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L&L

– Meet the team

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



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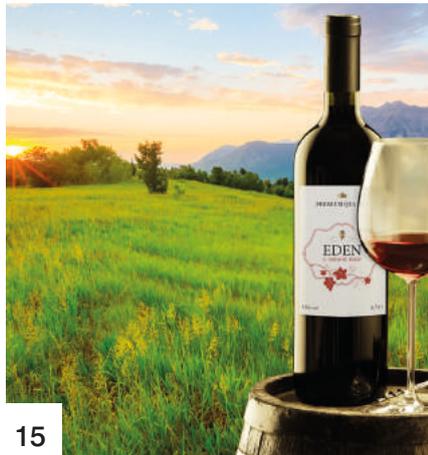
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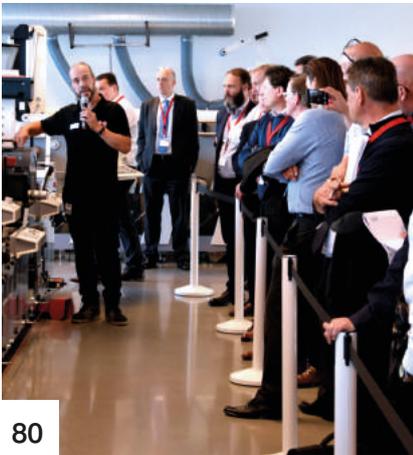
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Online Contents

labelsandlabeling.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



Your favorites (poll)

Tell us what were your favorite reads from our recent 40th anniversary issue in this online poll



Digital to conventional (opinion)

Miyakoshi Europe sales manager Enrique Rodriguez says the conversion from digital to conventional printing is easily achievable, but demands willingness to adapt



Letterpress vs flexo (white paper)

This document outlines advantages and disadvantages of both processes, providing information for printers to make the best decision for their business



Automation Arena (video)

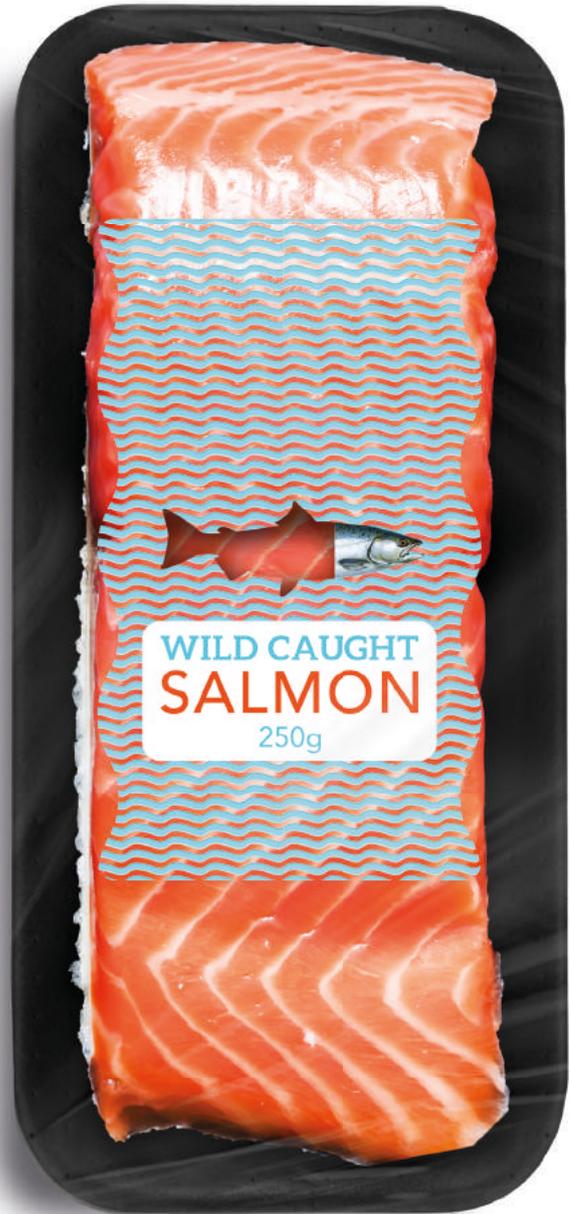
Automation Arena was a runaway success at Labelexpo Americas 2018, as highlighted in this video

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Thirty years ago (L&L issue 1, 1989)



P18 Labels & Labeling examined the RayMark high performance labeling system, able to provide instantly printable labels with outstanding solvent, fluid and abrasion resistance, excellent print legibility and a permanent image, all at a low installed cost. The technology was launched after two years of development to offer outstanding performance for a variety of demanding applications.



P24 Robert B. Sutherland of Dow Europe wrote about benefits of thin polystyrene film for facestock applications in self-adhesive labels. While paper facestocks were the mainstay of the industry, the trend was for an increasing share of plastic film facestocks. Polystyrene film offers a balance of properties that makes it an attractive choice in many areas of primary self-adhesive labeling, he wrote.



P32 Four years prior, 80 percent of the sales of Wan-An (Champion Creation) Precise Machinery Works and its Orthotec brand were in Taiwan. Since then, new plants had increased production capacity four-fold. By 1989, around 50 percent of sales were for export – 40 percent to Europe, 40 percent to Asia and 20 percent to the US. The Japanese market was just beginning to open up.



P42 Thomas Foreman & Sons had switched from being a folding carton printer to becoming a specialist in wet-glue paper labels. Within eight years, the company stood on the brink of big business in the high-volume wine and spirit industry, following a breakthrough with International Distillers & Vinters; Foreman had recently won its first order from the organization.

Young managers must club together

Editor's note

Recruiting, training and retaining young talent in the label industry is frequently cited as a major challenge by converters around the world. No region from which this magazine has reported is immune. Finat's Young Managers Club, founded to address some of these problems and to provide business education and networking opportunities to the industry's future leaders, is unquestionably part of the solution.

The fifth annual Finat YMC Global Congress took place in Bucharest, Romania, in September 2018 (a full report can be found on page 41). The three-day event's mixture of conference sessions and networking opportunities provided an excellent opportunity for YMC members to learn from business experts and forge relationships which

“One YMC member helped broker a meeting that their boss could not attain, thanks to a friendship with a young manager at the potential client”

will benefit them and their companies.

YMC members attending the congress came from a mixture of label converters and industry suppliers, and varied in age from early twenties to late thirties. Five congresses in, many are now firm friends. As befits the generation, the attire was informal and business cards were eschewed in favor of LinkedIn connections. Engagement was first-rate. Often already in senior positions at leading companies on both sides of the converter/supplier divide,

their presence at a YMC Global Congress demonstrates their ambition and their enthusiasm for the industry. In short, they are precisely the group of professionals anyone involved in the label sector should want to get to know.

After the conference sessions, anecdotes swapped over drinks illustrated the relationships that are being forged. One YMC member helped broker a meeting that their boss could not attain, thanks to a friendship with a young manager at the potential client. Another solved a technical

problem at their company thanks to instructions sent via WhatsApp by a fellow YMC member at the supplier.

The close-knit nature of the label industry, in spite of its global breadth, is one of its charms.

And if people buy people, as the saying goes, then the connections being made at YMC congresses are hugely beneficial both to the young managers themselves and their companies, but also to the industry as a whole. If you are a manager under 40, you should be there.

James Quirk
Group managing editor

News



Lars Eriksen and Peter Eriksen, father and son and the third and fourth generation owners

Nilpeter reaches 100 years in business

Danish press manufacturer founded in Copenhagen in 1919

Danish press manufacturer Nilpeter will celebrate its 100th anniversary on May 1, 2019.

Founded in 1919 by Christian Nielsen and Axel Petersen, Nilpeter started out servicing newspaper printing machines in central Copenhagen. It introduced its first semi-rotary printing press, The Simplex, in 1924, which in various versions remained part of the company's product range until the 1970s.

With the introduction of self-adhesive substrates, Nilpeter proceeded to target its business towards the label market and is now firmly established in the sector. Today, Nilpeter manufactures printing presses for labels and flexible packaging on three continents: Europe, North America and Asia. In-house manufacturing of all vital components ensures consistency, high levels of automation and comprehensive quality control.

Nilpeter has a number of subsidiaries around the world that support the company's global customer care strategy to deliver a high level of customer support to both local and multinational printing companies. Technology centers located in Denmark, the US, Thailand, India and Brazil house the latest Nilpeter products and provide a means to engage with printers.

Nilpeter remains family-owned and managed, with Lars Eriksen and Peter Eriksen, father and son and the third and fourth generation owners, leading the company.

Lars Eriksen, president and CEO at Nilpeter, commented: 'The Nilpeter brand is positioned stronger than ever due to years of important partnerships and product innovations. We value partnerships – with customers, suppliers and industry partners alike. We strive to share our experience and work closely with leading technology providers in order to generate value with and for our customers.'

Phoseon reaches patent milestone

Phoseon Technology has been granted US patent No. 10,175,103 – 'Method and System for Monitoring Ultraviolet Light for a Fiber Cure System.' The granting of this patent marks a milestone of 300 patents awarded worldwide. Phoseon's patents are organized in 54 patent families, covering design, process and other photonic technologies across all the major markets worldwide.

Phoseon's patented UV LED fiber curing system ensures high-speed curing of optical fiber to deliver uniform and concentrated light for a fast cure, increased output and simplified process control. 'Phoseon has built a strong portfolio of patents covering our fiber curing technology. This recent grant brings us to a total of 300 patents granted or applied for – I'm proud of the Phoseon team for achieving this,' said president and CEO Bill Cortelyou.

Tarsus Group launches Brand Print events

Labelexpo Global Series organizer unveils new portfolio of events

Tarsus Group has launched Brand Print, a new portfolio of events targeted at the branded print market. There are four Brand Print events planned: Brand Print Thailand, in Bangkok; Brand Print Turkey, in Istanbul; Brand Print China, in Guangzhou; and Brand Print Mexico, in Mexico City. Brand Print Thailand will be the first to take place and is scheduled for May 7-9, 2020, in Bangkok. Brand Print Turkey will follow in September 2020, Brand Print China in December 2020 and Brand Print Mexico in April 2021.

Aimed at printers of all types of promotional materials and collateral for brands, Brand Print Thailand 2020 is intended as a 'one-stop shop' for their wide format and digital printing needs. This includes point of purchase (PoP) displays, fleet graphics, in-store hanging banners, posters, signage, direct mail, promotional items, wall decorations, murals and exhibition graphics. Show floor exhibitors will in the main be manufacturers of wide format printing machinery and materials.

Tarsus, the parent company of both Labels & Labeling and Labelexpo, stated its intent to 'connect the whole print supply chain' with Brand Print Thailand and subsequent events.

Lisa Milburn, managing director, Brand Print and Labelexpo Global Series at Tarsus, explained: 'Our new Brand Print portfolio will bring together for the very first time the whole supply chain in the region – printers, manufacturers brand owners – all under the one roof. What we are offering is a unique and fantastic business opportunity for them to explore the endless possibilities of wide format and digital print, against the backdrop of a rapidly growing consumer market in Southeast Asia. This will be complemented by an exhibition of the latest equipment for labels and package printing on show next door. This will give brand owners access to a huge platform for exploring all of their promotional needs.'

Brand Print Thailand 2020 will be co-located with Labelexpo Southeast Asia 2020 in Bangkok to extend the whole Brand Print visitor experience to labels and packaging.

Prapaporn Narongrit, president of the Thai Screen Printing & Graphic Imaging Association (TSGA), said: 'TSGA is once again honored to be supporting the event in May 2020. The show, which is organized by Tarsus, has proven to be a very professional event and beneficial for the Thai printing industry, especially in the applications of label and package printing.'



Go to www.brandprint-thailand.com for more info

News



Heads of label associations from around the world attended the L9 meeting

India hosts L9 meeting

In the lead-up to Labelexpo India 2018, Label Manufacturers' Association of India (LMAI) hosted the L9 meeting attended by label associations from across the world, including Finat, AmetiQ, JFLP, PEIAC, Salma and TLMI. The heads of the various associations spent three days together, hosting discussion meetings, conference presentations and networking events.

Jules Lejeune, managing director of Finat, said the annual L9 meetings aim to facilitate knowledge sharing and

best practices between the different association members. 'The level of professionalism is rising since these events began in 2009. Communication is getting better. Each association has its own strengths which the others can learn from. There is great desire to increase our collaboration, and we are drawing up a series of proposals about how we can do that. The LMAI has done a fantastic job in organizing the meeting this year.'

Read more about the L9 meeting at <https://bit.ly/2FWBlDa>



The management of BST eltromat presents a map of the world as a gift to Dr Stephan Krebs. R-L: Dr Stephan Krebs, Dr Jürgen Dillmann, Kristian Jünke and Martin Betting

Nyquist and BST celebrate 1,000th TubeScan

BST eltromat International and partner Nyquist Systems have celebrated Nyquist Systems producing the 1,000th TubeScan quality control system in Landsberg am Lech. The company celebrated this anniversary on November 23 with employees of BST eltromat and other guests, including Landsberg's mayor, Matthias Neuner. As well as a tour of the company and various product demonstrations, the program also included a selection of presentations. 'We are very proud to have now placed over 1,000 TubeScan systems on the global market,' said Dr Stephan Krebs, founder of Nyquist Systems.

The 1,000th system to be manufactured is a TubeScan Digital Strobe 4k. The system was launched at last year's All4Pack exhibition in Paris, and was sold to the Paris-based company Smag Graphique, which has installed more than 60 TubeScan systems on its machines.

Armor increases presence in Africa

New subsidiaries in Kenya and Ivory Coast

Armor Group has established new subsidiaries in Kenya and Ivory Coast as it seeks to strengthen its position across Africa.

Citing figures from the World Bank, Armor noted that six of the 10 fastest-growing countries in 2018 were in Africa. Ivory Coast placed fourth on the list with growth of 7.2 percent. With annual revenue of 25 million EUR (28.4 million USD) generated in Africa, the group is now seeking to increase its presence.

Armor already operates an industrial site in Morocco which produces remanufactured printing consumables. In 2013 it opened a thermal transfer ribbon plant in Johannesburg, South Africa, where production has grown 10-fold in the last four years.

The new industrial site in Nairobi, Kenya, has been established to grow the market for thermal transfer printing of barcode labels. Armor said that this new presence in Kenya will enable the company to take advantage of the region's industrial dynamism, driven by the numerous new plants offshored from China.

Andrew Fosbrook, Armor Africa managing director, explained: 'We have been able to successfully penetrate the South African market with our standards of high quality. So we are now launching Armor East Africa in Nairobi, Kenya, in an extremely dynamic region of the continent.'

Armor's move into Ivory Coast marks the beginning a new deployment phase for sustainable organic photovoltaic options in Africa. This has the objective to develop multiple applications for Armor ASCA photovoltaic films by promoting access to electricity in the urban environment and in rural areas for isolated populations. West Africa, including Ivory Coast, Senegal, Ghana, Togo, Benin and Burkina Faso, is identified as representing 'significant growth potential' for Armor's photovoltaic technology.

Tony White joins L&L

L&L is delighted to have recruited Tony White as the magazine's new technical editor, following Barry Hunt's retirement. Chairman of the L9 World Label Awards, Tony White has decades of experience in the label and packaging industry, and is a highly respected technical writer. Read his first contributions in the next issue of L&L.

News



Paul McKay (centre) and the RotoMetrics China team celebrate the opening of the new facility in Suzhou

RotoMetrics expands in China

New facility inaugurated in Suzhou

RotoMetrics has officially opened its new repair facility and converting technology center in Suzhou, China.

Welcoming converters, co-suppliers and OEMs to the formal opening, Paul McKay, general manager for Asia at RotoMetrics, said: 'I am delighted to officially launch the latest investment by RotoMetrics in support of its worldwide customer base, and in particular those in China who have long been asking us to make a commitment to this fast-growing market.'

'Globally, RotoMetrics repairs more than 30,000 solid dies each year, mainly in North America and Europe, and we look forward to adding significantly to that number with this new facility that will allow us to grow our business here in China.'

While the company's domestic market in the US sees solid dies used in a variety of market sectors, including tag and label, medical, automotive, electronics and industrial, in Asia the preference is for flexible dies. RotoMetrics sees the new facility in Suzhou as an ideal opportunity to grow its solid die business outside narrow web print, typically in the electronic and automotive engineering sectors, among others. In light of manufacturing globalization, RotoMetrics is also to offer local support, and to do it to the highest standard possible, it said. To this end, the full sales team and technical facilities and competence levels at the new Suzhou base are a mirror image of those found elsewhere in the RotoMetrics global network.

Doug Parton, RotoMetrics' business development manager for solid dies in Asia, stated: 'This is our first location in Asia for die repairs, and I'm pleased to say the first to be opened by any Western die maker in China. Our aim is to offer the highest quality repair service that will provide longer die life, better cutting performance, and lower total cost of ownership.'

McKay added that overall quality standards are very high in China, with more checks carried out on finished products than is generally the case in the West. This means technical repair skills need to be at an equally high level.

'What we are offering to our Chinese and other Asian customers is a level of repair and service on RotoMetrics and other solid dies that has not previously been available here, and we are confident that the market will respond to our investment in the Suzhou facility,' concluded McKay.

ePac plans major 2019 expansion

ePac Flexible Packaging will continue its rapid growth throughout the USA with seven new manufacturing plants to open this year in Cleveland, Ohio; Minneapolis, Minnesota; Longview, Texas; Philadelphia, Pennsylvania; New York City, New York; Louisville, Kentucky; and Richmond, Virginia. All cities are currently open for order taking, with fulfilment handled by other ePac sites while construction is completed.

Established in 2016, ePac currently operates in Madison, Wisconsin; Boulder, Colorado; Chicago, Illinois; and Miami, Florida, and has plants under construction in Atlanta, Georgia, Boston, Massachusetts, Los Angeles, California, and Austin, Texas.

ePac is the only US-based flexible packaging company based entirely on the latest digital printing technology, the HP Indigo 20000.

Partnering with ePac Holdings are several investor groups:

- Indevco Plastics, currently an investor in ePac Austin, will also invest in and operate ePac locations in Philadelphia, Louisville, Longview, and Richmond. Robert Laird, currently executive vice president with Indevco Plastics, will oversee all five Indevco locations.
- Woodhaven Capital Partners, currently an owner-operator in the ePac Boston plant, will add Cleveland and New York City to its portfolio. Tim Novak will serve as managing partner for all three locations.
- MGS Holdings, a Minneapolis-based investment company, is ePac's partner in Minneapolis. Scott May, most recently senior vice president of sales and marketing at Inland Packaging, will serve as the company's managing partner.



Helpline Plus AR is being rolled out worldwide

Bobst launches AR customer assistance service

Smart headset with AR glasses connect user with support

Bobst has launched 'Helpline Plus AR', a remote assistance service which incorporates a smart headset with augmented reality (AR) glasses. Customers requiring technical assistance can wear the smart headset and connect with experts who can simultaneously see what the user sees and offer advice and support in real time.

'This is a huge step forward in terms of embracing the latest technology to maximize customer experience,' said Julien Laran, head of business unit services. 'We believe this will bring significant benefits for our customers, particularly time and cost savings.'

Helpline Plus AR is wi-fi connected and establishes a secure connection with the customer's machine via the internet. Customers get a Bobst expert on-demand, and with the help of the two-way video and audio live stream, an immediate solution to the issue can be provided.

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News

News in brief

CCL buys three more businesses

CCL Industries has reached binding agreements to acquire two privately held label converters and a specialist technology company producing high bond pressure-sensitive tapes. The first deal is for the acquisition of the assets of Poland's Unilogo, a supplier of digitally printed, pressure-sensitive and sleeve labels for consumer products customers. The second is for Vietnamese company Hinsitsu Screen, based in Hanoi, with a second manufacturing operation in Ho Chi Minh City. Hinsitsu is a supplier of durable and tamper evident labels and graphic overlays for the electronics industry in Vietnam.

Olympic Holding and its related subsidiaries is the third organization to be acquired. Based in Venray in the Netherlands, Olympic is a privately held, start-up technology company with a proprietary, patented process to produce high bond, acrylic foam tapes without the use of solvents for applications in the automotive, electronics and construction industries.

Reynders acquires Albeniz Group

Reynders Label Printing has acquired 100 percent of the shares in Spain's Albeniz Group. Albeniz has been manufacturing labels for over 100 years, of which the last 40 are focused almost exclusively on self-adhesive labels. Albeniz specializes in labels for the automotive sector. A second business unit of Albeniz is labeling systems – print and apply machines – for different applications and markets.

Reynders is a family owned industrial group with its headquarters in Belgium, and now operates sites in five countries across Europe and Asia. Albeniz Group managing director Javier Téllez Moreno and his management team will continue to lead the operations in Pamplona.

Tamperguard finds European partner

Canada-based Sandora Sales & Manufacturing, producer of Tamperguard tamper-evident label materials, and All Tape Supplies in The Netherlands have entered into an exclusive distribution partnership across Europe. All Tape Supplies will be the exclusive distributor of Tamperguard materials and carton sealing products.

WPO honors Gill Loubser

L&L correspondent wins 'Lifetime Achievement in Packaging' award



Gill Loubser

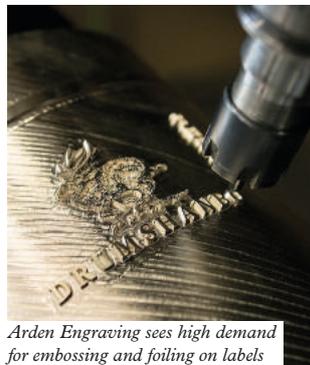
WPO has named L&L's Africa correspondent Gill Loubser as a recipient of a 'Lifetime Achievement in Packaging' prize at the WorldStar Packaging Awards 2019.

Loubser is Labels & Labeling's Africa correspondent, providing coverage of this important market for the label and package printing industry. She is co-founder and editorial director of PACKAGING & Print Media, and has four decades' experience of writing about the South African and global printing and packaging industries.

She was previously named 'Packaging Achiever' by the Packaging Council of South Africa in recognition of her years of dedication to the South African packaging industry (1995), and granted Honorary Life Membership of the Flexographic Technical Association of South Africa (1996). She was named as a Fellow of the Institute of Packaging South Africa (1998) and, since 1979, has been Africa's sole member of the International Packaging Press Organisation.

Arden Engraving enters the label market

Tool and die manufacturer for packaging market sees potential in labels



Arden Engraving sees high demand for embossing and foiling on labels

Arden Engraving, a manufacturer of complex tools and dies for the packaging sector, has moved into the label sector as it seeks to satisfy 'a real surge in demand' for embossing and foiling on packaging and labels.

Arden Engraving has supplied embossing and hot foiling stamping tools to the carton industry for two decades. Arden Engraving operates from three sites, with its head office in Greater Manchester and two further sites in Germany and America. It operates 20 state-of-the-art CNC engraving machines, employs a team of skilled CAD engineers, and runs the latest 3D technology

and laser technology.

Now the company has expanded into the label market with advanced rotary and flatbed tooling. Simon Lynch, operations and sales director at Arden Engraving, said: 'With 20 years of experience providing high quality embossing and foil stamping tooling to the carton industry, it's been a very natural progression for us to expand into the label market.'

'In recent years there's been a real surge in demand for embossing and foiling on packaging and labels within the food and drinks industries, who recognize that this level of embellishment can add a sense of elevated quality and luxury to a brand.'

'However, with the number of rotary die manufacturers in the UK being limited, we are delighted to enter this bespoke market to offer a collaborative and innovative alternative to the label industry's converters.'

Arden Engraving noted that it is already working with some of the largest global producers in both the label and packaging sectors.

Lynch added: 'We've invested heavily in the latest CNC engraving machinery and advanced laser technologies to provide highly precise foil stamping tooling to help ensure our customers are making the right impression.'

