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Label and packaging trends in the dynamic pet food market

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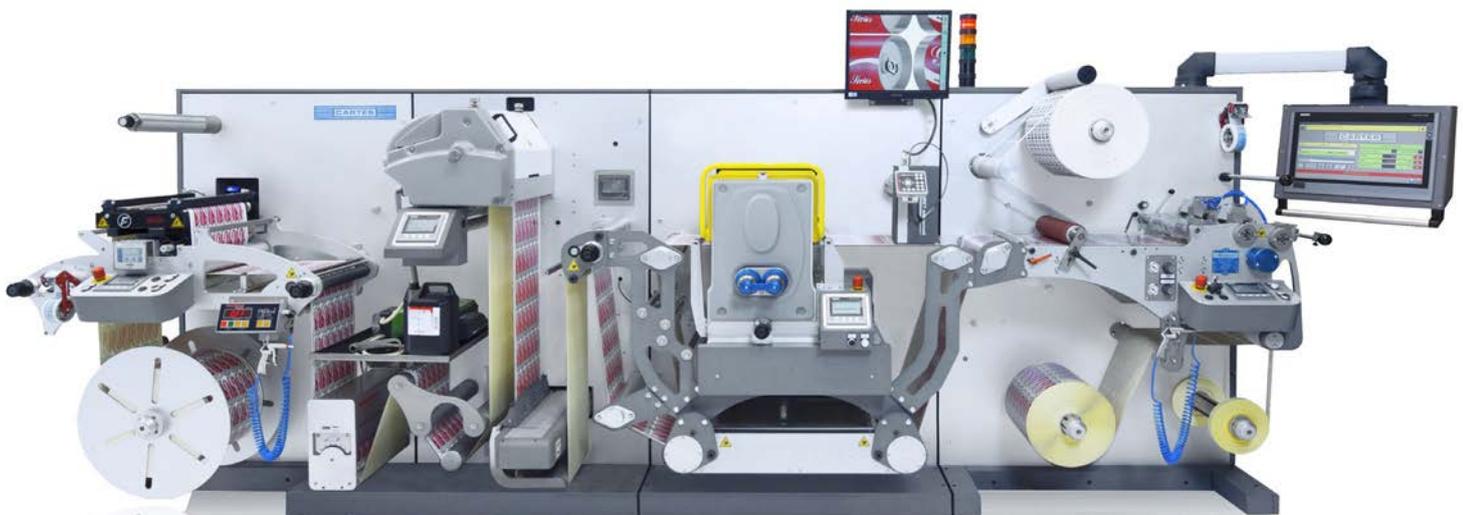
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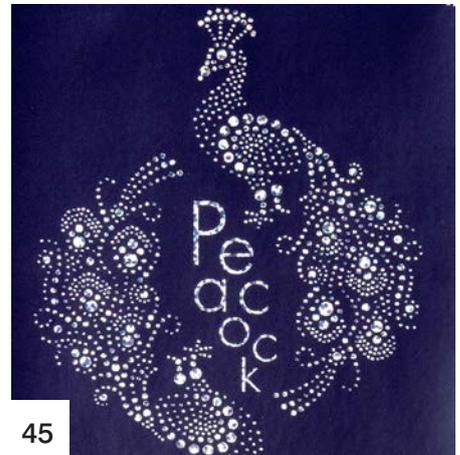
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*labels&labeling.com*

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



**Industrial labeling innovation**  
*(white paper)*

Plastics introduce new challenges for industrial manufacturers – particularly with labeling



**Coveris introduces Recoveris** *(video)*

Coveris marks 10-year anniversary of Lincolnshire, UK, environmental services facility



**The challenge of packaging coffee**  
*(opinion)*

Constantia Flexibles CEO Alexander Baumgartner outlines requirements for packaging coffee

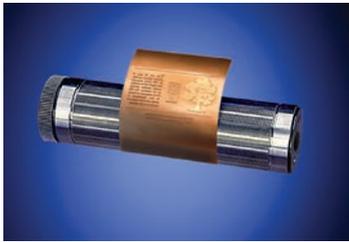


**Reconfiguring for flexible packaging**  
*(news)*

Saudi Arabian printer modifies web offset printing press to suit flexible packaging

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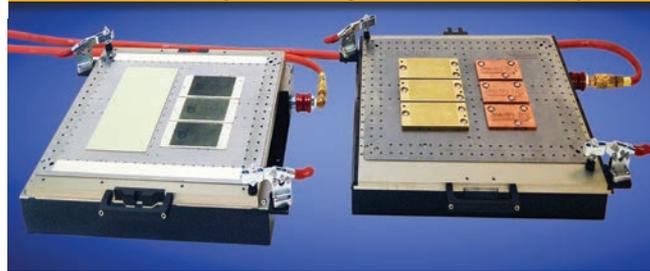
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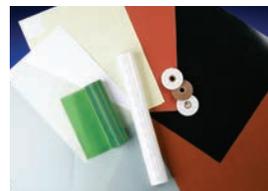
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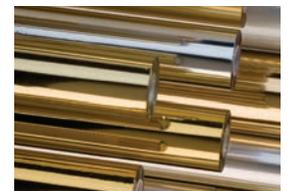
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# Thirty years ago (L&L issue 6, 1987)



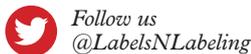
**P12** The UK's Improved Marking and Label (IML) was investing in new materials, laminate constructions and production technology to meet new and changing end user label demands – and the requirement for more and more label information to be generated by computer. IML operated a special facility to hot melt laminate paper to steel or plastic to produce paper-faced special constructions.

**P16** Modern origination methods helped Danish company Flexiket's growth, with turnover doubling in three years and sales growth recorded at an annual rate of 30-35 percent. Investments included the upgrade of a three-year-old Purup electronic pre-press system, and a photopolymer plate system to increase flexo run lengths.

**P30** Mike Fairley reported on New Era Packaging's investment in a Ko-Pack FormLabel press, and advances in color computer label production, which were providing the self-adhesive label printer with rapid growth opportunities. The FormLabel press was part of a major expansion program, which included a 10,000 sq ft (930sqm) extension to the company's plant in Ireland.

**P42** Harkwell Adhesive Labels invested more than 250,000 GBP in the first Digilabel System in the UK. The system, developed by Belgium's Digitized Information Systems Corporation, computerized the design, typesetting and origination of labels through the use of specially developed computer software.

## Twitter chatter



**@EFIA2:** Take a look at the #label and #package #printing industry predictions for 2018... <http://ow.ly/HgVI30gPFU7>

**@Ti\_Films:** With 2017 coming to a close, we've shared our predictions for the industry in 2018 <http://ow.ly/mLF130gvFBB>

**@AveryDennison:** In 1975, Avery Dennison constructed an entirely solvent-free plant at Peachtree City, #Georgia #TBT

**@PrintMediaCentr:** How 1970s brands influenced a generation through print packaging <http://bit.ly/2wmaa3H>

**@printscotland:** Our recent article about the provision of more modern apprenticeships to revive the printing industry can be found at <http://bit.ly/2hDDjAR>

## Can do: the return of growth to the sheet-fed offset label market?

### Editor's note

Could we see the return of growth to the sheet-fed offset label market in the developed world? Although reduced to 18 percent of the US market and one third of the European market, and faced with the rise of shrink sleeves and filmic PS labels, there are signs that the humble wet-glue label might see its fortunes revived. How so?

We are in the midst of what looks like a war on plastics driven by increasingly frenzied publicity over waste plastics clogging up the oceans, as viewers of the BBC's superb Blue Planet season will know. Even former CEO of Asda/Walmart, Andy Clarke, is openly calling for supermarkets to stop using plastics packaging.

More straws in the wind: L&L.com recently ran a story about a wet-glue label converter in the UK, Print-Leeds (located very close to the Asda HQ), moving

to bigger premises and doubling its Heidelberg press capacity. This reflects buoyant demand, particularly from the craft beer sector.

The wet-glue labeled can, whether aluminum or stainless steel, might after all be the ultimate in environmentally friendly packaging: easily recoverable and taking advantage of the 'natural' appeal of simpler forms of packaging.

The PS and shrink sleeve label converter can also play in this market. There are new self-adhesive can labeling systems being developed, and roll-on-shrink-on and full body shrink labels might play well in reducing the costs of stock obsolescence from direct printed cans.

Offset is very good at short runs – Cerm recently revealed a partnership to automate ganging labels on sheet-fed presses. And what of

digital? Presstek has already demonstrated, at drupa, plastics cut&stack water-bottle labels printed on its Eco DI presses by a US converter.

It's not just wet-glue labels reviving the sheet-fed market. In this edition is a report from Heidelberg talking about growth in IML labels.

Of course, the plastics industry is fighting back with ocean plastics recovery schemes while stressing the life-cycle, convenience and performance benefits of plastics compared to heavier cans. The anti-plastics hype will surely die down in time, but meanwhile, wet-glue label printers have a unique window of opportunity.

**James Quirk**  
Group Managing Editor

# News



*Xeikon will service, support and supply EFI Jetrion presses worldwide*

## Xeikon takes over EFI Jetrion press portfolio

*EFI exits label printing market to focus on textiles and corrugated packaging*

EFI and Xeikon, a division of Flint Group, have entered into an exclusive partnership for the EFI Jetrion UV inkjet press portfolio, with Xeikon now to service, support and supply EFI Jetrion presses worldwide.

Under the partnership, Xeikon will service, support and supply the worldwide Jetrion customer base, and continue the direct sales of Jetrion digital label printing systems as part of the Xeikon portfolio of digital dry toner and UV inkjet presses for the self-adhesive label market.

'EFI Jetrion printing systems have helped to establish the market for industrial digital inkjet label production, and the numerous innovations developed for high-resolution Jetrion technology – including high-end, production-class LED imaging, superior opaque white ink and true all-in-one integrated print, varnish, cut and slit systems – have given EFI Jetrion the largest installed base of UV inkjet label presses in the world,' said Guy Gecht, EFI CEO. 'As we expand our portfolio of industrial inkjet products, we prioritized our go to market investment and resources. It was a clear choice for us to pick Xeikon, one of the undisputed leaders in digital label printing, as the ideal partner to continue a trustworthy sales and service operation for the Jetrion product line.'

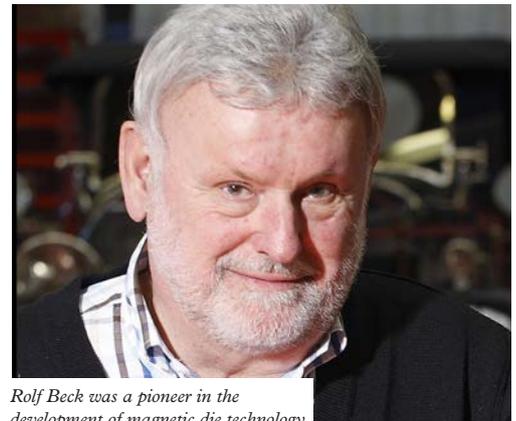
EFI has detailed plans to exit the label printing market as it concentrates on areas with higher growth opportunities. EFI CEO Guy Gecht said: 'To reaccelerate growth, we are reallocating budget and talent toward our largest opportunities, in textile and packaging, along with making organizational changes and adding senior positions to improve focus and execution.'

This will see EFI move away from the label market and equipment sales as the company makes a strategic move to focus on higher growth opportunities. In an earnings call, available as a transcription via Seeking Alpha, Gecht stated that, in comparison to some other inkjet markets EFI is targeting such as textile and packaging, the label market is smaller and a more competitive, crowded landscape as it is 'the easiest technical application for inkjet'. Digital corrugated printing is one market where EFI sees opportunities, with its Nozomi single-pass LED inkjet press for high-speed corrugated board production gaining traction.

Benoit Chatelard, president and CEO, Digital Solutions, Flint Group, stated: 'Xeikon is the perfect partner to market, service and support the EFI Jetrion product line. Xeikon is a technology-agnostic solutions provider with almost 30 years of experience in digital printing. With over 500 digital label presses installed worldwide, we are an acknowledged leader in the self-adhesive label market. Xeikon has the broadest digital label printing offering in the market, including workflow, presses, embellishment modules and converting equipment, and a worldwide service and support network that is unparalleled in the label market. All our customers are fully trained, serviced and supported through direct, first-line contact with Xeikon engineers, and this will be no different for the Jetrion customers.'



Join the discussion on LinkedIn at the 'Labels & Labeling' group



*Rolf Beck was a pioneer in the development of magnetic die technology*

## Kocher+Beck founder Rolf Beck passes away

Labels & Labeling is sad to report the passing of Rolf Beck, one of the founders of Kocher+Beck. He passed away on November 10, 2017 after a short illness.

Kocher+Beck was founded in 1965 in Stuttgart, Germany by Erich Kocher and Rolf Beck, and today employees more than 600 people at its four locations worldwide. In the early 1980s, Rolf Beck was a pioneer in the development of magnetic die technology, helping to revolutionize the entire label printing industry.

In a statement mourning his passing, Kocher+Beck stated: 'Rolf Beck was a highly respected and inspiring individual, with a great appreciation and respect for business associates and employees, with his dedication and inventiveness, he has always been a positive role model. For his employees he always had an open ear, and was an excellent mentor and paternal advisor. As a person and personality, he left a lasting impression on everyone and we are truly indebted to him. All who knew him mourn for a humorous and charming man who will remain unforgettable.'

'Through his tireless personal commitment, great vision and determination, he led the development of our company. His visions and inspirations are present everywhere to this day. We, the management and employees of Kocher+Beck, will honor his memory.'

### Toyo makes investment in Turkey

Toyo Printing Inks has purchased a 62,000sqm plot of land for the future expansion of its operations in the Manisa Province in western Turkey. Toyo Printing Inks plans to use the land to build a new manufacturing facility to upgrade and expand existing R&D and production facilities, and to construct a new production site for polymers.

The new plot is located in the Manisa Industrial Zone, the same industrial park that is currently home to Toyo Printing Inks. Construction of the new polymer plant is expected to begin in 2018 and be completed by late 2019.



Montserrat Peidro-Insa, head of the digital business area at Heidelberg, presented Primefire 106 to attendees at the open house at MPS-Westrock in Obersulm

## First Heidelberg Primefire 106 user hosts open house

Heidelberg considers capacity increase due to strong interest

The first user of the Heidelberg Primefire 106, MPS-WestRock, has hosted an open house in Germany to demonstrate the inkjet printing system, with the printing equipment manufacturer considering increasing production capacity to meet strong demand.

More than 70 customers from 40 packaging manufacturers from all over Europe attended the event in Obersulm, jointly organized with Heidelberg at the beginning of November.

MPS-WestRock produces high-end packaging for consumer goods products in the luxury segment. Part of the global WestRock packaging group based in Atlanta, US, it is the first commercial user of the Primefire 106.

MPS-WestRock managing director Steffen Schnizer said: 'Our customers are extremely demanding. It is therefore important for us to use the most suitable machines for the specifications of the job.'

'For a long time, digital printing presses were not able to meet our customers' high standards for quality and color fidelity. The Heidelberg Primefire 106 meets these requirements.'

Heidelberg identifies packaging printing as the strongest growing segment in the print media industry. Annual worldwide growth rates of three percent are expected over the next five years, increasing to up to 20 percent for digital packaging printing.

Heidelberg introduced Primefire 106 last year and has reported strong interest in the system. Production at the company's Wiesloch-Walldorf site is already at capacity until mid-2019. Heidelberg is currently considering whether to expand capacity in order to meet the strong demand.

The second machine will be going to another customer in Germany this year, while the third will be going to a customer abroad at the beginning of next year.

## Web offset press reconfigured for flexible packaging

DG press ServiceS and Abaker Printing Company of Saudi Arabia have modified a Vision web offset printing press, currently used for commercial printing, to suit flexible packaging.

The decision has been made based on the rapidly changing market of the printing industry in which the demand for packaging, particularly flexibles, is increasing, according to DG press ServiceS.

The Vision press was originally manufactured for the production of business forms.

Utilizing the press' modular design, web tension and flexo modules are to be integrated allowing it to be modified for the production of flexible packaging.

As a result, the reconfigured press will combine flexo and offset printing for converting flexible substrates.



## Klößner Pentaplast opens innovation center

kp i.center located in Sant Cugat, near Barcelona

Klößner Pentaplast has opened an innovation center in Spain. The 1,200sqm kp i.center provides a collaborative space intended to help global food and consumer products (FCP) customers bring products to market more quickly and economically. It is located in Sant Cugat, close to Barcelona.

It combines a dedicated area resourced with marketing, sales and R&D experts, together with laboratory, prototyping facilities, a supermarket and an FCP market research center. Klößner Pentaplast has integrated industrial and technical capabilities, which it said deliver a full experience 'from concept to production of a packing solution'. The center is aimed at supporting commercial, technical and operational leaders to immerse themselves in idea sharing leading to the discovery of innovative packaging options.

Daniel Dayan, president of FCP at Klößner Pentaplast, said: 'Our kp i.center stands for interaction, ideas and innovation.'



Saudi printer to reconfigure Vision press for flexible packaging

# News



Talkin' Things to integrate FlexICs from PragmatIC to 'make trillions of products smart'

## PragmatIC and Talkin' Things partner for smart packaging

PragmatIC and Talkin' Things have formed a strategic partnership to drive mass market adoption of smart packaging, centered on flexible integrated circuits.

Talkin' Things is a global smart packaging provider that works with brands and packaging companies to integrate innovative technologies that enable them to engage directly with their consumers through original, personalized marketing campaigns, and measure return on investment using a suite of tools.

The new partnership will see it embed PragmatIC's FlexIC flexible integrated circuits into packaging at a cost claimed as 'significantly lower' than comparable silicon-based options. This, Talkin' Things has predicted, will open up new mass market segments previously inaccessible. It added that as PragmatIC's new RFID/NFC FlexICs are thinner than a human hair and flexible, they will be imperceptible even in flexible packaging. As a result, it is expected that this will bring consumer engagement and brand protection capabilities to trillions of products.

## Wet-glue specialist doubles capacity

Wet-glue specialist converter Print-Leeds has moved premises in the first part of an ambitious five million GBP (6.6 million USD) investment plan which will double its production capability.

The company entered the wet-glue label market when it acquired S&C Labels five years ago, which trebled its turnover. The new four-acre site in Bramley, Leeds, is half a mile from its original premises in Pudsey. The new site comprises two 30,000 sq ft units, one of which Print-Leeds will fully occupy by the end of this year. The office, production facilities and the digital division

have already moved and the company's current Heidelberg 7-color litho press is due to be dismantled and moved during the Christmas break.

The company has ordered a new Heidelberg XL106 7-color with coater which will be installed alongside the existing press, and both will be up and running in early January. This will double capacity, streamline production, and will bring the all-important contingency option in-house for the production of wet-glue labels, composite tube wraps, litho box laminates and all litho plastics work.



The Label Academy has extended its series

## Label Academy publishes new textbooks

'Shrink Sleeve Technology' and 'Label Markets and Applications' added to series

The Label Academy has extended its series with the publication of two new reference books, 'Shrink Sleeve Technology' and 'Label Markets and Applications'.

'Shrink Sleeve Technology' is an introduction to shrink sleeve labels and gives information to help troubleshoot problems, improve quality, prevent errors and correct faults. Technological advances have vastly expanded the market for shrink sleeve labels and the book aims to guide readers through the film, pre-press, ink, printing and application processing stages. The book was compiled by Mike Fairley, founder of the Label Academy and Séamus Lafferty, Accraply president.

'Label Markets and Applications' explores material specifications, print and finishing requirements, and key global and national regulations for the consumer and industrial markets as it examines each of the main end-user sectors. Outlining the primary factors needed to produce quality labels that are compliant, marketable and cost-effective, the book helps printers navigate modern label production, with chapters dedicated to the major global label markets: food, beverages, cosmetics, pharmaceuticals, non-food retail and industrial. 'Label Markets and Applications' was authored by John Penhallow.

The Label Academy is the global training resource for the label and package printing industry and is supported by Finat, the TLM, LMAI and BPIF. The Academy combines educational textbooks with access to free articles and videos. The Label Academy is sponsored by Cerm, Flint Group, Gallus, MPS, Taghleef Industries and UPM Raflatac. The Academy's books are retailed by Amazon and available directly at [www.label-academy.com](http://www.label-academy.com).



L-R Steven Jones, director of agency at Eddisons, Rod Fisher, managing director at Print-Leeds, Isobel Hainsworth-Brear, director at Print-Leeds

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# New Products



PICTURED

1. UPM Raflatac sample book
2. TubeScan QLink-Workflow
3. Primera FX500e
4. UEI Group NW SpeedChase NXT



## 01 Wine, spirits and craft beverage labels sample book

*UPM Raflatac*  
UPM Raflatac has launched a visual sample book to showcase its premium label materials for wine, spirits and craft beverages. Designed in collaboration with a team from SGA Corporate & Packaging Design led by chief designer Giacomo Bersanetti, the book has been printed by leading Italian printing company Multi-Color Corporation (MCC). The sample book, formed of nine label designs printed on 18 different materials, is designed to inspire designers, brand owners and wineries, providing them with a tool to help select label materials to showcase their products.

## 02 TubeScan QLink-Workflow

*Nyquist Systems*  
Nyquist Systems has launched its 100 percent print inspection QLink workflow. Nyquist's brand-new feature is the real-time counter of QLink: while the TubeScan is scanning for defects on the printing press, the printer uses the touch screen of the QLink Editor to classify the defects as 'relevant' or 'not relevant'. As the printer is making his choices, the information is immediately considered in the net count of the inspected goods. Larger defect areas, like missing ink, are being defined as 'waste zones' and can be processed on the rewinder as a whole. The compression of inspection data has also been redesigned. With Nyquist QLink, the file size can be 90 percent smaller compared to usual rollmap files.

## 03 FX500e

*Primera Technology Europe*  
Primera FX500e, which complements LX and CX series color label printers and other laser- or inkjet-based label printers, has a 300m ribbon capacity and an improved guiding mechanism to secure the label path. Printer drivers are included for Windows XP/7/10 along with BarTender Ultralite and NiceLabel Free 2017 Primera Edition Software (both for Windows), four color ribbon starter rolls and an external supply adapter for 25mm or 76mm (1in or 3in) roll cores, holding larger input rolls of up to 216mm (8.5in) outer diameter.

## 04 NW SpeedChase NXT

*UEI Group*  
The magnetic quick changeover system has been specifically developed for the narrow web industry. It is comprised of an

NW SpeedChase NXT and an NW SpeedPlaten NXT that use a NW UniLock-Up Plate Ejector NXT box to quickly set-up, dismount and change the UniLock-Up die or counter force plates

## ColourPrint HiQ IIj

Based on the KM1800i printhead from Konica Minolta, the ColourPrint HiQ range offers a native resolution of 600 DPI. By using asymmetric screening technology, they can achieve over 1000 DPI apparent resolution. Speeds of up to 200m/min are achievable. The new modules are available in a range of print widths from 75mm to 520mm.

# New Products



.....  
PICTURED

5. Dow HMB-6301 Masterbatch
6. Neenah Kimdura inkjet synthetic tagstock
7. Treofan EUP70
8. Flint Group sheet-fed IML ink



**05 HMB-6301 Masterbatch**  
*Dow Performance Silicones*  
The advanced silicone-based technology has been designed to address claimed drawbacks of standard slip agents. Dow Corning HMB-6301 Masterbatch is engineered for BOPP and PP cast films used mainly in food packaging, namely bags, wrappers, packages and pouches, with European Union food contact compliance and US FDA food contact approval in process. It is suitable for both sequential and simultaneous stretching lines. The material is supplied in easy-to-handle, free-flowing pellets and is available globally.

**06 Kimdura inkjet synthetic tagstock**  
*Neenah*  
Neenah's Kimdura inkjet synthetic tagstock is the latest

addition to its Kimdura synthetic paper portfolio. This new 7.5 mil product with C1S topcoat is optimized for print-on-demand and full-color aqueous pigment inkjet applications. Kimdura inkjet synthetic tagstock is said to be compliant with the highest durability standards for dimensional stability, color fastness, coating integrity, abrasion resistance, and printed information legibility after harsh and long outdoor exposure. It has been engineered for applications with demanding requirements in durability and productivity, such as event IDs, healthcare, construction (lumber and steel), horticulture, outdoor license, HazCom (workplace safety and transportation), seafood and other outdoor tag uses.

**07 EUP70**  
*Treofan*  
Matte on both sides, the EUP70 material has been specially developed to meet the demanding requirements of sheet-fed offset printing. Its high stiffness enables especially high processing speeds with excellent quality, says the company, while the low density ensures optimal area yield.

**08 Sheet-fed IML ink**  
*Flint Group*  
Novastar D 2000 IML Bio is a mineral oil free, low migration sheet-fed ink for label printing without direct food contact. Suitable for printing work corresponding to ISO 12647-2, Novastar D 2000 IML Bio is especially suited to printing on metallized paper and other non-absorbent substrates. It is

the latest in a line of products introduced by Flint Group intended to create a 'rounded portfolio' for the offset label printing market.

The new ink is claimed have very high color strength, good printability with excellent dot sharpness and fast oxidative drying. Based on renewable raw materials and produced conforming to GMP guidelines, it is also claimed to have exceptionally good adhesion and scratch resistance, while being usable in high and sub-zero temperatures.

