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Gallus launches 'granite' press

TECHNOLOGY FOCUS:

drying and curing systems

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154 LABELEXPO EUROPE SPECIAL

New presses from the likes of Mark Andy, Gallus, MPS and Focus and a new brigade of digital label press players will make this Labelexpo Europe the most exciting yet.

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LABELXPO

Labelexpo Europe this September has to be a must-attend event for every label converter. But why go see new equipment in the middle of a recession?

Firstly, all recessions are opportunities as well as threats. Leading global businesses like Apple, Google and Starbucks were launched at the depths of previous recessions. Why? Because recessions force everybody, from consumers downwards, to reconsider how they operate. When everything is growing nicely, it's hard to change attitudes or investment strategies. Now, everything is in movement.

Consider just one trend: The dramatic growth of private labels, or store brands, not just in the 'value' sector, but also now moving upmarket to the mid and even premium level. Their challenge is how to add value at minimum cost. The global brands are responding by reconsidering how they pack, label and distribute, launching their own 'mid' value brands.

What else has the recession done? Buyers are looking to cut costs by ordering less, but more often – already a trend before the crisis, but now accelerated. This will require re-tooling entire supply chains.

The technologies which enable converters to take advantage of these opportunities will be on display at Labelexpo: a new generation of servo presses which can be embedded into plant-wide management systems; JDF-enabled workflows which link estimating, stock control, customer relations management, graphics pre-press and internet proofing systems; the next generation of faster, higher quality digital presses – including new contenders in the exploding inkjet sector; 'eco-friendly' paper and films. The list goes on.

If there is one print show you visit this year, it has to be Labelexpo.

- Front cover: You will by now have noticed the stunning front cover of this edition of L&L. In a project managed by Andreas Rascher of Zeller + Gmelin, it was printed UV flexo (on the outside) and UV offset (on the inside) on a combination Gallus RCS330 press using Z+G inks and varnishes, Kurz foil, with plate origination by some of Europe's leading offset and flexo pre-press houses. For a full report, see p13.

ANDY THOMAS

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NEWS

Labelexpo Special

GALLUS launch the first narrow web label press to be made of granite at Labelexpo Europe. Andy Thomas reports on this and other new press developments

GALLUS TARGETS ECS 340 AT MANUFACTURE OF COMMODITY LABELS

Labelexpo Europe 2009 saw the Gallus Group launch a press designed for the cost-effective manufacture of commodity labels. The Gallus ECS 340 press is based on a robust core of technical granite.

Commenting on the launch, Stefan Heiniger, vice-president research and development of the Gallus Group, said: 'Thanks to its extremely high load-bearing capacity, technical granite is ideal for use in machine construction. It is responsible, among other things, for the user-friendly design of the Gallus ECS 340. The printing units are suspended on the granite structure, allowing the printer easy access and thus ensuring ease of operation. What's more, granite is a natural raw material whose use has a very positive impact on the CO2 balance of the Gallus ECS 340. The eco-friendly design of the Gallus ECS 340 is underpinned by the ease with which the granite can be recycled once the press reaches the end of its life cycle.'

For labels with limited finishing requirements in commodity applications - such as food and pharmaceuticals, substrate costs can account for up to 50 percent of the label's total cost. This means that the amount of waste produced impacts strongly on the margin of a job. The Gallus ECS 340 is designed for maximum waste reduction, with the web length measuring just over 11 meters for an 8-colour machine.

One of the first Gallus ECS 340 presses has been in action at Barthel GmbH in Essen since mid-2009, primarily for the production of food labels. Herr Esser, production manager at Barthel, commented: 'It is remarkable just how quickly the press gets into register and,

DIGITAL TOO...

The digital revolution continues to advance at a great pace, and this Labelexpo gives converters a chance to see all the latest developments. Not only are there digital press demonstrations from established suppliers - HP Indigo with its mold-breaking WS6000, Xeikon's 3300/3000 family, EFI's Jettron 4000 among many others - but there are new players entering the market.

In this issue of L&L (p. 50-51) Mike Fairley previews the new Durst tau inkjet system, which claims a breakthrough in terms of

resolution and speed - printing at up to almost 50 meters (160 ft) a minute and with a Rotoworx finishing unit. Stork (see p.59-60) meanwhile launches its long-awaited 4-color UV inkjet DSI digital press with in-line finishing courtesy of ABG. It will operate the press in conjunction with Kolibri Labels, its first commercial customer.

For a full selection of digital press suppliers at the show, see our comprehensive preview starting on p.154 of this issue. This is going to be an exciting show...

above all, stays there - without any register control whatsoever. Our paper waste has been cut dramatically.'

The very short web path means that adjustments made during production are visible immediately, while the dynamic feed ensures that the print image is not altered when speeds are changed. 'We now trust the press' register accuracy to the extent that printers can focus on preparing the next job without having to continuously check the quality of the print results - even at top speeds, adds Esser from Barthel.

The ECS 340 uses sleeves on the plate cylinder and anilox for fast job changeovers, which are further helped by a chambered blade system. The press comes with full servo drive technology and is equipped with cooled impression cylinders, allowing a wide range of substrates to be converted.

'The Gallus ECS 340 is available at a very competitive price,' says Klaus Bachstein, CEO of the Gallus Group. 'This is due to the fact that the press has been tailored precisely to the needs of the target application segment and only includes essential functions, without

compromising on quality or cost-efficiency.'

The Gallus ECS 340 does not need an exhaust system thanks to a new development in the UV system. The UV dryers are fully encapsulated and watercooled so that no air extraction is required, resulting in low noise levels.

PREMIUM PERFORMANCE

On pages 47-48 of this L&L we report on the launch by Mark Andy of a new range of presses, the Performance Series P7. This machine is engineered to compete in the shorter and shorter run work now dominating the industry and premiers a completely new, fully servo-driven print station concept.

The Performance Series press demonstrated in Brussels will be an 8-color, 17 inch (510mm) machine, and will showcase a rapid changeover from a 7-color clear-on-clear PS film job to an unsupported film, with the new job in register in less than one press length, then accelerating to print at 750ft/min (230m/min).

MPS, meanwhile, launches two new presses at Labelexpo. The EF-packaging

THE GALLUS ECS 340



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THE GALLUS ECS 340



FRONT COVER SPECIAL

WRITES ANDY THOMAS, L&L editor: This is the first front cover of *Labels & Labeling* to be printed in combination UV-flexo and UV-offset. It was produced with UV printing inks from Zeller+Gmelin on a Gallus RCS330 press. The cold foil used was Alufin KPW-OP from Kurz. The paper weight was 170 g/m²



THE EFP PRESS brings core MPS technologies to the flexible packaging market

press has a web width of 660 mm (26in), and introduces key MPS flexo technology concepts to the flexible packaging arena for the first time. These include Crisp Dot high definition print technology, gearless servo technology, print sleeves, 'Lean inking' – a combination of closed and open doctor blade systems and MPSensor technology which gives the operator a choice between point-to-point or point-to-cylinder print registration. The press is equipped with both UV and hot air driers for both water and solvent systems.

Also shown for the first time is the E-print fully servo-driven UV flexo press, in an 8-color configuration. MPS says this machine completes its UV flexo series and offers the full range of MPS technologies, including Crisp Dot, combination drying and a wide range of converting options. Both new presses come with MPS' new iControl remote press control system.

Focus is showing for the first time its Proflex S flexo press, offering shaftless servo-driven technology at a competitive price, and featuring touch screen operator controls, and a programmable digital platform with storage of job details for future retrieval.

Omet, meanwhile demonstrates for the first time at a Labelexpo show its new combination offset Varyflex press, previewed in L&L earlier this year. Nilpeter shows newly-designed print units for its FB-3300S UV flexo press, allowing fast adjustments and rapid anilox roll changes, as well as showing its latest MO-4 sleeve offset press and the Caslon in-line flexo/digital press. Rotatek has its Brava press on stand, shown switching between semi-rotary and full rotary modes.

Edelmann Graphics is showing a unit of its new 435mm Label-Print, capable of operating in both semi- and full-rotary modes.

'We chose a very difficult paper, with two different sides,' comments Zeller+Gmelin's Andreas Rascher, who took overall responsibility for the technical aspects of the job. 'We had a double coated front side and a single coated back side. The back side is very difficult to print, because it has a very high absorption capacity. Because the penetration of the ink is very high, you can't print this material with UV flexo, because of the low viscosity of the inks. So we had to print this in UV-offset.'

'A flexible press was therefore needed capable of printing both UV flexo and UV offset. The Gallus RCS 330 gave us this choice. It's an extremely flexible and multi-purpose machine system for producing top quality labels with high added value. The Gallus RCS 330, with a 330mm printing width, is a modular in-line press with single drive technology and can be configured and retrofitted at will. The printing processes can be interchanged without cutting the web. We see a dramatic reduction in job changeover times coupled with minimal waste thanks to high levels of automation in all the modules. We needed only 45 minutes for the complete change from UV-offset to UV-flexo.'

For the offset print Z+G's LABELCURE U5 was used. 'You got very good results with this ink on uncoated materials and papers with a high penetration,' says Rascher. 'On the front side we used our new odor-reduced UVAFLEX Y7 series, in a 4-color set with a UVALUX U0720 UV-flexo varnish.'

Repro and printing plate production for the offset part of the job were provided by Seelitho AG (Niederfeld 44 CH-9320 Stachen, Telefon: +41 (0)71 447 80 47 info@seelitho.ch / www.seelitho.ch. Printing plates were imaged on a Kodak Sword CTP system. Repro and printing plates for the flexo job were provided by COE-Carl Ostermann Erben GmbH (Betriebsstätte Süd, Echterdinger Str. 57 70794 Filderstadt-Bernhausen, Tel.: +49 (0) 711 70 70 90 30 post@coe-stuttgart.de. Plates were digital Dupont Fast DFH 045 printing plates.

Anilox roller specification was:

Cyan: 400 l/cm 3,1cm3	Magenta: 320 l/cm 3,5cm3
Yellow: 320 l/cm 4,0cm3	Black: 400 l/cm 3,5 cm3

Cold foil adhesive: 180 l/cm 7,0cm3

Special colour shade P7409: 240 l/cm 6,5cm3

UV SPECIALIST

Zeller+Gmelin is a specialist manufacturer of quality printing inks with a history of more than 140 years of research and technology development. Since 1970 the company has been active in UV curing technology and is one of the leaders in this market. Zeller+Gmelin has a number of facilities strategically positioned in the USA, UK and Europe and has a network of distributors worldwide. Zeller+Gmelin is a committed key player in UV technology and is focusing on self-adhesive label printing, in-mold labeling and flexible packaging.



FRONT COVER SPECIAL



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GALLUS will launch the first narrow web label press to be made of granite at Labelexpo Europe. Andy Thomas reports on this and other new press developments

EXCLUSIVE: GALLUS LAUNCHES GRANITE PRESS

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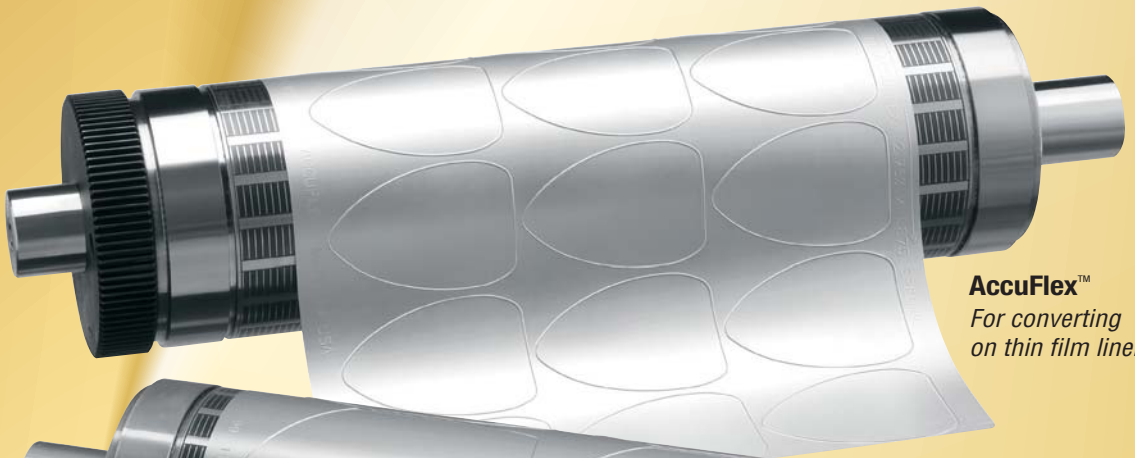
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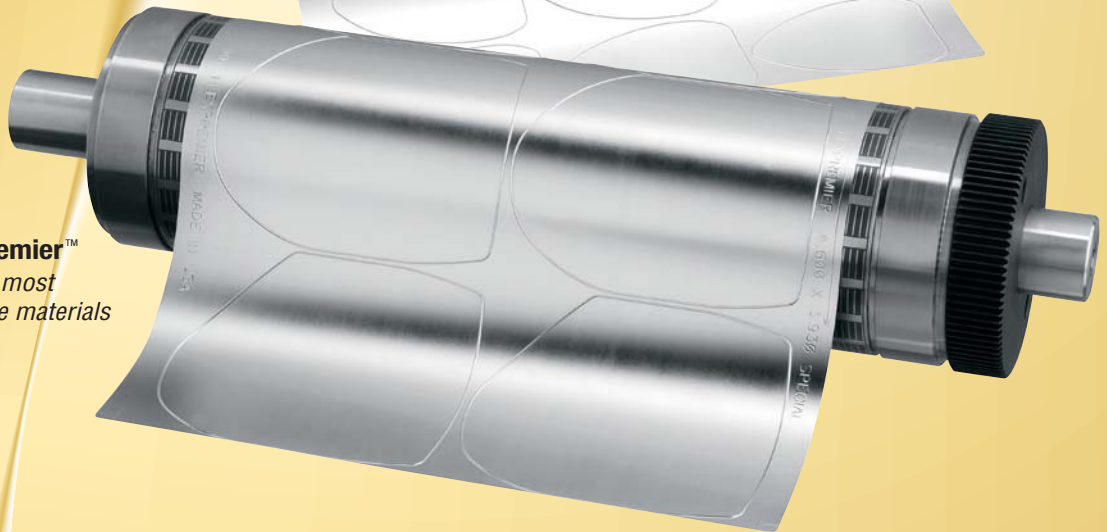
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INBOX

Short Term Employee Exchange

We are an SME based in central United Kingdom, we have good experience of implementing lean manufacturing techniques, quality tools, sales and marketing strategy and financial control. I haven't got the time to list the stuff I would like to learn more about or the improvements I would like to make. I would be happy to hear from anyone, but preferably not UK based, who feels that they could benefit equally from some sort of exchange. I would equally be interested to hear from anyone who has had experience of this sort of thing in the past.

Stuart Kellock

Managing director at Label Apeel

Pharma requirements

I am currently in need of understanding what extended expectations there are for the packaging and labeling companies that are providing products to the pharmaceutical industry. It seems that the pharma industry members are auditing their label and packaging suppliers to ensure controlled systems are in place. And I was wondering what the key elements that this industry is looking for. I'm sure it includes Product ID and Traceability, control methods of waste, etc. But I was wondering if there is a specific certification (QMS or GMP) that the pharma industry subscribes to. Or better put.... do they require such certifications of their suppliers.

Brent Hosier

Manager of Quality Systems and Process Improvement

Reply 1. I work with many packaging suppliers in the pharma industry and they always try to implement the most stringent control procedures. I know most about the proofreading (artwork and text verification). More and more pharma packaging companies are using automated software to increase accuracy and efficiency of the proofreading process as opposed to a manual process. These systems are validated and provide the pharma companies with added insurance in regards to content integrity, etc...

Kori Betsalel

Account executive at Global Vision Inc

Reply 2. For our clinical labeling operations, my employer's perspective would be to assume ultimate responsibility for quality when labels are procured as a stand-alone service (if we procure through a packager, quality responsibilities would transfer to that company). In order to minimize our risk, we would expect that suppliers work under the principles of GMP i.e. a robust quality management system. This approach is taken because label manufacture/print should not directly affect drug product quality, therefore we would not necessarily insist on a technical & quality agreement being in place. To add to your list, our qualification team would ask questions regarding site facilities (fit for purpose), receiving process, equipment logs, batch documentation, control of randomization lists, inspection process, processes for maintaining study blind, re-work, personnel training etc....

Spencer Comtois Ph.D.

*manager – Vendor relations (Global Clinical Supplies)
t Schering-Plough*



Popular winner

In L&L3 Mike Fairley was announced as winner of the R. Stanton Avery Lifetime Achievement Award. Here are some comments from the blog...

Respect, appreciation, friend - immediately come to mind. Not only does this award seem so natural for you, it also raises the standards for others to emulate. Your industry knowledge and experience are wonderfully matched by a truly great human being - humble and friendly. There's a long way to go still...

Richard de Boissezon

Mike Fairley is a remarkable person in many aspects. You hardly ever meet people with such fabulous knowledge remaining modest and friendly at the same time. Having known Mike for more than 30 years I witnessed the development of his career from close by, and I am very happy with the recognition of his valuable work for the labeling industry. Mike, you fully deserve this Lifetime Achievement Award. Congratulations!

Mans Lejeune

The word Guru was used in India; your encyclopedia is a limited hard copy of your immense knowledge. Difficult to add to that professional part. If we add the human level, as friendliness, cooperation, understanding, ... and fun, this award lands in the best hands. Congratulations for this well deserved industry appreciation.

Christian Menegon

Benchmarking scrap

I'm searching for some sort of benchmark as it pertains to the cost of quality as a percentage of sales. COQ for us includes Credits related to Quality, Spoilage tickets and any un-planned scrap. The total dollars that these represent divided by the Sales in the same time period. Example: \$1,000 in COQ / \$100,000 in Sales = 1% COQ

Jeff Kerlin

VP & GM at Tailored Label Products

For extended versions of these threads, plus the chance to contribute, visit www.labelsandlabeling.com/blog.

NEWS

Labelexpo Special

ANDY THOMAS reports on some stunning new press launches at Labelexpo Europe

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NEWS

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

JAPANESE INDUSTRY LEADER DIES

Lintec standard bearer Kaz Shiwaku has died of cardiac failure following a long struggle with cancer. He was 56 years old.

In a tribute on behalf of *Labels & Labeling* and the Tarsus Group, Kaz Shiwaku's long time colleague Mike Fairley, said: 'Kaz will undoubtedly leave a big void in Lintec and in the wider label industry. His many friends and colleagues will sadly miss him. Kaz, like his father before him, worked hard at building industry relationships and did much to help us build our knowledge of the Japanese label industry. He could always be relied on to provide industry information and contacts, maintain our liaison with JFLP, and become involved in industry and association activities.'

BST AND SDI JOIN FORCES

BST Pro Mark and SDI Irvine have entered into a strategic alliance which enables BST to market SDI branded web-cleaning systems throughout the US, Mexico, Canada and parts of Central and South America.

'Working with SDI will give BST Promark more flexibility on specialty applications,' said the companies in a statement. 'In addition, the SDI line of cleaners, containing sticky roller and vacuum technologies, will better complement BST Promark's full line of web guide and inspection systems. BST Promark and SDI will work closely together to further strengthen OEM Relationships with press manufacturers and various other machinery builders.'

FINAT YOUNG MANAGERS CLUB ELECTS OFFICIALS

Following its inaugural meeting at the 2009 FINAT congress in Turkey, the Young Managers Club has elected its first board members. The YMC's founding chairman is 29-year-old Francesc Egea assistant general manager at Spanish converter Innovaciones Para Etiquetajes. Peter Dhondt, of CERMI, based in Belgium, will take charge of organizing the club's program in Europe, while Pawan Deep Sahni, of Weldon Celloplast, in Haryana, India, will undertake those activities in the Asian area. Joining Egea on the YMC board will be Nicola Motetta, of Euroadhesiv, Italy, as vice chairman and Bibiana Rodriguez, of Rotatek, Spain, in charge of promotion and membership.



DRENT GOEBEL found worldwide success for its VSOP – including Brazil

MULLER MARTINI ACQUIRES VSOP AS DRENT GOEBEL COLLAPSES

Following the bankruptcy of Drent Goebel, Muller Martini has stepped in to acquire the patents for the company's VSOP (variable sleeve offset press) technology. A new Muller Martini VSOP press series will be launched by the end of 2009.

Drent Goebel's European operations went into liquidation shortly before Muller Martini's move. As L&L went to press, Drent Goebel North America, based in Volo, Ill., remained open for business, but was awaiting direction from headquarters in Europe.

'The current situation at Drent Goebel hinders an easy transfer of know how and the access to spare parts,' said Yves Rogivue, member of the executive board at Muller Martini, and head of the printing-press division. 'We will do our

utmost to build up service and spare part expertise in our global sales and service network, latest by the end of the year. Our goal is to deliver the highest levels of uptime for the printing presses installed, both now and in the future.'

Drent and Goebel were among the biggest names in forms converting presses in the 1980s, and the combined company had made the transition to the label and packaging market with the innovative VSOP press, which allowed different print repeats to be achieved with sleeves, rather than expensive multiple cassette inserts.

The VSOP has some high profile label converting installations in Europe, North America and Brazil. Canadian-based RDP Marathon was added to the group in 2005.

CAL POLY WINS PHOENIX CHALLENGE

Cal Poly, based in San Luis Obispo, California, is the overall winner of this year's College Phoenix Challenge, held in Orlando, Florida during the annual FFTA Forum. Individual category winners were Central Piedmont Community College, Charlotte, North Carolina, for Research; Ryerson University, Toronto, Canada, for Concept; and Dunwoody College of Technology, Minneapolis, Minnesota, for Graphics and Execution.

The competition assignment came from a fictional distributor of consumable food items. The distributor wanted to

offer short run branded items in college coffee shops. The specifications required a narrow web flexo package that would provide enhanced sustainability, increased functionality and improved marketing appeal. In addition, the distributor was explicit that all packages be non-pressure sensitive, flexo narrow web printed and exclude any pressure sensitive labels.

Judges for the competition were industry professionals from converters and consumer product companies.



FEDERICO D'ANNUNZIO,
MD Nuova Gidue

D'ANNUNZIO STRIKES DEAL WITH STORK

Stork Prints has announced that it will continue to work with Federico d'Annunzio, former president of Gidue. Stork will supply d'Annunzio's new company, Nuova Gidue, with Rotary Screen Integration units.

Rieks Reyers, graphics sales and marketing manager for Stork, said: 'As far as we are concerned it's business as usual. We have had a very successful partnership and experience with Mr d'Annunzio in the past and wish him good luck with his new company in the future.' Nuova Castagnoli, the Italy-based converting equipment manufacturer owned by d'Annunzio, recently changed its name to Nuova Gidue. The company takes over the manufacturing and sales operations of Gidue, which went into liquidation at the end of last year.

Managing director d'Annunzio said, 'Nuova Gidue will manufacture flexo, offset and digital presses for the label and packaging markets.'

WET GLUE FINISHING INNOVATIONS UNVEILED BY POLAR

Wet glue label converting specialist Polar held a successful Open House in June, attended by some 60 customers from 15 countries – mostly from Europe, but also from North and South America. The 2009 LabelDays event saw the unveiling of new developments including 'SuperClamp', an option which allows guillotines to obtain a cutting accuracy of +/- 0.1 mm, without manual preparation of the ream after each cut.



JUDGES ANNOUNCE GLOBAL LABEL AWARD FINALISTS

WINNERS to be announced at Labelexpo Gala night

The judging panel of the Label Industry Global Awards has announced the finalists for the European Converter of the Year, the Label Industry Award for Continuous Innovation and the Label Industry Award for New Innovation. The winners will be revealed at the award ceremony and gala dinner at the Albert Hall in Brussels on the evening of September 23 – the opening day of Labelexpo Europe 2009.

Label industry expert Mike Fairley has already been announced as the winner of the R. Stanton Avery Lifetime Achievement Award. Judges for this year's awards, under the chairmanship of Helmut Schreiner, managing director

of Schreiner Group, were Andrea Vimercati, new president of FINAT; John Hickey; former chairman of the board, TLMI; Andy Thomas, editor of *Labels & Labeling*; and Tony White, editor of *NarroWebTech*.

The nominated companies in the European Converter of the Year category, sponsored by Flint Group Narrow Web, are Marzek, Pago and Rako; finalists in the Label Industry Award for Continuous Innovation, sponsored by *Labels & Labeling*, *NarroWebTech* and *Label & Narrow Web*, are Codimag, EskoArtwork and Flint Group; finalists for the Label Industry Award for New Innovation are EFI Jetrion, Erhardt + Leimer and Kodak.

The system works even when dealing with difficult plastic materials and working with the full clamping height.

Also on display was the LabelSystem SC-25 with a minimum format of 14 x 40 mm and productivity of up to 1.8 million labels an hour along the option of log banding.

Two stacks of labels can be banded at the same time. The DCC-M counter pressure die cutting machine is aimed

at in-mold label producers and has a larger format up to 250mm.

Michael Neugart, managing director of Polar, commented: 'Although, in view of the current economic situation, we were not expecting major deals straight away, we have so far sold over €3 million worth of machines.'

Practically every visitor discovered new ideas for increasing both productivity and quality.'



SPEAR'S Mason, Ohio operation is now a 'narrow web UV center of excellence'

SPEAR EXPANDS OHIO OPERATIONS

30 new jobs created at center for excellence

Spear Group Holdings has announced the expansion of its Mason, Ohio, production facility, which will create 30 jobs. Manufacturing capacity will be transferred from its site in Milford, New Hampshire.

Randy Spear, the company's president, said: 'We have experienced strong growth over the last several years with our global output more than doubling in the last seven years. This includes the addition of two wide web gravure facilities, doubling the output of our

European capabilities and creating state-of-the-art operations in South Africa.

Updating our narrow web capabilities in Mason ensures that Spear's customers can continue to depend on our industry leading capabilities for both their narrow and wide-web requirements.'

Spear has named the Mason facility its 'Narrow Web UV Center of Excellence' and it will include new printing presses, production flows and cosmetic upgrades. Work is scheduled to begin in August and complete by the end of 2009.

UK DEAL REDUCES LEAD TIME FOR TTR ROLLS

LOCAL slitting operation allows faster access for UK printers

Thermal Transfer Solutions (TTS) has announced a three year exclusive agreement to convert all Dai Nippon Printing products in the UK and Ireland, writes Elinor Zuke.

Dai Nippon (DNP) acquired Sony Chemical's thermal transfer ribbon business in July last year. Sony had previously used TTS as its direct sales channel.

TTS will deliver DNP thermal transfer ribbons to re-sellers, distributors and wholesale, while DNP will continue to supply to original equipment manufacturers.

DNP Europe general manager sales and marketing Ywenco Philipsen told *Labels & Labeling* the deal would allow the company to expand on the UK market while increasing the service level for DNP.

Separately, TTS has extended the

range of Ricoh wax and resin products it is able to convert. This now includes the resin grade B110CU, used for labels exposed to heavy solvents. TTS is the only TTR converter for Ricoh products in the UK.

TTS director Jason Asser said: 'Both DNP and Ricoh manufacture unique, high performance and niche thermal transfer ribbon formulations for use within all types of label overprinting industries. The agreement for TTS to convert these ribbons locally in the UK makes these products more available to the UK label converters with quicker lead times and in smaller quantities.'

TTS plans to launch an 'Extreme TTR' package of high durability and performance ribbon grades – for use within the electronics, automotive, chemical, aerospace and healthcare industries – at the end of August.

HOT OFF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

WATER INK ACQUIRED BY CHEMICALS GROUP

The specialty chemicals group Altana is to acquire the business of the North American company Water Ink Technologies. The company produces primarily water-based and UV inks, coatings and varnishes for narrow web applications at three sites in North Carolina. Among others, these applications are used for packaging printing and labels.

Within the group, Water Ink Technologies will be integrated into the Actega Coatings & Sealants division under the new name Actega WIT. The existing Water Ink Technologies management team, under the leadership of Michael C. and Patrick S. Hague, will continue to run the operations also under the roof of Altana.

'For Actega the acquisition of Water Ink Technologies means a sustained strengthening and the expansion of our market position in the specialty segment of narrow web printing with water-based as well as UV-curing coatings and inks,' said Dr Guido Forstbach, president of the coatings and sealants division, adding that there would also be synergetic effects with other business fields of Altana. 'The acquisition is therefore not only positive for Actega, but also opens opportunities for further development of other divisions.'

PEPSICO EXPANDS RUSSIAN OPERATIONS

Good news for Russian label converters is the announcement by PepsiCo, one of the world's largest food and beverage companies, of plans to invest \$1 billion in Russia over three years, together with its partner The Pepsi Bottling Group (PBG). The investment will bring the cumulative investment in Russia by PepsiCo and PBG to over \$4 billion and is consistent with PepsiCo's ongoing strategy to expand in emerging markets.

When operating at full capacity, PBG's Domodedovo, Moscow bottling plant will be larger than any in PepsiCo's global system. It will produce a range of beverage brands, including Pepsi-Cola, Aqua Minerale water and ready-to-drink Lipton Iced Teas (through PepsiCo's joint venture with Unilever) for sale by retailers across Russia as well as neighboring CIS countries.

The plant is the first PBG operation in Russia equipped to produce ultra-light PET plastic bottles on all bottling lines, with labeling technology that uses 'no glue, less plastic and less energy than traditional labels.'

CORRECTION

In the last edition of L&L, page 62, the caption to the HP Indigo photograph should have read ws4500 and not WS6000.

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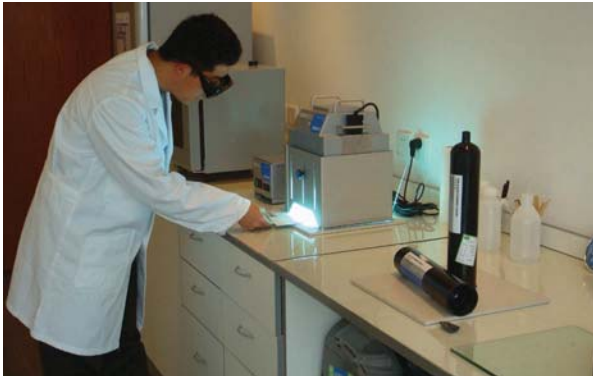
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NEWS



DELO OPENS LAB IN CHINA

Delo Industrial Adhesives has opened a new testing laboratory in Shanghai to respond faster to the needs of Chinese converters. Delo, headquartered near Munich, Germany, has had a presence in China since 2004.

'Our own lab with diverse equipment allows us to test most of our customers' components directly on-site,' said Torsten Uske, Delo's chief representative in Shanghai. In the laboratory, Uske and his team can conduct feasibility studies for customer applications. Test equipment includes temperature and intensity meters through curing lamps and dispensing units to screen printing templates for adhesive application.

AVERY ENTERS ROLL-FED SHRINK LABEL ALLIANCE

Avery Dennison's Roll Materials division has entered into a collaboration agreement with Polysack Plastic Industries to exclusively distribute and sell Polysack's Polyphane Fit roll-fed shrink films in the United States, Canada, Mexico, Australia and New Zealand. The deal is the first distribution arrangement Avery Dennison has established with another label material supplier.

Polysack developed a range of products with a shrink ratio from 15–50 percent that can be applied to traditional roll-fed labeling using hot-melt or UV glue and advanced technologies such as laser and ultrasonic welding. Under the agreement, Avery Dennison will provide sales, distribution, marketing and customer support for Polysack's portfolio of roll-fed shrink films.

'Polysack is a respected leader with a significant presence in the roll-fed shrink market worldwide,' said Don Nolan, group vice president for Avery Dennison Roll Materials. 'Polysack's focus on innovation and quality complements the distribution network and marketing strength of Avery Dennison.'

'Establishing distribution agreements with key partners in international markets is an essential step in supporting our globalization strategy,' said Ofer Tsimchi, Polysack chairman. 'Avery Dennison's customer base, product knowledge, and sales and marketing expertise will allow us to penetrate the growing shrinkable labels market in North America. Longer term, we will look to develop new products together.'

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Tullis Russell 
COATERS

MASTERPIECE SUPPLIES COATED SUBSTRATES TO EFI

Masterpiece Graphix (MGX) is to supply coated substrates for use with the Jetrion 4000 series industrial inkjet system and UV inkjet inks. The MGX coating ensures that these substrates are print-receptive for UV inkjet inks.

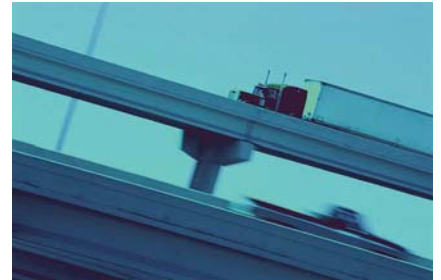
'The Jetrion 4000 is revolutionizing digital label printing by allowing converters to print directly onto the majority of their favorite substrates without a costly primer or topcoat,' said Dr Kenneth Stack, general manager of EFI Jetrion. 'While many customers use flexo substrates that work well without priming or top coating, some have asked us for a third-party solution for the substrates that are more difficult to print on. We do offer a flexo-based coating that guarantees compatibility with any substrate, but our relationship with MGX gives our customers the added convenience of ordering print-ready rolls

from a third party.'

'We are excited about this partnership with EFI,' said Doug Watson, CEO and president of MGX. 'MGX has extensive experience with coatings, having coated over 800 different types of materials from common paper to exotic substrates, enabling a broad selection of materials for unlimited applications. We are pleased to be bringing this expertise to bear for the benefit of EFI Jetrion 4000 users.'

As part of the new partnership, every new Jetrion 4000 printer will be shipped with a free roll of MGX-coated material so that Jetrion customers can try out new substrate options. Many other specialty digital substrates are available from MGX including tag and label specialty materials.

MGX's manufacturing operations are fully wind-powered and the company is currently developing a line of recyclable digital materials, papers and plastics.



PAMARCO ENERGIZES GLOBAL LOGISTICS

Pamarco and Totalogistix have completed a project that will help them expedite the flow of shipping rates, routes and information into and through Pamarco's enterprise resource planning system (ERP). The integration allows tight coordination of Pamarco's orders with Totalaccess, the Totalogistix transportation management system. 'The real bottom line is improved customer service and support for both our companies,' said John Mead, director of national accounts for Totalogistix.






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NEWS

BRAND PROTECTION REPORTS LAUNCHED ON L&L.COM

A SERIES of sector-specific reports on brand protection solutions is now available on the Labels & Labeling on-line bookshop, writes *Elinor Zuke*

The 80–100 page reports, published by package and labels consultant Vandagraf International in association with Product and Image Security Foundation, cover sectors including automotive and aeronautical parts, drink and food, and electronic equipment and components. They focus on technology, case studies and overall market trends.

‘One of the ways to improve profitability is to add value to labels – make them do more things than just the basic functions,’ James Bevan, managing director of Vandagraf, told *Labels & Labeling*. ‘With a commodity basic label like everyone else makes, there’s big competition and profits are driven down to nothing. If you can make quite a clever label, you can make more money on it. There are various things you can do – whether hologram, code or RFID – to make the label more sophisticated. Counterfeiting is growing and there is growing demand for higher performance labels.’

Tampering, counterfeiting, piracy and theft accounted for losses of \$609 bn across all sectors in 2006, higher than the GDP of 148 countries. In some sectors its growth is dramatic – counterfeiting in mobile telephone handsets doubled to \$2 billion in 2007/8 – while recent estimations put the proportion of counterfeit handsets sold in China at 15 percent.

In the automotive sector, generic components (made to be used in many makes of vehicle) are most vulnerable to counterfeiting, Vandagraf reports, as they can be produced in higher volumes.

When it comes to airline parts, an unregulated network of dealers and suppliers ‘has allowed substandard parts to enter the aviation supply chain,’ the US federal transportation department warned last year. Vandagraf also warns that the entry of components which have not been certified as airworthy into market ‘extends deep into the realm of Defense.’

‘It has become increasingly common for government defense authorities to unwittingly acquire mis-represented/ mislabeled commercially rated components for defense applications



which generally require higher spec. parts for more demanding applications,’ the report found.

‘In a worst case scenario, unauthorized electronic parts used for a defense application could contain malicious software that would malfunction and possibly even contaminate other on-board electronics systems.’

The report calls for a track and trace system to validate parts, which could be paper based or electronic, involving RFID. Vandagraf also stress the importance of considering a product’s routes to market when developing brand protection. Brand protection can be enhanced by using a single supplier for all packaging and labels for a particular product, enabled cross-referencing of label information or markings on components specific to the overall package. A “one stop shop” supplier of all packaging and labels can offer an additional level of deterrence, and is seen as a plus by manufacturers.

Brand protection covers the broader issue of product quality, an area where advanced label technology can also play a key role. In the drinks sector, counterfeiters switch labels and refill wine bottles, but even a genuine bottle will decline in quality if wine is stored at the wrong temperature. Advanced labels using thermochromic ink indicate good drinking temperatures, while RFID can indicate temperature levels as the wine moves through the supply chain.



ALLIANCE BRINGS FILMS FROM CHINA

A new company has been set up to open up Western markets to Chinese film manufacturers, at first for the flexible packaging sector, but shortly for the labels industry as well.

The founders of Alliance Packaging have a strong background in the packaging and label films industry. Tarquin Crouch, technical director and sales manager Europe and Africa for Alliance Packaging, was formerly with ExxonMobil. He has partnered with Hong Kong Chinese Richard Li – already a significant trader in plastic films in the Far East through his company SE Trading – and Patrick Brincat, formerly with ExxonMobil and Shorko.

Alliance Packaging has negotiated exclusive contracts with what Crouch calls the best of the Chinese flexible packaging film manufacturers with the aim of opening up opportunities for them in Western markets. ‘Few have made any inroads at present because they do not have the right sales channels, marketing support and will not offer finance,’ Crouch tells L&L. ‘Alliance hopes to give them that channel, market support and presence, to provide them a link between natural English speakers and Chinese speakers, and we will be offering finance to our customers, subject to checks. We believe this will be a winning formula.’ Currently Alliance’s offering is limited to wrap around, uncoated film for PSL and a fully developed, but not launched IML film. ‘In future we hope to offer coated PSL films via the link with Shiner, a coater of OPP and PET, and Decro, an OPP producer,’ says Crouch.



GS1 databars carry more information than conventional barcodes

LAKE IMAGE AND ASHE HELP SMART FARMING MEET TESCO CHALLENGE

MAJOR grocery chain Tesco has set demanding specifications for fresh fruit labeling, met by an alliance of converters and suppliers

Lake Image Systems and Ashe Converting Equipment have collaborated to deliver an integrated GS1 label printing solution to enable apple farmers in South Africa meet Tesco's strict quality demands for labeling.

Tesco requires fresh produce to arrive from the supplier labeled with a GS1 databar symbol. The benefit for the retailer is clear – the databar carries more information than a conventional barcode within a smaller space. This means that small items like fruit and vegetables can be scanned directly, cutting out check-out weighing time while containing traceability information.

The critical issue for both Tesco and the fruit packers is ensuring that databars are clear and readable at the checkout scanners. The consequences of printing an unreadable code are serious – Tesco will only accept three 'unreadable codes' per million and failure to meet the standards could mean a rejected consignment, or even being dropped as a supplier entirely.

To meet the new requirements, SmartFarming – a supplier of over 300 million labels to fruit packers and farmers in South Africa – had to verify its label print quality was up to the job. It discussed the problem with Lake Image Systems and Ashe Converting and the resulting system went live earlier this year. It fits Lake Image's IntegraVision camera system to a 330mm wide Opal splitter rewinder with 17 lines, each 20mm wide, printed in a single web run. Any faulty or sub-standard labels are

identified by IntegraVision which triggers a controlled stop in the run so that the label from the appropriate line and lane can be removed from the backing paper and discarded. The system runs at production speeds of up to 150 meters per minute.

'There is a strong emphasis on inspection for this contract and Lake and Ashe have worked hard to integrate the camera systems to ensure perfect synchronicity,' says Amos Krisi, CEO of Smart Farming.

'I believe that the GS1 format is definitely the way ahead for fruit packers. In addition to the UK/Tesco contract, I have two other international exporters with the same requirement,' he adds. 'Having a proven and workable solution from Link and Ashe in place will be a strong card for the business when the next season starts in 2010.'



ASHE Converting and Lake Image Systems combine for GS1 solution for South Africa

LABELXPO NEWS

A ROUND-UP OF THE LATEST LABELXPO EUROPE STORIES

SCREEN REVEALS PROTOTYPE INKJET PRESS AT LABELXPO

At Labelexpo Screen Europe will demonstrate high-speed digital printing of paper labels as well as a prototype of a new digital press for printing on to a much wider range of materials including PET and ultra thin laminates.

Screen says it is committed to developing solutions for the production of many different types of labels and the key benefit of the yet to be revealed prototype will be an ability to print an extended color gamut – including special colors and metallic foils – onto a wide range of substrates.

For high-speed paper labels, the Truepress Jet520 runs at up to 128m per minute on a 507mm web width. The piezo drop on demand print heads allow for extremely fine control of the ink drops which generates smooth gradations.

Since its showing at drupa, the Truepress Jet520 has been installed by more than 100 companies worldwide for a variety of applications including direct mail, books, transactional documents and newspapers.

Screen also launches a new flexo platesetter, the FX870, on the Jet Europe stand. The second generation FX870II is claimed the first machine in the world to offer a maximum resolution of 4,800dpi as a standard feature. This high resolution significantly improves the smoothness of curves and diagonals and its reproduction of fine lines and small text is outstanding.

GRAFOTRONIC LAUNCHES PHARMA FINISHING SYSTEM

A machine capable of converting pharma-related labels and booklets has been developed by Swedish Grafotronic 'in close co-operation with a large producer of pharma labels'. The modular, servo-driven machine, will be launched at Labelexpo Europe in a configuration incorporating multiple line Braillejet printing with UV drying from Atlantic Zeiser.

The machine incorporates a Nikka 100% vision control system – including Braille inspection – along with a buffer for high speed vision control. Height adjusted unwind and rewind spindles allow for a straight web path. Comments Grafotronic MD Mats Marklund: 'Our entry level machine is ideal for starting in the pharma label market as there are no limitations to add modules to the machine in the future when needed.'

ENVIRONMENTAL NEWS



AVERY DENNISON INTRODUCES ECOFRIENDLY WOVEN LABELS

RECYCLED polyester labels will sell for same price

Clothing manufacturers can now source a new line of Avery Dennison EcoFriendly polyester woven labels at the same price as standard woven labels.

The labels come in several recycled polyester options, as well as various blended organic cotton and recycled polyester materials, and are said to be suited to the growing number of consumers who want environmentally friendly products.

'Manufacturers in the world of fashion apparel now have the opportunity to use eco-friendly woven label options to support the industry's global sustainability initiatives without incurring any extra costs,' said Josh Dunn, manager, product sustainability and strategic business development, Avery Dennison. 'Our recycled polyester options deliver the same wash resistance and durability performance as Avery Dennison standard

woven labels. The organic cotton and recycled polyester blended option provides a more natural look and feel, all at the same price as standard woven labels.'



ARJOWIGGINS PRESENTS FIRST RECYCLED 1-SIDED PAPER

Arjowiggins Graphic has launched a range of high quality recycled labeling papers.

The France-based company claims Maine 1 Face Green – made from 60 percent FSC-certified recycled pulp and 40 percent FSC-certified virgin fiber pulp – is the first recycled 1-side coated paper on the market.

LABELS&LABELING

Arjowiggins says the paper matches the technical and aesthetic standards of 1-side coated paper made from virgin fibres while production reduces water utilization by 35 percent and electricity by 20 percent. The Carbon Neutral Company calculated production of Maine 1 Face Green reduces CO2 emissions by 20 percent compared to standard papers.

ENVIRO NEWS

A ROUND-UP OF THE LATEST ENVIRONMENTAL LABEL STORIES

TORRASPAPEL GAINS FSC AND PEFC COC CERTIFICATION

Torraspapel, part of the Lecta Group, has completed the Chain of Custody certification process for its manufacturing sites by obtaining FSC certification for its specialty paper and self-adhesive mills.

All seven of the group's plants now hold PEFC and FSC certifications, covering its entire range of products – cellulose pulp, coated and uncoated paper, and carbonless, thermal, cast-coated, metalized and self-adhesive papers.

'Chain of Custody certification, guaranteeing that the wood used in the process of manufacturing cellulose pulp and paper comes from sustainably managed forests, constitutes one of the pivotal elements of Torraspapel's environmental activity,' said the company in a statement.

All Torraspapel factories also hold ISO 9001 quality certification and ISO 14001 environmental certification, while five factories have obtained European EMAS environmental certification.

ENVIRONMENTAL INKS AND COATINGS JOINS SGP PROGRAM

The Sustainable Green Printing Partnership has announced the addition of Environmental Inks and Coatings to the SGP Patron program as a Bronze Patron.

The Sustainable Green Printing Partnership is a non-profit organization devoted reducing the environmental impact and increasing the social responsibility of the print and graphic communication industry through sustainable green printing practices.

'Joining the SGP was a natural fit for Environmental Inks and Coatings since we have been promoting environmental responsibility for 30 years,' said Paul Schroeder, CEO of Environmental Inks and Coatings.

SOY COATINGS ADD SUSTAINABILITY TO UV

Three new ProCure UV Soy coatings from INX International Ink Co. include standard gloss, imprintable gloss, and matte are formulated with varying amounts of North America-produced and renewably sourced soy content.

'These high-performance coatings easily match conventional UV options while also providing a more sustainable product,' said Mike Sajdak, senior R&D chemist for INX International.



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ENVIRONMENTAL NEWS



NEPTUN TECHNOLOGIES INTRODUCES WATER SOLUBLE LABEL MATERIALS

German-based Neptun Technologies has introduced water soluble label materials that can be dissolved when they are no longer needed. The biodegradable label adhesives and papers dissolve within seconds in hot or cold water. The materials leave no paper or adhesive residues on the surface, and filter sieves stay clean, says the company.