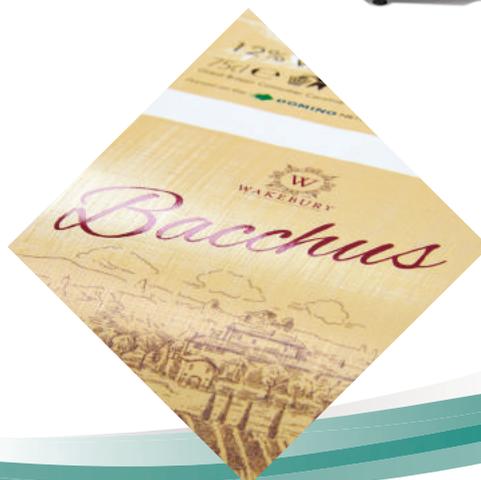
The company is part of Arden Group, which also includes Arden Dies and Arden Software.

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2. **Reliable** - Surveys show ink jet is the most reliable digital technology
3. **Comprehensive global support** - Ink jet has been our core business for over 40 years
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5. **>90% Pantone range** - For printing more jobs with the most consistent print results
6. **Most opaque white** - Silkscreen-like quality at up to 70m/min (230ft/min)
7. **Industry standard workflow** - ESKO workflow as 'standard'
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9. **Highest digital productivity** - Up to 75m/min (246ft/min)
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New Products



01 *Eden*

Ritrama

This natural paper has been developed specifically for the labeling of wine, spirits and beer. Eden is composed of up to 50 percent dried grass fibers, with the remainder pure virgin cellulose fibers. Eden will be one of the flagship products of the next wine, spirit and craft beer label collection of labels and films.

02 *Grass paper labelstock VPF*

The fresh fiber content in these papers is 50 percent. This provides a major advantage by reducing the required process water input during production. According to the manufacturer, less than one liter of water is needed per ton of grass fiber pulp, compared with 6,000 liters of water per tonne when producing conventional wood cellulose. This automatically results in significant energy savings and an associated reduction in carbon emissions. Available in a grammage of 95g/

sqm, the grass paper is recyclable, compostable and certified as an FSC-Mix. It has been approved for direct food contact.

Home care film label materials
UPM Raflatac

The range includes a wide range of eco-designed products that can meet consumer demand for sustainable packaging materials; reduce waste, water and energy usage; and promote a circular economy. This includes products like UPM Raflatac's Association of Plastic Recyclers-recognized wash-off labels with RW85C adhesive for PET containers and Vanish PCR, a clear film with a 90 percent recycled content face.

Softprint X-Hard
Tesa

This plate mounting tape has been designed to combat the issue of pin-holing, which has a direct effect on print quality and often leads to uneven or incomplete ink distribution on solid print areas, resulting in a loss of density and a

reduced color vibrancy. Choosing the appropriate foam hardness within the plate mounting tape, in conjunction with the selected printing plate, is a crucial factor to achieve the best solid ink density, Tesa notes. The technical advantages of the new tesa Softprint 72129 STM-TP are based on a new formulation of tesa's high performance closed cell PE foam, which provides excellent cushioning, high resilience and fast recovery properties, to ensure a uniform ink laydown on solid areas. The benefits for printers are high printing speeds and consistent print quality.

03 *QuickLabel QL-300*
AstroNova

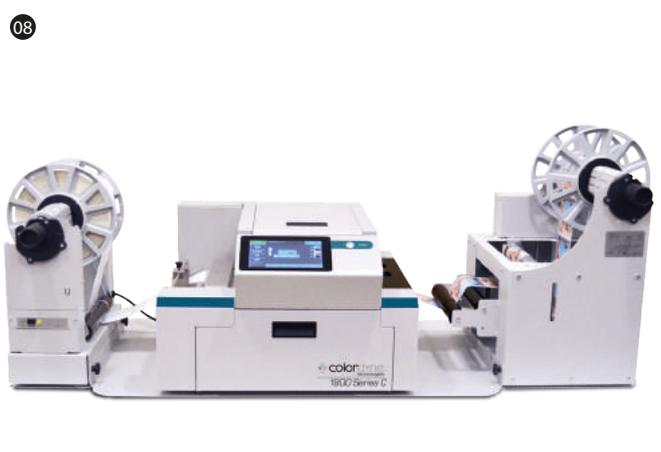
The toner-based digital printer is capable of printing five colors with 1200 dpi resolution, including white. Printing in white allows direct printing on colored materials, such as black polyester or silver paper. This feature also ensures excellent readability when printing barcodes, even

on transparent materials. The extremely high scratch resistance of the print result extends the use of the QL-300 in all areas which demand the highest requirements, e.g. in the chemical, cosmetic and e-cigarette industries.

04 *Labelfire E 340*
Gallus

Gallus has added a 5-color model of its Labelfire hybrid press. The Gallus Labelfire E 340 features CMYK plus digital white, compared to the eight colors of the original Labelfire, launched in 2016. The E 340 features the same 1200 x 1200 DPI image quality, without orange, violet and green inks. Customers who purchase the 5-color Labelfire will have the ability to upgrade to eight colors and add further embellishing options including screen, cold foil, additional flexo, as the need arises. Michael Ring, head of digital solutions at Gallus, said: 'We have many customers who want to get into digital hybrid printing, but do not need

New Products



the complete high-end, fully featured configuration that an 8-color Labelfire provides. This new 5-color version allows them to get started in the digital arena but still provides the flexibility for expansion in the future while protecting their initial investment.'

05 QD Printer
Harper Corporation of America
 QD Printer has been designed for the ink environment with lab safety in mind. Built using modular construction with heavy duty components, it is durable and uses laser engraved ceramic anilox and imaged gravure rollers. The QD Printer accommodates all QD Proofer handles and printheads. These components have been developed for most roll-to-roll printing processes including flexo, direct gravure, and offset gravure, as well as flexo using printing plates, ITR (in-the-round) flexo and gravure images, and all laser engraved images.

AlphaJet
MGI
 This is a new B1 inkjet printing and embellishment press for high-volume print and packaging markets. AlphaJet is claimed as the first 40in-plus sheet-fed press to integrate Memjet DuraLink inkjet printheads, ink and modules. It is also the first 5-color digital printing system to offer decorative special effects such as 2D/3D UV dimensional textures and variable embossed foil, according to MGI.

06 Label Cloud
NiceLabel
 Claimed as the world's first public cloud label management system, Label Cloud is a software-as-a-service (SaaS) option built on the NiceLabel label management system. It allows users to centrally manage label design, product data and quality control, with branches, suppliers and partners able to access that information in the cloud and print their own labels locally. Label Cloud requires no

installation and is said to be easy to configure and an ROI of less than six months. It is built on the Microsoft Azure cloud platform, with APIs to ensure integration with other cloud and on-premise business systems, such as ERP and MES.

07 Securafol
Lintec Europe
 The non-PVC, destructible labelstock is designed to counter product tampering, warranty fraud and asset theft. Securafol can be used for multiple applications, such as asset labels, security seals, product warranty labels and pharmaceutical box seal labels. It is claimed to have a 50 percent higher tensile strength than conventional destructible vinyl and has low internal strength once the labelstock is applied to the surface. This balance makes Securafol easy to convert on press, but significantly harder to remove post-application.

08 Entry-level inkjet printer
Colordyne Technologies
 Colordyne Technologies has released an enhanced entry-level label printer, the 1800 Series C. It is a continuous printer for on-demand short run label and tag production. The press features a flat, unobstructed printing path and redesigned printhead maintenance station. These press enhancements eliminate the need to break the web to clean the printhead during runs, increasing run lengths and improving print quality. The 1800 Series C can run in multiple modes, including print-to-cut, fanfold and roll-to-roll, when used with optional unwind and rewind attachments. The 1800 Series C prints in full color (CMYKK) using a single Memjet water-based dye printhead and ink set. It prints at 1600 x 1600 DPI and runs at up to 18m/min.



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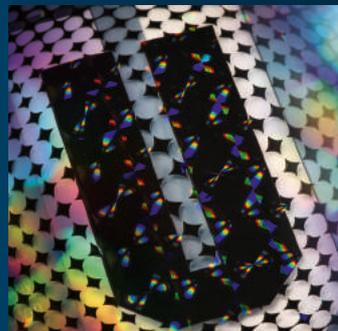


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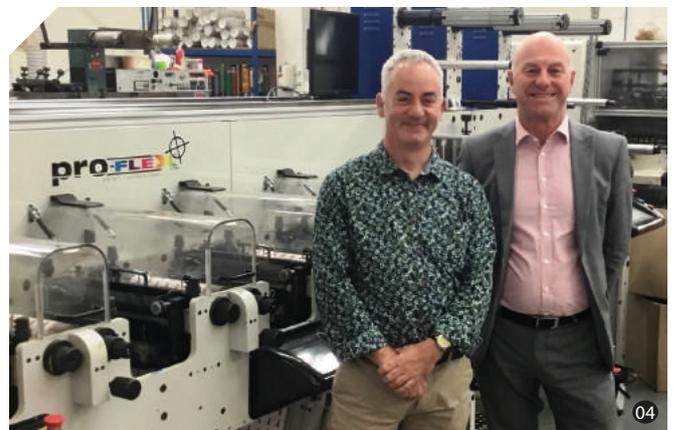
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Installations



01 Gallus Labelfire 340
DCM, Canada

A print on-demand specialist, DCM has spent the past 50 years focusing on traditional flexographic labels. The hybrid press investment, the first of this model in Canada, has been made to help DCM enhance its capability in running short-run, on-demand labels.

02 GM EB30 finishing line
ePac Flexible Packaging, US

US converter ePac Flexible Packaging has installed the first EB30 line from GM. The EB30 is an integrated module which features an unwinder (LUW30), varnish/lamination station and rewinder (LRW30) designed to run in-line with a curing station from ebeam. The complete coating line has been installed at ePac's Middleton, Wisconsin, facility, and is being used for varnishing digitally printed packaging for the food industry.

HP Indigo 20000
Rootree, Canada

The Canadian converter specializes in stand-up pouches, coffee bags, custom printed pouches and three side seal pouches including flat and pillow pouches, with a goal to maintain high quality while minimizing environmental impact as much as possible. The higher capacity afforded by its second HP Indigo 20000 will support increasing demand for fully compostable flexible packaging using various technologies, including Pack Ready Lamination.

Durst Tau 330 RSC
Standwill Packaging, US

The agreement through Durst strategic partner Omet America will enable Standwill Packaging to re-engineer its flexo print production and increase efficiencies, as well as open up new business opportunities.

Domino N610i
Label Resources, Canada

After installing the 7-color digital inkjet press, the Canada-based label printer converter experienced a 40 percent growth in new sales and production in its first full month. In parallel with the Domino digital press investment, Label Resources has moved to a brand-new facility.

03 Screen Truepress Jet L350UV+

Sade Offset, Turkey
Established in 1974, Sade Offset produces self-adhesive single layer and multi-page industrial labels. Most jobs are short to medium runs, between 1,000 and 10,000 pieces. With a portfolio of UV flexo and B1 and B2 sheet-fed offset printers, Sade worked with Elektroser, Screen's reseller in Turkey, for its move into digital. Since installing the press, Sade Offset has identified improved margins whilst delivering better value for customers.

04 Focus Proflex 330E
Secura Labels, UK

The UK-based printer is planning additional technology to follow-on from the success seen from its largest-ever investment, which centered on a Focus Label Machinery Proflex 330E. This will likely include the addition of delam/relam and cold foil. To assist with accurate flexo plate mounting, Secura Labels has also purchased a Focus Platemate 2 video plate mounting system with twin digital cameras and high resolution color LED monitor.

Cron-ECRM HDI 1600 H
nVIUS Graphics, US

The company's first CDI could only produce plates up to 48 x 35in. However, as business continued to expand, the need for more automation and a larger plate became obvious. With the Cron-ECRM HDI 1600 H, nVIUS can now image a 42 x 60in plate, at twice the resolution, in the same amount of time.

Installations



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The complex block features a network diagram on the left with various icons: a shopping cart, a person, a clock, a factory, a calculator, a truck, a scale, a document, and a list. A butterfly icon is also present near the CERM logo.

05 *Miyakoshi MLP13C*

Etilisa, Spain

Founded in 2010 in Arnedo by Diego Castillo, Etilisa had previously produced self-adhesive labels for the Rioja wine region using digital printing. It has now added conventional press technology via a semi-rotary offset press investment to offer a more rounded production portfolio. The machine chosen features five offset printing units and a flexo print unit to enhance the quality of metallic finishes.

06 *Anytron Any-002/Anycut III*

Abeilles Busy Bees, Canada

Rather than buy only a label printer and pre-cut labels, Abeilles Busy Bees decided to take advantage of the cost savings associated with printing and die-cutting labels in-house. This includes creating high quality labels for packaged goods and to move away from pre-cut label inventory. The combination of the Anycut III laser finisher

and Any-002 laser printer has allowed allow Abeilles Busy Bees to produce hundreds of thousands of labels per month and drastically reduce label costs, while increasing productivity and versatility. Abeilles Busy Bees is starting to produce all previously outsourced labels in-house using the equipment.

07 *Edale FL3*

Kingfisher Labels, UK

The UK printer has installed its second FL3 flexo press shortly after acquiring its first. The second Edale FL3, a 6-color, 350mm-wide press, is to be installed in the first quarter of 2019 and comes less than three months after the company's first FL3 installation, which was an 8-color, 350mm-wide press.

Enprom eCS 70

Plásticos del Segura, Spain

The converter and finishing equipment manufacturer have worked together for this project

for the development of new types of packaging, where the ultimate goal is to extend the useful life of products through laser technology. The project has been financed by the European Regional Development Fund, within the Operational Program, Technological Fund 2007-2013. This new project also reinforces the relationship between both companies, adding to the two double turret rewinders that Plásticos del Segura has already installed. Two further machines are currently being manufactured.

08 *Bobst MW 80*

Südpack Bioggio, Switzerland

Südpack Bioggio is Südpack Verpackungen's center for gravure printed packaging. Südpack Verpackungen is a Germany-headquartered film manufacturer for foodstuff, non-food and medical packaging. The company's gravure production so far has been served by three wide web

Bobst gravure presses, whose features have enabled printing of a variety of job lengths, including short orders. However, increased specialization in added value special packaging jobs and the need to increase gravure printing capacity motivated the choice in the MW 80 gravure printing press to respond to growing demand for short runs of non-repeat jobs.

Ravenwood Com500

Catapult Print, US

The coater has added linerless technology to its packaging and labeling facility in Orlando, Florida. Catapult Print was formed in April 2018 with its 56,000 sq ft headquarters in Orlando. Catapult decided to add linerless to its product portfolio from the outset.



For more installation news, go to www.label-sandlabeling.com/news/installations



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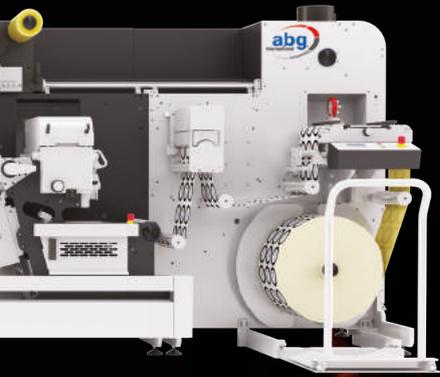
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Appointments



Atze Bosma
CEO

MPS Systems

He brings 30 years of management experience in the packaging, logistics and food industries, having worked for various international companies including Heineken, Florimex International and the Dutch Railways. Bosma has broad experience in leading transitioning companies, mostly in the role of CEO.



Mattias Byström
President

Esko

He brings more than 20 years of general management experience, including eight years of prior Danaher experience in different leadership roles in what was then known as Danaher Motion. This included the automated guided vehicle business, primarily a software systems enterprise.



Andy Abbott
Director of operations
Dantex

During the previous

17 years at Dantex, he has been involved with letterpress as well as flexo products and, lately, with sleeves and the Dantex Pico range of digital presses.

Jon Pritchard
Industrial Print business unit leader

Konia Minolta Business Solutions UK

He joins the company alongside Grahame Megilley, Steve Lakin and David Evans, who are expected to enable its customers to 'innovate new digital services at lower cost and take advantage of the latest opportunities in packaging and commercial print.'



Gerard Geurts

EMEA business development lead
S-OneLP

S-OneLP has established a direct presence in the EMEA region, responding to growing demand for digital label and flexible packaging options and short runs from brand owners. Geurts joins from HP where he spent nearly two decades working on labels and packaging in the EMEA region.

Dario De Meo
Export sales director
Smag Graphique

In this position, he will consolidate the converting specialist's worldwide sales network and develop new markets and territory.



Tim Kirchen
SVP, Americas

UPM Raflatac

He has joined from SIG Combibloc where he worked for more than 12 years and since 2013 served as vice president of sales and business development in North America.



Courtney Marshall
Account manager

IIJ USA

She joins Industrial Inkjet having most recently accumulated experience as a research analyst with Navigant Consulting, where she supported business development activities through market analysis and project evaluation for energy efficient technologies.



Andreas Willeke
Head of management
Zanders Paper

He served as chief restructuring officer prior to the company emerging from insolvency proceedings after a takeover by a team led by Norwegian pulp and paper businessman Terje Haglund.



Barrie Homewood
Group sales and marketing director

Atlas Converting Equipment

His current role of sales and marketing director for Titan products has been expanded to include the Atlas product range. Continued development of the upgrades and retrofit business will also be within Homewood's expanded remit.

Molly Moroni

Vice president, general manager, Asia Pacific
RotoMetrics

Through her RotoMetrics career since 2012, she has worked in customer service and supported initiatives while growing sales in North America, Latin America and around the globe.



Martin Dallas
Non-executive chairman

Mercian Labels

He brings extensive and broad packaging experience, having worked in a variety of senior roles at Cadbury Schweppes, followed by seven years with Amcor, firstly as commercial director and later leading the transformation of the fresh food market categories.



Allerd Teunissen
European sales and marketing director

Télrol

As part of the converter's ambition to grow with strategic customers as well as develop new markets, his current mission is to strengthen the sales team and develop new strategies for growth.



Giovanni Perego
International sales manager

Lombardi

Perego, who previously worked with Uteco and Gidue, is appointed as demand for Lombardi's equipment grows in international markets, particularly the Middle East and India.

Kevin Barber

CEO

Thinfilm

Dr Davor P. Sutija has stepped down from the position having served in the role since July 2010. During his tenure as CEO, Thinfilm noted that Sutija led the transformation of the company into a leading player in the printed electronics market, enabling the 'Internet of Everything' through its NFC technology.

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Opinion –

The supply chain shares its thoughts about key market trends in 2019

'I believe digital label production is becoming the norm. As digital label presses become more productive they can be used for longer runs, and together with the range of "bespoke" finishing solutions and variable data software available they are set to become the core of the label production process.'

'Based on consumer, retailer and brand interest in ecology and health, there will be further adoption and interest in low migration UV inks.'

Bui Burke

Senior vice president, sales, Screen Europe

'For us intelligent labeling – and most specifically RFID technology – is moving from successful use cases in the apparel and footwear industries into other categories. In 2018 we saw a surge of interest and number of pilots across food and beverage, beauty and aviation. Those business cases teamed with some breakthrough innovation launches that we are making in the space in 2019, lead us to be very confident that it will be another growth year for intelligent labeling and smart packaging.'

'Although we predicted there would be an increased focus on sustainability in 2018, we did not predict the speed of change that we have seen so far. Sustainability is fast becoming not only a smart business decision, but a real influencer in consumer choice and as such has rapidly become a priority conversation for our customers, their customers and our suppliers. While we continue to expand our Clear Intent portfolio of sustainable solutions, our priority in 2019 is to focus on waste across our entire value chain – ensuring that we have an increased range of products available with recycled content, that our products themselves enable or do not impede recycling, and that we ourselves are making bold steps forward in collaborating across our value chain to reduce labeling waste. It is a journey that we have been on for some time and for which we are proud of our achievements so far but one where we have huge, long term ambition, some of which we will realize in 2019.'

Nick Tucci

Vice president and general manager, Avery Dennison North America

'The Indian label industry will continue to grow steadily with new investments and enhanced capacities for label manufacturing. An interesting impact of a highly competitive scenario in the industry is that printers have started to invest in complex label converting technologies to become more innovative and technically advanced in creating labels that have little competition and drive better margins. It has become an absolute necessity for the larger label manufacturing companies to attain a better return on their investments. We should be seeing a lot of hybrid label machine installations incorporating multiple printing and converting technologies to get the best of each printing technique and adding to the complexity and uniqueness of each label they produce.'

Harveer Sahni

Chairman, Weldon Celloplast

'Anyone active in the printing industry will face a broad range of challenges and needs to select investments carefully and manage them in a clever way. As inkjet technology is becoming ever more mature, matching conventional printing methods in quality, output capacity and cost, we will see a further acceleration of these technologies finding their way to production floors. New formulations of inkjet inks, namely in the area of water-based inks, will come out of the lab stage and make their way into the industry, offering a valid solution to deal with part of the challenges printers face. However, having a flexible, reliable and sustainable print technology in one's production equipment mix will be key to any business to be successful and survive not only the next but the years to come.'

Reto Simmen

Chief business officer, Mouvent

'While businesses continue to embrace the cloud as a preferred deployment method for their enterprise applications there are still more technological advances having dramatic impact on global supply chains. Businesses are investing in technology to augment or replace existing practices to improve supply chain operations, which is resulting in increased efficiencies and cost savings. And, when it comes to digitalization, labeling is at the forefront because it offers a key source for curating digital information, with the physical representation of digital information often being encoded in the label. It's important to note that labeling is at the heart of it all as it becomes more commonplace to scan a label to obtain vast amounts of information about the product and its journey through the supply chain. The label provides that essential link so that companies may capture specific product information, which may include certificates of origin, PO numbers, lot numbers – all of which can be used to link back to the source. This is why labeling is becoming more and more critical as traceability, especially as technologies such as IoT and blockchain are moving from theory to reality.'

Josh Roffman

Vice president, product management, Loftware



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The Mike Fairley column

Hybrid points to exciting future

Hybrid printing has the potential to produce new label solutions and applications that were impossible just a few years ago, writes Mike Fairley

As the label industry moves into 2019 it becomes ever-more interesting to look at where label and package printing production technology is taking us, particularly in terms of the installation and use of hybrid printing presses.

From early beginnings with the retrofitting of CMYK inkjet heads on to existing flexo presses just eight or ten years ago, hybrid printing has advanced rapidly, moving through flexo press manufacturers building digital into entry-level hybrids with flexo options for spot colors and/or cold foiling, plus finishing, to today when every significant traditional analogue label press manufacturer has a high-end hybrid press with five to eight color inkjet heads, complemented with anything from two to eight flexo stations and various in-line finishing possibilities.

Announced in 2018 were new manufacturers of hybrid label presses built in India and China, while several more manufacturers are in the pipeline for launching hybrids in the coming year. With some of the wider web hybrid label presses also marketed for flexible packaging, this seems to be prompting some of the key wider web and sheet-fed package printing press manufacturers to also enter the hybrid market.

Put together, there are now estimated to be in excess of 150 or so hybrid label presses installed worldwide, with many smaller label converters opting for retrofits and entry-level hybrids, and multinational converters going for top of the range 8- to 14-color (combined digital and flexo, or sometimes including rotary screen) presses for producing creative labels for luxury branded goods.

“For many global luxury brands, digital only or flexo only is no longer enough. They are looking for more creative, luxury looks”

Hybrid options

It is easy to understand why smaller converters invest in a hybrid retrofit system. They can add a CMYK + white inkjet unit onto one of their existing flexo presses at a relatively low investment. They still have their flexo capability, can build their digital business, and use the flexo press finishing capability for die-cutting and slitting. Even the entry-level hybrid machines purchased from a press manufacturer are still relatively low cost.