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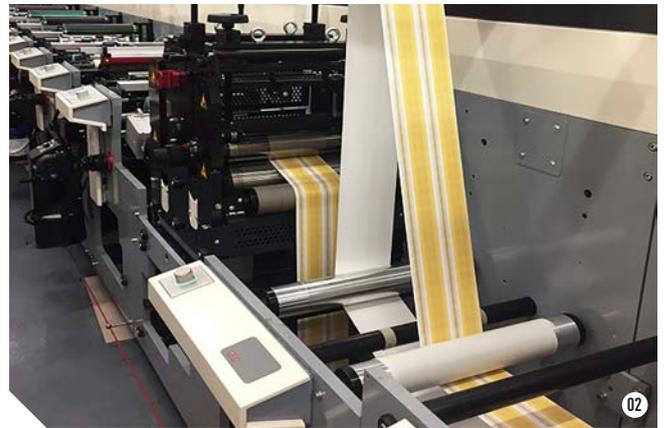
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# Installations



**01 Focus Proflex 330SE**  
*First Choice Labels, UK*  
 First Choice Labels has taken delivery of a 6-color, full UV Proflex 330SE servo flexo press from Focus Label Machinery, its first investment in servo-driven printing technology. The new press has been installed alongside two existing Focus presses. It will be used for production of self-adhesive labels, and to further increase efficiency and productivity. Nigel Willis, MD of First Choice Labels, said: 'This is our third purchase of a Focus press and represents a big step forward for us in terms of productivity and flexibility. Our business has grown rapidly in recent years and we needed to increase our efficiency and capacity. Focus has always provided a reliable back-up service, complemented by quick response times, which were also very important factors for us, when considering a new press.'

**02 MPS EF 340**  
*Abbey Labels, UK*  
 The 8-color MPS EF 340 is the first of its type in Europe to be installed with the GEW ArcLED UV system. The LED system will use up to 50 percent less power than the conventional UV methods of curing ink and radiates little or no heat onto the substrate. And while LED lamps are currently more expensive than their UV counterparts, they are claimed to last up to 20 times longer. MPS said this will assist Abbey Labels in reducing downtime and maintenance during the lifetime of the press.

**03 Domino/AB Graphic hybrid printing line**  
*Autajon (Sinel), Spain*  
 Incorporating a 7-color Domino N610i inkjet integration module with an AB Graphic Digicon Series 3, the press will be installed at the Sinel plant in Barcelona in the first quarter of 2018.

**Mark Andy Digital One**  
*Imprinting Systems, US*  
 The prime label printer based in North Carolina has brought digital production in-house and increased its productivity with the installation. Mark Andy Digital One is a 4-color EP label press, and was selected to bring additional capability, specifically in the digital and short run efficiency. The press provides in-line converting and finishing, as well as the ability to add flexo decoration to labels with a single multi-purpose print station.

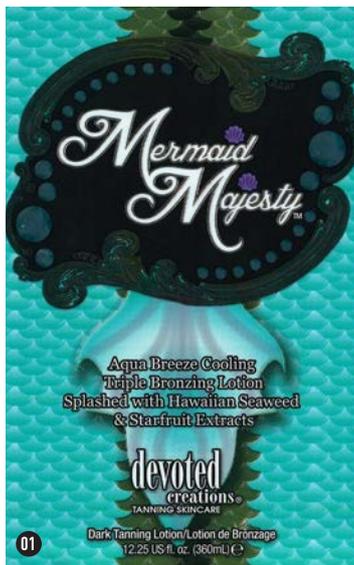
**04 HP Indigo 20000**  
*bits-to-dots, Germany*  
 The flexible package printer has used HP Indigo technology for 17 years, with the HP Indigo 20000 its second HP press following an HP Indigo ws4500. With a print speed of up to 42m/min, the newly purchased machine allows the company to implement four printing orders simultaneously and deliver a faster reaction to

ad-hoc inquiries for short runs. With the new HP Indigo 20000, the company added that it answers to current market trends and extends its competences in the field of variable data printing.

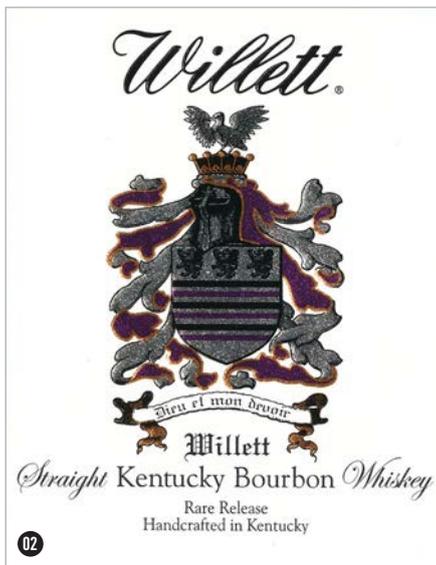
**Pantec RHINO**  
*Pragati Pack, India*  
 India's first Pantec RHINO machine has been installed at Pragati Pack in Hyderabad by local distributor Vinsak. RHINO II is an in-line flatbed embosser with foiling and hologram in-setting units. It has a revolving foil head to apply foil across and in web direction. It operates at a speed of up to 25,000 cycles an hour for multi-stepping designs. These seven strokes per second allow production at high speed with cost-effective tools, it is said.

Go to [www.labelsandlabeling.com/news/installations](http://www.labelsandlabeling.com/news/installations) for more installation news

# Label & Packaging Showcase



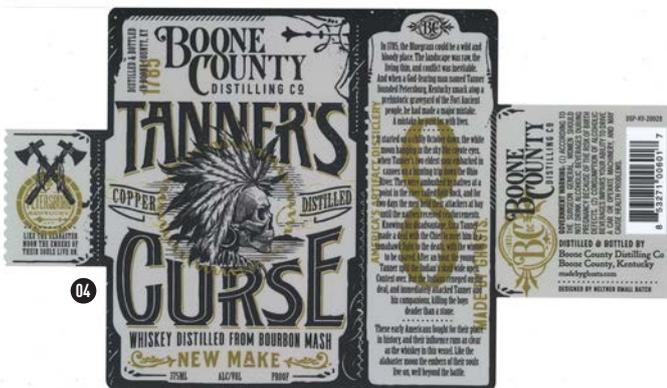
01



02



03



04



05



06

## DuPont Awards for Packaging Innovation

**01** Best of class: multi-process  
Consolidated Label Company  
Mermaid Majesty

**02** Best of class: offset wine & spirits  
WS Packaging Group  
Willett Kentucky bourbon

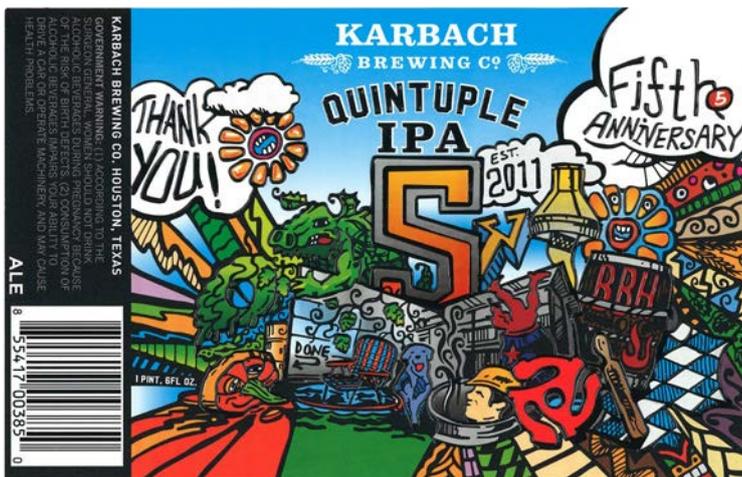
**03** Best of class: flexo and letterpress  
Inland  
Arizona Green Tea shrink sleeve label

**04** Second place  
Steinhauser  
Boone County Distilling Company  
Tanner's Curse whiskey

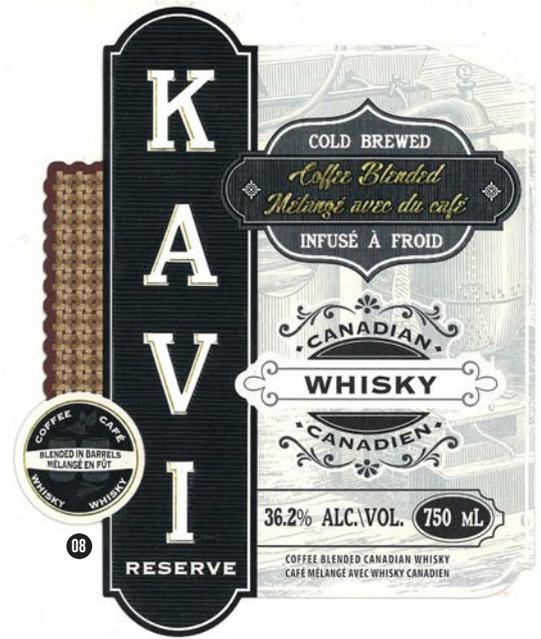
**05** Best of class: flexo and letterpress  
Label Impressions  
Pouch for Exotikz Cannabis

**06** Best of class: digital  
Syracuse Label  
Ryze Vodka label

**07** Best of class: digital  
McDowell Label & Screen Printing  
Karch Brewing Company  
Quintuple IPA



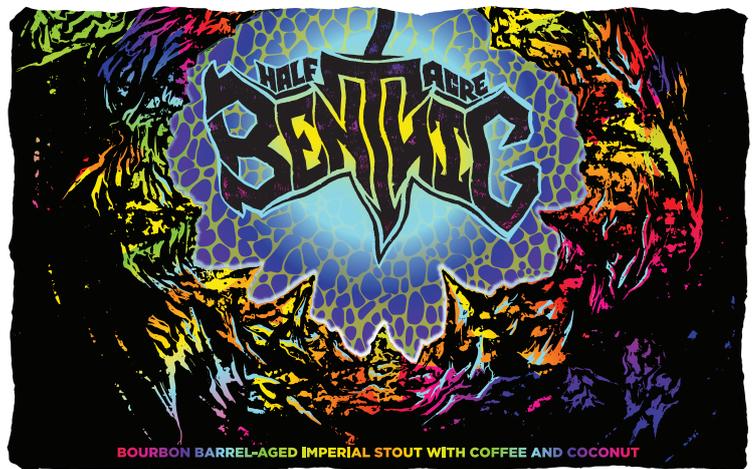
07



08



09



10

**08 Best in show**

*ASL PrintFX*  
Kavi Reserve win top TLMi label award

**09 Best of class: other**

*Inland*  
Reser's Deviled Egg Potato Salad in-mold label

**10 Half Acre Beer Company**

Half Acre Beer Company's Benthic is a bourbon barrel aged imperial stout with toasted coconut and coffee that comes out once a year, typically around November. This label was printed by Columbine Label Company



This regular feature is dedicated to the best designed printed packaging from around the world. If you would like your product featured here, email [label Exposure@labelsandlabeling.com](mailto:label Exposure@labelsandlabeling.com). We require a high resolution photograph and supporting text.



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# Young Managers – Jimit Mittal, Monotech Systems

Jimit Mittal, vice president, Inkjet Products and Solutions at Monotech Systems, talks about the growth of digital technology in the Indian market



**“Despite the slow adoption of digital in the Indian label industry, it accounts for around 10 percent of label and packaging printed products and is expected to grow at 17 percent CAGR”**

after completing their education. This trend is, however, changing and I see increasing interest of young talent in the Indian graphic arts industry at large.

This, coupled with growth, has resulted in the increase of the number of label businesses which has made the Indian market extremely competitive and has further led to higher expectations from brand owners.

The mantra is to be profitable through innovation, optimization in production workflows and value addition, while ensuring consistent quality, and adopting the right technology products.

The evolving technology, though, increases pressure on machine manufacturers and technology providers to consistently invest in research and development and provide printers the means to grow this industry and be profitable. It is a vicious cycle.

### Emerging trend

The emerging trend in the Indian label industry is digital technology. Though digital systems in label printing and converting have been an integral part of the production process and workflow, in the last few years full color digital label printing has made its presence felt in the industry and is being widely accepted for short to medium run length jobs.

Digital printing accounts for around 16.5 percent of all printing products globally. Unlike western markets, adaptation of this technology has been

### Customizing through Jetsci

Monotech Systems customizes products through its in-house brand Jetsci industrial inkjet printing systems. Customer requirements such as speed marking coding, variable data printing and full color UV inkjet label printing are incorporated into the machines based on feedback. The company has installed more than 100 monochrome and some digital printing machines in India.

slower than anticipated in India. However, label printers now understand the value addition it offers in existing workflow for different kind of jobs. Despite slow adoption of digital, it accounts for around 10 percent of label and packaging printed products and is expected to grow at 17 percent CAGR.

UV inkjet has the highest projected growth among digital label printing technologies for the next five years. According to survey reports, more than 50 percent of label converters will have digital printing capabilities in the next three years.

Full color UV inkjet is one of the most popular technologies used by many printers for its high quality and consistent output with wider color gamut and lower running costs. Most printers prefer hybrid installations where customers can add full color UV inkjet to their existing flexo presses. This keeps their investments low and gives them a lot of flexibility to achieve fast return on investment.

Digital is thus strengthening foothold with multiple installations in recent time. Conventional label printing machine manufacturers are also working towards making machines suitable for medium runs with minimum wastages and quick job changeovers. With automation kicking in and the long strides that flexo has taken in the last couple of years, the choice between the two technologies will soon be tough for label printers.

I began my career in 2004 as a service engineer in the Indian label industry. In the span of 13 years, I have worked in various capacities on many products and technologies. With Monotech Systems in the last seven years, we have established Jetsci as a brand for high speed industrial inkjet printing systems.

Labels and packaging is the fastest growing segment globally. In India, due to deaccelerated growth in commercial offset printing over the last seven years, and a growth of 17 percent year-on-year in labels and packaging, many commercial printers have diversified or diverted focus to this industry.

It is critical that new printers understand that brand owners have set of goals and expectations from label printers. They primarily seek innovations and deliveries on product appeal, brand protection, cost competitiveness, and fastest turnaround to market. Label printers who deliver on these expectations of brand owners win the race and stay ahead of competition.

One of the key requirements to achieve success is skilled manpower, which has been a challenge in most parts of the country. Though there is potential and learning opportunities in this industry, most students divert to other mainstream professions



Read more Young Managers columns at [www.labelsandlabeling.com/opinion](http://www.labelsandlabeling.com/opinion)

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# Communicating change

Bob Cronin of *The Open Approach* outlines how to maintain loyalty during a company sale

Change is inevitable, so it should be a lot easier to accept. Yet for most, it's a struggle. This is true in virtually every situation, but in the sale of a business, reactions can be drastic – with responses varying across the spectrum. While proprietors have their own concerns, they're the ones steering the change and thus have a positive vision. Others may not share this sentiment. For employees, for instance, a change in ownership can be one of the most tumultuous experiences they ever encounter.

Founded or not, people's reactions to the news of their company being sold is often one of worry and dismay. Unaddressed, such feelings grow into contempt that could result in the loss of customers, personnel, and even the deal itself. While there's no perfect time to announce a transition, it's inevitable that you strategically communicate it – and do so wisely. It takes only one nervous sales rep or scared purchasing agent to start a ripple that shakes your entire value chain.

Having seen the damage this can do, I always recommend having a communications strategy in place before you begin a transaction. It should cover what information to release, how and when to release it, and to whom. You should run it past advisors, top management, colleagues – and even spouses – and make refinements for best effect. At its true scale, a company sale is the transfer of an entire organization, not simply the exit of an owner. It must take everybody into account, and it must get everybody engaged and participating in the process.

Beyond this, you need to prepare a plan that's crafted to achieve your goals, not just one that hopes to be addressed in ensuing ownership. This is where advisory expertise comes in. In my 10+ years in label and packaging M&A, I repeatedly see five areas as the key focus points. By incorporating considerations for these, you'll demonstrate that you not only understand your potential obstacles, but that your rationale provides for clear, concise, directional guidance that will keep your company and people united and positioned for the future.

## 1. Operational focus

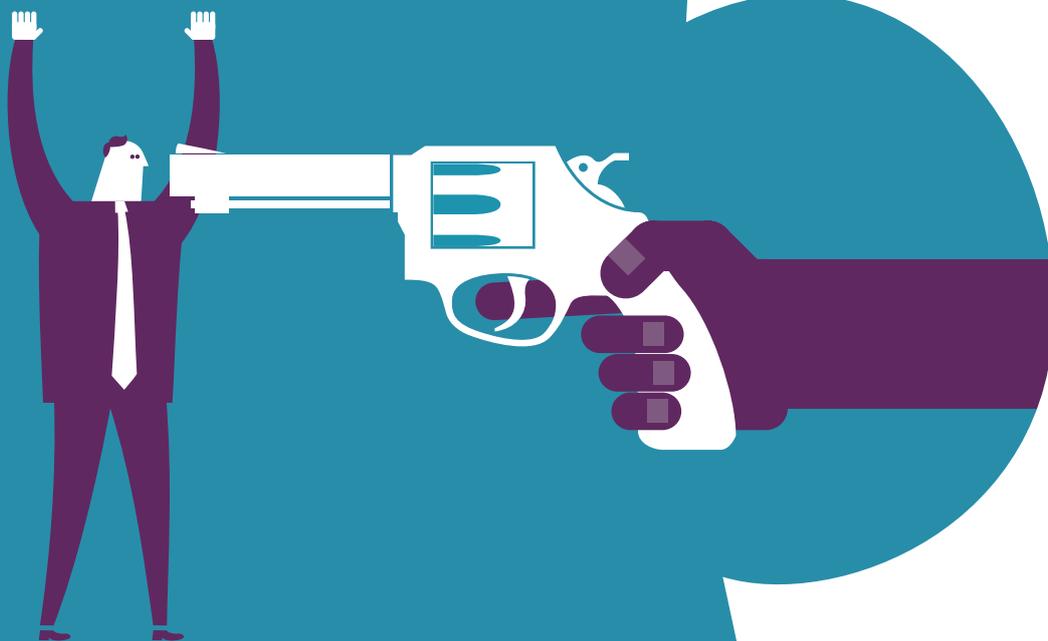
When going through an M&A transaction, many parties are needed to gather information and direct the efforts to bring a deal to a conclusion. This means there can be lots of strange people in suits spending too much time hanging around the plant. Buyer or seller, this can be very distracting. Moreover, if employees don't understand what's going on, this can raise a lot of questions.

Map out a clear operational focus first with your advisors. Discuss your intentions and exit strategy. Then, work together to determine the timing for communicating the planned change. This may need to be accomplished in tiers to enable you to cover the issues that are most applicable to specific groups.

When you're ready, remember

**“For employees, a change in ownership can be one of the most tumultuous experiences they ever encounter”**

that how you communicate the change is key. Identify your key staff and future roles, enlist their support, and work on effective messaging for the entire team. Clearly articulate the vision, goals, expectations, and impact of new management. Be prepared to answer questions about what the change means to people's jobs and the future. In order words, present a picture that instills confidence in the operational focus going forward. You'll need to make sure to dispel any doubts that the new structure can and will achieve the path you've laid out. How you communicate your message will go a long way in ensuring a successful process.

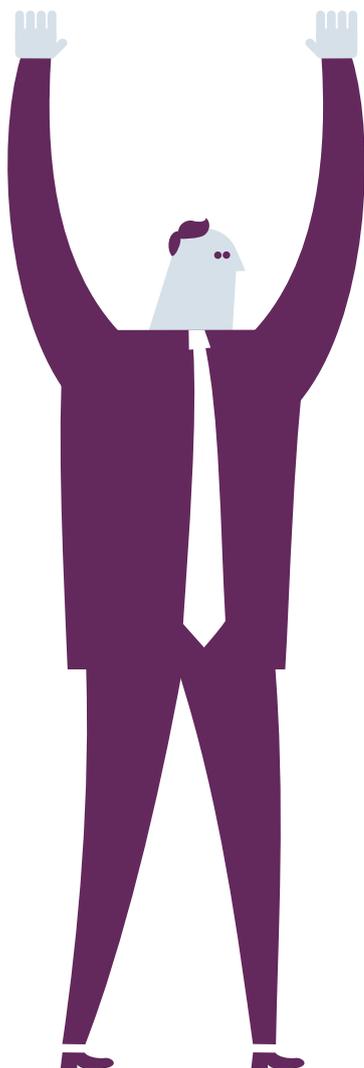


Most important, make sure your team hears the news from you first, rather than getting it from the grapevine. In today's wired world, too many employees find major news or M&A activity about their company through facebook – or from vendors sharing something they found on Twitter.

## 2. Trust

Every successful label and packaging company runs its business on a high level of trust amongst the team. If the trust erodes during a transaction, whether between owners, sellers, buyers, or the team, the ability to successfully recover becomes next to impossible. You need all key players to be part of the future direction and understand its consequences and opportunities.

This doesn't simply mean telling people what they want to hear. Smart people get irked over omissions and exaggerations. They also don't respond well to pithy assurances. In fact, sometimes the 'don't worry about it' comment can be more worrisome than anything else. Keep your close team and managers in the know.



## “When your competitors catch word of your transaction, you can expect them to be circling your clients like sharks”

Discuss your concerns and challenges. Talk openly about what problems may arise during or after the deal. Get their input on the positives and negatives. Their insights may open up new and valid considerations. Trust them, and they will trust you.

No matter how your company will look post-sale, it will still need to function in a manner that will allow for the vision to become reality. It needs your people to make it happen.

## 3. Customer impact

Ironically, for many businesses preparing for sale, the last group considered are customers. Yet, in most cases the 'customer list' is really what is being bought or sold.

Consider how important the top 10-20 (or even 50) customers are to your business. Then ask yourself how to keep them loyal and secure. How would a change in ownership affect them? What concerns might they have? What specialty knowledge, capabilities, capacity, or other manufacturing facets would be integral? Are there legal, certification, or confidentiality issues that would need to be addressed with a new management team? And personally, if you were in your customers' shoes, how would you feel about this type of change?

During a recent deal we orchestrated, a top client made their thinking clear. They explained that they felt very important to the selling company, but knew that their smaller volumes would make them less important to the new, larger entity. Thus, they abandoned the new company upon sale. While this particular client was honest, many clients may not be. You need to fully review, analyze, and consider the effects of your pending transaction on your customers. Take action to accommodate these. Handle this early

and make adjustments. Establish a plan to communicate the change to ensure you maintain the bonds to keep your company thriving.

## 4. Competitor perception

When your competitors catch word of your transaction, you can expect them to be circling your clients like sharks. Indeed, it will be the time customers may actually be open to a new supplier if they're confused by the potential impact. In many cases, you share a book of business with multiple suppliers, and clients divide work amongst these suppliers to get the best service.

In addition to communicating prolifically to your customers, make sure the news you're conveying (via social media, news releases, salespeople, etc) details the transaction in a positive fashion. Don't shy away from media exposure or expect the buying entity to put out the best message for you. Craft communications that reinforce the company's strengths going forward, and demonstrate the energy, support, and passion your employees and customers have in the new entity.

## 5. New trajectory

Finally, as you sell your company, communicate to people the technologies, talent, and growth opportunities that will open up for them. These can be new production abilities, equipment or finishing benefits, mailing savings, consulting knowledge, industry specializations, and more. For staff, highlight new products, cross-training opportunities, in-house capabilities, perks and incentives. Whatever your benefits, make sure all your people are well aware. But such information can be overshadowed by the deal at hand. Be positive, yet be honest. The full and rich benefits of a sale should never be a secret to your constituencies.

So what's the best way to communicate change? A focus in these five areas is a start for ultimate transaction success. Keep your people inspired and motivated through the process, and work to ensure sales stay intact and your company remains positioned for a profitable future.

Through all your actions, stay diligent. Whatever you do, make it a point that your star continues to shine brightly far beyond your exit.



*Bob Cronin is managing partner of The Open Approach, an M&A consultancy focused exclusively on the world of print. In addition to spearheading several large label and packaging industry transactions, the firm regularly handles value-enhancement initiatives and organizational workouts/turnarounds. To learn more, visit [www.theopenapproach.net](http://www.theopenapproach.net), email Bob Cronin at [bobcronin@aol.com](mailto:bobcronin@aol.com), or call (001) 630 323 9700*

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# Q&A

Shi Jianping is general secretary of the Flexo Printing Branch of the Printing Technology Association of China (PTAC). He has worked in the printing industry for more than 26 years. He started working in the flexo print industry in 1997 with Shanghai Purlux Machinery and 16 years later joined the Flexo Printing Branch of PTAC. He has published more than 40 academic papers in different magazines, and has participated in the review of national standards for flexo printing in China. Interview by Yolanda Wang



Annual meeting of PTAC's Flexo Branch

**L&L: What are the major responsibilities of the Flexo Printing Branch of the Printing Technology Association of China? And what is its role in China's industrial development?**

**Shi Jianping:** The Flexo Printing Branch of the Printing Technology Association of China has been a champion of the flexo printing industry's growth in the past 25 years. There are two main functions. Firstly, to build bridges between print enterprises and government authorities, forwarding their demands and requirements to government in a timely manner and providing in return the government's policies and regulations to the industry. We make full use of the association's resources to build a platform of expertise and share these resources with our members.

As a representative of the package print community we provide technical support and assistance as well as participating in the drafting of new laws and regulations relating to the print sector. This allows industrial standards to be developed with the requirements of the flexo industry in mind, which maintains a sound basis for development.

**L&L: What has the Flexo Printing Branch done to push the growth and development of the industry?**

**SJ:** At the end of September we had almost 270 members, with 25 new members joining this year – an increase of 10.2 percent. We have built a database of 50 experts with detailed technical knowledge of the industry and in the past year we hosted visits from more than 20 giants in our sector, including Avery Dennison, Kodak and Weifang Donghang. In addition, we interviewed more than 30 companies including DIC Graphic, Hangzhou Cron and Shanghai CymMetrik.

A major part of our work was to participate in the establishment of a series of flexo printing industry standards. These included national standards for 'Color and transparency of printing ink sets for 4-color flexo printing'; 'Green' printing standards; process control requirements and test methods for flexo printing of books and periodicals; and standards for Digital Flexo CTP platemaking and flexographic platemaking. We not only contributed to the standards regulating the sector's industrial development, but we also provided an important data resource and organized skills training for the whole industry.