Water soluble labels can benefit a range of sectors, including breweries, hospitals, laboratories and the food and beverage industry. Neptun's development department has recently hired more staff to intensify its efforts to create further water soluble and compostable adhesive solutions. Additionally the company is renovating its corporate design and will move into

a new facility in the fall. 'We'll have enough space for production, storage, administration, and the room to grow and expand in future. This is a very exciting year for us,' managing director Jörg Wehmann said.

As the company prepares to celebrate its 10th anniversary, it sees growth opportunities in US and Eastern Europe markets. 'Our goal is to strengthen our market position by offering water soluble products adapted to customers' demands, and to find growth by demonstrating our top-quality service to new clients,' Wehmann added.

Neptun, through its 'Neptun Outcut' service (a combination of the words outsourcing and cutting), also offers cutting and web converting for

companies at short notice. 'Small companies as well as big groups benefit from our services,' Wehmann explained. 'Sometimes it makes more sense to look for external help than to invest in machines and personel when an increased demand occurs.'



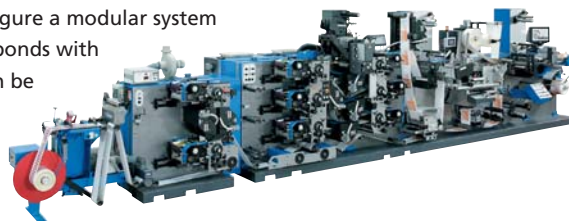
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NATUREWORKS AND AVANTIUM PARTNER FOR BIO-POLYMERS

NatureWorks and Avantium have announced a partnership to research the properties and commercial potential of a new generation of polymers made from renewable resources.

The partnership is based on Avantium's work in deriving monomers and polymers from non-food biomass and NatureWorks' success in developing a wide range of end markets and products for its Ingeo biopolymer. The companies believe the new class of bio-based polymers – known as Furanics – hold potential for a range of end products including plastics and biofuels.

In the initial stage, NatureWorks will test a selection of Avantium's polymers for a range of applications, such as personal electronics, automotive, fibers and other engineering plastics applications. The testing period is expected to last one year.

'Our new partnership with NatureWorks will provide us with highly relevant insights into the potential of Furanics in a wide range of applications,' said Tom van Aken, CEO of Avantium. 'NatureWorks' experience in commercializing new polymers combined with our proprietary technology may result in a new sustainable alternative to petroleum based products. This agreement is an important step towards the commercialization of our Furanics bioplastics.'

CHANNELED RESOURCES GROUP ACHIEVES L.I.F.E. CERTIFICATION

Channeled Resources Group has been awarded L.I.F.E. (Label Initiative for the Environment) certification after successfully completing an audit conducted by NSF International Strategic Registration.


L.I.F.E. is awarded by the TLMI. Companies meet standards within four categories – clean production, energy and greenhouse gases, product design, and management.

Calvin Frost, Channeled Resources Group CEO and a long time environmental activist in the label industry, said he was proud of his team in Wisconsin who went through the certification process. 'Our people worked very hard evaluating our current state, identifying areas that need to be improved, making necessary changes and documenting the process and new procedures,' he said.

ECO-FILMS MADE FROM CELLULOSE

Together with the new 62N BioTAK contact adhesive, Herma is showcasing a unique adhesive material that is 100 percent biodegradable at Labelexpo. The contact adhesive satisfies the European standard EN 13432, which certifies products made from compostable materials. The available label materials are a white, light-weight coated paper and three different Herma Naturefilms. The Herma Naturefilms are manufactured from cellulose supplied by FSC-certified companies. The films can be printed using both solvent-free and water and UV-based inks by all conventional printing methods; they are anti-static and repel oil and grease. Label users also benefit from the high moisture and oxygen barrier.

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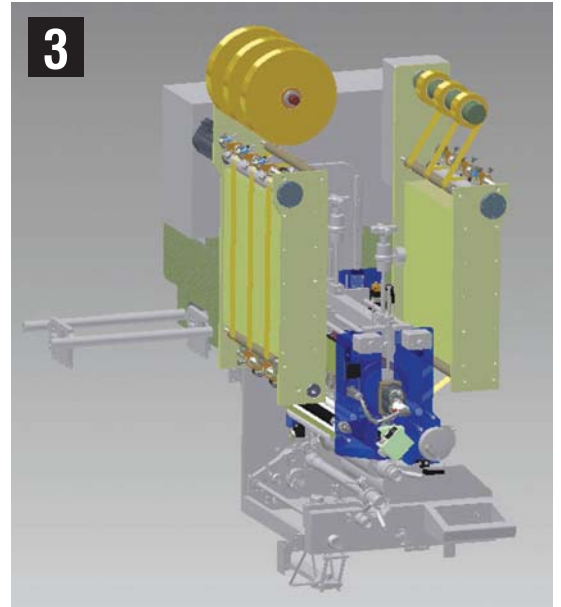
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NEW PRODUCTS



1 CALISTO 8000 DIGITAL PRESS ONE SOLUTION

The latest supplier to launch a UV inkjet-based digital press is French company One Solution.

The Calisto digital narrow web press incorporates a single pass print engine claimed to offer resolutions up to 952dpi using 16000 nozzles. Variable drop technology allows for seven different drop sizes of between 6 and 42 picoliters with eight gray scales.

The press is equipped with an optional corona unit for better adhesion of inks on a wide range of substrates. UV curing is carried out in a water-cooled, nitrogen inerted environment to allow printing on very thin and heat sensitive materials. The web transport system is adapted to apply minimum tension to these materials.

The press has two configurations: the Calisto 8000 with a print width of 14cm and the Calisto 16000, printing to a 28cm width. Both models print at speeds up to 24 meters/minute. The 8000 model can be upgraded to the 16000. The press control software allows variable data printing.

2 CHROMOLUX SELF-ADHESIVE LABEL PAPER M-REAL ZANDERS

M-Real Zanders' Chromolux label paper is now available as the face paper for a self-adhesive laminate. The Chromolux grades are particularly suited to wine labels, and include high gloss white, pearl white and metallic gold.

Chromolux has been on the market for over 50 years, for a range of high quality applications including labels, packaging and brochures.

'The driver for this unique brand success has always been the wet glue label paper range,' says Christian Drissler, Chromolux marketing manager. 'The excellent quality in terms of printing, finishing and labeling have made Chromolux the market leader for cast coated label papers.'

3 FOIL SAVER PANTEC GS SYSTEMS

Pantec GS Systems (formerly GS Engineering) has developed a new foil saver technology called pSave, which is claimed to allow presses to run up to 70 percent faster than existing systems. The pSave vacuum saver system runs at 17 saving cycles a second, or 1,000 cycles a minute, allowing the label press to run at 50 meters/minute, for example, on a typical cosmetics/body care label 55mm wide.

Pantec claims that with an investment starting from less than €100,000 ROI based on just two years of amortization, is more than 300 percent. Pantec has also announced that its GS Foil Saver is available on a rail to allow the unit to move to any press station.

VISIONS FOR PRECISION

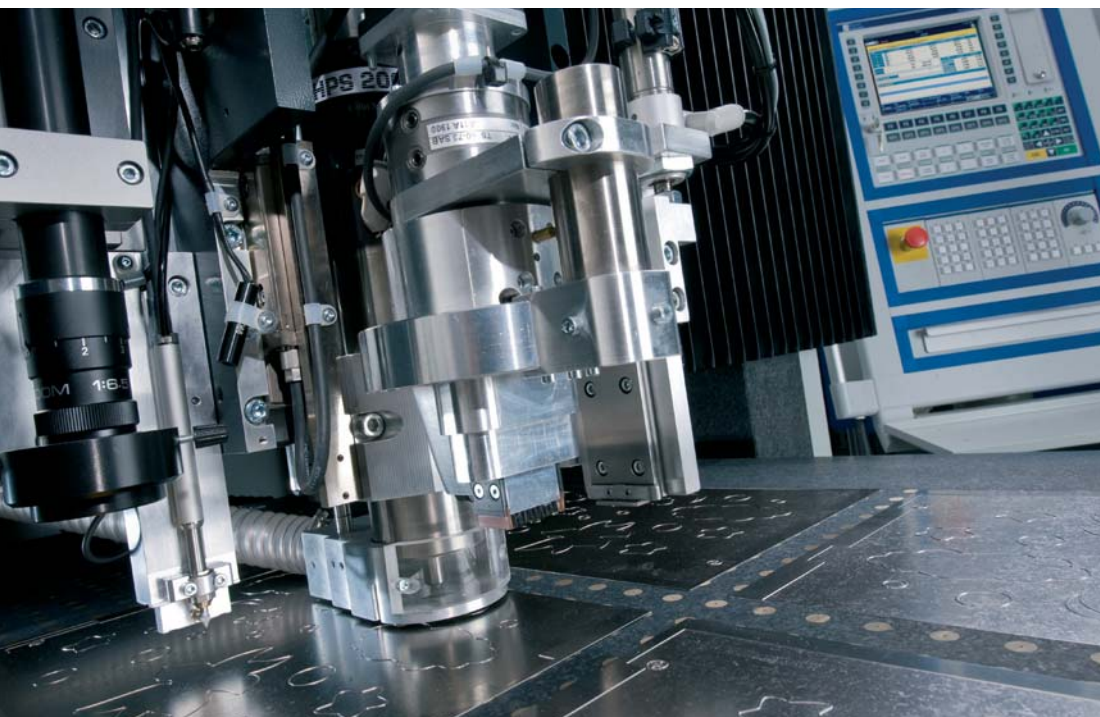


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THE VOICE OF THE END USER

HOW TO INNOVATE

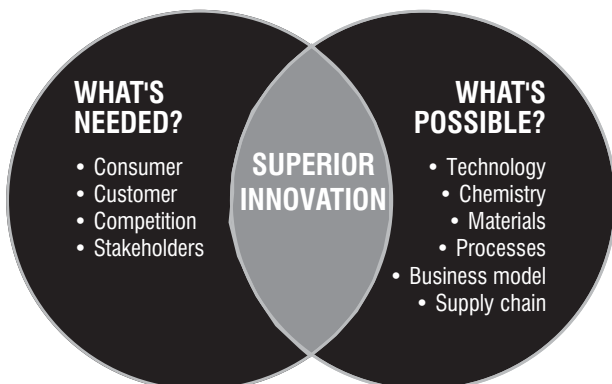
PAUL France, global principal engineer at Procter and Gamble, discusses the innovation process

With the economy in dire straits, I have no doubt that many in the labels and labeling industry have implemented survival strategies and cost-savings plans. Lean manufacturing, Just-In-Time (JIT) inventory systems, waste reduction plans, etc. all these initiatives are seeing a renewed interest as a means to cut down costs. But what is being done to increase current, and especially create future revenues?

The current economic situation reminds me of a quote by Charles Dickens (A Tale of Two Cities, 1859): 'It was the best of times, it was the worst of times.' During times like these, we need to remind ourselves that crises are great opportunities to create and drive change. Economic downturns are also good times to work on the long-term projects that tend to get shuffled aside when sales are great. Companies with a long-term perspective are now investing in innovation. So when the recession ends, they will emerge stronger. Innovation is the hot topic for the label end users as they need to constantly have better, faster, greener and cheaper ways to communicate with the consumer.

Innovation happens at the intersection of 'what is possible' and 'what is needed', as shown in figure 1 below. Today, we will focus on the 'what is possible' side of the innovation equation. In a subsequent publication, we'll address the latest developments in understanding the Needs and Wants. The innovation landscape has drastically changed over the last decade as several industries moved from a centralized and in-house approach to an open innovation model based upon an external network of innovation partners. Several label and labeling companies are putting processes and systems in place to capitalize on this new trend.

FIGURE 1: INNOVATION HAPPENS AT THE INTERSECTION



In the initiation phase of open innovation, companies are mainly focused on technology scouting to fill up their bucket of 'what is possible'. This is a one-way transfer of technology through sharing needs lists with a pool of mainly suppliers.

However, very quickly the low hanging fruits are harvested and companies start to morph

several technology providers into true collaborators or partners. In the second phase, companies are building a relationship of co-invention-based interactions with outside resources, as opposed to a transaction-based orientation. More experienced and mature open innovation companies are now entering the co-creation stage. A complex ecosystem of multiple partners is now tackling the more complex needs and their involvement spans the total development pipeline: from front end innovation (ideation) to commercialization (implementation).

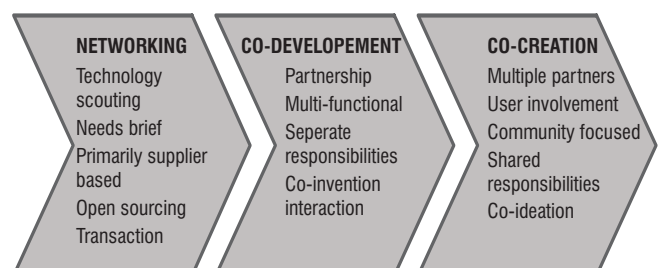
Label and labeling companies cannot forget the need to prepare for the future. Whether the economy recovers in the short or the long term, now is a good time to gain internal support to kick start or accelerate open innovation. Your customer, the end user is after all expecting you to prepare for the post-crisis future now.



ABOUT THE AUTHOR

Paul France has been 17 years with P&G. Since 2006 he has had global responsibility for printing and decoration innovation for all P&G brands. Within P&G, France is also a Technology Entrepreneur: constantly on the outlook for new technologies and new products. This column represents a personal view and not that of Procter & Gamble

FIGURE 2: THREE STAGES OF OPEN INNOVATION





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Secrets of business success in China

WITH THE APPROACH OF LABELEXPO ASIA in Shanghai in December, China investment expert Dr James Chan believes that US label converters need to engage with China and take steps to enter the market

The Chinese label printing industry grew 15 percent in 2008 despite the economic downturn. China produced 1.5 billion square meters (16.1 billion square feet) of printed labels in all industries including industrial goods, food-processing, electronics, beverage, and biopharmaceuticals.

China created 1,400 varieties of printed labels in 2008, 10 percent more than it did in 2007. There are 10 Chinese printers that possess advanced RFID technology.

The Chinese government is flushed with \$2 trillion worth of foreign currency reserves. China has a lot of cash. This is an opportune time to sell American-made products and services.

In the following, I'd like to update the presentation that I delivered at the 2008 LPIA Fall Management Conference in Las Vegas, in a Q&A format.

1. Will the fast growing China market be big enough to keep domestic Chinese label printers from coming to the U.S. and competing with us?

Nothing will stop entrepreneurial firms in China from entering Western markets. China is both a challenge and an opportunity. American companies that take proactive steps to enter the China market will prosper.

2. What are our strategic advantages in the West?

We are close to our customers. We can respond to their needs more quickly than firms in China. We still have an edge in technology, marketing, and design. However, China is catching up fast. We should take time and effort to study the China market to preserve or further develop our strategic advantages.

3. Can you make money exporting American-made products and services to China?

Selling American-made products to the Chinese is very profitable if you have the right product and are determined to succeed. We've made our China sales representatives millionaires in US dollar terms.

DVD ON CHINA

Watch the one-hour video (DVD) by Dr James Chan, 'Secrets of Business Success in China,' to learn new skills and insights on this market. Cost: \$19.95 per DVD copy (shipping included). Checks payable to 'Malvern Press' and mail to: 180 Lapp Road, Malvern, Pa. 19355, USA. E-mail: malvernpress@yahoo.com



4. Are there ways to fight piracy in the China market?

Any product that works in the China market will be pirated, including products made by Chinese government-owned corporations. If the 'pirates' in China have the chutzpah to copy government-made products, they have no qualms copying anyone else's products.

The 'pirates' have weaknesses. We must rely on our Chinese partners and business associates to help us beat the pirates. Don't go it alone.

5. Do our Chinese competitors have weaknesses?

They have a short-term profit-seeking mindset. They undercut one another in pricing. They have quality and delivery problems. If you lose market share to

Chinese suppliers, don't lose heart. Your customers may return to you in a couple of years.

6. What to do to get ourselves established in the China market?

Recruit a China representative whom you can trust. We can't get anything done in the China market without someone on the ground who looks after our interests. I call these people 'insiders'. They are crucial to our success.

7. How to reduce risks of getting 'burnt'?

Don't take what people say to you at face value. Rely on your own 'insiders' to vet their information and advise you.

A revolution in desktop digital label production is almost here...



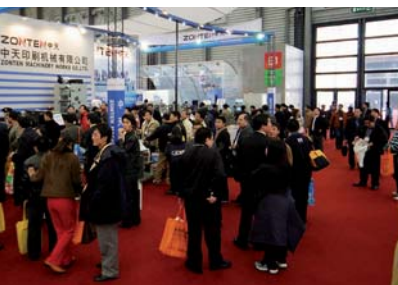
The next revolution in digital label production begins in September. Imagine a complete desktop digital label production system that prints and finishes prime quality digital labels. With a printer that has a wide range of substrate flexibility, a high level of productivity and has an astonishingly low cost per label. Combine this with a digital finisher that has the ability to laminate, digital die-cut without dies, strip and re-wind your labels. Imagine a system that does all that and is so affordable that digital label production will now be available to the masses. Sounds too good to be true, doesn't it?

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The iTech Axxis Digital Label System will be unveiled at Allen Datagraph Systems, Inc. Booth 9F48, Labelexpo Europe, Brussels Belgium, September 23 through 26.



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8. What are the organizations that we can join?

Contact your local US Department of Commerce international trade specialists (go to www.buyusa.gov for details). Work with your local industry associations that have a China program.

9. What should our China strategy be?

A company's China strategy should address the five elements of the Chinese mindset that are essential to success, namely, (1) **Confidence**, (2) **Hunger**, (3) **Insider**, (4) **No**, and (5) **Acceptance**. I created the acronym 'the C.H.I.N.A. formula' to make this easy for you to keep in mind. Go to <http://AsiaMarketingManagement.com/ChinaFormulaVideo.html> to view a detailed explanation of C.H.I.N.A.

10. How to work with the Chinese?

The Chinese culture focuses on personal relationships rather than written, legal agreements. Contracts can sometimes be merely written suggestions. Nothing beats having someone you can rely on to get things done.

SURROUNDING IMAGES: Tarsus has increased its understanding of the Chinese markets by running Labelexpo Asia in Shanghai

ABOUT THE AUTHOR

James Chan PhD is president of Asia Marketing and Management, a Philadelphia-based consultancy that advises US firms on building business relations in China. Website: www.AsiaMarketingManagement.com. Email: JamesChan@AsiaMarketingManagement.com



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Q&A

TAN JUNQIAO is a senior advisor to the Printing and Printing Equipment Industries Association of China (PEIAC) and honorary chairman of its recently established label association branch. PEIAC was founded in 1985 in Beijing as a 'bridge' between the government and private enterprises involved in printing. This interview was conducted in Beijing by L&L China editor Kevin Liu

L&L: Please tell us something about the label printing association - what support do you get from the government?

Tan junqiao (Tan): The label printing sub-association of PEIAC, approved by the Ministry of Civil Affairs of China, was founded on September 3, 2008. It is the only legal label association in China. It plays a 'bridge' role between the government and private companies in the labels industry. The aim of our association comes down to one word, 'service'. This service has three aspects: the government, the label industry and company members.

The association is non-profit making, we don't engage in any business. We provide a forum. Our job is organizing and exchanging information, spreading experience,

writing technical reports, running a development forum, study tours, industry surveys, exhibitions, business meetings and other activities. All these things are a service for our members. The association acts on behalf of the legitimate rights and interests of our members, reflecting their situation to the government. We make recommendations and help provide a basis for government decision-making.

We implement the Communist Party of China's (CPC) principles and policies, and government laws and regulations in our industry sector. For example, we assist the government to formulate a development strategy for the labels industry, and organize national standards for label printing production and materials. We reflect back to the government how



companies in this sector are operating, what innovation projects are undertaken and what funds are required.

L&L: How many members do you have? What kind are they? Printers, equipment suppliers or material suppliers?

Tan: In the less than nine months since the Label Association was founded, we now have more than 130 members. They include labels printers, equipment suppliers, materials suppliers, scientific research institutions and printing schools. Well-known companies at home and abroad have participated in the association, such as Shanghai Ziquan, Shanghai Xinmin Taiyo, Zhongshan Fuzhou, Shanghai Ziguang, Qingzhou Akofa, United Printing and Mark Andy, Nilpeter, Lintec and Omet, among others.

DISCUSSING the formation of a China label association: (L-R) Tan Junqiao, senior advisor to the Printing and Printing Equipment Industries Association of China (PEIAC) and honorary chairman of its recently established label association branch; Roger Pellow, MD Tarsus Labels Group; Ms Qiu Xiaohong, full-time Secretary-General of the Label Printing Sub-Association of PEIAC

L&L: What is the main function of the Label Printing Association? What activities do you undertake?

Tan: According to the government's request, the association plays a key role in promoting self-discipline in the industry. In detail, our functions are to strengthen research on major issues in the development of the label industry; to actively promote adjustment of the industrial structure; to greatly enhance the companies' quality control procedures; and to promote information exchange and cooperation within the industry.

The main work we have to do includes making applications to the government for funding for independent innovation and technological transformation projects. We also constitute national standards for label printing and material, and this includes the quality evaluation of new products. We publish industry-related magazines and exhibitions and organize relevant companies to attend Labelexpo Europe in Brussels this September.

Where companies need it, we can organize relevant training or seminars. We are also entrusted to do statistical work for the labels industry. Our aim is to grow the label association to over 150 companies by the end of the year.

L&L: How is the label printing market in China now? Given the background of the global financial crisis, has China's label printing market been affected?

Tan: Although currently there are more than 3,000 companies engaged in label printing, it should be said that it is still a new industry which started late. The foundations are weak, but production in 2008 grew by more than 15-20 percent compared to 2007. While sales were 115 billion RMB [in 2007], production reached 1.5 billion RMB last year. Although the global economic crisis has meant a small number of companies' output has decreased, the overall situation is still good. For example, Shanghai Ziquan Label Printing showed significant annual sales growth in 2008, while Tianjin Lintec showed growth of 20 percent between 2007 and 2008. For Shanghai ETI production orders doubled in 2009 over 2008.

L&L: What problems do you think the Chinese label industry still faces?

Tan: Because of government support, the labels industry has seen a rapid development in recent years. But there is still a wide gap compare, to the developed countries. This is mainly reflected in low per capita consumption levels and a lag in the use of flexo equipment and technology. In fact, in general the application of new technology is less than overseas. There are also fewer specialist label converting companies able to meet the special needs of the industry. Finally we see a low level of management expertise and low labor productivity.

L&L: What new policies does the government have for the label printing industry? What will be the impact of these policies on the label printing industry?

Tan: We are a strong proponent for label printing companies to do green printing, environmental printing, which reduces environmental pollution and reduces the industry's effect on human health. We actively promote the use of flexo technology and lobbied the government to reduce the import tax on unit-type flexo equipment.

L&L: What do you think is the situation of the Chinese label industry in 2009? What is your viewpoint on the industry's future development?

Tan: There are still many growth areas in the label industry in China, such as heat shrink labels, electronic labels, E-regulatory code labels, in-mold labels etc. In particular, the State Pharmaceutical Management department is currently implementing an E-regulatory code, while the whole of 2010 Shanghai World Expo will need a large number of electronic labels and e-regulatory code labels.

It is only a short time since we set up our association. However, we have the confidence and ability, together with our industrial supply chain, to promote a smooth, healthy and orderly development of the label industry, and raise the label industry to a new level.

I very much hope that my association can establish partnerships with your company, exchange information, share experiences, and make contributions to the development of the China label industry.

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LABEL EXPOSURE



1

1. LITHUANIAN VODKA The redesigners of Lithuania's best known vodka had to strike a delicate balance. 'We wanted to revise the design of Lithuanian Vodka and update the brand yet maintain the established heritage, and give it broader appeal,' explains Algirdas Cibury, marketing director of the country's largest spirit producer, Stumbras.

Package design agency LFH met that challenge, maintaining enough details to keep the brand recognisable to loyal customers while toning down gold adornments and updating the logo and typeface.

The labels are produced by Cezar SA, in Poland.

2. BIRRA MORETTI This new label to mark the 150th anniversary of Italian brewery Birra Moretti was printed by Viappiani.

The label is printed using a Heidelberg Speedmaster XL105-6LX3 press, on wetstrength alkali resistant embossed Niklakett Medium Fashion paper from Brigl & Bergmeister, with Basf inks and varnishes. 'Having a customer with the prestige as Birra Moretti makes us very proud,' says Viappiani president Giorgio Viappiani. The new design debuted at the end of March.



2



3

3. BIOTEX 'Sleeves are a fairly new concept in Denmark,' says Anne Dahl Malchau, Nordic brand manager for washing products Biotex. 'Biotex competes for consumer attention with some well known brightly packed brands and we are delighted that the new pack really stands out on shelf in this marketplace.'

The full sleeve label for Biotex in a 750ml trigger spray pack was produced by CCL Decorative Sleeves and applied by Riviera BV.

The blue and yellow design is printed using seven colors, including two applications of white to achieve opacity against the blue bottle.

As well as Denmark, the pack is being introduced to Sweden under the Tarbot brand.

HOW TO GET EXPOSED

Label Exposure is a regular section in *Labels & Labeling*. Submissions do not have to be a part of an awards competition – we are interested in any label which you feel deserves exposure. If you want to contribute, please send us information about who printed the label, for whom it was printed, and the specifications of the job. It is essential to include a good quality, high resolution image with your submission.

Contact: ezuke@labelsandlabeling.com

Mergers & Acquisitions:

A buyers

ACQUISITIONS can better position you to compete in the global market place – or destroy your company's hard won gains.

M&A specialist Bob Cronin, at consultancy The Open Approach, offers a buyers guide



guide

The most successful businesses are those that balance day-to-day operations with activities that pave their future. In hard economic times, however, that balancing act is much more difficult. Even good strategic visions backed by strong management teams are no guarantee for growth. Outside of landing that multi-million-dollar, unwaveringly loyal new account, the fastest way of building your business is through acquisition.

Indeed, acquisitions can provide many benefits: increased purchasing power to combat rising material costs, better positioning in the global marketplace, the capture of a niche product or service, entrée into prime segment, or simply improvements in your company's value chain. Yet, as fast as an acquisition can grow your business, it can more quickly destroy it. Just because a property is available – even a great one – it may not make sense for you to buy it.

But just like in real estate, buyer beware. The troubled economy at least doubles the risk of the same deal done just a year ago.

That said, you still have your balancing act to maintain, and all strategic growth plans should provide for some consideration toward M&A.

KEY CONSIDERATIONS OF AN ACQUISITION

Having conducted numerous acquisitions as a CEO and even more as an advisor with The Open Approach, I've found that actionable intelligence in the following areas has the greatest effect on a deal's outcome:

- Strategic
- Financial
- Customer
- Management
- Operational
- Advisory

While each area has its own issues, it's important to view them in aggregate and weigh the transaction against their combined influence.

STRATEGIC

Fewer than 50 percent of companies have a substantive strategic plan. Before considering acquiring another business, focus on your own. What are your goals for the short-term? Long-term? Where is the market going, and how well are you aligned with its trajectory? Where do you excel, and where do your competitors beat you? What obstacles might you face in the next two years (brand protection, sustainability, digital offerings, for example)? A strategic plan can be as simple as

"Yet, as fast as an acquisition can grow your business, it can more quickly destroy it. Just because a property is available – even a great one – it may not make sense for you to buy it"

a one-page document, as long as its tenets are shared by management and well communicated to your team.

Once you craft your plan, you can better determine whether or how an opportunity matches up. Does the acquisition:

- Add capacity at a reasonable cost?
- Provide a platform for a new product?
- Enable a new, value-added offering?
- Expand your customer base and/or vertical markets?
- Eliminate a competitor?
- Deliver needed talent?
- Expand your territories?
- Give your company a specialized, in-demand niche?

If you answer 'yes' to less than four of these, cease pursuit and explore more rewarding situations. In these times, the expense and integration time will warrant nothing less.

FINANCIAL

Cash is king. You need financial strength to do a deal. In general, banks are not lending, and even though the label industry is still growing (albeit slower), it is categorized as print, and thus not seen as a great investment.

If you're in a strong position – and in your lender's good graces – be prepared to provide support for your proposed investment. Just like any other financing, it is wise to get lender buy-in prior to pursuit. This will help you weigh proposed investment and financing costs against anticipated return and ensure the deal is worth it.

CUSTOMERS

Never before has customer base been as critical. Many of the big brand names that companies used to tout as customers are the same ones not paying their bills.

Rigorous review of both specific customers (volumes, payment history, products purchased, key buying decision factors, business seasonality, growth trends) and vertical market projections (historical label utilization, recent or pending legislation [fair labeling standards, caloric/nutrition content,



Environmental Protection Agency mandates], general market growth) are extremely important to your decision. Compare these trends against what you provide and what the acquisition brings, and see how the combined offerings stack up.

Finally, consider your salesforce's ability with these customer types. There will be some fallout of sales staff from the acquisition process itself and overlapping territories that result. Be sure your best staff is able to effectively sell through.

The customer review step requires time and in-depth analysis. If you need expert support, seek it out. Remember that on average a label company retains 70–90 percent of "purchased" customers and correlating revenues. Factor this into your decision, and choose the acquisitions that will yield the greatest value.

MANAGEMENT

Many owners hang on to "loyal" staff, giving them key management positions, instead of searching out the truly "talented." While loyalty is great, it pales in comparison to the skills that take your company to a higher level. A emotional issue, this is tougher decision than most, with many CEOs or owners making choices based on personal attachments and bringing down their businesses in the process.

An acquisition requires strong leadership. From identification, due diligence, negotiation, and integration on down, the quality of the people steering the process are as important as the deal itself. Lenders are tuned into this issue and frequently make decisions based on it. If you do not have strong depth in your management team, get it before pursuing an acquisition. Other elements – whether equipment, technology, sales skills, or products – can be gained later on, but the power of your people will have a profound effect on what you do and how profitably you do it.

OPERATIONAL

Customers are accustomed to change and can adapt to new organizations or merged entities – as long as they understand them. Before finalizing any deal, consider how it might look to your top customers and make sure you have good reasons to back it up. Who will run the new organization? What is the strategy behind the

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"An acquisition requires strong leadership. From identification, due diligence, negotiation, and integration on down, the quality of the people steering the process are as important as the deal itself. Lenders are tuned into this issue and frequently make decisions based on it"



ABOUT THE AUTHOR

Bob Cronin is managing partner of The Open Approach, an investment banking/M&A firm focused exclusively on the world of print. The firm's proven results have made it the exclusive member-recommended firm of PIA/GATF and IPW. For more information, visit www.theopenapproach.net, email Bob Cronin at bobcronin@aol.com, or call +1 630 323 9700.

purchase, how will it benefit customers, and what's the very best way to articulate this value? What do you need to do to ensure customer retention across both enterprises?

Any good acquisition brings synergies – meaning that you will have to make cuts to eliminate overlap. This may mean equipment, but more likely it will mean staff. Study this issue beforehand and craft a workable, well-timed integration plan that maximizes your revenues, cash flow, and customer base.

Also, in today's marketplace, the systems and operating platforms of each business need to be understood to ensure you accurately track activities and close duplicate books. Be open to the possibility that you may acquire a superior system, and that it may be your company's systems and technical personnel that go by the wayside.

ADVISORS

Good advisors are key. Transactions take time. Unless your plant runs independently of you, it is wise to enlist proven experts that remove the emotional aspects of the deal and give you no-frills, objective oversight. Generalists may offer great rates, but their track record is inconsistent. Depending on the case, trusted attorney counsel may suffice in orchestrating the arrangement, but don't skimp on due diligence. It is the job of acquisition candidates to promote themselves in the best possible light. Make sure someone on your team can turn the light off.

Acquisitions are not something you do because you can, but something that clearly, definitively, and measurably propels your strategic plan – profitably building your organization now and in

the future. Hopefully, this guidance will help as you contemplate the myriad opportunities of the mighty acquisition. But, it's not a given. Every transaction requires a unique strategy for all its diverse components. Your wisdom in how they come together will make the difference.

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Digital investment meets wine certification standards

TWO SPANISH LABEL CONVERTERS have installed Domino K-Series inkjet printers to help meet the requirements of Spain's Regulatory Board of Rioja. James Quirk reports

Autoadhesivos Argraf and Hermanos Bacigalupe S.L have invested in six Domino K100 variable data drop-on-demand inkjet printers to fulfill the data printing requirements of Spain's Regulatory Board of Rioja, the Consejo Regulador de la Rioja.

As well as a need to print high quality sequential numbers and batch code information, the installations follow the Consejo's decision to enhance the design of its wine labels by ensuring that each one incorporates a high-resolution image of its logo. Thanks to the performance delivered by the K-Series, both Argraf and Bacigalupe – two of the most important printers to serve the label printing needs of the Consejo – have been able to secure key contract renewals with their customer.

'We print 2,300 million wine labels every year, so it's vital that we maintain pace with the changing needs of our customers,' explains Carlos Peña, one of the directors at Autoadhesivos Argraf, based in Logroño, in the north of Spain. 'The Consejo Regulador de la Rioja selects the highest quality wines from the Rioja region and grants them Denominación de Origen status, so it is imperative that the printed output we produce for them is also of the highest quality.'

Peña has installed two K100 inkjet print heads, as well as Domino's Editor GT Controller, at Argraf's 10,000 square meter print facility. The 300dpi, 100m/min K100 integrates directly with Domino's Windows XP-based Editor GT Controller, which combines data preparation and management tools for in-line printing of addresses, personalized data, graphics, serialized numbers and codes.

The K100s run in conjunction with the company's existing offset printing equipment and enable in-line digital printing

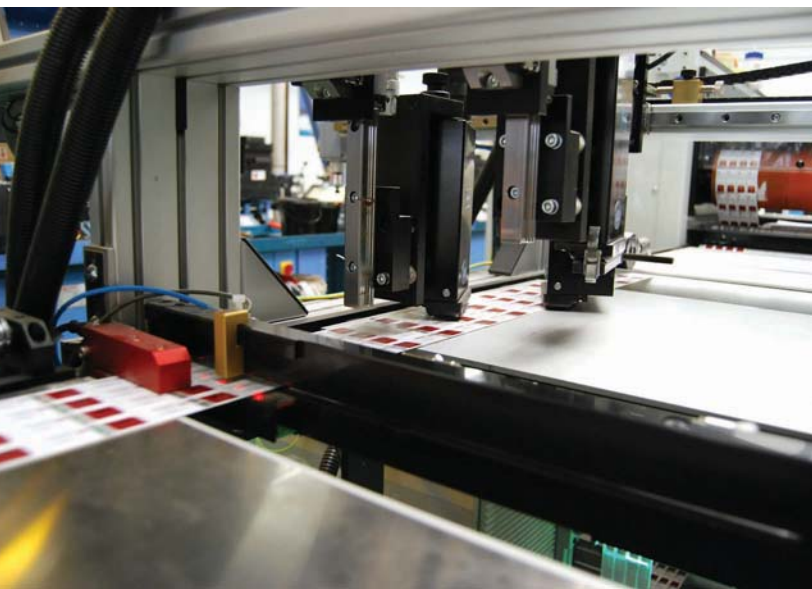
of several rows of data simultaneously. 'As far as we are concerned, the K-Series is the only solution on the market that can not only satisfy the Consejo's need for high-speed, error-free printing of superior quality variable data codes, but in particular the high-resolution logo demanded in this instance,' says Peña.

Hermanos Bacigalupe, meanwhile, based in Pradoluengo, Burgos, is a forty-year old family-owned business, which like Argraf is a key supplier to the Consejo. Bacigalupe's production of wine labels represents a major aspect of the business and sees the company output over two million every day.

Managing director Dionisio Bacigalupe says: 'Quite simply, investing in Domino's K-Series has allowed us to continue to undertake work for one of our most important accounts. The level of print quality we are able to achieve has surpassed even the expectations of the Consejo, who are delighted with how their code appears.'

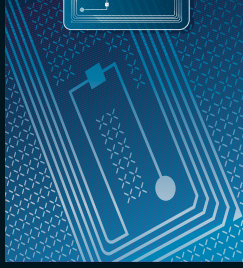
'At the same time, the K100 grants us extra versatility, should we need it. For example, the 71mm print head offers variable settings to obtain the exact imaging area desired and we can maximize the print resolution simply by changing the angle of the print head. From an efficiency perspective, print ready can be achieved within five minutes and job changeover is possible within seconds.'

Concludes Bacigalupe: 'These are challenging times for any print business, which is why it is essential that we invest in advanced digital printing hardware to deliver upon the expectations of our clients. Moving forward, it is reassuring to know that the proven flexibility and performance attributes of Domino's K-Series will meet the needs of our key customers as and when they change.'





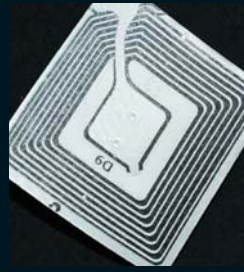
4 – 6 October
FFTA's Fall Conference & Tabletop Exhibition
 Cincinnati, Ohio, US
 Flexographic Technical Association's 'Color in the crosshairs' theme focuses on color consistency and accuracy



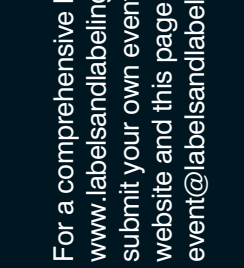
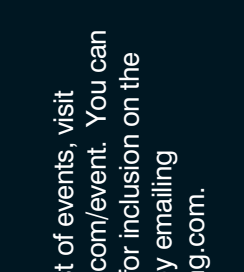
26 – 27 October
Product Authentication & Brand Security Conference,
 Chicago, Illinois, US
 Trends and developments in anti-counterfeiting strategies for brand protection worldwide



28 – 30 October
IMLCON 09, North America,
 Phoenix, Arizona, US
 Conference and tabletop exhibition co-organized by the In-mold Decorating Association



26 – 27 November
DecTec 09 Africa,
 Cape Town, South Africa
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22 – 23 October
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 Los Angeles, California, US
 Chemists discuss adhesive compounding and testing



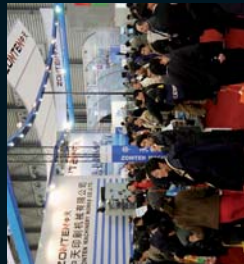
18 – 21 October
TLMI Annual Meeting,
 Scottsdale, Arizona, US
 Tag and Labels Manufacturers Institute hosts expert speakers on 'capturing opportunities out of volatility'



27 – 28 October
Pharmaceutical Labelling & Packaging Summit
 London, UK
 Regulatory compliance and meeting patients' needs through accurate labelling



11 – 13 November
Holo-pack•Holo-print,
 Budapest, Hungary
 Annual conference and trade show assesses industry potential over next 20 years



1 – 4 December
Labelexpo Asia,
 Shanghai, China
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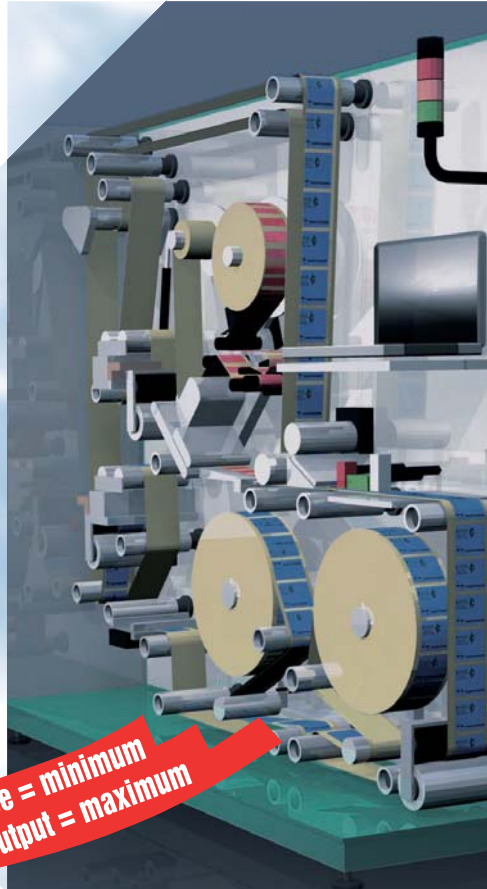
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Mark Andy to launch 'P' Series at Labelexpo

DANIELLE JERSCHEFSKE takes a look at the new press series to be launched by Mark Andy at Labelexpo

At Labelexpo this year, Mark Andy is launching its new Performance Series P7 flexographic press, which, the company claims, is the future of a profitable flexographic workflow. The series is capable of competing against the demands for shorter and shorter run work, and debuts a completely new print station concept and design.

The Performance Series – designed to suit to a wide range of applications with customer needs and the future in mind – promises vastly improved changeover speeds, flexibility, print consistency and waste reduction.

‘Converters and customers who have seen the Performance Series have all been impressed. Some even commented, “wow, you really listened to us”,’ comments Steve Schulte, national sales director for Mark Andy. ‘We really believe we have the right solution for a new era of label converting.’

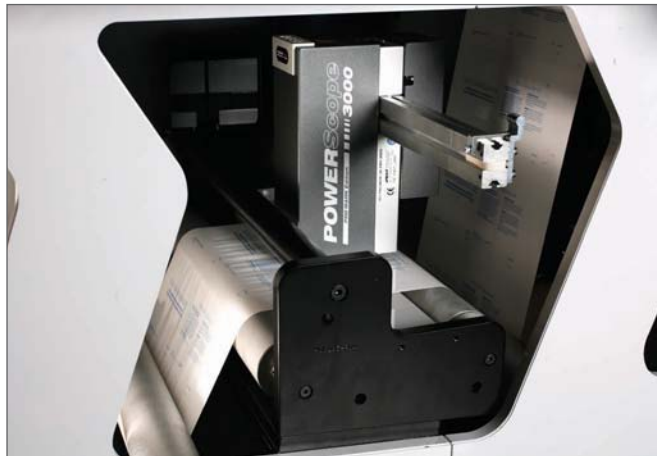
"These demos will show the rapid load of new plate cylinders, the substrate transfer and the use of minimal ink to register the job in less than one press length at speed"

Live in Brussels, attendees will see an 8-color, 17 inch (510mm) Performance Series P7 demonstrate a complete changeover from a 7-color clear-on-clear PS film job to an unsupported film. These demos will show the rapid load of new plate cylinders, a substrate transfer and the use of minimal ink to register the job in less than one press length at speed. The P7 reaches speeds up to 750ft/min (230m/min).

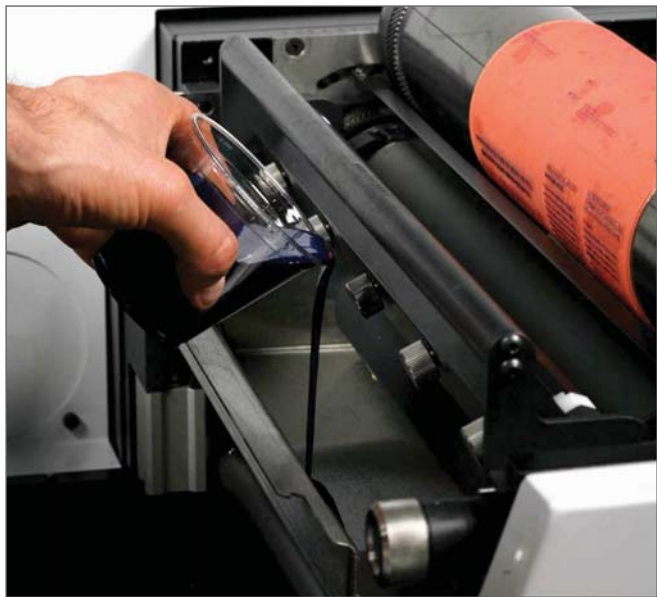
A wholly new print head design with auto registration control is completely servo-driven. The new P7 inking system automatically sets the anilox and newly designed tool-less doctor blade. Impression cylinders adjust seamlessly for repeat changes and for substrate thickness switches.

Additionally the Performance Series has a new, unobtrusive ‘press guard’ bar which snaps easily into place once the plate cylinder is installed. The bar covers the nip between the anilox roll and plate cylinder. This open design still provides operator safety while allowing for easy accessibility in daily operations.

The new press boasts a UV-only web path option that Mark Andy says is 20 percent shorter than any press currently on



FLEXIBLE subframe for value add components



MARK ANDY performance series new ink system



P7 sideview



(ABOVE) Sleek operation panel, (right) Mark Andy Performance Series FlexFrame

the market. In addition, the press has solutions for combination UV and hot air drying applications, which further reduce changeover time since the operator is not required to re-web the press from job to job.

Lateral and linear movements to the print station adjust the entire head, which reduces the variability found with operator interjection and mechanical corrections. Both the inking system and plate cylinders require minimal adjustments and have repeatable settings for print consistency between operators. Improved drying systems matched with the open access web path lend to consistent one press web flow.

The Performance Series P7 has the ability to run across a wide range of substrates from thin, unsupported films to thin cartons. Moreover the full UV chill roll together with the joint web path maximizes flexibility. Screen, hot and cold foil units are available along with a variety of other value-add options.

The new FlexFrame feature of the sub frame gives users the flexibility to add more underside components to the P7 after installation. And, the openness makes for smooth webbing and clear web viewing.

Environmental benefits found with the Performance Series include waste reduction and reduced ink waste. A new ink pan design and improved meter roll system allow controlled print with as little as 6 ounces of ink.

'We've designed the P7 to meet the needs of the converter that's ready to invest in new technology to manufacture high end label products,' says Jeff Feltz, director of product management and Performance Series lead project



manager. 'Yet the P7 is capable of meeting the needs of those already producing added-value work and need additional support. And, the improved changeover time lends to shorter runs, giving a solution to those hesitant about competing in short-run work or investing fully in digital technology.'

Since the Mark Andy acquisition of Rotoflex, the company has renewed focus on its finishing equipment line throughout the world. Labelexpo attendees will find a number of Rotoflex machines running in the Mark Andy booth. For the first time, the industry will see the new HSR430 machine with a horizontal work flow system. A 20 inch VLI500 will demonstrate film inspection and rewinding, and the VLI330 will show high end pressure sensitive label inspection.

