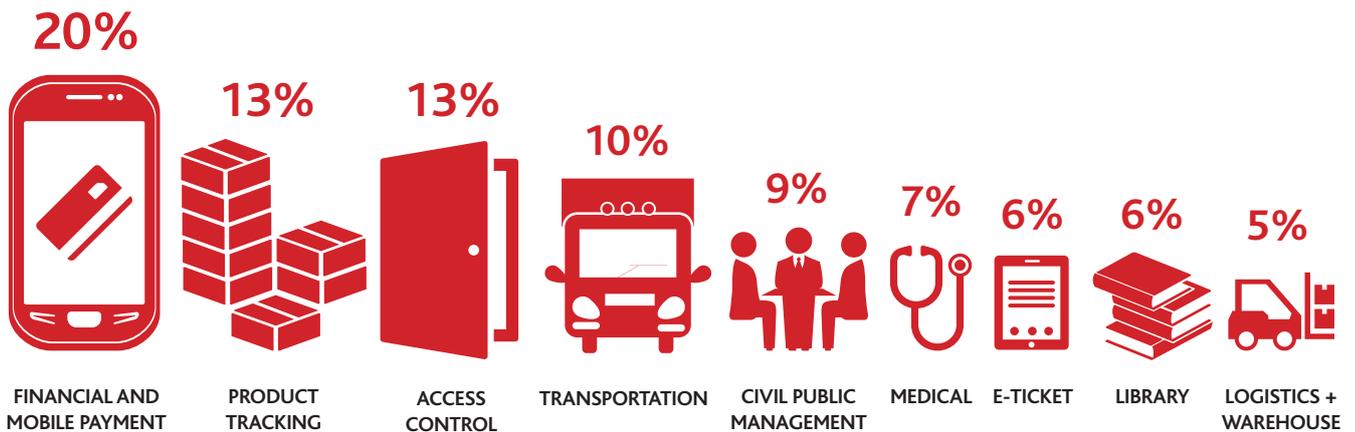
- System integration services accounts for approx. **29.98%**
- Software and middleware accounts for approx. **20%**
- E-tag and packaging machinery accounts for approx. **27%**

In 2015, the market size of Chinese RFID tags and packaging machinery had reached 13.015 billion Yuan, up 15.48% over previous year

The market share for different frequency ranges of RFID are:

- High frequency **80%**
- Ultra-high frequency **13%**
- Microwave **5%**
- Low frequency **2%**

Primary application fields of RFID



Regional structure of RFID industry

- South China: **42%**
- East China: **29%**
- Northwest China: **1%**
- Southwest China: **2%**
- Central China: **5%**
- Northeast China: **1%**
- North China: **20%**



Chinese RFID market size:

2016 – **60.88 billion Yuan**

2017 – **75.24 billion Yuan**

2018 – **92.558 billion Yuan**

Label SOCIETY



L&L in China

01 Lin Jinsun (right), owner of Liabel, a label converter in Guangzhou, conducts tea ceremony for the L&L team

L&L in Chile

02 L&L editor James Quirk with Chilean converter AMF Etiquetas' marketing team: L-R Magdalena Schuster, marketing coordinator; Florencia Barrera, design and development coordinator; James Quirk; Maria Trinidad Echegaray, head of marketing; Isabelle Juanchich, senior marketing coordinator; Valentina de la Sotta, marketing coordinator



TLMI Converter Meeting

St Pete Beach, Florida

03 From left: Carol and Anthony Macleod, Whitman Breed Abbott & Morgan; John and Kim Crosby, Grand Rapids Label Company

04 From left: Gail and Dwane Wall, Creative Labels of Vermont; Josh Yericic, Yericic Label; Tasha Ventimiglia, Labelexpo; and Tara Halpin, Steinhäuser

05 From left: Marty Dennis, Constantia Flexibles; Paul Teachout, Nilpeter; Dan Muenzer, Constantia Flexibles, Carol and Bruce Bell, Belmark



06 From left: Kevin Kalkofen, Badger Label; Dale Jacoby, Badger Label; Keith Rosenthal, McLoone Metal Graphics; Robert Gorzynski, International Label & Printing Co, Nick Calvetti, Amherst Label; and Mark Turk, International Label & Printing Co