In addition, after a resolution at our annual meeting last year, we represented our members in an exchange of views and opinions with the leaders of the Environment Development Center about a reduction in the atmospheric pollution tax for water-based flexo inks with VOC emissions of under 5 percent. At the beginning of October, this appeal was converted into a new standard announced on the official website of the Ministry of Environmental Protection. The relative cost reduction of flexo water-based ink in terms of environment protection will raise its market competitiveness to a significant extent.

**L&L: What is the current status of the Chinese flexo printing industry?**

**SJ:** According to the latest statistics from PEIAC (Printing and Printing Equipment Industries Association of China), flexo presses were the only type of equipment to show growth of both imports and exports, with growth rates in both cases above 30 percent. At the same time, figures from a national index of leading ink suppliers show that flexo printing accounts for 15-18 percent of overall printing market share – a 10.9 percent increase on the previous year.

Besides the continuous efforts of flexo printing enterprises, the industry has, as we have seen, benefited from the opportunities brought by national environment protection policies. Compared with 'traditional' printing methods (gravure, offset and screen printing), the waste gas and liquids discharged by the ink and production process during flexo printing are much less and are more easily controlled at source.

Mr Cai Chengji, a consultant at the Flexo Printing Branch, made a calculation of the density and rate of exhaust emission when printing with water-based ink. As a result of this work, the emission limits for water-based inks to comply with the requirements of eco-label products issued by Ministry of Environmental Protection, is lower than Beijing Municipality's specified limit of 30mg/m<sup>3</sup>, and the maximum emission rate is lower than Shanghai and Tianjin's specified limit of 1.5kg/h.

Therefore, environmental policies are actually a big help for the growth of flexo printing.

**L&L: How would you compare the development of flexo printing in China with western countries?**

**SJ:** Industry insiders usually describe flexo in China as 'late start, poor base, weak foundation, slow growth'. Indeed, flexo printing technology was not imported into China until the 1990s, and it grew slowly due to the limits of the technology and lack of skills.

However, we have seen some real breakthroughs in recent years. The Chinese flexo press industry has moved from nothing, through imports, digesting of knowledge, then innovation and development to achieve its present-day status. The latest statistics indicate that the total installed base of flexo presses in China is currently up to 2,197 pieces – 76 percent of which are made in China.

Letterpress and offset printing were in the past the main production methods used in label printing. But at Labelexpo Asia 2017, exhibitors such as Weigang, Dowell, Bengraphic, Jingda, Hexiang, Olger and Shanghai Xinhua will all showcase new flexo label equipment.

In the fields of flexible packaging and film label printing, the rapid increase in print quality of satellite flexo presses can now compare with gravure presses in terms of production efficiency and precision.

However, compared with western countries, Chinese flexo



Shi Jianping



Shi Jianping, second from left, visiting Shanghai CymMetrik

printing is still not mature. At present, flexo printing in western countries accounts for around 32 percent of print production, while in Asia Pacific as a whole, it is only 15-20 percent. The proportion in South America is higher than Asia-Pacific and Africa is the lowest. But the trend is clear: the market share of flexo printing in China five years ago was only 8 percent, and it is up to approximately 15 percent today.

**L&L: What are the current challenges faced by China's flexo industry? And how do we respond?**

**SJ:** In my opinion, the challenges are mainly from two aspects, one for hardware and another for software.

'Hardware' mainly refers to the flexo printing plate. In China, the biggest restriction on the rapid development of flexo printing is the high cost of flexo printing plates. Flexo plate material requires complicated production procedures and high precision, and the overall

market consumption is not large. This means flexo plates are not as popular as offset plates. For quite a long period in the past, converters had to rely on imported flexo printing plates from companies such as DuPont, Flint, MacDermid, Toyobo, Asahi Kasei and Kodak. Nowadays, Chinese enterprises such as Lucky Huaguang Graphic have started batch production of flexo printing plates, and the output of Chinese-manufactured flexo printing plates is gradually rising.

From beginning of this century, western countries had already entered into the digital platemaking stage, while we are still in the process of converting from conventional to digital plates.

Currently the integration level of digital plate technology in Chinese platemaking companies is not high. So Chinese flexo printing enterprises need to strengthen communications with advanced international enterprises – 'go outside and invite in' – in order to diminish the gap while achieving the breakthrough and upgrading of our own platemaking technology.

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The 'Software' mainly refers to the establishment of industrial standards and cultivation of professional talent.

Industrial norms and standards are required to regulate the processes adopted of Chinese flexo printing enterprises. Next year, we will continue to establish these industrial standards in the form of several new regulations. These will include process control and test methods for UV-cured flexo printing, and a draft of new technical requirements and assessment methods for 'Green' flexographic printing. And besides organizing technical exchanges, summits and forum activities, the Branch will also encourage flexo enterprises to cultivate training of their own workers through daily production and training classes, and to innovate continuously in order to improve the flexo products' quality to match the level of offset and gravure printing. As the saying goes: 'More preparation quickens the speed in doing work'. Raising the technical level of personnel and their ability to innovate will allow enterprises to cope with any kind of challenge and realize more rapid development.

**L&L: What are the most important measures the Flexo Printing Branch will take in the future?**

**SJ:** In 2018, we will emphasize the following, as well as keeping up our other established work. Firstly, implement environment protection policies. At present, 21 municipalities and provinces have published (different) regulations relating to emission standards of air pollutants for the printing industry. In 2018, China will start levying its environment protection tax. The Flexo Branch will forward in a timely manner the latest environment protection policies from the government and feed back the status of enterprises to the relevant governmental department.

Perhaps the most important national environment protection standard will be 'Technical requirements for environmental labeling of products – gravure and flexo printing ink', and the Branch will cooperate closely with the Authentication center of the Ministry of

Environmental Protection and will carry out the work of interpretation, propagation and implementation.

The second key strategy is around the application of new media. The development of the internet era and the joining of a younger generation of flexo talents makes communicating by WeChat more and more popular. We are operating three WeChat groups – 'Flexo printing Vision', 'Big Flexo Branch family' and 'Vice president of Flexo Branch'. Using these faster and simpler new media communication platforms, we hope to promote an effective and direct communication and learning between the Branch and enterprises as well as among enterprises.

What's more, in order to promote the quality improvement of flexo products, the Flexo Branch will go on to hold the biennial Hua Guang Cup, rewarding product quality assessment in the flexo printing industry.

**L&L: What do you think about the development of digital printing in China? Is there any conflict with flexo printing?**

**SJ:** I think digital printing must be a mainstream printing method in the future. It meets the demands of the market for fast turnaround and personalized packaging. Now, digital printing in China is still at an early stage of exploration, but there is already a small group of enterprises which have obtained good results from digital printing, converters such as Taiwan Fengpeng and Shandong Lv' Ai.

Both digital and flexo printing are environment-friendly methods, which will develop mutually for quite a long time. Following the development of automation and greater efficiency of flexo press technology, the two processes will be combined for use in various ways.



For more by Yolanda Wang on the Chinese label market, go to [www.labelsandlabeling.com/author/yolanda-wang](http://www.labelsandlabeling.com/author/yolanda-wang)

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# The green rush

*Legal cannabis is a fast-growing industry in North America and can be particularly profitable for those in the label and packaging industry. However, this emerging market comes with its own unique set of challenges. Chelsea McDougall reports*

Some call it the 'Green Rush.' Others liken it to the Wild West. Experts say it's growing faster than the dot-com era in the early 2000s. Call it what you will, the legal cannabis market is growing by an unprecedented rate and is presenting a tremendous opportunity for the label and packaging industry.

In the US, eight states (Alaska, California, Colorado, Oregon, Massachusetts, Maine, Nevada and Washington) and Washington, DC have fully legalized cannabis to be sold and taxed in dispensaries for recreational use. Another 22 states and Washington, DC have active legal markets in the form of legalization for medical or scientific purposes.

Elsewhere in North America, the Canadian government is expected to legalize recreational marijuana for the entire country by July 2018, and Mexican President Enrique Peña Nieto recently signed a decree opening the door for medical cannabis legalization.

All this points to an industry that is accelerating faster than any other in recent memory, and the payoff could be huge for label and packaging suppliers.

Arcview Market Research has studied the legal marijuana market and its growth opportunities. According to its reports, the

legal cannabis market reached \$6.7bn USD in US, Canada, and Mexico as these countries have expanded their legal marijuana market.

At a 34 percent growth rate, this industry is growing larger and faster than the dot-com era (see boxout), and the market will reach \$22.6bn USD by 2021, according to the Arcview's most recent 'State of the Legal Marijuana Markets' report.

'Very few consumer industry categories reach \$5 billion USD in annual spending and then post anything like 25 percent compound annual growth across the following five years,' Arcview's report states.

sell all the accouterments to indulge – pipes, pre-rolled cigarettes, cigarette paper and more. Not to mention the products for medicinal marijuana. The list of legal cannabis and auxiliary products and services is practically endless: all products that require a label and need packaging guidance. Converters prepared to enter this developing market could be at the forefront of this so-called 'Green Rush'.

Packaging could play a key role in guiding an industry that looks to shed its stoner image as it moves toward wider adoption. As these companies evolve, they're looking

**“To choose not to participate in it because you may not agree with it, that’s now seen as somewhat foolish. Our attitude is: legal is legal. It’s a huge vertical that we don’t even know the potential long term. We’re going to be active in it, and we’re going to be transparent. We’re not doing this in the shadows. It’s an exciting business to be a part of”**

## A wide market

The products for this market are plentiful. There's the flower – or the traditional marijuana 'bud' – but also cannabis-infused edibles and beverages, cannabis lotions, oils, topicals, capsules, tinctures, vape pens and pre-rolled cigarettes. Additionally, dispensaries

for their labels and packaging to represent a grown-up image. High-end dynamic packaging is in demand.

'Now [marijuana companies] have a prime product that will reside on shelves,' says Gary Paulin, Lightning Labels director of sales and client services. 'Consumers are going to walk into a dispensary and expect the products to look high-end. Recreational legalization has been a real game changer, it puts the prime label front and center.'

Lightning Labels, a label converter based in Denver, Colorado, has been at the front lines of this evolving market.

Paulin continues: 'You have an industry that's grown out of the shadows. But it's grown up, and now it deserves to be taken seriously. These companies are putting more thought into branding and realizing that the brand is so much more than a logo. A brand is who you are.'

The industry, while profitable, has a unique set of challenges.

In the US, branding is met with roadblocks. Even though there are active legal markets in



*Cannabis infused lotion by TinctureBelle*

*Cannabis ointment with labels created by Lightning Labels in Denver, Colorado*



Cannabis tinctures with labels created by Lightning Labels for TinctureBelle

30 states, marijuana still remains a federally illegal substance. The office responsible for registering trademarks – US Patent and Trademark Office – is a federal office, and therefore will not trademark marijuana retailers or marijuana products. This means brands are effectively left open to counterfeiters and trademark infringement.

And while the future of US cannabis legalization under the Trump administration is unclear, repeal of federal prohibition would ‘fuel explosive growth,’ Arcview notes in its report.

**Regulations**

Digital flexible packaging converter ePac, based in Middleton, Wisconsin, has seen greater interest in this arena since opening a second location in Boulder, Colorado. Carl Joachim, ePac’s chief marketer, has lovingly compared the emerging legal market to ‘the Wild Wild West’.

‘I’m referring to the level of maturity of the industry,’ says Joachim. ‘From the standpoint of the income opportunity the industry promises to deliver: there are many companies vying for market position, and a few larger entities beginning to emerge. While new entities are formed and licenses are obtained, in many states lawmakers are still defining the regulations that are needed to govern the industry, while enabling an infrastructure to support growth.’

As states iron out the rules guiding this new industry, oft-changing regulations can lead to headaches for label and packaging converters, according to both Joachim and Paulin, as they require changes to the packaging. However, digital technology lends itself well to this industry, as there are many smaller, boutique brands, with short runs and frequent artwork changes.

‘Often there are new state regulations that deal with how the product needs to be marked,’ Joachim explained. ‘These are simple

changes we can easily make, without the need for additional plate fees. Our customers often drive other changes once they understand how we can help them create great packaging with eye-popping graphics.’

**Shifting attitudes**

Although today acceptance for legal cannabis is hugely popular (polls show that 80 percent of Americans approve legal access to medical cannabis, Arcview says), for years it’s been an industry that’s operated in the black market, so it’s reasonable that some businesses would be apprehensive about jumping in.

At Lightning Labels there were few misgivings. ‘To choose not to participate in it because you may not agree with it, that’s now seen as somewhat foolish,’ he continues. ‘Our attitude is: legal is legal. It’s a huge vertical that we don’t even know the potential of long term. We’re going to be

*Legal cannabis ‘is bigger than the dot-com boom’*

In its latest report on the legal marijuana market in North America, Arcview Market Research makes a bold claim: the legal cannabis market is growing at a faster rate than the dot-com era of the mid-2000s, the researchers found.

‘Very few consumer industry categories reach \$5 billion USD in annual spending and then post anything like 25 percent compound annual growth across the following five years,’ Arcview’s report states.

Cable television is probably the closest, growing at 19 percent annually in the late 1980s, and broadband internet subscriptions grew at 29 percent per year in the early 2000s, compared to the legal marijuana market’s 34 percent growth rate between 2015 and 2016.

Much of the growth can be attributed to a legal industry that simply didn’t exist a decade ago. As more US states, Canada and Mexico look at relaxing its marijuana prohibition laws, the industry is poised to grow as an extraordinary rate – reaching \$22.6bn USD by 2021 – in just four years’ time.

active in it, and we’re going to be transparent. We’re not doing this is the shadows. It’s an exciting business to be a part of.’



For more from Arcview’s report ‘The State of Legal Marijuana Markets’, visit [www.arcviewmarketresearch.com](http://www.arcviewmarketresearch.com)



The products for legal cannabis are practically endless. Pictured is TinctureBelle’s CannaBath



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# TLMI hosts printTHINK Summit and annual meeting

North American association TLMI hosted a printTHINK Summit and its annual meeting in September and October respectively. Chelsea McDougall reports

**T**LM I is coming off a busy period that included a trip to Belgium for Labelexpo Europe 2017, which was attended by senior leadership and a few members. Before the trade show there was the North American association’s inaugural printTHINK Summit, formerly known as the technical conference, and after Labelexpo was its annual meeting, TLMI’s largest yearly gathering. All this activity was done with a new leader. Dan Muenzer has hit the ground running as the association’s newest president, as of May 2017.

### printTHINK Summit

It was the first year for TLMI’s rebranded technical conference, now called printTHINK Summit. Though the name was different, the event still provided North American label converters with top-notch educational content, networking opportunities and chance to see the latest from industry suppliers. The biennial event was hosted September 5-7 in Rosemont, Illinois, near the venue for Labelexpo Americas.

Participants had their choice of three educational tracks covering five topic areas over the three-day event. Topics included future of operations, color management, inkjet, workflow and UV vs LED. Members took a deep dive in these topics with sessions in hybrid presses, low migration,

attracting a skilled workforce, e-commerce and more.

The keynote speaker was Dr Kaihan Krippendorff, a business strategy speaker and author of ‘Outthink the Competition,’ a mantra he explained to the audience.

Outthinking means innovating, and to innovate, Krippendorff said, ‘look for an idea that all business experts say won’t work’ and ‘think about where the next battle ground will be.’

### Annual meeting

The highlight of the annual meeting was the 40th annual awards gala, which honored not only the exemplary work of label and packaging converters in North America (see boxout), but two industry veterans who have shaped the tag and label industry for the better.

Nick Van Alstine, president of Macaran Printed Products, was named converter of the year, and Nilpeter’s Paul Teachout was named supplier of the year. When accepting the award, Van Alstine said: ‘It’s a great honor and I’m proud and excited to be recognized by my peers. I can honestly say that joining TLMI has been the most rewarding experience, for me personally and for my company. The ability to learn from the best and brightest in our industry in such an open and friendly environment has helped Macaran become a better company and me a better business person.’

*Clockwise from top left:*

*Converter of the year Nick Van Alstine of Macaran Printed Products*

*The TLMI annual meeting was hosted in Scottsdale, Arizona*

*Supplier of the year Paul Teachout of Nilpeter*

*Kim Lear talked about generational differences in the workplace*

*Mike Abrashoff spoke at the TLMI annual meeting*



A panel discusses environmental issues at the TLMI annual meeting

Teachout, who is the vice president of sales and marketing at Nilpeter North America, said: 'It was a great honor and privilege to be recognized by the TLMI for this award. I have had such a great opportunity over the years to work with so many wonderful converter and supplier members, they have all played a part in my career. The TLMI has had a major influence in my direction and I cannot thank the entire association enough for the opportunities they have provided.'

Muenzer congratulated this year's winners: 'Nick and Paul exemplify what it means to be part of the TLMI family. Year in, year out, they step to the plate in so many different ways to support their peers and advance the industry.'

**"I can honestly say that joining TLMI has been the most rewarding experience, for me personally and for my company. The ability to learn from the best and brightest in our industry in such an open and friendly environment has helped Macaran become a better company and me a better business person"**

I'm proud to work alongside them and to know that their efforts have been recognized with these prestigious awards.'

The awards capped off two days of networking and education tools under the theme 'Strategies for Success'.

'We used the TLMI strategic plan as a guide

and developed content and programming around the pillars of the 2016 document,' said Patrick Potter, president of FlexoWash, 2017 annual meeting chair, and the latest inductee into the TLMI board of directors.

Potter was installed at the conference along with other new board members, John

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Attayek, CEO of Inovar Packaging Group, and James Hammer, president and CEO of Hammer Packaging. Mark Glendenning, CEO of Inland, will extend his term through 2020.

Welcoming the new members of the board, TLMI chairman Craig Moreland said: 'I am delighted to welcome these experienced industry professionals to the TLMI board of directors. We are in the middle of launching several new strategic initiatives and John, Jim, Mark and Patrick will provide valuable insight and a fresh perspective to these efforts. TLMI has a strong and very engaged board, and I am certain their collective knowledge and unique perspectives will be beneficial to all of our members and the industry as a whole.'

The annual meeting was held October 8-10 at the Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch in Scottsdale, Arizona. Before the awards gala, events included a keynote speech from Mike Abrashoff, who took command of the worst-performing Navy ship in the Pacific fleet and within 12 months turned it into the top boat.

When implementing changes aboard the ship, Abrashoff banned his sailors from objecting to change by saying 'that's the way we've always done it.' It was a military lesson, but one that the businessmen and women could take away. Improvement, Abrashoff said, doesn't come from maintaining status quo.

'If we continue to do things the way we've always done it, we're going to become irrelevant,' he said. 'Our challenge is to envision the

future and then drive our ships to meet those challenges.'

Generational expert Kim Lear had the audience laughing with her take on cultural shift and differences between generations from baby boomers, to Gen X, to millennials and now Gen Z. Baby boomers prioritize hard work, Gen Xers prioritize work/life balance. 'And millennials say: "I've got yoga at noon and can I bring my dog to work",' Lear said, laughing.

Practically speaking, though, there are more than 82 million millennials, so attracting them to one's business is a matter of understanding them – like it or not. At the same time, it's important not to alienate the older workers, she said. 'We need our more senior workforce to be engaged because we need them to mentor the younger generation.'

Other speakers included packaging consultant Ron Sasine of Hudson Windsor and George Blomgren of The Good Jobs. There also was an environmental pane featuring Jerry Powell of Resource Recycling, Kyla Fisher of Ameripen and Paul Gardner of WasteZero.

The keynote speeches were followed by TLMI committee meetings to discuss business. TLMI committees include environmental, government, workforce development, marketing, membership and technical committees.



*The next TLMI meeting is for converters and held March 11-14 in San Diego, California*

## The 2017 TLMI awards

The 40th annual TLMI awards recognized the best technical skills and label printing techniques. Judges evaluated more than 200 entries in a broad range of categories. The top winners are:

**Best of show and best of class – flexo wine and spirits:**  
ASL Print FX for Kavi Reserve

**Best of class – digital:**  
Syracuse Label & Surround Printing for Ryze Vodka

**Best of class – multi-process:**  
Consolidated Label Company for Mermaid

**Best of class – offset wine and spirits:**  
WS Packaging Group, for Willett Kentucky Bourbon

**Best of class – flexo and letterpress:**  
Inland for Arizona Green Tea

**Best of class – other:**  
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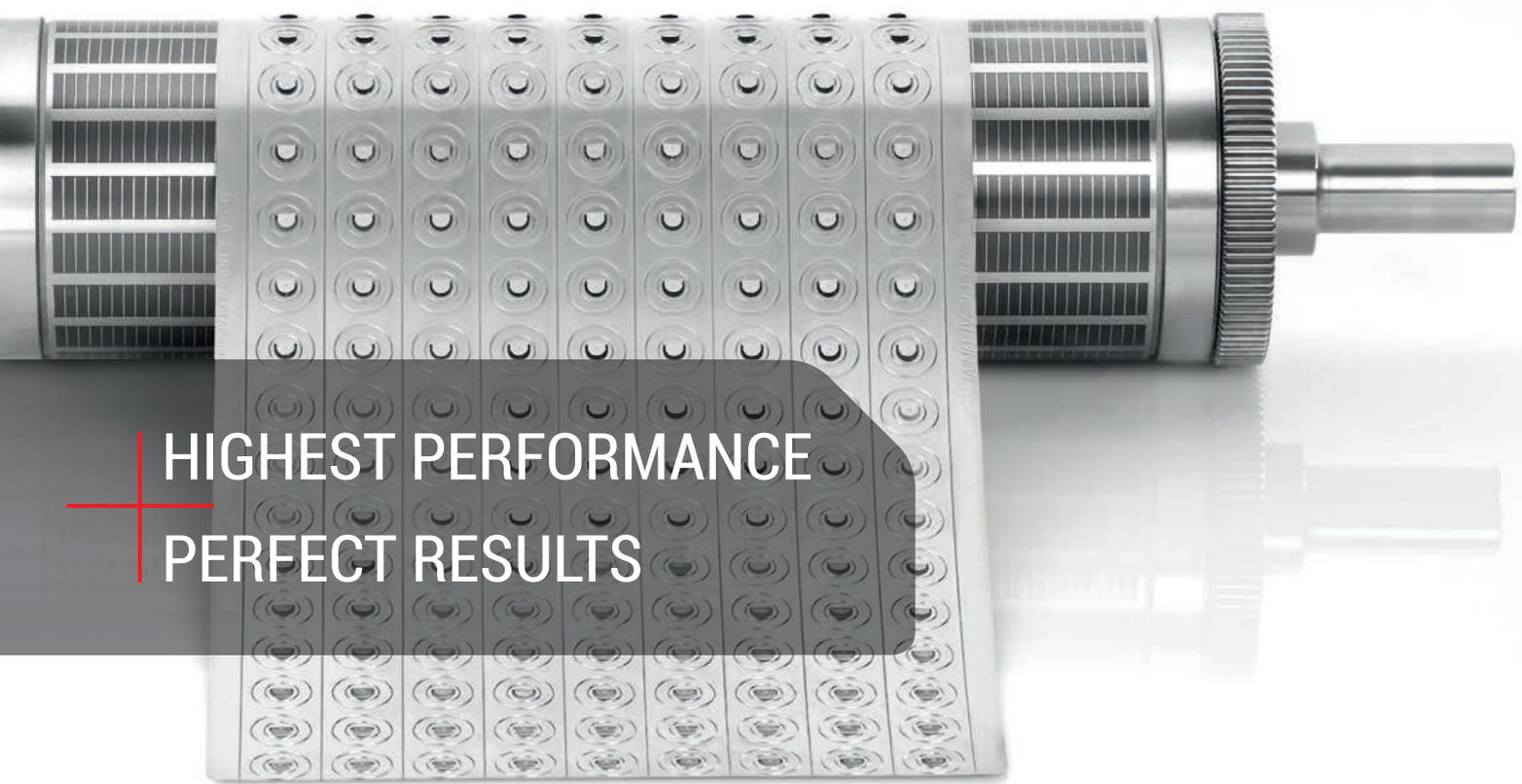
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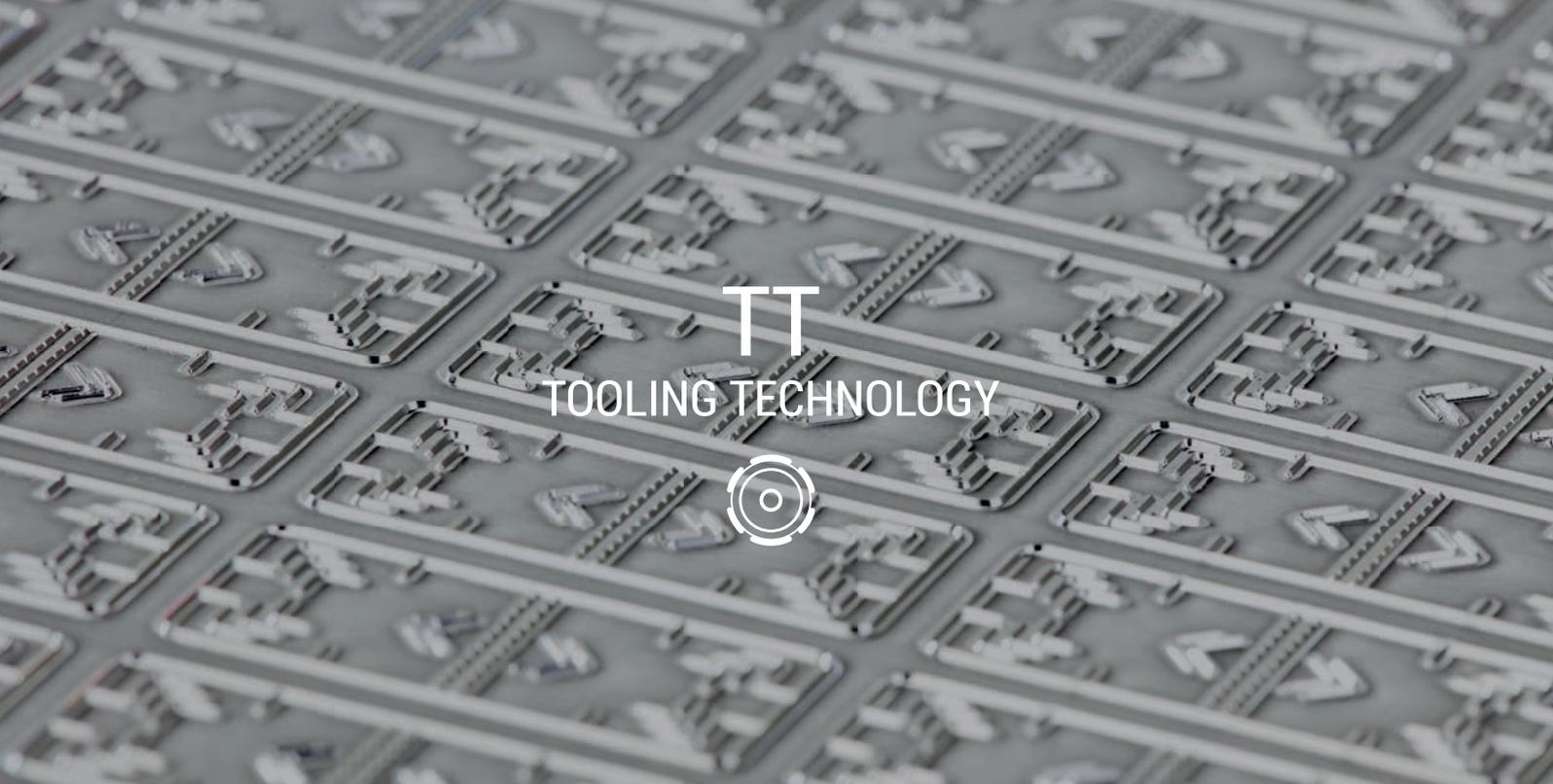


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Kees Nijenhuis, vice president of MPS Systems North America, offers a press demonstration of the MPS EF

## MPS opens North American demo center

MPS has partnered with Green Bay Packaging to open a new demonstration facility and application center. Chelsea McDougall reports

**M**PS opened its North American demonstration and application center with an open house on October 26 that was attended by nearly 150 people. MPS partnered with Green Bay Packaging for its new facility, which sits on the pulp and paper company's campus in Green Bay, Wisconsin.