But what about a major (perhaps US\$1.5m plus) investment in a multicolor hybrid press with CMYK + OGV and white inkjet and five or six flexo or rotary screen stations? For many global luxury brands, digital only or flexo only is no longer enough. They are looking for more creative, luxury looks. Many are asking for the obvious digital solutions – multiple SKUs, variations, short-run flexibility, on-demand re-prints, variable or changing content – but are now also asking for metallic gold, silver or colored inks, for cold



Mark Andy Digital Series HD hybrid press

foiling, special spot colors, tactile effects, all where flexo or screen printing can provide good results.

There also seems to be an increase in the requirement for adhesive side printing, again requiring flexo printing and delaminating/relaminating units, as well as in some cases the production of multi-layer label constructions (peel-and-reveal) with a flexo station and laminating options built into the hybrid press – either before or after the inkjet heads.

Quite simply, there is a demand for hybrid label presses to produce a variety of new label solutions and applications that were impossible – even unthinkable – to achieve just a few years ago, while outside of labels, the future possibilities to take flexible packaging down similar high added-value solutions is starting to become achievable. Think of a hybrid flexible packaging press with rotary screen for opaque white and other colors, digital for the short-run and multiple SKUs, plus flexo for metallic inks and cold foiling. A new world awaits.

What about the financial viability of hybrid press investment? Label converters that have purchased hybrid presses, whether retrofit or high-end multicolor, all have much the same response. We can do much more, be more creative, produce the unthinkable – all on one machine, with one operator, one set-up, one reel change, one inspection – and what comes off the press is ready for shipping, without any further processing. More flexible, more opportunity and more profitable than a digital press with off-line (limited) finishing.

There seems little doubt that the label and package printing industries will see even more investment in hybrid presses in the coming year. With something like 20 press and equipment manufacturers now building or providing hybrid press technology, from entry-level to global brand converter level, their marketing and sales push to the global converter world will most certainly intensify in the coming months.



Read more columns by Mike Fairley at www.labelsandlabeling.com/contributors/michael-fairley

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Acing the management presentation



How you present your company to the discerning acquirer is a crucial part of the M&A process, writes Bob Cronin of The Open Approach

If you've ever sold a home, you know that getting buyers through the door is a lot easier than getting them to write an offer. Sustaining that offer can be even more difficult. Initial excitement is no guarantee of a successful close. More important, your time off the market as they wade through their due diligence can hurt future prospects.

Making the most of your management presentation is essential. Stage two in the selling process, it's your time to shine. What you say, do, omit or imply will determine whether an acquirer moves forward. Take these seven steps to ensure that what's seen by acquirers represents the company's true value.

1. Select your (best) presenters. Determining presenters can be tricky. Your acquirer wants to hear from people who understand the issues and opportunities of the business. They also want to get to know those who are remaining in place. However, some of these people might not be on board with an ownership transfer or not be good public speakers. Pick your best communicators. If you're an exiting owner, minimize your role. Show potential buyers that their new leaders can take the business to the next level.

2. Align your presentation to your Offering Memorandum. You piqued buyers' interest with your marketing document. Now you need to prove your claims. Work with the key elements of your Offering Memorandum (OM) to structure your presentation. Highlight all the things that bring value and paths for the future. You'll also want to determine your best format. Some people from the buying team will want to dive into the numbers. Some will be focused on your intellectual assets, others will zone in on your markets and customers. You'll need to present in a way to keep them all engaged.

3. Triple-check data, financials and projections. Articulating your position truthfully and accurately is essential. Make sure your income statements, cash flow statement and balance sheets are flawless. Have your advisor help you with any add-backs that apply. Make sure your CFO and any other financial advisor are completely prepared to discuss entries. Nothing can kill a deal quicker than a poor financial presentation.

4. Determine your optimal presentation location. A conference room is typically not your best venue for your initial presentation. In addition to causing a distraction, you may also stir up unnecessary alarm from passersby. Select a private location where your management team can feel at ease and remain focused on answering the questions at hand — without inciting ones that they may not be prepared for. With all major strategic issues addressed, you'll be able to move on easier to the plant tour.

5. Prepare your plant. The state of your facilities will say a lot about your company. Are you organized and efficient? What condition is your equipment in? Are you running the best technologies for your set-up and customers? How presentable

“Making the most of your management presentation is essential. It's your time to shine. What you say, do, omit or imply will determine whether an acquirer moves forward”

are your employees? Walk through your plant and try to see it as someone would for the first time. Take care of any housekeeping issues, repairs and eyesores. Pay special attention to areas where key equipment is housed. Enlist your GM or other expert who can confidently introduce and showcase your assets.

As you plan your tour, establish a model to make sure it allows visitors to understand your plant's value to your customers and for the future. The acquirer might not understand the nuances of the label industry or your competitive advantages. This is your time to bridge that gap.

6. Do a dry run. Practice makes perfect, and perfection is the objective. Create the materials, set up the area, and dress as you will for the actual day. Conduct your dry run as close to the actual performance as possible, so you'll know the obstacles you'll encounter. Your M&A advisors can act as mock buyers. If they have experience in the label and packaging space — and/or with the potential acquirer — they can be especially valuable, as they can prepare you for the questions that will be asked.

7. Conduct your first management presentation and reassess. No amount of practice can replace the actual event. Even with the best preparation, you can miss a thing or two. Pick an acquirer who's unlikely to proceed (or one who doesn't match your objectives), and present your story. Take notes and analyze your performance. Where did you fall flat, and where did you shine? Decide what needs to be refined before your next presentation.

An effective management presentation is a critical component of a rewarding transaction. It's about preparing to tell the story of how you built the company, and the value it will continue to deliver. Nobody knows this story better than you. With your management presentation, it's your time to make sure that they do.



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Q&A

GP Pathak, vice president, operations and new product development, Holography Business at Uflex, started this business unit in 2004. Based in Noida, it has grown to a multi-national division with a turnover of 74 million USD. Interview by Aakriti Agarwal

L&L: When and how did the holography business of Uflex start?

GP Pathak: We started doing holograms in the year 2004 with an intent to provide anti-counterfeiting products to the industry across various business verticals. However, it was only in 2010 that we invested in the first flexo press. This was followed by our first Gallus press in 2011 and then by an Orthotec intermittent letterpress.

Our innovative and hybrid labeled products with features got a fabulous response which forced us to think aggressively in increasing our production capacity. We have added another Edale and Gallus presses this year to double our capacity from 200,000sqm to 500,000sqm of labelstock every month. With this set-up, the business unit is supplying to most industries including cosmetics, liquor, tobacco, pharmaceuticals, FMCG, lubricants and electronics, among others, and exporting to Bangladesh, Sri Lanka, Turkey, Egypt and Tunisia.

L&L: What is the turnover of the holography business unit?

GP Pathak: The turnover of our business unit for the financial year 2017-18 was 525 crore INR (74 million USD). Thirty-five percent of this has been contributed by holographic labels printed on narrow web presses and standalone holograms. Sixty percent was contributed by products made on wide web presses with security features for carton packaging as well as flexible films, and the remaining five percent was contributed by value-added textile products.

Our label printing business has had an exponential growth from five crore INR (less than one million USD) three years back to 25 crore INR (almost 3.5 million USD) in the last financial year. We are geared up as a business unit to double our current revenue from label printing in 12 to 18 months.

L&L: How many factories does Uflex have for this business?

GP Pathak: There are a total of seven factories with 775 employees dedicated to holography and label printing business at Uflex. While three factories are in Jammu, two are in Noida and one each is in Bhopal and Hyderabad. We also have a manufacturing set-up in Mexico and Poland, dedicated to holograms and fresnel lens respectively.

Furthermore, a new holography plant in Russia is expected to start commercial production by May 2020, where the focus will be on holography.

To facilitate product development and innovation, Uflex has a research and development center in Noida and Jammu with a work force of 30 highly qualified personnel.

“We are geared up as a business unit to double our current revenue from label printing in 12 to 18 months”**L&L: How do you identify new locations for your factories?**

GP Pathak: Market research is conducted in various geographies to establish the business potential in that area along with customer needs. Based on the opportunity available, the necessary set-up is put in place to capture the market. Our mantra is to break even in three years' time.

In some cases, we set up manufacturing units for specific government projects which are highly sensitive from a security perspective. We have such project-based manufacturing set-ups in Madhya Pradesh and Andhra Pradesh.

L&L: Please elaborate on the operations at the holography division.

GP Pathak: We are a certified security printer for financial and legal documentation as well. The premises are highly secure and conform to international norms.

Our anti-counterfeiting solutions are embedded with fresnel lens, sterling lens, latent image, QR coding, cast and cure along with various mastering and non-mastering features. These solutions can be affixed on the products as well as packaging. Our mastering machines can develop solutions up to 150,000 DPI. Thus, using different permutations and combinations, we develop highly secure products at a competitive price which are very difficult to imitate.

L&L: What patents have been granted to the holography business?

GP Pathak: Uflex's founder and CMD Ashok Chaturvedi has two patents granted that have aided our holography business. The

first is for the method and apparatus for producing flexible polymeric packaging film or fibrous substrate or laminate using e-beam curing. It was granted for a period of 20 years in October 2012.

The second was awarded in September 2011, again for a period of 20 years, for his invention of a transparent substrate for providing security against counterfeiting.

L&L: How do you react to price pressure from brands?

GP Pathak: Quality and security come at a price. There is a tremendous resistance from customers to price and we are confident that customers are realizing the cost benefit of using our products. A small increase in procuring a secure label increases the top line as well as the bottom line of any company, along with the brand value.

We have seen a steep increase in our customers' understanding of using a secure product and we have many success stories, especially in pharmaceutical, FMCG, automobiles and many business verticals where pricing is not a deterrent.

L&L: What recycling initiatives have been taken at Uflex?

GP Pathak: Most of the plastic waste that includes multi-layered plastic (MLP) is being landfilled across the world, thus posing a serious threat to the environment. India generates 25,940 tonnes of plastic waste daily, of which at least 40 percent remains uncollected. There is a dire need to segregate and collect plastic waste systematically, and make sure it is used efficiently.

Uflex has stayed committed to the cause



The core team of Uflex's holography business

“India generates 25,940 tonnes of plastic waste daily, of which at least 40 percent remains uncollected. There is a dire need to segregate and collect plastic waste systematically, and make sure it is used efficiently”

of green environment for many years and has undertaken waste management efforts to reduce the MLP waste that gets dumped into landfill and oceans.

Foreseeing the increasing per capita consumption of packaging, Uflex’s CMD Ashok Chaturvedi set up a recycling plant inside the Noida factory. This infrastructure for waste handling earned Uflex the Best



Gallus EM 430S installed at the Uflex factory in Noida

Paper Award in 1995 at the Davos Global Forum. Furthering these efforts, the company established similar MLP waste recycling unit in Jammu plant as well.

The method of recycling involves collecting about two tonnes of discarded waste, generated during the manufacturing process at the plant. The collected waste is pre-washed, made compatible and passed through heated screw and barrel before being converted into tiny granules or pellets. These pellets are used for making

useful domestic and industrial products like flower pots, paver tiles, plastic cupboards, washbasins, outdoor furniture, plastic road, traffic cones, trash bins, manhole covers, pipes, signboards and many such essential items.

Reaffirming its commitment towards a greener future, Uflex recently commissioned its new pyrolysis plant at its Noida unit in October 2018, earning it the distinction of first such plant in north India.

Pyrolysis is a process of chemically



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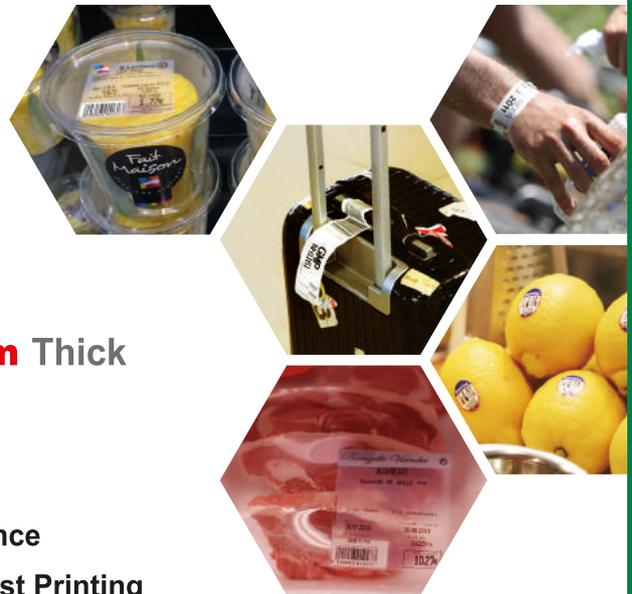
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One of two Edale presses running at Uflex's holography division factory in Noida

“A new holography plant in Russia is expected to start commercial production by May 2020”

The pyrolysis process works as a sustainable waste-to-energy technology which is not environmentally harmful, unlike incineration of plastic waste. Through pyrolysis and recycling of MLP waste, one has the option to eliminate a large chunk of plastic waste from our planet.

decomposing organic materials at elevated temperatures in the absence of oxygen. The pyrolysis plant's two reactors at Uflex Noida can convert six tonnes of discarded waste material that's generated every day from printing, unused trim, laminates, tubes and other unprocessed material into liquid fuel, hydrocarbon gas and carbon black. Thus, at the end of the process, the entire waste is converted into three forms of fuel, which is further utilized in manufacturing processes. Carbon black powder is cooled

and packed into bags for further use as a solid fuel. A mixture of pyrolysis oil vapor and hydrocarbon gas exits the pyrolysis reactor and is subjected to fractional condensation to get separate fractions of hydrocarbon gas, pyrolysis wax and pyrolysis oil. Hydrocarbon gas is used in the pyrolysis hot air generator and energy generated is fed to the pyrolysis reactor for heating the plastic waste. Pyrolysis oil or light distillate oil is used as a liquid fuel in industrial boilers or diesel engines to produce electricity.

L&L: What activities do you enjoy outside of work?

GP Pathak: Apart from launching new products in the market, I enjoy listening to old Hindi music, especially songs by Mohammed Rafi.



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Century Label prints pressure-sensitive labels, shrink sleeves and flexible packaging



Faith in action at Century Label

Century Label, an Ohio-based label, sleeve and flexible packaging converter, is guided by cutting-edge technology, customer satisfaction and a deep religious faith. Chelsea McDougall reports

Every Wednesday morning, senior executives at Century Label get together and do something that most business leaders might do in private: they pray.

Religious faith is a key tenant at the Bowling Green, Ohio-based label converter. It's even written into its mission statement, which states: 'To birth, grow and operate businesses to model and extend the kingdom of God.'

'It's the core of our business,' said Todd Frenzt, vice president and general manager at Century Label. 'For about 15 to 20 minutes first thing in the morning every Wednesday we pray for the company, we pray for the employees, we pray for where our business is going. That kingdom of God mission statement is a pretty strong model for us.'

In addition to its unwavering faith, technology, digital printing, innovation and business ethics guide the day-to-day operations at Century Label.

History

Century Label started in 1980 as Century Marketing. Its current owner, Al Caperna, joined the company that same year.

Century Label honored

Century Label is no stranger to winning awards. It has been recognized by Print Services & Distribution Association, TLMI, HP Inkspiration and others. In 2016, PSDA selected Century Label for an expanded gamut project.

Century Label won the award for its shrink sleeve created for Hoosier Brewing's Red Flyer Ale. The sleeve featured tight registration detail despite a multitude of raster elements and maintained vibrant reds and yellows using 4-color process as opposed to spot PMS colors.



Red Flyer Irish Ale shrink sleeve created at Century Label

“Research shows that consumers make decisions based on the look and feel of the label. You can be standing in the aisle of the grocery store and want more information about a product, or want to know the brand story, and you can scan it and find out. AR really endears the consumer to the product”

Much of Century Marketing's early success came with what the company described as 'unprecedented popularity and demand' for children's fuzzy stickers. Century Marketing later changed its name to CMC Group, the parent company of Century Label.

Under the CMC Group umbrella is also DayMark Safety Systems, a company that specializes in FDA and USDA compliant labels; SmartSolve, a manufacturer of water-soluble paper-based materials; NovaVision, a producer of holographic security products, and a company called Affirm Global that provides financial help to end poverty in developing countries.

Across the five businesses, CMC Group employs more than 300 people in the US, Canada and the UK.

The early days at Century Label meant producing labels for what the company calls 'Main Street businesses', or small companies such as gift shops, florists, jewelry stores and bike stores. As the retail landscape shifted to big box stores in the 1990s and early 2000s, Century Label shifted with its changing consumer base. But ironically, today's retail landscape looks a lot like the early days at Century Label. Many of its customers today are small, independent and craft retailers looking for quality and inventive labels.

Augmented reality (AR) labels have been a fun project at Century Label. With an app, consumers can scan the label, sleeve or flexible

package and engage directly with brand, even from the store aisle.

Century Label's executive director of marketing, Leasa Lee, says: 'There's a lot of research and articles showing that consumers actually make decisions based on the look and the feel of the label when they're making their selection at the store. It's not a far stretch to be standing in the aisle at the grocery store and you want more information, or want to know the brand story, and you can scan it and find out. AR really endears the consumer to the product.'

Century Label caters to craft beer, specialty food and beverage, nutraceutical, health and beauty and industrial and chemical markets. It has cornered the market on short-run, multiple SKU jobs, but has recently invested in equipment that will open the door to new markets and new strategies.

Technology

Century Label relies on the latest label technology for its pressure-sensitive labels, shrink sleeves and, the latest addition to its portfolio, flexible packaging.

The company was the beta site for the HP Indigo 8000 digital press. When Century installed the machine in 2016, they were



Todd Frenzt, right, and production manager Jeff Atkin at Century Label

determined to print shrink sleeves on it. 'When the HP Indigo 8000 press came out, we weren't sure if we were able to print shrink sleeves on it, but within a month we were,' says Susan Ramos, an account manager for the craft beer and specialty food markets. 'We were the first company in the world to run shrink sleeve films on the 8000.'

Two HP Indigo 6800 digital presses,

and two 17-inch, 8-color Mark Andy Performance Series P5 flexo presses round out Century Label's printing machinery. Its HD flexo press allows Century Label to print at 4000 DPI. Digital printing has been key to its success.

Frenzt says: 'We've always been playing in the short-run, multiple SKU markets, but strategically we're moving to mid- to long-run jobs with the HP Indigo 8000 and

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“Over the last two to three years we’ve really seen labels and shrink sleeve move into flexible packaging. We started researching it: how big is the market? How can we compete in it? It’s a \$354bn USD industry and we want a piece of it”

our flexo presses.’

Ramos adds: ‘As our customers grow, we like the ability to grow with them. Now we have the means with the 8000 and the flexo presses to do that. As they see more growth, we can service them as their needs change.’

Century Label is frequently honored for its innovation in print and work with color (see boxout). The company prints in expanded gamut CMYK+OV and can hit 93 percent of the Pantone colors. A full-time color manager on staff ensures that. The company is G7 qualified in both digital and HD flexo.

For finishing, Century relies on equipment from AB Graphic, Brotech and Karlville.

The company cites its Aztech inspection units as crucial to ensuring labels, sleeves and packages are quality controlled. The company uses Esko’s software in pre-press

and HP’s Mosaic for individualized and unique labels and shrink sleeves.

New markets and opportunities

In the past year, Century Label has seized on the growth of flexible packaging in the narrow web market. The company recognized the format’s rise when some staff members attended some end user tradeshows.

Caperna says: ‘Over the last two to three years we’ve really seen labels and shrink sleeves move into flexible packaging. We started researching it: how big is the market? How can we compete in it? It’s a \$354bn USD industry and we want a piece of it.’

Flexible packaging will be a key focus for the company in 2019 as they evaluate the market, its customers and equipment.

‘With the groundwork that the team



Century Label owner Al Caperna

has done over the past year, we’re seeing the need. Particularly after walking the Labelexpo Americas, Pack Expo and Fancy Foods shows, we saw a predominance of flexible packaging in every booth,’ Frennd said. ‘It’s the place to play right now. We see it as key for our growth.’



To watch a video of a viral label campaign created at Century Label, visit <https://tinyurl.com/yaorhrrn>

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MPS aids Milkpack's modernization

Russian packaging converter Milkpack installed an MPS EF 520 flexo press last year as part of a program to modernize its production. James Quirk reports

Milkpack, based near Tula in Russia, installed an MPS EF 520 flexo press last year – its second machine from the Dutch manufacturer – as part of a five-year program to modernize 80 percent of its printing equipment. In operation for 16 years, the company is a leading producer of sealing lids and sealing roll foil, serving multinational clients such as Campina, Ehrmann, Danone, Valio and Pepsico.

The MPS EF 520 flexo press is installed in Milkpack's GMP-certified clean room for manufacturing primary pharma packaging, a sector where the company is increasing its focus. Milkpack intends to replicate its success in sealing lid production in the pharma sector through a large-scale technical modernization of its factory, including construction of a new blister foil production facility, which is being fitted with modern equipment.

Built in 2017 in accordance with GMP standards, the Milkpack clean room is unique in Russia. It can be entered only through a gateway system: while one door is open, it is impossible to open the next. Only authorized staff can access it after changing into dressing gowns, caps and shoe covers. Operators must wash their hands for two minutes with a special soap, and then with a disinfecting agent. Their work wear is washed in a special laundry.

This is the facility for blister foil to be printed and packaged in an environment with reduced microbiological and physical contamination risks. The clean room complies with All Union State standard qualifications in design (DQ), installation (IQ), operation (OQ), and performance (PQ).

“The high speed and enhanced printing width gave us a significant output increase”

‘Under the 2020 Program, subsidiaries of some of the largest global pharmaceutical concerns were established in Russia,’ says Pavel Pronin, deputy general director for production. ‘Having inspected our facility and being convinced that we work according to international standards, many of them transferred their orders for blister foil from Europe to us.’

Innovation

Milkpack installed an MPS EF 430 flexo press in 2017, and the two MPS presses have played a key role in the converter's product development. ‘The strategy of our company is discovering new types of packaging materials and new products appearing in Europe and implementing them in Russia,’ says Sergey Kochetov, commercial director at Milkpack. ‘We are very proud of our 2017 innovation: our specialists succeeded in developing a smooth sealing lid with a thermal varnish application on it. No one else makes similar lids in Russia.’ The next stage of development is using thermal varnish to print company's logo onto the backside of the lid.

‘Based on our positive experience with the operation of the MPS EF 430 press and our good relationship with the supplier, we didn't hesitate to choose this new narrow web flexo press for printing



Milkpack's deputy general director for production, Pavel Pronin, (left) and Sergei Kochetov, commercial director

sealing lids. We absolutely knew the MPS EF 520 was the right choice,’ recalls Pavel Pronin, deputy director general for production. ‘Modern flexographic machines are catching up with offset in quality. That's why we needed a machine that is able to cope with the complex design required by our customers – to reproduce fine details and smooth color transitions at high speeds. The MPS EF 520 satisfied us completely.’

The company also needed high productivity and waste minimization, since printing is done on an expensive aluminum foil. The printing width of 510mm – not standard for narrow web flexo presses – was important. ‘The high speed and enhanced printing width gave us a significant output increase,’ says Pronin.

The press is equipped with corona web treatment equipment for foil, as well as special shafts enabling correction of foil edge irregularities at the machine input area and a foil dust cleaner. It also features high capacity UV curing and a series of GEW nitrogen chambers that facilitate high-speed operation.

According to Pronin, the innovation and increase in efficiency that the new press has brought has been positively received by press operators. ‘Our press operators consider the move to operating this new press as a recognition of their skills and as an improvement in working conditions. This modern press also allows us to look more modern and attractive in customers' eyes.’

‘The bulk of our orders is made up of dairy lids,’ he continues. ‘To engage buyers, manufacturers are expanding the range of products they offer. It means that we are required to ensure successful printing of small print runs on a larger variety of lids.’

The high degree of EF 520 automation facilitates fast changeover, making small-run production cost-efficient. The EF product line is backed by the APC software package, providing for additional printing automation opportunities.