'We are proud to be back at Labelexpo Europe with a stronger and more robust line of equipment to offer the European marketplace,' says Ken Daming, business unit manager for Rotoflex.

BUSINESS SUCCESS

SALES TRAINING KEY TO WINNING NEW BUSINESS

DEVELOPING A SUCCESSFUL SALES FORCE

With many label converters still not employing a professional sales force, John Finlay, MD of Onward Consultancy, argues that this mindset must change if converters are to thrive in a recession., *Andy Thomas reports*

As well as having a heavyweight sales career under his belt, he also has over 20 years experience in providing sales training programs gained at Mars Drinks and Tyco international working with personnel from both the UK and abroad.

'Sales staff need to be trained and equipped with the latest selling tools in order to enable them to best interact with customers and win business in a recession,' says Finlay. 'This is especially true for small printing and converting operations where the busy owner often has to take on the responsibility for sales.'

'If as owners, directors or general managers of businesses, print companies acknowledge the move from one of solely being a manufacturing industry to one that is becoming service led, then it only follows that the quality of sales people and the training they receive has to be reassessed.'

Strategy

'Having the right strategy that clearly establishes customer needs and provides the most cost effective solution that adds value or exceeds expectations, will increase customer loyalty and have them coming back to you again and again – and not necessarily just on price.'

Finlay cites a recent study by the Sales Executive Council Solutions Group that demonstrated how top sales performers spend their time differently from the average ones. 'Top sales performers prepare well, manage time effectively, spend more time on need development, create client value, build on relationships and work proactively towards future business opportunities.'

Finlay claims his company's 'Six Step Model', can win business opportunities even in a recession.

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Label-Lyte™ PSL films provide striking, cost-effective labels for eye-catching branding. Thanks to a new proprietary top coat technology they offer class-leading "off-the-press" ink adhesion – which reduces off-spec ink adhesion risks – and allow maximum press speed to be used. In addition, Label-Lyte films bring a more dynamic graphic look and better durability, including moisture resistance. A winner you want to stick with.

Label-Lyte Wet Glue Patch films offer the balance of key properties that allow synthetic patch labels to be used with water-based glues for the first time with consistent results. Patch labeling of one-way containers has never been so durable, efficient and so tear, curl and flagging free. This allows savings in glue content, labor and waste. The LP range of films is processable on most standard converting machinery.

Label-Lyte Roll-On-Shrink-On (ROSO™) film range provides a cost effective solution for low shrink, high speed reel-fed applications, where shaped bottles are run and especially where flexibility between shrink and non shrink applications on the same bottling line is required.

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DURST HQ – the company has installed 1,500 UV inkjet units worldwide

High speed inkjet at near photographic quality

A NEW QUALITY build narrow web digital label press that offers high print quality and outstanding printing speed is being launched at Labelexpo by Durst Phototechnik, a world renowned innovator in imaging technology. Mike Fairley sends this exclusive report from Italy

With little more than a few weeks to go before Labelexpo Europe many label printers will undoubtedly be thinking about the products, technology and materials that they want to spend time looking at during the show, as well as which supplier companies that they want to make contact with. Considering there are well over 400 exhibitors at the Brussels event that is something of a challenge.

However, one area of the show that looks set to be pretty busy is the Digital Experience. Now in a dedicated hall, the Digital Experience incorporates almost all the current digital press manufacturers, offers digital label displays and has a lounge and speaker presentation area. During the week, label converters and brand owners will be presenting their experiences of digital printing and answering questions.

While many of the exhibitors in the digital hall are already

well-known to label converters there is one digital press manufacturer that will be making an exciting exhibiting debut at the show, Durst Phototechnik AG. Already one of the world's leading manufacturers (over 1,500 UV-inkjet units installed) of high quality digital printing equipment for the large format graphics, pre-press, signage, screen printing, ceramic tile and décor sectors, corrugated packaging and photographic markets, Durst is launching a completely new solution for the digital label printing industry that includes pre-press workflow software, a high speed single-pass digital UV inkjet label press with variable data printing capability and a modular design off-line converting and finishing unit – all dedicated to the special requirements of short-run digital label production.

To be shown for the first time, the Tau 150 is a digital UV inkjet label press which will be available in web widths from 10cm/4in to a maximum of 16.5cm/6.5in. The press offers new possibilities for converters to extend digital solutions by delivering high quality short-run print jobs through significantly faster turnaround times. Indeed, the press reaches an industry leading throughput speed of close to 50 m/min (~160 ft/min), resulting in a substantially improved return on investment for the label printer. This allows cost effective production and high profitability, as well as a high cross-over break-even point when compared with conventional flexographic presses.

With its unique single pass UV inkjet technology (four-color plus a patented one-pass white as standard and future plans for additional spot colors if required) the Tau 150 will be seen combined with a Rotoworx 330 modular off-line converting and finishing product range, so as to form a complete solution dedicated to narrow web short-run label printing and finishing.

'Through significant improvements in productivity, reliability and cost of ownership,' says Helmuth Munter, segment manager label printing at Durst, 'the new Tau 150 and Rotoworx 330



TAU 150 UV inkjet press

products push the profitable threshold run length for digital label production beyond most present industry standards. Indeed, we see a run length of 40,000 labels as now being a realistic benchmark for cost-effective digital label printing.

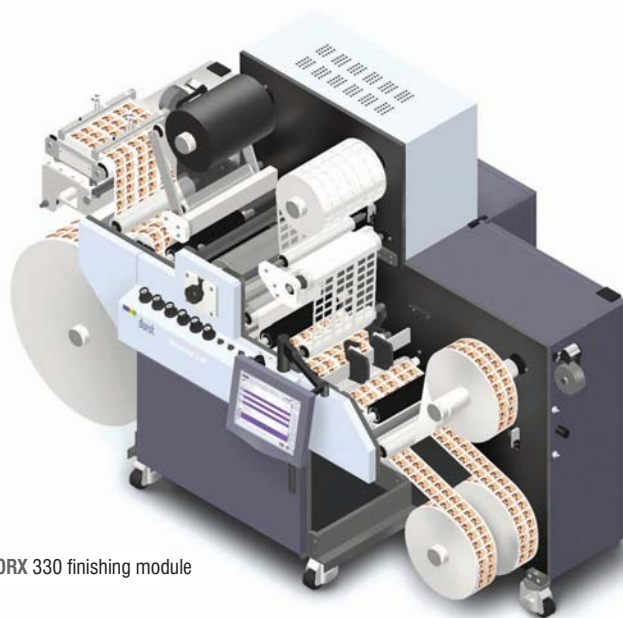
'Building on our multi-generation product offerings in the photographic wide format digital market segment, the Tau 150 delivers an apparent resolution in excess of 1000dpi – utilizing state-of-the-art grayscale inkjet technology. The result is vivid, near-photographic images, sharp texts clearly legible to font sizes as small as 3 point, smooth gradients (vignettes) and homogenous solid colors. We are confident that the Tau 150 will deliver repeatable image quality from the first to the last label and from run to run at the push of a button.

'Additionally,' comments Munter, 'Durst's proprietary UV inkjet technology enables a broad range of standard substrates to be supported without the need for expensive and time-consuming pre-treatment and post-treatment. Lamination is not required from an image durability point of view but is however, offered as an option in the Rotoworx 330.

'Lower production costs are achieved thanks to affordable ink-only cost models – users just pay for the ink they use – nothing more, nothing less. It is simple and easy – and in line with conventional industry practices. High performance Tau inks will be available directly from Durst in 5 liter containers with an easy and secure ink refill system. These inks have been specially formulated to provide the broad color gamut demanded by the quality conscious label industry.'

Delivered with a RIP and interfaces incorporating industry-leading pre-press software (such as EskoArtwork) the Tau 150 will come with built-in substrate calibration and color management. An optional Variable Data Printing (VDP) module offers full label-to-label variability. Completing the end-to-end solution, the Rotoworx 330, an economic, stand-alone, modular semi-rotary die-cutting and lamination system will also be launched at Labelexpo. Designed to make short-run label conversion and finishing more profitable, the Rotoworx is complete with product unwind, semi-rotary die-cut, lamination, matrix rewind and two product rewind modules.

The Rotoworx system has a web-width of 33cm (13in) and is available in a standard version – the 330 with a speed of up to 25m/min (~80ft/min) and a high-speed version – the 330HS with a speed of up to 50m/min (~160ft/min). The complete system features a field-proven web transport based on Durst's patented ISO tensioning technology with high registration accuracy of +/- 180 microns and it has a min/max repeat size of 20.3cm (8in) and 40.6cm (16in).



ROTOWORX 330 finishing module

The Tau 150 can handle short run jobs very economically whether only one label, a few hundred or more than 40,000 labels per job are needed, thus turning unprofitable short run jobs on flexographic presses into profitable print jobs. Initial calculations by Durst indicate a 'pay-back' in around two months if running on a single shift.

Compared with expensive click cost models of other technologies, lower production costs are achieved by affordable ink-only cost models when compared with expensive click cost models of other technologies.

Additionally, the Tau 150 can print on many standard substrates, meaning less material pre-treatment and less coating postpress work is needed. Durst will directly supply the Tau inks. The ink formulation and color gamut have been carefully adapted to meet the high demands of the label industry.

Durst products have a long standing reputation for high quality and high reliability and the Tau 150 is no different. Built-in maintenance functions like automated print head cleaning, long integrated successfully into Durst printing devices for the ceramic industry and large format printing, and the patented auto-nozzle-failure-compensation help to increase performance and machine up-time.

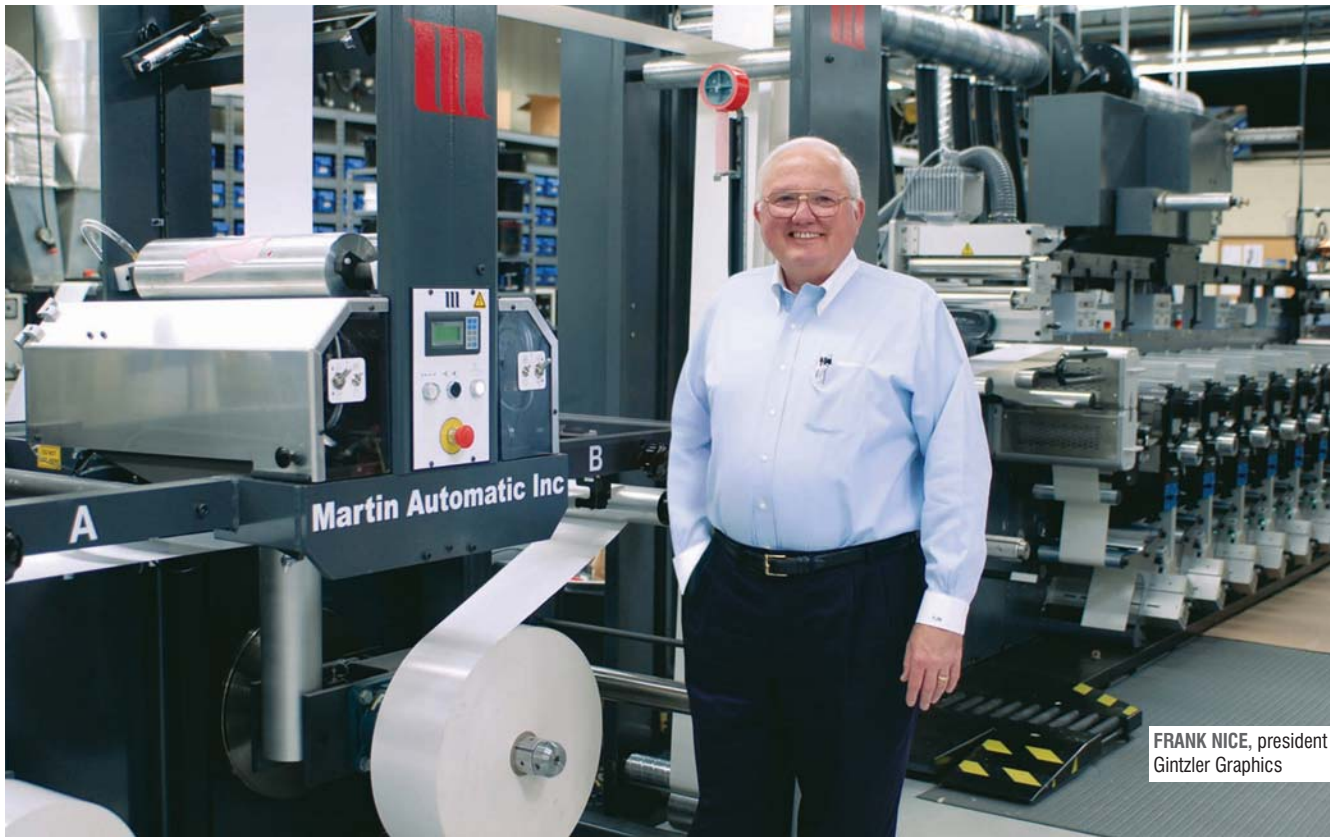
In order to allow a complete solution offering for the label industry, Durst acquired, in early 2009, all the assets and ongoing business of Rotoworx Systems, an established Canadian provider of high performance finishing systems for the narrow web label industry. This company continues to develop and manufacture converting and finishing products (Rotoworx 300) as well as other products for the growing industrial inkjet market.

Headquartered in Brixen, Italy, Durst operates manufacturing facilities in Brixen and Lienz, Austria; has major offices in the US, France, United Kingdom, Germany, Canada and Mexico, and partners with exclusive agents in 120 countries. This extensive network will ensure a global support and service network for Durst label industry customers, with key service personnel located in all the subsidiaries. Remote diagnostics, an on-board troubleshooting manual and good customer operator training will also help to ensure reliability of operation.

Durst's managing director, Dr Richard Piock, told *Labels & Labeling*: 'As with all Durst products, the "industrial strength" Tau 150 is a highly reliable press designed for continuous production. This is a very exciting development for Durst and for the label industry. We have gained significant customer confidence in other markets as a supplier of highly reliable and highly productive imaging systems with outstanding image quality. Our product positioning in the label industry will mirror this track record.

'Labelexpo marks our entry into the label industry,' Piock added. 'However, it should be remembered that Durst is a 70 year old family owned company and throughout our history we have shown a strong and continued commitment to our customers. This product launch is only the beginning of what we have in store for the label industry.'

Durst is exhibiting in Hall 9, booth 9H75 at Labelexpo where live demonstrations of the new system will be given. Label converters can contact hmunter@durst.it to arrange a demonstration appointment or to have a personalized literature pack and printed samples available when they arrive at the booth.



FRANK NICE, president
Gintzler Graphics

Optimizing short runs

THE CASE OF THE US CONVERTER Gintzler Graphics suggests that automated roll change can optimize short as well as long run print jobs. Andy Thomas reports

Gintzler Graphics, a short- and medium-run printer, is realizing efficiency and waste reduction benefits from its installation of automatic splicers.

Based in Buffalo, New York, Gintzler Graphics added its first Martin Automatic splicer unit to optimize short-run printing. 'The benefits of automatic roll change became obvious very quickly,' says president Franklin Nice. 'Not only did we reduce substrate costs by about 3 percent, we enjoyed substantial savings in the post-press editing process.'

Gintzler operates in the high quality specialty and pharmaceutical sectors where quality assurance is critical. 'We were spending a great deal of time in post-press editing, or quality checking our print runs,' recalls Nice. 'In fact, our pharmaceutical jobs are checked twice to ensure that we deliver zero defects.'

Nice points out that just one manual roll change means over a hundred feet of stock has to be edited out of a print run. 'That also means the loss of ink used on that hundred feet of waste and extra post-press time to edit the waste out of our final roll,' says Nice. 'Plus we have to run an additional hundred feet of good product to make up for the waste. It can all add up to serious dollars. With automatic splicers, we're able to recapture those dollars in the form of greater throughput and better margins.'

Now Gintzler has purchased another Martin Automatic splicer for a narrower Gallus press that occupies a tight space on the shop floor. Clearly Nice does not agree that narrower, shorter-run presses aren't good candidates for automatic splicing. 'Martins are not fussy,' he says. 'They'll feed any press we want to pair them with. And we need a Martin on our

short-run press.'

Since the Gallus press was geared toward shorter runs, it did not require the 40 inch (1,000 mm) roll diameter capacity of the standard MBS splicer, so Martin delivered an MBS unit configured for 31.5 inch (800 mm) diameter rolls and limited floor space applications.

Even on shorter runs, press operators often prefer to start a job with a new roll, meaning make-readies are performed on premium roll stock. This is a particularly expensive practice when using premium pharmaceutical roll stock, and it contributes to the issue of butt rolls – those remnants from previous print runs that are not long enough for a new run.

'With automated roll change we have the ability use butt rolls to begin a job, then simply splice to a full roll to complete the print run without stopping the press for a roll change,' says Nice. 'We get more sellable product out of each roll of premium stock and that improves our margins. A side benefit is when we use up those short butt rolls, we free-up valuable warehouse space.'

Automatic splicers also give Gintzler's operators the option of using a lower-value stock for make-readies, then splicing into the premium stock roll for the actual run. This practice can further reduce both time and material cost.

The case of Gintzler Graphics demonstrates that automated roll change has a role in optimizing the short-run printing process. 'It's the only strategy than makes sense for us – we enjoy the benefits immediately and those benefits extend well into the future,' says Frank Nice. 'In the final analysis, our investment is less and that investment delivers a much better ROI.'

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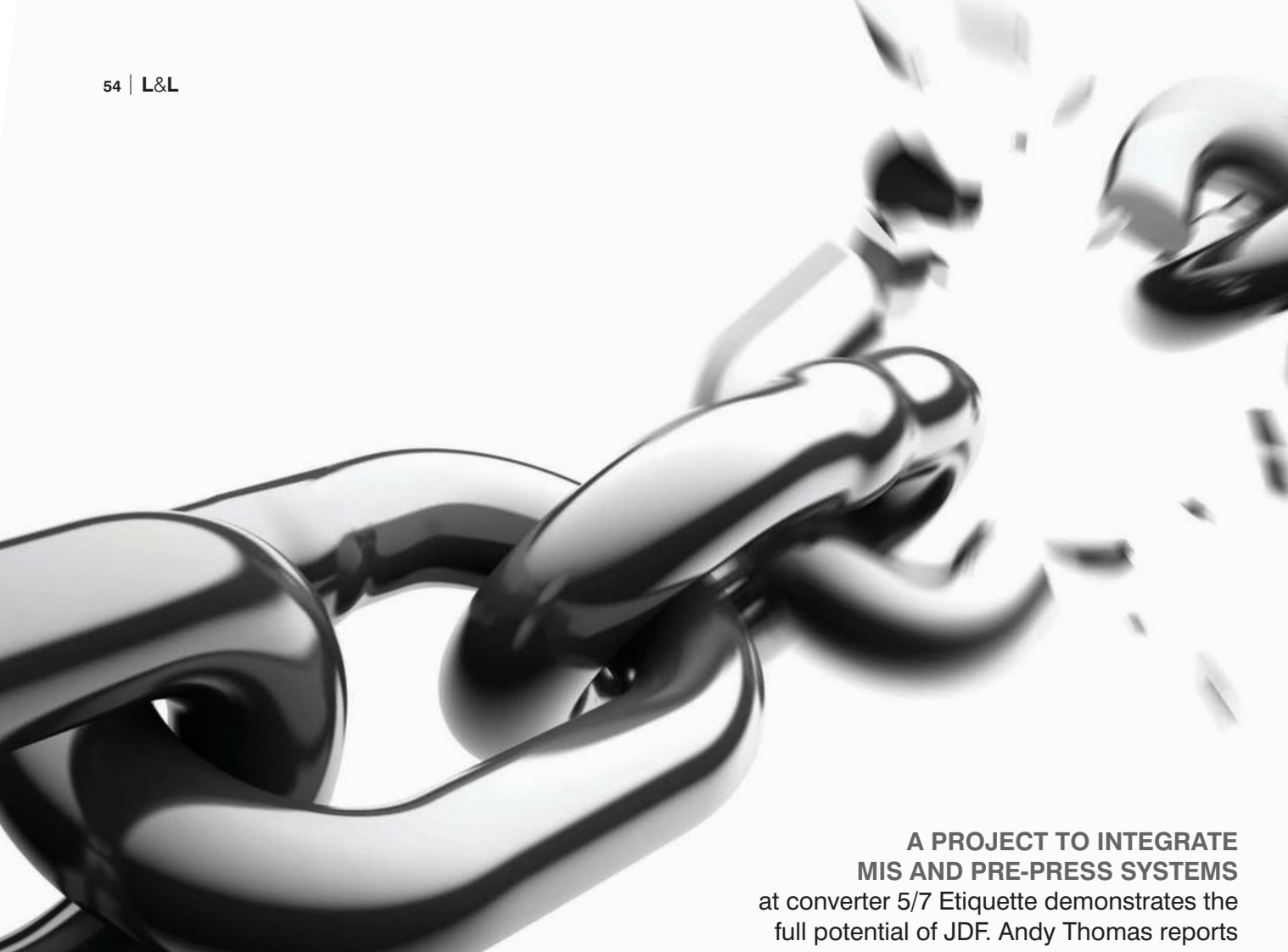
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A PROJECT TO INTEGRATE MIS AND PRE-PRESS SYSTEMS at converter 5/7 Etiquette demonstrates the full potential of JDF. Andy Thomas reports

French converter 5/7 Etiquette is the first to implement an automated, JDF-driven workflow jointly developed by EskoArtwork and CERM. The system makes use of an 'intelligent' JDF connection between EskoArtwork's BackStage pre-press system and CERM's labels-specific management information system (MIS).

The labels industry has long lagged behind the commercial print industry in realizing the benefits of JDF integration, which allows different vendors to bring together administration, prepress and printing systems into a unified workflow, greatly increasing efficiency.

EskoArtwork and CERM have been working together since 2004 to develop an effective interface between their respective prepress and MIS systems. The JDF interface works both ways, passing down job specifications from the MIS system to the prepress workflow and sending back production information upstream, helping administrators keep track of jobs status and to analyze production costs.

The JDF interface retrieves a wide variety of job parameters from the MIS database – including format, inks, quantities, barcodes and step & repeat information – and transfers them to the BackStage prepress workflow system. This eliminates double entries, speeding up job preparation and reducing errors.

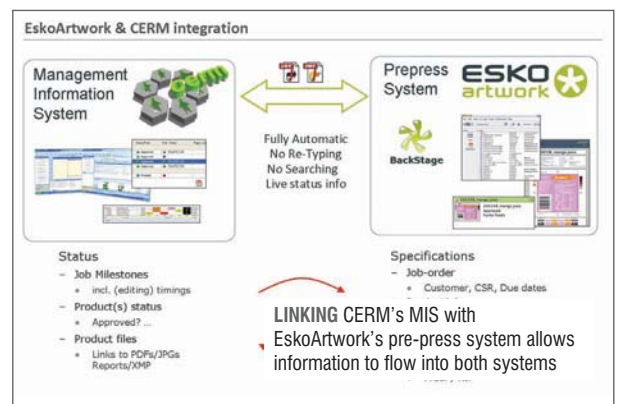
As jobs pass through the production cycle, information is sent back to the MIS system in the form of JMF messages. Production managers are given a bird's-eye view of all prepress and print room activities, and can adjust job planning on the fly as production events dictate. Sales representatives can let customers know about their job's status in real time. In addition, invoicing and cost analysis is highly accurate, as the system keeps track of every aspect of a given job's life cycle.

Beyond the usual scope of JDF integration, the collaboration between CERM and EskoArtwork has allowed both companies to adapt and fine-tune their product portfolios based on the feedback from a number of successful JDF deployments in the field.

'Label printers often get a design from their customer to work on before they get the actual order form,' says Peter Dhondt, business development manager at CERM. 'In a standard JDF-enabled set-up, the printer would have to first create a temporary job in the system and then later create a final production job when the order comes in with all the relevant details. Obviously, this is an inefficient way of working and it is prone to errors. Our collaboration with EskoArtwork allowed us to streamline the process by tracking information at both job and product level. This is a major development for label printers, and we've been very happy to see how reactive EskoArtwork has been in developing its BackStage Products tool to enable this feature.'

THEORY INTO PRACTICE: 5/7 ETIQUETTE

Based in Courthézon near Avignon in the south of France, 5/7 Etiquette produces labels for the food, wine and cosmetics industries. The company has an annual turnover of €6.5m and employs 50 people. Its production





JDF breakthrough

equipment includes two 370mm-wide Gidue flexo presses, and two 340mm and 420mm-wide Codimag offset presses. 5/7 has a record of bold implementation of new technologies. Regular L&L readers will recall that the company pioneered Codimag's Aniflo short offset inking system, for example (see L&L3, 2008 p28).

The prepress room at 5/7 Etiquette is equipped with a BackStage workflow server with PackEdge workstations and a FlexRip driving an EskoArtwork CDI platesetter. In October 2007, 5/7 Etiquette took the decision to link its CERM MIS and prepress systems using JDF. 'The original goal was to eliminate duplicate information entries in our separate MIS and production systems,' explains Patrick Wack, president of 5/7 Etiquette. 'We wanted to reduce errors and increase quality and productivity.'

The project grew rapidly from a set of simple SQL queries into the MIS system to a more structured JDF integration. 'EskoArtwork and CERM worked closely with our IT staff to define the right specifications and implement a working solution,' adds Wack. 'Beyond our main focus of eliminating duplicate entries, we also wanted to make it possible to automatically create the imposition for

the plates or clichés and for the die-cut. Plus we wanted to set up an automated production planning tool, capable of following production in real time.'

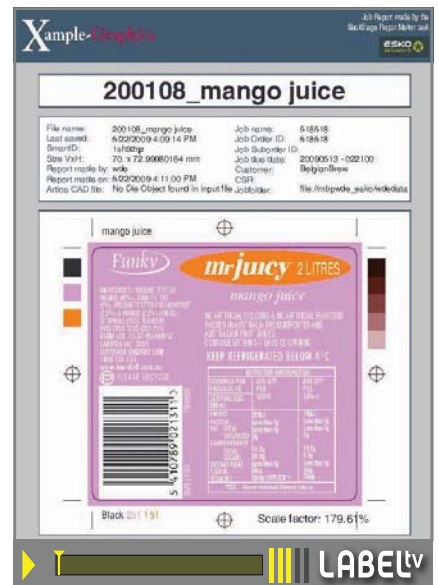
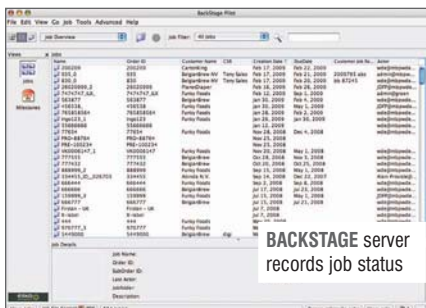
Within six months, the JDF interface provided by EskoArtwork and CERM was functional and being used in production. 'Our planning tool allows each of our specialists to keep track of their assigned work,' says Wack. 'Much of the information involved comes directly from the prepress system. We have also set up dedicated workstations next to the printing presses, where our personnel can log pressroom events, such as paper usage and completion times.'

5/7 Etiquette's production team noted an immediate and significant increase in quality and reliability. 'In practical terms, we now feel like we're using a single unified system, rather than two interconnected systems,' says Wack. 'Reliability has taken a huge leap forward – incidents caused by insufficient or inaccurate job preparation have totally disappeared.' 5/7 Etiquette has also noticed a dramatic reduction in paper waste and a general increase in productivity, allowing for shorter

turnaround times. 'We're now capable of addressing very demanding and quality-driven customers that we were not in a position to target until this past year. In a troubled economy, we're actually growing our business in the high-end market,' says Wack.

The experience acquired by EskoArtwork and CERM on this project has been worked into the two companies' products and JDF integration services. 'Integrating a JDF connection with CERM and BackStage has allowed us to create an advanced automated workflow that is uniquely suited to the production demands of the label market,' comments Wim Delagrane, business development automation and integration manager at EskoArtwork.

A MANGO JUICE label is separated in EskoArtwork's pre-press, which sends the plate information to the CERM MIS. See the video demonstration at www.labelsandlabeling.com



INSTALLATIONS



RAY KAPOOR, president Spectrol bought the Gallus for shrink sleeve production

SPECTROL INC GALLUS EM510 S

Spectrol Inc was founded in Toronto in 1985 to print labels for the local pharmaceutical market, *writes Danielle Jerschefske*. It had one press to supply one market. The company's philosophy has since changed and it now competes with a fleet of presses in the health and beauty and wine and spirits markets too.

Ray Kapoor, president, says: 'Our recent growth has been in shrink sleeve production, and we figure that the most opportunity for us lies in the wine and spirits market and in the expansion of our shrink sleeve business. Customers are making the switch from PS labels to shrink because they like the increased real estate and the vibrancy that comes with the label. If they haven't already made the switch to sleeves, they are making the plan to eventually make the change.'

To support this expansion, Spectrol purchased a 10-color 20 inch auto register controlled Gallus EM510 S press with combination UV and hot air dryers to increase capacity. The press has screen, hot stamp and cold foil capabilities and can run stock from 20 micron to 18 point board. The press is currently used to produce both PS and shrink sleeve label work. Prior to the 510, Spectrol printed its shrink sleeves on a Gallus EM410. DCM equipment seams and cuts the labels.

Most of Spectrol's business is domestic, but it's evaluating US penetration in the wine and spirits market, which currently makes up around 40 percent of the business. To make this jump, the company is evaluating the investment benefits of another 510 S machine.

REFLEX LABELS BAR GRAPHIC ELITE 400I

UK label converter Reflex Labels has installed its third Bar Graphic Elite 400i inspection slitter rewinder.

Comments Ian Kendall, managing director Reflex Labels: 'It is imperative that the slitter rewinding equipment we use in this demanding market enables maximum productivity. The BGM Elite Inspection slitter-rewinders have proven to be outstanding especially in achieving very high speeds with very difficult substrates. Another major benefit of the Elite rewinder system is

the adaptability of the machinery to fit our exact requirements. This has proven to be extremely beneficial for the products we manufacture.'

Kendall is also happy with reliability and service of the machines: 'From the first installation to the most recent one, the reliability of the BGM machines has been exceptional.'

Reflex Labels is a long established manufacturer of printed self-adhesive labels specializing in the food label industry, and among the fastest growing in the UK. The company's manufacturing facilities are based across four sites throughout the UK.

CS LABELS XEIKON 3000

UK label converter CS Labels has installed a Xeikon 3000 digital press, replacing one of the company's two Xeikon 330 digital label presses.

Simon Smith, MD CS Labels, said: 'The Xeikon 3000 images to a higher resolution at 1200 dots per inch and produces even more reliable, consistent color quality over a wider color gamut. Once again, it allows us to offer something more to our customers.' The Xeikon 3000 also offers an increased imaging width of 322mm against the 307mm imaging width of the 330.

'Our business has changed shape significantly since our initial move into digital labels. We are now producing some 60 percent of our turnover through the Xeikon machines,' said Smith. 'Our flexo and screen printing equipment is still important to CS Labels and to our customers, but digital has certainly taken over as our main production system.'

The company is due to install a second GM finishing unit to handle the increased throughput of the Xeikon 3000.

PAXAR/AVERY ETI COHESIO

Paxar Corporation, a subsidiary of Avery Dennison since March 2007, has acquired an ETI Cohesio in-line silicone and adhesive coating system. The Cohesio system enables printers to make their own pressure sensitive material, to print under the adhesive and to insert RFID antennae between layers.

YATAILI REPRODUCTION & PLATE-MAKING NYLOFLEX PLATEMAKING EQUIPMENT

Yataili Reproduction & Plate-making, based in Shenzhen, China, has installed nyloflex platemaking equipment from Flint Group Flexographic Products: nyloflex Flowline Washer FIII along with the nyloflex Combi Exposure FIII, which combines exposure, drying, post-exposure and light finishing. The equipment has been installed in the company's new plant, opened in June of this year.

Yataili had previously purchased platemaking equipment from local manufactures. Li Tian, general manager of Yataili, said: 'In this fully competitive market environment, the strategy of differentiation through quality is to be the basis for our company's future developments. The platemaking equipment from Flint Group Flexographic Products has a good reputation to provide this high quality, together with the reliable support and service from their technical team in China, we decided to choose these superior flexo platemaking units from Flint Group.'

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THE STORK PRINTS DSI digital press

Stork Prints launches digital press

STORK PRINTS has put more than 20 years of inkjet experience into the launch of a 4-color UV inkjet press dedicated to in-line label production – and already has its first sale. Andy Thomas reports

At Labelexpo Europe Stork Prints launches a single pass, 4-color digital label press with in-line varnishing and die cutting. The first commercial installation is at Kolibri Labels in Holland, and the press at Labelexpo will be delivered to the Kolibri plant after the show.

The Stork Prints DSI (Digital System Integration) UV inkjet press was developed in partnership with leading industry suppliers ABG, Xaar and EskoArtwork. ABG supplied the semi-rotary/rotary converting section, Xaar the print heads and EskoArtwork the pre-press workflow.

Stork Prints has spent the last five years developing the DSI press, but this is based on 20 years experience supplying inkjet systems to the textile and high end graphics proofing markets.

Stork Prints has over 600 digital textile printing units installed globally and supplies the complete system for Dupont's Digital Cromalin proofing systems, with 3,700 units installed worldwide.

'Developing an inkjet press means understanding the complete system,' says Wilfried Koopman, managing director Graphics at Stork Prints. 'It is about the interaction of ink and substrate, knowledge of image processing, in-house knowledge of ink formulation and preparation, as well as OEM integration and web handling know-how derived from our screen integration program.'

The DSI press is modular in design. The stand-alone printing section incorporates an unwind and rewind, the four UV inkjet heads and drive and print control software. The in-line converting section is fully configurable, and in the case of the Kolibri press consists of a semi-rotary UV flexo station and semi-rotary die cutting and matrix removal. The press has numerous patents pending.

As the next stage in its development roadmap, Stork Prints will offer the DSI print unit as an OEM module for integration

into manufacturers' conventional flexo, letterpress or offset presses.

The DSI press has a web width of 13in (330mm) and runs at speeds up to 35 m/min. Repeat length, of course, is not an issue, and the press will happily print images up to 7,000mm. Native print resolution is 360dpi, with an apparent resolution, with grayscale enhancement, of 1,000dpi. Tonal values down to 1 percent can be achieved, allowing convincing vignettes to be printed using EskoArtwork's RIP.

Stork Prints selected Xaar 1001 inkjet heads for the DSI print engine, but performance has been optimized with proprietary technology from Stork Veco's precision components division.

In conjunction with Kolibri, the press has been tested on a wide range of substrates. No special coating or surface treatment has been found necessary apart from, in some cases, corona treating to raise the surface energy.

Stork Prints recommends its own UV ink for the DSI press, having tuned it specifically to match all the system elements. The inks are manufactured at subsidiary company Stork Digital Imaging in Boxmeer.

Another feature of the Stork Print DSI is the high color strength and brilliance and what Jan Frederik Vink, owner of Kolibri, calls a 'digital screen' 3-D effect. Vink confirms that the inks exhibit good light fastness and high scratch resistance, meaning no protective lacquer is required. An opaque inkjet white is on Stork Prints' roadmap, although given the modular nature of the DSI press it would be easy enough to place a (semi-rotary) screen or flexo white station before the inkjet heads.

The UV ink is first 'fixed' on the substrate by inter-station LED lamps before overall curing on an IST or GEW lamp head. This stops dots spreading on the substrate before curing, enhancing the quality of dot formation and allowing the print engine to



JAN Frederik Vink, owner of Kolibri Labels (l) and production manager Markwin Buiting, in front of the DSI press which goes to Labelexpo then to the Kolibri plant in Holland

be 'tuned' to substrates with different surface energies.

The press is operated via a user-friendly touch screen integrated into the imaging module. Switching between jobs in the print queue involves only a few meters of waste.

Stork Prints is positioning the DSI press at the level of 'digital flexo' quality, and the price will be around the same as for a mid-range conventional flexo press. But Wilfried Koopman is keen to stress that total cost of ownership is key. 'Kolibri has demonstrated that the press is cost effective for both short and medium runs, while in-line converting further reduces total cost of ownership. We have no click costs, so label costs are based on real ink usage.'

Koopman says Stork Prints has a strong interest in the success of all inkjet label press suppliers. 'In the same way that it took label buyers some time to accept the quality of UV flexo compared to offset and letterpress, the more widely accepted inkjet is, then the better for us all. There is plenty of room for all of us and I wish EFI Jetrion and Nilpeter well.'

KOLIBRI TAKES THE DSI

The DSI digital press was developed in

response to the reduction in average run lengths across the labels industry. Well over one third of all jobs in Europe, for example, are now under 25,000 labels (less than 500 linear meters), and over two thirds of all jobs below 50,000 labels (under 1,000 linear meters). This trend looks set to continue, as Jan Frederik Vink, managing director, and now sole owner of Kolibri, confirms: 'Our personal care customers are already asking for smaller runs. They are not asking specifically for digital – they do not care how it is printed, and they leave that to us – but the requirement is there.' Kolibri already supplies some customers with digital labels through a trade supplier. Vink has already shown some DSI print samples to selected personal care customers who have been impressed by the print quality.

Vink and his production manager, Markwin Buiting, have worked closely with Stork Prints on the development, specification and testing of the digital press. 'We are proud to be the launch partner for the DSI press,' says Vink. 'We are confident this press will give us the capability to produce short runs of labels at the highest level. This will also bring us additional business, and will be

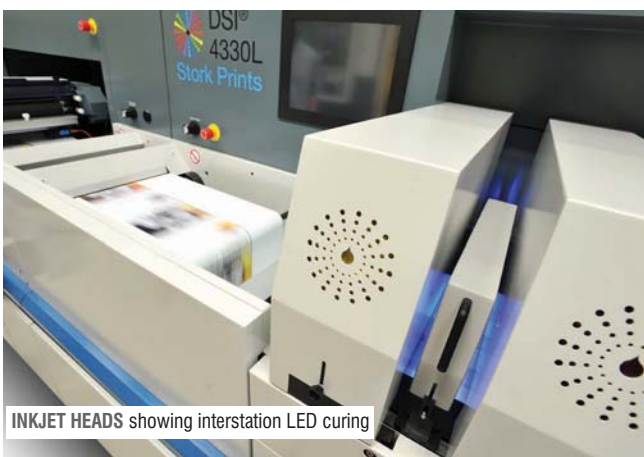
particularly interesting for our smaller customers who require labels printed just-in-time.'

It is important for Vink that the DSI press allows him to maintain a traditional workflow – printing and converting labels in one operation and combining print processes, as on the company's Ilma machines. As an example, the magnetic dies from the Ilma presses can be used directly on the DSI machine. 'We can cost this machine in exactly the same way we cost our conventional machines,' says Vink. Once in full operation at Kolibri, the digital press will replace at least one conventional press. Markwin Buiting is working with EskoArtwork's Kaleidoscope program to color match the DSI's output to the company's conventional presses – particularly to show designers and end users how close they can get to pantone colors. 'We are printing color blocks on different materials and measuring them to develop color profiles for the press,' says Buiting.

Stork Prints will give, together with Kolibri, live demonstrations of the Stork DSI on Label Expo, Hall 12, booth W10.

STORK PRINTS IN CONTEXT

Stork Prints is a global company operating across the textile and graphics printing markets with a turnover of €180 million in 2008. The company will, of course, be well known to label converters for providing screens and screen printing systems for narrow and mid-web presses. But Stork Prints also applies its electroforming expertise to the development of an extensive range of precision metal products, develops flexo laser engravers, and supplies a wide range of consumables including ink and lacquers.



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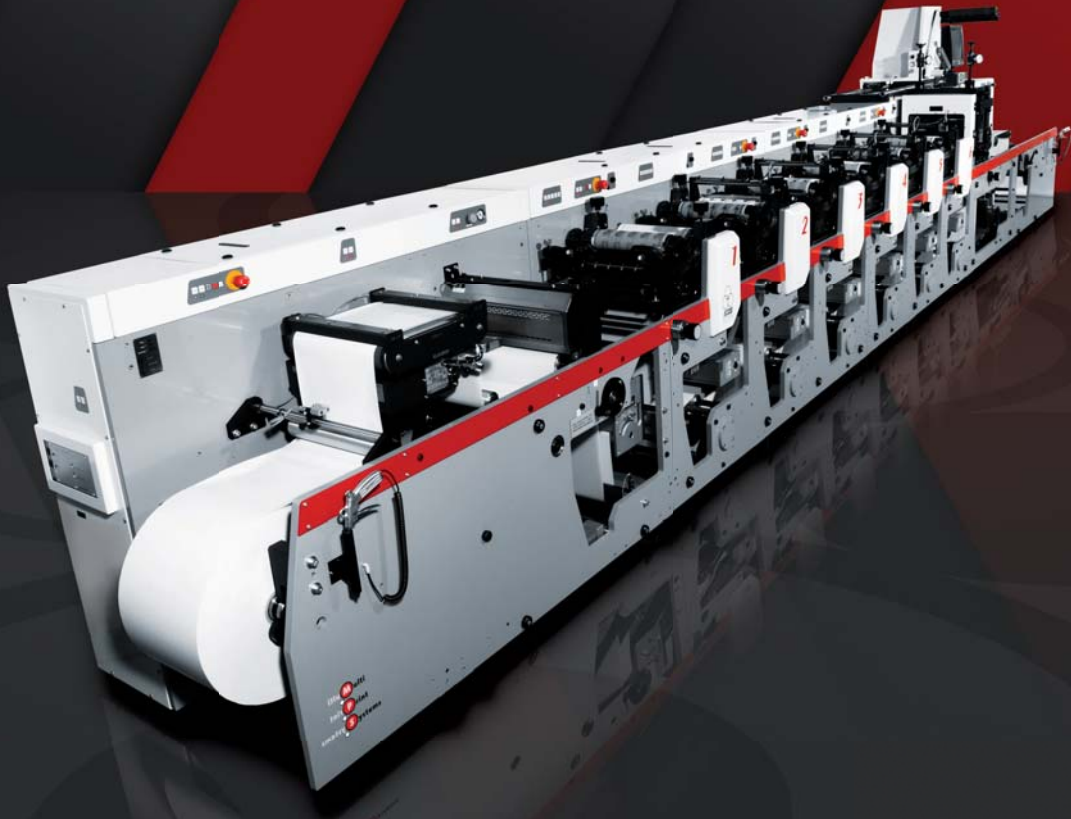
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A step in a new direction

EFI'S JETRION 4000 DIGITAL INKJET PRESS takes Repacorp Label Products into entirely new markets. Danielle Jerschefske reports

'I think digital is going to be huge,' says Rick Heint, owner and president of Repacorp Label Products, historically a stock label supplier that only works direct with label distributors. Repacorp acquired an EFI Jetrion 4000 4-color digital inkjet press in early 2008 to efficiently supply short run work and to break into the prime label market.

Founded on a re-sale business platform, the label printer sells through distributors. Yet to realize all of the benefits that digital inkjet has to offer, Repacorp has adopted an entirely new business model by using the internet for sales generation. Repacorp has developed a digital only website, Prestolabels.com, where users can easily place an order that is shipped within five days of proof approval.

A list of label options with pre-formatted sizes and shapes for products such as pasta sauce, candles, beer, wine and water bottles are available while custom orders for any sort of shape, without tooling costs, can also be submitted and produced just as easily. Users input their information – size, shape, material choice, wind position and proof type – to receive an instant quote, upload their artwork and submit their order. Re-sellers can still obtain their discount by using a password.

'The ability of the technology to efficiently produce short run work, cost effectively, and with a quick turn around, gives digital a great opportunity in the label printing industry,' says Rick Heint. Short run capability, in particular, has a lot of growth to offer Repacorp: 'With the current economy, orders that would usually be at 200,000 have dropped to 50,000 as customers are working to maintain cash flow more than ever before.'

Success with the Jetrion equipment led to the investment in a second machine in December of 2008. 'Jetrion had designed an entirely new print head and new ink delivery system that has offered vast improvements to the print quality of the machine,' Heint explains.

The Jetrion 4000 produces labels on demand with as little as six feet of waste, and once a job is created, it is stored; there is no need to re-match colors. Repacorp is excited about Jetrion's new software that stitches overlap, eliminating the darker or white lines caused by dithering. 'And now that some improved software has been installed, we'll really be able to break into the variable data market with the 4000,' says Tony Heint, executive vice president.

The 'near photographic' quality that the Jetrion 4000 produces has helped Repacorp pick up a number of new accounts, producing labels for consumer and industrial products, food and more. 'Before this investment, we were not able to compete in this market,' explains Tony. 'Now we're able to customize labels in a whole new way. Digital has become a niche market for us.'

'So many clients are looking to differentiate themselves, quickly, requiring rapid changeovers for a new look or a new logo,' Rick Heint says. 'With no plates or dies that had traditionally made this type of work costly, we can take on work that, in the past, we've had to turn away.'

Repacorp feels that digital is the company's best option to achieve more growth, especially with the amount of consolidation that the industry has seen over the last year. Its next digital press investment will go in its Wisconsin facility.