EMT, Kodak, Domino and Rotocontrol also featured equipment and supplies at the open house. There also were more than 25 industry partners exhibiting in a table-top demonstration.

With its home in Green Bay, the demonstration center is located in an area ripe with manufacturing activity and nearby label converters. In the new facility, the Dutch company chose to highlight a press that was manufactured locally and specifically for the North American market, said MPS co-founder and commercial director Eric Hoendervangers.

'It was important for us that we have the right machine for North America,' Hoendervangers told the crowd. 'I do not believe that we develop a machine in Holland, we sell them into Europe and then that machine will also be needed in America. The last couple years we've studied and tried to understand your needs for a machine. We developed a machine that we believe you need in your American market space.'

### The 'bells and whistles'

After the morning events at Lambeau Field, home of the Green Bay Packers American football team, visitors were taken to the brand-new facility, for a demonstration of label jobs printed on a 17in, 10-color MPS EF multi-substrate flexo press. The jobs on display were printed with Kodak Flexcel NX plates and on Green Bay Packaging's

self-adhesive BOPP substrate. The press was shown with UV LED curing by GEW, hot air dryers and multiple converting options.

Kees Nijenhuis, vice president of MPS Systems North America, said: 'In our new technology center, we are going to show our potential customers something special, that is why we have decided to install a 10-color, 17in-wide EF press with all the bells and whistles.'

'The EF is our automated multi-substrate press and future proof press platform. In our technology center we are going to show our potential customers what is possible when we push the limits when it comes to productivity, flexo print quality and flexible converting.'

And that they did. The images in the first job demonstrated the press' ability to hold tonal range and flesh tones across a wide range 175 LPI to 600 LPI. The second print job highlighted the capability to print four colors UV flexo at 1,000 LPI.

Marty Olson, Green Bay Packaging senior vice president, said: 'Having a state-of-the-art flexographic press available for print testing will be a tremendous addition to our product development efforts. In addition, offering visiting customers the opportunity to see our material converting capabilities will enhance tours of our facilities.'

Also demonstrated during the open house were the new RobustCut side-load die station of EMT and Rotocontrol's RSC 440 inspection slitter rewinder.

The morning's presentations were offered by Kodak, Rotocontrol and Domino – with whom MPS has partnered for its EF Symjet press. The EF Symjet combines MPS' EF flexo press with Domino N610i inkjet technology for a fully integrated hybrid press that can run

### MPS sells two EF Symjet systems at Labelexpo Europe

At Labelexpo Europe 2017, MPS sold two of its EF Symjet systems – one to US-based DWS Printing and another to Dutch company Etikettendrukkerij Noord Nederland (EDNN).

Deer Park, New York-based DWS Printing purchased its first MPS press with the EF Symjet investment. It was the second EF Symjet sale in the US, with the first going to Meyers, a Minneapolis-based label, card, signage and display company. EDNN was the first Dutch company to invest in an MPS EF Symjet.

MPS' Eric Hoendervangers said: 'When we introduced the EF Symjet at Labelexpo Europe 2015, we knew the market needed time to get used to the idea of hybrid printing. With the sale of two presses at the show, marking the first in The Netherlands and the second in the US, our customers have proven to be ready for the future.'

up to 75m/min in hybrid printing mode. (See boxout)

MPS at the open house also discussed its latest Labelexpo launch – a connectivity platform called 'Talk To Me'. MPS describes 'Talk To Me' as a system of open communication between all software and equipment on the print shop floor. Essentially, 'Talk To Me' allows converters to manage their presses through an app, even when they're not on site or near the equipment.



To watch a video from MPS on its 'Talk To Me' platform, visit <http://tinyurl.com/yb6aguae>



Jeffrey Hayslett delivered the keynote address at Xeikon Café North America



Dr Joe Webb, a print industry consultant, offers insights into the print industry



Filip Weymans, Xeikon VP of marketing, shows the PX3000, the company's first foray into digital inkjet machines

## Xeikon Café debuts in North America

*Xeikon had its digital offerings on display at its first Café event in North America as the company looks to increase its presence here. Chelsea McDougall reports*

**X**eikon has brought its Café event series west, debuting for the first time in North America.

Xeikon Café has been a popular event near the company's Belgium headquarters, but the digital press manufacturer is looking to have a bigger presence in North America, and promised to make the Xeikon Café North America an annual one.

The event was hosted on October 18-19 at Xeikon's North American headquarters and home of its new innovation center in Itasca, Illinois, near Chicago. Xeikon Café included an array of educational sessions and was split into two tracks – one dedicated to labels and packaging and the other for commercial and document, reflecting the market segments on which the company focuses.

At Xeikon Café, there were nearly 30 partner companies attending a supplier table-top exhibition as well as live press demonstrations at its innovation center. Xeikon said there were about 175 attendees, about 70 of which were printers.

Three digital presses were on display at Xeikon's innovation center: the Xeikon PX3000, the company's first UV inkjet digital label press that launched at Xeikon Café and Labelexpo Europe earlier this year; the Xeikon 9800 duplex electrophotography (EP) printing press for the graphic arts market; and the Xeikon 3500 wide-web, high-speed EP digital press geared for carton packaging markets.

Earlier this year, Xeikon made a move into UV inkjet market with the addition of Panther technology and the launch of its PX3000 digital press. Though this is new territory for the toner-based OEM, Xeikon officials made it clear that company is not limiting itself to a single technology. That being said, the company is not turning its back on the electrophotography – a segment that made Xeikon 'a strong number two' in the digital label market, CEO Benoit Chatelard said.

'We're technology agnostic,' Xeikon VP of

marketing Filip Weymans said, adding that the company believes the market has room for both EP and inkjet technology.

Chatelard said the company's future plans are 'to continue to enhance electrophotography, master inkjet and expand software integration capabilities.' Chatelard, who took on his role nearly 100 days ago at the time of the Xeikon Café press conference, also said the company plans to invest R&D dollars into developing a strategy for flexible packing.

**“Labels now represent \$1 out of every \$8 of all dollars spent on commercial printing. Who would have thought? People thought labels were just this little niche. It's not. Labels are where the action is”**

### **Dr Doom on the print market**

As the educational and motivational sessions rolled on over the two-day event, Dr Joe Webb, known widely in the print community as 'Dr Doom', brought a blunt approach to the mostly upbeat proceedings. He broke down recent print industry statistics and at times painted a bleak picture for much of the greater print industry.

However, if there's one segment in which Dr Doom is optimistic, it's labels and packaging.

All forms of commercial print in the US have declined in recent years, Dr Webb said, while labels and packaging remain an attractive market. Over the last 20 years – adjusted for inflation – overall commercial printing is down 2.3 percent, he said. 'Commercial printing – excluding printed labels – is down 36 percent. Labels have actually been a pretty good place to be.'

Webb continued: 'Labels now represent \$1 out of every \$8 of all dollars spent on

### *Xeikon hires new team in North American push*

Xeikon is reorganizing its North American staff to provide local sales teams for all markets it is serving, including labels and packaging, and it is making investments in marketing and business development. Xeikon has hired Donna Covannon as marketing director Xeikon North America and James Achenbach as technical engineering solutions and sales support.

'We are delighted to have Donna and James joining us as part of this North American growth strategy,' said Dave Wilkins, Xeikon VP sales and marketing US. 'Both appointments are fundamental to the continuous expansion of our highly skilled and knowledgeable team dedicated to servicing the digital printing market in the US and Canada. We look forward to them bringing their expertise on board and providing Xeikon customers with the highest levels of support and care.'

commercial printing. Who would have thought? People thought labels were just this little niche. It's not. Labels are where the action is.'

Other highlights included a converter panel from AccuLabel, ProLabel and Produlith who talked about their experiences moving to Xeikon technology. And a pair of packaging designers also offered insight on what brands are looking for from their print service providers.

Xeikon followed up its North American event with Xeikon Café Nordic in November hosted in Malmö, Sweden and will host its annual event in March in Belgium.



To follow the Xeikon Café conversation, search for the #XeikonCafe hashtag on Twitter

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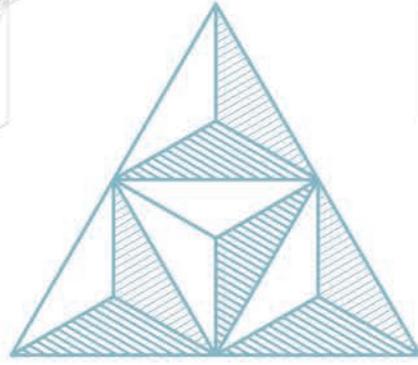


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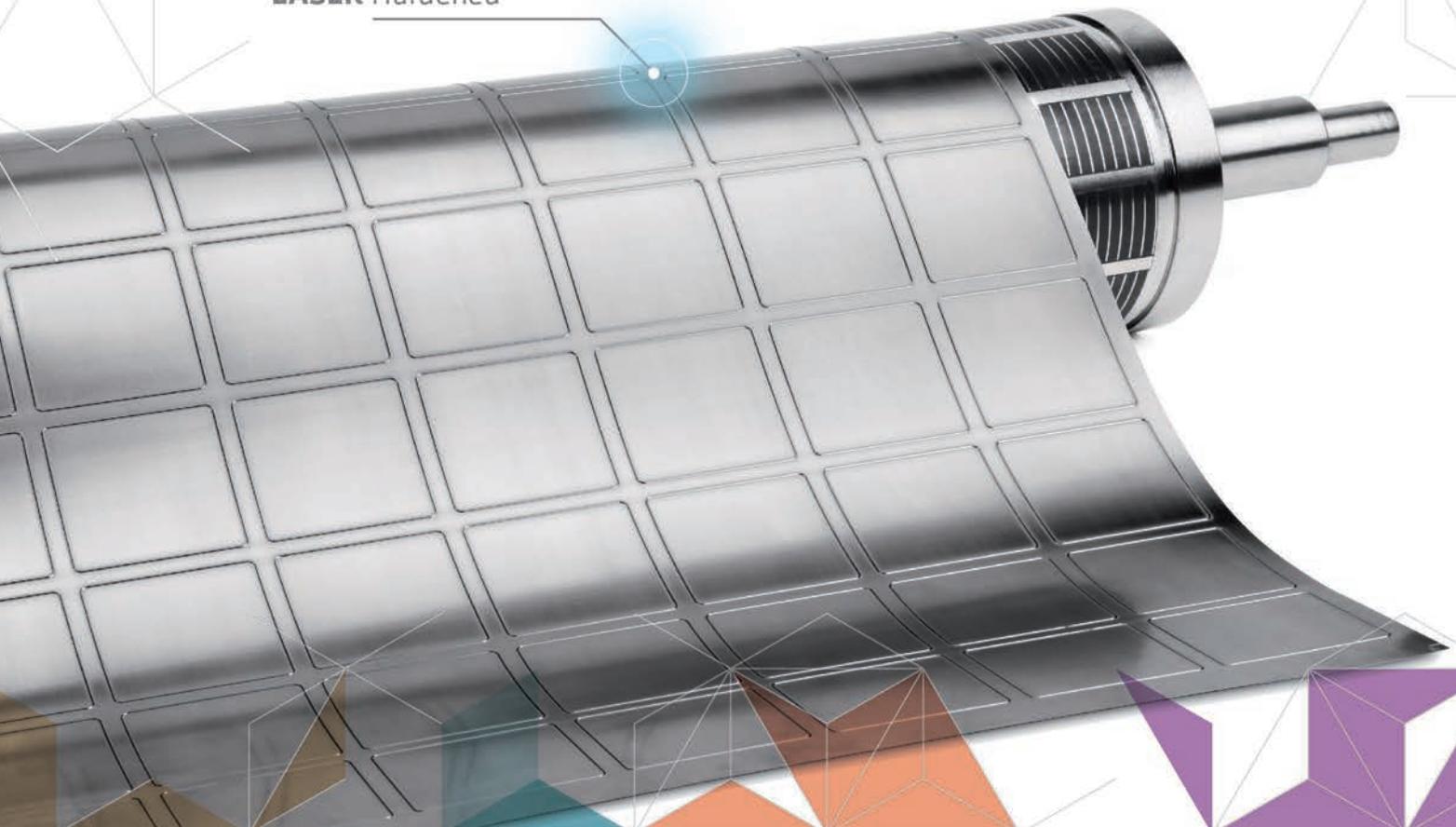


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# HP Indigo introduces one-pass embellishment

At Labelexpo Europe, HP Indigo showed a fully commercialized GEM single pass embellishment system, which opens a world of new design possibilities. Alon Bar-Shany and Ed Wiegand explain the background to Andy Thomas

**A**t Labelexpo Europe 2017 HP Indigo introduced its GEM technology, a UV inkjet-based unit which enables the application of fully digital graphic embellishments in one pass with an HP Indigo WS6800 digital press. GEM is capable of a wide range of embellishments including digital spot and tactile varnishes, digital foils, and a range of other creative effects.

The HP Indigo GEM is a joint development between HP Indigo and UV inkjet specialist JetFX, a company co-founded by industry veteran Ed Wiegand.

Wiegand was, in fact, an early adopter of HP Indigo technology. He started work at Avery Dennison company Soabar in 1988 before moving to Sancoa International in 2008, where he had a 17-year tenure. 'In 2008 we looked at the first WS6000 press that HP brought to drupa,' Wiegand tells L&L. 'We had three 6000-series presses within 18 months, and since then I have sat on the HP Indigo advisory board.'

**“From a very early stage I had this vision of combination printing because that was what the analog label world was about. I was already asking what was the opportunity for these new digital technologies to complement each other. And I was aware that HP was looking at how to expand its own digital solutions”**

'From a very early stage I had this vision of combination printing because that was what the analog label world was about. I was already asking what was the opportunity for these new digital technologies to complement each other. And I was aware that HP was looking at how to expand its own digital solutions.'

Wiegand left Sancoa just before it was acquired by CCL and, as part of a non-compete agreement, left the label industry for three

years, moving into the sheet-fed market. 'There, I started to develop sheet-fed inkjet embellishment technology. But because I was involved with HP I shared what I was doing with them, and the feedback was "We're interested". In October 2014, JetFX was co-founded with my partner Daniel Hodhod to develop the technology with HP, and we were building prototypes by June 2015.'

Alon Bar-Shany, vice president and general manager of HP's Indigo Division, takes up the story: 'Ed sat on our advisory board, and we were talking about what the brands will need going forward to continue growing. With JetFX we brought an early model to drupa to validate the concept and see where it would fit.'

'It turned out to be an idea which met a strong customer need. If converters need to move to analog for the second pass, this takes away the benefits of digital. Focusing on one-pass production with the full flexibility of digital is the logical solution. And we knew our customers would think of ways to use this technology we had not considered.'

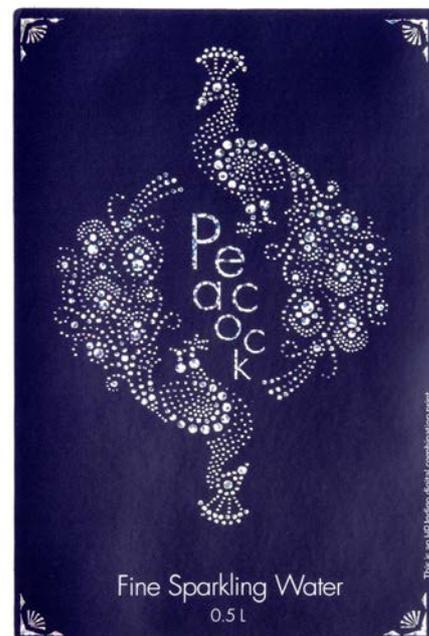
'There are thousands of printers out there who are not looking at future technology states,' adds Ed Wiegand. 'Most digital today is three steps – the Indigo print, then a separate line for embellishing, and then finishing and inspection. You have to anticipate waste at each step of the process, not just in moving between machines, but also because every analogue embellishment step slows the process down.'

'If you have one process station and a die-cutter in digital finishing you're operating at speeds of 55-60 meters/minute, but add a flexo spot station and you're down to 35-40m/min. Add screen and foiling and it slows down still further until the whole line is down to 15-20m/min.'

'The HP Indigo in-line concept is one operator, one pass and one workflow, with fully predictable waste and an optimized process. And this is where our full tactile digital screen and foiling system fits.'

Left: A GEM varnish sample

Right: An example of GEM embellishment



“Bar-Shany asserts that as well as reducing production and labor costs through more efficient workflow with less waste, the GEM workflow will open a new category of innovation – in particular using HP Indigo’s unique Mosaic software”

**GEM technology**

The GEM unit makes use of single pass piezo inkjet heads which can carry out any combination of embellishment processes. This might include digital foiling overlaid with a 3D effect, or a spot coating. ‘We aim to create enough flexibility that innovation will come from the end customer,’ says Wiegand.

The digital foiling unit on the current GEM has been completely redesigned from the original prototype. Instead of a more traditional tower, the foil unwind and rewind are now at waist level and built into the machine body.

‘A nice feature is that we disengage the foil unwind so you don’t have to break the foil and then re-link it for the next job, which significantly reduces waste,’ says Wiegand.



L-R: Ed Wiegand and Alon Bar-Shany

Foils have to be specially specced for the GEM. ‘We are now qualifying a number of manufacturers.’

To give an idea of the tactile print capabilities, Wiegand compares the GEM with analog. ‘Flexo varnish is up to 8 microns high, while most rotary screen printing of text or fine details has a height around 15-16 microns. High-build flat screen to a height of 40 microns is typically limited to the wine and spirits sectors. These heights can all now be achieved at Indigo press speeds.

Braille print meanwhile has a range of 80-150 microns, and early testing indicates that we can match this at a slower speed.’

The UV inkjet fluids developed for the GEM system have a high scratch resistance – at least the equivalent of plate-based systems, says Wiegand. ‘Our ink chemistry is optimized for the HP Indigo ElectroInk process.’ Inks will be HP Indigo branded and sold through the company’s distributor network.

The first coating products available are the GEM Coat and GEM Clear.

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**Design possibilities**

Perhaps the most exciting aspect of the GEM system is the full integration of the digital embellishment engine into the digital front end (DFE) of the HP Indigo press, requiring only a single design file.

'The embellishment is simply a separate layer within an Illustrator file,' says Alon Bar-Shany. 'The DFE automatically separates the layers and sends to the Indigo imaging laser and then to the piezo inkjet.'

At Labelexo Europe HP Indigo introduced a new DFE which uses technology developed by the company for the commercial and photo worlds where an immense amount of data is processed. The HP Production Pro for Indigo labels and packaging RIP offers five times faster processing than the existing RIP.

'As label customers use this full system more they will need commercial power, and together with the powerful Esko tools this

new front end will enable everything Ed just talked about,' continues Bar-Shany. 'Not only for embellishment but also driving multiple presses, as well as security and variable data applications.'

There are no current plans to add laser to this in-line print and embellishment system. 'Laser would be a dream, but laser solutions are still not versatile enough on all substrates.'

Bar-Shany asserts that as well as reducing production and labor costs through more efficient workflow with less waste, the GEM workflow will open a new category of innovation – in particular using HP Indigo's unique Mosaic software with the GEM. Mosaic allows set elements within a design to be infinitely varied, an effect which has been applied by many brands including Coca-Cola – and for a previous L&L front cover.

'We have created an open platform and

architecture which will enable designers and brands to see ways they can benefit from something which is still evolving,' says Bar-Shany.

'We can put the inkjet through the same Mosaic process and combine this in many ways with Mosaic print. For example to keep the Indigo static and "Mosaic" the spot varnish or foil. You can imagine what aesthetic effects you might achieve for a wine label. We can already add serial numbers, for example, and now we can foil those numbers as well.'

Many other examples come to mind – Wiegand cites pharma security printing as one, where the product does not always justify high-end holograms. 'Now you can create unique holograms on site.'

 *The GEM JetFX system will be available to order from spring 2018*



HP Indigo GEM JetFX in-line with a WS6800



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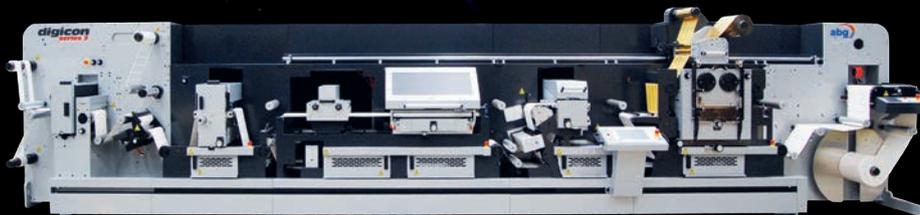


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Heidelberg's Label Day demonstrated end-to-end IML production

# Heidelberg boosts IML efficiency with rotary die-cutter

*A new configuration for Heidelberg's IML rotary die-cutter sees hole punching and waste extraction added as an in-line process. Andy Thomas reports*

**H**eidelberg has unveiled the latest version of its Speedmaster XL106 DD in-mold label (IML) rotary die-cutting system, which places a hole punching and extraction unit before the outline cutting unit, allowing both steps to be carried out in a single pass.

The unit was launched at Heidelberg's Label Day event focused on sheet-fed offset production for in-mold labels. The company showed for the first time the printing of in-mold labels with food-safe UV LED inks on a Speedster XL106 press equipped with Heidelberg's Dry Star LED lamp system. Labels were then finished on the new XL106 DD rotary die-cutter

Why are injection holes important? Where an in-mold label covers the bottom of a container – an increasing trend as end users place more information away from

the main branding area – a hole needs to be cut to allow the plastic to be injected into the mold. Holes are also necessary for the thermoforming and blow molding processes.

Up to now this has required a separate off-line operation. Now, by placing the hole punching unit, with integrated waste extraction, in-line with the outline cutting unit, both operations can be carried out in a single pass, greatly increasing productivity.

The specially designed magnetic cylinder on the hole punch unit has a grid of air holes which both suck and blow air – sucking to hold the snippet in place while it is punched, then blowing to eject the waste into a suction hood inside the cylinder. Two separate chambers integrated into the cylinder move the air from blowing to sucking as the cylinder rotates – a fast, accurate and fully mechanical process.

**“The Speedmaster XL 106-DD rotary die-cutter for in-mold labels is certainly the best machine on the market, a revolution in terms of IML label production. The Heidelberg concept proves that rotary die-cutting is not only much faster than flatbed die-cutting, but at the same time more precise and more efficient”**



Sample of die-cut and hole-punched in-mold label

The magnetic die-cutting plate covers all the air holes on the cylinder except the hole to be punched.

The punched waste is taken away to an external storage unit with two removable hoppers.

Production speed of the machine is between 6-10,000 s/ph. and the

punching module will handle materials ranging in thickness from 0.05mm to 0.3mm. Minimum injection hole size is 5mm.

As well as IML applications, Philipp Doley, product manager of sheet-fed at Heidelberg Druckmaschinen, sees other possible applications in POS and

packaging: 'The market is changing so if you have the possibility to cut and blend holes you can also speak about different kinds of holes, not only small injections but also the possibility to cut a window and extract the window in the label, or to create hang tags with paper or plastic, or even egg boxes. So maybe this creates a new kind of product.'