Milkpack is actively growing. Over the past year, its exported production increased from 10 percent to 25 percent. While the company primarily works with customers in developing countries, it believes that the high quality of the new flexo press will enable expansion to at least three customers from European countries.



Go to www.milkpack.ru/en and www.mps4u.com for more information



Finat's fifth YMC Congress was held in Bucharest, Romania

Finat hosts YMC Congress

The fifth annual Finat Young Managers Club Congress provided young managers with thought-provoking conference sessions on engagement, recruitment and innovation. James Quirk reports

The fifth annual Finat Young Managers Club Congress took place in Bucharest, Romania, in September 2018.

Finat's YMC is dedicated to bringing together the younger generation from management teams across the label industry supply chain, providing networking opportunities and educational conference sessions to equip them with leading-edge thinking on key topics.

The event began with a visit to the local headquarters of transport and logistics company DSV Solutions, followed by a networking evening over dinner.

The conference the next morning opened with a presentation from Diana Voicu, specialist trainer, human resources consultant and Senior Learning Architect for MMM Consulting, who has worked with a broad base of leading brands across different specialties.

Her primary topic was the subject of personal engagement with a manager's team. 'What could be missing for me to get more engagement?' she challenged participants to ask themselves. If a question of infrastructure, workshops, she said, can help to identify shortcomings and the necessary solutions. A lack of established, strong relationships between team members could require a focus on team-building exercises, informal meetings and opportunities for socializing. She highlighted the importance of praise as a managerial tool for fostering a positive atmosphere within a team, even for small achievements. There are three easy steps for a young manager to take, Voicu advised:

share your vision (while painting the bigger picture); give your people the right role in the team; and discuss their continuing engagement.

Recruitment

EPSN colleagues Jeroen Tijink, chief growth officer, and Gabriela Marin, international recruitment business partner, explored the recruitment process. As a company looking to recruit talent, it is important to present your enterprise and its core values as clearly as possible, said Tijink. He emphasized the use of marketing and the importance of carefully preparing a job interview agenda. 'However, in the end, successful recruitment is all about negotiation.'

He asked: 'How do you know that the right people will apply for the job?' The application process must be made as simple as possible, because 'as an employer, you never get a second chance to make a first impression'.

Gabriela Marin underlined the importance of empathizing with current team members to motivate and retain them. While financial and other incentives, as well as development opportunities, are key, managers also need to employ a human touch, she said. 'People leave managers, not companies. Better retention involves communication, engagement, recognition, respect and growth.'

Inventor and businessman Johannes Höfler looked at practical logistics challenges specific to the self-adhesive label industry. Speaking on behalf of major converter Ulrich Etiketten, he highlighted sequence scheduling of similar print jobs in

“The business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs”

terms of format, number of colors, etc, to optimize efficiencies and save costs.

Höfler discussed with participants another crucial topic for label converters: raw materials stock management. Ideas for improved production planning and forecasting are needed for the future, he said, asking whether there are opportunities to instigate a cross-industry converter exchange of substrate materials no longer needed; or whether labelstock suppliers might instigate systems to buy back such materials, at a reduced price.

Theo Toering, of Toering Interim Management, then explored the world of consumer products that he supports as a 'brand surgeon' – assisting major food companies and other brands to gain commercial competitive advantage. As a marketer with strong commercial sense, he has in-depth experience of the complex pathway that involves successfully

Analysis:
Young managers must club together

Recruiting, training and retaining young talent in the label industry is frequently cited as a major challenge by converters around the world. No region from which this magazine has reported is immune. Finat's Young Managers Club, founded to address some of these problems and to provide business education and networking opportunities to the industry's future leaders, is unquestionably part of the solution. *Read full article on page 7.*



Gabriela Marin of EPSN focused on recruitment

establishing, defining or repositioning a brand, in terms of 'why, how and what'. He emphasized that 'why' is the most important question, and answering it will point the way to further action. He illustrated this fact through an exploration of his work with the international Chio Chips snack brand, the most popular snack brand in Romania. 'The world tastes great' was the product's launchpad, providing a different strapline to that of other snacks by encouraging consumers to explore new tastes.

Expanding this case history, Toering demonstrated the value of using 'famous people' in brand promotion, employing a father and son celebrity team in a 'young and old' TV promotion for Chio Chips. However, with TV viewing figures reducing in favor of social media, the latest marketing challenge is to attract the younger generation, so a 'multilayer' strategy blending online social media advertising and mainstream TV is a viable solution, he said.

Innovation

Johannes Höfler then returned to the stage, this time in his own right as the acclaimed inventor of, among other things, the Heliocis solar concentrator and the Vocier Zero Crease suitcase. Following on from a popular workshop during the 2016 YMC Congress, he explored ways of innovating in the self-adhesive label industry. Because the purpose of business is to create a customer, as renowned management thinker and writer Peter Drucker wrote, 'the business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.' Höfler defined innovation as 'the necessary adaptation of organizations to societal and technical change', and drilled down into a typical major business innovation process of research, development and commercialization.

Höfler also explored smaller innovations – for example product

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L-R: Tobias Kablau of Logo Etiketten, Helene Severin of Synthogra, Antonios Kampouris of Gallus; Mikaela Harding of Pulse Roll Label Products

improvements – which could bring quicker results. Financial break-even could be achieved within two to four years, but with a limited return overall on investment, whereas the ROI on major innovations – although they could take six to ten years to implement – would be ten times greater.

The practical modus operandi of best practice innovation was examined in depth, embracing pitchdeck workshops, internal prediction markets, and other management tools as part of the process. Höfler illustrated his thinking with case studies which demonstrated successful innovation – both in terms of creating a redefined business model, and in terms of achieving massive organizational innovation.

The next day opened with a storytelling workshop with Antonia Silvaggi of MeltingPro, a group of professional project co-ordinators devoted to personal development of leadership skills. Her workshop focused on developing participants’ self-awareness and their leadership skills, in both a personal and business context. The session took as its starting point the crew of the Starship Enterprise, with delegates asked to decide who they represented within the

cast of Star Trek – Captain Kirk? Mr Spock? – and to define their own view of their own personalities. They were then asked to think about delivering this profile successfully in a business context by examining what makes a ‘good story’, and why. ‘Stories’, said Silvaggi, ‘are about information.’ They need to feature, as well as strong characters, an interesting beginning to attract the audience; images – not just facts and figures; good vocabulary; memories; music; emotions; and, of course, an end. The Harry Potter stories are, she said, a good example.

The Congress then drew to a formal close, and after lunch delegates were taken on a walking tour of Bucharest. ‘This has been a really special event,’ said event organizer Elke Verbaarschot. ‘The contributions of the delegates as well as the speakers make me confident that the challenge in terms of encouraging today’s young managers to stay with this industry can, and will, be met. Young managers will add new levels and directions of innovation, expertise, and ultimately success to our business platform, which is, after all, one of the key factors in modern living, around the globe: labels and packaging.’

“People leave managers, not companies. Better retention involves communication, engagement, recognition, respect and growth”

 The next Finat YMC Congress will take place alongside the European Label Forum, held in Copenhagen on June 5-7

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Liner recycling reduces L'Oréal waste impact

L'Oréal, Avery Dennison and Wasteflex have co-operated in a glassine liner recycling program in Australia which has already diverted tonnes of material from landfill. Andy Thomas-Emans reports from Melbourne

L'Oréal Australia, Avery Dennison and waste management expert Wasteflex are collaborating on a recycling program to deliver zero glassine liner waste to landfill.

Through this program, L'Oréal Australia will divert more than six tonnes of glassine paper liner in Australia into recycled paper for use in the recycled paper industry. The program is currently centered on the company's biggest distribution center in Melbourne.

David O'Leary, national logistics manager at L'Oréal Australia, comments: 'The savings from this program have been significant but the biggest benefit for L'Oréal Australia is being able to meet our zero waste to landfill commitments through the services and expertise of Wasteflex and Avery Dennison.'

For Avery Dennison the glassine liner recycling program is an important element in achieving one of the company's ambitious 2025 Sustainability goals – to eliminate 70 percent of the waste from the pressure-sensitive label industry globally. Wasteflex is a waste 'broker', which brings together some 200 logistics partners servicing some 3,000 clients in Australia. Its role has been to consolidate the glassine liner waste from across Australia for shipment and recycling to take place.

Up to now liner waste has scored low on the sustainability priorities of most brands, but, as the L'Oréal case shows, attitudes to packaging waste in general are changing rapidly, particularly with the current focus on the elimination of single use plastics.

Marcel Cote, strategic marketing director for Avery Dennison South Asia Pacific and Sub-Saharan Africa, says: 'While most brand owners are focusing only on ways in which to recycle their primary packaging, we have taken a proactive step here and looked for like-minded companies to bring together. This has allowed us to get ahead of the curve in addressing label liner waste'.

Historically, glassine has presented the biggest recycling challenge because of the silicone coating. 'Recyclers typically see it as a contaminant and are not prepared to accept it,' says Cote.

Even if recyclers could be persuaded to accept glassine, 'The biggest single problem here is how to segregate the waste stream.'



L'Oréal has a commitment to zero waste to landfill

“Timing of waste collections is dependent on the volumes available and the commitment of brands to separate the waste, to throw it into the right box. They shouldn't add any mixed waste if we are to avoid it being sent to landfill”

Scaling up

Avery Dennison has brought together a network of companies to collect waste and consolidate it in a critical mass which enables other partners to make economic use of it. In the case of L'Oréal the consolidated glassine liner waste is shipped to India Paper Mills through an Avery Dennison network where it is recycled into tissue paper for retail apparel and footwear packaging applications.

'So, unlike other recycling options, we do not need to de-silicize the liner,' says Cote. 'This is an ideal solution as it does not over-complicate the process and is scalable

across the paper industry.'

'While we continue to explore local glassine liner recycling solutions locally in Australia, we do believe this program achieves a more sustainable solution for brand owners than landfill,' he continues. 'Prior to this recycling program this glassine was dumped into local landfill. Now it gets shipped a long distance to be recycled, which raises the question, what's better for our environment?'

Cote points out that this question was looked at ten years ago by the Waste & Resources Action Programme (Wrap) in the UK, which conducted a study comparing

UK waste-to-landfill against shipping and recycling in China. Wrap found that a significant reduction in environmental impact was achieved with shipping and recycling overseas compared to landfilling locally, despite the additional freight component. Landfilling waste locally in the UK delivered less than one third of carbon emissions savings compared to recycling in China, which until recently was the recycling outlet for much of the world's paper and plastic waste.

With China's recent decision to shut its door to packaging waste

“The savings from this program have been significant, but the biggest benefit for L’Oréal Australia is being able to meet our zero waste to landfill commitments through the services and expertise of Wasteflex and Avery Dennison”

from developed countries the demand for local liner waste recycling solutions has become all the more urgent.

‘China shutting its doors to accepting waste imports has actually been a good thing,’ says Cote. ‘We are now starting to see governments and industry groups introducing recycling legislation which is driving brand owners to act, actively investigating ways to more sustainably manage their liner waste.’



Balers at L’Oreal Melbourne facility to collect glassine liner waste

Cote says Avery Dennison has similar programs to L’Oréal running in India with large multinationals who have liner waste as a big focus – ‘Not yet because of legislation impacts, but typically to hit their own internal targets. This momentum across the region is important because critical mass is the key. The more volume we collect through this program the more financially viable the program becomes for our recycling partners.’

China impact

Mark Russell, general manager at Wasteflex Australia, says the overall cost of managing waste in Australia will continue to increase as the impact of China closing its doors is realized, coupled with increased costs in landfill, transport and associated costs. This is further highlighted by the introduction of a new EPA levy in Queensland in 2019. One driver for the introduction of this levy were the volumes of waste being transported from New South

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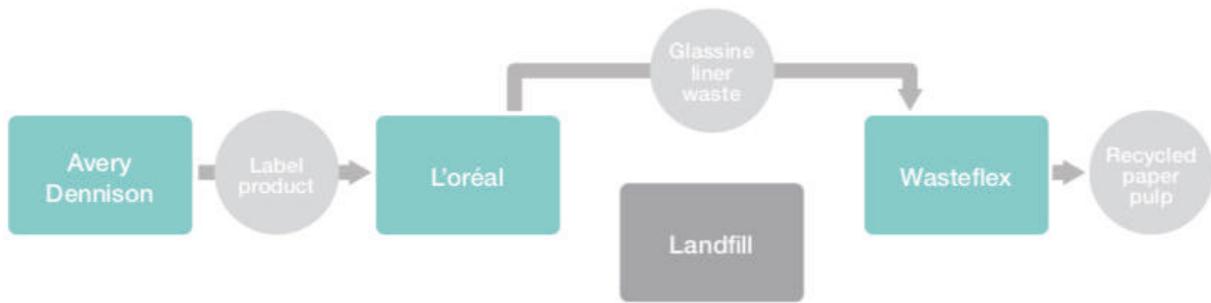
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Logistics workflow of L'Oréal, Avery and Wasteflex operation

Wales into Queensland to avoid higher waste disposal costs.

In pure economic terms, with the price of mixed waste continuing to increase per tonne, the liner recycling program is 'better than cost neutral' for L'Oréal, says Russell. 'We anticipate as we roll the program out to bigger and smaller end users it will vary, but it should typically be cost neutral or better across Australia.'

Timing of waste collections is dependent on the volumes available and the commitment of brands to separate the waste, 'to throw it into the right box. They shouldn't add any mixed waste if we are to avoid it being sent to landfill.'

Looking at wider recycling issues, what has been the impact of Avery Dennison's sustainability initiatives such as CleanFlake, which allows PS labels to be separated from PET containers? 'We are starting to see an influx of enquiries across Australia thanks to the emerging Australian Plastic Recycling legislation that's rolling out currently,' says Marcel Cote. 'While we've had this solution for many years it's only now that brand owners are seriously seeking more sustainable label solutions which can improve the recyclability of their plastic packaging and meet the new regulations.'

Avery Dennison continues to grow its portfolio of sustainable

ClearIntent products, including the increased use of recycled post-consumer paper and plastics, biodegradable and compostable materials and the development of recyclable technologies.

While paper accounts for 70 percent of liner waste in Australia, Avery Dennison is now actively developing filmic PET liner and matrix waste recycling programs to compliment similar recycling programs established in North America and Europe. 'These present us with a different set of challenges,' says Cote. 'Matrix waste is typically a contaminated combination of various paper and filmic face stocks together with a range of adhesives, varnishes and inks, so waste-to-energy or waste-to-fuel are typically the most viable solutions available currently. With filmic liner recycling we are undertaking pilot trials through our industry network across the region with encouraging progress. The good news is the siliconized PET liner is fully recyclable into a range of secondary applications such as carpet fibers, insulation and a range of industrial uses.'



Avery Dennison will be showing its full range of ClearIntent products at Labelexpo Europe in September. www.labelexpo-europe.com

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Seminar addresses liner sustainability

A seminar organized by AWA in Chicago examined the sustainability challenges the pressure-sensitive label liner industry faces. Andy Thomas-Emans reports

The release liner conference organized by AWA to coincide with Labelexpo Americas 2018 gave TLMI a platform to address the wider issues of liner waste recycling.

Rosalyn Bandy, TLMI director of Environmental Strategies & Outreach, told delegates that environmental awareness, particularly amongst millennials, was being focused by the campaign against one-use plastics. 'Reduce, Reuse, Recycle is not working – it's not enough. Globally one million PET bottles are purchased every minute and 91 percent do not get recycled,' said Bandy. In 2018 the US had a 28.4 percent gross recycling rate for bottles, a drop of 2 percent from 2015 and the lowest rate in four years. 'Most of what is recycled is down-cycled and ultimately landfilled in the form of things like clothing fibers.'

The fact that most waste has been shipped to China up to now has hidden the extent of the problem. The US alone exported US\$16.5bn of scrap in 2017, with paper and plastics accounting for \$3.9bn. 'Over 40 percent of US discarded plastics ended up in China last year,' said Bandy. With China banning all imports of scrap materials by 2020, recycling is set to become more expensive.

Bandy said the real game changer will be 'Tertiary Recycling', where the chemical building blocks of plastics – the monomers – are recovered and used to manufacture new films and containers.

“Globally one million PET bottles are purchased every minute and 91 percent do not get recycled”

'So the molecules are always in motion. We can produce virgin-like recycled polymers without trade-offs in performance.'

Bandy explained that P&G was the inventor of the PureCycle process and the technology has been licensed for use in a new plant in Cincinnati looking at recovering polypropylene.

Loop Industries is another industry group developing tertiary recycling technologies, with partners including L'Oreal, Gatorade, Evian and Pepsico. Its products have been FDA approved.

TLMI itself entered into a partnership with Circular Polymers in 2017 to run trials on PET release liner. Up to now PET liner could not be recycled along with PET containers because of contamination caused by residual labels and because the recycled material is discolored by the silicone. 'With tertiary recycling PET liner can be recycled along with any attached labels, shrink sleeve packaging or PP and HDPE cores because all the material is broken down to the monomer. This will mean all PET liners can enter the circular economy.'

This is planned as a global initiative, with more CP plants planned for 2019. TLMI will lead for North America and is already working with Finat to widen the geographical scope.

Robert Parker, owner of converter Label King and chair of TLMI's recycling committee, pointed out the problems in collecting liner waste in commercial quantities, which means 270,000 tonnes of liner waste is landfilled in the US annually. 'We at Label



In 2018 the US had a 28.4 percent gross recycling rate for bottles, a drop of 2 percent from 2015 and the lowest rate in four years

King decided seven years ago to offer label liner recycling as a value-added service with which we're currently working with five customers. It is not an easy thing to do and not cost effective – I actually pay money for it. But it's doing the right thing and it's gaining momentum.'

Parker's biggest frustration is not knowing what happens to the liner waste he collects. 'This scares the heck out of me, and we are not sure what to do about it. We need to work together to figure this out. Just take paper – can liner go in with office paper, or mixed paper? I don't know.'

The worst-case scenario is politicians taking unilateral action on liner waste. 'We are very vulnerable here in California, which is the fifth biggest economy in the world. We already have proposition 67 which says grocery stores cannot hand out single use plastic bags, and some counties have banned straws or single-use utensils. Things are happening fast. So we need to come up with a solution before they come for us.'

Parker says labelstock and liner manufacturers have a key role to play in finding solutions, after which label converters can help get the message out to their customers. 'We can include on our packing lists how to recycle the liner, or print it on the cores or on the back liner itself.'

Parker says that with education, customers could be persuaded to stop using bleached white grades. 'As long as it works they are fine – especially if you give them the message it's recyclable. Some brown liners are bleached then bleached back to brown to seem more recyclable!'

Another issue is the shortage of new pulp in the paper industry. 'If liner waste is co-mingled with corrugated, the liner fibers are so fine they can be lost in waste water treatment.'

Parker concludes: 'We are banging our head against the wall sometimes – the execution is the problem. Brand owner priorities are all over the place. And I don't know what can be recycled, where it can be recycled and with what.'



To find out more about TLMI's sustainability initiatives, visit www.tlmi.com

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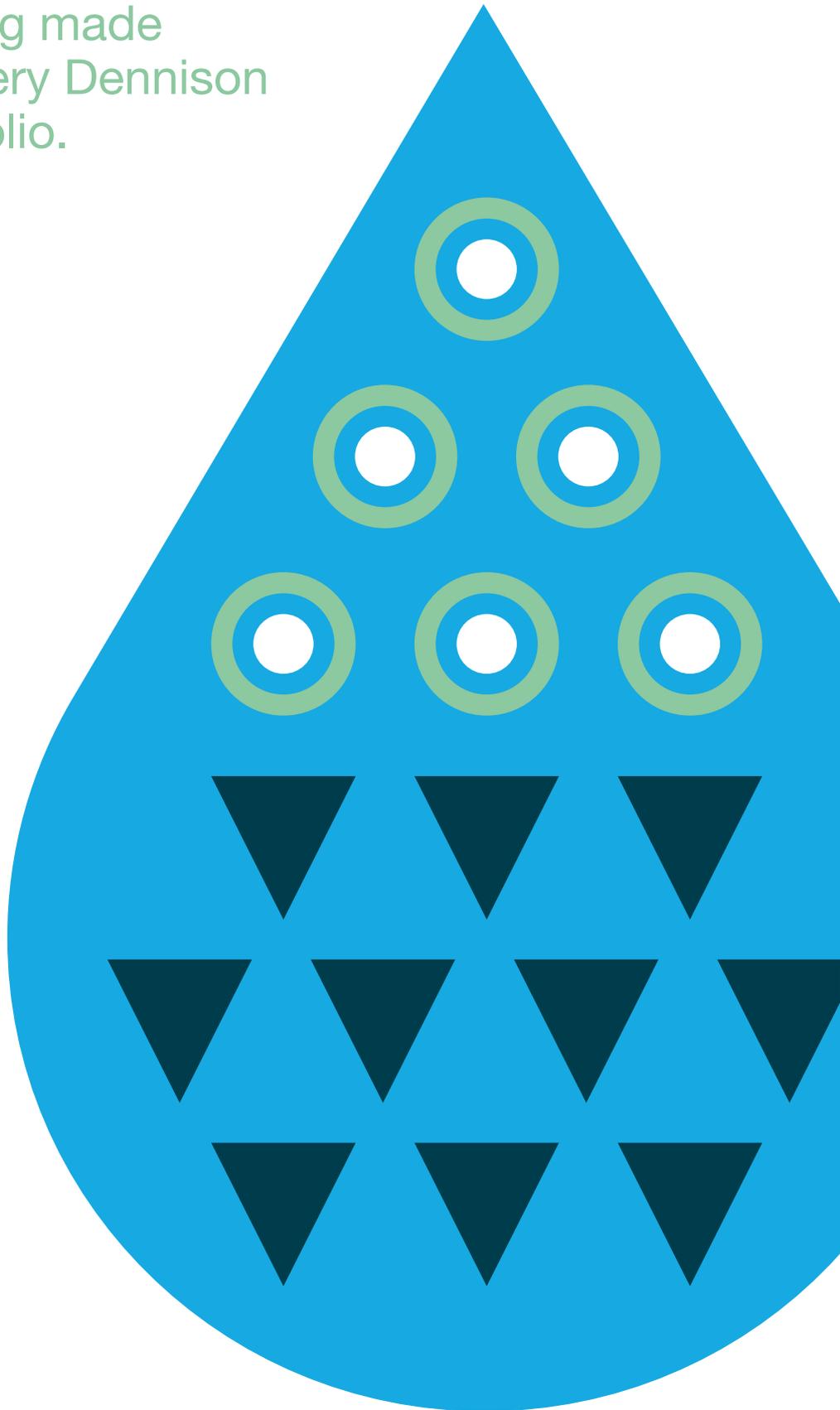
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Labelexpo India reviewed

The latest edition of Labelexpo India reached new heights in visitor and exhibitor numbers, and also in technology being displayed – and sold – on the show floor. Report by Aakriti Agarwal, Andy Thomas-Emans and James Quirk

The sixth edition of Labelexpo India, which took place at India Expo Centre & Mart in Greater Noida on November 22-25, 2018, was the largest Labelexpo show to date in the region. A total of 9,851 visitors from 55 countries passed through the doors over the four days of the show, 22.7 percent more than in its last edition in 2016 and the biggest visitor increase to date.

The show was also 28 percent larger in size with 250 exhibitors occupying a floorspace of 7,073sqm, compared to 200 across 5,899sqm in 2016.

It was a landmark event too in terms of the technology on display, and the number of deals – for high-level equipment – made on the show floor.

Lisa Milburn, managing director for Labelexpo Global Series, said: 'We are absolutely delighted with the overwhelming success of this year's Labelexpo India. The fantastic visitor number surpassed all our expectations, and the sheer volume of sales achieved over the four days showed how valuable the show has been for generating new business. It is also resounding proof that the Indian label and package printing market is booming, with printer demand for new technology and innovation moving at an incredible rate.'