BE PREPARED

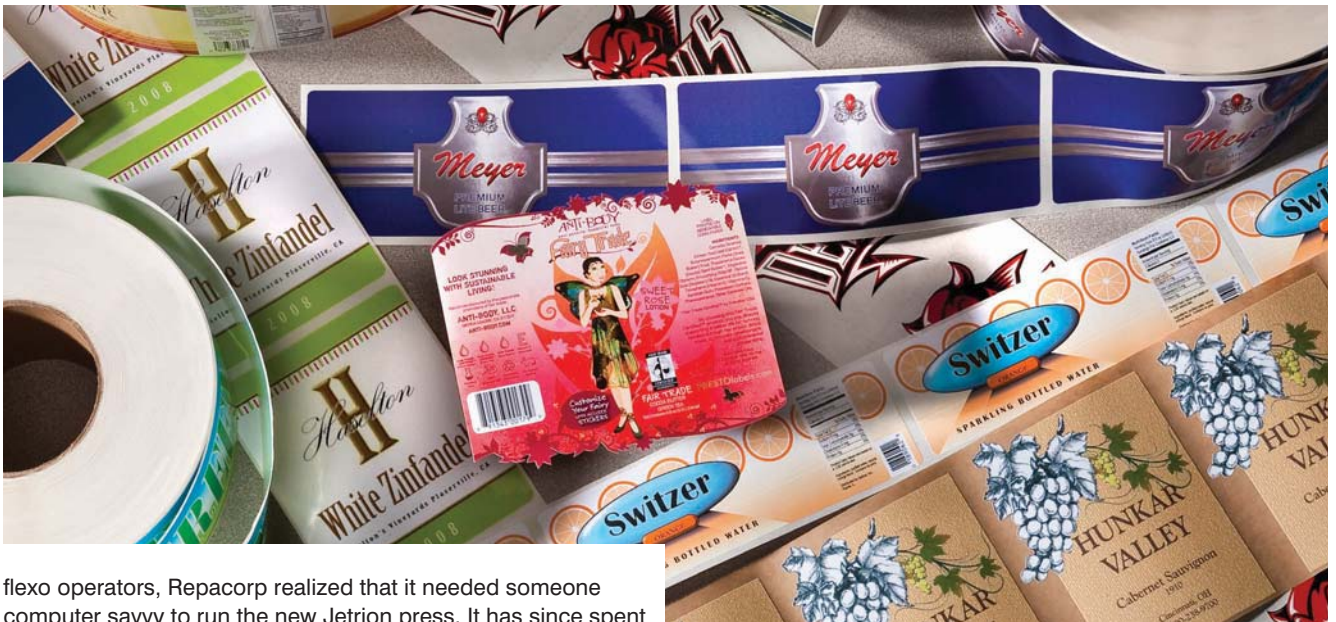
Repacorp experienced a few hiccups as it learned how the digital label world works. It discovered three important areas that must be addressed to find success with digital printing: design, finishing, and training. Tony Heint says, 'Lots of people want to get into digital printing, but they don't realize the support required with a reliable finishing system and educated design staff.'

One of the biggest hurdles that Repacorp had to overcome was the complication of finding prepress staff knowledgeable about designing for digitally printed labels. Repacorp had to find artists capable of working with only four colors to match the customer's precise color requests. The converter uses EskoArtwork technology for its rip and graphic design capabilities because the software is the quickest available.

Investing in the right finishing system was a further critical key to the converter's success. To finish its digital labels, Repacorp uses a laser die cutting machine that can cut virtually any size label – perforations, sheeted labels, blow holes and etching – and has the ability to lay down a UV varnish prior to cutting. It also helps to keep work competitive in small quantities.

Finding skilled operators was another issue that Repacorp wasn't expecting. After working unsuccessfully with traditional





flexo operators, Repacorp realized that it needed someone computer savvy to run the new Jetrion press. It has since spent significant amounts of time training and working with its new operators so they learn the equipment to best explore all the possibilities of digital.

COMPANY HISTORY

Repacorp was founded in 1974 to 'represent' label companies. It all started when Avery Tape and Label began turning away business because they were overloaded with work. Repacorp was established on the basis of this excess work and grew the business from there.

Rick Heinel joined as a sales rep a few years into the company's start, scoring big business from the local food chain, Hobart, and producing their grocery labels. He sat on the label advisory board of Hobart where he learned about direct thermal substrates and the need for higher quality and improved control of grocery scale labels. This business was eventually lost, so the company had to find other work to move forward.

By 1990 Rick Heinel was Repacorp's full owner and his brother Tony Heinel had joined the business. The converter's first press purchase was three years later, a Markem 4-color ribbon digital thermal transfer press. All label printing had been contracted out before.

Shortly thereafter Repacorp purchased its first flexo press so that it could deliver on time and better improve service to its customers. 'With our own equipment we no longer had to rely on others to get work done,' Heinel explains. 'Bringing production in-house was a breaking point in our business model.'

EXPANSION

The business now has 28 presses across the continent in four facilities, two outside Dayton, Ohio in Tipp City, one in Milwaukee, Wisconsin and one in Phoenix, Arizona. Their expansion westward was a critical move made to support its growing national clients.

The Wisconsin facility was acquired from OEI in 1999. The Arizona plant was acquired in 2002 and is primarily focused on screen-printed banners and other wide web products, which expanded the company's product line. A flexography label division has since been added there.

At Repacorp headquarters there are a number of 10 inch presses, each with a variety of capabilities that suit the myriad stock labels that the company manufactures. One 9-color press, used mostly for high volume variable data work includes one UV station and a Jetrion 3000. It also has a dedicated rewinder with an ISO certified variable data reading system to ensure 100 percent readability. This press does not compete with the Markem 4-color ribbon press that laminates and die cuts in one pass.

LABELS&LABELING



TONY and Rick Heinel
with Jetrion 4000

There is also a set of two 20 inch presses that are fully equipped with butt splicers and turrets; both are used to produce high volume blank labels.

Repacorp produces thermal transfer, direct thermal and laser stock labels, shipping the same day with the customer's name and logo on it. It supplies these in-stock labels in most sizes, and, regularly ordered custom labels eventually transition into a ready-to-ship stock item. 'It is a great service to our customers when they don't have to order their product as custom any longer,' Tony Heinel says. About 40 percent of the label business is for stock, about 60 percent is custom work.

RFID

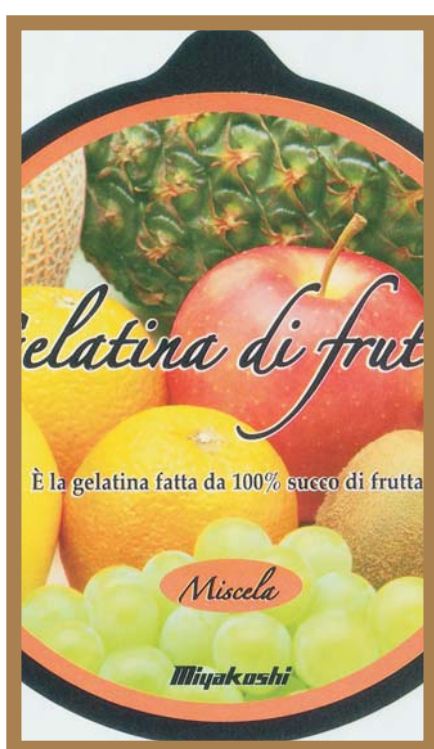
In 2005 Repacorp invested in a 6-color flexo machine for RFID tag insertion, an area that was expected to become widespread throughout the industry, much like digital printing. Heinel traces the opportunity for RFID labels back to the start of barcoding in the mid-seventies where it took almost 14 years for the UPC code to take hold. 'We didn't want to miss out on this possible transformation of carrying information,' he says.

The converter stocks a number of labels formatted for Zebra, Printronix and Datamax printers, and can manufacture custom RFID labels. While this division of the business hasn't grown as much as anticipated, Repacorp is maintaining steady production, and uses the press for other jobs when it's not in use for RFID tag insertion. Lack of education about the technology has been the converter's biggest growth barrier.

But, unlike RFID, Repacorp has incurred steady growth, quickly, with digital technology, and is preparing to extend the short run benefits to its other facilities. Rick Heinel says: 'I don't know if we will ever buy another flexo press again. As the technology continues to improve and the presses get wider and faster, digital is the way of the future.'



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Photo : FX-1512



Photo: CL-220



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* Maximum speed, maximum feed length and other factors are subject to change depending on the various printing conditions.

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Mind the Gap

ASSOCIATED LABELS finds success in an increasingly competitive marketplace. Danielle Jerschefske reports on the converter's game winning strategy

Nestled away just outside Vancouver, Canada, the diverse North American city that is host to the 2010 Winter Olympics, is an established label converter whose business is just as assorted. Associated Labels is a manufacturer of high-end labels for a variety of markets including food and beverage, nutraceuticals, cosmetics, and consumer and industrial products. The types of labels produced include cut & stack, unsupported film, shrink sleeve, pressure sensitive, and peel back and multi-layer labels.

So why the diversity? Rusty Ashworth, founder and president, says: 'The local market is small and because the city is more isolated and local manufacturing is scarce, we're not able to focus on a specific market or process.'

Identifying gaps in the market and making regular capital investments is what's given Associated Labels its long history of success. Ashworth comments: 'This is how we gained our respect and recognition in the industry, a type of acknowledgement that just isn't possible with a price-focused mentality.'

SHRINK SLEEVES

A significant part of the converter's business is in unsupported film, both shrink sleeves and flexible packaging, areas Associated has been a part of since the growth opportunity was first identified in these sectors a few years ago. Initially Associated filled its shrink orders by contract with a supplier in the Midwest. But after a short one and half years, order volumes grew to a level high enough for the company to justify investment in its own machinery to fully penetrate the market.

"The gravure heads give us the most flexibility. We can use them to achieve a zero percent vignette, to hit whites"

'We needed to find a press that would give us the most flexibility and the consistent superior quality that our customers have grown to expect,' Ashworth explains. To fulfill these needs and increase capacity the converter chose a combination 26 inch Comco ProGlide FLX press with eight flexo stations, one with UV, three gravure heads and in-line lamination capabilities. The flexo portion of the press is line shaft driven, flexo print heads are servo-driven, and the gravure portion is all servo-driven.

This monster press is wholly dedicated to long run work complete with a Martin Automatic butt splicer and turret rewriter on the front and back end. Shaun Ashworth, COO explains: 'the gravure heads give us the most flexibility. We can use them to achieve a zero percent vignette, to hit whites, and they allow us to use cold seal adhesive to support flexible packaging production. Combined with the in-line laminator, the press makes us more efficient and allows us to compete effectively against wide web presses.'

All short run unsupported film work is completed on a Mark Andy 4150. The company chose the Stanford group of slitting, seaming and inspection machines because of the reliable



ASSOCIATED Labels' HP Indigo ws4500



STANFORD Seaming Machine

support that comes with them.

A sizeable amount of Associated's growth in shrink sleeves can be attributed to identifying the shrink sleeve application gap in the market. The high capital cost of application machinery has been one of the main barriers to growth, especially in the short run arena. 'Many of our customers simply can't justify the cost for application machines,' Shaun explains.

To overcome this challenge, impressively, the converter offers its customers the turnkey solution of in-house shrink sleeve application. Customers send their bottles directly to Associated where they are applied in an appropriately controlled environment. 'It's really been a valuable option for a number of our customers,' adds Shaun.

DIGITAL PRINTING

Associated Labels' most recent investment was in digital printing equipment with the purchase of an HP Indigo ws4500 six months ago. Rusty Ashworth believes: 'Digital will eventually take out flexography as a premier print technology for the labeling industry. With the quality it produces and the fast turnaround, it is the way to go. Many of our long time customers have the need for high quality short run orders of labels.'

The company is calculating a marketing plan to break into the wine market with the digital press, an area it has traditionally stayed away from. Rusty believes that the characteristics of digital – no tooling, flexibility to change designs – will allow

Associated to attract small wineries that require a limited number of labels with photo-quality graphics.

All of the account reps sell digital, something most were reluctant about at first. But now that they've learned to change the way they sell digital versus conventional, Associated Labels has picked up a number of new accounts.

'We had a private label customer that didn't want to switch to digital because of the cost, but once we taught them the benefits that the technology can bring to a small brand, the decision was made to switch,' Rusty Ashworth says. 'That customer and other new accounts have been extremely happy with the quality of the labels and love that they can order smaller quantities and be more cost efficient.'

For the time being, mostly pressure sensitive work is produced on the ws4500, but Associated is currently creating film prototypes and has plans to begin shrink production shortly. All digital substrates are coated in-house; all digital labels are finished on an ABG Digicon Series 2 capable of diecutting, laminating, coating and slitting. Any foiling is added by an off-line Newfoil machine.

PRE PRESS

The most critical investment that Associated Labels has always made is in pre-press equipment. 'Investing in the best plate equipment available is what has helped us establish ourselves as a prime player in the industry,' explains Rusty Ashworth.

'Barco Graphic equipment was first. It was the best option



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RUSTY Ashworth in front of Mark Andy Comco press

available to make plates in-house. This technology allowed us to thrive on the bleeding edge and helped us to grow while our competition was not.'

The next investment was in a Scitex solution which significantly increased the plant's efficiency level because it removed copious amounts of human error from the equation.

With the subsequent purchase of a Creo workflow, Associated Labels experienced a huge change in quality for the better. 'In fact, we needed to downgrade,' Ashworth says. 'Many of our customers didn't like the clean look that we achieved with the new process because they were used to the poorer quality.'

Now all of Associated's plates are manufactured with DuPont Cyrel Fast systems using EskoArtwork software for design and throughput. It has installed a redundant system for insurance purposes so it can always manufacture plates to maintain production levels.

PREDATORY PRICING

Most of the converter's business is done in western Canada where competition from the East is growing, and the effects of industry consolidation have further increased price pressures. Yet, despite the rising pressure, Associated Labels is holding a line. Rusty Ashworth comments: 'If customers or potential customers want the all around quality and unmatched support that comes with doing business with Associated Labels, they are going to have to pay the price.'

'The prices in Asia are lower than what we can do,' Ashworth explains. The company has seen a number of its competitors quote a job at materials cost, but is adamant about not taking on a low bid job. 'It's not worth it. We've made the investments to provide reliable products with a fast turnaround and high quality. We won't fall under pressure to lower our costs.'

EQUIPMENT

Associated has a fleet of Mark Andy presses – 10, 17 and 16 inch – that are all 8-10 color and full UV. 'We've installed our finishing equipment just behind each press to increase efficiency and eliminate redundant movement around the shop floor,' Shaun Ashworth explains. Rotoflex machines rewind and

"We've made the investments to provide reliable products with a fast turnaround and high quality. We won't fall under pressure to lower our costs"

slit roll-to-roll labels.

The configuration change was part of a Six Sigma program implemented throughout the company's operations. Associated Labels has two green belts and one black – focus is now on being even more efficient. Customized MIS software has been designed to specifically suit its unique needs.

And because color management is such an extremely important part of quality control, the converter recently tightened its gamut to a 5 point, plus or minus 2.5 point scale using X-Rite software.

ENVIRONMENTAL AND CORPORATE STEWARDSHIP

Working to sustain the environment and striving to make the world a better place for others has long been at the core of Associated Labels' business values. To strengthen this core Associated has appointed an environmental manager who has done an excellent job in driving the company's sustainability goals. 'By cutting out waste and simply changing our white, bleached boxes to brown ones, we have seen significant changes in our materials cost savings,' Rusty Ashworth explains. 'His actions have had an immediate and powerful impact on the company.'

Associated Labels also completed a water well project this past March for the East African village of Kagulu in Uganda. By drilling and building a water well in the village, the locals now have easy access to clean drinking water 24/7. Ashworth excitedly tells: 'This was such a touching project that we hope inspires others into action. We're unquestionably looking for another social project that we can get involved with.'

ON THE HORIZON

So what's next for Associated Labels? While the global economy continues to trudge forward, driving predatory pricing, Associated Labels will be a converter that will not back down; it will continue to justify its price position. The industry can expect to see it continue to drive growth in its flexible packaging division and will see the converter begin expansion of unsupported film production on its new digital press. Lastly, Associated Labels will, without a doubt, continue to analyze market gap opportunities to make smart capital investments – they're not one to miss out on a power play advantage.



PRODUCT PHOTOGRAPHS provided by Subplot Design Inc

Quest for excellence

A UK REPRO HOUSE has raised the quality of its platemaking after installing Kodak's Flexcel NX Digital Flexographic System. James Quirk reports

Print Quest Graphics, a repro house based in Skegness, was one of the first UK companies to install the Kodak Flexcel NX Digital Flexographic System (DFS). Six months on, managing director David Jarvis reports that the quality and longevity of the plates have opened up new opportunities to the company in label and packaging applications.

'The improvement has been unbelievable,' says Jarvis. 'As soon as I saw the results, I thought: it's what I've been waiting twelve years for, something as exciting as this. We feel that the Flexcel NX system is the next stage in improving image reproduction in the flexo market place – and that we'd gone as far as we could with existing plate technology.'

Jarvis reports a tangible improvement in dot fineness and definition, with no oxygen degradation. 'Jobs that would previously be done with eight colors can be brought down to five or six because of the ink density. It outperforms anything else on the market. The potential for this technology is limitless; the presses won't be able to keep up.'

'We're achieving a smaller and cleaner dot. Production is 25 percent quicker and there's less downtime. There's a wider color gamut and the plates have incredible longevity, which is a great advantage.'

Print Quest, which has ten employees, supplies plates to label and packaging converters in a number of countries around the world. Jarvis says his company was supplying one UK label printer with 60 percent of its plates; with the new Flexcel NX system, that figure has risen to 90 percent.

Jarvis anticipates that 40 percent of all Print Quest's plate production will ultimately go through the Flexcel NX system. 'Our analogue technology will continue to grow alongside the Flexcel NX system,' he says, 'but the Flexcel NX system opens doors to high quality label and packaging applications.'

The integrated Kodak Flexcel NX system consists of a thermal imaging layer, a choice of Kodak Trendsetter NX



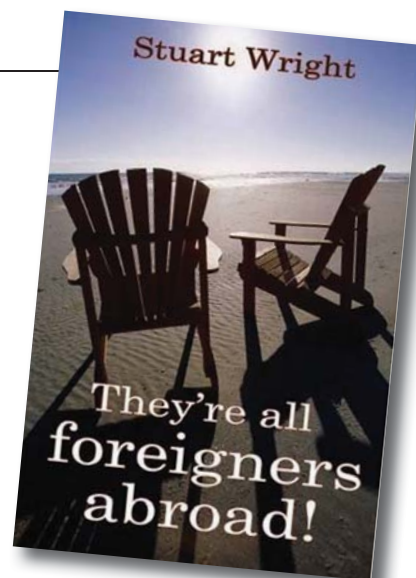
platesetters, a laminator, Kodak Flexcel NXH flexographic plates and the Kodak Prinergy workflow system. Kodak claims its Flexcel NX system halves current CTP imaging times and is capable of forming dots as small as 10 microns.

The thermal imaging layer is imaged by Kodak Squarespot technology to provide high resolution images with highlight dots down to 10 microns. The Trendsetter platesetter images at up to 9.5 square meters/hour, and includes TIFF-based front end software which allows operators to check files before imaging and optimize media usage for both plate imaging and proofing applications.

Post imaging, the thermal imaging layer is laminated to the NXH flexographic plate. The lamination ensures intimate contact between the layer and the plate, eliminating all oxygen and allowing full amplitude, flat top highlight dots to form during UV exposure.

FTA WINNER

The Flexographic Technical Association (FTA) has selected the Kodak Flexcel NX Digital Flexographic System as the sole recipient of its 2009 technical innovation award. A number of Kodak customers also received Excellence in Print Awards in a variety of categories from FTA for projects produced using the NX system.



BOOK REVIEW:

THEY'RE ALL FOREIGNERS ABROAD

REVIEWED by Andy Thomas

Why do the Brits have such a bad reputation while on their holidays abroad? What is it about the British that makes them stand out from other tourists?

These are questions that Stuart Wright sets out to answer in his new book, 'They're all foreigners abroad'. This is Wright's second book since he left Jarvis Porter when the company collapsed and went with his partner, now his wife, Christine, to live the dream of so many Europeans – to retire to Spain. As the owner of a tea shop, he was able to observe first hand the British (and others) abroad.

This book takes a quizzical A-Z look at all aspects of the British holiday experience. 'We are a strange nation, but I don't think that we're much different to everyone else, apart from maybe the alcohol consumption,' says Wright. 'You don't have to be British in order to wear socks with sandals and you certainly don't have to be British in order to be a bigot, a slob or a snob.' But the Brits do seem to conform to a stereotype and I would be surprised if many of our British readers – as well as other nationalities who have encountered the Brits abroad – fail to recognize the breed. This is a lighthearted and funny book to read, but at the same time picks out some – sometimes rather painful – home truths. Recommended.

ISBN 9781905809639

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Matching digital with flexo

DIGITAL WORKFLOW and color-matched digital and flexo printing was demonstrated at converter Hine Label's UK Open House. James Quirk reports

UK converter Hine Labels, based in Rotherham, Yorkshire, recently held an open house event in conjunction with Punch Graphix UK, featuring the UK's first Xeikon 3000 digital label press.

Under the banner 'Digital and Flexo, a Perfect Match', the event focused on the compatibility of digital with traditional flexo printing. Tests produced during the open day demonstrated the ability of Hine Labels to produce identical print quality from both processes, which Bill Hine, managing director of Hine Labels, sees as critical in order for digital to take an ever more significant proportion of the label printing market.

'Our business comes mainly from trade customers,' said Hine. 'They generally don't have a preference with regard to the printing process that we use. What they want is high quality, color- consistent labels in the shortest possible production time.'

However, we have to face the fact that run lengths are decreasing across many of our markets, and this is what tends to determine which print process we use for a given job. The further enhancements in both image quality and production speed for the Xeikon 3000 meant that it was the next logical step for us, and, in our market, this press provides the ideal digital companion to our flexo printing equipment.'

HYBRID WORKFLOW

Hine Labels utilizes EskoArtwork's Backstage software to process artwork for both digital and flexo production, as well as an Esko CDI platemaker for flexo plate creation. The system allows customer files to be prepared in advance of selecting which process will produce the final job.



BILL HINE,
MD Hine labels

'This means that we do not have to make a decision whether a job will be printed digitally or via flexo until the last minute,' said Hine. 'Certainly the quality that we can achieve with our Xeikon 3000 is a very good match to the labels produced via the flexographic process, so the decision as to how to produce a given job is down to other factors, such as run length or how quickly the customer needs the job, or a part of the job.'

"Visitor numbers on the day were excellent, and many label producers were particularly excited to see the match we were able to show them between digital and flexo label printing"

IMAGING ACCURACY

The Xeikon 3000 produces images at 1200dpi, with four bits per spot, and offers an increased imaging width of 322mm, against the 307mm imaging width of the Xeikon 330 machine. All machines are based on a 330mm substrate width. The 3000 has a top speed of 31.5 feet per minute, and a monthly duty cycle of 1,500,000 feet. The five color engine provides for the four standard process colors plus a choice of spot color, special security toner for anti-counterfeiting applications, or an opaque white for the 'no label' look on transparent material.

The Xeikon press is capable of handling a wide range of substrates including self-adhesive films, co-extruded films, unsupported films, paper, transparent and opaque foils, and paperboard.

DIGITAL AND FLEXO

Commenting on the Hine Labels event, Greg Neesham, sales director for Punch Graphix UK, said: 'We were especially pleased to be able to show off Hine Labels new Xeikon 3000 to a wider audience. Visitor numbers on the day were excellent, and many label producers were particularly excited to see the match we were able to show them between digital and flexo label printing. Digital systems have made huge advances in recent years, and most traditional label printers now realize that they need to have some digital offering for their markets.'



Edale unveils new strategy

A MOVE to larger manufacturing premises and a new focus on specialist converting equipment, including digital, marked Edale's highly successful Open House. Elinor Zuke reports

Edale, UK-based manufacturer of narrow web printing and converting presses, recently held an open day at its new facility for friends, families and suppliers. The company moved 20 miles to its purpose-built 23,000 square feet (2137 sqm) unit in Whiteley, Hampshire, in April.

A colorful display of Edale's history – from its beginnings as servicer of Imperial Tobacco's printing equipment to a focus on digital printing and commercial security – was set up in the boardroom, and a compact Alpha flexo press printed children's stickers.

Meanwhile an assembled 14-color Gamma flexo press configured for single-pass scratch card production, 27 meters (89 feet) long and destined for Vietnam, was tested downstairs on the factory floor.

The Gamma is equipped with independent servo drives on each printing cylinder, allowing pre-register, auto-register and print length control. Edale says its print head has been designed to allow a 'pit stop color change' in 2.5 minutes without tools. Its docking station concept allows modules such as booklet insertion, die-cutting and laminating to be

positioned after any print station and moved around.

Two machines have been sold so far, and it will be officially launched at Labelexpo.

Flexo presses face fierce global competition (and copying), and while Edale will continue to produce them, the company's future plans are centered on value-added and niche productions.

"Edale says its print head has been designed to allow a 'pit stop color change' in 2.5 minutes without tools"

Its modular Lambda has been used for RFID inlay insertion, hologram placement and coating while its partnership with Agfa Graphics to build the Dotrix Modular (single-sided) and Dotrix Transcolor (two-sided), announced in April, marks a significant move into digital technology.

The Dotrix uses Agfa's single-pass inkjet color engine (SPICE) built onto Edale's base unit. The SPICE contains four inkjet heads of UV curable inks, and can print CMYK up to a maximum printing width of 63cm (24.8in).

Agfa will be sharing Edale's stand at this year's Labelexpo. Although no equipment will be shown at Brussels, the companies are offering transport to Agfa's site in Ghent on the afternoon of 23 and 24 September, where the Dotrix Modular single-pass inkjet press and Edale's Gamma will be shown.

Edale managing director James Houghton said: 'The open day was a great success for us. We had almost 200 visitors join us as we celebrated the move to our new premises. We also took the opportunity to explain what we are currently up to and where we see our future. Speciality, custom-build projects, using the latest technology including digital print systems, is an area we see Edale moving more and more into.'

A further open house is planned for customers in the autumn.



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Changing the game

DANIELLE JERSCHEFSKE reveals how Innovative Labeling Solutions is changing the rules of the digital game

Innovative Labeling Solutions has made a significant investment in digital technology over the last four years. With two HP Indigo ws4500 machines and the new WS6000, and two AB Graphic Digicon off-line finishing systems, ILS is driving its business forward with the unique way it sells digital to the customer.

ILS jumped into digital in 2005 with the purchase of an HP Indigo ws4500, a move quickly followed by the purchase of a second machine within the year. Jay Dollries, president, says, 'we evaluated the technology from a business standpoint and saw the huge opportunity to grow our business. There was a learning curve at first, but now that we've mastered the process and have all the pieces in place, we're using digital to keep us ahead of the curve.'

The converter's opportunity analysis has proven correct. Digital capability pushed ILS into the shrink sleeve and flexible packaging market – both areas with higher growth percentage than other types of product decoration – and the folding carton business.

'With digital we've been able to service markets that we couldn't break into previously,' Dollries explains. 'It

allows marketers to target specific demographics, gives a high quality image and provides varietal possibilities in quantities that were far too costly on flexo. Now flexo is still a very important part of the business, but it has growth limitations because of what digital has to offer.'

ILS acquired the HP Indigo WS6000, specifically, to expand its digital shrink sleeve business and to increase efficiency. The WS6000 frame size is larger than the ws4500, it runs at higher speeds and can produce work on a wider range of substrates. ILS is printing on 48 gauge polyester and is able to match colors on thick board up to 48 point.

'We're continually running tests to see just how far this press can go so we remain at the front end of product development,' tells Dollries.

Historically converters have sold the technology on the cost per label crossover point between flexography and digital on shorter jobs, but ILS prefers to avoid the price per thousand discussion. 'We are selling value, not cost comparison,' explains Dollries. 'Digital's not just for short runs anymore.'

GAME CHANGING – SELLING VALUE

From the first investment, ILS has recognized and highlighted the value of digital printing to its customers.

'We've treated digital as a whole new business unit where we encourage our clients to utilize the technology as a tool for sales growth,' Dollries says.

Eric Knop, director of business development, comments: 'We won't sell digital on a price

comparison with traditional printing. If we sell on price, then the capabilities are minimized and the label is a commodity.'

Rather, ILS encourages its customers to realize the benefits digital printing has to offer. ILS marketing director, Kathy Popovich, says, 'Digital's inherent characteristics help sell the essence of a brand. It provides the ability to produce multiple SKUs, each with premium graphics, sending a clear and advanced marketing message that is deliverable just in time.'

The key is addressing the right people. Marketing or brand personnel are more likely to realize digital's advantage and therefore be more willing to look at ROI from a sell-through perspective versus just cost per label; digital can change the image of a product to increase market share.

Popovich helps clients evaluate their product and assists in creating a label program to influence growth. 'Ultimately we'll look at what digital can do to boost the brand's market appearance,' she says.

This is where package designers and graphic teams can assist with solid overall branding. ILS says that most designers are not familiar enough with the technology.

'The introduction of new "flavors" requires frequent design revision and designers need to know that quick changes to text, design, and color can be done without the added cost of plates. We talk with the designers to educate them about digital, the fast turnaround, graphic control and quality that is achievable with the no-plate technology,' says Popovich. 'We've found great success once the designers are convinced of the endless possibilities.'

PREDICTABLE BUDGET

Dollries says that with digital everything is controlled which gives more consistency to the work. 'We can predict the cost of digital with more accuracy than mechanical machinery,' he says. 'This consistency is what larger brand owners find appealing.' International brand managers have also begun to see the growth potential in mass customization.





JAY DOLLORIES, Kathy Popovich and Eric Knop in front of ABG Flye vision system

Many ILS customers have reaped the benefits of digital technology. Small, mid and worldwide customers that want color and graphic variety can now affordably change the look of a label where previously it was only affordable to change the black out to alter the SKU.

Popovich reports that one customer, Candle Cottage candles, achieved significant market growth from its 'colorful, visually appealing' digital labels. 'Since candles are so seasonally driven, it only made sense for the company to switch to digital in order to give its products a more compelling look for the various, ever-changing SKUs.'

When a brand owner insists on a cost comparison, ILS will evaluate the total cost of ownership to highlight the economic benefits of JIT delivery, and, it will analyze the product's ability to achieve ROI because of the marketing benefits. 'Our job is to open the door and bring a solution to the table, lead the customer to a positive ROI,' Knop says. 'The return is much better in most cases with digital.'

There has been some resistance from customers, but once they are familiar with the possibilities, they're more open to the technology. ILS hosted an educational forum at its facility in Hamilton, Ohio in April. The purpose of the forum was to educate brand owners and packaging designers about the value digital decoration brings to a product line. The day-long event included presentations by HP Indigo, Karlville, Fasson and P&G. ILS plans to host another later this year because of the huge success.

THE PRIVATE LABEL OPPORTUNITY

Digital has opened the door for significant growth in the private label sector. Particularly at this point in the global economy, consumers are looking for the

LABELS&LABELING

same value and quality found in national brands in a lower-cost private label. Digital packaging is perfect for delivering high-end graphics that upgrade the look of a label without minimum quantity requirements, and at a reasonable cost.

One ILS customer, Market Beverage Group, a full service private label supplier for the beverage market, has found a way to capture new, untapped business using the technology. Prior to the introduction of digital printing, Market Beverage Group did not have many private label products that cost less than \$50,000 up-front. But with digital shifting the economies of scale, an investment can be made with as little as 20 percent cost of conventional.

'Our customers are able to get a start in the private label sector at an earlier stage because of digital,' COO Mike Ramer comments. 'Digital printing almost completely eliminates the up-front cost of printing plates, thereby reducing the minimum quantities that a customer can cost-effectively order without any sacrifice to the quality of the packaging.'

Ramer explains that a vast majority of convenience stores and food chains in North America are small players with well under 100 stores. Digital technology gives this large group an opportunity to affordably launch its own brand to compete and build up their own name all while making money on the shelf. 'Without digital, none of this would be possible,' he says.

ILS uses two AB Graphic finishing machines to complete its digital work. The Digicon Series 1 has hot stamp, embossing, die cutting and a flexo unit. Its Digicon Series 2 offers the converter semi-rotary silk screen capability for tactile varnish to improve the opacity of the inks, a flexo unit and sheeting capability. Having two machines gives more flexibility.



AB Graphic Digilam

ILS also has an AB Graphic Digilam. The consistent temperature control on thin films is truly what allowed the converter to break into flexible packaging. It is reverse printing 48 gauge film and sealing it to a barrier film on the Digilam. 'With high quality lamination capability we are able to provide a turnkey solution to our clients,' explains Dollories. 'It also helps us supply JIT because we can produce a smaller quantity of material in-house to suit a need at any time.'

FLEXO AND HISTORY

Innovative Labeling Solutions was founded in 1996 as an all flexo house. The facility in Hamilton, Ohio, just outside of Cincinnati, is 65,000 sq ft and runs two shifts five days a week with 45 employees.

It manufactures all of its own plates in-house using the DuPont Cyrel Fast to supply four Comco presses and a Mark Andy. ILS also has made a significant investment in ancillary equipment for its 9-color long run dedicated Comco Commander with 1 UV unit. It has a Martin Automatic splicer on the front and an AB Graphic Flye vision 100 percent inspection slitter/rewinder machine on the back; the thin film compatible Flye vision automatically kicks out bad rolls while rewinding and packing finished work in-line. The vision system eliminates the bottlenecks that had occurred in the finishing area behind the press.

Well it's clear that digital has found its place within the label industry and success is plausible with the right business plan in place. Yet without a strong strategy, growth can be difficult and ROI even more farfetched. Innovative Labeling Solutions has made the investment, created its own rules, and embraced its consultative approach, one surely, that's a new winning play for the books.



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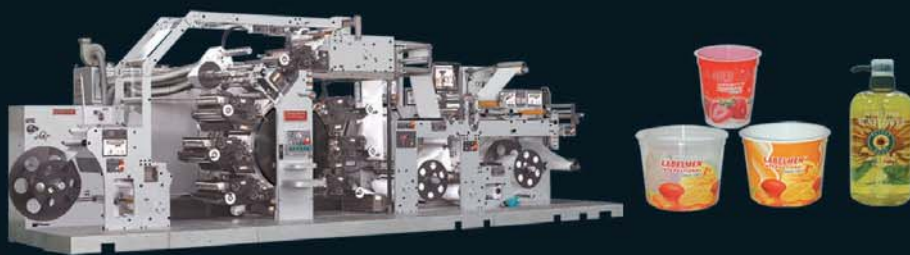
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FINAT Congress comes to grips with 'challenging times'

HELD amidst the backdrop of the worst recession in living memory, this year's FINAT Congress worked hard to give members a roadmap for surviving the downturn and preparing for the upswing. Andy Thomas reports

The 2009 FINAT Congress, held this year at the Turkish resort town of Antalya, looked at 'Strategies for growth in challenging times.' Hosted jointly with the Turkish Label Association (ESD), the congress also saw the presidency change hands from Kolibri Labels' Jan Frederik Vink to Andrea Vimercati, sales manager of Pilot Italia.

In his inaugural address, Vimercati threw down a challenge to all industry managers: 'Confronting this crisis and planning for the future must be the primary objective for us as entrepreneurs: and it's a challenge. We have to amend the way we approach innovation and change – overcome resistance from long-standing attitudes and habits. The complexity and speed of these times should not be seen as a threat but as a chance and an opportunity we cannot miss.'

In a significant statement of intent, Vimercati pledged to strengthen FINAT's relationships with America's TMLI. The deepening link between the two major global label associations has been one of the key features of the last few years.

The first speaker to look at anti-crisis strategies was Steve Kelsey, a founding partner and owner of the London-based PI Group, the largest independent brands and packaging consultancy in Europe. Kelsey's presentation looked at how the global economic crisis is causing brand to re-think how to maintain and stimulate retail sales – particularly in the face of the rise of the private label brands.

Addressing the challenges of designing in a recession, Kelsey highlighted the fact that a lot of key global brands had been launched in the depths of previous recessions – among them Apple and Starbucks. The key was to position yourself during a recession for the inevitable upturn, and this involves a critical analysis of socio-economic trends and how they are likely to affect the people you want to sell to. These might include

aspirations, how to appeal to the right demographic.

The most controversial presentation – probably of any FINAT meeting this writer has attended – came from Prof. Dr. Michael Braungart, founder of the Hamburg-based Environmental Protection Encouragement Agency who urged label makers to take a new look at their processes and practices to make them more in tune with the environment. 'There is no point in trying to minimize harm. You need to design that out from the outset. Nothing should be produced that cannot be a nutrient to the earth. This is circular Cradle to Cradle thinking, not Cradle to Grave.'

LABELS ECONOMY

Turning to the current state of the global and local label markets, the conference heard from Akin Paksoy, president of the Turkish Packaging Federation, and Aydin Okay, president of the Turkish Label Association, about the current state of the Turkish economy and its labels industry, as well as Turkish views on the big issues of the day – particularly Turkey's disputed attempts to join the European Union. It was clear from a hand count that the audience was overwhelmingly in favor of Turkey joining.

Aydin Okay outlined many of the difficulties facing his industry, including getting trained operatives and worsening operating conditions. 'Payment terms are getting longer and it is more difficult to collect money. We fall behind because we are all family owned businesses.' Other issues include the amount of B-grade labelstock coming into the market, and the continued lack of specialization among label printers in Turkey.

Interestingly, Okay pointed out that the ESD has played a constructive role in arbitrating disputes involving their members – a role given to them by the government. ESD has also gained a role as an expert procurement agent for airlines' labeling needs.



FINAT AWARDS NIGHT (L-R) Tony White, chairman of the judging panel; Helmut Schreiner, Group winner of the Innovation category and category winner Industrial Labels; John Hickey, past chairman of the TLMl board



(L-R) Andrea Vimercati, new FINAT president; Jan Frederick Vink, past president FINAT; Aydin Okay, president of the Turkish Label Association

One of the most eagerly awaited sessions at any FINAT Congress is the presentation by the organization's managing director Jules Lejeune of the pressure-sensitive materials annual survey.

Lejeune told delegates that although tentative signs are emerging that the economic recession is bottoming out, as far as self-adhesive labels are concerned, but the European industry could still face the prospect of a seven percent fall in output in 2009 if Q1 trends continue.

Only the Central European area showed a positive growth in sales in 2008 – and then only by a marginal 0.1 percent – with the UK and Ireland seeing sales fall by 8.3 percent, Southern Europe seeing a 3.2 percent fall, Scandinavia going down by 2.7 percent and Eastern Europe receding by 2 percent. On balance, in spite of a positive first half, labelstock demand for all regions and products concerned in Europe declined by 2.8 percent in 2008. Paper roll labels, which account for 70 percent of the market, took bigger hits than their filmic equivalents across all regions.

Corey Reardon, Principal of AWA Alexander Watson Associates, reinforced much of this gloomy outlook as he shared some insights into the FINAT End-user Market Survey and Industry Report 2009, the latest edition of which was launched at the Congress.

Although last year started off encouragingly, the sharp declines later in the year saw the volume total decline by 1 percent over 2007 and the survey forecasts a further decline of about 2 percent in 2009, followed by a period of static volumes in 2010 before the start of a modest recovery in 2011.

The longer term forecast for 2008-2013 is for an annual growth rate of 0.5 percent to one percent, with the general market trend closely matching GDP growth.

'In general, the European market for self-adhesive labels is a maturing market, possessing all the characteristics that define such a market, including a flattening growth curve, high penetration levels in key end-use markets, slowing of innovation, declining margins and pressures on costs as well as consolidation and rationalization,' said Reardon, quoting the survey.

Reardon also shed some interesting light on the unbalanced structure of the European labels industry. While 10 companies supply more than 90 percent of all the self-adhesive labelstock laminates in Europe, there are an estimated 3,000 printers/converters producing the labels in the reel. The majority

are small and supply local or national needs. There is some evidence of continuing consolidation and rationalization, and larger print groups are steadily evolving, but at a slow rate. It is estimated that about 100 companies will be subject to merger/acquisition or bankruptcy in 2009.

Looking at the next four years, the Survey forecasts Central and Eastern Europe (including Russia) to be the main growth areas, with expansion expected to be between 1 and 1.5 percent, Southern Europe and the Nordic countries growing by up to 0.5 percent but Western Europe dwindling by between 0.5 and 1 percent. Also launched at Antalya was the latest edition of FINAT's essential Technical Standards Handbook which includes new technical standards covering wash-off labels and rub-resistance of printed matter.

AWAY FROM THE FLOOR

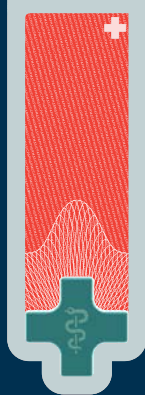
Other important events away from the conference floor included the first official meeting at a Labelexpo Europe of the Young Managers' Club, which elected Francesc Egea of Innovaciones Para Etiquetajes as its first chairman. Jan Frederick Vink, in his role as past chairman, agreed to mentor the YMC and to provide a link with the FINAT main board to co-ordinate activities.

The FINAT labels awards also took place amidst an evening of glamour, loud music and flashing lights – quite a contrast to the more usual low-key presentation at previous events. Hosted by HP's Riki Tzirin and Bibiana Rodriguez of Rotatek, the awards were presented Tony White, representing the judging panel.

Delegates also gave a unanimous welcome to the news that Mike Fairley had been awarded the R. Stanton Avery Lifetime Achievement award by the Global Label Awards judging panel. Announcing the award, Helmut Schreiner, chair of the judging panel, told delegates that Fairley remained an inspirational force in the global labels industry and had always helped him in deciding the future direction of his own company, Schreiner Etiketten.

Away from the business sessions, co-hosts ESD, the Turkish label association, had arranged a splendid program of hospitality and entertainment including an evening of local dancing and music and a beach barbeque.

Not to be missed was the first, close fought football match between a FINAT eleven (actually 22) and a team representing the ESD, complete with sponsored team strips and an enthusiastic crowd.



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Viappiani demonstrates 'fragrant' in-mold labels

A LEADING ITALIAN CONVERTER has unveiled the results of a project which allows, brand owners to use micro-encapsulated varnishes on in-mold labels. Andy Thomas reports

Italian converter Viappiani Printing, together with three partners – Sacmi-Oima, Abate Basilio & C. and Star Automation Europe – recently demonstrated the complete IML (in-mold label) process to over 130 guests. The attendees, who came from across Europe, had the chance to take part in a complete production course, from pre-press, printing and finishing of the label, to the injection of a plastic lid decorated with 'photographic-quality' images.

Viappiani's in-mold labels are flexo printed both on paper and filmic stocks, and are particularly effective on white and transparent substrates.

As well as the decoration possibilities of IML – allowing the whole of a container to be decorated and ensuring the label does not become detached – Viappiani also sees powerful anti-counterfeit applications, an area where the company already has a strong reputation. In the recycling system, in-mold labels do not have to be disposed of separately, as they effectively form part of the product. The ability of IML to withstand freezer-type low temperatures and to protect the print are also seen as strong points by

Viappiani, and the company is predicting a wide range of new applications from the industrial and food sectors.

At the same time, Viappiani demonstrated a patented, micro-encapsulated varnish which allows labels or tags to release a fragrance. The varnish can be used on labels and tags, as part of a product's packaging, and on promotional items as part of an extended marketing campaign. It can be combined with both overt and covert anti-counterfeit techniques.

The varnish can be applied to both paper and plastics labels and tags, and can be used either as a flood coator as a spot-coat. The varnish releases the fragrance when the print is rubbed, breaking up the microcapsules. Viappiani says the shelf life is at least two years. There is no restriction on the range of substrates that can be varnished, and the coating can be laid down with flexo, rotogravure, offset or screen.

The company demonstrated a 70 x 100mm poster printed with a varnish which evoked the smell of the printed chocolate bars. The job was printed 4-colors plus silver plus varnish on the company's new Heidelberg XL 105-6.

Interestingly, this press is equipped with Heidelberg's Foilstar in-line cold foiling system, which makes it possible to create a wide range of metallic colors by printing directly on the foil – rather than post-print hot foiling. A metalized color scale developed by Viappiani's in-house R&D department helps graphic designers achieve eye-catching results like vivid water blues and greens.

Giorgio Viappiani stressed the importance of scent as a marketing tool, telling the audience that it stimulates powerful, unconscious areas of the 'reptilian' brain and bypasses the rational component.

Bringing these developments together, Viappiani announced the launch of a new range of ice cream containers incorporating in-mold labels encapsulated with a chocolate scent.

A range of scent-printed jobs were shown including a music CD developed as a strawberry-scented charity work for the Italian Moebius Syndrome association, as well as labels for softening agents and various essences 'tuned' to represent the product contained in the package.



GIORGIO VIAPPIANI



ROBOTIC pick and place from Star Automation

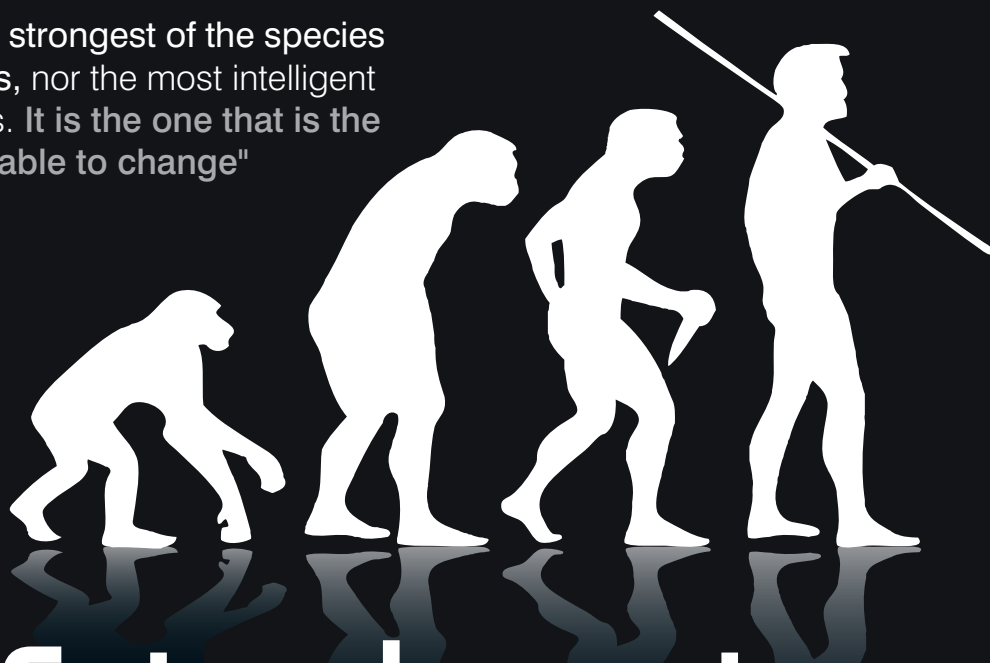


ABATE Basilio Flexomould produces lids



PRINTED and cut IML labels

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change"



Eat or be eaten

USING the results from a 'credit crisis' survey of its membership, a recent FINAT workshop looked at strategies for surviving the recession

'It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.' Charles Darwin, *The Origin of the Species*

'When we announced the program for 2009 at our anniversary congress last June, no-one would have expected that the next topic would be "surviving in an economic crisis",' said Andrea Vimercati, FINAT vice president and label printer forum chairman at the open forum, held 27 March.