Heidelberg has run successful tests with hole diameters up to 15mm on a range of papers. 'We can leave it to our customers to think about the different possibilities this opens for their business,' says Doley.

### Rotary history

Heidelberg started development work on its rotary die-cutting technology around ten years ago, launching the original Speedmaster XL 106-DD in 2009.

'This enabled IML label converters to cut any label size on a rotary system. Compared to a flatbed die rotary is faster, uses cheaper tooling and eliminates work-in-progress,' says Philipp Doley.

'If you are only able to flatbed die-cut 2,500 sheets an hour and your press is running at 12,000 sheets an hour, work in progress takes up a lot of space. And on a flatbed die-cutter the cutting process for the sheet has to stop completely and speed up 100 percent afterwards, so you always have a hard stop and a hard run. On rotary, the sheet is always moving.'

Based on a Speedster XL-106 coating unit, the XL106-DD IML rotary die-cutter will handle paper

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and synthetic materials from 50-80 microns at production speeds between 6-10,000 sheet/hour – around twice the speed of the fastest flatbed die-cutter.

The flexible die tooling costs are between 300-1,000 EUR per cutting plate, with a tool lifetime up to one million impressions. Heidelberg estimates that the cost of rotary tooling is half that of flatbed on runs of 500,000 sheets.

A newly developed pin mounting system ensures tight cutting plate registration and pressure setting can be fine-adjusted by one micron increments.

The magnetic cutting and punching dies were developed by Kocher+Beck, in a project headed up by Reinhold Hiller, product manager, In-line Offset Cutting System.

'The Speedmaster XL 106-DD rotary die-cutter for in-mold labels is certainly the best machine on the market, a revolution in terms of IML label production,' says Hiller. 'The Heidelberg concept proves that rotary die-cutting is not only much faster than flatbed die-cutting, but at the same time more precise and more efficient.'

As the tool manufacturer, Kocher+Beck was involved from the beginning of the project. 'The focus was on topics such as feasibility, user-friendliness, speed in setting up/changing the tool and the customer's

demand to punch and remove the snippets very close to 100 percent,' continues Hiller. 'A register system guarantees a repeatable, precise application of the tool when changing jobs, and an additional scale facilitates the set-up process.'

A range of options were tested to simplify the punching process and plate handling and to focus the airflow. 'The good cooperation between machine manufacturer and punching tool manufacturer was the breeding ground for this revolution in the IML labeling,' states Hiller.

As Hiller notes, the rotary die-cutting unit is optimized for fast job changeover. The die-cutting plate can be changed in just three minutes, and a complete job change including feeder pile change and setting takes no longer than 15 minutes for a repeat job and 30 minutes for a new job.

Since the launch of the XL-106 DD there have been 41 installations around the world, including five fully in-line on Speedmaster XL 105 and 106 presses.

'A fully in-line configuration only really makes sense if the press is dedicated to IML labels on an industrial scale, with average runs of 50,000 sheets,' says Doley.

Up to now five of the IML rotary die-cutting units with hole punch option have been sold, so it looks like Heidelberg has anticipated a growing market need.

## Global IML demand grows

Heidelberg sees continuing strong growth prospects in the IML market, which according to figures from consultancy AWA, has grown by 7.3 percent from 2014 to today, beating the overall labels industry growth of 6.5 percent. IML represents around 2 percent of global label consumption – a total volume of 1.195 million sqm up from 1,100 million sqm in 2014. More than two thirds of worldwide production goes to food packaging.

Almost 60 percent of global IML production goes to Europe, currently growing at 3.6 percent, followed by North America at 22 percent, growing at 5.5 percent. Asia-Pacific represents 12 percent of global IML consumption, growing at 4.4 percent. The most dynamic global market – although from a low base of 3 percent of global consumption – is South America, now growing at 8 percent. Africa has grown to 4 percent of global IML consumption.



For a report on the IML-specified Speedmaster XL 106 mentioned in this article, see L&L 4, 2017

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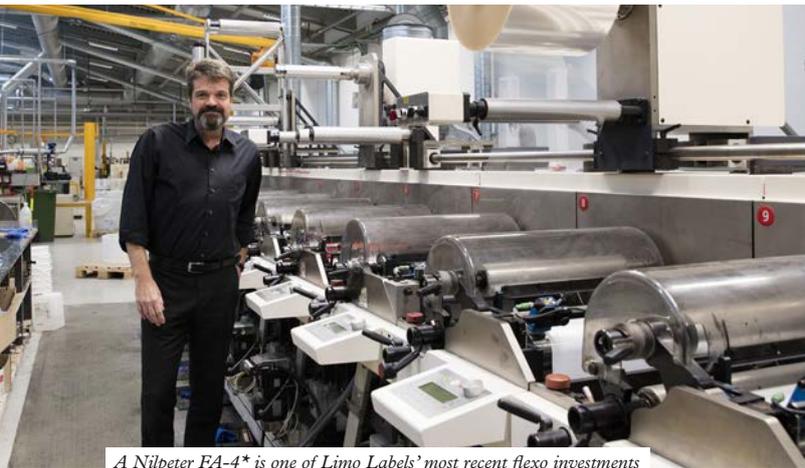


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A Nilpeter FA-4\* is one of Limo Labels' most recent flexo investments



René Klith, Limo Labels production director

## Innovation at Limo Labels

*The Danish converter is pursuing growth after a period of consolidation. David Pittman reports*

**D**anish converter Limo Labels is on a journey of discovery since acquiring and integrating complementary printing companies to expand its offering and capabilities.

In March 2015, Limo Holding acquired fellow Danish printer Flexiket. At the same time it took over the label activities from tesa and Ganket. The two companies were immediately merged with Limo Labels. Limo Label Systems, which sells label printers and dispensers, labeling machines, software, foils and spare parts, was also fully integrated with Limo Labels. And earlier in 2017, the decision was taken to fully merge Flexiket with Limo Labels as both companies looked for a sustainable growth path.

'Both companies had the same challenge of being too small to be big but too big to be small,' comments René Klith, the company's production director. 'The project has required us to integrate two businesses with different cultures, alongside bringing together different customers. We've worked hard to make sure existing customers receive the same levels of service that they always have.'

Klith identifies that the merger has allowed Flexiket to diversify by serving a bigger pool of companies. Previously, it served a small number of bell cow customers, including Lego.

'We have analyzed some big companies in Europe, and many have made the mistake of focusing on big customers as they have got bigger. This way you lose future big customers. From our point of view, it is very important to keep a large portfolio of small companies as the future.'

### **Innovation**

Bringing innovation to its pool of customers is central to Limo Labels' strategy. Delivering them a bespoke, specialized option to suit their needs will help these smaller companies become big accounts, states Klith. 'That is the

history of all the big customers we have.'

'In Denmark,' he adds, 'if you're solely competing on price you will lose. The only way to truly succeed is to add value. You have to innovate to be in business for the long term. Our philosophy is to be very flexible about what customers want. We are working to create real value and to do something different.'

### **"Both companies were too small to be big, but too big to be small"**

'If a customer wants something special, we will try and find a solution for them. Doing a project with a customer creates value for them and us, rather than just selling products.'

Limo Labels produces all forms of labels, including simple blank labels, ordinary 4-color labels and special labels. It develops functional labels in close consultation with customers, and is a UL-certified company. Security labels are offered in voidable, destructible, RF, RFID and holographic materials, standard and customizable. Special colors are available, such as thermochromic, luminous, textured, conductive or autoclave-proof for sterilization, and with imprints using hot or cold stamping. A complementary service is also available to manage storage and distribution of customers' labels. Limo Labels describes this service as offering savings in time, space and money. This allows short delivery times, removes cash tied up in inventories, and allows customers to take advantage of large scale production by minimizing start-up costs.

In terms of label printing technology, it offers flexo, digital and flatbed screen. Flexo is its main technology, with around 20 presses – almost all Nilpeter models – with a handful of digital printing machines from

### *Future changes*

Klith won't commit on the company's plans to expand into new markets at this stage, although he says: 'We are ambitious but we need to see what child is born from our new company. I would be surprised if in five years we are still the same. We will be bigger, although it is not a goal in itself to achieve double-digit growth.'

'We are open to a change in direction but it remains important that we can create value with the customer. The building blocks are what you know a lot about and have experience in. You can succeed in combining different technologies and the things you know. This is often the way to create value.'

He concludes: 'We are looking forward to 2018.'

Xeikon, Stork and EFI. Printing using the screen process, while a niche part of Limo Labels' production, has an important role to play in its concept-orientated mindset, says Klith, by providing value-adding capabilities for printed products. Investment in new technology has a similar part to play, such as laser die-cutting or flexo presses, which is driven by the desire to add new functionality and capabilities to its production, rather than straightforward replacement of legacy equipment.

A Nilpeter FA-4\* is one of its most recent flexo investments, and one of the company's widest presses at 420mm. Klith specifies 330mm as his favorite width for a label press, noting wider machines as more difficult to fill with jobs.



Read the 'Project showcases narrow web flexible package production' feature on p49 in *L&L* issue 5, 2017

**XEIKON**

# RUN OR BE OUTRUN

Facing short runs and more demanding customers, staying both profitable and agile to stay ahead is the name of the label game. Digital label printing complements traditional technology in that way. But with so much territory to cover, what would be your matching technology?

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# Loc España focuses on diversification

Spanish converter Loc España has installed a Bobst M4 flexo press as it looks to further diversify its business into flexible packaging. James Quirk reports

Spanish label converter Loc España, based in the Getafe suburb of Madrid, installed a Bobst M4 press at the end of last year in order to boost its label printing capabilities and to facilitate a move into flexible packaging production.

The family-owned business, founded 40 years ago by Alberto Lopez as a supplier of photocopy paper, has gained a strong reputation in Spain for its focus on value-added applications since its move into label printing in 1985. This focus on specialty label production helped the company to weather the financial crisis in Europe in the years following 2008, and left it well-placed to take advantage when growth returned to the market: Loc España achieved 8 percent growth in 2016 and is on course for 10 percent in 2017.

The move into label printing took place in 1985, with the photocopy paper sector in decline. Between the mid-1980s and early 1990s, Loc España bought letterpress presses from Orthotec and Labelmen, as well as Spanish companies Jores and Tipoflex. Offset presses were also installed, from Heidelberg, Hamada, Sakurai and Minerva.

During this time, the company focused on industrial labels for the automotive, telecommunications and household appliance sectors. With a move into flexo printing in 2000, thanks to the installation of a Converpress rotary flexo machine, Loc España began to branch out. Today, the company's label

production is spread across a wide range of sectors: food and automotive are its biggest end user markets, while logistics, electronics,

**“Thanks to the Bobst machine’s agility, it can compete with digital presses at the 4,000 linear meter job mark. We plan to use the press to produce short run flexible packaging”**

cosmetics, retail, pharmaceutical, industrial and defense – labels which require high durability and must survive rigorous testing – also feature.

‘We have always maintained a philosophy of diversification and added value,’ explains sales director Antonio Jódar. ‘We are very focused on specialty labels, and are well-known for this in the local market.’

## Diversification

Label production is one of four divisions at Loc – the others are dedicated to RFID and intelligent labels, applicators and thermal transfer printers, and photocopier material distribution.

This diversification – both of business areas and end user sectors within its label division –

was key to Loc España surviving the financial crisis, says Zoilo Lopez, head of production and son of founder Alberto Lopez. ‘The economic crisis didn’t have a big impact on us,’ he says. ‘Thanks to this diversity, we were able to adapt. And now the industry seems to be rejuvenated: clients are ordering more.’

In the wake of the crisis, Loc España began to export labels nearly five years ago. Some 13-15 percent of production is now exported – automotive labels are sent to Portugal, Germany and Poland; food and wine labels to France and Italy.

Including RFID and intelligent labels, label production represents 80 percent of Loc España’s business. ‘We focus on value-added labels,’ says Zoilo Lopez. ‘In every sector, there is potential for added value and to offer the client something they didn’t know they need.’ Sales staff are trained specifically in the company’s various end user sectors.

RFID tags are bought from external suppliers and combined with labels using an insertion machine built in-house. Applications include shoes used by marathon runners; a hospital which has tags inserted into its staff’s clothing to keep track of how many washes each item has been through; and Pacha Club in Ibiza, which uses RFID labels in its warehouse to keep track of what stock has been sold. ‘We see growth and long-term potential in intelligent labels,’ says Antonio Jódar. ‘We have the advantage of many years of knowledge and experience in this area.’



Zoilo Lopez with the Bobst M4



The production floor at Loc España's factory in Getafe, just outside Madrid



Converpress flexo press

Machine sales represent 10 percent of business. Loc España distributes Toshiba and Zebra Technologies printers, as well as thermal transfer ribbons and consumables. The company has its own Loc España brand of thermal transfer ribbons and offers 24/7 technical service; Alberto Lopez, the founder's son and Zoilo's brother, is in charge of this area.

Toshiba applicators are also sold, while Loc España builds applicators in-house for larger clients – including bottlers and food companies – who need equipment constructed to their own specifications.

The final 10 percent of Loc España's business is in photocopier paper – its original occupation. It sells its own-branded paper, manufactured by an external supplier, and also distributes materials from UPM and Double A.

**Investment**

After the company's initial move into flexo printing in 2000 – the year it moved

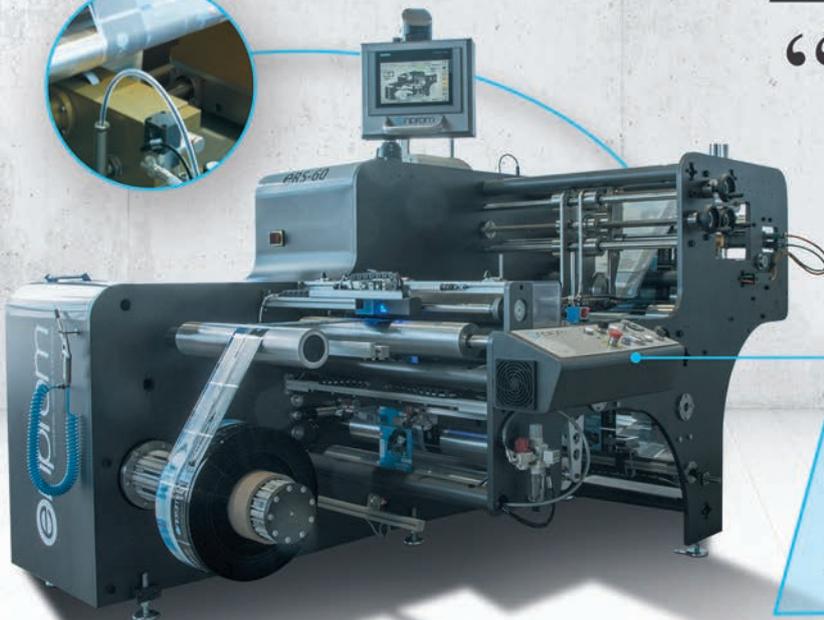
*'Well-dressed' products*

In Spanish, Loc España's name is a play on words meaning 'well-dressed' – referring to the elegant decoration the company provides the products for which it prints labels.

into its current 2,500sqm factory – a second Converpress flexo press was installed in 2007. The machine has eight colors, delam/relam, reverse printing, hot stamping, UV curing and three die-cutting units. During a strategy meeting that year, Loc España had decided to focus its investment on two processes: flexo and digital.

Digital capabilities came in November 2016 with the installation of a VP700 table-top printer from Spanish manufacturer VIPColor. Powered by Memjet technology, the system has been attached in-line by Loc España with a die-cutting system from Australian supplier Austik. 'We wanted to test the water for short run work,' explains Zoilo Lopez. 'We've liked it a lot: it has freed up the presses to focus on longer runs. It's our first step into digital printing, but we will likely invest in a bigger machine in the future. There is a trend towards shorter runs in our all end user sectors.'

In December 2016, Loc España installed a Bobst M4 flexo press, which replaced an Etipol letterpress and one Converflex flexo machine. The 8-color machine has a 430mm print width, automatic register, UV curing units from GEW, BST web guides, delam/relam, reverse printing capabilities, a coupon label unit and two Snowball



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L-R Zoilo Lopez, head of production, and Antonio Jódar, sales director



The VIPColor digital system has been joined in-line to an Austik die-cutting system

**“We have always maintained a philosophy of diversification and added value. We are very focused on specialty labels, and are well-known for this in the local market”**

die-cutting units. The press has a top speed of 200m/min – easily achieved, according to Zoilo Lopez.

‘The press has so many value-added configurations,’ says Lopez. ‘The cylinder system for flexible packaging allows us to move into that area, which is a new business for us.’

‘Thanks to the Bobst machine’s agility, it can also compete with digital presses at the 4,000 linear meter job mark,’ says Antonio Jódar. ‘We plan to use the press to produce short run

flexible packaging. We have been talking to clients about this new project, though growth in this area will mainly come from new clients.’

Finishing takes place on an AB Graphic Omega, also installed in 2016, and an AB Graphic Vectra system. Platemaking used to take place in-house, but is now outsourced so the company can focus purely on printing. ‘Having installed such a high quality press such as the Bobst M4, the rest of our processes need to be brought up to scratch and improved,’ says Lopez.

Loc España has 27 full time employees, a figure which can rise to 37 if a particularly large project is being undertaken, plus a regular handful of students. Its factory is certified to ISO 9001 and 14001 standards.



For further information, go to [www.locespana.es](http://www.locespana.es)

## Youthful leadership

Zoilo Lopez began working at the company 10 years ago, aged 17. Having spent time working in all areas of the business, he is now head of production. His brother Alberto works in the machine division; his sister Laura works in sales.

A member of Finat’s Young Managers Club, Zoilo Lopez says that the company has a philosophy of employing young talent. ‘There are lots of young people working in our factory,’ he explains. ‘We believe strongly in training our own people and preparing for the future.’ Suppliers, such as Avery Dennison, also regularly help with training staff; Loc España prides itself on its close relationships with these companies – in the factory, staff wear company branded shirts adorned with its suppliers’ logos.

Loc España has a relationship with local technical college Puerta Bonita Salesianos, which has recently started to offer courses in flexography. The company serves as a training center where students can spend three to four months at the end of their studies. ‘It’s a great source of new staff,’ says Zoilo Lopez of the partnership. ‘Last year we gave full time jobs to two of our interns.’

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Planters Mr Peanut promotion uses HP Mosaic software



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# 'Personalized' packaging showcased at brand museum

Andy Thomas reports from a new exhibition series at London's Museum of Brands, Packaging & Advertising

The Museum of Brands, Packaging & Advertising in London's Notting Hill has launched a new exhibition series looking at different aspects of packaging innovation, starting with a look at how personalization is being used to engage consumers.

The display is put together by UK packaging innovation experts ThePackHub, and features examples of personalized packaging and one-of-a-kind pack versioning enabled by digital print technology.

There is also a chance to order your own personalized pack via a special online portal at the Museum.

'ThePackHub is delighted to collaborate with the Museum of Brands on this exciting initiative,' says managing director Paul Jenkins. 'It's great to see how many of the packaging designs of the past have influenced the evolution of packaging innovation in the present day.'

Karin Kihlberg, executive director at the museum, adds: 'This new initiative and collaboration with PackHub marks an exciting time for the museum. Our permanent exhibits shows technological developments and how packaging has evolved from Victorian times to the present day. This new evolving display will be continuously

updated to capture the most innovating packaging being produced today as well as exploring cutting-edge technology in packaging innovation. The aim is to stimulate further debate on complex questions such as sustainability and how packaging is used by brand and marketing professionals to build business.'

Many of the examples on display will be familiar to regular L&L readers, but it is thought-provoking to see them together and compare different production, distribution and data capture models. The examples move from mass customization – where consumers pick up a randomized pack – to web portal-driven personalized promotions whose aim is as much data capture and creation of an online 'buzz' as the production and delivery of unique promotional items.

## Dynamic

Coca-Cola emerges as the most dynamic and innovative brand for embracing these possibilities.

Examples at the museum include Coca-Cola's well known Share-a-Coke labels, as well as the 'March Madness' promotion in the US, which saw the creation of custom college basketball team bottles in a limited edition format. Fans could customize and

order single 8-oz glass bottles or six-packs featuring the logo, nickname or battle cry from more than 50 colleges and universities. The printer was Quality Tape & Label (QTL) using an HP Indigo 20000 digital press.

The Diet Coke Extraordinary Collection is also shown, which used the HP SmartStream Mosaic platform and 23 base pattern designs to deliver a unique experience to their consumers by printing two million one-of-a-kind shrink sleeve labeled bottles. The display notes that the bottles became collectables and customers had the chance to buy t-shirts, iPhone covers and shopping bags that also featured their unique pattern.

Another shrink sleeve promotion which makes use of Mosaic is Planters Mr Peanut 100th birthday celebration, which transforms the classic Dry Roasted Mr Peanut jar into three million one-of-a-kind designs. The limited edition packaging features a dancing Mr Peanut amidst festive, eye catching fireworks in a multitude of colors and designs.

Irn-Bru is another drinks brand to enthusiastically embrace digital print. Its 'Made from Girders' promotion features a series of retro labels displaying scenes from 30 years of advertising campaigns. The printer here was Amberley Labels, using an HP Indigo WS6600 digital press.



Share a Coke



Irn-Bru

The same team produced the Your Clan promotion, which won a silver award in the 2015 UK Design Business Effectiveness awards. The campaign offered consumers 57 different labels, giving fans a chance to secure their own family tartan. During the three months labels were available, website traffic leapt by 185 percent and sales were 17 percent higher than the same period the previous year.

Perhaps the most unusual and complex of the exhibits is the Mainichi News bottle. Mainichi News is a Japanese newspaper which worked with a mineral water company to engage millennials in rediscovering the value of newspapers. The 'News Bottle' format involved printing a different news story each day for a month on the water bottle labels, along with an augmented reality app which enabled consumers to connect with more news content online. Altogether 3,000 bottles per month per store were sold. The printer was Seikou Japan, which used an HP Indigo 20000 digital press.

Marmite pushed into the 'giftable' sphere through a joint venture with tech company Intervino in 2015. Consumers visited the Marmite Facebook page and typed the name to appear on their Marmite jar. This data was captured by an app which allowed Intervino to execute the label rapidly and with seamless data capture.

Nutella and Amarula are also featured in the museum display, and these have both been covered in the pages of L&L.

Alongside the label promotional exhibits are examples showcasing different packaging materials.

An example of customized folding cartons is provided by The Jelly Bean Factory, which created a series of 18 different packaging options designed to mark special occasion

such as birthdays and anniversaries. Products were only available to consumers via an online page, and gifts were sent directly to a recipient with a personalized message. The printer was Digilinc using an HP Indigo 30000 digital press.

### Cartons and flexible packaging

Multi-pack cartons are featured in an Asahi promotion which celebrated the G7 summit taking place on ISE-Shima Island in Japan. A set of six limited edition 'collectible' pack formats were produced, each using iconic images from the island's history. The pack designs were printed on an HP Indigo 10000 digital press by Sagasaki, with a total of pieces produced. Cartons are also the format for McVities Jaffa Cakes, which accompanied the launch of its new website with a bespoke pack service, again with customers entering a chosen word on the site with delivery direct to the recipient.

Flexible packaging is represented by Mondelez International's Colorfilled campaign for its Oreo holiday cookies, which L&L covered recently. After a successful launch in the Americas, the campaign was extended to the Asia-Pacific market, where Mondelez entered into a partnership with China's Alibaba e-commerce group. Oreo cookies were sold in reusable customizable packaging with a price premium of 2-3x the regular pack price. This increased sales by 140 percent and introduced Chinese customers to buying personalized products online.

Another flexible packaging example is Nestlé's KitKat promotion, with the company giving away more than 56,000 personalized packs in a campaign produced by Ultimate Packaging using an HP Indigo 20000 digital press. The campaign is noted as a great example of the growing trend

towards web-to-print personalization, with competition winners getting to personalize their chocolate packs with a photo or phrase, which they receive in a special presentation box. Stand-up pouches were used for the Cafe Franqueza Conscious Coffee promotion, designed to help promote the Ercus Foundation in Mexico in its campaign to ensure a fair deal for impoverished Mexican farmers.

Personalization is shown as a route to promote even the longest established, apparently 'non-giftable' brands, as shown by the Vaseline exhibit. This year the company offered consumers the chance to personalize their own tins via an online portal. Customers enter any name, a short phrase and up to 11 characters and their bespoke pack is delivered to their home. This promotion is accompanied by the logo 'Whose Name is on your Lips?' – both helping to encourage gift purchases.

Another long-established 'static' brand is HP Sauce, but in 2011 one million limited edition bottles were produced to raise awareness of 'Movember', the annual charity event for men's health. This went hand in hand with a Facebook competition where participants posted photos of their newly grown moustaches. The owner of the most 'Likes' starred on the next sauce bottle label. The promotion ran until 2015.

This is a very worthwhile visit for any readers visiting London. A particular strength is placing the well-chosen exhibits in the wider context of brands; attempts to engage ever more closely with the people who consumer their products.



For more information on the Museum of Brands and Packaging, visit [www.museumofbrands.com](http://www.museumofbrands.com)



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Interior of Manjushree Technopack factory in Bidadi

# Manjushree diversifies into flexible packaging

One of India's largest rigid packaging manufacturers has diversified into shrink film manufacturing. Aakriti Agarwal reports

Indian packaging group Manjushree Technopack clocked a turnover of 635 crore INR (97m USD) in 2016-17 financial year as against 546 crore INR (83.4m USD) the previous fiscal. The company witnessed a growth of 15 percent year on year, with six percent of the total revenue being contributed by exports.