'The success of our Brand Innovation Day, coupled with our series of exceptionally popular forum events for converters around India, Sri Lanka and Bangladesh in the run-up to the show, also helped contribute to this show's achievement by building fantastic momentum. We saw a large delegation from Bangladesh attending Labelexpo India for the first time, which is hugely encouraging. We are also grateful to the unwavering support from key trade associations in the region including LMAI, AIFMP, DPA, ASPA, SLAP and FNPA. We very much look forward to building on this success for our next Labelexpo India in 2020.'

Brand Innovation Day

Complementing the expo, a well-attended Brand Innovation Day took place on day one of the show. Brand owners and designers from a wide range of sectors took part in an exclusive series of seminars and educational sessions. Speakers included the World Packaging Organisation, General Mills and Twinings, with attendees from companies including Reckitt Benckiser, Landor, Bosch and Adobe. In addition,



The opening ceremony at Labelexpo India 2018

“The sheer volume of sales achieved over the four days showed how valuable the show has been for generating new business. It is also resounding proof that the Indian label and package printing market is booming”

Andy Thomas-Emans, strategic director for Labels & Labeling and Labelexpo Global Series, moderated a lively panel discussion on product decoration, joined by representatives from SMI Coated Products, Esko, HP India and Avery Dennison.

'The Brand Innovation Day was intended to bring brand owners closer to the technology providers, allowing them to gain a competitive edge by understanding trends across a wide range of fields from digital printing and workflow to new materials,' said Andy Thomas-Emans, strategic director of the Tarsus Labels Group, and who chaired the half-day event.

The session was opened by Chakravarthi AVPS, global ambassador of the World Packaging Organisation and CEO Ecobliss India, who looked at macro trends in the global label and packaging market.

Sukhdev Singh Saini, packaging lead, AMEA at General Mills, looked at designing products for sustainability, while Avinesh Jain, packaging engineer at SC Johnson, considered different anti-counterfeit strategies, both overt and covert.

Kanchan Bhargava, senior brand manager

at Twinings, explained how the company had used design 'English' design cues for brand building its re-launched tea range. Gagan Talwar, packaging manager Reckitt Benckiser talked about how his company is looking to exploit digital printing technologies.

A panel of suppliers representing Avery Dennison, SMI, HP Indigo and Esko, then answered questions on a wide range of issues, including one from the floor on what actions a brand owner should take to make the most of digital print capabilities.

In response Christian Menegon, worldwide business development manager, Industrial Products, HP Indigo, said it was not so much a matter of technology, as developing a responsive supply chain. 'Can you efficiently deliver a personalized product?'

John Winderam, general manager SEA & SA at Esko, emphasized the importance of automating the pre-press and approval processes as a response to increasing numbers of SKUs and shorter product life-cycles. Ajay Mehta, managing director of India-based materials supplier SMI,

“This year’s Labelexpo has further established its position as the most sought-after industry event in the country. We were able to not only meet with well-established industry leaders, but also with new faces who want to explore the label sector”



Supplier panel at Brand Innovation Day

stressed the importance of adding value through the PS label specification process, while Parag Bagade, head of technical marketing, South Asia Pacific and Sub Saharan Africa, Avery Dennison, talked up the opportunities opened up by RFID and other interactive label technologies.

Technology and sales

Exhibitors included leading international and local suppliers, and a large number of equipment sales were finalized on the show floor. Baddi-based Prakash Printers opted for a flexo press from **Alliance Printech**, the newly launched Alliance A3. Jatinder Julka, director at Alliance Printech, said: 'We booked two more orders on the show floor and met new printers from India, Sri Lanka and Bangladesh that has helped build our sales pipeline.'

Asahi Photoproducts exhibited for the first time at Labelexpo India. The company showed its AWP family of water-washable flexo plates featuring Clean Transfer Technology, including its new AWP-DEW plate with washout speeds claimed as 2.5 times faster than previous plates, making it suitable for on-demand platemaking.

Avery Dennison unveiled a new polyolefin-based conformable film, Flexiprint, developed by its India R&D team at its Pune Innovation and Knowledge Centre. It is available as a face material for both conformable tubes and semi-conformable containers. The company also launched a new topcoat, TC8000, with a stronger ink anchorage claimed to allow an increase in press speeds by up to 25 percent and cold foiling speeds by 20 percent.

Pankaj Bhardwaj, senior director and general manager, Labels Graphic Materials – South Asia, Avery Dennison, said: 'This year's Labelexpo has further established its position as the most sought-after industry event in the country. We were able to not only meet with well-established industry leaders, but also with new faces who want to explore the label sector.'

SnM Enterprises, the Indian agent of Chinese flexo press manufacturer **Bengraphic**, sold two F3 flexo presses, one each to



Domino and Multitec teams during the partnership announcement at Labelexpo India 2018

Domino and Multitec partner for hybrid press

Inkjet integration specialist Domino and Indian flexo press manufacturer Multitec have announced the joint development of a hybrid UV inkjet-flexo press.

Ajay RaoRane, assistant vice president, Digital Printing Solutions, Domino, said: 'We chose to work with Multitec because they have a good technology know-how, a good penetration in the Indian market with excellent relationships with customers, and a hunger to do more. We complement each other.'

Amit Ahuja, director of Multitec, added: 'Domino is the perfect partner not only because of its advanced UV inkjet technology, but also because its N610i digital print engine is easy to integrate. And the company has a great roadmap into the future.'

Ahuja said he did not expect the Indian market to support mass adoption of hybrid press configurations for the next five years. 'But it is important for Multitec to be ahead of the game when this happens.' The press configuration will be fully customizable in terms of number and positioning of UV flexo, cold foil and converting units.

Domino now has hybrid integration agreements with MPS, Lombardi, CEI US and Spande in China, as well as selling its N610i press in both stand-alone and in-line configurations, the latter in partnership with AB Graphic.

Domino was also promoting its K600i single color digital module at Labelexpo India, with a unit installed on a Vinsak USAR slitter rewinder.

Mumbai-based Barcom Industries and Delhi-based GRV Labels.

Indore-based Marks Print invested in a high definition inspection camera from **BST** for its existing Multislit M3 slitter rewinder from **Multigraph Machinery Company**. Dharendra Rawat, director at Marks Print, says: 'We invested in a slitter rewinder six months back. Driven by demand from brand owners, we chose to invest in an inspection system now to cater to multi-national companies.'

Sudhir Samant, consultant at Multigraph Machinery Company, agreed: 'There is an increased demand of inspection equipment compared to just a few years ago. The Indian market is trending towards higher quality and defect free labels.'

Bobst showed the M5, a fully servo-driven in-line UV flexo press able to process most substrates used in the production of labels and packaging. The configuration of the M5 on show featured several digital technologies that are part of the company's Digital Automation program, including Revo 7-color extended gamut printing and the Digital Flexo and DigiGap systems for digitally automated print and die-cutting pressure control and print quality/pdf control.

Capri Coating Solutions exhibited its range of products



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Pictured with the Vinsak and Lombardi teams at Labelexpo India, Vishal Pasricha, owner of Polydam Printers (center), ordered an 8-color Lombardi 430 flexo press



Jammu-based bottle manufacturer Modern Propack invested in India's fourth Omet iFlex press

involving paper, filmic and specialty substrates with customized adhesives. Korean manufacturer **Dilli** demonstrated its Neo Picasso UV inkjet press while exhibiting for the first time at a trade exhibition in India. **DPR** showed Virgo, a compact desktop finishing system. On the Konica Minolta stand, it showed Scorpio SCR35PL, an all-in-one system which unwinds, laminates, digitally die-cuts, removes waste, slits and rewinds. The companies partnered for the show and are exploring a longer-term collaboration.

Edale reported its most successful Labelexpo India yet, with an increase in the level of enquiries and visitors. Darren Pickford, sales and marketing director, said: 'We had extremely busy four days and received a fantastic response in regards to our latest machinery range. Enquiries are up and I am confident we have made some future partnerships.'

Enercon exhibited the CoronaMax corona treater for improved ink adhesion.

Esco announced four CDI sales. Delhi-based Abdos Lamitubes ordered a CDI Spark 2530 enabled with HD Flexo; Noida-based Uflex invested in CDI Crystal 5080 XPS and CDI Spark 4260 enabled HD Flexo Pixel+; Hyderabad-based Digiflex ordered its second Esco CDI Spark 5080; Bengaluru-based Sai Enterprises invested in a CDI Spark 4260 flexo imager.

Flint Group demonstrated the full range of its imaging, printing and workflow products. The company sold a Xeikon 3300 press during the show. **Fujifilm Sericol** launched Sericol JJ UV LED inks in India. Rajesh Gandhi, general manager, said: 'We see more footfall this time and it is a better show. Printers who have installed new machines have visited the show to see new technology. We are pleased with the response received.' **GEW** showed its range of UV curing systems. **H.B. Fuller** launched Swift Melt 1908 hot melt pressure-sensitive adhesive.

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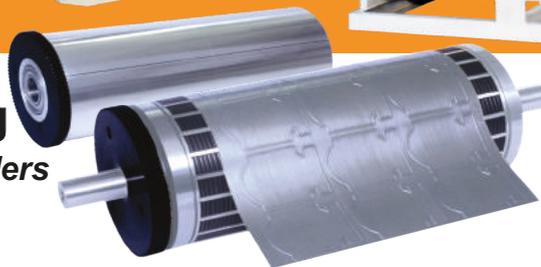
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Global Business Partners welcome

HP unveiled HP SmartStream Collage, an automated variable design for HP Indigo printing. The company also showcased latest tools and innovations for digital printing of labels, shrink sleeves and flexible packaging including systems for workflow, printing and converting, along with a range of applications from worldwide converters that use HP Indigo's Liquid Electrophotography (LEP)-based digital printing. HP sold its 6900 press at the show floor.

Hyden Packaging collaborated with Futec Japan to launch the new FH400B slitter rewinder, a bi-directional machine with 100 percent inspection. A bottle manufacturer from Jammu, Modern Propack, ordered a FH400B slitter rewinder during the show, alongside its purchase of an Omet iFlex, its first flexo press.

IEEC introduced its new generation Ozonash and Lab Corona Treater. Ozonash is an ozone destruction unit which converts ozone into oxygen. The Lab Corona Treater is designed for research laboratories and low volume production.

IST Metz, with its exclusive distributor Royal Coat, showed its LEDcure SCR system for the first time in India. Supplied by IST in collaboration with its subsidiary Integration Technology, LEDcure SCR is a specially designed retrofit for rotary and flexo presses.

Kocher + Beck showed its ranges of dies and tooling for the label industry. Mumbai-based Numex Blocks ordered a **Kodak** Flexcel NX 5080 system.

Konica Minolta showed its AccurioLabel 190 digital label press with an in-line Brotech rewinder. The digital press manufacturer – which recently reached the milestone of 250 digital label press sales globally – has had a presence in India for the past seven years, though only began selling its digital label press in the country at the beginning of 2018. Given the trend of commercial printers moving into label production, as well as increasing interest in digital technology from traditional label converters, Konica Minolta sees

“Per capita label consumption stands at about 0.35sqm. The Indian label industry is growing about 15 percent per annum. I anticipate we will reach 3-4sqm in the next five to seven years, which is ten times the current consumption”

great potential for its digital label press in India.

Lombardi, alongside its exclusive India distributor Vinsak, sold four presses during the show, adding to its 20-strong machine installation base in the country. 'India represents one of our main markets because it is so reactive towards our technological innovations,' said Nicola Lombardi, marketing manager at the Italy-based manufacturer. On display was the Synchroline 430mm press equipped with a Toro hot foil and hologram stamping flatbed unit, which can also be used for cutting and creasing carton boxes, and a Synchroline 530mm 8-color press featuring an OverLap unit which was running flexible packaging and 3-layer labels.

Recently appointed international sales manager Giovanni Perego said: 'We had a very crowded stand. Some machines were sold and visitors came not only from India but also from Malaysia, and this is a clear indicator of the image of Lombardi Converting Machinery in the world and in Asia in particular.'

Chinese inspection specialist **Luster LightTech Group** made its

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debut at Labelexpo India. It has appointed Weldon Celloplast as its local agent, and now has two systems installed at Indian converters.

Flexo Image Graphics sold a **Mark Andy** Performance Series P5 press to Mumbai-based Barcom Industries. **Monotech Systems** sold five Jetsci Colornovo UV inkjet digital label presses and five VSRI (variable data printing, slitter, rewinder and inspection) systems. Jetsci Colornovo was launched at the show and booked by Mumbai-based Barcom Industries, Kundali-based Wonderpac India and a printer in Italy. An existing customer in China ordered two. Three VSRI were booked by Noida's Holostik India, and one each by security printers in south and north India.

Multitec sold two presses: a 450mm wide, 8-color S1 full servo press to Westflex in Africa, and an 8-color semi servo E1 press to Mumbai-based Stallion Printers. **NBG Printographics** demonstrated its Starflex flexo press.

Nilpeter demonstrated its new generation FB-Line, the FB-430 with 16in web width combining flexo, gravure, hot foil and cold foil, as well as its Gravure Unit and FP-4 unit for hot foil and embossing. Jakob Landberg, sales and marketing director, Nilpeter, said: 'The Indian label business has matured considerably, and people came to see new opportunities and broaden their horizons by looking into flexible packaging. We also found that the show has gone from being local to more regional with visitors from the Middle East and Africa.' Gujarat-based converter Novelty Creations invested in an 8-color Nilpeter FB3300 press as the offset printer looks to diversify into roll-to-roll label production.

Omet, represented by local agent Weldon Celloplast, demonstrated chill drums for printing filmic applications as well as a peel and seal unit for printing multi-layer labels on a 10-color iFlex 370mm flexo press. The machine was equipped with cold foil, delam/relam, web turnbar, sheeter conveyor and two die-stations. A bottle manufacturer from Jammu, Modern Propack, ordered its first flexo press: a 370mm wide, 10-color Omet iFlex. This is the fourth Omet iFlex in India. Pawandeep Sahni, director at Weldon Celloplast, said: 'This press is great for label printers looking at achieving low cost of production with minimum resources. It is one of the smartest flexo printing presses in its class and have performance features which are unmatched even by some of the most high-end presses in the market.'

Other exhibits at Weldon Celloplast's stand included a range of flexible and magnetic dies from **Lartec**, **Spilker's** MicroGap anvil for micro gap adjustments to enable fine die-cutting and enhancing die life, and Luster inspection technology. **Brotech Graphics** from China also exhibited a DL330 die-cutting machine suitable for in-mold labels, label finishing, converting and quality inspection.

Pantec displayed flatbed hot foil embossing system Rhino IIS, and rotary high-speed hologram and lens inseting systems Swift and Cheetah. **PGI Technologies** showed a 5-color Preciflex Stallion flexo label press. **Phoseon Technology** displayed its range of UV



Novelty Creations invests in an 8-color Nilpeter FB3300 press

LMAI Awards

The 2018 LMAI Awards, sponsored by Avery Dennison, took place on the first evening of the show and was well-attended by exhibitors and association members.

The winners in various categories included Anygraphics, Huhtamaki PPL, Jain Transfer Products, Kumar Labels, Kwality Offset Printers, Pragati Pack India, Sicon Packs, Total Print Solutions, Trigon Digital Solutions, and Unick Fix-a-Form and Printers, and Update Prints. Runner-ups in various categories included Anygraphics, Pragati Pack India, Holostik India, Huhtamaki PPL, ITC, Kumar Labels, Kwality Offset, Manipal Utility Packaging Solutions, SBU-Packaging & Printing, Sel Jegat Printers, Update Prints India, and Zodiac Reprographics.

Rajesh Nema, honorary secretary, LMAI, said: 'It was a great experience to attend Labelexpo India at Noida. Team Tarsus did a great job to gather so many exhibitors from around the world and showcase them to the Indian printing fraternity. LMAI is proud to be associated with Tarsus for organizing these shows.'

LED curing systems. **Polyart** displayed its patented Tamper Evident film that allows for immediate delamination and easy printing with all TT ribbons, and introduced a new range of in-mold labeling films for blow-molded containers.

Prati was present through local distributor Royal Coat, who also promoted products from UV curing specialist **IST Metz**, rotary tooling supplier **Rotometal** and anilox roll manufacturer **Zecher**. Chiara Prati, sales and marketing director of Prati, said: 'We have witnessed a huge interest in Digifast One. We are happy to announce that an entire new range of finishing processes are ready to be launched.'

First time exhibitor **Rhyguan**, a Chinese finishing equipment manufacturer, sold two machines and received 'several serious enquiries'. **Schobertechnologies** showed rotary punching and die-cutting equipment for the label and packaging converting industry.

Screen formalized the sale of India's first Screen Truepress L350 UV inkjet press at Labelexpo India 2018. It will soon be installed at S.Kumar Multi Products in Ahmedabad. To complement the new machine, S.Kumar has also invested in a Zonten finishing line that comes with a varnish unit, cold foiling, sheeting and intermittent die-cutting.

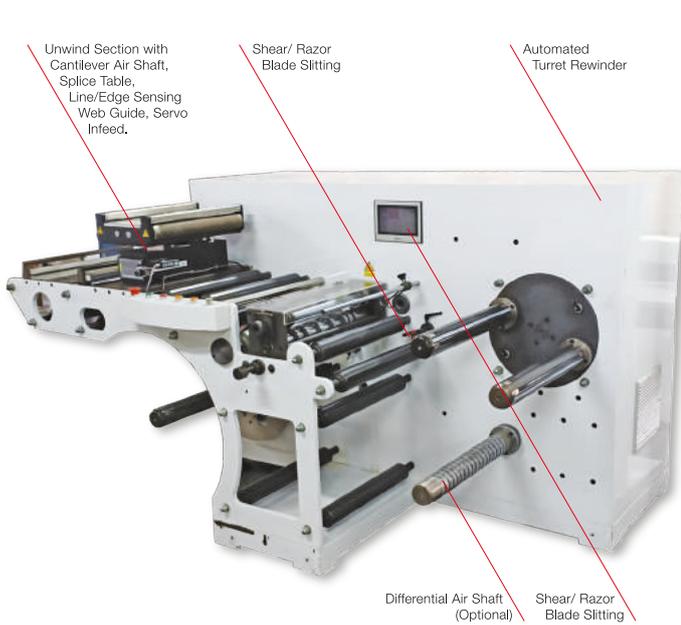
Tresu Group presented its ancillary program of automatic ink supply and chamber doctor blade systems for flexo label and packaging presses, including the new Tresu FlexiPrint Reservoir SAVEink chamber doctor blade for narrow web flexo applications up to 800mm wide. With an integrated high-capacity reservoir, the SAVEink chamber doctor blade is meant for process and spot colors as well as high ink transfer printing, without the need for a connected pump. It is suitable for long and short run production; ink may be added to the reservoir without stopping the press.

UV Graphic Technologies launched new 8-color, fully servo-driven, automated flexo press, UltraFlex UFO. The machine on the show floor was equipped with corona treater, double side web cleaners, soft tension control for films, auto register, 100 percent defect detection system, chill drums, hot foil, cold foil, peel and seal, and a hybrid drying system capable of conventional UV, UV LED, hot air and IR. The press was printing on multiple substrates including 12-micron BOPP film, shrink sleeves, polyester film, in-mold labels and pressure-sensitive material with movable in-line hot foil stamping. The company sold a 9-color machine to Pune-based label and packaging printer Hempra Multiprints.

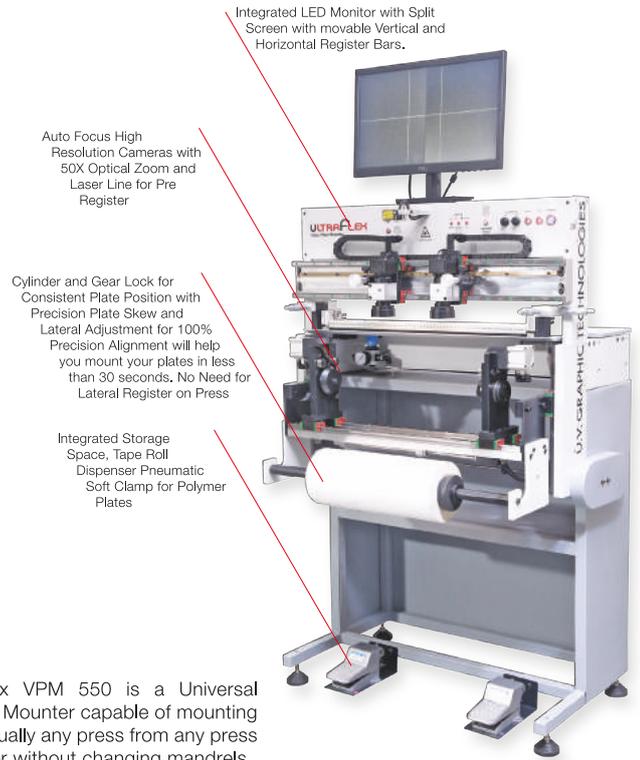
Pre-press trade house **Veepee Graphics** launched a new mobile app that provides live job status to its customers. Jai Chandra of Veepee Graphics explained: 'The customer gets real-time

ULTRAFLEX

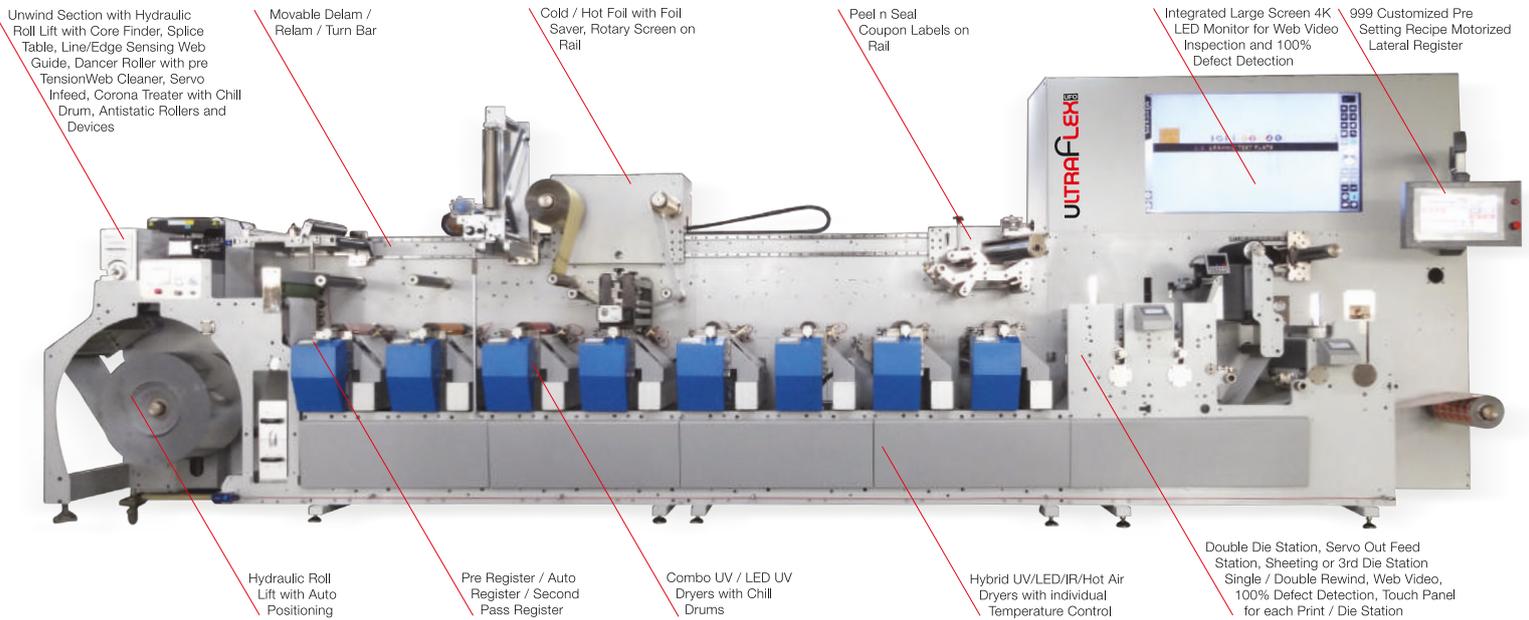
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Printing features include near 100% register on job start up and achieve full Register with under 3 meters waste. The Presses can run multiple substrates including printing on 12 micron BOPP Film, Shrink Sleeve, Polyester Film, In-Mould Labels and Pressure sensitive material and Heavy Boards.