But six weeks after Darwin's bicentenary, survival of the fittest was a key theme at FINAT's Amsterdam workshop. According to the workshop's keynote speaker, business strategist Paul de Ruijter, Darwin is often misquoted in business to mean that only the most aggressive, ruthless or biggest survive. 'Darwin meant that the ability to adapt, to change, to your new environment is the key to survival,' he told the forum.

De Ruijter was presenting the results of an online 'credit crisis' survey of 50 FINAT member companies, 'One of the directors said it very well,' "Those that are not willing to become good businessmen will go bankrupt."

There was consensus that those who were ill prepared or did not have resources or reputation would struggle to survive, said De Ruijter. Almost 80 per cent of survey respondents thought that as many as 50 competitors would be taken over or go bankrupt because of the crisis.

PEOPLE COST AND TALENT MANAGEMENT

A common response to the crisis among survey respondents was to fire personnel and reduce costs. Over half of machinery suppliers and label printers, and 35 percent of consumable suppliers said they were looking to fire 5-10 percent of their staff.

But not everyone took this view – 18 percent of consumable suppliers were actually looking to hire. Some were very clear in their assertion that the only way to win in the current climate is to hire top quality people, primarily in sales. Ensuring you have the right people was certainly an area for consensus.

Marc Timmerman, executive director of talent management

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at Hudson, discussed the dilemma between short-term cost savings, talent attraction and longer-term talent retention. Talent does not rise to the top like cream in milk, he said, rather its development requires hard work.

He concluded that the talent crisis will outlive the economic crisis and advised his audience to retain their talent pool. 'Remember people drive innovation, productivity and performance. Be creative about reducing payroll costs and retaining top talent. While others are focused on today, matching top talent with the most critical jobs in the company will help to build for tomorrow.'

MANAGING RISK

Talent is not enough if customers pay late, or don't pay at all. Seventy percent of those surveyed said they were taking additional measures to control payments, while 40 percent felt they needed to tighten payment terms. Interestingly, 10 percent felt they had no choice but to loosen payment terms.

Luc Godfroid, a risk management solutions consultant at Dun & Bradstreet, put this down to trust, a rare commodity in the current economic climate. He outlined how important it is to stick to the payment terms, set up a strict credit policy, and be hands on in chasing payments including calling up personally. 'Punish those customers who are bad payers, for instance by demanding payment in advance, but reward those that are good by giving them better terms or a discount,' he said.

Godfroid also emphasized the importance of risk management. 'Just looking at payment terms is not enough. It is critical to look at all aspects of the supply chain, how healthy are your suppliers? Who else do they supply and how healthy are they?' he said. He advised the forum to distribute risk among several suppliers, not to overly rely on a single customer or customer group and get rid of those with low turnover and high demand in time.



THE FINAT WORKSHOP looked at how to survive the recession



PRESENTATION of group work: Andrea Vimercati presents the results of a study group

'Finally, make sure you have a strategy. No strategy equals no vision and no plan to get out of the crisis which may equal no business at all,' he added.

WINNING MARKETS

Managing customer risk emerged as an important theme from the survey. Respondents said it is not enough to just get rid of customers with low turnover; but also larger customers who are taking advantage of the situation by driving tight margins even further down.

The markets customers operated in were also seen as very important to long-term success with those in the automotive sector feeling the pain more than others. Corey Reardon and Bill Llewellyn, principal and senior consultants from AWA Alexander Watson Associates – who recently completed the FINAT End-user Market Survey and Industry Report 2009 – reinforced the perception that certain sectors were better to operate in than others. Besides automotive, luxury goods and the building sector were all seen as sectors with rapidly decreasing demand, said Reardon. On the positive side, pharmaceuticals and the food and beverage sectors were doing relatively well and forecast to carry on doing so.

Those surveyed concurred with this assessment from their own experience. However, when it came to the winning markets, there was one caveat: the growth of the private label market. In the current tough climate, consumers are moving away from the premium branded goods (high margin) in these sectors towards private label products (low margin) which were seen as almost, if not entirely identical to their more expensive counterparts. Not everyone was convinced that this would change when the crisis receded.

ALLIANCES & SYNERGIES

But what about companies themselves? As mentioned above, almost 4 in 5 respondents felt that up to 50 competitors would be taken over. Meanwhile 20 percent of respondents are looking to sell but only 1 in 10 are looking to buy! So we clearly have a

buyers market here. Does this mean we going to see lots of acquisitions? Apparently not. The problem was nicely put by one respondent who explained that those that were likely to acquire another company are also struggling and trying to conserve cash. So will there be any M&A activity? Very possibly – 30 percent of label printers said they were looking to merge.

Mergers & acquisitions specialist Ernst-Jan Kruis, managing partner at Solveigh Corporate Development, confirmed that in the current climate, acquisitions are not as popular as mergers. He explained that mergers often deliver much better value for shareholders than acquisitions. Kruis warned that the M&A process is a tough one that takes a lot of hard work and investment of time and money to get it right. Preparation and due diligence are key. Strategy, cultural fit and synergies are the main issues to be addressed. But if the synergies are there, then mergers can deliver real long-term value.

But are there are other ways to find and make use of synergies? Sixty percent of the label printers who responded to the survey said they were looking to set up an alliance or joint venture (JV). So which areas would benefit? Those in the survey considering an alliance, JV or merger, gave some clear views as to where they thought the synergies were. The number one synergy (see table 1) was seen as complementary product ranges, with better marketing and sales capability coming in second. Lower staff costs and more efficient production (higher occupancy) only came fourth and fifth with a third or less seeing these areas as key synergies.

Among label printers, the ranking of complementary product ranges and better marketing and sales was consistent with the overall picture, albeit higher with scores of 93 and 79 percent. Compared to the suppliers, however, the ability to reduce cost was considered more important, with

TABLE 1 – PERCEIVED SYNERGIES FOR ALLIANCES OR JVS (ALL RESPONDENTS, IN DESCENDING ORDER)

1	Complementary product ranges (76%)
2	Better marketing & sales (66%)
3	Better distribution of R&D costs (41%)
4	Lower cost of staff (35%)
5	Higher occupancy rates (28%)
6	Better access to financing/ improved terms (14%)



GROUP DISCUSSION: The implications of the rise of private labels was a key subject



(ABOVE L-R) Ernst Jan Kruis, Paul de Ruijter, and Luc Godfroid

a third place ranking and a 50 percent score among respondents.

HOW TO WIN?

The survey participants and presenters gave lots of food for thought. There is no single solution to the current crisis and different players in different markets will need to develop their own strategy and approach. But there were plenty of opinions on what to do and what not to do. Sakari Kuhanen from Teollisuustarra, a label printer from Finland, encouraged his colleagues to be brave, act on time and act quickly. However, the participants of the survey had their own views on what winners and losers looked like (see table 2).

LIVELY DISCUSSION

All this information and the different views led to a very lively discussion in the afternoon session. Although further consolidation was seen by some as inevitable, it was certainly not seen as a solution to the problems the industry faces.

Workshop participants observed that FINAT members are only a small segment of suppliers in many sectors such as the food and drink market. For example in the beer industry many, if not

TABLE 2 – VIEWS ON WHAT MAKES WINNERS AND LOSERS
(ALL RESPONDENTS, IN DESCENDING ORDER)

WINNERS	LOSERS
“Keep the money together” and take care of everyday business	Compete purely on price
Focus on core business	Try to supply every type of customer, everywhere
Focus on a small area	Only focus on cutting costs
Are aggressive on the sales side	Are too big to be niche and too small to be a “player”
Are innovative	Have a poor costs structure
Are financially strong	Start-ups (no cash, no reputation)
Have a focus on food & beverage and other less affected sectors	Are focused on worst hit sectors such as automotive or luxury goods

most, still use paper labels and glue. It was suggested that FINAT has a role to play here. There were several who felt that FINAT could help coordinate some marketing activities, intelligence and R&D that would give all members a bigger slice of the pie. One idea was having a FINAT stand at brewery industry events. Most concurred that individual members are too small to make much headway

into new markets but that together may have a much better chance of success. Collaboration may be the one winning strategy that all can benefit from.

We leave the final word on collaboration to Darwin:

‘In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed.’

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Shrink sleeves and brand protection

SHRINK SLEEVE expert Sia Memarnia examines the role of shrink sleeves in achieving tamper-evidence and providing anti-counterfeit solutions

In September 1982, some Tylenol medicine capsules were tampered with and laced with Potassium Cyanide which led to the tragic deaths of seven people in the Chicago area. Over \$100 million of Tylenol products were recalled nationally and reforms were introduced in the packaging of over-the-counter substances with the introduction of tamper evident safety seals. The Tylenol tragedy was followed by other copycat incidents in the US and also in Europe by criminal individuals attempting to blackmail major corporations. In all these cases, shrink sleeves were the fastest and the easiest form of visible tamper evidence to be introduced.

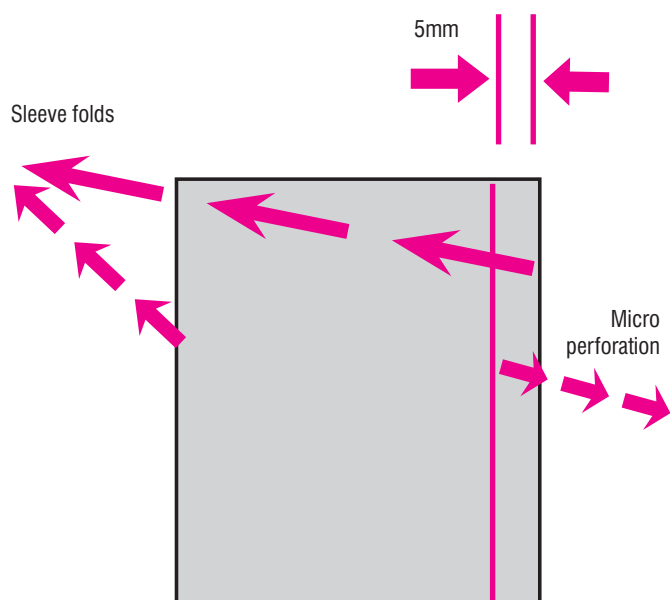
The issues surrounding effective tamper-evident packaging and producing anti-counterfeit packaging are totally separate – although shrink sleeves are at times wrongly considered as a method of dealing with both problems.

TAMPER-EVIDENT SHRINK SLEEVES

There are two different aspects to providing tamper evidence with shrink sleeves. The first is that of providing a visible method of assuring the end user that the product has not been tampered with. The second objective is to ensure that access to the product would require the removal, and destruction, of the tamper-evident sleeves.

In its most basic form, a tamper evident shrink sleeve is often unprinted, incorporating a red polypropylene (PP) strip of film, placed close to a fold where vertical lines of perforations appear. This is to make the presence of the sleeves more visible and also as an aid for the easy removal of the tamper-evident band. It is of course possible to print a continuous red strip, often 2-3mm wide, as an alternative to the use of PP tear tape. The distance of the lines of vertical perforation from the sleeve fold is often 5mm, giving a total of 10mm for ease of opening (see fig 1).

FIG 1. EXAMPLE OF STRAIGHT LINE MICRO PERFORATIONS



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CONTAINER SHAPE

Leaving aside the end-user perception of safety, the effectiveness of shrink sleeves to provide tamper evidence very much depends on the bottle/container neck or mouth shape. It is possible to find examples of ‘tamper-evident’ shrink sleeves on the market where it is easy to remove the cap and place it back on without destroying the shrink sleeve. In such cases and in order to provide effective tamper evidence, it is essential to incorporate the following features in the shrink sleeves:

- The inclusion of heat activated adhesives inside the shrink sleeve to ensure a bond with the container surface. For glass containers, the provision of heat-activated adhesives to bond with the glass surface is more challenging compared with plastics containers. A good solution for glass containers would be the use of delayed tack adhesives, which are often water based. Delayed tack adhesive becomes transparent once activated but acts very much like a self-adhesive label, providing a degree of adhesion on glass containers.
- For shrink sleeves to provide effective tamper evidence, the inclusion of heat activated adhesives is not sufficient on its own. It is essential to incorporate between two and four, depending on the lay flat dimension of the sleeves, lines of diagonal perforations on the sleeves. The diagonal perforations are designed to create weak areas in the sleeve body and to break as the torque required to open a cap is applied. There will be clear evidence that the pack has been tampered with (see fig 2).

PRE-FORMS

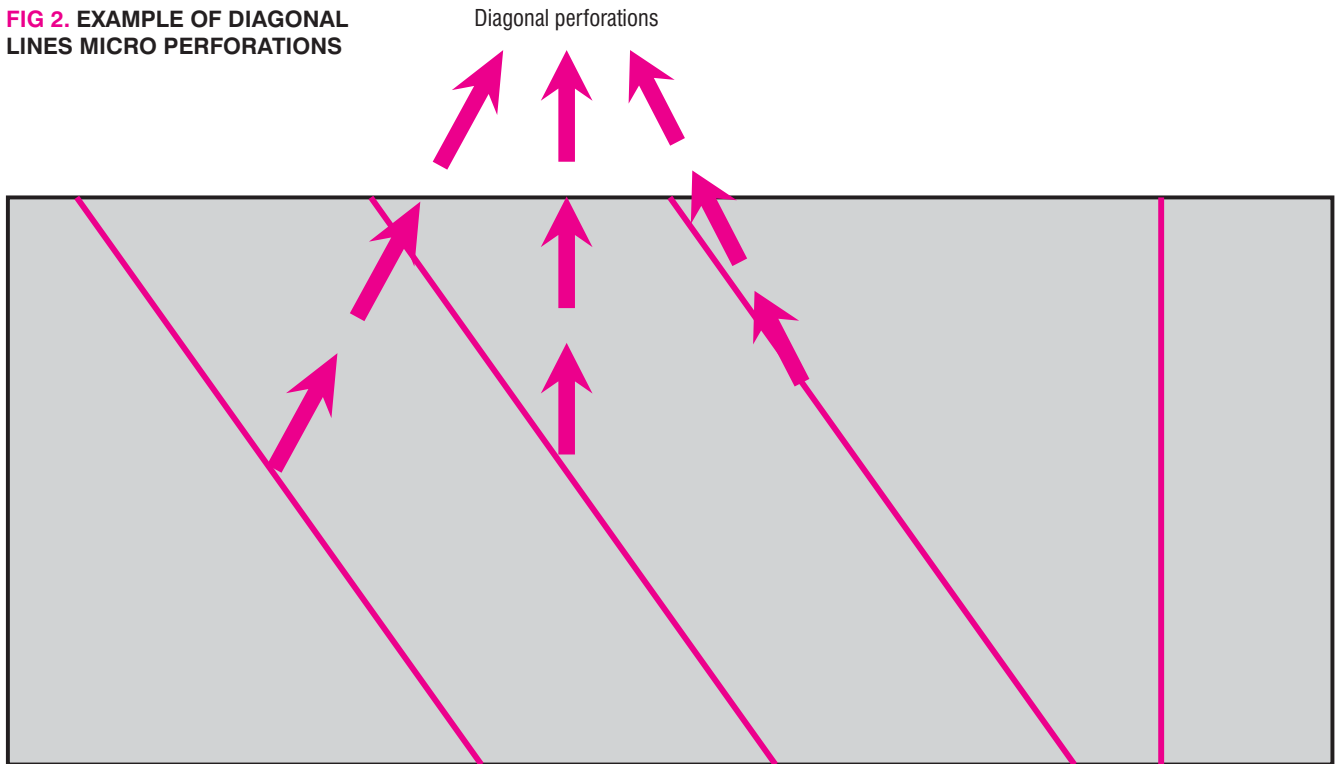
A further example of tamper-evident sleeves is the use of pre-forms, which are a relic of the early days of shrink sleeves where low speed, efficient and cost-effective application machinery was not available. In the early days of shrink sleeves, the manual application of shrink sleeves was not uncommon and pre-forms were a faster method of hand application, especially for wide mouth containers. With pre-forms there is no need to open and place a sleeve on the container neck. All that is required is to drop the pre-form in place.

OPEN PRE-FORMS

But with modern, efficient and inexpensive application machinery and steam tunnels, the days of pre-forms, for most applications, are over, and for the following reasons:

- The rigidity of pre-forms is very important to enable them to nest into each other, hence the need for 70 to 100 micron films, compared to 40 micron. A clear waste of valuable resources.

FIG 2. EXAMPLE OF DIAGONAL LINES MICRO PERFORATIONS



- In order to produce pre-forms, the sleeve has to be applied onto a forming device and go through a heat tunnel. This is in addition to the subsequent application of the pre-form by the customer, an effective doubling of application costs.
- Pre-forms take significantly greater space once in storage compared to shrink sleeves in reel form, effectively storing a lot of air – a further ineffective use of resources.
- It is not possible to add heat-activated adhesives to pre-forms, limiting their applications.

Fully printed pre-forms are also used for wines and spirits bottles and their use has historically been dictated by a combination of factors.

With the use of hot air or infra-red heat tunnels it was technically not possible to

apply shrink sleeves on filled containers. This is due to the heat sink effect, which results in the product absorbing the heat and adversely impacting on the quality of shrink. Poor shrink can produce creasing, print distortion and localized color concentration, all of which are unacceptable. However, pre-forms are shrunk before application and by the converter, often using rotary hot air tunnels with a better heat distribution, and good shrink results. In addition, with pre-forms a high proportion of the shrink has already taken place, compared with a flat shrink sleeve. Once the pre-forms are placed on filled containers, the remaining shrink would be marginal and using hot air or infra-red tunnels can then produce good shrink results. Hence the use of pre-forms as opposed to flat shrink sleeves for such applications.

The use of fully printed pre-forms for wines and spirits also eliminates

the need for precise positioning of the sleeve in relation to the container as the pre-form would simply sit on the bottle cap and in the correct position.

However, the wide-spread use of modern steam tunnels eliminates the need for pre-forms for such applications as the energy transfer with steam is eight times more efficient than with hot air or infra red tunnels. Steam tunnels therefore produce excellent shrink results on a consistent basis, irrespective of whether the container is full or empty. In addition, today's modern application machinery is capable of correct sleeve positioning. The combination of these two technological advances eliminates the need for expensive pre-forms for wines and spirits resulting in significant cost reductions.

There are also closed top pre-forms, which are mainly used in wines and spirits or as a form of tamper evidence

FIG 3. OPEN PRE-FORMS

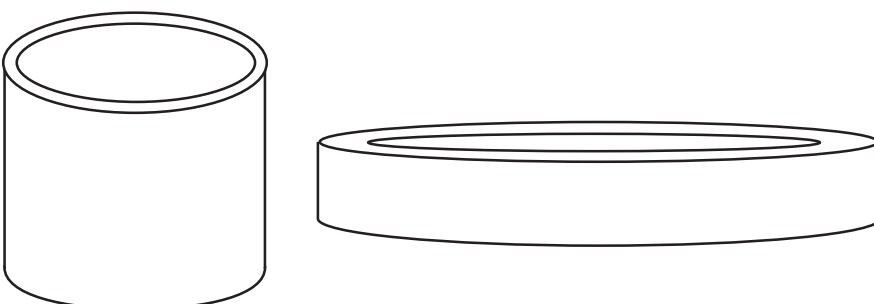
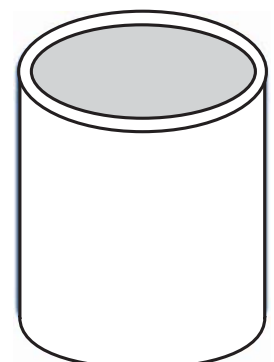


FIG 4. CLOSED TOP PRE-FORM



on beer kegs. Here again with today's application machinery it is technically possible to reproduce the desired outcome without the use of pre-forms and achieve excellent results with inexpensive, efficient in-line application machinery combined with modern steam tunnels. This would result in taking significant costs out.

BODY LABELS INCORPORATING TAMPER EVIDENCE

The most effective form of tamper evidence is its extension as part of the body sleeve label. All the benefits of shrink sleeves can be enjoyed in addition to eliminating one operation from the filling line – the addition of tamper evidence. There are the following additional key benefits:

- Combining tamper evidence with a body shrink sleeve label further enhances shelf impact and ensures continuity of design.
- It reduces the need for tamper-evident closures and for storing a wide range of different color closures.
- It increases the level of tamper-evident protection significantly.

In short, it maximizes product protection and shelf impact while minimizing costs. It is the ultimate and the most effective form of using shrink sleeves and providing effective tamper evidence.

ANTI-COUNTERFEIT SHRINK SLEEVES

Counterfeit products are a major issue in most international industries and there are different possible counter-measures depending on the product. In terms of anti-counterfeiting efforts, there are two separate areas that need to be addressed:

- End-user confidence that the product is genuine and the ability of the end-user to verify this fact if in doubt.
- The brand-owner's ability to identify counterfeit products readily to take any appropriate actions.

In the case of some premium beverages or pharmaceutical products, tamper-evident shrink sleeves with a tear tape incorporating a hologram have long been perceived to be a possible solution. This form of tamper-evident sleeve is harder to copy compared with a simple shrink sleeve with a red printed or tear tape on it. But the unfortunate reality is that even some of the most complex holograms can be copied. Therefore, a tamper evident band with a hologram tear tape is not always the most effective solution or the lowest cost option.

There is, however, one effective technical solution which does not in any way add to the cost or have an impact on the appearance of packaging, be it a shrink sleeve, a carton or any other form of labeling.

The beauty of this innovation is the fact that even if the individuals engaged in counterfeiting are aware of this covert form of anti-counterfeiting, they will not be able to copy it in any way!

The author is unable to give further technical explanation about the solution here, but suffice to say that anyone with a digital camera can take a photo of the pack and email it to a center for immediate verification.

This gives the brand owner the ability to carry out spot checks anywhere in the world, without even the need to purchase the product. It also enables the consumer to verify if the product they have purchased, or are about to purchase, is genuine.

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NEWS EXTRA

BREAKING NEWS STORIES

VRIJDAG TAKES OVER GESTEL PRINTING EINDHOVEN

An agreement has been reached concerning the takeover by Vrijdag of Gestel Printing Company and Gestel Holding. The transaction comprises the immovables as well as all of Gestel's machines at the Hurksestraat in Eindhoven. A limited part of the activities will be integrated in Vrijdag Premium Printing at the Limburglaan in Eindhoven. In addition, a slimmed-down organization will start up again at the Hurksestraat, under the name of Gestel Premium Printing.

'The takeover of Gestel is in line with the strategic focus of our company,' said Henk Nota, director of Vrijdag Premium Printing. 'Like Vrijdag Premium Printing, Gestel has ample experience in the production of high-quality and specialized packaging and labels. The take-over will complement Vrijdag, providing the group with a wide range of high-tech features, including sheet-fed gravure, 8-color offset, bronzing, embossing and hot foil stamping technology, specialist die-cuts, and the assembly of cardboard boxes for the tobacco industry.'

Gestel was founded in 1880 and has a rich history: here, Vincent van Gogh lithographed his drawings during his Nuenen period. He also purchased his black printing ink here, which he used to add more depth to the dark passages of his paintings.

CALL FOR ENTRIES FOR HP LABEL AWARDS

The HP IndigoDigital Labels & Packaging Awards Contest recognizes customers from around the world for innovation in digital printing. The 2009 competition is now calling for entries from HP Indigo customers around the world. HP launched the competition in 2007 to promote quality in the digital label and package printing market. Entries represent the distinctiveness of their company, prove their progressive printing capabilities and showcase an impressive execution of a digital production challenge.

HP Indigo customers are invited to submit their entries by 14 August 2009. Categories include alcoholic beverages, flexible packaging, folding carton, food, health and beauty, household, industrial, non-alcoholic beverage, nutraceutical, pharmaceutical, self-promotion, shrink sleeves and wine. The entries in these categories are judged by a panel of independent experts. Winners will be announced and prizes will be awarded on 24 September 2009 at the HP Indigo Digital Labels & Packaging Contest Awards ceremony at Labelexpo Europe 2009. All submitted entries will be showcased at Labelexpo Europe 2009 at the HP Indigo booth.

For full details and registration visit www.hp.com/go/labelspackaging

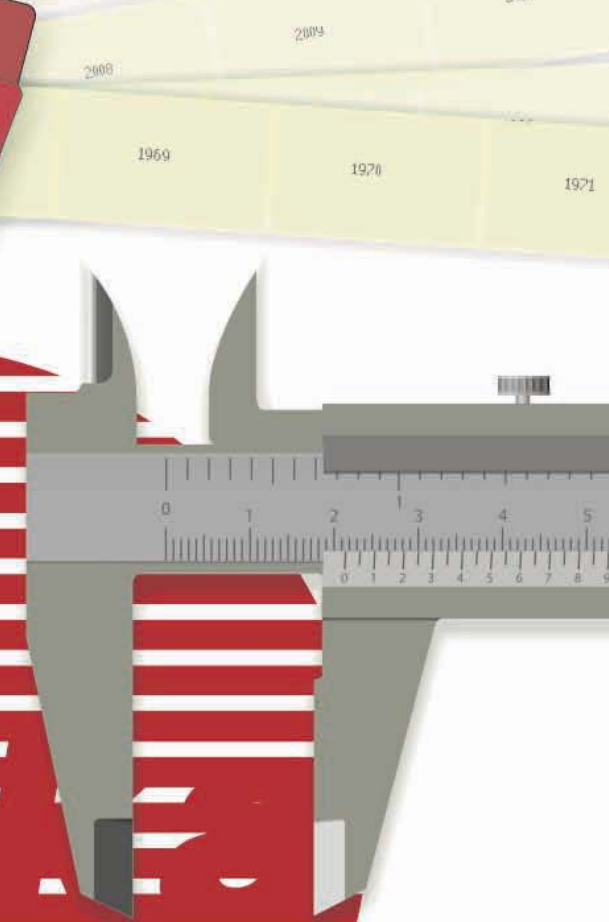
MEECH WINS QUEEN'S AWARD

Meech International, a supplier of electrostatic control systems for industrial processes, marked its recent success in winning The Queen's Award for Enterprise: International Trade 2009 with a celebration at its Oxfordshire, UK, headquarters on July 15.

During proceedings, the award was presented on behalf of Her Majesty the Queen by the Lord Lieutenant of Oxfordshire, Tim Stevenson. Also in attendance were the High Sheriff of Oxfordshire, Richard Dick, and representatives of Oxfordshire County Council, including chairman councillor Tony Crabbe; cabinet member responsible for economic development; councillor David Robertson; business development officer William Barton and deputy mayor of Witney, councillor Harry Eaglestone.

The Lord Lieutenant referred to the company's 'remarkable achievement' in winning the award at its first attempt. 'The Queen's Award is a recognition not just of success but of sustained progress in international trade over not less than six years. Meech International is truly a world leader in its field and with the company's demonstrable track record of innovation, I look forward to becoming a serial visitor.'

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Prospective student leaders

THE TORONTO'S strong flexo education base makes a difference to the industry. Danielle Jerschefske reports

North America has over 20 high schools and 28 post-secondary schools enrolled in the FTA's Flexo in Education program, which started in 1993 with the enthusiastic backing of Ron and Katherine Harper of Harper Corporation of America. The program is designed to fill the need for skilled workers within the flexographic industry.

One of the leading high schools in the program – Gordon Graydon Memorial Secondary School – is located in Mississauga, Canada, outside of Toronto, an area well supported by the flexo industry to the great benefit of the school, the students, the local university and the wider industry.

Graydon students have taken first place four of the last five years of the annual High School Phoenix Challenge competition held at Central Piedmont Community College in Charlotte, North Carolina. Two students – Jamie Mace and Hannah Plavnick, the 2008 PC

champion – and one alumnus, Nathan Plavnick, a junior at Ryerson University, earned scholarships from the FTA this year. And a number of students have successfully started careers with the local converting industry.

'I think the success comes because we are lucky enough to encourage the kids early on,' explains lead flexo instructor Peter Belanger. 'Most of the them have no idea what flexo is before they start the program, but so many quickly take hold of the process and grow this passion for it once they're involved.'

ONE CONVERTER'S GOLDEN BOYS
Design Label Systems in Toronto has experienced this passion first hand. Press operators Steve McClennon and Danny Cunha joined the DLS team right after graduating from the high school program. Starting their careers as press assistants, the pair already has a combined industry experience of almost

twenty years.

Zeb Faruqui, DLS president, says: 'Through our experiences with both Steve and Danny, we learned that for DLS it was better to hire Gordon Graydon flexo graduates that were uncluttered with bad habits, and work with these kids

CFTC: CANADIAN FLEXO TRAINING COMMITTEE

Jim Brown of Cryovac, Dave Horseman of Canflexographics, and Ron Schroder of Williamson Printing Materials, the current chairman of the committee, were some of the founding members of the CFTC in the early nineties. This committee was formed to promote and advance flexographic printing in Canada, to support education in the process, and to encourage industry recruitment and solicit donations. The 15 or so committee members are volunteer based and work closely with the FTA, reaching as far as Quebec and Manitoba.

TORONTO, Canada harbour front



to develop from scratch the good habits.’

Both McClennon and Cunha have obtained their FTA Level II certifications and are working towards the next level of achievement. Each also had the opportunity to participate in the Phoenix Challenge while in high school. ‘It was so much fun competing against the other schools,’ says Cunha. ‘And it was exciting to take a tour of Harper Corporation to see how anilox rolls are made.’ Each year of the Challenge, a visit to a local converting/supplier plant is scheduled to give the kids an inside look at industry manufacturing.

Steve McClennon never thought that he would become so interested in flexography. He says: ‘In high school I didn’t know what I wanted to do so I just signed up for the course. Now I can’t see myself doing anything else.’

‘For Steve, flexo is not just a vocation, it is a passion,’ Faruqui explains. ‘His passion made us re-evaluate the entire ‘seniority’ principle. Within a few short years of his start at DLS he had mastered flexo principles so that he not only challenged, but often surpassed, the most senior members of our flexo print team.’

McClennon’s drive to improve sparked the development of a training and testing program for DLS press operators which establishes a base level education, and encourages operators to advance their skills to the DLS master level. McClennon quickly advanced to master status and now prints premium labels – consecutive number, peel and reseal, fold out and coupon – on advanced machinery like the all-UV Mark Andy XP5000 capable of silk screen, cold foil and hot stamping.

Both operators have found a great level of satisfaction in their work and enjoy seeing labels they’ve produced on products in the stores.

‘Discussions with some of our competitors who have also hired Gordon Graydon graduates suggest that our experiences are similar because some

of their hires have also become their top press operators,’ Faruqui says.

CRADLE TO CRADLE

One of the biggest reasons for the success of this program in the Toronto area is the hard work done by the Canadian Flexographic Training Committee (see CFTC sidebar). Ron Schroder, strategic markets manager at Williamson Printing Materials and chairman of the CFTC, believes that the benefits of supporting these programs are plenty. He says: ‘At the high school level, these kids gain a basic understanding of flexo. They then carry with them the passion for flexo and eventually pursue careers in the industry. Soon the industry will have leaders at varying levels in flexo companies that know what it’s all about.’

‘The benefits are two-fold really. Once these students get to know the industry players that support them through to a successful career, we hope that they’ll come back to do business with those that assisted them along the way.’

SCHOOL-INDUSTRY LINK

Graydon’s curriculum is based mostly on flexography, though students are educated on screen, offset, and gravure. One course is 110 hours and is offered in grades ten through twelve (from age 15), and recently has been introduced to grade nine in shorter streams. This means that many students, by the time they graduate, will have received 330 plus hours of classroom and hands-on instruction over three years.

Funding for equipment is not easy to come by – money doesn’t grow on trees. So schools are always looking for support with obtaining the latest and greatest that the industry has to offer. ‘Our young people want to learn

the newest skills,’ says Belanger. ‘At Graydon we teach our students the way a project is going to be, not the way it used to work. We take pride in preparing them for the future.’

Due to this funding dilemma, many schools have turned to used equipment as a less expensive route, but there are a number of reasons that Graydon has chosen not to. Belanger comments: ‘First, we don’t have a repair budget, so if a machine goes down, it’s not easily or quickly mended. Second, the kids are turned off by broken machinery. And lastly, we are doing the students no favors by training them on old equipment.’

The school is working hard to come up with the funds to install a 7-color press that offers tight enough registration to produce extended gamut printing, the growing process print movement in the industry. Graydon is not brand focused because it understands how valuable it is for the students to work with a variety of products.

‘Industry support is what has made these development programs a success,’ Belanger says. ‘This is why they are still running.’

Shelley Rubin, FTA’s educational coordinator, adds, ‘It’s up to the industry to make sure that the tools are available for educators to teach with. Commitment is critical. Those championing the programs need to ensure the school’s equipment is current and must stay on top of the educators, encouraging them

ATC'S MARK ANDY RESOURCES

In 1998, the Applied Technology Center (ATC) in Rock Hill, South Carolina, became the first Flexo in High School Program site to have both Mark Andy and Comco label presses in their graphics lab.

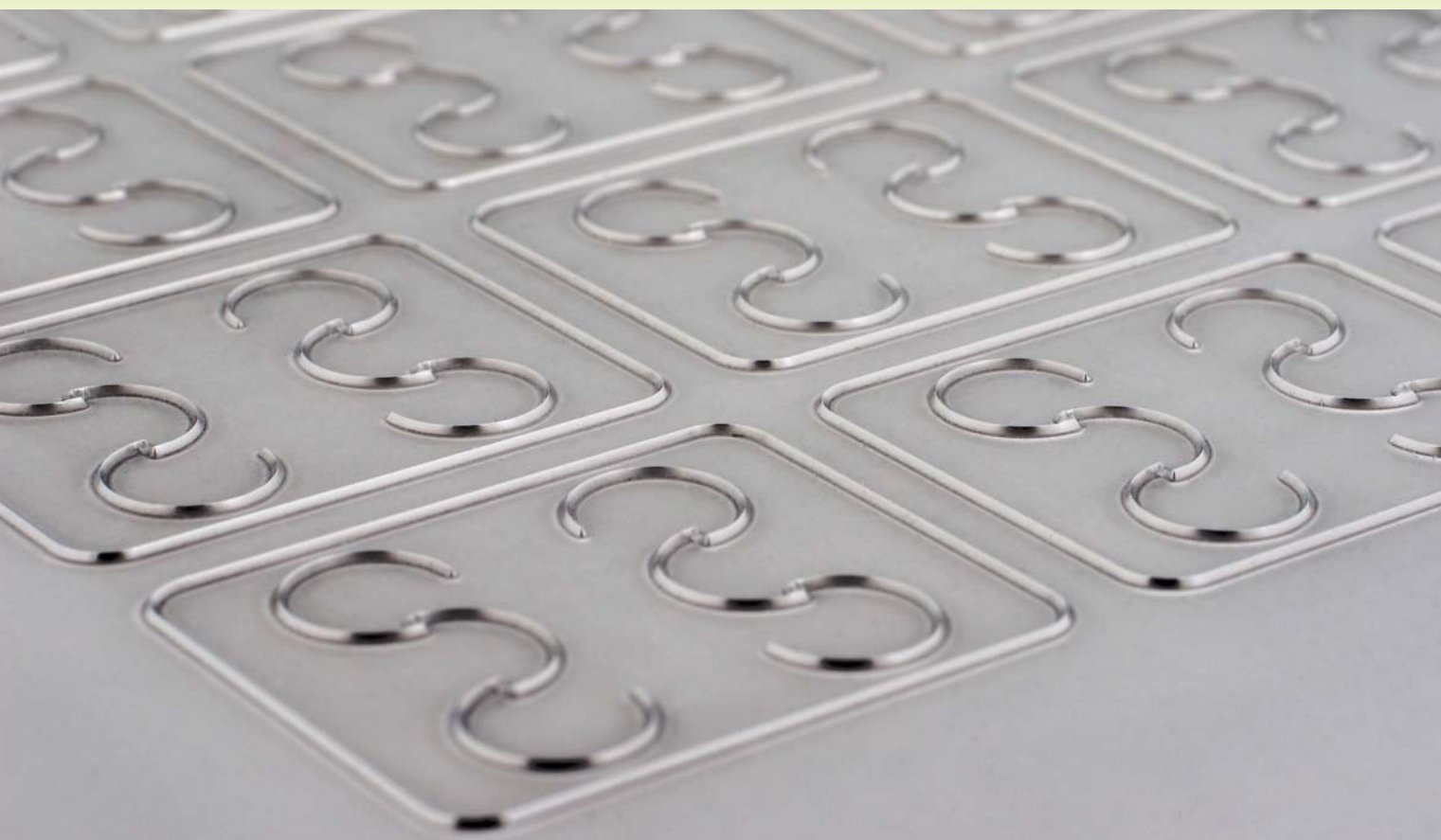


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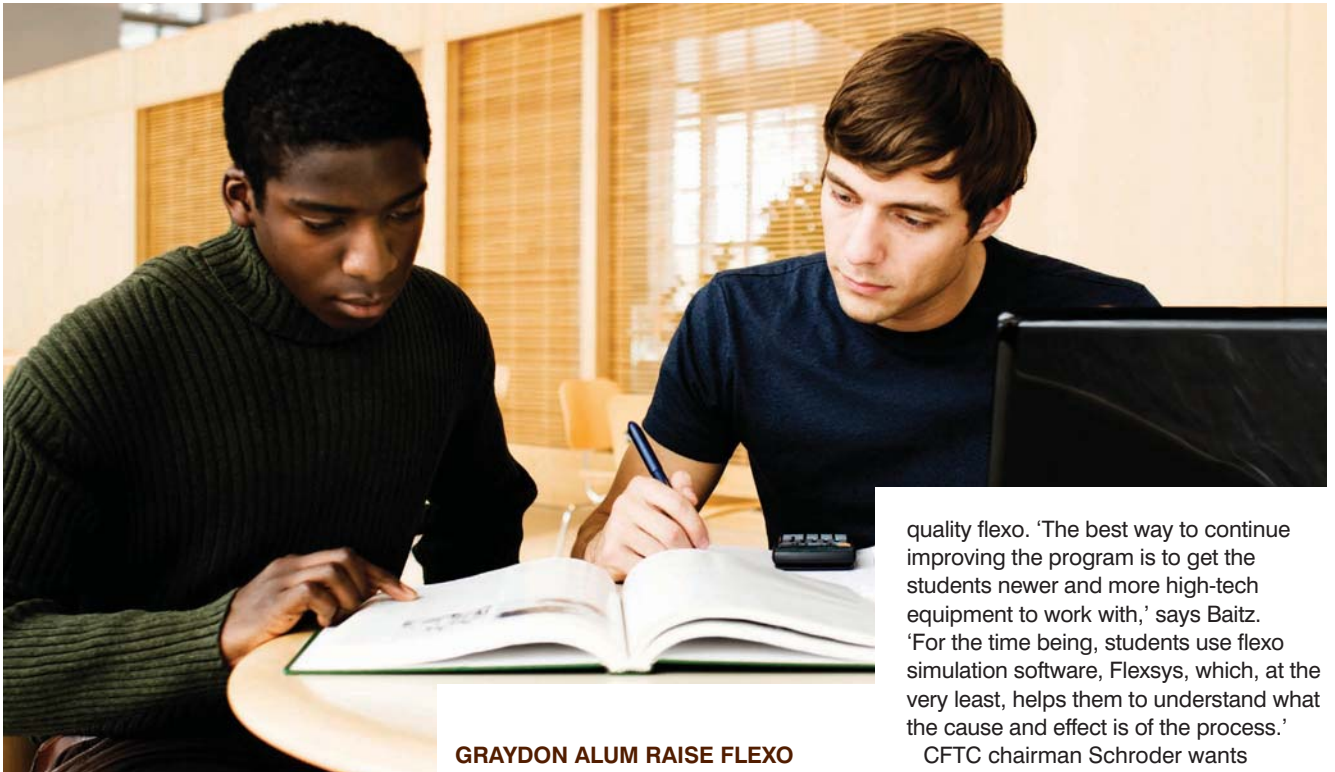
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GRAYDON ALUM RAISE FLEXO PROFILE AT RYERSON

Ryerson University runs the only four year Graphic Communications program in Canada. It is a management focused, offset based program that provides some diversion into flexography. With some fourteen Graydon flexography alumni enrolled, the Ryerson program is now beginning to make a shift towards flexography.

Associate professor of printing processes in the graphic communications program, Ian Baitz, says, 'Gordon Graydon and the Phoenix Challenge have motivated our students in flexography and labels and packaging in recent years. So, under the directive council of the school's program, we decided that more attention should be given to the print technology. And since flexo is an increasingly viable printing option, it only makes sense to expand our program to more deeply include this printing process. Already change has been made with more time dedicated to flexo in the first and third years of the program.'

Ryerson has a nearly new 30,000 sq ft (2,787 sq m) Heidelberg facility that is filled with equipment from Agfa, Kodak and Muller Martini. It boasts two MAC labs, an offset Kodak Thermal CTP Platesetter, a 4-color 29 inch Heidelberg Printmaster 74 offset press, and the largest materials testing lab in the country.

There is no flexo equipment – yet. But Ryerson has its sights set on acquiring a flexo press within the next year or two. The program is shopping for an in-line, 7-color press and a die cutting table for finishing. It also will purchase other instruments needed to produce high

quality flexo. 'The best way to continue improving the program is to get the students newer and more high-tech equipment to work with,' says Baitz. 'For the time being, students use flexo simulation software, Flexsys, which, at the very least, helps them to understand what the cause and effect is of the process.'

CFTC chairman Schroder wants to see further support from the flexo community: 'You can vividly see the success of educating our young people in flexo with the direct results that DLS has experienced. They've watched their Graydon grads evolve into key employees. It is a great story for a nice little company in this hot flexo market.'

North America is the only labels and packaging market in the world with such a mature training system, much like the NCAA (US National Collegiate Athletic Association) is the most developed university level athletic system in the world. The Flexo in Education program is geographically spread. It enhances and advances the industry as a whole. It is a hotbed for fresh, motivated youngsters. And it's clear that the investment has benefited the Toronto area. Why not take the time for a visit to recruit these trained and talented future industry leaders.

to use the tools in the classroom.'

Each year Graydon gives the industry the chance to meet its students face to face in a table top fashion to show them the opportunities of the trade, give them industry contacts, and convince them to give the flexo program a try. McClennon and Cunha attend this to tell prospects their success stories. The FTA Annual Meeting and the Phoenix Challenge are also both great places for industry players to meet these eager high school and college students.

Graydon also runs an industry-only night class. Conducted in conjunction with the CFTC, this program is strictly for the industry's adults. Both introductory and advanced classes are offered twice a year, for three hours, one night each week, for 10 weeks.

These courses are designed to help anyone to gain a better understanding of flexography: secretaries, ink people, sales staff, general managers and other suppliers.

At the end of the course participants can opt to write for the FTA certification Level I and Level II, a benefit that most participants sign up for. And, with the help of the FTA, the district is developing a program to assist attendees in their preparation for the Level III flexography test.

MARK ANDY FOR MOHAWK

Mohawk College, a vocational school in the greater Toronto metro area, recently purchased and installed a brand new Mark Andy 2200 press. It conducts a 13 week flexography course as part of its Packaging Production and Design course.



STEVE McClenon Danny Cunha and at DLS with XP5000



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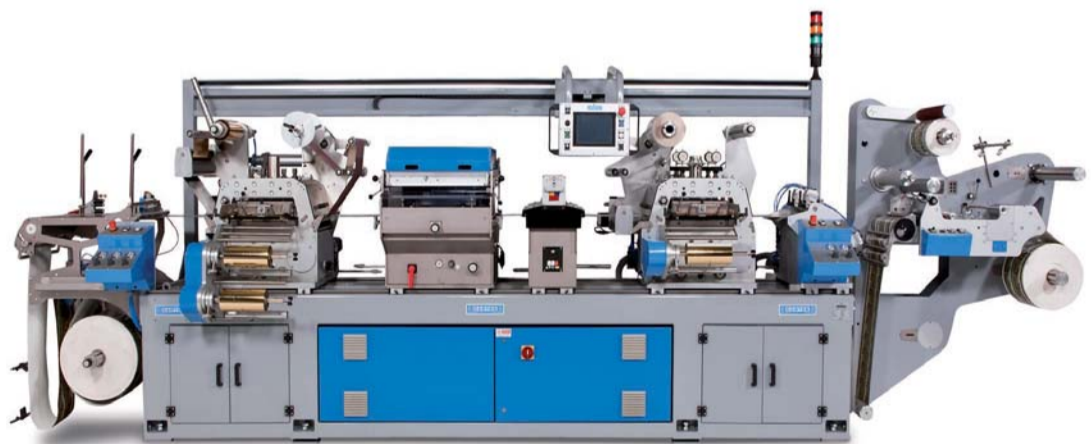
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Why Grayscale?

JOHN Corral MD Industrial Inkjet, argues that the inkjet industry has become wrongly fixated on grayscale

Single-pass inkjet printing using piezo drop-on-demand print heads appears to be at the beginning of a huge period of expansion. After many years of talk, at last we are seeing real industrial systems appear that provide a viable solution for short-run printing of full color labels, ID, credit cards and even direct product decoration.

The benefits of these systems are obvious: no job setup time, fully variable print (every image can be different), and accurate calibrated color reproduction.

However, as with any new technology, there is a tendency to cloud reality with marketingspeak. One technical innovation that is currently being promoted as a universal panacea is grayscale printing. But what is grayscale printing and is it really that wonderful?