The company's growth has been fueled by the acquisition in 2016 of Delhi-based Varahi Polymers with factories in Noida, Baddi and Pantnagar. According to a national daily, this deal was estimated at 350 crore INR (53.5m USD) and gave Manjushree access to Varahi Polymers' factories, assets and intellectual property rights. 'The acquisition has given us significant presence with customers in North India and has added to our growth. We have acquired new customers such as Dabur, SC Johnson, Perfetti Van Melle and Patanjali,' says Vimal Kedia, managing director at Manjushree Technopack. Varahi is expected to contribute 250 crore INR (38.2m USD) to Manjushree's turnover in the current fiscal.

## Flexible packaging

To cater to the growing needs of its customers base, Manjushree, one of the largest suppliers of rigid plastic packaging products in India, has diversified to

manufacture shrink films that help them cater to wider requirements of their customers. Manjushree has a total production capacity of 132,277 tons per annum of PET which is estimated to be 12.5 percent of the total PET market in India. However, Kedia says, 'Any industry has to continuously invest and plough back earnings to expand their operations. The investment in new technologies is very important to keep

abreast with new trends in the market as well as to improve efficiencies.'

Kedia explains the diversification is a natural progression: venturing into shrink film packaging allows the company to be a 360 degree packaging provider to its clients: 'Many beverage manufacturers have moved from traditional glass bottles to PET due to its economical and sustainability benefits. The rise in the demand for PET

Shrink film machine installed in Bidadi factory where the company also manufactures preforms





L-R Rajat Kedia, director; Surendra Kedia, executive director; Vimal Kedia, managing director; and Ankit Kedia, director at Manjushree Technopak

bottles contributed to the need for transporting them in bulk. The bulk transportation of PET bottles was earlier carried out in corrugated boxes is currently witnessing a great demand for shrink film packaging to replace the boxes. Shrink film packaging guarantees protection against moisture, dirt, dust and theft. It offers perfect stackability and maximizes loading capacity. Shrink film serves the same purpose of holding several product packs or bottles together and costs one-third of corrugated boxes while also improving the aesthetic appeal of packaging.'

The shrink film plant is equipped with new generation multi layer blown film line from German manufacturer Reifenhauser. It is capable of producing high quality shrink film consistently with a production capacity of 450 tons a month. Currently, the machine produces about 16 tons of 60-micron film every day. However, the production varies depending on the micron of the film produced, as the company

produces films ranging from 25 to 180 micron.

The machine is capable of extruding and laminating three different layers of raw material, thereby forming a multilayer structure as opposed to a conventional monolayer technology. The multilayer structure in shrink film gives a better tensile strength at lower thickness. Therefore, the overall cost to the customer is reduced.

Manjushree further plans to increase production capacity by adding a second machine by 2018 due to fast growth of this market in India. 'This market is growing at 25 percent CAGR. This growth is led by several beverage majors, 50 percent of whom have made a shift from traditional corrugated boxes to multilayer shrink film packaging,' says Kedia. As an example, he explains, 'Cola manufacturers have phased out corrugated boxes and packing PET bottles in shrink film. This helped them curb their cost of tertiary packing by 80 percent. Similarly, a lot of companies are looking to replace honeycomb partitions or separators which are used in corrugated boxes with shrink film as it serves the same purpose at half the cost.'

Further, Manjushree sees growing demand of in-mold labels and has been working with machine suppliers to customize label applicators for efficient application of in-mold labels. The company worked with Dabur, for instance, for shifting Sanifresh bottles from pressure-sensitive labels to in-mold labels. That was the first time in India that IML technology was used on bottles' angular neck. The company is not printing in-mold labels in-house, as Kedia explains: 'Label printing requires a different DNA and Manjushree's expertise lies in rigid packaging.'

With wider product portfolio, the company is now focusing on exports in the Middle East, Africa and other markets in Europe. It is already exporting its products to these markets and will open marketing offices in Middle East and Africa by January 2018. Manjushree eventually foresees the opening of a factory in one of these regions in the future.



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Aerial view of Bidadi factory

**ERP and automation**

To better manage its large operations, Manjushree has implemented ERP for production, supply chain management and finance. The company uses Microsoft Navision ERP system executed by Flexibiz ERP.

Kedia explains that the ERP has helped Manjushree to extract value and data on time. 'It has helped the company in harnessing data analytics to analyze sales. ERP has also helped us in predicting requirement and align actions according to prediction. It provides information on time and has improved the company's forecasting ability as well as monitoring capabilities.'

The company is standardizing its equipment and suppliers to achieve more efficiency. Automation has helped the company reduce manpower requirements and avoid customer complaints. 'There is five to seven percent increased productivity with automation.'

*New factory in north east India*

Manjushree has opened a new plant in Guwahati earlier this year. This is the company's sixth plant in the country that will manufacture PET containers for food, pharmaceuticals, personal care, home care, liquor, oil and beverages; PP containers for foods and personal care and home care; HDPE containers for personal care, home care and other related industries; as well as manufacture ISBM.

The plant is spread across an area of 45,000 sq ft (4,200 sqm). With the production capacity of 40,000 metric tons per annum, this plant will cater to the demand in Assam, West Bengal, Sikkim and other north eastern markets. 'As the unit is based in Guwahati, there is a certain logistics advantage. The market is in vicinity of Guwahati and the transit time to target market is around two to three days,' says Vimal Kedia, managing director at Manjushree Technopack.

On the location of the new plant, Kedia says: 'Most multinational companies are moving to Guwahati to benefit from the government subsidy. Many of our existing customers are setting up plants to cater to existing and new markets in north-eastern India as well so we saw it as a good opportunity to set up a plant.'

However, the ROI is extended due to heavy investments,' says Kedia. Manjushree is evaluating a system for automatically placing and packing bottles inside a carton without human intervention, adapting to the trends of Industry 4.0



For more information on Manjushree Technopack, visit <http://manjushreeindia.com/>

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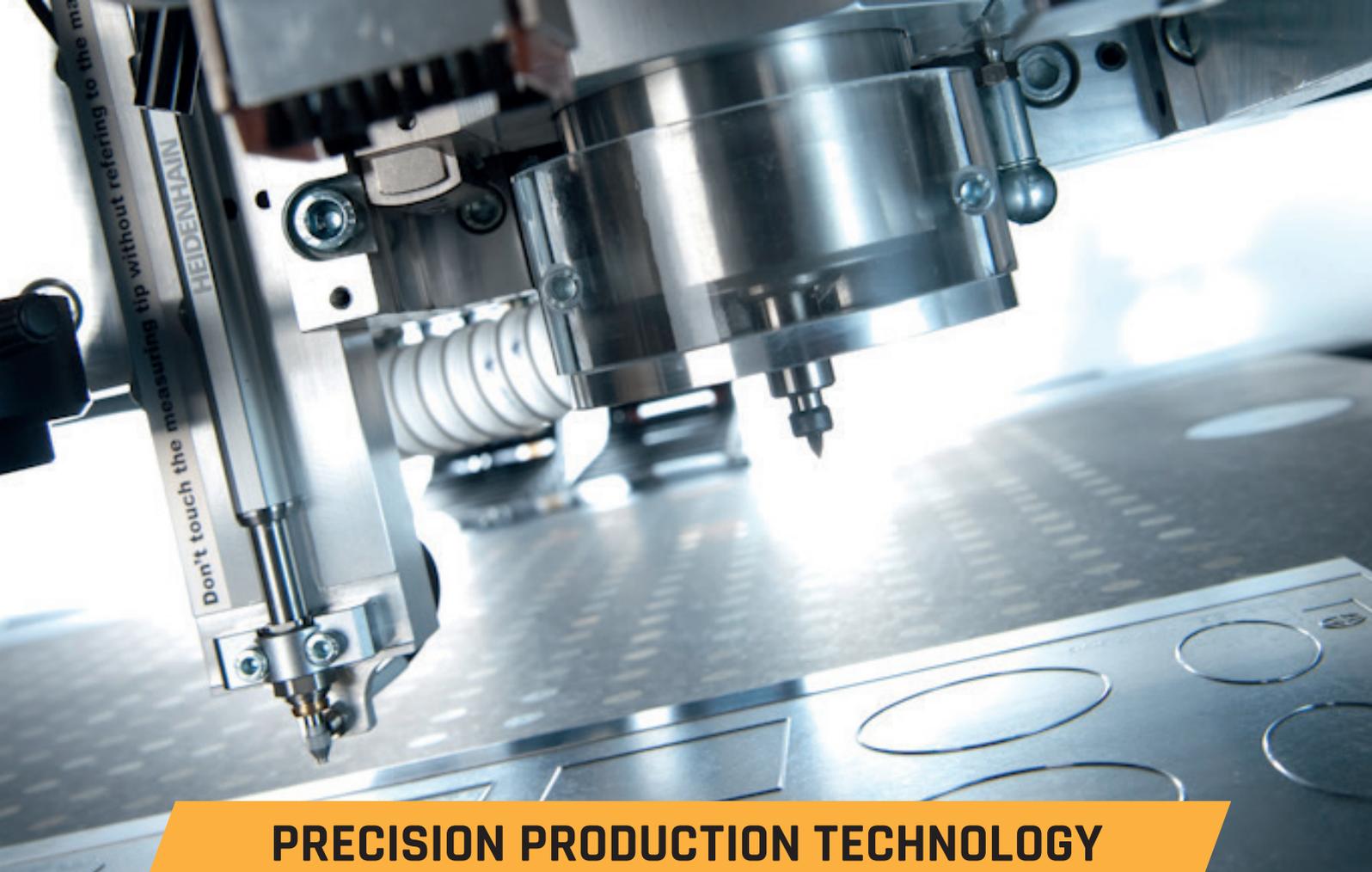
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Fujifilm Sericol plant in Pune



A small flexo machine to test ink before dispatching to customers



Rajesh Gandhi, general sales manager at Fujifilm Sericol India

## Fujifilm Sericol sees growth in India

While catering to niche markets with specialty inks, Fujifilm Sericol India is focused on increasing its market share in UV flexo inks for the narrow web industry. Aakriti Agarwal reports

Fujifilm Sericol India is a 100 percent owned subsidiary of Fujifilm Ink Solutions UK, formerly Fujifilm Sericol International, which is a subsidiary of the 25 billion USD Fujifilm Holding Corporation of Japan. Fujifilm Sericol, as a group, has been manufacturing solvent and UV inks for more than six decades.

'Consumption of UV flexo and letterpress inks in the Indian narrow web market is about 1,000 to 1,200 metric tons per annum, which amounts to around 120 crore INR [18.5m USD] of UV inks. We have a market share of around 12 percent of this market in the country,' estimates Rajesh Gandhi, general sales manager at Fujifilm Sericol India.

Fujifilm Sericol India was incorporated in 1996 and is an ISO 9001:2015, ISO 14001:2015 and OSHAS 18001:2007 accredited company. A leading supplier of screen inks in India for many years, it has now become a major player in the narrow web ink industry.

The company saw growth in the narrow web industry when the population of UV flexo printers started growing and the demand for UV inks increased significantly. Uvivid JD UV flexo inks were initially imported from its parent company in the UK. With increasing demand, the company installed new machinery, increased capacity and expanded infrastructure to start manufacturing UV flexo inks at its Sanaswadi plant near Pune in 2016.

'We have grown in the Indian market so we decided to manufacture UV flexo inks locally and pass on the benefit to the customer. We now cater to the market more efficiently,' says Gandhi.

### Boutique company

Fujifilm Sericol India manufactures UV-, solvent- and water-based screen inks; wide format inkjet inks for UV as well as solvent applications; inks for graphics and signage; direct container inks; acid resistant inks; UV narrow web inks and varnishes for narrow web flexo as well as letterpress machines; UV offset inks and varnishes for packaging; and inks for printing shrink sleeves. To test inks before dispatching, the plant houses a fully equipped R&D facility recognized by the Indian government's Department of Scientific & Industrial Research (DSIR). Fujifilm Sericol also manufactures Phthalate- and PVC-free inks for textile companies and has a separate quality control and R&D center for these.

The company evolved as a boutique ink company that makes low volume but high value inks. 'We are focused on offering specialized ink so our smallest SKU is one kilo based on customer requirement,' says Gandhi. 'Some label applications require ink to remain perfect even if the product is outdoors for a few years. We have equipment in-house to test the outdoor durability of ink. So, ink is aged and tested before we supply to customers. Likewise, we have the capability to make different kind of specialty inks.'

However, specialized inks are expensive because of pigment costs, and are supplied by few companies. 'Brand owners don't always want to pay extra so the demand is very small. With more anti-counterfeiting and security features requested on products, this is beginning to change,' says Gandhi.

Fujifilm Sericol is establishing color matching centers for UV flexo and screen inks in Mumbai and Chennai. It already has

color matching facilities at its office in Pune and Delhi. 'The new centers are expected to be operational by December 2017. The factory in Pune will make base color stocks that will be sent to these centers. Here, ink will be blended and tested as per customer requirement and dispatched at shorter lead time,' says Gandhi.

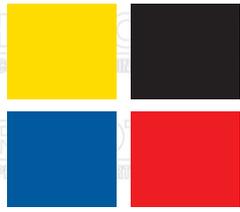
Turning to the Indian narrow web market, Gandhi says: 'The Indian label industry is growing fast at 15 to 20 percent per annum. Our company is fully committed to invest adequately in all necessary resources to rapidly grow our market share in the UV flexo market segment.'



Fujifilm Sericol will exhibit at Labelexpo India on November 22-25, 2018. Go to [www.labelexpo-india.com](http://www.labelexpo-india.com) for more information

### Fujifilm 3000 Series LED flexo ink

Fujifilm, a regular participant at Labelexpo Europe, launched Fujifilm 3000 Series LED flexo ink at the show in September 2017. It is a LED cure flexo ink system that performs equally well under LED curing or conventional UV Arc curing. Fujifilm 3000 Series delivers good adhesion to all film and paper substrates and can be used for shrink applications without adding chill rollers to the press. The full ink line includes process colors, line colors, matching colors and Fujifilm's Supernova White and varnishes.



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L-R: Roland Simon, Darren Milligan, Georges Gravanis, Pankaj Bhardwaj, Sailesh Kapur, Anil Sharma and Hassan Husein Rmaile from Avery Dennison inaugurating the new ADIKC in Pune

## Avery Dennison opens new center in Pune

*The new Innovation and Knowledge Center caters to printers' and brand owners' training and product development requirements.*  
Aakriti Agarwal reports

**A**very Dennison has inaugurated its Innovation and Knowledge Center in Pune, India, which will support customers, partners and employees across South Asia Pacific and Sub-Saharan Africa (SAPSSA) with knowledge sharing and certification programs.

Darren Milligan, senior marketing director, SAPSSA at Avery Dennison, explains: 'The Avery Dennison Innovation and Knowledge Center is made up of two key centers. The Knowledge Center, in collaboration with our industry partners, is an end-to-end training facility across both conventional and digital platforms. The Innovation Center features a highly qualified and connected research and development team with material science and analytical capability. Our investment to integrate these two centers into a single location will accelerate our product development and ability to deliver faster solutions to meet customers' requirements.'

The site houses machinery from various supplier partners including HP Indigo, Gallus, Flint Group, DuPont and Esko, among others. It also includes wide format printing equipment to cater to the expanding graphic arts industry.

### **"They make themselves heard and we convert that insight into a plausible product"**

'We are in advanced discussion with few new partners to help enable us to impart resources and knowledge for imparting education on in variable information printing technology,' says Pankaj Bhardwaj, senior director and general manager, Labels and Graphic Materials, South Asia at Avery Dennison. 'As technology changes, we will further look at getting in newer technologies and machines.'

Anil Sharma, vice president and general manager, Label and Graphic Materials, Avery Dennison, SAPSSA, says: 'We are expanding not only labels but also printing technology that cuts across the entire space so we have both flexo and digital printing processes. In digital technology, we are looking at materials specific to graphics as well as digital and packaging industry.' With a Gallus ECS 340 flexo press and HP Indigo WS 6600 digital label press, the Center is now equipped to develop prototypes of new labelstock and adhesives, and test them on a press in-house.

The label converting facility at the center is primarily being used for training, product benchmarking and product development. 'The material science lab helps us research the wide range of questions

### *Training modules at ADIKC*

The Avery Dennison Innovation and Knowledge Center runs three modules for label printers. First is a standard module that is run for two days, the second is an advanced training program where one subject is chosen according to printer requirement and an in-depth knowledge is imparted on that subject, and the third is customized program where Avery Dennison listens to converter's requirements and develops a program to suit their needs.

Another program is targeted at end users and packaging professionals. The center helps them understand how a design on a bottle looks and how to envisage a future design for the product. The center also gives them an understanding of how pressure-sensitive labels function so they better appreciate the technology.

printers ask. They make themselves heard and we convert that insight into a plausible product,' Bhardwaj adds.

'The emphasis is on providing the complete experience to clients,' continues Sharma. 'This center will continue to expand the industry with its synergies, provide best quality analytics and product development capability. We also have a social agenda to train young kids and offer skilled workforce to the industry. This center complements our vision and will help us expand industry capability in the entire region.'

Concluding by reinforcing the need of the hour in the Indian market, Bhardwaj says: 'We are at a time when the Indian economy is poised to grow very fast and so the consumption of labels will increase. The pressure-sensitive label penetration in India is relatively lower than other countries and so there is enough headroom to expand which can be done when all label printers in the country work in tandem. Avery Dennison is making efforts in that direction. We have dedicated business development people who educate printers on benefits of converting to pressure-sensitive labels. However, it is important for existing label printers to further educate fellow printers to grow this industry. Printers need to focus on increasing the industry size.'



For more on Avery Dennison's global investment program in 2017, go to: [www.labelsandlabeling.com/features/latest/avery-dennison-completes-global-investment-round](http://www.labelsandlabeling.com/features/latest/avery-dennison-completes-global-investment-round)

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Andy Yusuf, country manager at HP Indigo & PageWide Web Press, Graphic Solutions Business in Indonesia, presenting at a seminar in Jakarta



HP demo center in Jakarta

# HP Indigo opens demo center in Jakarta

The new site – hosted by HP Indigo's local channel partner in Indonesia – houses a WS-series and commercial press. Aakriti Agarwal reports

**P**T Samafitro, a distributor of graphic arts printing equipment and HP Indigo's channel partner in Indonesia, opened a demo center in Jakarta in August 2017 which houses an HP Indigo WS6800 digital press and an HP Indigo commercial press.

'It's a multifunctional demo center used for marketing, education and training activities,' says Andy Yusuf Hendrojo, country manager of HP Indigo & PageWide Web Press, Graphic Solutions Business in Indonesia. 'We want to demonstrate the versatility of HP Indigo technology as it can print on varied substrates for different applications such as pressure-sensitive labels, in-mold labels, shrink sleeves and folding cartons. We are also using the center to educate converters about the advantages of digital printing.'

Additionally, the demo center showcases HP PrintOS, a cloud-based software to help improve the operations of commercial and industrial printers. Alongside, HP Indigo demonstrates the advantages of collaboration by partnering with companies for substrates and finishing systems, amongst other technology.

## Digital potential

Talking of the scope of digital printing in the country, Hendrojo says, 'Indonesia has a lot of gravure presses and the businesses have now started to shift to flexography. As for digital printing, some players are beginning to adopt the technology, and some others are still evaluating investment while observing the market dynamics and demand.'

'Digital printing is now becoming more

**“Asian millennials will have more spending power than any previous generation, estimated at six trillion USD in disposable income by 2020”**

than just price or run lengths. It is about making an emotional connection with consumers. This is coupled with minimum down time, fast make ready, low set-up time, and simplifying the supply chain. With e-commerce on the rise, digital printing technology is expected to grow in Indonesia,' Hendrojo continues.

'Digital technology adoption is embraced by the growing millennial population. They demand customization and there is a need for greater self-expression both in the online and offline world. This makes digital print more relevant. Millennials now represent more than 45 percent of the region's population with 60 percent of the world's millennials expected to live in Asia by 2020. Asian millennials will have more spending power than any previous generation, estimated at six trillion USD in disposable income by 2020, showing the growth potential in Southeast Asia,' says Hendrojo.

Hendrojo estimates that in Indonesia there are at least 2,500 commercial printers

## The Indonesian market

Indonesia's gross domestic product (GDP) growth in 2016-17 fiscal was 4.9 percent and is expected to be 5.5 percent this year. Henky Wibawa, executive director at Indonesian Packaging Federation (IPF) and a smart packaging consultant, says: 'Half of this growth is coming from consumer goods so it's a very important sector for packaging growth. Our total packaging turnover in the last financial year was 6.2 billion USD. I expect six to seven percent growth in packaging this year and expect the figure to touch 6.65 billion USD. The label packaging market in Indonesia stands at 700 to 800 million USD of which, 40 percent is contributed by pressure-sensitive labels. There are an estimated 70 to 80 label printers in the country with UV flexo and offset letterpress machines.'

and around 300 operating in the label and packaging industry. 'HP collaborates actively with global and local brand owners, industry leaders and associations to conduct seminars, demo and training sessions and improve its ability to communicate with customers using digital print.'



For more news from the region, subscribe to Label News Southeast Asia e-newsletter at [www.labelsand-labeling.com/subscribe-ii](http://www.labelsand-labeling.com/subscribe-ii)

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MADE IN ITALY



# Sustainable labels in Africa

*In an unprecedented collaborative effort, Woolworths, Avery Dennison and Rotolabel have jointly put the FSC seal of approval on labeling materials. Gill Loubser reports*

**M**arking an African first, stakeholders in the sustainability chain have come together to help retailers, brand owners and consumers fulfil their preferences for choosing paper products – in this case paper-based pressure-sensitive labelstock – sourced from responsibly-managed forests.

Pushing this worthwhile initiative from the retail aspect was Woolworths Foods Good Business Journey specialist, Tom McLaughlin, well-known in packaging circles for his uncompromising stance on all matters environmental. The Rotolabel team, led by sales director Grant Watson, was equally clear in its intent – as printers of paper-based labels supplied to many of Woolworths' suppliers, they joined the project to underline the company's environmental policy. The third player was Avery Dennison, with Mark Ellis, commercial director, and Andrew Zwicky, sales manager, representing this part of the triumvirate. And the glue holding the project together was FSC (Forest Stewardship Council)'s sub-regional coordinator, Southern Africa, Manushka Moodley. Recently, they came together at Rotolabel's plant in Cape Town, South Africa, to commemorate their pact and celebrate this innovative industry collaboration.

## The starting point

It all started with Woolworths Good Business Journey. As outlined by Tom McLaughlin, a key component of this much-vaunted mission statement is the retailer's dedication to selling products that cause minimum harm to the natural environment, that help to maintain biodiversity and improve the lives of workers throughout the supply chain. Inter alia, this includes recognizing the environmental imperative of safeguarding the world's remaining ancient and endangered forests, and the role played by reducing deforestation and forest degradation in mitigating climate change.

'We look for ways to work with our suppliers and NGO partners to ensure that products (such as paper) are sustainably sourced,' McLaughlin explains. 'We're committed to reducing, and eventually removing, deforestation and forest degradation from any of our operations and supply chains.'

As a market leader in label printing, Rotolabel was keen to join the initiative, recognizing a critical need to invest in an environmentally sustainable future.

'We incorporate environmentally-responsible practices in all levels of our business,' says Grant Watson. 'For instance, we reduce the use of precious resources through efficient practices; we reuse materials wherever possible; and we recycle operational by-products or waste where efficient recycling methods are available.'

As part of this philosophy, he adds, paper is purchased from suppliers who source them from reputable mills using only responsible forestry practices.

'At Rotolabel we pride ourselves on doing the right thing,' says Watson. 'Underlining this culture, our Forest Stewardship Council (FSC-C119866) certification joins other key certifications such as Quality Management System (ISO 9001: 2008) and Food Safety Management System (ISO 22000: 2005).'

Paper is an important raw material for Avery Dennison, and the company is committed to sourcing pulp and paper materials sustainably. 'Though we don't own or manage forests, we support the use of sustainable forest management practices,' explains Mark Ellis. 'We also promote the use of certified fiber in our products and have attained FSC chain-of-custody certifications for 49 Avery Dennison facilities in Asia Pacific, Europe, Latin America and North America, providing third-party assurance to our customers that fiber was sourced from responsibly managed forests.'



For more from Gill Loubser on the African market, go to [www.labelsandlabeling.com/author/gill-loubser](http://www.labelsandlabeling.com/author/gill-loubser)

## Responsible forest management

The Forest Stewardship Council (FSC) is a non-governmental, non-profit organization that promotes the responsible management of the world's forests.

To earn FSC certification and the right to use the FSC label, an organization must conform to all applicable FSC requirements, often requiring adaptation of management and operations.

'Currently,' says Manushka Moodley, FSC's sub-regional coordinator, Southern Africa, 'almost 200 million hectares of forest are FSC-certified in more than 80 countries, an increase of 50 million hectares in the past three years. This unprecedented growth rate is a response to pressing market demand for FSC-certified products. This, in turn, affects forests in a positive way by driving demand for improved forestry practices and recognition for independent review.'

The FSC logo on product labels has become the globally trusted mark for businesses and consumers. A local study by Tetra Pak showed that 63 percent of South Africans believe that people pay attention to environmental logos, placing South Africans ahead of their counterparts in India, China, the UK and Turkey.



L-R: Andrew Zwicky of Avery Dennison, Tom McLaughlin of Woolworths, Mark Ellis of Avery Dennison and Grant Watson of Rotolabel represented the triumvirate of companies involved in this worthy initiative



Manushka Moodley, FSC's sub-regional coordinator, Southern Africa (second from left), and Tom McLaughlin of Woolworths (third from left) with members of the Rotolabel team – account managers Nicholette Brand and Cathy Norscia, and sales director Grant Watson

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Label Power's 1,500sqm Acacia Ridge factory

# Australia's foremost 'hybrid' label company celebrates 20th anniversary

Henry Mendelson reports from Australian converter Label Power

January 21, 1997 was an auspicious date for Australia's label industry. One of that day's hopeful immigrants from New Zealand would transform this country's label marketing into an entirely new category: a manufacturing facility linked to specialist equipment distribution. The ultimate hybrid.