Options available on all Ultra Flex Presses include Corona Treatment, Web Cleaning, Line Sensing Web Guide, De Lam / Re Lam, Turn Bar, Hot Foil, Foil Saver, Cold Foil, Cast n Cure, Peel and Seal Labels, Rotary and Flat Screen, Scratch off Coatings, LED UV, Hybrid Dryers and 100% Defect Detection. A wide variety of Customized Applications can also be developed according to the needs of the Label Printer.

information of the artwork from the time Veepee ERP receives a job till its dispatch. To facilitate this feature, the application has been integrated to the company ERP that is further integrated with Esko workflow.' Features include job upload, billing, job archiving, delivery tracking and notifications.

Vinsak launched a table-top rewinder machine for rewinding of printed material from roll-to-roll with label counting, and showcased new versions of its reel lifters, VRL 350 and 250. The company sold eight Vinsak USAR slitter rewinder, die-cutter and inspection systems into India, Bangladesh and East Africa.

Chinese label machine manufacturer **Wanji** exhibited for the first time and carried out live demonstrations of its intermittent offset label press.

Weigang Machinery, also from China, displayed an 8-color ZJR-330 flexo press and sold a machine on the show floor.

Zonten, with its exclusive distributor S.Kumar, presented live demonstration of an 8-color flexo press, and reported two sales, one each to Indian Labels in Ludhiana and to Oasis Labels based in Kerala. Zonten also launched HMQ320, a high-speed flat-bed die-cutting machine that runs at 30m/min. It was sold to Bangalore-based Aditya Barcode.

Further press sales were reported by **Arrow Digital, Brotech, Marks Print, Moksha Engineering, PGI Technologies, RK Label Printing Machinery and Webtech Engineering.**

Trends in the Indian label industry

Commenting on Indian label industry trends, Ajay Mehta, managing director at SMI Coated Products, said: 'Printers are opting for combination presses and are looking at digital presses as well. The industry is becoming very innovative and looking at sustainable solutions.'

Mehta attributed the growth to the rising middle class. 'Our per capita consumption stands at about 0.35sqm. The Indian label industry is growing at the rate of about 15 percent per annum. There will be a period soon when the surge will be higher than 15 percent, and that's what everyone is looking at. I anticipate to reach 3sqm or 4sqm in the next five to seven years, which is ten times the current consumption. The industry is poised to grow ten times in a short span of time.'

'Therefore, people are moving towards more sophisticated machinery. Newer machines are capable of doing registration within 10 minutes, reducing wastages, and have shorter web path. Pressure-sensitive labels are becoming more cost effective. The Indian printer is also opening to investing in digital presses. We see growth being driven by end consumers and printers together,' said Mehta.

Many printers are also investing in inspection equipment that was not commonly seen in label factories until recently. Stricter regulations by the government, especially in the pharma industry, and demand for defect-free and high-quality labels by brand owners, has resulted in a surge in in-line and off-line inspection cameras being installed.

Labelexpo India 2020

The next edition of Labelexpo India will take place on October 28-31, 2020, where a further growth of 15 percent is anticipated, according to the organizer. The show has taken on additional space at India Expo Centre & Mart in Greater Noida. www.labelexpo-india.com.

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Hemant Desai, director of operations, India, at Baldwin Vision Technology, said: 'Labels and packaging industry is growing in double digits. There is a demand for print quality management, consistency and waste management. Indian industry is at the stage of transition and customers are in the process of embracing new technologies and making new investments.'

Ashish Chitale, partner at Mumbai-based label printer Coats & Pack, commented: 'Volume has increased but the price has always been an issue. We have started doing variable data printing also. Any value addition on labels gets a decent price and margin. As a result, we are now offering track and trace solutions, as well as redemption labels.'

Pankaj Bhardwaj, senior director and general manager, Labels Graphic Materials – South Asia, Avery Dennison, said: 'The label industry in India has a strong correlation with GDP. PS penetration has improved, and more brands are moving to PS from other decoration technologies, although challenges remain in terms of costs. The segments that are growing include home care, e-commerce and general manufacturing, all sectors which reflect GDP growth.'

'There are elements of Industry 4.0



Baddi-based Prakash Printers ordered a newly launched A3 flexo press from Alliance Printech

being adopted in the Indian label industry. We see changes towards productivity and efficiency. Therefore, there are more wider web machines are coming in with features to enable more decoration on labels. There is a play of digital as well. Compliance is increasing in India too which has led to the need for higher automation, so we see more inspection and sophisticated equipment

coming in.'

Sustainability is increasing in importance in the local market, with Avery Dennison launching a glassine liner waste recycling program in Australia, India and Thailand.

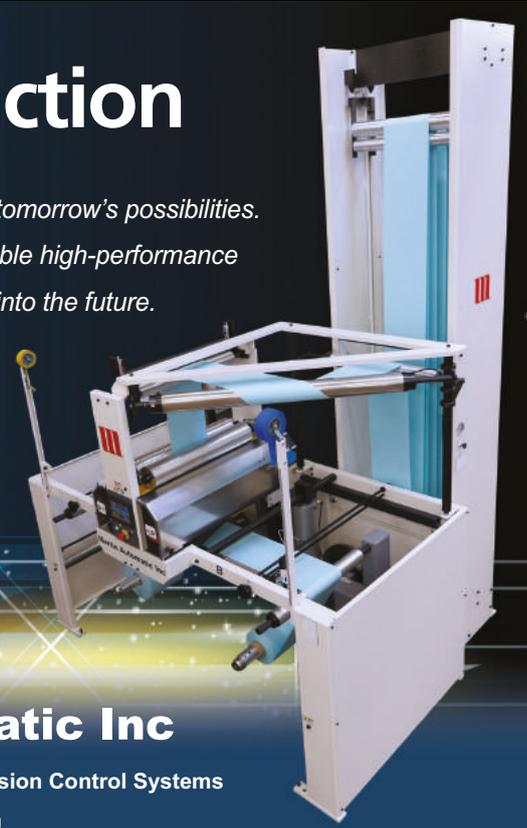


To watch a series of video interviews recorded on the show floor, go to www.labelsandlabeling.com/video

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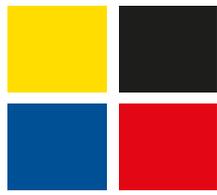


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An MPS EF 530 drew lots of interest at K-Print 2018

Korea looks to the future

While still a conservative market, changes are occurring in the print industry in Korea. David Pittman reports

In politics, the Korean Peninsula has been one of most talked about places in recent memory. From tensions between the US and the North to political upheaval in the South, the headlines and column inches dedicated to the region have been long and varied.

The label and package printing industry in South Korea is similarly intriguing. Continuing to be dominated by conventional print processes – namely letterpress and gravure – the market is seen as conservative and considered. 'Korea is a very different market, with lots of intermittent offset and letterpress technology,' describes Mario Fanton, director, digital printing, Asia-Pacific at Domino.

'It is a conservative, price-sensitive market,' confirms Helmuth Munter, segment manager, label and package printing at Durst.

Korea is though witnessing growth in shorter runs, flexible packaging and variable data, alongside changes in the nature of the labels being produced, as exemplified by Levi Paul Dow III, sales manager for Asia and Africa at Polyonics.

'Labels are getting smaller and including more information,' he explains. 'So while the square meterage is roughly the same, more labels are being produced as they are smaller.'

Won-Cheul Kim, digital press team manager at Dilli, adds: 'Label printers are looking for niche markets, such as flexible packaging. There are also efforts to make packaging more environmentally friendly. Such changes in environmental regulations covering labels in Korea are driving growth in shrink sleeves.'

Chong Se Park, publisher and editor of The Printing Industry News, the sole newspaper for the Korean printing industry, tells L&L that the label market is growing at a similar rate to the country's economy, around three to four percent. This includes food labels, while labels for pharmaceuticals and logistic applications are seeing above market growth. The cosmetics market is big business too, with Korean cosmetics popular in China and across Southeast Asia.

Seoul-based converter Tomatec focuses on industrial roll labels. Its president, Seok Yong Jeon, says that with a lot of what is

produced in Korea exported, a trade war between the US and China would be bad for the country's economy. Components for cars are given as an example, which are exported to produce finished products that are then sold into international markets.

Digital

Mr Kim, Mr Park, Dow and Fanton spoke at K-Print 2018, where digital printing, notably inkjet, was a standout topic. Speaking directly to them and other suppliers exhibiting at the show, it's evident that digital printing is set to become ever-more prominent in Korea as both the industry and technology develop.

From desktop machines from Kiaro! and more complex systems from Valloy (Duoblade F/S), Anytron (any-002/any-Jet) and TrojanLabel, to the Konica Minolta AccurioLabel 190 and other full-blown engines, digital was exhibited in multiple guises. Domino's stand featured a 7-color N610i UV inkjet digital press, while Dilli was showing a Neo Picasso 350W2, configured with two whites for high opacity on films, then printing with CMYK. With a printing width of 330mm, the press is capable of 25m/min at 1200 DPI or 50m/min at 600 dpi. Double white is available on the entry-level Neo Picasso 230 model. Other inkjet technology on show included the InkTec Jetrix ILP-220 CMYK+W UV LED inkjet label printer. It has a maximum printing width of 220mm and printing speed of 60m/min (30m/min if using white). A Durst Tau 330 RSC was demonstrated on the stand the company shared with DdP Story, its local distributor. A Truepress Jet L350UV+ stood on Screen's stand.

'The market continues to change with greater emphasis being placed on digital,' says Fanton. 'Education is taking place, including pre-press for digital and the total cost of ownership. This is looking at the initial price to print, which is one thing, compared to producing a finished printed product, where sometimes three or four machines are required when using conventional technology. So

while the initial cost with digital is higher, the overall cost is likely lower.'

Mr Park of The Printing Industry News notes that the market for digital printing has slowed recently with many companies waiting to see which direction the market and technology takes.

'Digital is still very young in Korea,' says Munther. 'HP has been penetrating the market for a while, but it is a cautious market and they don't just jump in.'

Despite this, he identifies Korea as a good market for inkjet and one of the best markets in Asia for Durst. He attributes this to the company's partnership with DdP Story, which became a Durst distributor in late 2013. Within 12 months the South Korean territory accounted for seven Tau 330 installations. The total is now nearer 20, which includes 330 and 330 RSC models installed directly at DdP Story, along with a Tau 150.

'Having a printer double up as our local representative might seem strange but means it knows the market and can prove the technology works day in, day out,' says Munter. 'It is a convincing and successful proposition. DdP Story can even print jobs if a customer's press goes down.'

Samwoo P&S has installed the first Valloy Bizpress 13R in Korea. The machine is a 13in roll-to-roll single pass digital label printer powered by a Xerox CMYK toner engine. Samwoo P&S prints high quality labels and flexible tubes for the food and cosmetic markets. It chose the Bizpress 13R to produce various short run jobs like promotional wet-tissue labels and stickers. It plans to add a further two Bizpress 13R units to provide additional production capacity.

Further printers that have already invested in digital are Xeikon users Taepyungyang Grand (TPYG) and All New Digital (AND) Korea, and Tomatec, which includes an HP Indigo ws4500 among its press portfolio.

“The market continues to change, with greater emphasis being placed on digital”

TPYG senior managing director Jong-Su Lee explains: 'Runs are becoming smaller and smaller, so to grow we need digital printing capacity.'

While it has a newer Xeikon CX3 press, AND Korea operates an older Xeikon 3020 model as its only means of production. AND Korea CEO Young ho Hong says: 'I chose Xeikon because of the cost and print quality, although having the lowest volume



Interest in Dilli's inkjet technology was high at K-Print 2018



Sold to DPS, the MPS EF 530 on show at K-Print 2018 featured UV LED curing and a 520mm printing width

model means we have to run two shifts to put through the amount of work needed.'

'Our Xeikon press is currently running at 50 percent capacity,' says TPYG's Mr Lee. 'The other 50 percent is for the future.'

At TYPG, digital printing sits alongside two Mark Andy flexo presses and three Sanki intermittent rotary letterpress machines within its equipment portfolio.

It is a similar story at Tomatec, which has two Mark Andy P5 flexo presses, 5- and 7-color models, in addition to other, older equipment such as an Arsoma press.

'Our digital press is not profitable enough to run on its own and is mainly used to produce short runs, samples and very urgent orders,' says Mr Jeon. 'Some small orders do go on to become big orders, which are run on our conventional presses.'

AND Korea, currently a digital-only printer, sees adding a conventional press as the next step in balancing its production. Offset is likely to be its process of choice.

'Only having digital can make it difficult to maintain volumes and productivity,' explains Mr Hong. 'Even though the label

market and digital printing in Korea is expanding, it's still hard to make good profit.

'With digital, we thought we could pick up more profitable jobs. The reality is different. We are being compared to conventional so struggle to win with a digital press.'

Conventional

As such, digital is not having it all its own way in Korea.

This is evidenced in the supply chain. Dilli, as an example, represents Soma's flexo printing technology in the country. Pavel Fischer, area sales manager at Soma, was present on the Dilli stand at K-Print 2018 and notes how his company is seeing a move to flexo from gravure, the dominant technology used to print packaging in Korea.

Mr Lee at TPYG notes how government action to curtail the installation of new gravure presses is helping drive such changes. David Ho, general manager, Martin Automatic Asia Pacific, sees this as an opportunity for label printers.

'Gravure printers are used to wider and

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“Gravure printers are used to wider and faster technology. Narrower, slower presses are harder for them. In a way this puts label printers in a strong position, as they are more comfortable with flexo and offset printing, and finishing techniques such as silkscreen and cold/hot foil”

faster technology. Narrower, slower presses are harder for them. In a way this puts label printers in a strong position, as they are more comfortable with flexo and offset printing, and finishing techniques such as silkscreen and cold/hot foil.’

Flexo is also replacing letterpress and offset in a number of instances. Junha Lee, managing director at converter Formtec, which runs a fleet of Comco presses, sees flexo as rising in prominence due to productivity, higher quality and stability.

At K-Print 2018, conventional printing technology was evidenced by Sungsan, which had Wanjie WJLZ-350 and WJPS 350D machines on show; Bangsung and a BSR Plus 300; and M-Tech, with a ManiA-320 intermittent rotary letterpress label printing machine. The Sanki stand was a big draw, as it hosted an SOF-300 offset press and an MPS EF 530 flexo press. The latter featured eight color stations, a new UV LED system and a 520mm printing width.

Tim Klappe, managing director at MPS Systems Asia, says: ‘Flexo printing offers many advantages in label and film printing applications such as wraparound and shrink sleeves, and even flexible packaging. Compared to gravure printing, it’s a less expensive solution, especially for smaller and medium print runs with its capability of faster job changes.’

The MPS press was pre-sold to local printer DPS and is the first from the Dutch manufacturer into Korea. The company’s CEO Soon Suk Lee notes that the addition of the first MPS press in the country makes his company a pioneer. ‘We mostly use letterpress technology from Japan, Germany and the US in Korea. I wanted to do something different, so chose a flexo press from a Dutch manufacturer.

‘Many people are thinking about flexo in Korea and we have chosen to invest in a wider machine than is typical.’

The MPS press will be used by DPS for short runs of labels and flexible packaging.

‘This press allows us to move into new markets. Having a wider and faster flexo press, and using UV LED, sets us apart.’

Fine Webtech Label Solution System has installed a number of Gallus EM 430 S machines in recent times. The Gallus EM 430/510 S is a modular platform combining flexographic and screen printing units. It can be used to produce self-adhesive and monofoil labels as well as a wide range of other products. Fine Webtech produces products for the household, personal care, cosmetics and industry market segments.

Sunghwan Jang, vice president at Fine Webtech, comments: ‘The Gallus machines have increased our productivity and flexibility, and enabled us to expand our range of substrates. With the Gallus machines, we are competitive and can offer our customers the highest quality with the shortest delivery times.’

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K-Print

Taking place at the end of August last year, K-Print 2018 welcomed more than 320 exhibiting companies from 26 countries across zones dedicated to textile, digital, packaging and label printing. Label and package printing suppliers represented included GlobalVision, Polyonics, DigiFlex, Durico, Sanki, M-Tech, MPS, Soma, Sanjo, Nilpeter, Weigang, Wanjie, Valloy, Bitek/Anytron, TrojanLabel, Erhardt+Leimer, ArtRobo, Brotech, Pulisi, Konica Minolta, Screen, Durst, Dilli and Domino.

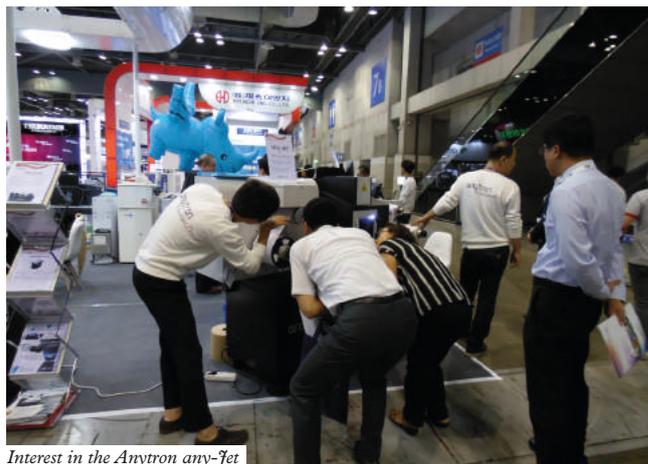
Tomatec is looking to upgrade one of its older machines for a newer Gallus model, which will be part of an automation initiative at the converter.

'Automation is a big trend,' says Mr Jeon. 'We are looking to add automation across our production. Matrix removal is currently done manually, but this will be automated.'

The future

With this and the fact that AND Korea is looking to add conventional printing, and DPS investigating adding digital printing, it's easy to see how vibrant yet challenging the market in Korea is. Formtec is another printer looking to add digital, to target new business. Inkjet is on its agenda, with speed and quality to increase and the cost of ink to reduce. 'There is a bright market for digital,' says Formtec's Mr Lee. 'The digital printing market has increased, with growing demand for shorter runs.'

By product, TPGY is to look at flexible packaging and growing IML in the markets it serves, notably Korea's milk industry. AND Korea



Interest in the Anytron any-jet

sees offering additional packaging formats – carton and corrugated – in its future, with Mr Hong saying: 'In the future, we can't only offer labels. Diversification is needed to tackle the high level of competition and secure the future.'

Mr Jeon says: 'The label market is growing; as a company we have regularly achieved year-on-year growth of 20 percent over the last 15 years. In the near future it will be nearer 15 percent as competition increases in the market.'

Munter concludes: 'I'd love to have more markets like Korea, definitely.'



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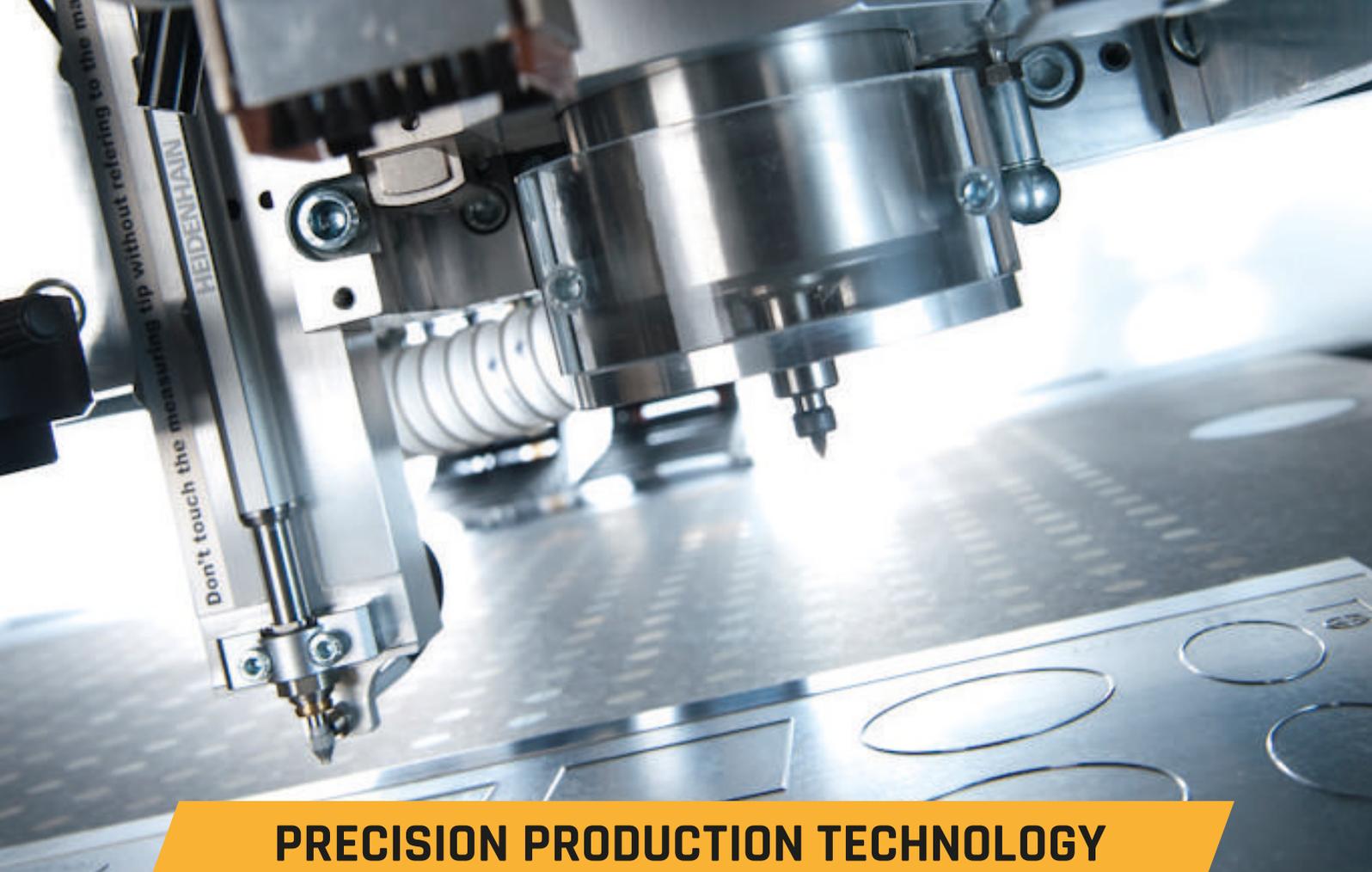
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Automation drives Super Labels strategy

Chinese converter Super Labels is working closely with Luster LightTech group to develop an automated, zero defect, zero waste, lean manufacturing operation. Yolanda Wang reports

Located in Songjiang Sheshan Industry Park, Shanghai, Super Labels was established in 2002 as a wholly-owned subsidiary of Super Group, one of Malaysia's oldest self-adhesive label converters and a manufacturer of labeling machine systems. In 2012, Super Labels was acquired by Xiamen Anne Corporation which has continued to focus on self-adhesive label production.

Super Labels' operation has since been expanded to a floor area of 3,000sqm with an annual output exceeding 100 million Yuan (USD \$14.7m). Its key customers include major international brands such as BP, Fuchs, Bosch and Bacchus, and leading domestic brands such as Lopal Tech. In addition, the company has obtained a range of certifications, including UL, ISO9001:2015 and ISO14001:2015 quality management systems and environmental systems certification.