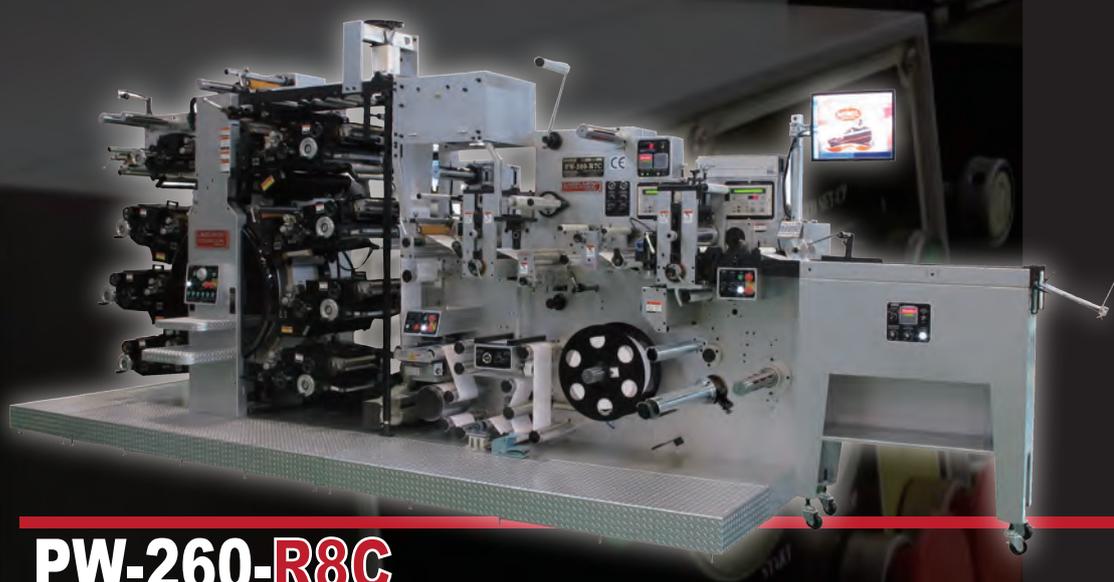
07 From left: Kevin Hayes, Outlook Group; Elizabeth Pecha-Poelker, PrintFlex Graphics; Jan Lehigh, Aptline Packaging; Don Yaeger, sports journalist, author and motivational speaker; Cindy White, Channeled Resources Group; and Rob Hutchison, Hutchison Miller Sales



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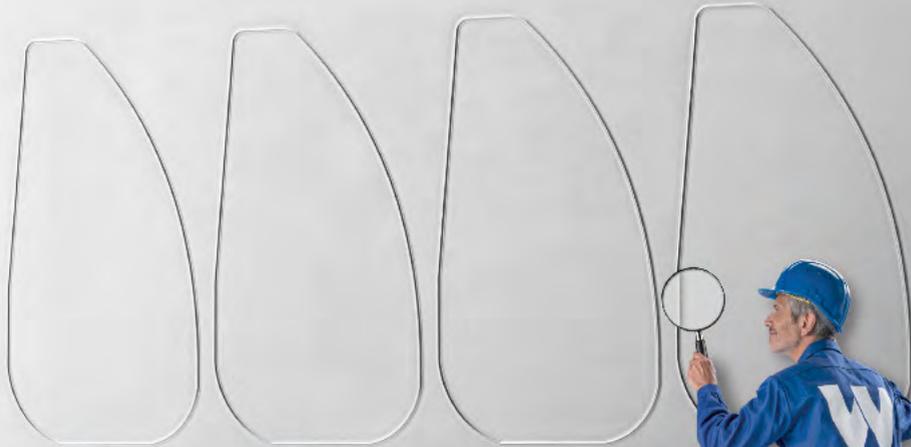
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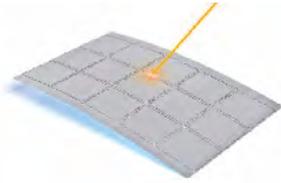
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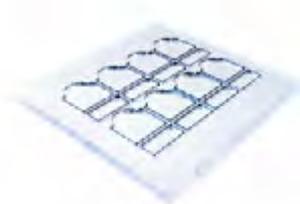
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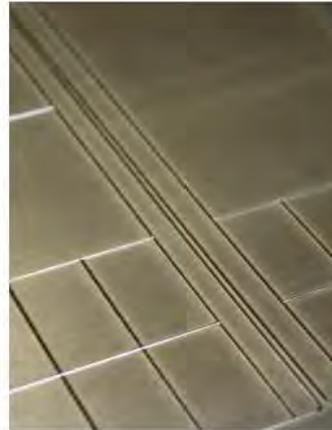


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