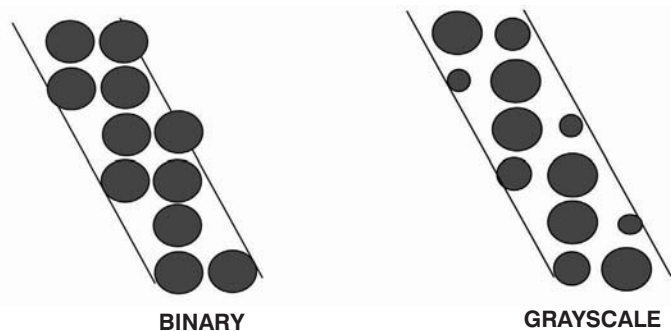
Put simply, grayscale printing means changing the size of the ink drop depending on the image data. So, for example, where the image calls for a dark color the piezo print head should fire a large drop. Where the image calls for a lighter color then the print head should fire a small drop. There have been several good articles written about this technology, but none of them really consider whether there are limitations or alternatives.

Some print heads actually do change the size of the drop fired (desktop printers tend to use this technique) but the majority of industrial print heads generate a grayscale drop by firing several small drops very close together. The image data defines whether a big drop is needed (ie made from many

small drops) or just a small individual drop (see below).

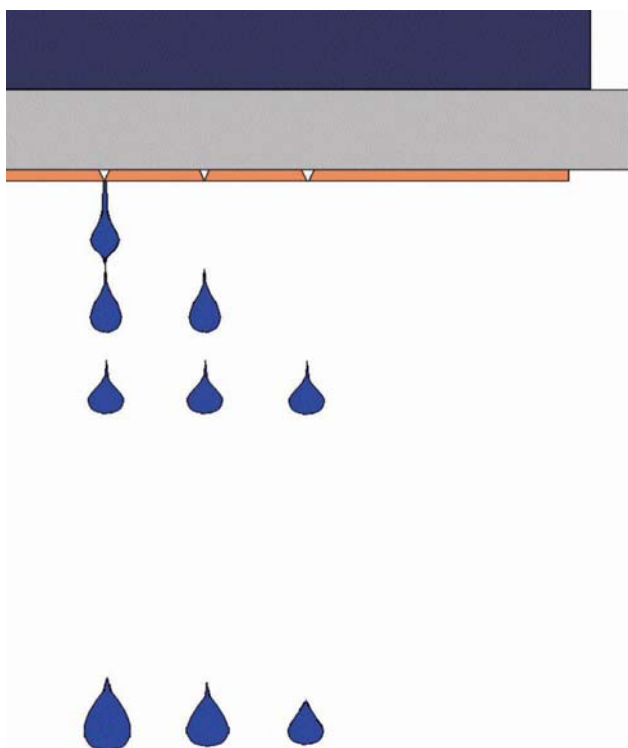
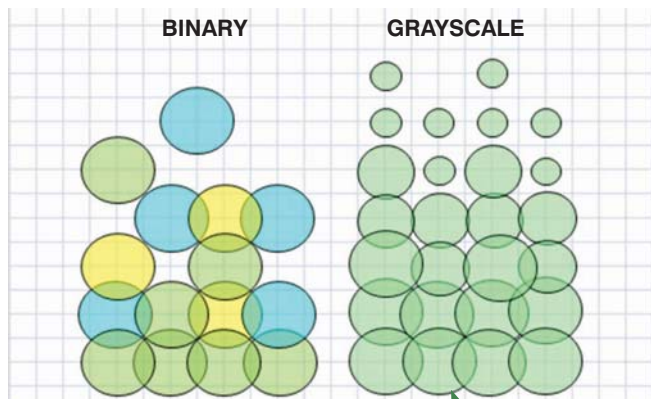
Arguments for grayscale printing usually compare it with binary (fixed drop size) printing at the same basic resolution.

For a fixed print resolution, grayscale significantly improves the apparent resolution of an image (for example the 'sharpness' of text) by automatically using smaller drops on



the edge of the text to smooth out the line.

Grayscale printing also reduces the graininess of color images. In binary print you achieve pale shades by either firing a drop or not. You rely on a dither pattern to persuade the eye that it's a smooth tone. With grayscale you can fire the



amount of each color you need in each pixel.

This is the message preached around the industry, and as far as it goes it is true.

BUT ARE THERE ANY DRAWBACKS?

The main drawback is that firing several small drops instead of one large drop actually slows you down, so putting down the same amount of ink takes longer. A print head designed to fire one large 42pl drop (which is usually about right for 360dpi printing) will pump out a lot more ink per second than one printing say 7 x 6pl drops ($6 \times 7 = 42$). So the larger drop print head achieves higher line speeds.

Also the small drops have less mass and will fly a much shorter distance from the head before they are just lost in the breeze. In effect you have to keep the print head closer to the substrate, which means you can only print on flat objects. Having the head closer also makes it more vulnerable to dust from the substrate. Our experience shows that 42pl drops may fly 4 or 5mm and still give good print. 6pl drops are limited to 1.5 or 2mm.

So unless you actually need to print fine text or smooth colors, you don't need to use small drop print heads. For barcode printing 42pl drops produce a much better result. Even for small 2D datamatrix codes a 14pl drop is more likely to be the optimum than a 6pl drop.

If a small drop print head does seem appropriate, the next question is whether the "standard" grayscale recipe will provide the optimum. Generally the standard recipe being promoted today is 360x360dpi printed with up to 7 drops of 6pl. On the face of it this makes sense because $6 \times 7 = 42$ and 42pl is usually about right for 360dpi. But is it optimum? Particularly when printing with UV ink – which is ideal for the majority of today's applications.

To investigate this, IJ's Print Sample technician, Roger Heathcote, ran some comparative tests. Using the same 6pl heads he printed UV ink, single pass, CMYK, onto blank credit cards which moved under the heads on a vacuum chuck on a linear motor. But the resolution and the number of gray levels (number of drops per pixel) were changed.

The print resolution across the print can't be changed as this is fixed by the nozzle pitch of the print head – in this case 360dpi. But the resolution down the print can be changed, and so can the number of drops of grayscale we are using. So we can print with asymmetric resolution – different in the X direction to the Y direction.

BELOW ARE SOME OF THE RESULTS.

After completing the tests, Roger reported that it was a failure! To his expert eye (40 years as a printer) there was very little difference between the samples. But in fact that was exactly the outcome that was hoped for.

The three samples were printed :-

- 360 x 360dpi with 7 x 6pl grayscales
- 360 x 720dpi with 3 x 6pl grayscales
- 360 x 1440dpi with 1 x 6pl (binary print)

Why is this important? Well if you do the arithmetic, recipe a) uses 42pl per 360 x 360dpi pixel. For the same pixel size recipe b) uses $6 \times 6pl = 36pl$. And finally recipe c) uses only $4 \times 6pl = 24pl$.

So recipe c) uses 42percent less ink than recipe a), which is accepted as the 'industry standard' recipe!

This also translates into linear speed. Because in recipe c) only 4 drops need to be fired per 360dpi pixel instead

of 7 drops, so it is much faster. Running the print head at the same drop fire frequency speeds up the line by 75percent.

In summary then, and only on this one example material, the 'standard' recipe being promoted is slow and uses a lot more ink.

Since then the tests have been repeated on a web based print system and on a number of materials. The results hold true. Generally they show that it is better to increase the resolution down-web and use fewer grayscale drops per pixel.

Why does this work? Well to be honest there is no clear answer yet, however IJ believes that one reason could be that increasing the down-web resolution controls the formation of the ink film better. The ink from each drop has less distance to flow in order to blend with its neighbor drop.

The company also believes that probably the only exception is onto absorbent materials. They seem to require the same amount of ink whichever way the drops are printed.

LESSONS LEARNT?

IJ believes there are two key lessons for the industry. The first is that it is important to help each customer find the optimum print 'recipe' for their specific application, by assessing all the options available. In its print sample lab the company is able to assist the customer in identifying the key issues and give them the confidence and understanding to investigate further by themselves.

The second is to offer real flexibility. For example, the company's print engine design provides the customer with options to rapidly change resolution and gray levels. The philosophy at IJ is to find the best setting for any new print job and not to lock customers into a 'standard' recipe that might be far from ideal.



TOP TO BOTTOM: 360 x 360dpi, 720 x 360dpi, 1440 x 360dpi. All printed on KM1024 system



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Expanding Capabilities with expanded gamut

JAY SPERRY, Clemson University explains the advantages and challenges of expanded gamut systems

ADDING VALUE AND REDUCING COSTS WITH EXPANDED GAMUT

Imagine a workflow in which designers can use an unlimited number of spot colors in their package designs. Imagine free reign use of raster effects on backgrounds and image enhancements. Imagine an ink inventory of seven ink bases, not the hundreds of unused containers of special ink blends, and not washing up ink stations between production jobs. And finally, imagine running multiple iterations of label designs on the same press run, allowing smaller quantity orders to be run as efficiently as long runs.

These are some of the opportunities that an Expanded Color Gamut (ECG) system allows. Naturally, nothing is ever as easy or great as it seems. Production capabilities, process control, and accurate digital proofing, along with specialized software and knowledge are required for an efficient ECG workflow.

Expanded gamut printing introduces additional process color inks to the standard CMYK set-up. The primary logic behind ECG is the ability to increase the pressroom color gamut, to:

- Allow traditional spot colors, such as a PMS 165, to be reproduced using a standardized ink set, rather than changing the press set-up for each particular job
- Enhance vivid image reproduction, depth, and contrast
- Run multiple variations or flavors of a package or label design on the same printing form

Let's look in more detail at the four major disciplines involved in producing expanded gamut packaging: the design, prepress, production – and the customer.

DESIGN

The introduction of spot colors seems like an age-old problem with creative designs. Problem solving how to take a 10-color design and work it into a 6 or 7 color production file is often an arduous task for prepress operators. Gradients and raster effects lead to complicated decision-making and

additional prepress time. With an ECG system, the workflow is established to 'build out' of a 7-color system from the outset, including the swatch colors used in the design process. This allows designers to use as many spot colors as they like, as each one breaks down into the same process color ink set.

Successful use of expanded gamut production relies on some rule changes in package and label design. Experienced packaging designers generally keep graphics relatively simple, using large areas of spot colors, single color vignettes, and minimalistic design principles. With expanded gamut, large solid areas of spot colors are more difficult to reproduce than textured or patterned backgrounds and color. Designing for success with ECG should take this into account. An example is shown in Figure 1.

"As the marketing arm of the CPCs are starting to realize the benefits of extended gamut, we are starting to see more regionalized marketing that was previously not cost-effective to produce"

The ability to run multiple iterations of the same basic art on the same press form – for example different flavors of the same product – eliminates the need for extra plates, and increases run time on press. This concept relies on the structural design of the package, whether a label, carton or shrink sleeve, having the exact same die-line/production repeat. This concept needs to be introduced early in the design discussion. An illustration and production model is explained in Figure 2.

Expanded gamut also reduces the minimum order quantities typically associated with packaging, allowing for more trial designs, test markets, and new product launches.

PREPRESS

In the prepress or retouching stage of the packaging workflow, ECG puts pressure on proofing technology, color separation, and imaging/screening technology, as well as the toolset and knowledge to produce correct press-ready files. Kevin Bourquin, prepress manager, Cyber Graphics, comments: 'We had to challenge ourselves when it came to file preparation and have become more aware of what happens at each downstream step of the process that might influence the final result. Not catching a small error in the file could cause us to rebuild a file late in the game.'

The definition of spot, or PMS colors, in terms of build values greatly affects the success of ECG production files. For instance, if PMS 165 is used in the file, the CIELAB definition is L*=65, a*=59, b*=70. In a situation where the converter is using a 7-color process system of Cyan, Magenta, Yellow, Black, Orange, Green, and Violet, the correct tint values need to be used to create a build of PMS 165 with as little Delta E as possible – for instance 100 percent Orange and 30 percent Magenta.

When brand identity colors are used, the color must be reproduced as accurately as possible, and because production systems running ECG are unable to 'tweak' the press to match expectations, prepress faces intense pressure in achieving the correct builds and color separations.

Image separation should take full advantage of the extra color gamut available, but not at the expense of press performance. In flexography and gravure, image highlights are carefully managed to avoid hard breaks when fading to zero. This becomes a significant problem in ECG printing systems when the extra colors are not used in highlight or mid-tone areas, leading to hard breaks throughout the image. Advanced screening and high-end plating systems are required to allow colors to fade to zero without impacting image reproduction. On the other hand, this saves prepress time traditionally spent handling highlight tone issues.

Exact proofing of final press outcomes is crucial to ECG implementation, but there is a lot of work still to be done, as Bourquin notes: 'While we have improved accuracy with the addition of more complex color algorithms from companies like Kodak and EskoArtwork, and higher gamut output devices from Epson and HP, there is still a need for better proofing accuracy to meet the

"We had to challenge ourselves when it came to file preparation and have become more aware of what happens at each downstream step of the process that might influence the final result"

printer and CPC's needs.'

Particularly when using build colors for spot color reproduction, fully color-managed proofing systems allow users to adjust artwork and workflow settings to provide proper color separation, while also providing the customer with a realistic production target.

John Fulcoly, director at Packaging Client Productivity Resources (CPR) and former manager of PepsiCo's North American food flexible packaging, comments: 'For cases where digital proofs need to be supported by printing a press sheet of color targets, the practical application for [ECG] approvals is not much different than conventional printing – the digital proof is the compliance tool for process images and a printed color block is the compliance tool for manufactured brand colors. Yet it is imperative that the printer and prepress teams effectively profile the press and that the printer be able to verify compliance to the profile conditions to support multiple 'first time right' outcomes and at the same time to be successful at combinations.'

THE PRESSROOM

To take full advantage of the economic benefits of ECG, a printer should dedicate a press to running nothing but the expanded gamut system. You might leave one or two units for custom colors, varnishes, or whites, but seven units must be dedicated to process color bases that never shift outside of production tolerances.

You will also need, at a minimum:

- A press that can hold precise registration, usually within .005in
- A thorough preventative maintenance program for printing components such as anilox rollers and printing plates
- Measuring equipment such as spectrodensitometers
- A process control system to systematically keep base colors and tonal values within a predefined tolerance, usually similar to the tolerance expected with brand color reproduction

Press registration becomes critical: all text that previously would have been a spot color is now built out of two or three colors. More importantly, reverse text out of spot color is now reversed out of

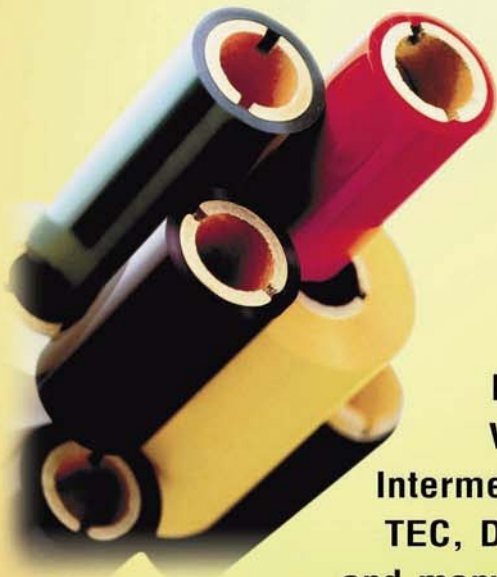
FIG1. DESIGNING FOR SUCCESS WITH EXPANDED GAMUT SYSTEMS



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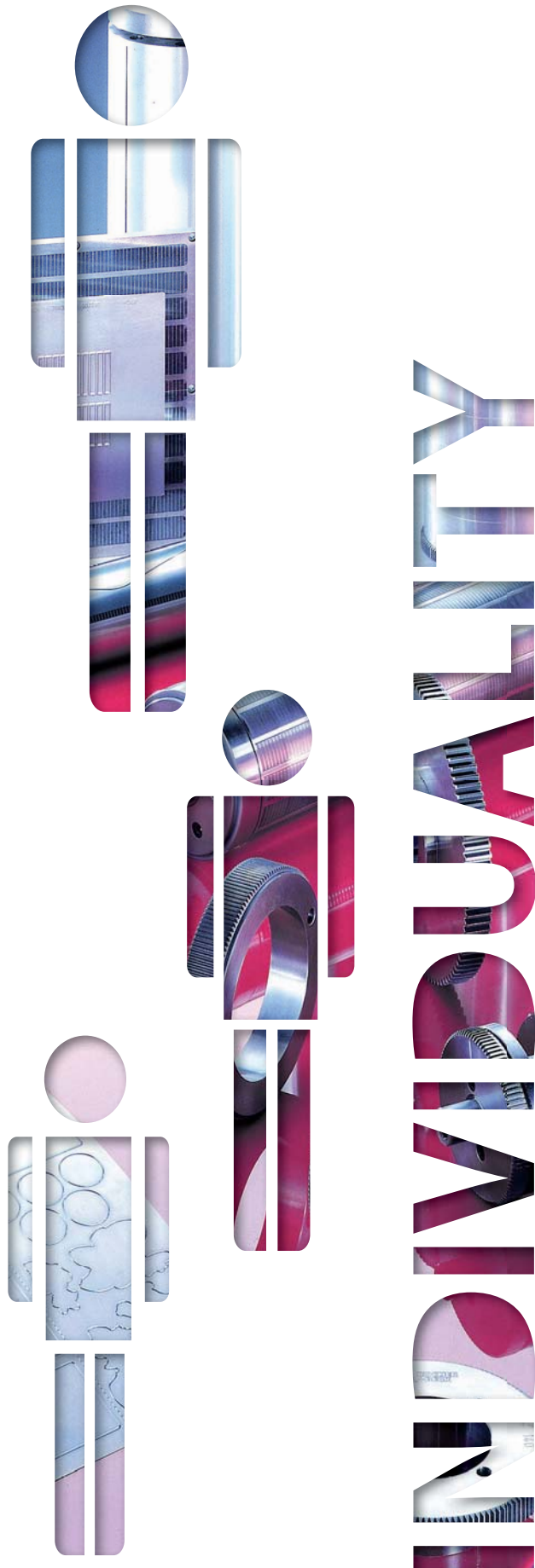


FIG 2. COMBINING DIFFERENT DESIGNS ON THE SAME PRINT FORM

		
<p>Design 1 CMYK plus 2 spots 2 Hour Make – Ready, 1 Hour Clean-up 100,000 feet @ 500 fpm 50% Up-time</p>	<p>Design 2 CMYK plus 2 spots 2 Hour Make – Ready, 1 Hour Clean-up 100,000 feet @ 500 fpm 50% Up-time</p>	<p>Design 3 CMYK plus 2 spots 2 Hour Make – Ready, 1 Hour Clean-up 100,000 feet @ 500 fpm 50% Up-time</p>
		
<p>One Combined Print Form CMY, Orange, Green, Violet 1 Hour Make – Ready, No Clean-up 300,000 feet @ 500 fpm 90% Up-time</p>		

multiple colors. Fortunately, a significant number of narrow-web and wide-web printing presses can consistently hold 6 point positive and reverse text built out of three base colors.

As mentioned previously, pressrooms that are traditionally able to adjust the press to achieve a proof or customer expectation are no longer able to change ingredients on a job-by-job basis. This requires a high level of preventative maintenance on key ingredients to ensure consistent performance, typically benchmarked against the characterization run in which the press is fingerprinted for prepress calibration. To consistently manage print quality, a spectrodensitometer is required to regularly measure and report, not only on color reproduction of the solid colors, but more importantly the tonal values of those solid colors. Proper software needs to be installed to supervise the color consistency on the production line, and identify weaknesses within the preventative maintenance program.

The biggest pressroom advantage of correct ECG implementation is reducing production costs. That is achieved by:

- Increasing run length by running multiple package designs on the same set of plates or printing forms
- Eliminating job-specific color set-up

and clean-up time and consumables

- Reducing ink inventory of spot color formulations and bulk buying expanded gamut ink bases

John Q. Hite, senior manager printing technologies at Bryce Corporation, speaks on his experience at the printer's Arkansas facility: 'No doubt there are some savings that can be achieved by reducing the number of ink and anilox roller changes, and potentially lowering coating weights. But the larger opportunity comes from the ability, when in this format, to combine items and eliminate setups. If each of those setups starts to produce two, three, or four production jobs instead of the typical one, a lot of additional production capacity starts to open up.'

Fulcoly expands on the opportunities found in combining jobs: 'Among the numerous examples of customers using some form of extended gamut printing, those who can maximize combination runs are in position to share the most cost savings. These can support lower prices and fund investments in market place news, sustainability, and support inflation offsets.'

CUSTOMER/CONSUMER PRODUCT COMPANY

A reported key to ECG implementation success is having a relationship with the print buyer or customer to promote a partnered buy-in to introducing the technology across a brand or series of brands. Concerns that must be addressed from the customer

perspective, include:

- Less accurate reproduction of brand colors
 - Proofing representation of final press output
 - Changing design rules and coordinating workflow with creative design
 - Transitioning in-store packaging to new expanded gamut packaging
- These concerns already exist in many packaging supply chains with traditional CMYK plus spot color printing, but companies must properly educate customers on the capabilities of expanded gamut reproduction.

"The larger opportunity comes from the ability, when in this format, to combine items and eliminate setups"

'Suppliers can set the stage for future opportunities and conversions in advance of customers qualifying extended gamut printing by taking advantage of any and all chances to promote harmonizing cut offs, web widths, and structures,' Fulcoly explains.

Once the customer or consumer product company is educated on the process and implements the system, the advantages that can be realized are impressive, including:

- Shorter lead times to package production

- Lower minimums of order quantity, leading to aggressive pilot marketing programs and better engagement of target consumer through packaging graphics
 - Higher quality image reproduction and overall packaging graphics
 - Freedom in creative design to use a large number of colors and more aggressive packaging graphics
 - Reduced packaging costs
- Hite says, 'we see this format continuing to expand in our business segment. The expansion has been slow but the potential for savings and the system's ability to really open the design aspects of the package, are steadily bringing more customers to take a look.'

EXPANDED GAMUT IMPLEMENTATION STEPS

The steps for implementing expanded gamut start with a collaborative effort between the customer and their packaging supply chain including design, prepress, and production. Generally the production processes are the first to be evaluated, with the most important considerations being number of colors available, registration tolerances, and a process control audit and evaluation.

If production settings lend themselves to implementation, it is time to calibrate the system for press fingerprinting. The steps needed for prepress implementation include:

- Implementing the CMYK system, including curve generation and targeting a CMYK color standard (see p. 48).
- Choosing the ideal extra colors. This is typically determined by single pigment ink choices from areas open to gamut expansion, including Red, Orange, Green, Violet, or Blue.
- Establishing understood plate curves and optimized solid color targets for the additional colors
- Press fingerprinting with determined run sequence and appropriate color management targets for expanded gamut profile creation
- Implementation of the press profile-to-proofing workflow and proof accuracy development
- Building and analysis of spot color conversion library and reproduction accuracy

Once this system has been established, verification or trial runs should be



completed with the customer partner to build confidence in system performance and to verify production targets and tolerances. From these production runs, design specifications are discovered and communicated as widely as possible throughout the creative process. It is then the responsibility of the pressroom consistently to achieve the target color and gain values of the primary printing colors while maintaining the system to its calibrated condition.

New technology will allow better process control in the pressroom, seamless integration of ECG color settings, advanced proofing, improved ink sets, and improvement of printing components. This partnership makes expanded gamut implementation possible and drives a continuous improvement process through the packaging value chain.

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To learn more and evaluate Expanded Gamut hands-on, L&L readers are invited to visit Clemson University's 7-Color Process Seminar held throughout the year. This gives attendees the chance to implement an expanded gamut system in the Clemson labs and learn first hand the opportunities and challenges associated with the entire workflow.



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RotoMetrics moves forward

LONG-STANDING die supplier RotoMetrics believes that out of tough economic times can come leaner, better companies. It shared several of its initiatives – including the manufacture of complete die stations – with L&L senior reporter Danielle Jerschefske

Despite the general gloom surrounding the global economy, RotoMetrics remains in a buoyant mood. 'We are firmly in expansion mode,' says Michael T. Bryant, RotoMetrics' president and CEO. 'We have strategically positioned our facilities in order to expand the company, responding to our customers' needs.'

A recent example came in March 2009, when RotoMetrics opened a sales and support facility in Bangkok, Thailand to give the Southeast Asia region additional support. Its large international customers are looking for this kind of high level support to foster growth as business expands across borders.

'We realize the importance of staying close to our customers and having the ability to locate manufacturing and service centers based on their geographic or logistic requirements,' says Karen Moreland, VP of international operations.

RotoMetrics is not only expanding geographically. It is re-investing in new technology and enforcing stringent process

"It seemed a natural growth initiative, harnessing the company's engineering expertise and production resources to develop and produce the entire die station in-house"

improvement programs to better support the needs of an evolving industry, broaden its product offerings and further improve its environmental footprint.

In late 2008, the company rolled out a rigorous lean manufacturing program, starting with its Eureka, Missouri-based headquarters – RotoMetrics' largest facility at 250,000 square feet (23,200 square meters). The program has since been rolled out in the UK, Australia and other US facilities.

The shop floor has been totally re-engineered for process improvement and investments have been made in CNC machines to achieve better overall value, including shorter lead times and higher first-time quality in RotoMetrics' print cylinders and its other products.

RotoMetrics is excited about its new development strategy, as Bryant comments: 'Lean manufacturing and technology investment is the best way for us to drive quality and value. Now is the time to invest in the best machinery because we get the best value for our money.'

Some sixty machines have been rearranged and organized within the headquarters operation, which has freed up space for the company to manufacture newly launched product lines.

RotoMetrics is now set to start production of full die station cassettes. Bryant explains that it seemed a natural growth initiative, harnessing the company's engineering expertise and production resources to develop and produce the entire die station in-house.



Comments Steve Lee, VP of technology: 'The converter will benefit by having the die maker involved in the design and manufacture of converting stations where our cutting tools will be used, partnering with OEMs in many cases. It's a turnkey solution that many press OEMs have shown a great deal of interest in.'

RotoMetrics has also recently launched two new flexible die products: FlexPremier for longer life on abrasive materials and AccuFlex for converting on thin film liners. More than ever before, the supplier is focused on providing a global service, including additional technology investments in Europe and Asia. Fully operational production lines for AccuFlex and FlexPremier are now running in both the US and Europe.

'Our goal is to earn our reputation every day as the most reliable supplier of both solid and flexible dies by providing our customers with products that answer the challenges of thin film liners, abrasive materials and whatever the market presents next,' says Moreland. It is worth noting that RotoMetric's magnetic cylinder line is now produced in four locations around the world to support the ongoing growth in that area of the business.

The company has also uncovered an opportunity for



ROТОMETRICS has implemented a Lean manufacturing program accompanied by investment in new automated machining technology. (Top) Haas print cylinder manufacturing system; Gleason gear manufacturing unit

growth by supplying precision gears to companies in other areas of the packaging and converting markets. 'As flexo improved, the precision and durability of our gears improved,' Lee explains. 'We are capitalizing on our gear expertise to reach new customers and broaden our product offering to existing converters.' RotoMetrics is able to manufacture gears with significantly shorter lead times than existing suppliers in the gear industry.

Following in line with the industry's new environmental demands, RotoMetrics is working towards a more transparent corporate citizenship policy. RotoMetrics facilities have long followed ISO requirements, but it will seek ISO14001 certification in addition to its existing ISO9001. Small changes have been made in preparation for the process, but documentation of current protocol and standards has been most critical. For example, the company will now regularly track the metal reclamation of its non-repairable dies.

Moving forward, the industry can expect to see continual investment and geographic expansion from RotoMetrics as it responds to rapidly changing customer needs. Bryant says, 'the company is looking forward to 2010 when it expects to further realize the results of these initiatives.'

LABELS&LABELING

Film growth prompts systems investment

INCREASED production of unsupported film and foil-based products has prompted Systems Labelling in Deeside, Flintshire, to install a LeoMat Compact 510, high performance slit/rewinder, writes *Barry Hunt*

It is fitted with a separately adjustable second rewind station, and has a maximum rewind diameter of 600mm. This is the second installation in the UK of this model, says Neil Stephenson, area sales manager of Gallus-Group UK, sales agents for the German-made LeoMat range.

The company has two production sites both with motorway access. The 36,000 sq ft (3,344 sqm) Deeside plant was purpose-built to house repro and digitized platemaking facilities, serving six Mark Andy eight-colour UV flexo presses on a five-day, three-shift system.

The LeoMat is installed at the group's Runcorn site, which with around 12,000 sqft produces large volumes of in-mold labels products, as well as wraparound labels and blank/part-printed stock labels.

"Its ability to run filmic products using a dual rewind facility was among the reasons for our choice. We currently slit 430-mm wide webs, but the machine can handle webs up to 510mm"

UNSUPPORTED FILM

David Acott, operations/group technical director, said the machine was purchased ostensibly for slitting and rewinding unsupported films, with a view to running pressure-sensitive labels at a later date. It is also forms part of a wider investment plan. 'Its ability to run filmic products using a dual rewind facility was among the reasons for our choice. We currently slit 430-mm wide webs, but the machine can handle webs up to 510mm. Dependant on label size, it runs with a maximum of ten slitting positions. The machine menu allows for the storage of job specifications.'

PRIMARY MARKETS

Systems Labelling is an independent company producing self-adhesive labels, in-mold labels (IML) and wraparound film labels for major brand owners and retailers. Its main primary label sectors include food, chemical, household, logistics, dairy, beverage and cosmetics.

The production of blank logistics labels is backed by a maintenance and support service covering leading desk-top thermal printers. Non-paper substrates include PP and PET films, as well as metallized foils and holographic materials for decorative and security applications. In-house silicon coating facilities have allowed an expansion into the peel/reseal market, based on UV-cured hot melt adhesives.

They also provide a platform for new product development using different release liner and silicon formulations for large-volume applications. A home compostable label for Sainsbury's organic range is one example.

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3



4



5



6



- 1. The Best in Show and Printing Processes Group winner:**
Spear UK for Crabbie's Green Ginger Wine.
- 2. Pharmaceutical:**
Letragraphix Pvt. Ind., India, for Bicalutamide Tablets 50mg
- Sets of Labels: (Joint winners)**
- 3. Marzek Etiketten, Austria, for Lackner Tinnacher**
- 4. Tapp Technologies, Canada, for Newfoundland's White Rum**
- 5. Industrial:**
Schreiner Group GmbH, Germany, for Luminous Brand Logo

7



8



9



10

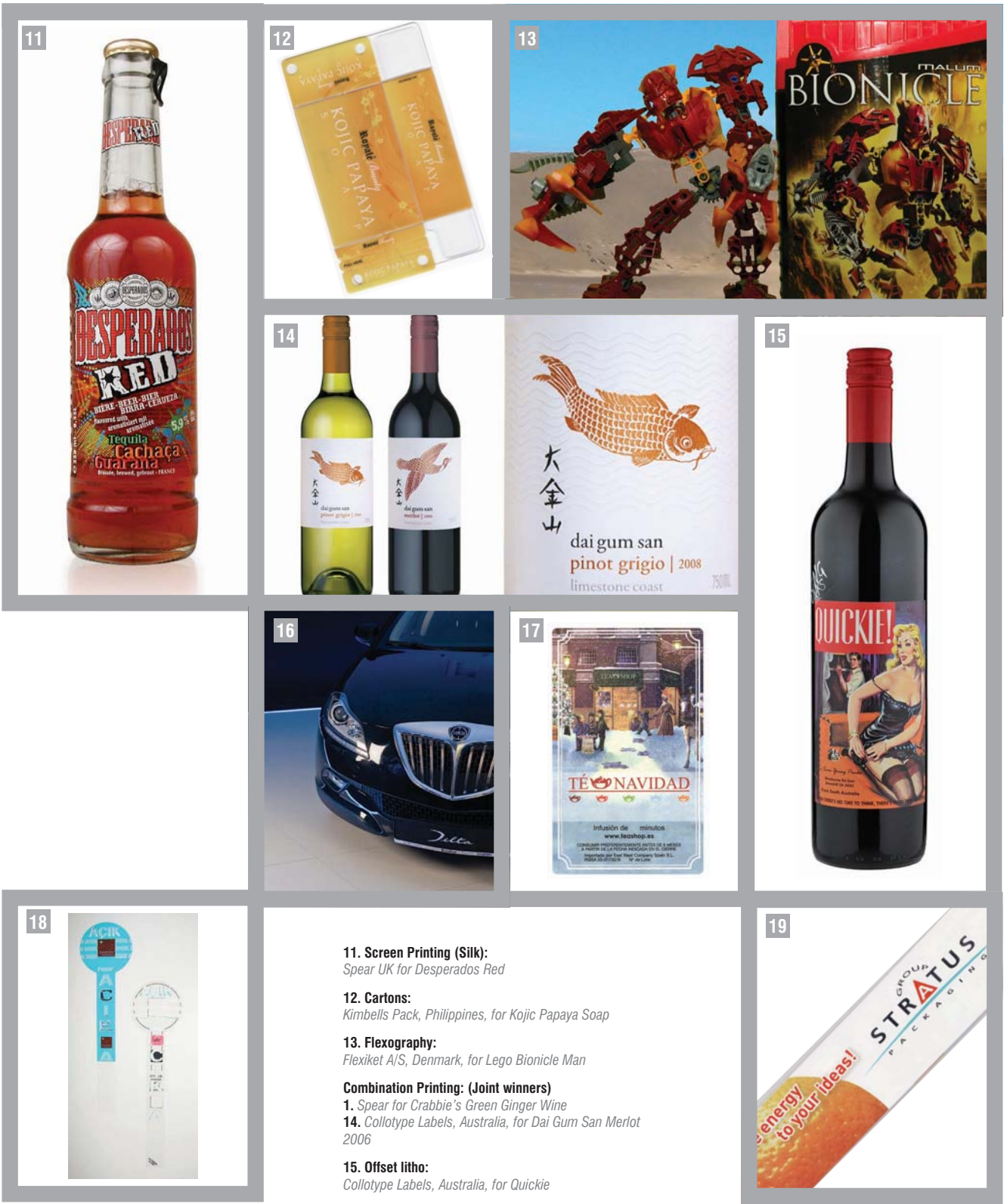


- 6. Food Products Marketing and End uses Group Winner:**
Amberley Labels, UK, for Fortnum & Mason Blenheim Natural Mineral Water
- Cosmetics: (Joint winners)**
- 7. WDH, Poland, for Senses**
- 8. Skanem Willich GmbH, Germany, for L'Oréal Elvive**

- 9. Special Jury Award and winner, Alcoholic Drinks award, in the marketing and end-users group:**
Skanem Introl SA, Poland, for Sobieski Vodka Diament.
- 10. Household Products:**
Skanem, Liverpool, UK, for Omo Fleur d'agrumes et bergamote

FINAT label award winners

AT the recent FINAT Congress in Turkey, the overall winners were announced of the FINAT label awards competition. The winners go through to the finals of the World Label Awards



11. Screen Printing (Silk):
Spear UK for Desperados Red

12. Cartons:
Kimbells Pack, Philippines, for Kojic Papaya Soap

13. Flexography:
Flexiket A/S, Denmark, for Lego Bionicle Man

Combination Printing: (Joint winners)

1. Spear for Crabbie's Green Ginger Wine
14. Collotype Labels, Australia, for Dai Gum San Merlot 2006

15. Offset litho:
Collotype Labels, Australia, for Quickie

16. Self adhesive lighting strip
Schreiner Group GmbH, Germany

17. Digital Printing:
Germark, Spain, for Navidad Regalo

18. Security:
Securikett Ulrich & Horn GmbH, Austria, for Sumitomo Void Label

19. Self Promotional Labels:
Stratus Packaging, France, for Stratus Booklet

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RICOH Industrie France

Investment sets Ricoh on new course

A MAJOR INVESTMENT in curtain coating and automation technology will allow Ricoh to completely reformulate its direct thermal product range. Andy Thomas reports

The European thermal paper manufacturing division of Ricoh is to launch a new range of top coated products following an investment of more than 10 million in curtain coating technology, a factory extension and a fully automated materials handling system.

Perhaps best known for its office equipment, Ricoh produces more than 1 billion sq meters of thermal imaging materials a year from five production sites in France, North America, Japan and China.

Its European thermal business unit, Ricoh Industrie France, is located in the magnificent Alsace countryside, home of Cremant sparkling wine and Muenster cheese. The original plant was built in 1992 to service Europe, the Middle East and Africa and its 250 employees manufacture some 450 million sq meters of top-coated direct thermal (DT) papers a year. The company also slits rolls of thermal transfer ribbons (TTR) delivered from Japan.

The global crisis hit the company hard last year, with a 15 percent downturn in sales. The first months of 2009 have seen a partial recovery, possibly reflecting the need for retailers to

rebuild stocks.

Direct thermal papers are used wherever variable information needs to be added to pre-packed foods, pharmaceuticals and warehousing/logistics containers. The pre-pack food sector is by far Ricoh Industrie France's biggest direct thermal business. DT papers are also used in a wide range of non-PS label applications such as apparel tags, baggage tags, bank statements and lottery tickets.

The company typically supplies its thermal papers to laminate manufacturers who add adhesives, release liners and silicones and sell the PS constructions to label converters, who in turn supply pre-printed labels to the food processor/packer.

TECHNOLOGY

For many end-users – and for this writer before visiting the Ricoh Industrie France plant – direct thermal papers are low value commodities. In fact, top coated direct thermal papers are highly engineered products constructed from up to five functional layers.

Firstly, a base paper is reverse coated to protect against



AUTOMATED PLANT

Ricoh Industrie France's €10m investment includes the construction of a 3,880 sq meter factory extension (left) and a fully automated materials handling system which will see AGVs (Automated Guide Vehicles) replace manual roll handling. 'This will allow us to re-engineer and optimize our working process and finish goods flow,' notes Julien Montalbetti.

'These investments plus investments in our curtain coater explain why we are not exhibiting at Labelexpo Europe this year,' adds Philippe Wolff. 'We decided, under current economic circumstances, to allocate our financial resources in the most efficient way to develop the best products for our customers.'



migration of adhesive or silicone from the PS laminate. The front side of the base paper is coated to smooth out the surface and to act as thermal insulation, reflecting heat back to the imaging layer. On top of the imaging layer – which blackens in response to heat – is the top coat.

Because of the growing importance of branding, European end users require a very white print surface and a top coat which will key a wide range of print technologies, including UV offset, flexo, screen and letterpress. At the same time, the top coat must provide functional protection against the wide range of aggressive substances encountered at the pre-packer, including moisture, blood, solvents, plasticizers, grease and oil. The print also has to be protected against scuffing and UV light degradation.

Non-top coat products, by contrast, consist only of the base paper and thermal imaging layer, and are typically used for lower value applications like parking tickets and ATM receipts. For some applications, Ricoh Industrie France can offer adapted thermal papers with a lifespan of more than 10 years.

UNDERSTANDING THE END USER

A key goal of Ricoh Industrie France's new marketing team, led by Philippe Wolff and Julien Montalbetti, is to better understand how the company's DT products are being used, and the requirements of their final customers.

'It is often the case that the end-users leave the specification of the material to the label converter,' says Philippe Wolff. 'This is completely understandable. The label is not the most important thing for them – until they face problems. After that they have to pay more attention to the technical aspects of the label, and this is where we want to become a closer partner.'

Feedback from this end user research will be fed back to Ricoh Industrie France's R&D department, where a new generation of curtain-coated products are now being developed.

CURTAIN COATING

Ricoh Industrie France is now in the process of commissioning its new curtain coater, in addition to the four existing units. Why does this technology make such a difference?

Currently, coatings are applied by rollers, with the excess scraped away by a doctor blade. With the new technology, a continuous 'curtain' of liquid is applied directly across the width of the web. A vacuum drum ensures there is no turbulence at the web surface to disturb an even flow of material.

Curtain technology speeds up the coating process, gives



THE new curtain coating unit is now being commissioned

a more consistent coating profile in both machine and cross directions, and allows coat weight to be more easily controlled.

Importantly, this is a multiple curtain coating unit, capable of depositing more than one layer at the same time. Multiple coating layers are separated by carefully differentiated chemistries.

According to production director Stephane Lamaze, curtain coating technology will allow the development of completely new functional coatings with better image definition and protective properties.

There will also be a benefit in extending the life of thermal printing machinery. Direct thermal is a contact process, where the fragile imaging heads – usually made of glass – are in direct contact with the paper that can run at speeds as high as 300mm a second. A smoother coating will significantly reduce abrasion damage.

Ricoh Industrie France's intention is to develop dedicated coatings for different end uses: pre-pack, healthcare and warehousing/logistics, as well as for non-label applications like bank statements and tickets/tags. Testing of the new product range should be completed by December this year, with commercial availability in Q1 2010.



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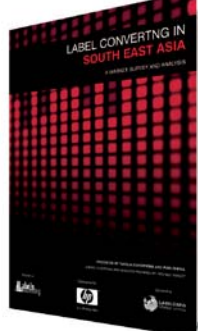
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ACHERNAR operates in the pharmaceutical, household goods and wine sectors

Labels for all climates

DESPITE Argentina's economic instability, Buenos Aires-based label converter Achernar has flourished thanks to a philosophy of diversification. James Quirk reports

Diversification is frequently cited as advice to label converters for surviving in challenging times, but few companies can have successfully spread themselves across such a wide range of industries, products and technologies as Achernar, based in Buenos Aires, Argentina.

It is a philosophy born out of necessity. The problem is national, not regional: neighboring Chile and Brazil have enjoyed years of comparative economic and political stability. Argentina, meanwhile, suffered under a succession of volatile governments which culminated in the collapse of the economy in 2001. Today's economic problems are more globally spread, and Argentina, like many others, has been hit hard. Inflation is rising; recent mid-term elections demonstrated the people's lack of confidence in the government of Cristina Kirchner, wife of previous president Nestor.

To put these problems into the context of the label industry, in 2002, the year following the economic crisis, label consumption in Argentina plummeted by 40 percent. That same year, remarkably, Achernar showed only a 1 percent drop in sales. 'It turned into an opportunity for us,' says Maria Olcese, Achernar's president. 'We investigated which labels were being imported and targeted that business.'

MULTIPLE BASKETS

The company was founded in 1971 by Haroldo Olcese and is now run by his daughters, Maria and Ana. Initially it sold manual applicators, and continues to do so, before moving into label printing with the purchase of Mark Andy presses in the 1980s. Since then, the company has continued to install latest-generation machinery for roll label printing,

LABELS&LABELING

specializing in the production of high quality self-adhesive labels and in the development of security and variable information products.

Its fleet of UV flexo machines, some internally reconfigured for variable information printing, is now complemented by an HP Indigo ws2000 digital press, laser and thermal transfer printing capabilities, a host of stamping and finishing equipment, including Rotoflex and Newfoil machines, and, the most recent addition, a Nilpeter FA-3 8-color servo-driven press with cold stamping and a 13 inch print width. The company runs two shifts and employs 85 people.

The HP Indigo digital press was installed in 2004. 'It was a big learning curve for us at the time,' says Ana Olcese, 'as we our main experience was

in flexo. But it has allowed us to provide a more complete offering to our clients and has been particularly useful for short run work, of which we have a great deal.'

Between its two adjacent plants – the second was opened last year with the installation of the Nilpeter FA-3 – Achernar occupies 3,000 square meters and produces 300,000 square meters of labels per month, making it one of Argentina's largest converters. An admin office is housed in central Buenos Aires, while distributors operate outside the capital in Córdoba, Tucumán and Rio Negro. The company exports less than 5 percent of its products, mainly specialty items such as scratch-off labels, with Mexico, Chile and Peru the main recipients.

'In a country like Argentina, with its economic instability, we can't put all



THE NILPETER FA-3 PRESS was installed last year



our eggs into one basket,' says Maria Olcese. 'So we operate in many areas, with different products and technologies. The company has a very solid financial base, and this diversification helps us to overcome challenging situations.'

The company mainly devotes itself to short run work, reflective of both economic realities and general industry trends away from long runs. It deliberately maintains a customer base without many large clients, therefore not making it dependent on, and vulnerable to, the continued success of a small number of companies. A similar attitude is taken towards its suppliers, with materials and inks coming from multiple sources.

'The majority of our orders are for short run work, which gives us the flexibility to react quickly to customer demands,' says Ana Olcese. The company has a dedicated division for fast turnaround – between 24 and 48 hours – of text and barcode labels.

"It deliberately maintains a customer base without many large clients, therefore not making it dependent on, and vulnerable to, the continued success of a small number of companies"

Aside from the 'Ultra-quick' service, Achernar caters to a variety of sectors. The Nilpeter press has allowed entry into the prime label market (and is also handling the recent surge in demand for labels for sanitizing alcoholic gel, sales of which are booming thanks to swine flu). Specialty self-adhesive labels for the food and beverage sectors have been a core business for some time. Barcode printing for the country's mail service is also a large part of the company's business. A technical service division offers manual applicators and thermal transfer printers. The company has invested in RFID technology, and has tag insertion capabilities, though reports that movement in Argentina, similarly to the rest of RFID label market, has been slow.

Production is varied. Achernar prints prime labels for food, cosmetics, wine and pharmaceutical applications; promotional labels with holograms and fluorescent inks; high performance industrial labels for outdoor applications and chemical drum labeling; informational labels such as barcoding; as well as flexible packaging.

Recent developments include working with GS1 to print a new series of barcodes – DataBar – which allow identification of smaller consumable products while also storing data about weight, date of sale and batch number. The applications are wide-ranging, from cosmetics

LATIN AMERICA ROUND UP

A ROUND-UP OF THE LATEST LABEL STORIES FROM THE LATIN AMERICA REGION



THE COSMOLIGHT SYSTEM from Toyobo

LEFTECH REPORTS FURTHER COSMOLIGHT INSTALLATIONS

Leftech Group, the Latin America distributor for Japanese company Toyobo, has installed a Cosmolight digital platemaking system at Argentine converter Talleres Gráficos Corti. The announcement follows a number of recent installations for the company in the region, as reported in L&L issue 3. The system includes a Screen CTP platesetter, supplied by local company X-Graf, and a washing unit from O.M. Marchetti.

Talleres Gráficos Corti, founded in 1930, is made up of a folding carton and a label division and operates primarily in the pharmaceutical sector, with additional activity in the cosmetics and food industries.