Hence today, with the first 20 years behind it and anticipating to what he refers as its '20/20 goal', James Malone's Label Power can confidently go to market under the banner of 'We print labels and tags or supply you a solution so you can print your own'.

It is a matter of record that Label Power was one of Australia's early companies, if not the first to focus on full color desktop roll-to-roll label printing. Its current portfolio includes Epson, VIP Colour and Primera. In addition it represents a wide range of labeling software packages and recently has been bundling DPR Scorpio's digital laminator/die-cutter/splitter rewinder with the VIP Color VP700 to enable small to medium size print shops to supply any size or shape full color labels on demand. A recent move by Honeywell to buy Datamax and Interdec has added this powerful brand name to Label Power's impressive inventory of representations.

## Everyday bread and butter

The distinctive aura of label printing ink was probably predominant already in the nursery of the one-year old Malone, whose parents had established All Mark Industries in Auckland, where James gained his early exposure to label making. The 1970s pioneer All Mark later translated into today's Rapid

Labels via McCollam/Bluestar.

That labels had become part of his everyday bread and butter was in evidence soon after Malone's arrival in Brisbane, in the form of a four-man partnership focused on a 2-color 10in web width Mark Andy water-based flexo press which is, amazingly, still operational today, albeit as a 4-color unit.

A mere two years later, thanks to a friendly

**“High quality labels with embossing or screen should be available from Australian owned and operated sources and not merely from multinationals”**

bank manager, Malone was able to buy out his three partners and his solo CEO career was off and running. And while today the company's product output ranges across virtually all aspects of the label spectrum, the early years were confined to producing in the main blank 1- and 2-color self-adhesive labels with a focus on the VIP market. Already those early years witnessed his vision to involve sales of labeling software, ribbons, thermal and thermal transfer printers from Datamax and Zebra.

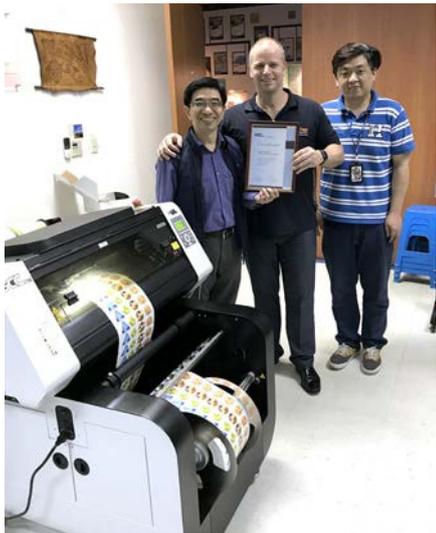
Inevitably, the ever-growing inventory and market penetration began calling for larger manufacturing premises and the end of the 1990s saw the move into a seemingly luxurious spacious Brisbane's West End

factory. Not that spare space was long to represent a problem, given the purchase that year of a 6-color UV flexo Mark Andy press, a major move for the fledgling Label Power. The company's market penetration and progress soon proved the need to convert the new press into an 8-color powerhouse.

By the early years of the new century, urban sprawl forced yet another move, this time abjuring the rental market by the purchase of its current 1,500sqm Acacia Ridge factory. Asked whether this represented the end of constant production space upgrades, Malone confirms that in the absence of any further capacity potential at West End, new premises are being considered.



James Malone checking work from an MPS press with Chaz Tamatea, one of the company's apprentices who is now a fully qualified press operator at Label Power



*Top left: An example of output of Label Power's HP Indigo press, incorporating flatbed embossing and matt and gloss UV varnish*

*Top right: Managing director James Malone and Label Power's HP Indigo WS6800 press operator Dean Rush*

*Left: Label Power MD James Malone with two GCC operatives, showing the certificate*

'To allow wider market coverage and quicker turnaround to customers, the next move could even be in a different state,' he explains.

### Getting digitally serious

While its early years saw Label Power retain its loyalty to the flexo market in general and to Mark Andy in particular, much market (and soul) searching finally saw the company make the first serious commitment to digital trends with the purchase in 2013 of its initial HP Indigo label press, becoming one of the first printing companies in the region to introduce the HP Indigo linked to a AB Graphic Digicon finishing line.

In addition to the HP Indigo move, the company also employs a Primera CX1200 and FX1200 for its short run requirements, a component of the Primera range of color inkjet and laser printers which Label Power itself has been bringing to market since the early 2000s. The success of these moves has been highlighted by significant resultant market acceptance and growth, prompting the latest upgrade – in 2015 – to a brand new HP WS6800 with in-line priming, which is currently operating two shifts. If that year marked an investment of such magnitude, the high water mark was attained one year later when major equipment upgrades took place, including an 8-color MPS EF330 Servo flexo with screen and cold foil and two AB Graphic

### Series 2 Digicons.

Commenting on these bold expansion moves which have coincided with a 30 percent boost to Label Power's work force, Malone says: 'High quality labels with embossing or screen should be available from Australian owned and operated sources and not merely from multinationals'.

It is a mark of the man and his company's sense of responsibility toward its industry that Malone has often said that, having recently graduated an apprentice, it would welcome the opportunity to employ more. Regrettably it would seem that in Brisbane at least, attracting suitable young people to an industry which is dramatically turning digital by the day appears to be a hurdle of considerable heights.

It is equally a mark of the company that its forays into the market are underpinned by authentication by relevant industry standards. Examples include its emphasis on food packaging for which Label Power's beverage, meat and other food labels are now manufactured in a fully HACCP-certified facility, a systematic preventive approach to food safety and pharmaceutical safety that identifies physical, chemical, and biological hazards in production processes. As a major label and tag supplier to Australian food industries, it was essential for Label Power to invest in developing systems and procedures to enable HACCP certification. In addition, Label Power's ongoing commitment to quality products and service is now backed by the NATA Certification Services International's Q-Base Quality Assurance Program.

Equally, its industry responsibility was quickly in evidence in the merger of the Flexo Industry Association with LATMA earlier this year to establish a new combined body (FPLMA), of which Label Power was an early member.

### Crystal balling

Notwithstanding the apprentice glitch, along with most people in today's Australian label market Malone views the future with realism and down-to-earth rationales. As a small-to-medium size private company, he foreshadows Label Power's investment in people and plant aiming for what he describes as a 20/20 goal – \$20 million AUD (15.23m USD) turnover by the year 2020. On the future of the industry, he contends that the recent spate of private company takeovers by multinationals is 'a shame'. However, he contends the trend delivers opportunities for the remaining private companies, provided they are innovative and proactive.

As to major industry developments in the coming years, Malone surmises that 'with desktop color inkjet label printers reaching new levels of quality and inkjet receptive labelstocks coming down in price, expect to see inkjet competing with the small transfer and recent pigment inks on desktop roll-to-roll models, offering durability, quality and UV fade resistance not previously seen.'

'Furthermore, UV Inkjet is coming on in leaps and bounds but still without the same quality as the digital offset offer from HP Indigo,' he continues.

In addition, Malone sees one of the biggest developments in the offing as laser die-cutting. As Australian distributor for GCC, he expounds the Taiwanese company's Label Express as a roll-to-roll laser die-cutting machine that will cut, strip and slit labels up to 380mm wide on web widths of up to 400mm.

Having resolutely and responsibly navigated the past 20 years of print industry changes with considerable success, the Label Power CEO maintains he is looking forward to sharing the next 20 with his peers. With more Malones in the driving seat, it should make for an interesting journey.



For more from Henry Mendelson on the Oceania market, go to [www.labelsandlabeling.com/author/henry-mendelson](http://www.labelsandlabeling.com/author/henry-mendelson)



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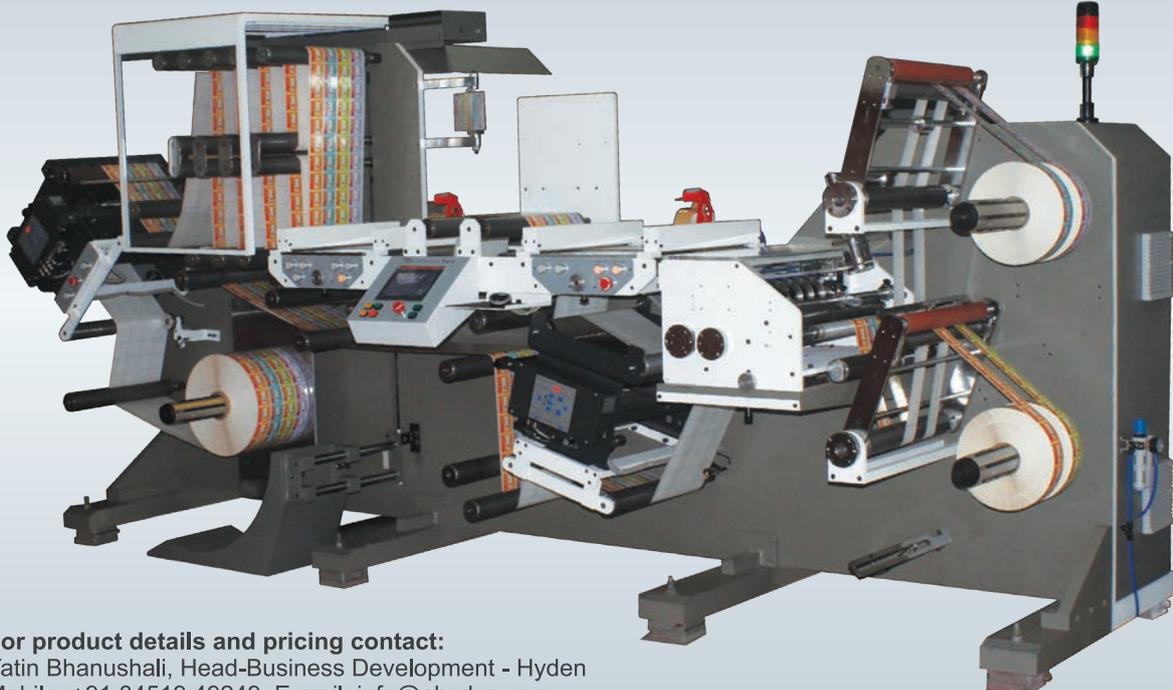
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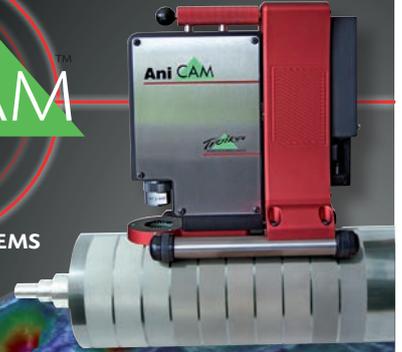


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Date	Examiner	1	2	3	4	5	=	cm <sup>3</sup> /m <sup>2</sup>	Variance	Capacity	
Reference:	28/04/2012	Phil James	5.1		5.2		5.3	=	5.2	4%	100%
Historical:	10/07/2014	Phil James	4.7		4.2		4.4	=	4.4	11%	85%
	15/10/2013	Tim Collings	4.8		4.5		4.8	=	4.7	6%	90%
	10/02/2013	Jon Jordan	5.1		4.8		5.2	=	5.0	8%	97%
	26/06/2012	Phil Hall	5.1		5.0		5.2	=	5.1	4%	96%



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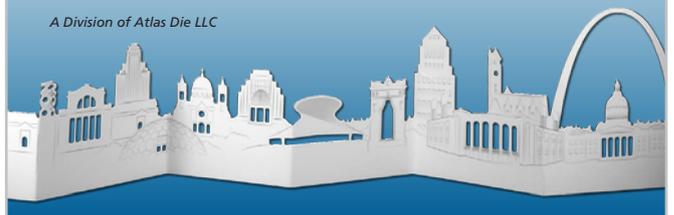
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# Satisfying the pet food market

The pet food market, and the application of labels and packaging, is fast-moving and dynamic. David Pittman reports

The world is full of animal lovers. The UK pet population stands at around 54 million with 44 percent of households having pets, according to the Pet Food Manufacturers' Association. The US pet food market is expected to top 30 billion USD in 2022, with a CAGR of 3.36 percent between 2017 and 2022, according to Zion Market Research.

In Asia-Pacific, pet food and related products are predicted to be worth 17 billion USD in 2022, according to Euromonitor International, with dog and cat food representing 72 percent of the total pet care market in the region at that time. China will show the strongest CAGR value during the 2017-2022 period at 21 percent. Product launches in Asia are expected to prioritize quality and ingredients, with premiumization to be more prominent in 2022.

This is reflected in labels and packaging. 'Producers are investing in high-quality artwork as they know that their label represents their brand and therefore must work effectively as a marketing tool,' says Vicky Waine, sales and marketing manager at printer PeterLynn.

Raw feeding – the practice of feeding domestic dogs and cats a diet of uncooked meat, edible bones and organs – is one segment of the pet food market working towards premium labels and packaging. Waine sees raw feeding 'exploding, much in the same way as microbrewing has', adding: 'As it is a more expensive, premium choice, the market is looking for more unusual specifications and materials. Similarly to craft beverages, the market has become flooded so they are looking for ways to stand out, using special materials, foils and textured varnishes.'

Natures Menu is a UK specialist in raw and natural pet food. Its label and packaging requirements extend from labels, flexible packaging and pre-made pouches, to folding cartons. Rachel Ashforth, purchasing and planning manager at Natures Menu, comments: '[We] use multiple suppliers specializing in each area across the UK and

*Natures Menu's label and packaging requirements extend from translation labels, flexible packaging and pre-made pouches, to folding cartons*

Europe, according to what's required. Due to the nature of our product here at Natures Menu, we require freezer stable, barrier proof material. The quality of our packaging is of utmost importance in terms of ensuring the material stays intact during the freezing process, whilst maintaining a correct and stand-out look for the brand. Clarity of printing is also key in order to maintain brand identity and display ingredients clearly.' ---

## “Raw feeding is exploding, much in the same way as microbrewing has”

### Supply chain investment

Developments along the supply chain provide specific characteristics applicable to the pet food market. Uflex has launched Flexpet F-PGB-12, a super barrier polyester film offering enhanced oxygen transmission rate (OTR) properties. Toray Plastics (America) has developed the Lumirror MK61HB and PA1HB barrier coated polyester films, offering oxygen, moisture and aroma barrier protection. Sun Chemical and acpo extending their joint offering for flexible packaging converting also has relevance to the pet food market. These products combine acpo's self-wound films and Sun Chemical's SunBar Aerobloc oxygen barrier coatings. The companies said this allows any label printer with a lamination unit to print and convert these films into pouches, bags or roll stock, for packaging oxygen-sensitive products, such as pet food.

Ashland has received US patent 9,539,795 for its PureKote 23589 dispersion and PureKote 21412A cross-linking agent coating system. The technology tandem creates a coating for flexible packaging that is water and scuff resistant. It also improves consumer appeal with soft-touch feel and matte finish. PureKote coating is said to be suitable for

## Digital win

Filip Weymans, vice president of global marketing at Xeikon, describes the company's wider web Xeikon CX500 dry toner press as having particular relevance to end-use markets such as pet food, where the ability to produce larger labels is 'particularly important'.

PeterLynn is a Xeikon digital press user, and produces jobs for pet food accounts exclusively using the process. It also operates flexo presses, but digital is seen as a better fit for its pet food accounts. 'Pet food is a fast-moving, dynamic market,' says Vicky Waine, sales and marketing manager. 'We have recently completed an order for 212,000 large labels, around 11,000 meters, for a raw feeding company. That's a big order for a digital print run, but it fits well as the job included 19 SKUs, which would require a lot of plates if printing using four colors. There's also special releases, such as a turkey Christmas dinner version in time for the holiday season.' PeterLynn can also handle batching of runs, data that would otherwise have to be overprinted.

packaging used on foods and pet foods labeled natural or organic.

Comexi's S1 MS slitter rewinder has a new mono-shaft system that allows work with large reels of paper, cardboard, self-adhesive tapes, aluminum, BOPP and other laminated materials that have a certain degree of rigidity or won't easily stretch with tension, such as the materials used for pet food.

US converter AWT Labels & Packaging has installed a 52in 10-color W&H Miraflex CI flexo press to grow its complex film structure business in existing market segments and expand into the pet foods and gourmet coffee segments.



See [www.labelsandlabeling.com/news/new-products](http://www.labelsandlabeling.com/news/new-products) for innovations relevant to this and other label and packaging end-use markets



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# The history of anilox volume measurement

*Anilox volume is one of the main reasons for density variation on press during set-up, writes Phil Hall, managing director of Troika Systems*

**M**ost flexographic printers, whether narrow web, wide web or corrugated, have experienced the frustration of time and material wastage with prolonged press set-up to achieve the correct densities required for jobs.

It appears to be standard procedure to blame first the ink or what the ink technicians have done, then the doctor blade set-up, the substrate and the plates; finally, when all else fails, to consider the aniloxes.

The condition and actual volume of the anilox needs to be known to minimize press set-up time and cost. Accurate anilox volume measurement is a recent part of the evolution of flexographic printing, which in reality was never possible historically.

This article does not discuss the measurement of screen count (LPI or LPCM) or the screen angles or cell shapes, which can be hexagonal, elongated hex or an open cell structures (ie tri-helical or Apex GTT) – all of which are easily measured with the AniCAM and Anilox QC software, and should be checked when receiving new aniloxes from the manufacturers for possible errors in manufacturing which will cause many hours of frustration and lost production time and waste if not found before running on press.

## History of volume measurement methods

The methods of volumetric measurement on laser ablated ceramic rolls, as with any science, has progressively developed and evolved into something that can now be described as accurate.

Originally the measurement method was, quite naturally, copied from the mechanically engraved charts where the screen count and the opening of the cell was easily established. Knowing the angles of the engraving tool, the volume was calculated using trigonometric formulae.

In the early days of anilox measurement most anilox engravers used a chart to give an indication of the cell volume. However, there can be a large difference in volumes due to the shape of the cells.

In the example pictured, if the sharp pyramid were accurately measured at 3 volume, the flattened straight cut cell would have a volume of over 8 volume, the middle flattened-pyramid, which is comparable to the early ceramic engraved cells, would have a volume (if measured accurately) of approximately 6 volume. Measurements with a large variation in readings were good enough at that time, simply because flexo was still in its evolutionary stages and certainly nowhere near the quality we have today.

## The condition and actual volume of the anilox needs to be known to minimize press set-up time and cost

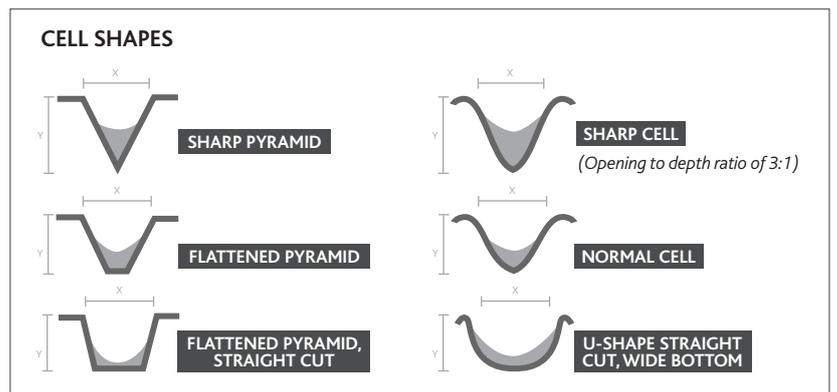
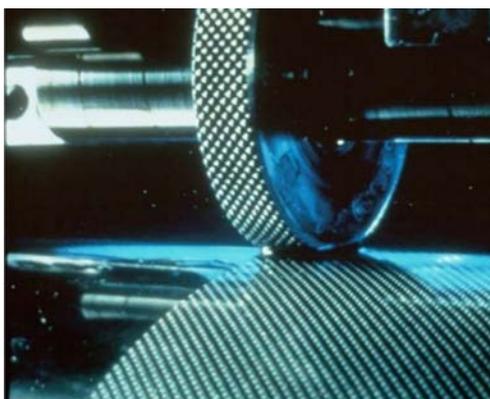
As time progressed, laser ablation of longer lasting ceramic aniloxes was a real step forward in anilox manufacturing. This allowed the evolution of higher screen counts and hexagonal cell structures (30 and 60 degree) also over time the evolution of complex open cell structures, all of which have really advanced the quality of flexo printing.

With laser engraving all anilox manufacturers had to evolve their measurement system from the simple chart method of volume measurement to a more sophisticated method. This was the Liquid Volume - Ink drawdown method.

Many manufacturers developed their own method of liquid volume checking, however they needed a reference point from which to use when stating the volume of the aniloxes. If they had done their calculations on the sharp cell above, that volume would be very different to those that made their reference from the normal cell, and certainly very different from the U-Shape straight cut, wide bottom cell example. This explains why there can be a very real difference in the ink carrying capacity of aniloxes from different manufacturers, despite the aniloxes document stating they are of the same volume.



*Phil Hall, MD of Troika Systems*





**“The evolution of anilox manufacturing has bought many advantages to all users: they are now produced to a high standard of consistency and repeatability which was not possible even a decade ago”**

This difference was proven in research carried out by Troika Systems in 2007, when a banded roll with 12 engravings from 100-1200 LPI was taken to 15 different anilox manufacturers, in Europe and North America, to be measured by them using the measurement method they were using at that time.

The results shown on the chart demonstrate the maximum and minimum volumes stated by the manufacturers. With these significant variations on each band it is no wonder converters have such elongated press set-up times and so much waste. Nor is it a surprise that coating companies waste so much solution when they have so little idea of what the actual solution carrying capacity is on their rollers.

As higher anilox screens and new elongated cells and open cell structures evolved, the need for volume measurement could not be done by conventional methods and measurement systems had to evolve. This variation between what should have been comparable aniloxes has been very costly to all flexo printers from the smallest of narrow web to the huge corrugated sites. It was time to help them save costs and time.

	LPI/LPCM	Minimum cm <sup>3</sup> /m <sup>2</sup> reading	Maximum cm <sup>3</sup> /m <sup>2</sup> reading	Percentage difference between manufacturers readings
Band 1	1200/500	1,70	2,80	65%
Band 2	1000/400	2,63	4,00	52%
Band 3	800/320	1,99	4,80	141%
Band 4	700/280	4,50	8,30	84%
Band 5	500/200	5,12	9,80	91%
Band 6	400/160	6,25	12,80	105%
Band 7	300/120	8,15	12,40	52%
Band 8	250/100	10,60	15,30	44%
Band 9	200/80	14,80	18,90	28%
Band 10	180/70	13,90	20,92	51%
Band 11	150/60	16,70	27,50	65%

#### Liquid Volume - Ink drawdown method

While the Liquid Volume test was the first positive step towards attempting to improve volumetric measurement and was adapted by many anilox manufacturers as described above it certainly could not claim to be an accurate or consistent method of volumetric measurement.

It attempted to follow a similar process to the press by dispensing a known amount of ink which was spread by a doctor blade onto the anilox. The area the ink spread over was measured in square millimeters, and using the formulae of ink volume/square area (cm<sup>3</sup>/m<sup>2</sup> or BCM/inch<sup>2</sup>) a volume was calculated. Whilst this method was a positive step forward over the original mechanical method of volumetric calculation, it is prone to many opportunities for errors as follows:

- If the ink density is not absolutely constant variations in measurement will occur. Therefore, if there is a density difference between the pots of ink, or the ink in the pots evaporate at all during use, a very real variation in measurements is seen.
- Studies have shown very significant variations between operators. In October 2010, at Clemson University in North Carolina, the American FTA carried out a gauge repeatability and reliability (R&R) study on the variety of rolls measured which had different circumferences and different screen counts. The study, done under controlled conditions, showed average variations of in excess of ±10 percent using the Liquid Volume method of measurement. Which meant that a 5 volume anilox was measured at anything between 4.5 to 5.5 volume; far beyond the requirements printers need to manage their aniloxes for optimal productivity and minimizing set-up waste. It is interesting to note that at subsequent tests at one global anilox manufacturer, eight of their competent and experienced Liquid Volume users

were only able to achieve a minimum 16 percent variations in their measurements on a 5-banded master roll, and when similar tests were carried out at another international anilox manufacturer using six experienced operators on a banded roll, the best results still showed a variation of 14 percent. These variations are beyond what is acceptable as measurement variations today.

- If the anilox has been through a cleaning bath it needs to cool down to room temperature before measurements can be taken, if it is warm the ink used for the measurements evaporates and gives very inaccurate readings.
- This method is not suitable to measure open cell structures such as tri-helical or other complex open cell structures because it simply flows out of the open cell structures and does not fill the cells as needed for this kind of measurement.

Therefore, it is not surprising that when anilox manufacturers were taking their measurements using Liquid Volume test method (nicknamed 'Squirt and Scrape' method by some users) printers found they would get different densities from anilox which were stated to be of the same volume. Fortunately very few anilox manufacturers use this method today.

#### Digital methods of anilox cell volumetric measurement

Fortunately, towards the end of the 1990s electronic systems of volumetric measurement started to evolve. These used interferometric measurements and gave good reliable readings but are very vibration sensitive, expensive and would not survive long in the print shop environment, so were impractical for converters.

From 2005 the Troika AniCAM with the Anilox QC made its first appearance and over the years evolved to meet the demands of the large print groups who recognized what

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the cost benefits to them would be if they could know what the condition and volumes of their anilox inventory.