Dai Lianghu is general manager of Super Labels, and takes a realistic view of current market developments in China: 'From an overall view, the label market has passed its high growth point when demand exceeded supply, and profit was relatively easy to come by. In recent years we have seen serious market consolidation and the squeezing of profit margins, with companies entering what we call the 'bottleneck period'. In my opinion, this is a necessary stage of industry development, and has pushed us towards a transition and upgrade in our enterprise.'

So how has Super Labels adapted? Firstly, by a major process of capital investment in more productive and efficient press technology. In 2014 Super Labels purchased a Gallus ECS340 flexo press to add to its existing EM280, and this was followed by an Omet XFlex X4 flexo press in 2015 and a Mark Andy P5 flexo press in 2018.

'Gallus, Omet and Mark Andy are all world-leading brands and we are confident about their product quality and after-sales service,' says Dai Lianghu. 'There is a popular saying in China, "Drive BMW, and ride Benz". This means the BMW vehicle emphasizes a pleasurable driving experience, while the (Mercedes) Benz gives both an excellent driving experience and riding comfort. Just like these vehicles, the presses of each brand have their own advantages. By building such diversified production facilities, we can explore the potential of each machine to produce more creative products and bring a richer product experience and value-added effects to our customers.'

Today flexo production accounts for 70 percent of Super Labels' total production volume. In October 2018 the company took its first steps into digital by ordering an HP Indigo 6900. For the next stage, Super Labels will explore hybrid digital + flexo technology to provide 'a better and richer product experience for customers.'

People first

The transition for Super Labels has not just been about technology, but also developing and empowering its employees. 'With our new advanced production facility we have not merely upgraded our enterprise hardware,' says Dai Lianghu. 'The key requirement for the company's progressive growth is people, that means we need to develop more thoroughly and profoundly our soft power in all its aspects.'



Mark Andy P5 flexo press at Super Labels

"In the next phase, we will investigate the automatic prevention of production issues which cause defective labels based on feedback from the data we are now gathering. Super Labels and Luster have definite future plans to work together towards this objective"

This led Super Labels to establish a 'People First' talent training, promotion and incentive program, which includes regular skills training, sharing new technology insights and a strict post-appraisal system.

Super Labels' talent strategy covers two aspects. One is 'promotion', which assigns the important posts to the most experienced and competent employees and allows them to explore their fullest potential; the other is 'introduction', which aims to recruit creative high-tech talents and inject flesh blood into the company's development. At present, Super Labels employs six senior engineers and MBA-qualified managers, along with a dozen manufacturing technicians and other technical employees. Indeed, technical personnel account for more than 20 percent of the company's total headcount.

The development of this 'soft power' approach has allowed Super Labels to cut its employee numbers from over 170 to 100 while still increasing productivity and profitability.

'Having an advanced talent cultivating mechanism and creating space for individual development are helpful in enhancing employees' loyalty to the company,' says Dai Lianghu.

This is confirmed by HR manager Xi Hong: 'Our employee

Luster history

Luster LightTech Group was established in 1996 in Beijing. The company's background is in high end image inspection and machine learning systems for applications such as industrial PCBs, medical products and electronics circuits. The company has more than 1,300 employees and 12.5 percent of its turnover is now accounted for by print applications.

Recently the company has expanded globally through the Labelexpo Global Series of shows and three years ago formed a specialized overseas business department. In 2017, Luster's overseas sales for the printing industry reached 30 million Yuan.

turnover rate is quite low, and above 8-year employees like me can't even be regarded as "old" here!' Many of Super Labels' employees have been working at the company for 7-10 years.

'It has taken a lot of management effort to build a soft power system which retains the trust of older employees while allowing new employees the space to progress, and ensuring all employees have access to constant learning and feedback.'

Automation pathway

Cost control and efficiency are key requirements for a profitable business, and today's industrial-scale automated control systems allow these objectives to be achieved.

Therefore, alongside its investment in automated printing machines, Super Labels has also automated its pre-press and post-press quality control operations.

Pre-press automation includes image optimization and color management, while investment in Rhyguan, AVT and several



Luster LabelRoll-H series off-line inspection system at Super Labels

Luster in-line/off-line inspection facilities has enabled automatic inspection and control of product quality.

'The introduction of automation not only substantially increased our productivity but also effectively controlled manufacturing costs,

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including materials, energy and labor costs,' says Dai Lianghu.

Luster's LabelRoll-H series off-line inspection systems, for example, can efficiently identify and locate a wide range of print defects including missing print, deckle, mis-registration and improper position of stamping and die-cutting tools, making it ideal for quality control of self-adhesive labels for pharmaceutical, food, household chemical and electronics labels. After inspection is completed, the system automatically generates a defect classification report, from which operators can statistically analyze and process the detected defects.

A strategic cooperation program between Super Labels and Luster commenced in 2014 when the converter's single AVT off-line inspection machine did not have the capacity to meet growing production volumes. 'We needed to add a personalized automatic inspection system which would allow us to process a wide variety of order types,' says Dai Lianghu. 'We chose the Luster label inspection system after a thorough investigation and repeated trials. Luster custom-made its products for us and their service levels have certainly satisfied our demands. Before and during the installation, we kept in communication and exchanged technical views with Luster on a regular basis.'

Explains Luster LightTech Group's East China regional sales director, Li Linghua: 'Automatic inspection systems convert conventional experience into systematic knowledge in a way that is useable in field applications. We join hands and learn from each other to make mutual progress. Super Labels has very rich practical experience in label production, from which we can understand the label printers' demands for an automatic visual inspection system and the potential difficulties encountered during the inspection process. At the same time, Super Labels can double check the inspection performance of Luster's products during the production



Super Labels' warehouse

process. Therefore, it is of great significance for Luster's R&D for both new products and new technology development.'

Li Linghua says that in the same way manual operators need time to accumulate experience and knowledge, automated machinery also requires a constant learning and improvement process. 'In the next phase, we will investigate the automatic prevention of production issues which cause defective labels based on feedback from the data we are now gathering,' says Li Linghua. 'Super Labels and Luster have definite future plans to work together towards this objective.'



Luster LightTech Group will be exhibiting at Labelexpo Europe in September and at Labelexpo Asia in December. www.labelexpo.com





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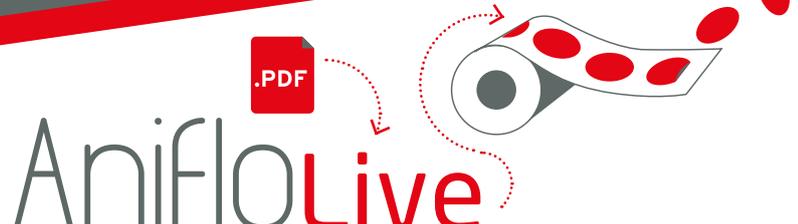
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A bright future for inkjet

A new report emphasizes inkjet's bright future in global label and packaging markets, writes James Bevan, managing director of Vandagraf

Color digital printing is well on the way to being a highly disruptive force, first for labels and more recently in several segments of the much larger packaging industry.

Over the last decade this multi-faceted and complex industry has transformed dramatically, with major advances in inkjet press design and printhead technology, as well as developments in substrate materials and inks formulations.

It is Vandagraf's view that growth of color inkjet digital printing across the label and packaging industries, already seeing double-digit growth, will speed up through to 2023 and beyond.

As the demand for mass versioning and customization of labels and packaging continues to grow, color digital printing is becoming an increasingly vital component part of converter's capabilities.

The big volume demand for consumables will soon dwarf demand for very short run prototyping, versioning and the like, especially in terms of demand for consumables (substrate materials and digital inks).

Vandagraf has recently completed a major new market report

entitled: 'A Bright Future for Color Inkjet Digital Printing in Global Labels and Packaging Markets'. The focus of report is the fast-growing area of industrial scale high volume production with color inkjet digital printing and presses which will account for the bulk of demand for consumables (substrate materials and inks).

State of the industry

The primary digital printing technology that competes with inkjet is clearly electrophotographic. Other emerging competing technologies include Landa's nanography.

In the context of this study the most relevant analogue printing processes are flexo and offset litho (gravure printing is most cost-effective for very long runs, whereas digital is at its best for short runs – so there is relatively little overlap between the two processes).

The report covers labels, flexible packaging, folding cartons, corrugated board, direct-to-3D packaging profiles.

Readers of L&L may understandably be primarily interested in the label segment of the wider packaging industry. Nonetheless it can



UK converter The Label Makers installs its second Durst Tau 330 RSC inkjet press



Colordyne 3600 UV inkjet system retrofitted on a Mark Andy 2200

be valuable for companies operating in the digital label segment to be aware of developments across the wider packaging industry, with some interesting insights for label converters.

The following two examples show how packaging and labels cross paths in the inkjet industry:

1. Potential risk of substitution of labels by direct inkjet printing – plastic bottles.

Inkjet print direct to 3D cylindrical packaging profiles can be used with a range pack formats and materials, such as plastic bottles, metal cans, glass bottles, tubes, small diameter closures. So inkjet print direct-to-3D technology has potential to replace labels (self-adhesive/wet-glue) for certain pack formats and materials – for example blow-molded PET bottles for carbonated soft drinks, mineral water and beer.

A number of companies have already developed inkjet print direct-to-3D technology systems along these lines. It will be interesting to see how the situation plays out in the coming years.

In addition to savings arising from the potential eliminations of self-adhesive/wet-glue label constructions, there will be additional savings in shipping and warehouse logistics costs.

At present, such substitution is most relevant for short run promotions and the like, due to the still high cost of digital consumables (substrates and inks). As the cost of consumables gets driven down in the future then the threat to label markets could increase.

2. Leading inkjet press manufacturer EFI has moved focus away from labels. EFI Jetrion printing systems have been a leading force in establishing the market for industrial scale digital inkjet label

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production. Indeed the company has the largest installed base of UV inkjet label presses, with over 500 installed worldwide.

Then EFI decided to exit the label press market, stating that the company was looking to focus on other high growth opportunities and handed over responsibility for the support and supply of its Jetrion digital inkjet presses to Xeikon.

Xeikon now services, supports and supplies the worldwide Jetrion customer base, and also continues to promote direct sales of Jetrion label presses as part of the Xeikon portfolio.

In recent years the inkjet label press market has become increasingly crowded with numerous new entrants. Such intensifying competition is inevitably pushing down profitability and may well lead to a digital label press industry shake-out in the next few years.

Meanwhile EFI has recently launched their new Nozomi C18000 single-pass corrugated board LED inkjet press. The direction taken by EFI makes sense as the corrugated packaging inkjet digital print segment is seeing strong growth at this time.

Drivers of growth

Corrugated packaging is increasingly being used as a promotional tool. Traditionally corrugated packaging was usually printed in a minimal way, with logistics codes and any mandatory text required. Today there is a strong trend to using the superior color graphics and individual pack customization possibilities that are available with inkjet printing. This affects both primary and secondary corrugated packaging for brand products.

Over 75 percent of e-commerce packaging by value is made from corrugated board today and this has created a surge in demand for this material. The value of packaging demand in the e-commerce channel is forecast to more than double by 2023. Within this



Xeikon PX3000 inkjet press

“Over the last decade this multi-faceted and complex industry has transformed dramatically, with major advances in inkjet press design and printhead technology”

market segment there is a strong demand for customized print of the kind that can be provided by digital printing. Although corrugated makes up a major proportion of this market by value there are also significant opportunities for labels here.

Although continuing growth potential for digital label presses

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may be seen as less dramatic than demand for corrugated inkjet presses, the digital label press market has by no means fully matured. Within the inkjet label press market there are clearly still some very interesting opportunities, such as: standalone entry-level presses for late-stage label printing; higher speed/capacity inkjet label presses – demand will increase as costs of consumables falls in the coming years; hybrid label presses (standalone/retrofit); and Asia-Pacific markets that have yet to widely adopt inkjet label printing. Another driver is the wide variety of relatively 'small size' packaging blanks that can potentially be printed on narrow web label presses, provided that that substrate handling transport system can handle the alternative substrates that may be required.

The printheads must also be able to sustainably dispense satisfactorily the digital ink specified, which may be different from digital inks used for labels.

Synergistic partnerships

Over 50 inkjet press builders are profiled in the report. Many of these companies offer a range of inkjet presses with capabilities that span labels through to various kinds of packaging format.

Historically digital printing press technology was developed for large scale markets (for example desktop office printers). It has only been more recently that such digital technology has started to be adapted to the label (and also more recently the packaging) converter sector.

A number of these leading companies have entered the label and packaging sector leveraging on digital inkjet technology that was originally developed for other types of application.

Successful wider roll-out of industrial scale color inkjet digital printing in global label and packaging markets depends upon pro-active collaborations and partnerships between players possessing complementary expertise, resources and skill-sets.

Strong partnerships with well-matched synergies with complementary technologies and expertise are proving to be a key success factor in the development of inkjet digital printing, particularly for industrial scale high volume color inkjet.

Such synergies and partnerships may be seen increasingly across the industry. To design and build high speed color inkjet presses requires joint efforts between inkjet (printhead) technology specialists and substrate transport specialists (eg analogue label press builders). To create complete systems with the capability to deliver cost effective finished color inkjet printed packaging and labels requires close working relationships to develop digital consumables with more 'substrate latitude' working towards industry standard that will work better across a wider range of combinations of Inkjet technologies, digital inks and digital substrates.

There are already a number of initiatives and partnerships between various combinations of solutions providers with complementary skill sets and areas of expertise. Even closer collaboration between the respective players in the industry is to be welcomed.

All this is being further stimulated by a number of helpful trends in consumer labels and packaging with growth in demand for shorter print runs/targeted marketing; limited duration promotional campaigns as well as multi-seasonal and region-specific demand promotions; smaller-sized packs; internet access via labels/packaging with smart phones; full color printing for packaging/labels; premium packaging; and product security.

These growth trends are being driven largely by brand owners as they strive to gain advantage in increasingly competitive market environments in which they operate.

Key benefits and cost issues

There is much debate about the cost effectiveness of digital printing for labels and packaging, but in Vandagraf's view, judging digital printing versus analogue processes on cost alone can be to misread



Canon Oce LabelStream 4000, launched by Crit Driessen, vice president and head of digital packaging, PPP

“Strong partnerships with well-matched synergies are proving to be a key success factor in the development of inkjet printing”

the true dynamics of the industry. This is because digital printing can offer an array of benefits that bring added value that can resonate with the demands of packaging of branded products today.

Such benefits are generally not viable with analogue printing processes. So the cost mode and calculation of real overall comparative cost of inkjet production is fundamentally different from that of analogue print, and this must be taken in to account to get a true picture.

The inherent capability of color digital printing to achieve 'mass customization' and hence 'unique identifiers' for individual packs (covertly or overtly) is becoming a highly valued feature today.

Enabled smartphones (or dedicated readers) can be used to good effect to read color digital printed unique IDs. So now a number of powerful functionalities are becoming a realistic prospect:

- Digital color printing and unique product ID (with options of mass serialization, random numbering, encryption...)
 - 2D/QR barcode variants
 - Digital watermarking
- Track & trace / mass serialization (eg: EU Falsified Medicines Directive compliance)
- Product authentication, brand protection and security printing
- Consumer engagement and mobile marketing enabling direct click through access to brand owner website landing pages
- Supply chain management and materials planning
- Reduced inventory levels and warehouse costs
- Reduced risks of 'obsolescence' (eg: for limited scale/duration promotions)
- Workflow automation

The range of functionalities that may be achieved based on 'unique IDs' on NFC/RFID chips can also be accomplished to a significant extent by means of digital printing of 'unique IDs' which can be read optically. While the overall performance and user friendliness of NFC may be seen to be superior, the unit cost of color digital print is much lower.

These factors have the strong potential to enhance the ROI case and weigh the argument more heavily in favor of color inkjet digital printing, despite potential cost penalties with respect to longer print runs (compared to analogue printing). Each individual functionality can add value to the overall packaging solution and



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Andy Clark, General Manager – MPH Fulfilment.



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Thomas Nielsen, CEO of Danish converter Ikonprint, inspects beer labels printed on the company's Nilpeter Panorama

contribute to an ROI calculation. Multiple functionalities can further improve ROI.

It is the Vandagraf view that more emphasis should be focused on the 'value added' potential of digital printing for labels and packaging, rather than too much weight being placed on real or imagined cost factors. Somehow getting the message through to the brand owners is key.

Cost is closely related to run length and is quite different for traditional analogue processes (eg: flexo), which requires substantial set-up work which is a fixed cost regardless of run length. Whereas digital printing is software driven and does not require set-up work/cost. But color digital inks tend to be costlier and substrate materials can also be an issue.

Nonetheless, inkjet offers more affordability than flexo presses for shorter print runs. While hybrid inkjet/flexo printing falls somewhere between the other two processes.

Much is made of the high cost of extended print runs due primarily to high cost of digital consumables. But the other big advantages of digital printing should be factored into calculations of viability and overall cost effectiveness as compared to analogue printing.

Reconfiguring supply chains

Digital printing opens the door to major rethinks of existing supply chains from raw materials through to finished goods with just-in-time manufacturing, late stage printing, and delivery of variable (whether customized or personalized) designs.

So when switching from analogue printing to digital printing, one or more of the following benefits can arise, often leading to an enhanced ROI calculation: reducing complexity; lowering overall cost; reduce transportation costs; reduces inventory levels (raw materials, work-in-progress, finished packaging blanks); eliminating waste and obsolescence.

Unlike for analogue printing where the printing operations are almost always located at the converters plant, digital printing opens up more options. Digital presses may be installed at a third party printer/converter (multiple customers/longer runs); a contract packer (intermediate step – multiple customers/short runs); or a brand owner's plant adjacent to or even linked in-line to downstream packaging/filling operations (a single, big customer – eg: Coca-Cola).

In general, the bigger scale high output presses should be located at a converter's plant services multiple customers. While smaller capacity (including entry level) digital presses can be ideal for brand owners and also contract packers.

Contract packers may utilize a range of types of equipment in order to achieve the desired outcome, including product packaging, and filling with product and closing/sealing.

With regard to printing requirements, contract packers have traditionally tended to outsource print of packaging that required

New Vandagraf report

Published in November 2018, Vandagraf's new report, 'A Bright Future for Color Inkjet Digital Printing in Global Labels & Packaging Markets', covers labels, flexible packaging, folding cartons, corrugated board, and direct-to-3D cylindrical-packaging profiles. It shows the state of the industry in 2018 and includes forecasts to 2023. It focuses on industrial scale high volume production, evaluates markets and business opportunities with technology overview and supplier company profiles. This report comprises two volumes: Evaluation of Markets and Opportunities (125 pages); and Technology Overview & Solution Providers Company Profiles (50 companies) (135 pages).

L&L readers can receive a 15 percent discount on the list price by quoting the code 'L&L2019' when ordering the report from Vandagraf. For further information contact: info@vandagraf.com.

printing with an analogue process.

Digital print changes the dynamic dramatically: in-house digital printing by contract packers becomes a far more viable proposition.

The significant capital investment requirement for an inkjet digital press is certainly a factor, although some of the larger contract packer organizations have substantial multi-site operations.

The contract packer sector has been identified as a potentially interesting market for color inkjet digital presses. Contract packers tend to specialize in small custom jobs that are more difficult for the less flexible big brand owners to do in house, and small custom jobs business can resonate with digital printing.

Contract packers are key players in complex supply chains associated with branded products across international markets. Packaging configurations applicable to contract packing operations include blister packs (card backed) or clamshell blisters, skin packaging; blister packs (aluminum lidding); sleeves (shrink/stretch); stand-up pouches; collapsible tubes; sealed food trays; and cartons.

The contract packer industry serves numerous vertical markets, including pharmaceuticals, medical, beauty and cosmetics, nutritional, food, beverages, tobacco and tobacco substitute products, oral health, industrial products, and private label products.

Late-stage digital printing – labels/packaging

Late-stage printing is a key benefit enabled by digital printing. Cost effective late-stage printing works best for relatively short print runs in view of current consumables cost levels. And this points towards relatively low speed/capacity entry level inkjet presses.

As consumables price levels are driven down in the coming years, so higher speed/capacity inkjet presses will tend to find more late stage applications involving greater volumes and longer print runs.

Inkjet press builders that can offer a range of presses with the option to 'trade-up' as demand for late-stage digital labels/packaging grows can achieve competitive advantage.

Moving closer to final packaging operations can be achieved in steps. This can ultimately lead to desirable true print-on-demand (POD). For such an arrangement the inkjet press serves a single customer and is installed adjacent to the carton erection/filling/closing operations.

POD is a printing procedure in which labels or packaging blanks are not printed until a corresponding order is received. As a result the cost of printing can be much better controlled, reducing risk of inventory obsolescence. POD is ideal for short run production.

Late-stage print customization can be an effective means of dealing with the increasingly strict labeling requirements that characterize the pharmaceutical and other industries today.

Analogue printing processes, on the other hand, traditionally



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involved concentrating printing operations at a single specialist converter location staffed by specialist print technicians with expertise to operate and maintain complex analogue presses, skilled at set-up preparations required and serving multiple customers. Analogue printing processes are not readily adaptable for such late-stage printing.

Substrate materials and inks – digital labels

Inkjet printing of labels (and more recently packaging) has been growing consistently over the last decade.

Today, production color inkjet digital label printing has become a mainstream largely reel-to-reel based market, with cut-sheet demand for consumables now accounting for a relatively small proportion of overall demand.

A persistent limiting factor has been sub-optimal and high cost substrate material/inks combinations that continue to the present.

A key area of development required for color inkjet digital in labels and packaging is to achieve better matching between inkjet technology – eg. printhead technologies (there are several distinct production inkjet systems available commercially, each tending to have different characteristics, which inevitably adds to the overall complexity of the problem), substrate materials, and digital inks.

Ideally standard consumables that perform satisfactorily with several (even if not all) of these different systems would be desirable. Consumables producers would then be better economies of scale in production.

Digital inks and their interaction with substrate materials is also a critical element here. An ink essentially consists of pigment suspended in a carrier liquid. The inks must be delivered to the surface of the substrate material and bond to it effectively.

The range of substrate materials with which an ink is compatible determines what applications the press (digital or otherwise) will cope with. The type of ink carrier used is central to substrate material selection and compatibility.

Indeed it is not uncommon for digital inks to be specially formulated for a specific digital press/printhead configuration, or the actual substrate material to be printed.

Amongst the challenges facing providers of digital substrate makers include the need for lower total costs for inkjet treated substrates, and the need for new technology for coated substrates.

Substrate materials that require pre-print or post-print coatings to facilitate digital printing drive up costs.

Clearly tension can arise between the current expediency of multiple custom substrate materials aimed at achieving optimal performance for different applications and the pressure to develop more cost effective standard solutions that can benefit from economies of scale with high volume production.

The situation for substrate materials providers becomes yet more challenging in the face of hybrid digital/analogue presses (which continue to see robust growth in 2018) – whereby substrate materials need to support both color inkjet digital and analogue (eg: flexo, offset) printing on the same print surface.

To a significant extent digital printing will continue to be complement analogue processes, as witnessed by the rapid growth of hybrid inkjet/analogue presses in the label segment. It appears unlikely that any one incumbent analogue printing technology will be completely displaced by new developing technologies.

And furthermore ancillary functions, such as finishing and substrate materials, also need to be taken in to consideration in relation to suitability of substrate materials for a particular application.

The respective groups of solution providers need to be closely aligned and efforts synchronized in order to advance towards optimal print quality with regard to labels and packaging.

Substantial investment in R&D, both independent and



Durst and Omet partnered for the XJet hybrid press

collaborative, is ongoing, but there is still a long way to go to achieve competitive price levels for digital consumables for higher volumes. But there are reasons to be optimistic in this regard.

The great potential rewards will be matched by levels of investment in R&D needed to reach the goal. The industry has the resources, both financial and technological. But the devil, as always, will be in the detail. There will be winners and losers in this great enterprise.