According to Gustavo Corti, director, and Diego Castellano, production manager of Corti's label division, the environmental benefits of the Cosmolight system were a key factor behind the investment. The company has undertaken a series of initiatives to reduce its environmental impact, including sourcing all its carton materials from FSC-certified suppliers. 'We regard it as a social responsibility,' Castellano explains. 'The reduction of solvent use is something we are implementing across the company.' Castellano also cites increased productivity as a major advantage of the system, and says that the plate quality it produces has allowed Corti to bring in-house digital plate jobs which it used to outsource.

Leftech has also sold a Cosmolight system to Oeste Argentino, a label converter based in the country's wine-making region of Mendoza. More information will follow in a future edition of L&L.

'These installations confirm our belief that this technology can bring tangible benefits to converters in terms of productivity, quality and environmental sustainability,' says Leftech's co-founder and commercial director Esteban Cambiasso. 'To have installations at converters with advanced technology, printing high quality labels on top-of-the-range presses from the likes of Gallus and MPS, has provided us with a solid base which is growing exponentially.'

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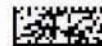


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ANA and Maria Olcese in front of the Nilpeter FA-3 press

to pharmaceuticals, but a key area has been fruit, which is a massive industry in Argentina. Achernar is the first Argentine printer of these barcodes, and also exports its fruit labels to neighboring Uruguay.

Security products, too, are a key area. Achernar works with various suppliers, including 3M and Avery Dennison, in the development of security materials, and can count on a wide range of capabilities – including reactive inks, tamper evident materials and coding and numbering. ‘There is currently a great deal of growth in this sector in Argentina,’ says Ana Olcese.

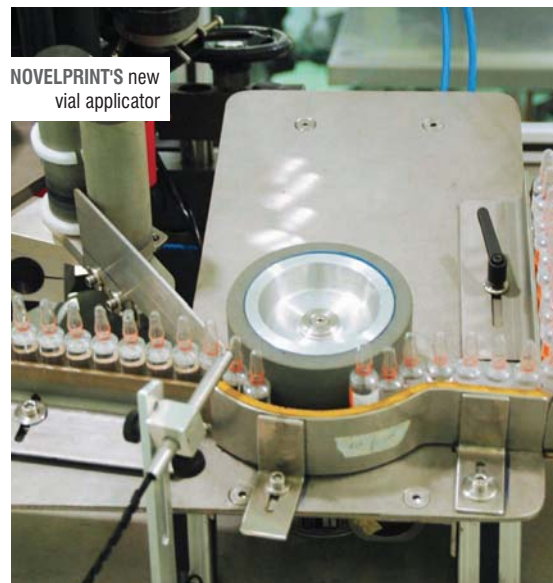
A recent print job which is a particular source of pride for Achernar is for labels for Otro Mundo, a beer company which recently launched its Art Series of labels designed by Argentine artists Hernan Salamanca, Max Gomez Canle and Dani Dan. The impressive artwork adorns the company’s Nut Brown Ale, Strong Red Ale and Golden Ale brands, which are also exported.

Indeed, the beverage market is considered by Achernar as a opportunity for further growth, and shrink sleeve label production, now possible thanks to the multi-substrate capabilities of the Nilpeter FA-3, is being studied as a potential next step. ‘In this industry there is so much innovation, you have to be aware of new developments,’ says Maria Olcese. ‘We attend Labelexpo Europe for this reason.’

ACHERNAR printed labels designed by Argentine artists for Otro Mundo beer



A ROUND-UP OF THE LATEST LABEL STORIES FROM THE LATIN AMERICA REGION



NOVELPRINT'S new vial applicator

NOVELPRINT INTRODUCES NEW APPLICATOR RANGES

NovelTech, the applicator manufacturing division of Brazilian label converter Novelprint, has launched three new ranges of applicators which cover a variety of sectors.

One is for the application of labels onto ampules, or pharmaceutical vials, which can handle tubes of 0.5 to 20ml. It can label 18,000 vials per hour to 1mm precision, is offered with an integration vision inspection system as an option, and is suitable for any tubes of these sizes, therefore catering to a variety of applications.

A further line has been launched for the application of shrink sleeve labels onto squeezable tubes. The automatic labeling process uses a NovelTech PC applicator with automatic feeding and extraction. The machine is constructed from treated aluminum and painted steel, and is claimed to require little maintenance. The applicator can label 120 tubes per minute.

NovelTech has also launched a line of beverage applicators which includes three different versions Beb-51, Beb-Vac and Beb-Index. The Beb-Index can label 250 bottles per minute, simultaneously applying labels on the neck, front and back of the bottle, all positioned relatively. Application is precise to 1mm, and an optional integrated vision inspection system is available. Beb-51 is a semi-rotary applicator with similar speed, precision and results as Beb-Index, while Beb-Vac additionally offers the use of very thin substrates thanks to its vacuum system.

NovelTech has an installation base of over 1,000 applicators around the world. Novelprint owner Jeffrey Arippl says: ‘We are focusing very much on the beverage sector at the moment with dedicated applicators and adhesives. We often work with smaller companies who might not want to invest in large, expensive machines. It is a big growth area for us.’

LATIN AMERICA ROUND UP

A ROUND-UP OF THE LATEST LABEL STORIES FROM THE LATIN AMERICA REGION



CUSTOMERS gather at an open house hosted by Prakolar last year to mark the installation of the Nilpeter MO 3300 offset press

PRAKOLAR FLOURISHING DESPITE ECONOMIC DOWNTURN

Brazilian label converter Prakolar is flourishing despite the economic downturn, according to its director Jean Chatziefstratiou, who runs the company alongside his brothers Cees and Alexandre.

In the first three months of 2009, the company reports growth of six percent, which Jean Chatziefstratiou believes is the result of various initiatives coming to fruition, as well as the added capabilities brought to the company by the installation of an 8-color Nilpeter MO 3300 combination rotary offset press last year (as reported in L&L Issue 4 2008). 'This growth has perhaps come at the expense of some of our competitors, as we have been able to attract new clients,' he explains. 'Initiatives that we have been running in recent years have been paying off. For example, we identified the top buyers and brand owners at the big end users and sent them samples of the work we can do.'

'The installation of the Nilpeter MO 3300 offset press last year has also added to the variety of technologies that we can offer.'

Just after this installation, Prakolar decided to purchase another Nilpeter press, this time a FB 3300 flexo machine, which was installed in May 2009. After years as a Mark Andy house – Prakolar has a fleet of 6-, 8- and 9-color 2200s and 4150s Jean Chatziefstratiou cites Nilpeter's increased local presence as a key factor in the decision. Growth has also been stimulated by the company's attitude towards service. Chatziefstratiou says that, while some companies' interaction with a client will cease after providing the labels, Prakolar works with the end user every step of the way – sending technicians to check that the label performs correctly at the application stage, for example.

ENVIRONMENTAL INITIATIVES

While in the US and Europe environmentally sustainable processes and correct disposal of waste have become key issues, this is not the case in Brazil. Despite this, thanks to a culture instilled by their Greek father and Dutch mother, the Chatziefstratiou brothers strongly believe in the importance of environmental responsibility. 'We do many things above what the law requires,' says Jean Chatziefstratiou. A water tank has been installed under the factory to gather and reuse rain water, for example, while the company also pays, at no small expense, for the proper disposal of material and ink waste.

Prakolar's focus has traditionally been on pharmaceutical labels, for both local and international markets, but the company also operates in the food and promotional sectors too. Founded in 1967, the company began buying Mark Andy presses in the mid 1990s and grew by an impressive 253 percent in just four years, and is now one of Brazil's leading label converters. It employs 100 people and operates three shifts, six days a week, in a factory of 5,000 square meters in Sao Paulo.

LABELXPO NEWS

A ROUND-UP OF THE LATEST LABELXPO EUROPE STORIES

ACRYLIC-DISPERSION ADHESIVE FOR COOL AND MOIST SURFACES

A special acrylic-dispersion adhesive for cool and moist surfaces and a fully compostable self-adhesive material have been developed by Herma and will be featured at Labelexpo Europe.

The 62G adhesive is claimed to combine the properties of hot-melt adhesives and dispersion adhesives and can be applied at temperatures as low as minus 10° C with very high tack. Even in critical applications involving refrigeration, it performs at least as well as, and in many cases offers superior adhesion to, conventional hot-melt adhesives, says Herma. 'Especially when labels are being applied to curved or non-polar PP or PE surfaces, it outperforms hot-melt adhesives as regards tackiness and final adhesion. The condensation that often forms on the packaging of refrigerated food is a challenge that is easily overcome by the 62G adhesive.'

Like other dispersion adhesive, the 62G adhesive is compatible with converting requirements. Claimed to offer significantly better die-cutting properties than hot-melt adhesives, it facilitates faster label production while minimizing the risk of adhesive bleeding.

This would reduce the likelihood that users' labelling machines and printers become contaminated by adhesive. Unlike hot-melt adhesives, 62G is said to be ideal for labels that are designed to be run through laser printers. It will withstand temperatures of 200° C, which can occur when toner is being fixed in printers connected to conventional PCs.

DANTEX DEMONSTRATES HIGH DEFINITION IMAGING

Dantex demonstrates EskoArtwork High Definition Screening for flexo and letterpress, with platemaking demos of the Aquaflex and Rapidoflex plates.

Aquaflex plate types include Aqua, for use with all water-based inks and press-ready in under 45 minutes for an A2 plate, and Optima, for use with UV and co-solvent inks. Press-ready again in under 45 minutes for an A2 plate.

The Rapidoflex UV flexo plate takes some 14 -18 minutes analogue, and 20 minutes digital to image an A2 plate. Two Spark digital imagers, the 2120 and 2530, are on the stand along with Flexocam and Troika Plate-II-Print proofing systems.

NEW GENERATION POWER SUPPLIES

uv-technik meyer gmbh is to showcase a new generation of electronic power supplies (EPS) for medium-pressure UV lamps at Labelexpo 2009. The German company is currently at the patent-registration stage together with technology partner IIE.

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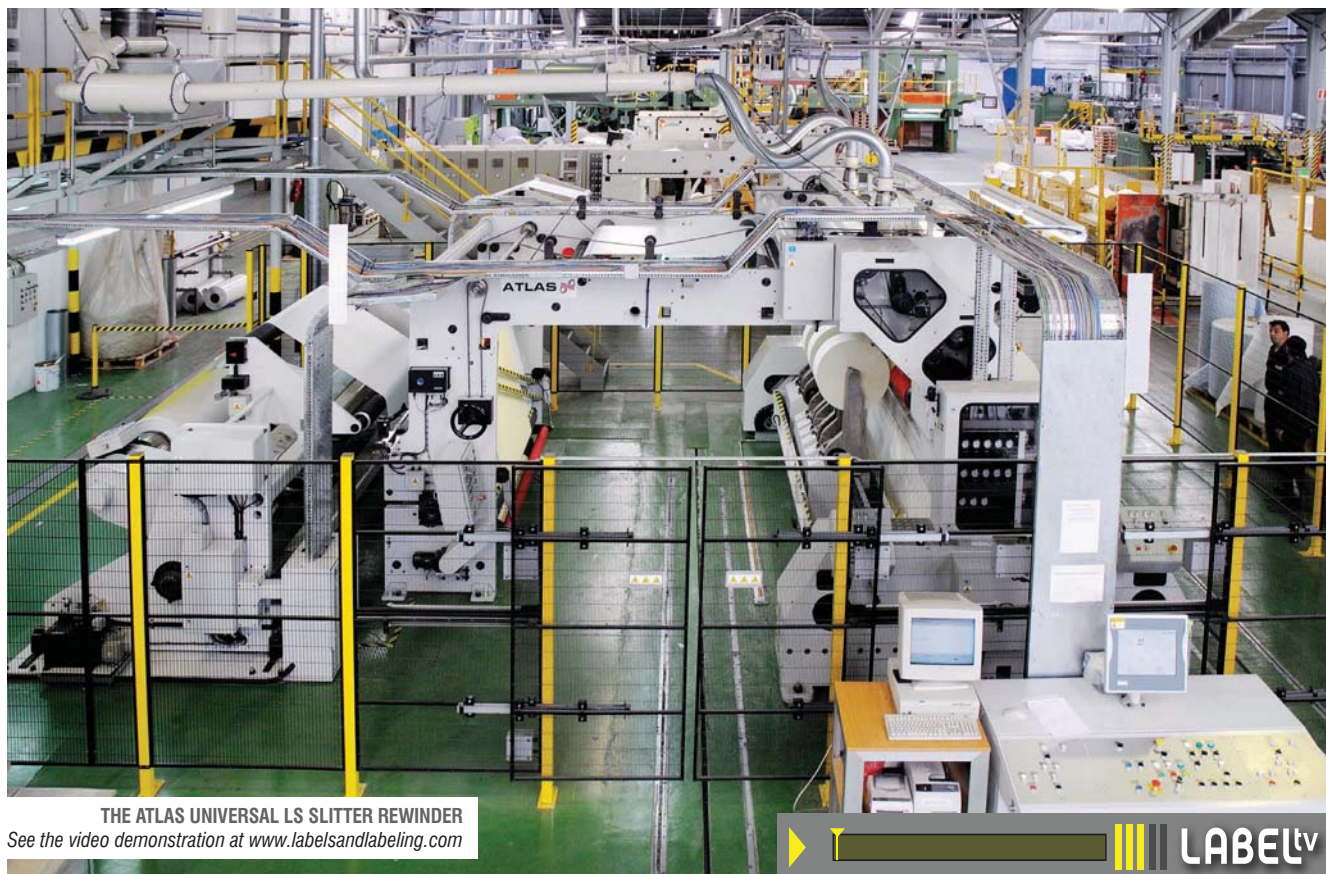
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THE ATLAS UNIVERSAL LS SLITTER REWINDER
See the video demonstration at www.labelsandlabeling.com



Atlas provides Torraspapel slitting solutions

RAPIDLY increasing demand for filmic labelstock has led Torraspapel to install a specialized slitting and materials handling system. James Quirk reports

Atlas Converting Equipment has commissioned a 2-meter wide Universal LS slitter rewriter to process a broad range of self-adhesive labelstock materials at Torraspapel's Almazán plant, some 200 km from Madrid, Spain. The new machine joins two existing Atlas OCS-2 centre surface slitter rewriters installed at the plant in 2000.

The decision to expand slitting capacity was taken because of the rapidly increasing demand for filmic labelstock materials produced by Torraspapel.

The Universal LS is the latest generation of Atlas center surface slitter rewriters for pressure sensitive self-adhesive materials, and is designed specifically to handle all types of filmic labelstock. The machine features 10 fully automated rewind stations – five internal and five external – with each station using two individual rewind arms, with wiring installed for the addition of a further four rewind stations at a later date to accommodate increased production requirements. The rewind stations have electrically driven individual AC servo motors and a cylinder to provide contact pressure against the winding drum.

The Universal LS' rewinding technology includes a linear tracking system which is of particular benefit in rewinding filmic labelstock materials. The rewind contact pressure and winding tension is not influenced by the increasing weight and diameter of the roll during rewinding. The rewind arms remain in a constant vertical orientation with the roll of material being supported through the rewind arm pivot point. This system

enables an accurate rewinding geometry to be maintained and helps to minimize adhesive 'bleed' with the additional benefit of winding 'softer' rolls of labelstock materials.

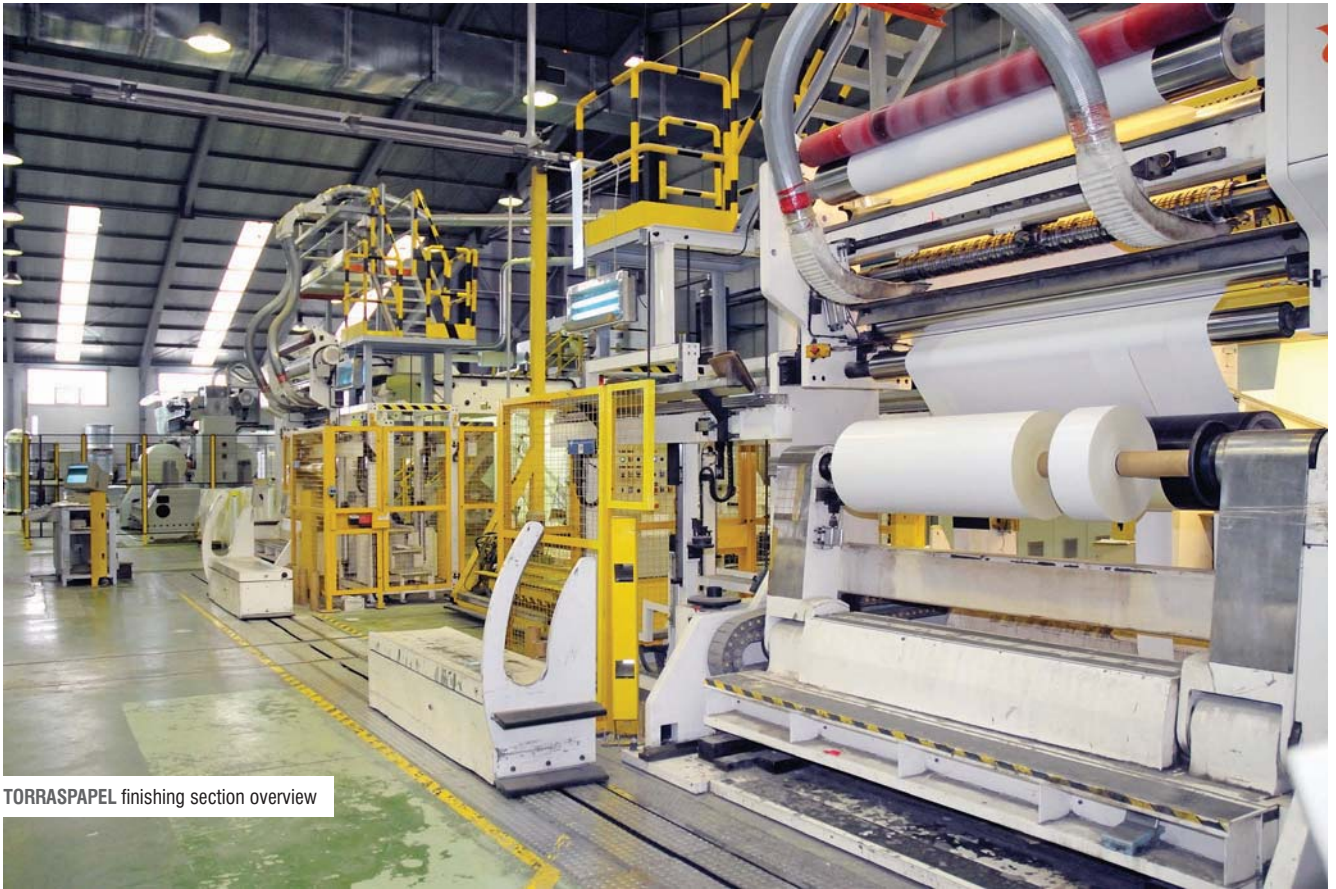
The LS machine also features a vacuum roll system Atlas developed by adapting technology used in the processing of photographic and cinematic film. The system is claimed to eliminate the risk of scratches on the substrate surface – particularly filmic materials – during the winding process. The vacuum roll achieves this by positively separating the variations in winding tension of both unwind and rewind sections of the machine.

The Universal LS machine commissioned at Torraspapel's Almazán plant is 2100mm wide with a shaftless unwind stand including anti-telescoping control and pivoting static eliminator. It is capable of loading parent rolls of up to 1600mm diameter and 5,000kg in weight.

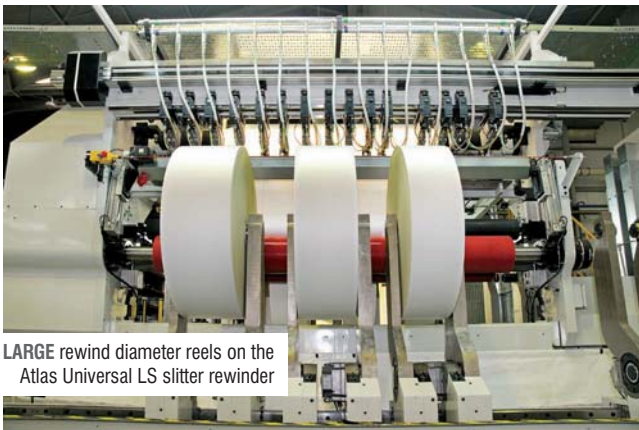
The machine will run at up to 750 m/min with a minimum slit width of 140 mm using standard rewind arms, or as narrow as 65 mm on the 2 outside rewind stations. Its fully automatic knife positioning system is able to re-set up to 21 male and 30 female blades in less than three minutes.

A full width male knife cleaning system is included to avoid the build-up of substrate adhesive on the knives during slitting, and provision was made in the machine design for installation of a web cleaning system immediately after slitting.

The maximum rewind roll diameter is 1250 mm on 76 or 152 mm cores and the machine will process materials in a thickness



TORRASPAPEL finishing section overview



LARGE rewind diameter reels on the Atlas Universal LS slitter rewinder



AUTOMATED roll handling on AGVs

range of 30 to 350 micron. The computer controlled rewind arm positioning system for typical job changeovers can re-set the rewind arms in around 30 seconds – for example from 166 to 200mm slit widths. Minimized downtime makes the machine particularly versatile for short production runs.

Slit reels are unloaded automatically onto trolleys, then transferred to a system of AGVs (automatic guided vehicles) installed by Torraspapel, which transport the rolls to a storage facility, prior to shipping to customers. The Universal LS slitter also features a vacuum splice table and web edge guiding system.

The two Atlas OCS-2 duplex slitter rewinders previously installed in 2000 have mainly been used for the slitting of paper based self-adhesive

labelstock materials and are both 2,050mm wide machines. These center surface slitters run at up to 500m/min. using differential rewinding shafts with a radial unloading system of the slit rolls also onto AGVs.

The rewinding shafts of both these machines are soon to be upgraded to the ball-lock differential rewinding system by Atlas to enable more flexibility in production of both paper and filmic labelstock materials.

The design of the machine has been recently enhanced to process all new types of filmic labelstock, though Atlas says it remains simple to operate, with differential rewind shafts, linear tracking of rewind carriages, easy access to the knives and rapid changeovers of slit widths.

TORRASPAPEL PROFILE

Torraspapel as a company dates from the early 1700s, when some members of the Torras family produced their first sheets of paper in a mill near Girona in northern Spain. Today, it is the leading manufacturer on the Iberian peninsula with seven mills producing more than a million tons of pulp a year and a wide range of substrates including coated and non-coated paper, carbonless copy paper, thermal, high gloss, metalized and adhesive coated papers. Torraspapel became part of the Lecta Group in 1999 joining Cartiere del Garda in Italy and Papeteries de Condat in France, also part of the Group.

All the Torraspapel mills hold ISO 9001 quality certification and ISO 14001 environmental certification and 80 percent of production has EMAS certification. Torraspapel's mills have also obtained PEFC and FSC Chain-of-Custody forestry certifications.

The company distributes worldwide and in 2008 achieved sales of €1,033 million, with a workforce of over 3,200.



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Focus on Korea

KOREAN LABELS INDUSTRY analyst Park Chong Se looks at current and future market trends in a national industry still showing strong growth

THE SCALE OF THE KOREAN LABEL PRINTING INDUSTRY

The total value of the label printing market in Korea is approximately \$1.5 billion, with the industry expanding to include flexible packaging, folding cartons, RFID, solar cells and flexible display panels.

The label printing sector has risen in popularity because of its contribution to the national goal of reduced carbon emissions, green growth and because of Korea's strong IT industry.

More than 2,200 printing companies specialize in labels, with 70 percent of their factories located in metropolitan areas such as Seoul and Kyounggi Province.

These include some very big label printing corporations such as Motex, Buyoung, CAS, Samsung Printech, Fine Webtech, Eujin Printing, Baewon Printing, Daekwang Printing and Hankook Gold.

Outside the metropolitan areas companies like Hansung Printing in Daegu (in the east) and Shinkwang Printing in Kwangju (in the south-west) are prominent.

Only a few label converting companies exceed \$10 million in annual sales volume: most label converters have less than \$1 million.

There are other non-specialist companies besides these 2,200 specialist label converters who, as

well as labels, also engage in flexible packaging, electronic data, package printing and gravure printing. These are mostly larger scale companies, with an annual turnover of \$60 million.

RFID label growth is accelerating, in many cases produced by completely new companies who previously had nothing to do with label converting.

LABEL PRINTING MACHINES

Japanese label presses have a market share of more than 90 percent in Korea. Letterpress is the most common process, with flexo printing machines holding nearly 3 percent of the market share.

When domestic label printing machine manufacturers started appearing in the 1990s, import of Japanese presses began to decrease. Today local press manufacturers account for 50 percent of new letterpress sales – a figure expected to rise to more than 80 percent by 2015.

The biggest Korean players include Motex, Doil Machine, Haedong Machine, Geosung Machine, Taekyoung HiTech, Bangsung Machine, Hanyang Industry, Shinsegye Engineering and Changik Machine.

These companies produce not only letterpress label presses but also screen presses, hot foil machines, die-cutting, laminating and embossing systems. Motex also makes RFID equipment which



THE PRODUCTION LINE at Bangsung Machine



THE production line at Taekyoung HiTech

it supplies both to local converters and overseas buyers.

Digital printing has boomed since 2005, and today represents 0.5 percent of the installed base.

HP Indigo's machines have a market share of more than 90 percent, and Xeikon has also begun to make an impact.

Analysts predict further success for digital label printing as consumer trends push towards a requirement for multi-variants and smaller quantities.

ROLLER AND INK INDUSTRY

In the early days of the narrow web industry, most rollers were imported. But today cheap and high quality rollers have been developed and distributed by domestic manufacturers like Koman Roller and Kyungshin Chenpla.

Very little non-UV ink, apart from some specialist products, is imported from Japan, Europe and the US. Local suppliers dominate, particularly Dongyang Ink, Daehan Ink and Korea Special Ink. More UV ink is imported, but again, local companies have invested heavily in technical development and the quality level has improved rapidly, particularly from companies like Unitech and IPUV.

PRESSURE SENSITIVE MATERIALS

The market for pressure sensitive materials in Korea is worth \$200 million, including paper and filmics. The number of manufacturers competing in this market has decreased from 30 to 20 companies this decade.

Avery Dennison Korea operates a factory in Cheongju and has 42 percent market share. The company is now in its 17th year of PS manufacturing. Local

LABELS&LABELING

big players like Saelim and Kostic Korea have more than 35 years' history and are also increasing their market share. Along with Hanil Industry and Elisa Tape these form the 'Big Five' suppliers in Korea.

Many PS manufacturers are also prominent suppliers of paper face materials for industries including tires, stationery and specialty papers, which has helped expedite the development of self-adhesive products.

Today we see severe competition among local suppliers including Hanil Industry, Elisa Tape, Dongsung Trading, Hosung Enterprise, Jeil Hitech, Samsung Tape, Seil Tape, Busung Enterprise, Two & Two Chemikim's, Kukje Latech, Estar, BS Label, Beonyoung Tape, Jeil Tape Industrial Co., Hanyang Industry, Hanbo Industry, J-Tech and Dongsung Tape.

FUTURE TRENDS

Industry analysts believe the label industry in Korea will grow at an average annual rate of 5 percent if we take into account the growth from the packaging, industrial information and self-adhesive markets.

However, the high levels of creativity and innovation in the label industry in Korea have enough potential to deliver growth higher than this 5 percent rate.

Needless to say, investment in personnel and R&D must also be maintained at a high level if this higher growth rate is to be achieved. The future direction of the Korean label industry depends upon it.

ABOUT THE AUTHOR

Park Chong Se is publisher & editor of Printing Industry News in Korea

TECHNICAL BRIEFING

A CONVERTER'S GUIDE
TO COLOR MANAGEMENT



COLOR MANAGEMENT FUNDAMENTALS

JAY SPERRY – Research Associate
and Lecturer Graphic Communications,
Sonoco Institute of Packaging Design

Traditionally, printers and converters select the process color ink set based on production performance requirements – that is to say, dry/cure rate, substrate adhesion, etc. In a calibrated color management system, this ink set is run with specified pressroom variables on production substrate to create a press fingerprint, and later a press characterization.

Samples are measured, averaged, and used in color management software to create an ICC profile or proprietary color file, to be used for graphic retouching and proofer calibration. The proofing system, through use of a front-end RIP, targets the press profile generated so that expectations can be managed and pressroom targets created for future process color work.

There are also existing standards for CMYK printing that are used throughout the packaging supply chain, often without knowing it. Examples of process color standards include GRACoL, SWOP and FOGRA, each one representing a different set of pressroom conditions, whether it be substrate or ink sets. There are also existing standards for process color ink defined by the International Standards Organization (ISO). Advances made in printing technology across the board has enabled calibration to these standards through near-neutral calibration. Many packaging converters are finding success in managing expectations and optimizing production systems by using these standardized processes for CMYK printing. These same approaches can be, and are recommended, for inclusion in the Extended Color Gamut systems. See pages 106 – 110 for more on ECG systems.



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GEW pushes efficiency

GEW has developed a range of peripherals to increase UV curing efficiency. Andy Thomas reports

GEW is to launch a new range of energy-efficient peripheral technologies at Labelexpo in Brussels designed further to reduce the operating costs of its UV systems. These include intelligent power management software to boost energy savings when the system is on stand-by; cost-effective UV monitoring solutions; proactive servicing of systems in the field via the Internet; and extended equipment warranties.

GREENTIMER

The stand-by power level of existing GEW systems is typically around 15 percent of full power, but intelligent avoidance of power wastage allows this figure to be further reduced. Printers typically leave the UV on stand-by for long periods, as opposed to switching them off, so that they are always ready to run as soon as the printer is ready to re-start the press.

Common examples include during make-ready and at lunch. When making ready, the lamps are normally turned on so they can warm up while the operator works on the machine. When the printer is ready to start, the lamps are ready, and this avoids waiting while the lamps burn in. At lunch, the system is normally left on stand-by so that printing can be resumed as soon as the lunch hour is over.

To combat this energy wastage without having to make printers waste time, GEW has developed GreenTimer, a software package which allows the operator to program the system to start automatically after the desired amount of time, and also to power down after a pre-determined duration on stand-by. Additionally, the total number of hours which the system has been 'intelligently' switched off for are logged, so that managers can quantify the savings.

Despite the additional switching on and off of the lamps by the GreenTimer, their warranty will not be affected. GEW says its lamps can be powered on and off any number of times without incurring penalty clauses.

UV MONITORING

GEW's has developed two new UV monitoring solutions,

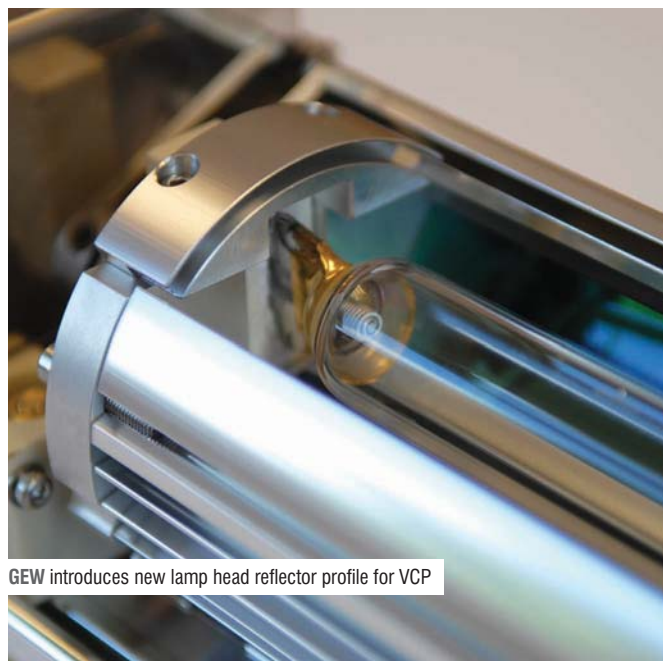
UV PROBE: UV monitoring solutions can be integrated with the lampheads, or hand-held units for taking readings from each lamp.



which can be either be fully integrated with the lamp heads to give a constant read-out on the touch screen, or else a hand-held unit for taking readings from each lamp.

The integrated solution, or 'online' version, simultaneously measures the output of all lamps in the system, and displays a percentage read-out on the touch screen showing the relative output compared to a new lamp. Thus as the lamps age, the decrease in their output can be seen easily, allowing the printer to replace the lamp(s) or increase the input power as necessary. This makes it easy to ensure that a sufficient level of UV power is always available to cure the job being printed, and it also avoids wastage on cure-critical applications where lamps might otherwise be replaced more frequently than is necessary.

The hand-held unit is a specialist scientific instrument, which is inserted into a docking station in the front door of the lamphead to measure the UV intensity in milliwatts per square centimeter (mW/cm²). Where measuring the intensity of UV – or any light source – the positioning of the sensor in relation to the lamp is



GEW introduces new lamp head reflector profile for VCP

INERT SYSTEM LEADS LABELXPO TECHNOLOGY DEVELOPMENTS

At Labelexpo, GEW will demonstrate a more economical inert gas atmosphere UV system for curing inks in food packaging applications, where there is a requirement to minimize oxygen levels within the UV curing chamber. The system enables curing of inks formulated with low levels of photoinitiators.

At the same time GEW has announced enhancements to its e-System range of UV lamp heads, including a new lamp head reflector profile for its VCP model. The range includes cold shutter and cold filter technologies to optimize UV efficiency with cooler running.

GREENTIME: GreenTimer allows the operator to program the UV system to start automatically after the desired amount of time, and to power down after a pre-determined duration on stand-by



critical to obtaining accurate and repeatable results. If a sensor is located in three different positions, it is likely to give three very different readings.

GEW's solution involves designing a precision-engineered docking station and corresponding probe to ensure that the sensor is always in exactly the same position relative to the lamp, so that the only variable that can be measured is the lamp's UV output. The unit itself is capable of storing readings from up to sixteen lamps in its internal memory, which can then be downloaded to a computer via USB. A line graph can be plotted to show how the intensity of each lamp changes over time, and thus indicate when it is time to replace the lamp. The effects of cleaning the reflectors and glassware can also be measured quantifiably.

REMOTE MONITORING

GEW will shortly be offering its customers remote monitoring of its installations. Here the system's control units can be directly connected to any GEW via the internet, where they can be monitored from any of the company's worldwide service centres. Conditions that affect UV curing performance, reliability and efficiency, such as ambient factory temperature, unchanged filters or other minor maintenance issues can be diagnosed and pre-emptively corrected, eliminating unnecessary downtime and service calls.

GEW estimates that its e-System range of electronic power supplies and matched lampheads has already collectively saved its customers an estimated £7m and reduced their carbon emissions by around 30,000 tonnes to date.

RESEARCH DONATION

GEW has confirmed the donation of a seven-lamp ECP UV system with e-brick electronic power supplies to aid research and development activities at US-based Clemson University's new Sonoco Institute of Packaging Design and Graphics. Clemson is looking to drive packaging innovation in areas including printed electronics which require the ability work with UV curable inks.

UV NEWS

AN UPDATE ON UV CURING TECHNOLOGY



PHIL Bartlett at Baker Label

UV UPGRADE BENEFITS BAKER PRESS

London-based Baker Self Adhesive Label has upgraded its Nilpeter FA2500, flexo press with a VCP UV curing system and e-Brick electronic power supply from GEW.

'The previous UV on this press was an ageing water-cooled system that took up a lot of space for the chiller and required continuous maintenance to repair leaks and burst pipes,' says Phil Bartlett, production supervisor at Baker. 'Parts were becoming obsolete and the UV lamps tended to overheat causing downtime on the press.'

The VCP system has fully air-cooled lamp heads capable of curing a wide range of heat-sensitive substrates without the need for a chiller system, making it compact and easy to maintain. GEW's electronic power supplies have a footprint of less than a quarter of that of ballast type systems freeing up floor space for additional equipment and materials. The e-Brick operates at a lower power setting for curing like-for-like print jobs and provides considerable saving in energy consumption and costs.

Adds Bartlett; 'With the new system we have gained space in the factory. The UV units are easily accessed and more efficient with less downtime and lower curing temperatures. The user-friendly control panel also simplifies operation. Because of the increased efficiency, press speeds have seen a corresponding rise. On one particular contract where we print a substrate of consistent dimensions we have seen an increase in press speed of 10 percent, achieving faster turnaround on the complete job.'

HEAT TECHNOLOGY LEADS THE CHARGE

Heat Technologies, Inc. (HTI), a recent entrant to the field of drying, has developed what the company describes as a 'revolutionary' convective drying solution for water or solvent based applications. The Spectra HE Ultra drying system is based upon HTI's patent pending technology for electrically charging the air, which then dries at a rate faster than heat alone.

'Our customers have realized impressive results – increased throughput from 50 to 85 percent and reduction in electrical energy consumption of 50 to 70 percent,' says HTI president Gene Plavnik.

According to Plavnik, each system is custom-designed – drying air temperature can be engineered to accommodate heat sensitive materials, for example.

The system is designed to be robust, with the blower the only moving part, and the compact dryer section is adaptable to virtually any press or coater configuration. The system can work with the existing drying configuration or replace it altogether.

HTI is working closely with several OEMs to adopt the Spectra HE Ultra drying system.



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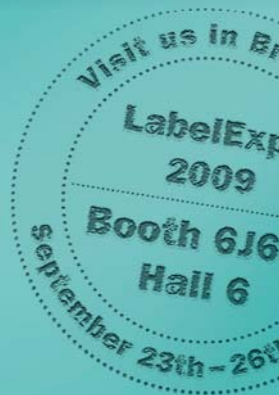


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New approaches to UV curing

THE LATEST DEVELOPMENTS in LED curing and improving energy efficiency were among subjects discussed at this year's IST UV Days event. Barry Hunt reports

The 'UV Days' events held by IST Metz Group every two years in Nürtingen, near Stuttgart, invariably offer new perspectives on UV curing for all graphics sectors.

A major theme was Das Prinzip Effizienz, or 'the efficiency principle'. This means developing new approaches to optimizing engineering (integration, speed and automation), chemistry (raw materials and formulations) and physics (lamp type, power supply and reflector design).

Twenty-three IST partner companies displayed aspects of flexo and offset printing this year. Their presence added to the full program of seminars and workshops held during the event's four days. One covered the expanding role of UV curing as part of the highly-regulated food packaging printing scene (essentially on wide-web flexo and sheet-fed offset presses). Visitors were given a demonstration of carton printing using low migration UV inks and lacquers on the company's seven-unit Heidelberg Speedmaster 102.

The collective aim of the UV curing community to reduce high energy costs has already seen industry-wide initiatives to reduce electrical input using improved electronic power units. IST's efforts center on upgrades to its air-cooled MBS and water-cooled BLK series. Both now feature 160 or 140 W/cm lamps, rather than the 200 W/cm lamps that prevailed only a few years ago. The company's ELC electronic power supply units are seen as a major factor in

balancing UV spectral output with curing times and press speeds. More compact than conventional power supplies, they are claimed to reduce energy demands by around 30-40 percent.

Optimizing reflector designs (or geometry) is another key factor. The latest coated and highly polished aluminum reflectors offer different operating characteristics to, say, quartz glass types where the unwanted IR component is absorbed by the lamp housing. As an example, the URS reflectors used on the MBS-5 and BLK-5 modules (for narrow web presses) are said to combine the advantages of the proven CMK cold mirror (dichroic) reflectors and the higher reflectance of polished aluminum types.

Like many successful independent companies, IST invests heavily in R&D to ensure strong future growth. One of its latest lab tools is PC-based 'ray-tracing' using software that optimizes the geometry of the reflectors. Data on UV lamps and reflectors is read in the form of 3D models. The definitive factor is the lamp axis and typical distances from the substrate or coating material. As the reflector geometry changes, so does the ray tracing, which becomes specific to an individual application. Parabolic reflectors that produce a 'beaver tail' ray are used when working with heat-sensitive substrates, for example. In other cases, elliptical reflectors are advantageous because they concentrate the ray.

The radiated power per surface is measured and displayed as watts per square millimeter in a 3D graph. Ray tracing is used to calculate and optimize the UV efficiency of the unit, the homogeneity of the radiation and the distance characteristics. Thermal simulation based on measuring air temperatures and those of the components themselves is a related development stage.

THE LED FACTOR

IST's involvement with using light-emitting diodes to cure printed matter was first shown at drupa 2008 on a prototype rig. Compared with UV curing, LEDs generate hardly any waste heat and so require much less energy than both the visible and UV-curing range. Lamps with an output of just 4W/cm are sufficient. But to achieve the near-instant curing qualities on fast-running presses of a comparable UV lamp system would mean using a higher electrical input with far higher energy costs.

High-output LED units would also require water cooling. The recent energy saving advances in established medium-pressure mercury lamps serve to emphasize the gulf between UV and LED curing. Furthermore, current LED technology is restricted to a narrow UVA wavelength range with peaks at 365 and 395 nanometers. Adapting ink and coatings formulations to these restrictions represents a further barrier to widespread usage. In practical terms, the effective working distance from the print carrier is just 8mm with web widths restricted to no more than 300mm for single units.

Yet despite these technical shortcomings, LED curing offers sufficient advantages to merit further development, hence the inclusion of a laboratory rig in the company tours. Single-pass inkjet printing is one expanding application that comes to mind. Compact LED curing units are easy to incorporate in the type of stand-alone or in-line inkjet modules now available for small-volume color printing or variable data printing.

Low energy LED arrays are also ideal for curing opaque screen process inks, as IST demonstrated using a RokuPrint flatbed screen unit applying a 14 micron white ink from Maribu. Other possibilities include applying Braille images to small cartons and labels, electronic printing for RFID inserts and curing hot-melt spot adhesives. It will be interesting to see how far LED curing has moved on by the next IST event.



IST's LED curing unit for testing

Web2Print goes mainstream

THE INTEGRATION OF MIS AND WEB2PRINT is becoming more and more important in the commercial print industry. Andy Thomas reports on a workshop conducted by Hiflex and the implications for label converters

In the commercial printing industry, revenue for Web2Print sales in Western Europe is over €4 billion and \$12 billion in the US. These amounts are projected to double by 2010 according to the market research institute InfoTrends, meaning that more than one third of all commercial print jobs are going to be purchased and handled through the internet.

"A big issue which has emerged for commercial printers, is that Web2Print systems are being installed as stand-alone-solutions without interfaces to MIS order management systems"

A recent seminar held by MIS specialist Hiflex, pointed out that Web2Print is not exclusively for online specialists but also for 'traditional' printers, and more and more are utilizing the internet to meet the changing buying behavior of their customers and to take advantage of the new generation of buyers who prefer to buy print online – whom they do not currently sell to.

A big issue which has emerged for commercial printers, is that Web2Print systems are being installed as stand-alone-solutions without interfaces to MIS order management systems. This has become a major challenge, because on-line buyers purchase much smaller orders and do so far more frequently.

This trend is referred to as 'buying more of less' and ultimately, Web2Print orders utilize the same administrative resources and make their way through production the same way as standard print orders. Early adopters of Web2Print did not focus on order administration, as the main focus was on the usability for the customer. The topic of integration was disregarded, but experienced online businesses are becoming more aware of these challenges and looking for integration from Web2Print, through production and onto delivery.

Hiflex was demonstrating its Webshop product which, via JDF can be integrated with any compatible MIS system.

It appears a very user-friendly system for print buyers. Using the 'Product Chooser Bar' and product matrix, the buyer chooses a product they wish to order and is then prompted to select, step-by-step, each of the product's properties they desire, such as

Size	Pages	Colors	Paper	Bookbinding	Finishing	Refinement
Letter (8.5 x 11 inch)	2 Pages	4/0-colored	80# Book Art Paper matt	Cutting	none	none
A5 (5.8 x 8.3 inch)		4/1-colored	80# Book Art Paper glossy			Cello Glossy 2-sided
A6 (4.1 x 5.8 inch)		4/4-colored	100# Book Art Paper matt			Cello Matt 2-sided
A7 (3.1 x 4.1 inch)			100# Book Art Paper glossy			UV varnish 2-sided
DIN Lang (4.1 x 8.3 inch)			80# Cover Art Paper matt			
Custom Format			80# Cover Art Paper glossy			
			110# Cover Art Paper matt			
			110# Cover Art Paper glossy			

HIFLEX 'Product Chooser Bar' provides the front end for the label buyer

format, pages, colors, paper types, finishing and refinement. The system then immediately calculates an online quotation. Prospective buyers can change all of these properties and immediately and dynamically see the resulting price changes. Individual and custom or non-standard formats and quantities can also be entered by the buyer for custom quoting. During the selection process, impossible combinations are excluded by plausibility checks and mandatory processing steps are included.

The Webshop platform offers the possibility of creating custom print designs from the web browser and the 'File Uploader Tool' allows buyers to upload files for all of their jobs and specific orders. The customer receives a simultaneous preflight report, advising if the files can be processed without problems.

Webshop provides print buyers with a 'softproof' option that automates the proofing process with an online digital proofing workflow. The buyer's submitted print files are preflighted automatically, in real-time and proofed immediately for their review.

Search engine optimization is also built in for Google's PageRank and Alexa 'Traffic Rank' and Google Analytics are used to evaluate user 'utilization behavior', which provides 'closed loop' customer feedback. Additionally, the Webshop back end provides statistics on customers, orders habits and product trend analysis.

As stated earlier in this article, the Hiflex system is aimed primarily at commercial printers. But it does point the way towards a future of 'internet shop fronts' which are already proving successful models for a new breed of label converter.

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UNITED STATES DISTRICT COURT - MIDDLE DISTRICT OF PENNSYLVANIA

**IN RE: PRESSURE SENSITIVE LABELSTOCK
ANTITRUST LITIGATION**

⋮
⋮

**MDL Docket No. 1556
(No. 3:03-MDL-1556)**

SUMMARY NOTICE OF PROPOSED SETTLEMENT, PROPOSED PLAN OF DISTRIBUTION, AND HEARING ON SETTLEMENT

TO: ALL PERSONS AND ENTITIES WHO PURCHASED PAPER-BASED OR FILM-BASED SELF-ADHESIVE LABELSTOCK IN THE UNITED STATES DIRECTLY FROM AVERY DENNISON CORPORATION, BEMIS COMPANY, INC., MORGAN ADHESIVES COMPANY ("MACTac"), RAFLATAC, INC., OR UPM-KYMMENE CORPORATION ("DEFENDANTS") AT ANY TIME FROM JANUARY 1, 1996 AND JULY 25, 2003.