The demands of the label groups (Coveris, CCL etc), wide web groups (Bemis, Amcor etc) and corrugated groups (DS Smith, Mondi etc) can best be summarized by the requirements of a world leading carton print group, which are:

- Accuracy: of  $\pm 0.1 \text{ cm}^3/\text{m}^2$  for process aniloxes
- Repeatable measurements of  $\pm 0.1 \text{ cm}^3/\text{m}^2$  when measured on the same place
- Inter-operability: the ability for different operators to get the same readings
- Ease of use with data archiving for anilox inventory management
- No time, or minimal time, lost in production due to measurement times

All of these objectives were achieved using the AniCAM with Anilox QC with inventory management (Anilox Management System), however 'accuracy' of measurement was the biggest obstacle – simply because it had never been proven. This gave all anilox manufacturers the ability to argue that their own measurements were correct on historical grounds, and the other anilox manufacturers were wrong – not a very satisfactory situation for the industry.

With the significant differences in measurement standards used by all the anilox manufacturers in the 2007 research, who was right – if any?

#### Accurate anilox volume measurement

The accurate measurement of cells was proven in 2007 by Dr Davide Deganello (pictured) at Swansea University, Welsh Centre for Printing and Coating (WCPC), under the leadership of Professor Tim Claypole, one of the leading print universities in Europe. Dr Deganello's thesis and

**“This is not the end of the story. There are some interesting developments on the horizon with different materials being used in the production of aniloxes”**

equipment proved with the use of high-end digital analysis using laboratory interferometers the volume of cells.

In comparative tests between the high-end interferometer at WCPC at Swansea University and the AniCAM, it was found the measurements on all 12 bands were very comparable, and Dr Deganello stated that the measurements were certainly well within the requirements needed in our industry.

#### Calibration for accurate measurements:

Most important for accurate volumetric measurement is calibration: this is required in all three axis. X & Y axis are relatively simple using an optical graticule, which is small glass surfaces with a grid etched onto them at  $100 \mu$  spacing allowing for very accurate calibration in the X & Y directions. Depth measurement needs to be particularly accurate to give the exact depth, and with the X & Y data the depth is used to calibrate the units to give the exact volume of the cells.

Calibration for depth is achieved by scanning a very small sphere (ball bearing) of a known size, which logically is the same dimension in all three axis. Spheres have been used as a method of calibration by some interferometer manufacturers since 1998 and is known to be mathematically accurate. With this system of measurement and calibration, the industry had at long last a mathematically proven, accurate measurement standard to work from.

Consequently, in 2013, Troika Systems developed a method of using a sphere of a known size as a valid reference standard for dimensional and volumetric measurement and hence the AniCAM Calibration Program (ACP) was developed so users could calibrate their AniCAM, usually annually, or as frequently or infrequently as desired.

#### Anilox measurements value conflicts

Clearly there is a conflict between the accurate, mathematically proven measurement system used by many hundreds of printers globally, and the



historic values used by the 38 plus anilox manufacturers around the world. It would be very difficult for the anilox manufacturers to change their historic measurement values, so a solution needed to be implemented.

The solution was to export from the Anilox QC both values of measurement (this is done in the anilox manufacturers special version of the Anilox QC application), so if an anilox manufacturers original measurements are different to the accurate readings they can export both the accurate value and their individual standard values to the anilox roll information sheet.

So, if the manufacturer's value was 10 percent higher than accurate, a 10.1 volume roll, measured with a historic measurement method, would show as 9.3 using the accurate measurements.

Provided the anilox manufacturers have the correct version of Anilox QC application, they have the ability to export both values.

#### Conclusion

The evolution of anilox manufacturing has bought many advantages to all users: they are now produced to a high standard of consistency and repeatability which was not possible even a decade ago. With the evolution of the anilox there was a need for accurate and reliable measurement, giving flexo printers the ability to manage their anilox inventory to a point where press set-up time is optimized and make-ready waste is reduced to a more practical minimum.

This is not the end of the story. There are some interesting developments on the horizon with different materials being used in the production of aniloxes. Also, now volumetric measurements can be accurately measured, we can progress to analyzing and optimizing ink release characteristics with different cell structures optimized for the individual print or coating processes. It's still a very exciting time in flexo.



Phil Hall founded Troika Systems in 1996. Go to [www.troika-systems.com](http://www.troika-systems.com) for more information

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# Nanotechnology foils open-up new packaging design vista

*Dr Glenn Wood, COO of Fresnels, considers the latest in high impact nanotechnology foils for brand packaging applications*

In the world of retail packaging, brand owners – and by extension the design houses that work for them – crave innovation. It appears that they're always on the lookout for new ways to make sure that their products stand-out to consumers and radiate that all important brand appeal – 'unseen means unsold', which signifies that the war for shelf space in retail outlets remains as hotly contested as ever.

It might even be said these people are messianic about the need for eye-catching design enhancements and added value appeal, and constantly apply pressure on converters to show them engaging new features. At the heart of the developments is nanotechnology, which is having a profound influence on printing and packaging technologies and applications, particularly in the progress of advanced new printing materials and stamping foils.

Developments in foils have progressed so far that the latest generation from companies such as Fresnels can exhibit dramatic color switching patterns, which in turn, create stunning new effects suitable for enhancing the appeal of branded packaging, especially folding cartons, opening up new horizons in the brand augmentation market and pushing the boundaries in contemporary design and thinking.

It could even be possible that these new stamping foils (hot and cold) now emerging will ultimately replace laminates as a way to add lens effects to labels and folding cartons for decorative impact.

Indeed, at Labelexpo Europe it was noticeable how many people commented on the foils and the similarity of the effect to that produced by color changing inks (OVIs) and used on many currencies around the world including the US 100 dollar note. In fact, Fresnel's color switch, especially green to gold, is easier to see than the security inks and easier to apply. Either hot stamping foil or cold foil can be used to apply the foil to paperboard or plastic, thereby enhancing product shelf appeal.

## Impactful packaging

The positive effect of these nanotechnology foils will be seen on the shelves from a distance of a few feet. This is the *raison d'être* for eye-catching, impactful packaging: to distinguish the product from its neighbors on

crowded shelves and draw in the prospective purchaser. Retail studies reveal that shoppers struggle to home in on the product they will ultimately buy. This is where the foil can play an important role in engaging consumers and ultimately securing additional sales.

Technologies such as the circular fresnel lens have proved enormously successful as an optical device for attracting attention, but they do have their drawbacks: it has only been possible to create the lens effect in relatively thick laminate material, which can be expensive.

**“Retail studies reveal that shoppers struggle to home in on the product they will ultimately buy. This is where the foil can play an important role in engaging consumers and ultimately securing additional sales”**

This is leading to innovation in technologies that can be applied by brand owners and converters using standard foil application techniques, and which incorporate new optically attractive features that use core competencies in nanoscale engineering for visually exciting effects. Among these is the new 'Peacock' optically variable foil (OVF) nanotechnology.

This robust and secure stamping foil has been inspired by the iridescence found in nature to deliver an arresting palette of colors and contemporary effects, which can be applied using standard foil application techniques. Providing a striking visual effect similar to optically variable inks (OVI), 'Peacock' foils can be applied quickly and easily without the requirement for registration equipment, saving time and costs in the process.

The nanotechnology, which is easier to see and apply than traditional security inks, reflects the naturally occurring color variations seen in a peacock's tail feathers. The color change features captured in the

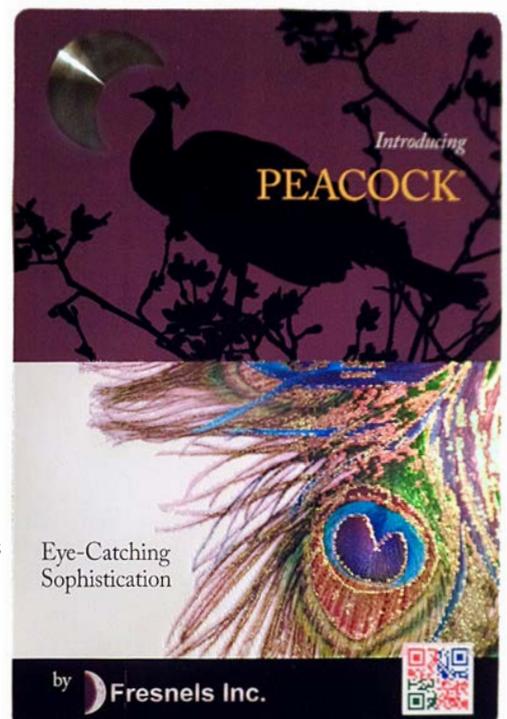
designs using the foil are difficult to replicate and can therefore be adopted for use as a foil-based brand protection feature. The technology can also be used to produce pairs of highly saturated iridescent colors for added design impact.

These new technologies have to be seen as more than just another batch of consumables. They are a game-changing decorative effect, providing graphic and packaging designers with an entirely new tool to enhance branded packaging, especially for high-end goods.

Because 'Peacock' is available in either transparent or fully metallized versions it offers new opportunities to apply the effect either under the print (metallized version) or above the print (transparent version). Both methods open new graphic vistas for melding fixed color print with angular variability of color in visually stimulating ways.



*Fresnels is privately funded and led by technology providers with 100 years of combined expertise in the commercialization of optical micro-structures. Go to [www.fresnelsinc.com](http://www.fresnelsinc.com) for more information*



*Fresnels' 'Peacock' optically variable foil (OVF) nanotechnology*

# Creating a stunning visual identity

*Foils, laminates, and holographics can all work as part of the design to provide labels with the wow-factor that gives them an edge, writes Richard Burhouse, commercial director at API*

In the fast-moving world of luxury consumer goods, it is essential that label companies and brands continually develop their products to stay ahead of the game – and the same applies to their packaging suppliers, such as API.

Foils, laminates, and holographics can all work as part of the design to provide labels with the wow-factor that gives them an edge. These products by their nature beguile us – and when their impact is linked to an understanding of the specific brand's values, the effect can be extremely powerful.

Our recent work with SnowFox vodka is an example of this. Tasked with creating a stunning visual identity for the award-winning vodka drink, we provided it with our 1000 TA foil, which was used to depict the piercing gaze of the iconic Canadian snow fox on its bottle's shrink label. The foil produced a striking glow-in-the-dark effect, causing the electric-blue eyes of the snow fox to illuminate in low-lit areas such as nightclubs, thus drawing the attention of consumers.

SnowFox and the label applicator wanted to create an effect that wasn't already available on the shelf, and the result more than achieves this. The foil on the label was flawlessly matched to the ice-cool essence of the SnowFox brand, and in this way, a powerfully unique effect was produced that contributed to the drink's success.

## Meeting the latest trends

Another vital element in delivering maximum impact for luxury labels is a strong awareness of the latest industry trends. One way we cultivate



*Close-up of CoCo LoCo bottles from Lee Stafford, featuring foils from API*

**“Foils, laminates, and holographics can all work as part of the design to provide labels with the wow-factor that gives them an edge”**

this is through our annual API Trends Folio, which outlines the latest styles in a convenient reference book, and enables us to provide brands with the latest trend information that will give their products an edge on the retail shelf.

Newly updated for 2018/19, the API Trends Folio explores four key trends in detail: from Neon Storm, which takes inspiration from natural phenomena such as sunbursts and comet flashes, to Diamond Luxe, whose dark lusters and glitters create a sense of night-time gothic that powerfully conveys high-end luxury.

Ultimately, of course, the foiling must provide real, measurable value to the brand. There is one obvious way it does this: by attracting more customers and therefore driving more sales. But there are also other ways that foils, laminates, and holographic effects can deliver extra value to customers, and one of these is highlighted by our work with Olympus Print Group.

Besides simply acting as a visual enhancement to substrates on the Olympus digital converting line, our TA cold foil also enabled an increase in output by over 50 percent, with application speeds rocketing from the 8-10 meters per minute of its predecessor to a phenomenal 25-30 meters per minute. Not only has it helped drive efficiencies, it has also significantly improved the quality of the final product.

Service and technical support were also central to this development and this is another key element that the best foil providers can deliver for label companies – and is often as important as the need to create dazzling visual effects for brands.

In the ever-changing world of labels, it is key for every foil supplier to focus on three things: working closely with brands to better convey their unique essence, keeping on top of the upcoming industry trends and how these can enhance brands, and ensuring they provide real value not just in terms of visual appeal, but also efficiency and ease-of-use.

On top of this, new product innovation is also essential. Launched at Labelexpo Europe 2017, the new generation of our TA cold foil range, TA-Plus, offers pack designers and printers exceptionally fine detail and the capability to cover large solid areas, as well as outstanding over-printability, meaning there is no limit to the range of colors and effects

they can produce. This is just one example of how – across our wide range of foils, laminates, and holographic solutions – we are constantly striving to develop our products and ensure we provide customers with maximum value through their chosen labels and packaging.



For more information, go to <https://apigroup.com>



*SnowFox vodka*

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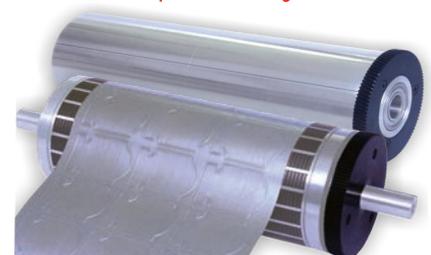
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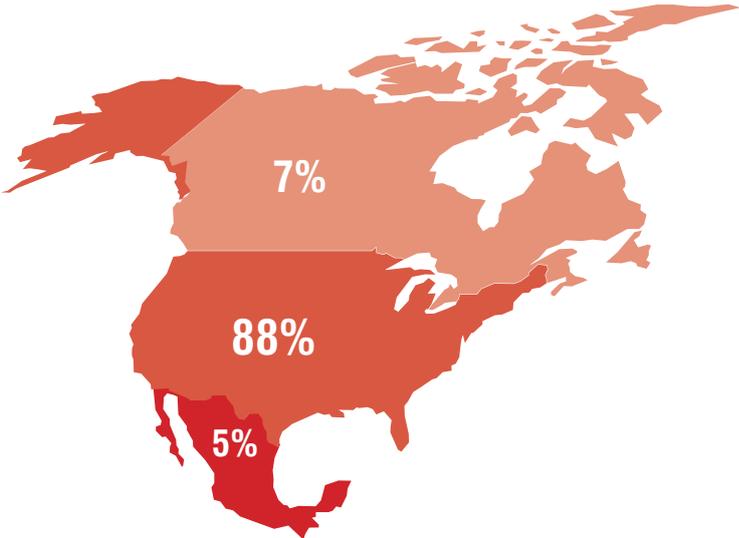
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# Label Trends

Flexible packaging is a thriving and growing market in North America. Data compiled by Tarsus Research division, LPC and Global Market Insights

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of the global flexible packaging market. Of the North American market, 25 converters account for half of North American demand



# 50%



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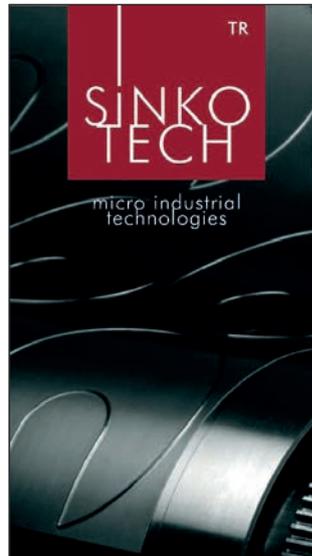
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# Label SOCIETY



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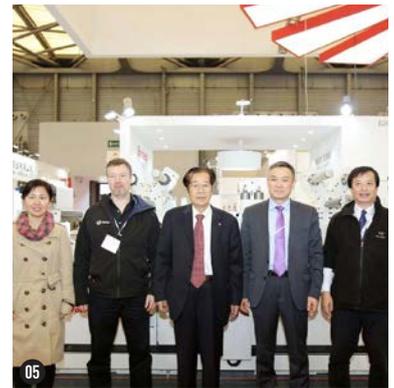
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## Labelexpo Asia 2017 Shanghai, China

- 01 L-R: Xu Junfeng of PELAC, and Professor Tan Junqiao, winner of the R. Stanton Avery Lifetime Achievement Award
- 02 L-R: James Samuel, Lisa Milburn and Andy Thomas of Labelexpo; Yates Yao of Luster; Jules Lejeune of Finat
- 03 L-R: Li Bo and Liu Runxi, Pulisi; Amit Sheth, Intergraphic Sales & Services
- 04 L-R: Fu Qiang, industry consultant; Hikita Takuya, Fuji Xerox; Helmuth Munter and Martin Leitner, Durst
- 05 Wang Fengna, PELAC; Andy Thomas; Professor Tan Junqiao; Ramon Lee, Brotech; Yates Yao, Luster
- 06 L-R: Ramon Lee, Brotech, Professor Tan Junqiao, and Wang Fengna, PELAC



05



06



07

- 07 L-R: Colin Wu, DuPont Electrics & Communications; Siming Luo, DuPont Advanced Printing; Paul Fang, Shanghai H. Y. Printing & Packaging Technology; Bengwang Liu, Xuefei Shi, Wenjie Zhu and Liang Liu of Yantai Hengli
- 08 L-R: James Samuel of Labelexpo and Wang Li Jian of PELAC
- 09 L-R: Charlie Zimmer, Dow Corning; Yolanda Wang, Labels & Labeling; Frank Huo, Dow Corning
- 10 L-R: Bao Wei and Bjorn Willems, Esko; Bengwang Liu and Xuefei Shi, Yantai Hengli

Read L&L issue 1 for a full review of the show and follow us @labelsandlabeling



08



09

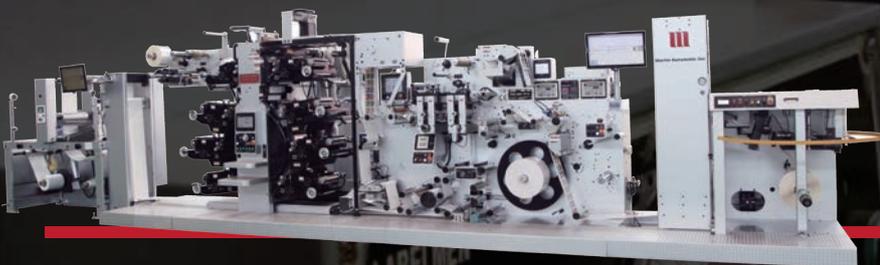


10

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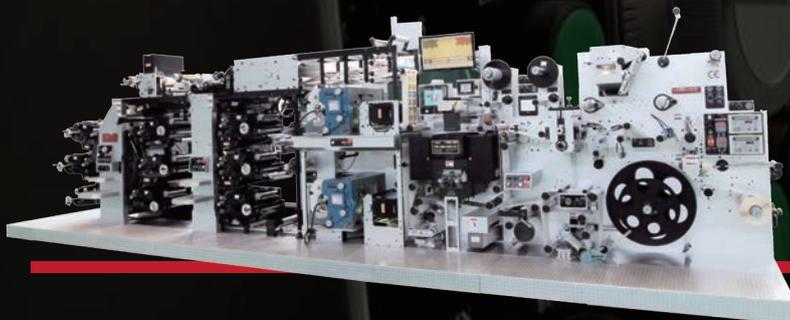


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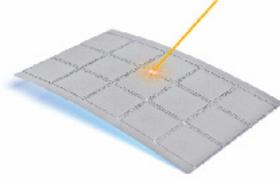
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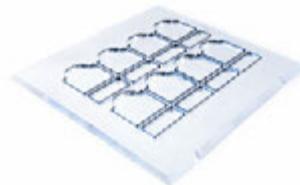
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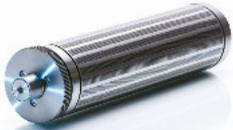
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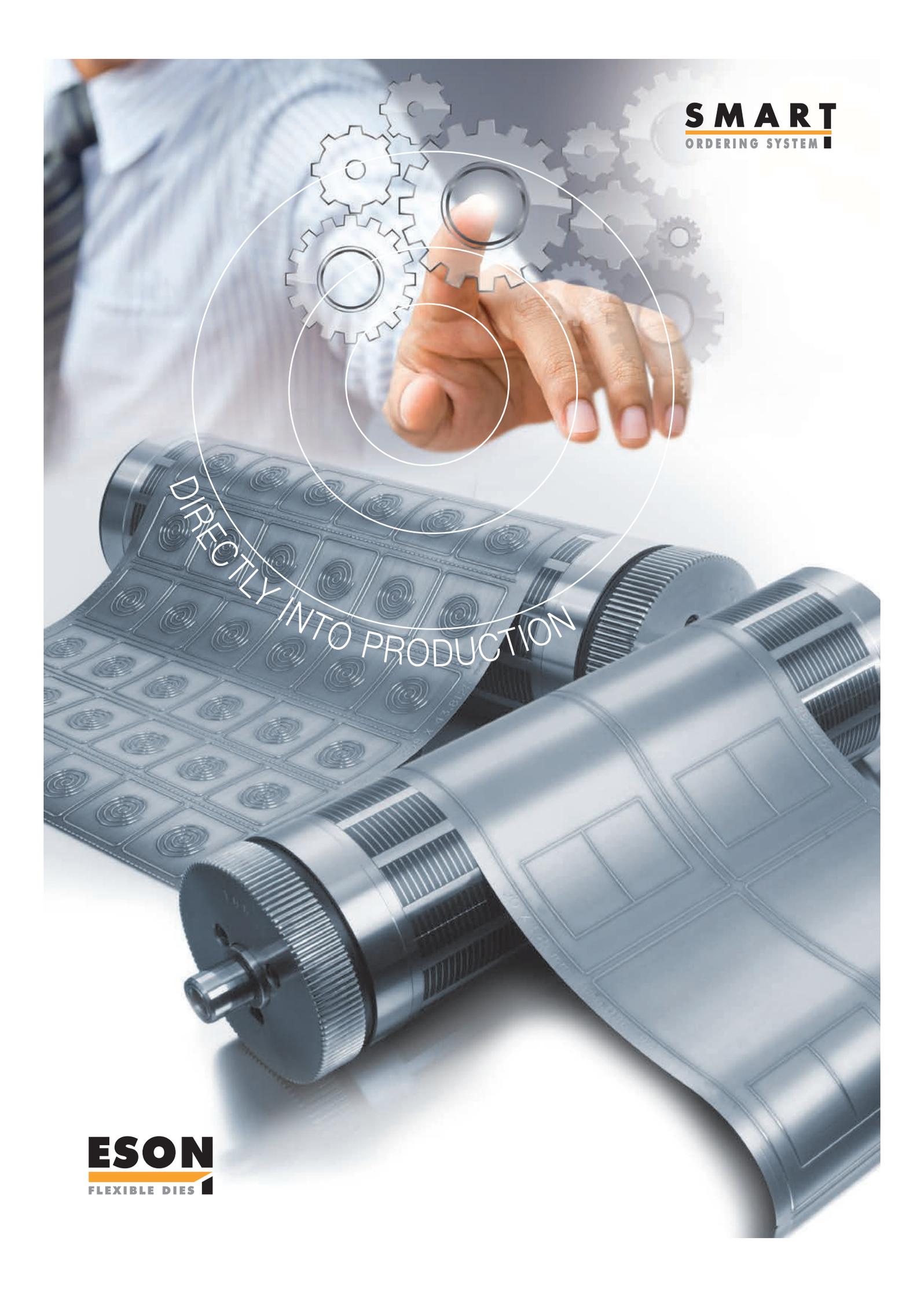


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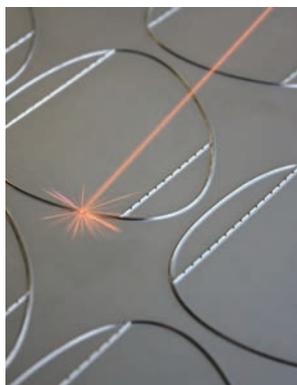


**STANDARD**

The standard quality meets the most stringent demands for use on all types of self-adhesive materials: Paper, PP, PE, PVC, PET, Tyvek etc.

Finishing options are NTP and DLC.

Hardness of cutting edges: 48-50 HRC

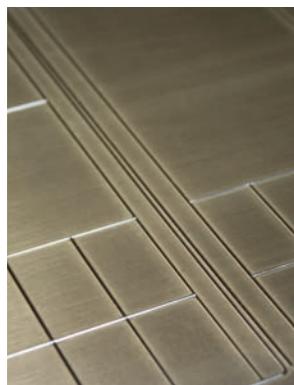


**LASER**

Suitable for very large print quantities. For standard and all special materials. Is generally recommended for cutting through and maximal lifetime.

Finishing options are NTP and DLC.

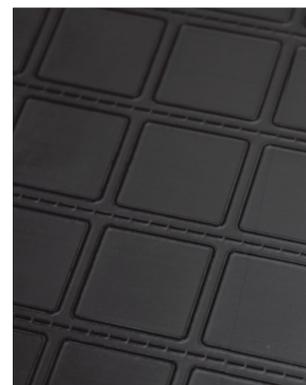
Hardness of cutting edges: 65-68 HRC



**NTP**

Standard or laser hardened flexible die with a very hard coating NTP, ideal for the abrasive thermal (thermal transfer) papers and cardboard. A thick layer of NTP enables extremely high running performances with outstanding wear properties.

Hardness of cutting edges: 60-63 HRC



**DLC**

Standard or laser hardened flexible die with a very hard and non-stick coating DLC, ideal for the separation of inks and adhesives, combined with a very long life.

Hardness of cutting edges: over 100 HRC

## FLEXIBLE DIES

Are manufactured using CNC technology which guarantees minimum tolerances and maximum quality flexible dies. Used for all types of materials including all materials with a thin backing (liner) PET or PP. We produce cutting edges heights up to 1mm and cutting angles from 50° to 110°. All special applications booklet labels, sandwich materials, micro-perforation etc. are possible. Option of all-round cutting lines or cutting contours. Fast dispatch within 8 to 24 hours.

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