Types of inkjet inks

The characteristics and specifications required for digital inks used across the various labels and packaging segments digital printing sectors tend to be significantly different. The common factor is that the inks all need to jet and function reliably.

Color inkjet digital presses generally use one of two types of inks. UV inkjet presses employ inks that are 100 percent solids and contain pigments, pre-polymers and UV-sensitive materials. Once the ink is printed onto a substrate, the pre-polymer hardens and forms a dry, colored layer under the influence of UV light. The hardened UV ink offers excellent resistance to water and fading and is comparable in chemistry to UV flexo. With UV curing technology the jetted ink droplets are typically cured into a hard and durable, impermeable surface within a fraction of a second. UV inkjet is suitable for narrow web printing on thick material such as labels and direct-to-shape.

Water-based inkjet platforms, the second type, use inks with colorants that are dispersed or dissolved in water. During printing, the substrate absorbs the water, with the dyes or pigments remaining on the substrate. The speed of adoption of aqueous ink technologies in some sectors have been somewhat slower than anticipated, but with more recent gains in ink functionality, combined with print head and printing press capabilities, this ink technology is gaining momentum now. Water-based inkjet is appropriate for single pass large width printing for flexible packaging and paper and board applications. Water based digital inks can be suitable for food safe packaging.

Solvent inks provide desired durable printing results but are not commonly used for label applications because of their high environmental impact. UV-cured inks are increasingly replacing solvent ink despite being generally higher cost.



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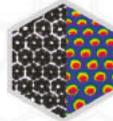


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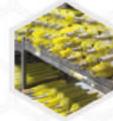
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The potential of hybrid

Dr Sean Smyth, print and packaging consultant, provides an independent analysis of the benefits of hybrid label printing

In October 2018, MPS and Domino held two open houses in Arnhem, inviting label converters from across Europe to examine the EF Symjet hybrid label production system combining MPS flexo printing and converting platform with Domino's N610i inkjet integration module. It is named for symbiosis, the interaction between different organisms in close physical association, to the advantage of both.

MPS has reported 15 hybrid presses sold in Europe and North America, with four more sales reported from Labelexpo Americas 2018. Each system is specifically configured to meet the individual converter's particular requirements, with varying numbers of flexo units and other embellishment capabilities pre- and post the inkjet system, which is offered as four process colors, plus optional white, with additional colors of orange and violet available to widen the achievable color gamut.

I was invited to present an independent view on the relative advantages of hybrid production, with the partners sharing real prices and performance specifications of the machine. At the event, the machine, with fast changeover capability, was demonstrated; changing format, cold-foiling, substrate and finishing took just a few minutes, with the inkjet unit printing versions seamlessly, including spot color changes, and the white printed with flexo, all combined with varnishing and die-cutting. It proved to work very well, producing some real added value embellished labels.

“The success of hybrid demonstrates that cost-effective analogue production married with agile digital capability is a winning combination”

Cost benefits

The hybrid printing delivered cost benefits for the particular designs that were produced when compared with narrow web flexo needing multiple plate changes, and against pure digital where slower toner press speeds and potential higher consumption of inkjet ink (dependent on the job) were penalties, along with a separate second pass for varnishing and finishing. To be fair, it is not uncommon for digital to have in-line finishing too. So, when there are multiple SKUs and version changes, hybrid production works out to be cost-effective and will take less time. While initial make-ready may be a little longer than the pure flexo or digital alternatives, the reduced time for subsequent plate changes and especially if you were to add the time for a separate finishing run means a single pass hybrid run, at 70m/min in this case, is very efficient.

It is enlightening to examine the relative merits of the alternative printing methods that can be used to manufacture labels and sleeves. Using a simple costing tool is probably the best way to model the costs, inputting realistic performance expectations and costs of consumables, service, labor, together with the capital cost of the press involved, to determine where the economic crossover point is between the methods. Most equipment manufacturers, including Domino, now offer such an approach. The comparative costing tool under discussion here has been developed over many



MPS and Domino hosted two open houses in Arnhem to demonstrate the EF Symjet

years, initially from the author's requirement to determine the most appropriate investment case in print companies and it has been refined to make it applicable for labels. It uses real production costs, the actual street prices and true press performance obtained from observations and discussion with press operators as well as information from the equipment providers.

The real cost of manufacturing a label is determined by many factors, not all are due to the print method used. Different converters may use an identical press in different ways. The work mix will differ, shift patterns may vary and set-up and running speeds will not be the same. The equipment and consumable suppliers may vary their pricing for the same items depending on the location or print volume. Operating one or multiple presses impacts the support cost, as does the operator skill level. Obtaining this real cost and performance data is not easy. How a company uses its machine will determine the costs with higher throughput resulting in lower costs alongside high efficiency. The cost model is designed to allow any converter to input their real costs and actual performance measures, in order to provide a true representation.

The capital cost and depreciation period with finance cost determines the annual cost, along with direct labor and servicing charges. Usually the equipment will have an hourly rate that depends on the shift patterns and equipment uptime. Then a job cost will take the production time into account, including set-up and make-ready as well as the running time that depends on the press running speed. Even for the same machines the factors will be different at every label converter, because the level of competence (in administration and pre-press as well as printing and finishing) may differ, as will the company culture and quality standards. The cost of plates, how many times they are reused, and any mounting tapes should be considered, along with the price of toner or inkjet ink, either as a click charge or bought by volume. Then there is the cost and time of finishing, including the cost of tooling – whether full rotary cylinders or a magnetic quick-change die, and taking account the number of times they will be re-used.

All these factors are input into the model, together with details of the specific jobs and any versions, with the relative cost of manufacture calculated against run lengths. The model calculates the production costs of each method involved over a range of run lengths, determining the economic cross-over point where that process becomes lower cost, if indeed that happens. A graph of unit cost of production against the run length is plotted for any label

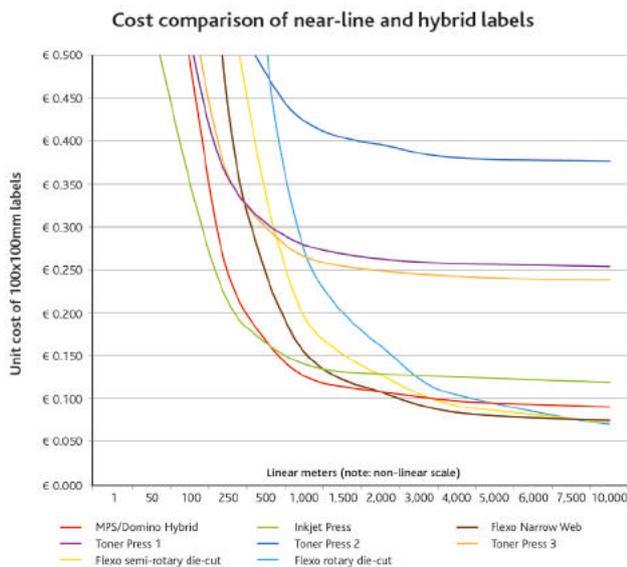


Figure 1: Example output from the cost model for a self-adhesive label with five version changes

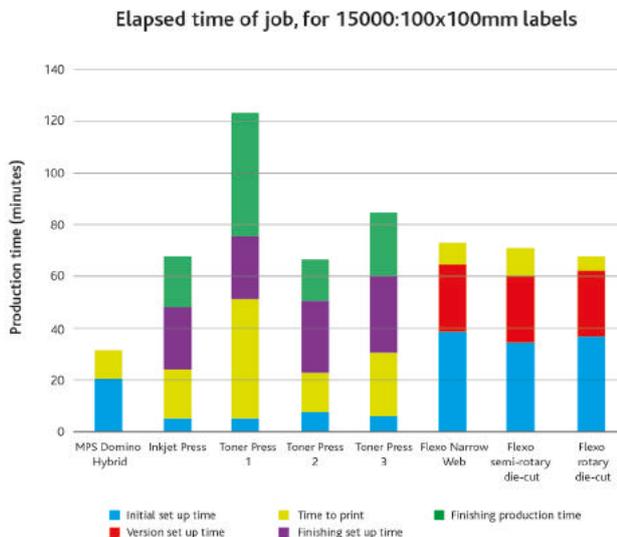


Figure 2: Elapsed time of production of 15,000 run, five single color version changes

specification (see example shown in Figure 1).

In this case the hybrid configuration proves to be the most cost-effective method for runs between about 500 and 2,200 linear meters against other methods. It is interesting to see the elapsed time of production of a nominal job, in this case a run of 15,000 self-adhesive labels, five versions involving a black text change sized at 100x100mm printing six digital colors with base white and two flexo overprints including varnish. Labels are die-cut, slit and rewind.

In the case of near-line finishing the elapsed time may vary for a job according to the web width involved, hence the differences above, and there may be additional time between completion of the printing and commencement of finishing according to machine or labour availability.

Converters can use the result to work out the most economic method to produce a specific job, or a mix of work showing the potential profitability of a print method – provided that the capacity can be sold, of course. The total time needed to complete a job is generated which can be a useful method in comparing the responsiveness. The model allows users to change shift patterns, ink coverage, flexo plate costs (and how often they are re-used) which makes an enormous difference. Actual machine speed and

uptime is input, taking into account the impact of multiple passes and the label size in a semi-rotary mechanism that may impact the speed of a semi-rotary press, for example. The permutations can get quite sophisticated to include finishing because some methods demand multiple processes and converting options that build up the manufacturing cost. There may be a primer or a top-coated substrate needed for some presses which is also taken into account.

The model compares the costs and time of different methods used in label production. As well as simple comparisons it can be used as a tool to calculate by job, by time, added value, even the annual capacity looking at a variety of job runs and types for a range of equipment. The key is to use actual costs to obtain real world comparison for a converter considering an investment. This is important because the technology provided by press vendors is continuing to develop in both flexo and digital methods. The costs of manufacture within a company will change with greater experience, of course. As users better understand how they can exploit the capabilities of their presses, and the necessary workflow, their productivity will rise.

Such developments mean that costs change, so converters should keep up to date with technology they do not necessarily use to make sure they do not miss opportunities. They must avoid a fixed mindset because costs of production are changing, and this is where a model that can be updated is most useful for converters. It helps management determine which production technology will benefit their business most.

The cost of label manufacture is a key determinant in the choice of a new press and is the key reason for the growth in inkjet and hybrid press sales in Europe, which overtook toner presses for the first time in 2017 according to the Finat Radar Survey Vol 9. In theory the costs look attractive. Just as important is the productivity, with a simpler single pass method including embellishments and finishing, reducing manufacturing time and labor cost with less material handling otherwise required with a separate finishing process. The sector is developing rapidly. I don't think that the 2017 status will be the case in 2019 as new technology comes to the market. The success of hybrid production demonstrates that the cost-effective analogue production married with agile digital capability is a winning combination.

“The hybrid printing delivered cost benefits for the particular designs that were produced when compared with narrow web flexo needing multiple plate changes, and against pure digital where slower toner press speeds and potential higher consumption of inkjet ink were penalties, along with a separate second pass for varnishing and finishing”



With over 30 years' experience, Dr Sean Smyth has worked for a variety of print businesses across the supply chain. He now acts as an independent consultant

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The perfect mix

Experts from Pulse Roll Label Products and HP outline their companies' respective work to deliver ink technology for 21st century label and package printing. David Pittman reports

Whether printing on pressure-sensitive labels, clear film, cartonboard or any other packaging substrate, the performance and characteristics of the ink used are an integral part of the production process.

From printing and post-press processing to the application and ambient environment, there are a number of factors that converters must consider when making their ink selection. Suppliers must similarly be aware of these factors when developing new ink formulations.

Water-based

This has led Pulse Roll Label Products to develop PureAqua, a water-based flexo ink system comprising a 4-color process set and mixing bases. A PureAqua color matching database, using X-Rite's InkFormulation software, provides accurate color matching. Mikaela Harding, product manager, explains: 'Although the majority of our business is UV flexo, many of our customers also use water-based flexo technology for printing on multiple substrates. We understand the need for color consistency on a global scale and the value of digital color management as proved with our PureTone UV flexo ink system. We wanted to be able to offer a single ink system that could achieve the highest level of color consistency and print quality for water-based flexo, and on all substrates. Our high-strength PureAqua ink system builds on the concept of offering a total color management solution and is unique in the label market in that it's formulated for use on coated and uncoated papers, thermal papers and films.'

Sato UK is an example of such a scenario outlined by Harding. PureTone inks were already in use at its Harwich site. PureAqua is now in use there too. Martin Clackett, print production manager at the Sato UK site in Harwich, says: 'We made the move to PureAqua to support our drive to achieve the highest quality of water-based flexo printing on both standard and thermal papers. The PureAqua ink system means that we need to use only one ink system for both substrates making it more efficient and cost-effective, whilst at the same time providing optimal print performance and accurate color to satisfy our water-based flexo requirements. Combined with the PureAqua varnishes that we also run, we have a complete water-based flexo solution to complement our whole UK labeling business.'



PureAqua is a water-based flexo ink system designed for narrow web printing of self-adhesive labels

“We made the move to PureAqua to support our drive to achieve the highest quality of water-based flexo printing on both standard and thermal papers”

Digital

HP's developments focus on ElectroInk to work with its liquid electrophotography (LEP) technology. HP ElectroInk contains charged pigmented particles in a liquid carrier, combining the advantages of electronic printing with the qualities of liquid ink. On-press, ElectroInk is supplied as a concentrated paste that is loaded into the press in tubular cartridges in a 'clean hands' operation. Inside the press it is fed into ink supply tanks and diluted with oil, to form a fluid mixture of carrier liquid and colorant particles ready for printing.

This core formula is replicated across the ElectroInk portfolio, regardless of ink type or application. Thanks to this, the characteristics of the ink are not dependent on the pigment and the behavior through the printing process remains similar across all inks.

Nurit Carmel-Barnea, who oversees the market development of new HP Indigo ElectroInk products, explains: 'This gives ElectroInk the inherent capability to carry a wide range of pigments to produce different inks for endless possibilities. All that is needed to create a new ink is to change recipe with the pigment, which can be white, fluorescent or UV.'

HP Indigo is now building a portfolio of special inks beyond the CMYK and OVG ink set, with more than 20 special ink types available today in addition to the wide variety of available spot inks. Spot inks can reach up to 97 percent of Pantone colors to match a specific customer color or brand request. The brand color formula is developed, saved and secured by HP to ensure a consistent color. Coca-Cola, for instance, went through a process to qualify Coke Red, notes Carmel-Barnea.

New families of inks are developed to target new markets for digital printing, such as yellow and blue inks for the security market and fade resistant inks for the agrochem market. With new inks, HP Indigo customers can diversify and grow their business, including expanding into all-new applications such as security printing with variable data in invisible ink.

Geostick Group recently adopted HP Indigo ElectroInk Premium White and Silver ElectroInk on its HP Indigo digital presses. This includes an HP Indigo 20000 and WS6000 series digital presses.

Cees Schouten, operations director at Geostick Group, says his company is benefitting from higher productivity and



'ElectroInk Silver means eye-catching metallic designs can be achieved while maintaining the benefits of digital printing,' says Cees Schouten, operations director at Geostick

throughput using Premium White, which is used across all of its label production, but especially for the household decorative coating industry. 'This delivers a high opacity white as a backing for brand colors delivering higher output per hour thanks to fewer ink separations,' says Schouten.

'Premium White has now become our standard,' he continues. 'It is enabling us to move more print jobs to digital from flexo thanks to these new technical possibilities, including on clear substrates.'

Geostick is reporting success with ElectroInk Silver, enabling printing on

regular white stock for saving up to 35 percent on metallized substrates. The ink is used heavily for automotive industry labels, delivering the same quality as flexo printing. US-based Innovative Labeling Solutions (ILS) beta-tested HP Indigo ElectroInk Silver and is now offering the ink to its brands.

'Eye-catching metallic designs can be achieved while maintaining the benefits of digital printing, including easily and cost effectively changing the metallic effect from version to version,' says Kristen Waite, marketing communications manager at ILS.

ILS is printing silver ink on clear BOPP

“Brand owners in the healthcare market are especially in need of covert print security”

and its customers are finding it to be a viable, economical alternative to using a hot stamp when trying to achieve custom metallic designs for different versions and label sizes in a product line. Waite adds: 'By using silver ink, they avoided the upfront tooling costs they would have incurred for each design and each label size.'

Another US-based converter now deploying ElectroInk Silver is Precision Label Corporation. It serves major cosmetic brands. 'We are getting excellent results printing fine type and vignettes in silver and can produce virtually any metallic color by printing process colors over the silver,' said Angelo Quagliata, vice president sales at Precision Label. 'Digitally printed silver ink is a big plus for our customers who want digital printing benefits without compromising on metallic effects, especially cosmetics companies that need a higher-end look.'

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Security

Nosco, a Chicago-based printer that specializes in printed packaging for the natural health, personal care and pharmaceutical industries, is reaping similar rewards, but with ElectroInk Invisible Yellow and the Security ElectroInk 523 infrared ink. Nosco has now dedicated a production line featuring an HP Indigo WS6600 digital press to print security elements for 30-plus customers, including overt barcodes, microprint and other technologies.

Craig Curran, senior vice president of sales and marketing at Nosco, says: 'Brand owners in the healthcare market are especially in need of covert print security solutions. Through the use of invisible technologies like these, we can help our customers combat the growing threat of product diversion.'

ILS is also rolling out HP Indigo ElectroInk Invisible Yellow and Blue security inks, which are only visible under UV light. 'Counterfeit and fraudulent goods continue to be a major concern for brands of all sizes. Considering the vital role labels and packaging play in combatting counterfeit products, invisible ink offers a valuable tool for helping ensure brand protection and integrity across the supply chain,' concludes Waite.

Price rises

The consumables supply chain has recently been impacted by a number of price increases. This has included inks, with Sun Chemical, Siegwirk and Flint all having to implement price increases in response to rising raw material costs and turbulence in their supply. At Sun Chemical, a recent price increase has affected its solvent- and water-based liquid inks in Europe, while at Siegwirk it has impacted all packaging inks and varnishes in the EMEA region. Flint has increased prices across all packaging ink products in Europe. Doug Aldred, president, Packaging Inks & Resins, Flint Group, says: 'We continue to implement new initiatives to remove cost and complexity, steadfastly focusing on the benefits these activities bring to our customers. However, raw material and freight inflation has become untenable, hence, we are forced to look toward the market to alleviate some of the cost burden we face.'

Ron Deegan, vice president, sales, North America at INX International Ink, explains: '2018 was a very challenging year for the printing ink industry. The majority of printing ink suppliers announced global price increases due to raw material shortages, tariffs and soaring freight costs. All INX product lines were impacted by these rising costs, including solvent, water, offset, digital and metal deco inks. Energy curable inks saw the largest increase due to photoinitiator shortages from China and the "Blue Sky" initiative. 'Announcing and implementing price increases to your valued customers is never easy. We are very sensitive to and aware of the impact this can have on our customers. We work diligently with our suppliers to offset increases, limit the impact and share in the costs, but due to limited supply choices and shortages we are not always able to offset them. It appears 2019 will continue this trend of higher than expected costs and increased tariffs. INX International is committed to managing the impact to our customers. Unfortunately, we may have to consider additional price increases and or surcharges to offset some of these costs.'



Read Labels & Labeling issue 5 2018 for an update on UV LED ink technology

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Label trends



“It becomes clear that European label customers are approaching 2019 more cautiously than they did 2018 a year ago” – Finat

Brand owners interviewed for report: 80

Respondents were surveyed on matters like label purchasing volume growth projections, label vendor loyalty, migration from self-adhesive to other label formats, linerless labels, the most important factors brands consider for printed packaging decoration, as well as the possibility of brands printing labels in-house.

Will label volumes increase in 2019?

65% Yes

17.5% No (up from 3% last year)

17.5% No change (up from 14% last year)

1.4% Overall labelstock sqm volume growth rate in 2018

0.9% Self-adhesive paper roll materials

3.5% PP, PE and other non-paper roll materials

-2.6% sheet labelstock

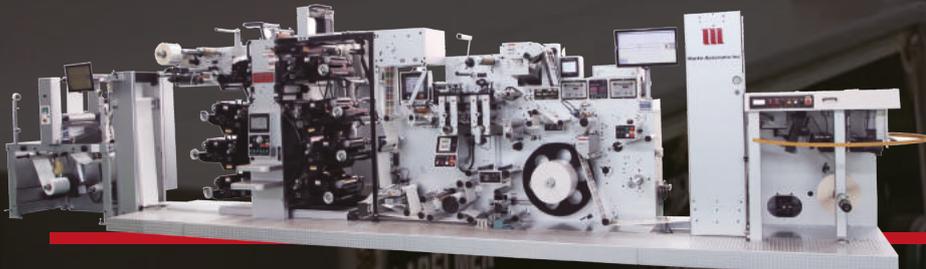
“The survey results indicate a slowdown in line with the uncertain economic climate in the face of Brexit, political uncertainty in the eurozone, and the possible escalation of the trade dispute between the US and China” – Finat

Source: Results from survey of more than 80 brand owners, Finat Radar market report, 2018 winter edition. www.finat.com



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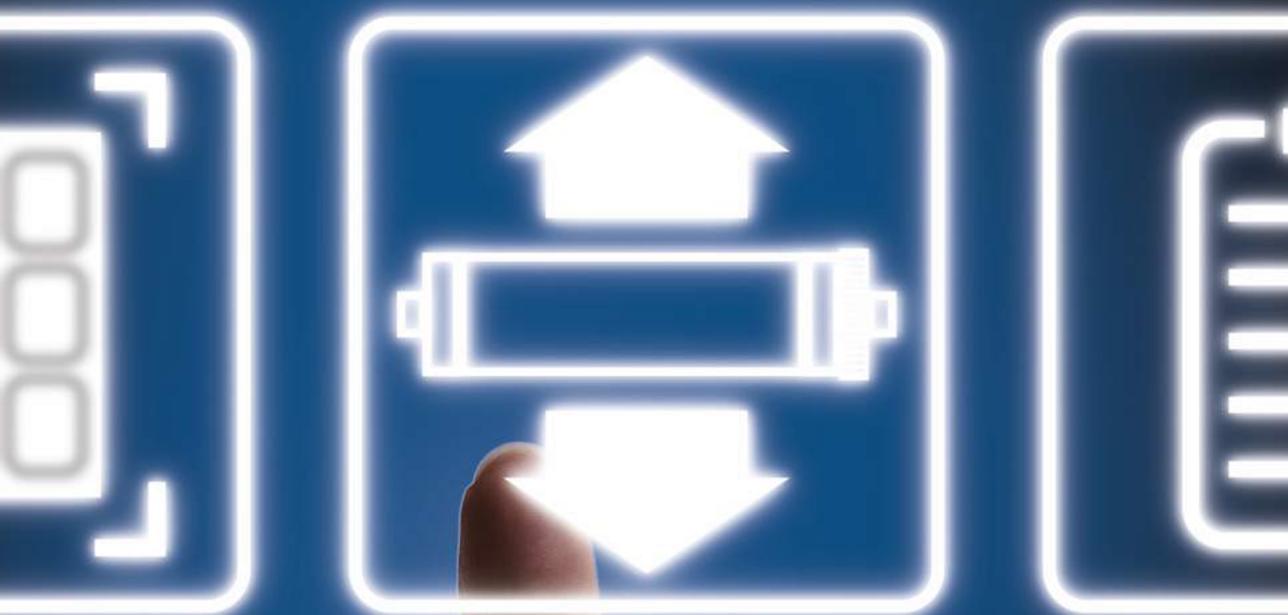
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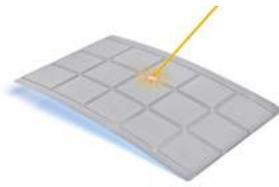
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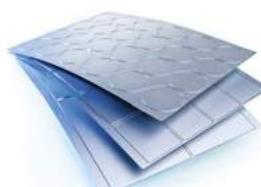
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