YOU ARE HEREBY NOTIFIED, pursuant to an Order of the United States District Court for the Middle District of Pennsylvania (the "Court"), that proposed settlements have been reached with Avery Dennison Corporation ("Avery Dennison") and MACTac on behalf of the Class.

If you purchased paper-based or film-based self-adhesive labelstock as described in the Court's November 19, 2007 class certification order in the United States directly from any of the Defendants, or any present or former parent, subsidiary, or affiliate thereof, at any time during the period from January 1, 1996 to July 25, 2003, and you did not previously request exclusion from the Class, you are not a governmental entity, Defendant, co-conspirator, other producer of self-adhesive labelstock, or the present and former parent, predecessor, subsidiary, or affiliate of the foregoing, you may be a member of the Class and you may be entitled to participate in the settlements.

A printed Notice ("Notice") was mailed to Class Members on **July 1, 2009**. If you did not receive the Notice in the mail, you may obtain one by writing to the Claims Administrator at **In re: Pressure Sensitive Labelstock Antitrust Litigation, c/o RSM McGladrey, Inc., Claims Administrator, P.O. Box 1367, Blue Bell, PA 19422**. The Notice explains the terms of the settlements, including the amounts to be paid by Avery Dennison (\$36.5 million plus up to \$500,000 in Notice and Administration Expenses) and MACTac (\$1.25 million). When added to the previous settlement with UPM-Kymmene, these settlements bring the total of all settlements in this case to \$46.5 million. The Notice also explains the proposed Plan of Distribution of proceeds from all of the settlements in this case, and Class Counsel's application for fees, expenses, and incentive awards. It also explains your legal rights, the claims that will be released under the settlements, and what you need to do to participate in the benefits of the settlements in this case.

The Court will hold a hearing on **September 17, 2009 at 10:00 a.m. in Courtroom 2** at the William J. Nealon Federal Building and U.S. Courthouse, 235 N. Washington Avenue, Scranton, PA, 18501, to consider whether the proposed settlements should be approved as fair, reasonable and adequate. The Court will also consider the proposed Plan of Distribution, and Class Counsel's application for an award of attorneys' fees, reimbursement of expenses, and incentive awards to the Class Representatives. The hearing may be continued without further notice to the Class.

If you have questions concerning this litigation, you may write to the Claims Administrator at **In re: Pressure Sensitive Labelstock Antitrust Litigation, c/o RSM McGladrey, Inc., Claims Administrator, P.O. Box 1367, Blue Bell, PA 19422**, or call the Claims Administrator at **1-800-222-2760**, or visit the website at **www.claimsinformation.com**.

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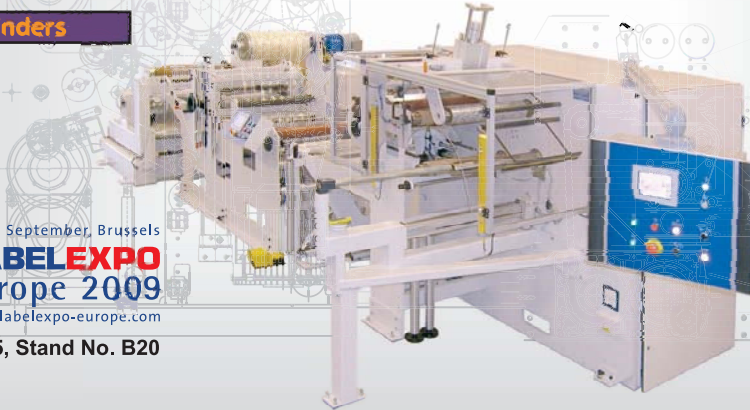
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Standardizing the anilox

ANILOX specialist Simec has introduced a certification system for anilox rolls and sleeves which standardizes procedures and documentation to guarantee converters repeatable performance. Andy Thomas reports

Given the key importance of the anilox in high quality flexographic printing, it is perhaps surprising that there is no industry-wide standard for testing and documentation the anilox rolls and sleeves delivered to label converters.

This has led manufacturers to launch their own quality assurance and documentation programs, and the latest is Italian anilox specialist Simec. The Simec Concept system looks at the entire life cycle of an anilox roll or sleeve from coating and cell design through to cleaning and handling systems, refurbishment and technical support.

'All these aspects may seem to be obvious, but in reality they are not at all,' says Emilio Della Torre, managing director of the Simec Group. 'Quite often, a user doesn't know exactly what should be behind an anilox performance.'

Ink transfer capacity and durability of an anilox roll or sleeve is closely connected with coating structure and cell engraving patterns. The cells are responsible for ink transfer and their design determines how they will receive

and release ink during the printing process. The surface to be engraved, meanwhile, needs to be suitable for the type of roll, the cell structure and the end use for which the product is intended – ranging from traditional rolls to ultra-light rolls, and also to anilox sleeves.

This variety of structures, each with different issues, requires customized ceramic coatings and separate production routes. Correct powder selection, for example, is essential to achieve the correct hardness, density and micro-porosity of the coating to be engraved.

The cell engraving operation is of the utmost importance to efficient anilox performance. For narrow- and mid-web presses, Simec has developed its Leonardo thermal Yag engraving technology, with three production lines installed over the last three years. Added to Simec's Michelangelo and Raffaello production lines – tuned for different anilox types – the company now runs a total of twelve cell engraving units.

Engravings can be customized to specific end use requirements, while surface finishing – critical for extended anilox life, correct wear of the doctor blade and precise ink release over time – is selected according to the engraving

type and the number of lines. 'Providing the anilox roll is handled properly, there should be no unexpected reductions in the volume of ink transferred onto the plate apart from the normal reduction due to wear on the anilox roll,' says Emilio Della Torre.

STANDARDIZATION

Currently there is no standardized certification process for anilox rolls or sleeves. 'It is not easy for a printer to inspect an anilox roll,' says Della Torre. 'Certification supplied by the manufacturer is rarely complete, or it provides data which is difficult to evaluate before the roll is used in production.'

Because there is no standardization in the inspection methods used by engraving companies, the printer cannot purchase anilox rollers from different suppliers confident that there will be equivalent ink transfer and repeatability. 'We believe that it's time for standards, even for anilox rolls,' says Della Torre. 'Our step forward in this direction is represented by our FMRG test certification provided to the customer before or together with the anilox delivery.'

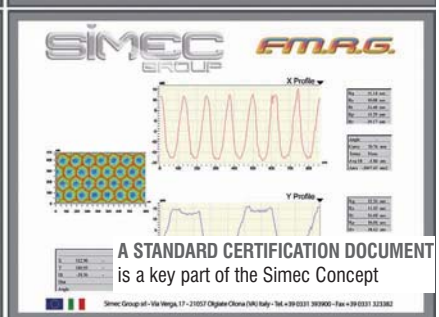
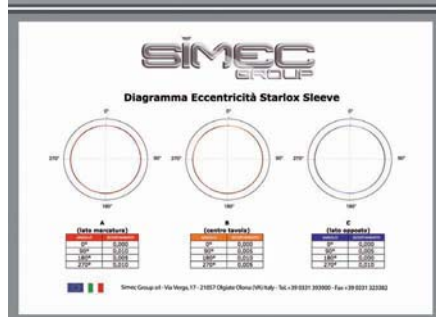
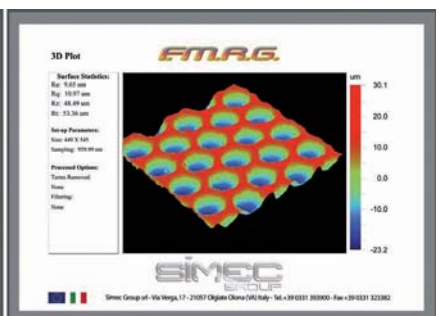
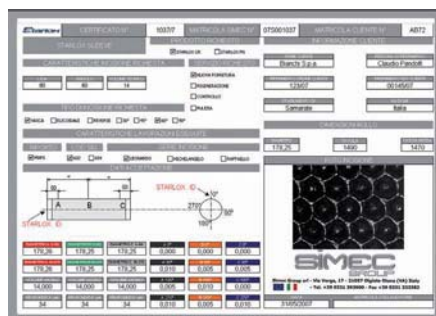
Simec's certification provides detailed data and values about the carrying capacity of the cells and represents the

GOLD SERVICE

A new service from Simec allows the delivery of Gold extra-light anilox rolls, designed for most common label presses, and Gold anilox sleeves for medium-web machines within four days from receipt of order. 'This service will be appreciated when new jobs face short lead times or when refurbishing a roll or sleeve is not convenient due to timing issues or the costs associated with re-engraving its surface,' says Emilio Della Torre.



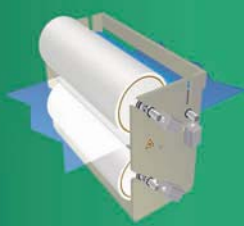
ANILOX sleeve



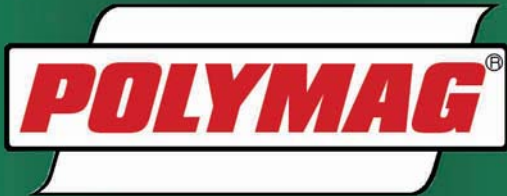
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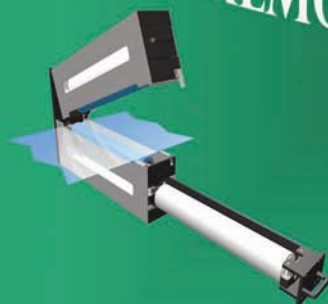
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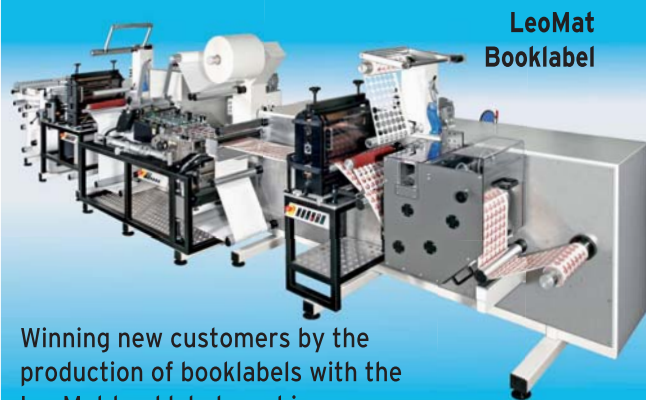
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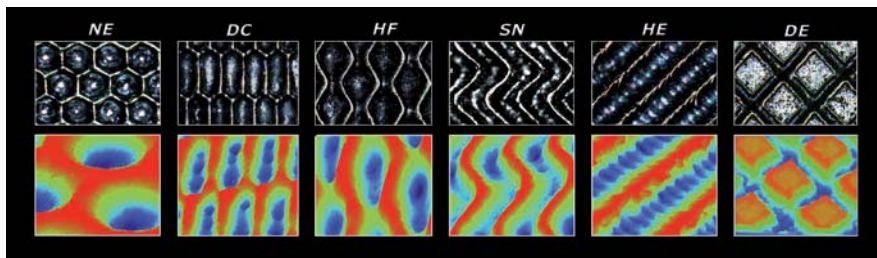
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THE RANGE of Simec's engraving patterns



anilox 'pedigree' on cell shape, volume, profile, surface tension and upper shoulder. 'The information included in the certificate about the cell capacity, along with the standardization of engraving features, allows the user to set up the press with high precision and with absolute confidence about the final result,' says Della Torre. 'Moreover, the user can require the cross-examination of the certification by an officially recognized and independent external agency. For label printers, our roll manufacturing process and the FMRG certification, both part of the Simec Concept, represent our guarantee of a consistently printed product, in terms of quality and repeatability, even if printed with different press units.'

SAFE HANDLING AND CLEANING

Regular cleaning, along with correct handling and storage of the anilox are the other key elements of the Simec Concept.

'Based on our experience, it is a good practice to carry out washing at the end of each production cycle, as soon as the rolls are extracted from the press,' says Della Torre. 'We designed some equipment, called Profil, to manage this activity. These eco-friendly, automated units do not require any waste disposal, as no chemicals or water are used.'

For safe handling and storage, Simec has designed a system called Revolver (see L&L3, 2009, p30) which allows the user to move anilox sleeves and rollers from the printing unit to the cleaning



EMILIO Della Torre

system, and then to the storage area – the time most accidental damage occurs. 'This helps speed up and optimize changeover and lengthens anilox lives,' says Della Torre. 'Proper anilox handling and storing reduce overall production costs and minimize refurbishment requirements.'



CASE STUDY – STANDARDIZATION IN PRACTICE

The ability of Simec, through its Concept system, to provide standardized certification for anilox rollers was a key factor when Italian converting group GPS Packaging was choosing a supplier. Founded in 1976, GPS specializes in label and bag production. The company has an annual turnover of €50m, half of which is exports, and an impressive blue chip customer list including Danone Eaux Francia, Coca-Cola, Nestlé, Pepsico, Unilever and Schwepps. Production is managed internally between two plants, both situated in Schio, producing up to 1.2 million sq m of printed material a day on six 9-color flexo presses and one 8-color UV flexo machine.

Comments Daniele Grotto, president of GPS Packaging, 'We chose Simec as our sole supplier of rolls and sleeves firstly because it is a family ownership company with whom we can still have a direct relationship. The quality of the products played a very important role, since Simec gave us the guarantee of repeatability of each single printed product. This aspect is crucial to us, since we have to provide our customers with a consistent result every time. Last but not the least, the availability of accessories and options like, for example, the washing units. These can really improve printing quality over a long period, reducing the wear and the ink deposit on rolls and sleeves.'

Grotto has strong views on the need for standardization: 'Each manufacturer uses its own measurement criteria, but in my opinion it

would be very helpful for everyone if (the same) certification was used by each manufacturer, so that end users can benefit both from a deeper knowledge of the product and from a perfect ink-carrying capacity from the start of each press run. Today's manufacturers often do not offer the necessary guarantee of repeatability to companies like ours, who, using different flexo printing units and working with very demanding customers, have to ensure best-in-class products all the time. Simec provides detailed and reliable certification with their products, allowing us to use their equipment with confidence, easily managing changeovers, setting the printing units quickly and with minimum wastage.'

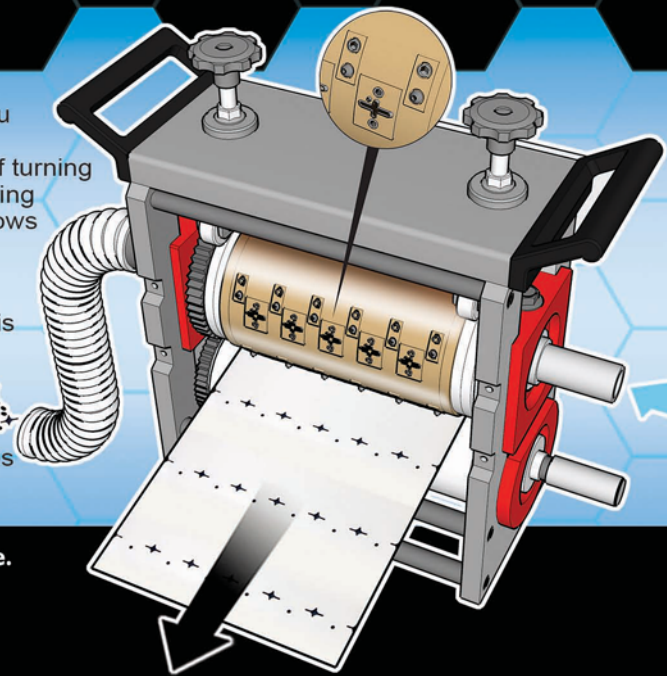
Service is another key aspect for Grotto: 'We often have to prepare samples, which if successfully printed, lead us to get new customers or new orders. When this happened with a big customer of ours, we needed to receive a special set of anilox rolls in a very short span of time, and Simec was able to produce and to deliver them to us in just one day. The test went smoothly and the customer confirmed the order. This is just an example of the support we receive daily from Simec. This is why I usually refer to Simec more as a partner than a supplier.'

(Above) One GPS production site. (Middle) (L-R) Daniele Grotto, president of GPS Packaging; Laura Della Torre. (Right) GPS converts a wide range of labels for top global brands

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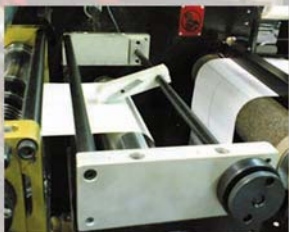
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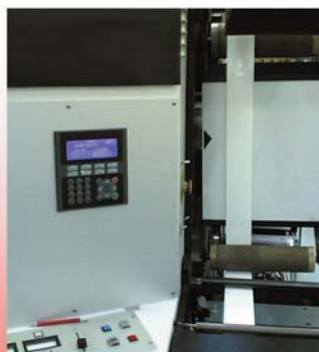
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WITH HIS LONG EXPERIENCE in Europe's self-adhesive labeling industry, how does Angelo Depietri, vice president and general manager, Avery Dennison Roll Materials Europe, view the industry's current status and future prospects? Interview by Andy Thomas

Roadmap for the future

'The current economic situation has certainly stirred up the label industry in Europe — both in the mature western economies, and in the emerging economies to the east,' says Angelo Depietri, Avery Dennison Roll Materials' Europe VP and general manager. It is a situation which holds both dangers and opportunities to re-engineer the labeling supply chain.

Depietri talks with the experience of a long history in the European pressure-sensitive industry. With a strong technical background in chemistry, Depietri joined Panini — an Italian producer of children's self-adhesive sticker collections — in 1982. He was responsible for setting up Adespan, Panini's manufacturing arm for self-adhesive labelstock and was its general manager until Avery Dennison acquired Adespan in 2000.

Depietri held senior management positions at Avery Dennison's Roll Materials division covering Eastern Europe, the southern Mediterranean countries, and the French-speaking countries in North Africa, before moving to manage the company's materials and office products in South America in 2005. His current appointment dates from last year.

Depietri's strategic goal remains to increase the penetration of self-adhesive labels past the 'magical 50 percent share' of the overall global product decoration market. 'How can we all stimulate technology transfer in favour of self-adhesive? How can we — suppliers, converters, and end users — continue to make respectable profits?'

Depietri says the pressure of the financial crisis has created

an atmosphere in which positive thinking, creative thinking has given way to 'extremely negative' thinking, which in turn impacts innovation. 'Cost cutting is not thought leadership!' he insists.

Depietri is starting to detect light at the end of this particular tunnel, traveling around Europe and meeting converter customers. 'Not too many months ago, many SMEs were more or less literally putting out a "for sale" sign on their businesses. But in recent months that has changed. A strong sense of what I call 'pioneer spirit' has developed. Label converters want to keep on doing business — so they are thinking positively, and out of the box.'

"It's particularly encouraging for me to see many of the smaller label companies regaining the instincts of the hunter"

Depietri points out that financial crises are always an opportunity for entrepreneurs, and there is a resurgence of interest in finding new ways to use self-adhesive materials to open up new markets and provide the on-shelf differentiation the big brand owners and retailers want.

'It's particularly encouraging for me to see many of the smaller label companies regaining the instincts of the hunter,' asserts Depietri. 'That hunger was what characterized the early 1980s, when self-adhesive labels really came to the forefront, and penetrated the major product decoration market segments.'



ANGELO DEPIETRI, vice president and general manager, Avery Dennison Roll Materials Europe

Then, label printers were all small businesses – but that didn't stop them having ideas, and making those ideas work in many different industries.'

Today, Depietri notes that the converter base has split into two factions, the big multi-national converting groups, and the smaller regional or single-site family businesses. 'The big multi-nationals can make the margins they need through long runs, global supply networks, and so on. Even in normal times, only global suppliers can meet the requirements of the mega brand owners – and of the global retailers, with their increasingly-important private label brands. But from where I stand, I can see the smaller companies taking more and more initiatives to open new doors. I see them thinking ahead not just for tomorrow, when the financial crisis is a thing of the past, but also for the medium- and long-term, as a hedge against the occurrence of another such crisis.'

WIDER CHANGES

Changes in the industry's converter base are part of wider changes in the product decoration market. The "label" market is no longer an autonomous whole,' says Depietri. 'It's part of a broad, and changing, packaging market that uses different container types and product decoration for different and specific applications. Our converters are actively looking for new ways to meet the specialist needs of the vertical market segments, and gain new business. We want to grow the self-adhesive label market overall, and are focusing on developing new solutions for major end-use markets like food and health and beauty care.'

Depietri says this requires companies like Avery Dennison to become even more specialized. 'We have identified certain niche segments, too, where we see we can promote, even in today's economic climate, real and profitable growth for our customers. We are both promoting the overall benefits of self-adhesives to the end users in those markets, and at the same time developing products that address industry-specific needs, coupled with responsive, in-depth technical support. Good examples are wine labeling, pharmaceuticals, and durable labels on electronic and electrical goods. This particular market approach will be the main theme of our stand at this year's Labelexpo.'

GEOGRAPHICAL MARKET DEVELOPMENTS

Europe is a much more complex market than North America, combining strong, mature economies with emerging ones. This has enabled companies like Avery Dennison to transfer

LABELS&LABELING

"We need to recapture the spirit of the old pioneering days. OK, it was hard work then, for all of us in the self-adhesive value chain – but it was fun!"

experience gained servicing the industry in the west for the benefit of the new markets to the east.

Although the dynamic development of these young economies has been arrested by the economic crisis, Depietri sees this as a 'blip' in an inevitable growth trajectory. 'We are using the downturn as an opportunity to proactively look at how we conduct our business in the eastern region. Part of that ongoing response has been the opening of a new, strategically-located distribution centre in Romania. And it's interesting to note that, earlier than we actually expected, we are already seeing signs of a reawakening of the self-adhesive label market in Russia.'

Depietri points out that it is not only suppliers like Avery investing in the future of eastern Europe. 'Strong converter companies in the west are buying converter companies to the east of our continent, to be ready for growth.'

TECHNOLOGY DEVELOPMENTS

What is Depietri seeing in terms of technology developments? 'There is definitely an increasing focus on reel-to-reel offset; and we are also seeing strong growth in the digital print technologies, in which we are enthusiastic technology partners. Digital print is delivering short-run solutions in many of the specialist end-use market niches where we are active today.'

'One of the most encouraging technology developments in terms of our labelstock portfolio is our 23 micron PET release liner, which not only performs on the press and in label dispensing, but is also fully recyclable. Its extra-light weight and bulk mean more labels per reel, and attendant energy and time savings.'

Depietri says the intense focus on 'sustainability' – at supplier, converter, and brand owner level – has reduced in the face of the economic crisis, but is sure to gain impetus again when financial pressures are not so great. 'Meanwhile, as a company, we are continuing to work on our ever-expanding portfolio of 'green' products, on waste and energy reductions in our manufacturing, and on developing recycling initiatives.'

What has been the impact of the REACH regulations, with their requirements to test all components of chemical coatings?

'As far as REACH is concerned, I believe the industry needed to have some discipline imposed upon it to make it understand the materials it is using, and the impact they may have on the environment,' says Depietri. 'The scope of REACH was probably, initially at least, too ambitious and too broad. But there will for sure be some impact on self-adhesive labels. Again, in Avery Dennison, we are looking at REACH as a strategic opportunity to encourage innovation. I am certain that it will accelerate the development of new processes which will lead to more eco-friendly raw materials.'

Depietri believes that one of the greatest dangers facing the industry is complacency in the face of rapid change. 'We have all, in the label industry, rested on our laurels for too long. Finding new solutions that will grow our business – across the whole value chain - is essential. We need to recapture the spirit of the old pioneering days. OK, it was hard work then, for all of us in the self-adhesive value chain – but it was fun!'

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THE GREATEST LABEL

LABELEXPO EUROPE 2009

MIKE FAIRLEY discusses why label converters should visit Labelexpo Europe this year and how they should be planning to invest for the future

Faced with almost continuous negative economic news, some businesses have virtually 'frozen' their whole operation – slashing investment and running down stocks, while others have gone into a panic, making all kinds of un-researched and rash investment decisions. The real gloomy ones may even defer any action until they can figure out what comes next – a strategy usually doomed to failure in the longer term.

Label converters should really be responding positively to market changes through innovation and strategies that are designed to encourage growth – establishing investment strategies, developing new business and personnel structures and looking for new products and services. History is full of companies that have jumped ahead of their competitors by increasing their investment on growth opportunities and innovation during the bad times. Why should the label industry be any different?

Many industry suppliers have already adapted to global change by bringing out

new products, technology and services to aid cost-reduction, to add-value, and to create innovative solutions. Yet some converters will undoubtedly say 'we have cut our travel budgets and cannot afford to take management teams to Brussels for several days.' The correct decision should be 'we cannot afford not to go to Labelexpo'.

Ideally, converters should increase their management attendance at the show, but make the time more productive by giving each manager a target to return with, say, five good ideas or products that the company can then evaluate for implementation or investment. But what areas of the show should they be looking at for these new ideas or products? Let's highlight a few.

TECHNOLOGY INNOVATIONS

A recession concentrates the minds of technology companies and makes them really turn their abilities to inventing the future.

Labelexpo is the showcase for the leading hi-tech manufacturers. Nilpeter, Gallus, MPS, Mark Andy, EskoArtwork, and the like are continuously adapting to pressures from the market, end-user requirements, digital label printing, efficiency targets and new alliances. Just talking with these companies will provide ideas on opportunities, trends and possibilities.

Even if a new press is put on hold it is still worthwhile looking at a machine up-grade or add-on that offers enhanced value or service to the label buyer – leaflet labels, on-serial capabilities, numbering, sequential coding, embossing, hologram dispensing, or maybe a twin-cut rotary die-cutting unit.

Already leading label buying companies such as P&G are saying they will expect all their label suppliers to offer digital capabilities in the future. Now is the time to evaluate all the digital label press solutions at Labelexpo. See what HP Indigo, Xeikon, Epson, EFI Jettron, Durst and others already have to offer in 2009.



SHOW ON EARTH!

FOLLOW THE GREEN AND ENERGY EFFICIENCY MOMENTUM

Leading label buying organizations and converters have been increasingly discovering the benefits of going green in all its many forms – energy efficiency, waste reduction, sustainability, recyclable materials, and much more. To meet this growing demand Labelexpo Europe is introducing a 'Green Park' area where exhibitors will display their environmental solutions. Converters can find out what green solutions their customers are looking for before the show. Offer to compile a report for them on green label innovations and opportunities at the show. Make it a talking and selling point with key existing and potential clients.

ENHANCE THE BRAND

In times of recession brand owners start looking at more cost-effective ways of presenting and selling their products, maybe moving from bottles to pouches, or pots to sachets. Technology on show at Labelexpo offers all these options. Many can be undertaken on existing presses.

Recession and globalization both tend to increase levels of counterfeiting, so why not make a point of looking at all the brand protection solutions. Again, talk to customers in advance, find out what they may be looking for, compile a report on possible options and costs – it all helps to build relationships.

FIND NEW SOFTWARE SOLUTIONS

A new or upgraded Management Information System (MIS) can also offer significant benefits to both the converter and their customers. Holding job data for customers see the status of their orders, stockholding, etc, can all be part of adding value to a business and generating loyalty. They can even compare costing and profitability information between a company's conventional and digital presses. Or what about looking at software investment to access press set-up and production data via a remote computer?

LOOKING FORWARD

It is almost certain that label production, supply and service will come out of the recession very different to how it went in. Label buyers will undoubtedly see to that. They want suppliers to better manage information, control performance, to add value, be greener and leaner, and to work with them to take costs out of the supply chain.

Converters should be thinking positive. The world is still full of label opportunities: food production and supply is set to double over the next 20 years, and in ten years or so 16 percent of the world's population will be over 65, bringing major requirements for new healthcare products and services. An expected billion or so (higher income) consumers will be entering the global marketplace, while Brazil, India and China are providing key new targets for

multinational beauty brands.

Labelexpo is undoubtedly the main opportunity this year for label converters to successfully plan and build a more profitable future. Make sure you don't miss out.

NEW EVENTS AROUND LABELEXPO

New features at this year's show include the Digital Label Experience and Green Park. The Digital Label Experience is a series of open seminar sessions held on the show floor which will bring together end users, label converters using digital profitably, and suppliers talking about the latest digital technology developments. The sessions will be chaired by *Labels & Labeling* experts Mike Fairley, Andy Thomas, James Quirk and Danielle Jerschevske. The sessions will be highly interactive and give you a chance to ask questions about any and all the latest digital technology and workflow solutions.

Green Park is a dedicated area of the show floor where visitors can see the latest in green and sustainable labels and packaging. Technologies on show will include corn-based film, the latest recyclable and biodegradable synthetic fibers and adhesives complying with ISO 14855 for example, and innovations in environmentally-friendly inks, amongst other green initiatives. There will also be a chance to ask in-depth questions from industry experts in the arena.

In addition there will be three keynote seminar sessions which will feature the latest research from the Tarsus Group on the European converting sector, as well as technology updates and business advice on how to survive and thrive in the global downturn – and position yourself as a business for the revival of the world economy.

For more information on registering for the show and registering for these seminars, as well as detailed breakdowns of the Digital Label Experience sessions, visit www.labelexpo-europe.com/

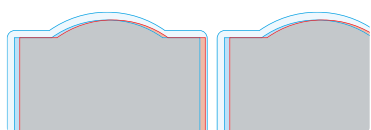


LABELEXPO EUROPE

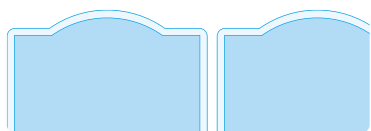
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LABELLEXPO EUROPE SHOW PREVIEW

A V Flexologic BV	21R100	Calor GmbH	7N35	Editrice Stampare	9G10	Global Vision Inc	12T80
AB Graphic	6F70	Captain Inc	11P36	EFI	9H50	Gombau Group	7L110
Advanced Packaging Films	9F10	Carl Ostermann Erben	11Q35	Electro-Optic GmbH	7M90	Graficon Maschinenbau AG	11P38
Aero DD	11P35	Cartes Equipment	5B10	Eltex-Elektrostatik	6H25	Grafisk Maskinfabrik A/S	9F55
AFS Entwicklungs und Vertriebs	12W35	CEI Inc	9G51	Eltromat GmbH	12U20	Grafitec Web Ltd	11R17
AGFA-Gevaert NV	6G92	Cerm Benelux	6F95	EM2 Emballages	12U100	Grafotronic	11P70
Ahlbrandt-System	11P8	Cham Paper Group	12T10	EMIS SP zoo	11R90	Graphi Mecc Group srl	6I100
Ahlstrom	7N130	Channeled Resources	7N25	Emmendinger Maschinenbau	11S113	Graymills	5E 75
Allen Datagraph	9F48	Chemstruments	11P55	Encres Dubuit SA	11Q20	Grincourt	11R5
Alpha Cure	5D85	Cheshire Engraving Services	6H45	Epson Europe Ltd	9G60	GSB-Wahl	5D65
Alphasonics	5C20	Chiasa	5C25	Ercon Inc	7K127	GSE bv	12U75
AlpVision	9F12	Clarifoil	6H19	Erhardt & Leimer GmbH	11S65	GSM	6H165
ALS Engineering GmbH	11Q115	Coatema Coating Machinery	11P18	Errepi	9F50	Guangdong Huaye Packing Materials Co Ltd	12W45
Aluminium Feron GmbH	9F44	Codimag	11R30	Esko Graphics	5B30/9F100	Halm Industries International Co Inc	5E 65
AP Systems AG	6F65	Collano Adhesives AG	12T90	Esterlam International	7N120	Hanita Coatings	6G120
Apeel Pty Ltd	6H50	Collomix Ruhr – und Mischgerate	12W80	ETI Converting	5C30	Harper Graphics	11Q050
Apex Europe Bv	11P105	Colour Dec (Italy)	12W52	Etilux SA	9G55	Heights (UK) Ltd	7N126
Api Foils Ltd	12T75	Comco	5C10	Etiq et Pack	12W58	Hell Gravure Systems GmbH & Co KG	5C68
Aqua ex	11Q65	Comercial Arque SA	6J25	Etiquettes Plus	11P140	Henkel KGaA	6J65
Araytech	9H40	Convertech Equipment Pvt	6G150	Etirama	11S85	Herma GmbH	11R95
Arconvert	5A100	Cordiality International Group	11R118	Euro Plus	12T85	Highlight UV-Technology	5E 10
Arcotec GmbH	5D36	Corona Supplies	7N145	Eurocoding	7N15	Holfeld Tool & Die	11P125
Arets Graphics	12V30	Cosmo Films Ltd India	7M40	Evonik Goldschmidt GmbH	12U110	Hologram Industries	11S130
Arjobex	5D80	CSAT GmbH	9G52	Exfo Life Sciences and Industrial Division	9H42	Honle AG	5E 10
Arjowiggins Security	5D80	CTI Inks	11S15	ExxonMobil Chemical Films Europe Inc	5B15	HP	9G65 & 9G70
Armor S.A	6F120	Cytec Surface Specialties	5C80	Eye C GmbH	7N127	Hueck Folien	6F30
Arpeco Div of Precision Automation Co Inc	6H20	Daco Solutions Ltd	7K135	Fag Graphic Systems Sa	5B40	Hunkeler AG	12T55
Asahi Photoproducts	7M120	Dalim Software GmbH	5A50	Fife Tidland GmbH	6F115	IGT Testing Systems Bv	11S20
Ashe Converting	5B20	Dantex Graphics Ltd	5D20	FINAT	11P40	imak Europe	12U68
Ashland Inc	11Q25	Datacon Technology	6H15	Fischer & Krecke	7L115	Impress Group (Metal Packaging)	9G48
Atlantic Zeiser	11Q75	DCM USIMECA	6H140	Flexcon	12V66	IMV Label	6F110
Atlas Converting Equipment	7L115	De Rossi Vittoriano S.r.l.	12T123	Flexo Wash Aps	7L45	Inglese srl	7K130
Avery Dennison	5A40	Decosystem SRL	7K128	Flexolaser GmbH	11W95	Inkstar Office Appliance Factory of Tianjin	9H23
AVT Advanced Vision Technology	6H60	Degrat S.p.A.	7N60	Flint Group Narrow Web	5B45	Innovia Films	5A05
Axode	9G34	Delta Industrial	7N20	Fluid Solutions	11P34	Integration Technology Ltd	9G45
Axxel Sp Zoo	12T52	Demak	7L118	Focus Label Machinery	7L20	Intercoat GmbH & Co. KG	7K50
Aztech Converting Systems	7L15	Diaures SpA and Gascogne Laminates	6J40	Forbo International	6F128	Interface Srl	11P107
B. Bunch Company	7N95	Dispensa-Matic Label Dispensers	5B85	Form-und Stanztechnik	11Q22	IRAC Srl	6J70
Bar Graphic Machinery	12W15	DNP IMS Netherlands BV	9F42	Francis Buhler AG	9H31	Isra Surface Vision GmbH	11R112
Bella Kagit Urunleri	5A35	Domino UK Ltd	7K95	Freschi Italy SRL	6F60	Ist Metz GmbH	7M20
BE-MA editrice	6F147	Dorey (Sysco)	11S110	Frimpeks	6H65	IST srl Italia Sistemi Tecnologici	7L135
Berra Srl	5A70	Dow Corning	6F140	Fudan-Techsun New Technology Co Ltd	11R18	Italnastrì	7M30
Bielomatik Leuze	6F50	DPL Industri A/S	12T118	G&K Techmedia	7L70	Itasa	12T05
Bluestar Silicones	12T120	DPR Srl	12V150	Gallus	5B50	ITD Group	7M125
Blumer Maschinenbau Ag	7N50	DRAABE Humidification	12V95	Gamsys	6J60	ITW Foils	6H25
Bobst Group BA-FM	7L115	Drello GmbH & Co	12V110	Gascogne Laminates and Diaures SpA	6J40	ITW Graphics	6H25
Bonset America Corporation	12X20	Drohmann GmbH Easycut	7N60	Gencler Kirtasiye Tic San Ltd Sti	12T115	ITW Thermal Films	6H25
Bosch Rexroth AG	12V35	Durafos Inc	9H12	General Srl	12V115	Iwasaki International Inc	6I15
Brodbeck	6F145	Durst Phototechnik	9H75	Gerhardt International A/S	7L30	Ixpressia	6J55
BST International GmbH	11Q100	Dynic (UK) Ltd	5A15	GEW (EC) Ltd	6H70	Jet Europe	11R60
Bunting Magnetics Co	6H18	Eckart GmbH & Co Kg	6J55	GIC	6G140	JM Heaford	5E 85
C2 Europe/C2 Deutschland	12W50	Edale	6G92				
Cab Produkttechnik	12T70	Edelmann Graphics	12U65				

JS Druckfarben	11P45	Metagalaxy Industries	11P36	Roland DG Benelux NV	9F40	Sun Chemical	5E 80
Jujo Thermal Ltd	12W90	Mimaki Europe BV	9F24	Roll Cover Italiana SRL	12U90	"Super Film, A.balaj Sanayi ve Ticaret A.S."	61110
Jurmet	7L35	Mirage Inks Limited	7K15	Rossella SRL	12U120	Surf Scan Technologies	11P132
K Laser Technology	5D75	Miyakoshi Printing Machinery	6H35	Rossini SpA	12V75	Suron ACA Ltd	11P25
K2 International Trading Ltd	7N58	Molco nv	5D77	Rotary Technology (Guangzhou) Co Ltd	12U130	Taghleaf Industries S.p.A.	5A80
KANZAN Spezialpapiere	6H110	Moma	6F55	Rotatek	6H130	Taiwan Regional Association of Adhesive Tape Manufacturers	11P36
Karl Menzel Maschinenfabrik	12T40	Mondi Packaging	12W57	Rotocontrol	7M105	Tecmec Iberica	12T112
Karlville Development	7L75	MPS Systems bv	11Q40	Roto ex	5C10	Tectonic International	5E 35
Kersten Elektrostatik	6H170	MS Stutz (Pacom Europe)	9H29	Rotomec	7L115	Tervakoski Oy	12T110
KHT Print Supplies	12T65	Muhlbauer AG	12U70	Rotometrics	5A75	Tesa AG	11S70
King Label Adhesive Products	7K25	Muller Martini Druckmaschinen	5D35	Rototechnix	11Q60	Teslin By PPG Industries Inc	9H28
Kisscut	11Q60	Nastrificio di Cassano Srl	6H55	Rowat Inks Bv	11S90	Testing Machines Inc	11P65
KK Enterprise Co Ltd	6F45	NDC Spray Coating System Fabricating Co Ltd	12V90	Ruco Inks AM Ramp	11P90	Tharstern International Ltd	5E 40
Klockner Pentaplast GmbH	11Q30	Newfoil Machines Limited	7M110	Rui An Donghai Machinery	7M100	Theurer.com GmbH	6F150
Kocher + Beck	11Q70	Nikka Research Deutschland	7L105	Ruttiman Trade AG	7K115	Titan	7L115
Kongskilde Industries A/S	6G110	Nilpeter	7L60/7L90	Rycobel	11P8	Todaytec	11R120
KPG Europe	6G130	Nipson France	9F30	Sam Meccanica Snc	7M55	Tokyo Ohka Kogyo Europe B.V	9G32
KSW Microtec AG	12T25	Nordson	5D70	Sandon Global	7N128	Tools & Production	5E 15
Kuhnast	6F37	Novamelt GmbH	11R7	Sayers Publishing Group	11Q119	Torrespapel SA	11R19
Kursiv Publishing House	12W63	Officine Meccaniche G. Cerutti	7M50	Schober	11R70	Treofan Germany GmbH & Co	5C28
Kurz GmbH	7K70	Omet Srl	7L100	Screen Europe	9F45	Troika Systems Ltd	11S125
Kyoto International Corporation	6F125	Open Data S.r.l.	5E 20	SDI	7K125	TTR Euroworks BV	11S100
Label Traxx	7N70	Orthotec Wan An	5B25	Seal King Ind Co Ltd	11P20	Turkish Label Association	11Q117
Labelform Graphics	11S8	Outillages Renault SA	12T60	SEPAC	11P75	UCS	11S50
Labelmate	12T33	Pack Vision BV	12W60	Serame	6J110	Ultralight Ag	12W75
Labelmen Machinery	5B40	Pamarco	5E 55	Serlem	7M25	Unigraphica AG	9H70
Lake Image Systems Ltd	7K57	Paragon Inks	11Q80	Shanghai Jinda Plastic Co Ltd	6J75	Uniflux Inc	5D95
Lamp Tech	11S95	Pasquato SNC	5C65	Shanghai Xinmin Taiyo Kikai	6H85	Union Chemicar UK Ltd	11S45
Lartec	9H46	Pelikan Hardcopy Scotland Ltd	11S40	Shantou Yiming Holotech Machine Co Ltd	12T17	Univacco Technology Inc	5B80
Leibinger	7L15	Pillar Technologies	6H25	Shiki Machine Supply Company	11R110	UPM Kymmene Corporation	12V50
Lemmaco Kft	11P142	Pinewood Label Systems Ltd	12W65	Shuanglin Texlabel Production Ltd	12W120	UPM Ra atac	5D60
Leomat	6H80	Polinas	5E 70	Shuttleworth Business Systems	5B75	UV Ray	7N40
Leonardus Srl	5E 50	Polyonics Inc	7N105	SICPA SA	7L119	UV Technik	12T130
Levitex Ltd Sti	12W150	Polywest Kunststofftechnik	5A25	Sidaplast	11S81	Uviterno Ag	5D30
Lieben Dies cc	7K20	Prati Srl	5C60	Siegwerk	12V70	V. Himark Technology Co Ltd	11P36
Link Label Machinery Co Ltd	6F68	Primarc UV Technology	5E 90	Sihl GmbH	6H10	Valco Cincinnati Ltd	11R3
Lintec Europe B.V.	6F90	Primera Technology Europe	9F26	Simco (Nederland) BV	12T47	Valeron Strength Films	6H25
Lombardi	7K124	Print Concept UV Systeme	5E 10	Simec Group	11Q118	Vetaphone A/S	7N55
Longford Europe NV	61120	PrintConcept Grafische Maschinen GmbH	5E 10	SkaneM Meeting Room		VIA Media Ltd	9H36
Luminescence	7N111	Printech Tools & Technology	11Q55	SMAG Graphique (SRAMAG SAS)	7K10	VIP Color Technologies USA	9G50
Lundberg H Maskinfabrik	7N115	Printex	7M140	Smooth Machinery Co Ltd	6I40	Vit2Print	9H30
Luscher Ag Maschinenbau	7M60	Prisma Srl	5D40	Sneep Industries BV	7N45	VPF GmbH & Co KG	5A65
Lutz KG	11S47	Progressive Media	7N140	Sodinor	11P33	Wacker-Chemie GmbH	7K60
M Print Morlock	9F25	Pulse Roll Label	7N110	Softal Electronic GmbH	11S120	Webtech Int Ltd	7M145
Mactac Europis SA	6H90	Punch Graphix	9H60	Sohn Mfg Inc	7K75	Weldon Celloplast	12W100
MAM Machines and More	12T125	Raantec	11R85	Solar Plus company	11P36	Wenzhou Ou Hua Stationary	5D97
Manter	5A100	Radior France Sas	12T68	Solutions Graphiques Sarl	11Q59	Werner Kammann Maschinenfabrik GmbH & Co Kg	7K40
Marabu	11Q80	Railax (Filing) Ltd	9G30	Sonic Solutions	5A45	Western Photonics Technology	12W70
Mark Andy	5C10	Re Spa Controlli Industriali	6H180	Spartanics	9F52	Whitmar Publications Ltd	9H34
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Matan Digital Printers Ltd	9H45	Rhein Sleeve GmbH	11P135	St Converting Srl	11P108	Yupo Europe GmbH	12U80
Matho GmbH	11R75	Rheintacho Messtechnik GmbH	11Q7	Stamp Foil Srl	12W55	Zeller + Gmelin	11P100
MDC Daetwyler Swisstec	12W12	Ritrama S.p.A	5A12	Stanford	6J30	Zhejiang Hengfeng Packing Co Ltd	12T95
MDV GmbH	9H32	RK Print Coat Instruments Ltd	11P65	Stork	12W10/12V35	Ziegler Papier AG	6F35
Meech Static Eliminators	9G26	RK Siebdrucktechnik GmbH	11Q5	Stratos	11S80		
Mekrom/Degraf	7N90	Robust Habicht & Heuser	11P5				
Melzer Maschinenbau	6H15	Rogers N V	11P95				
Merobel-Redex - Andantex SA	7K105						

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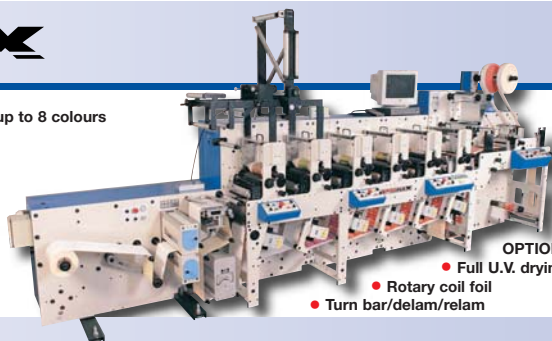
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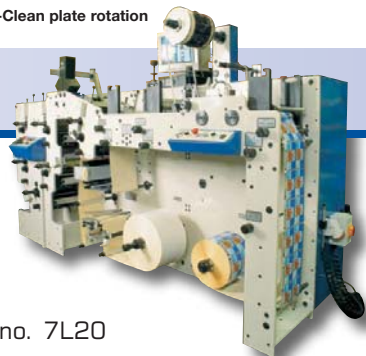
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DIGITAL TECHNOLOGY

ATLANTIC ZEISER

Introduces two full-color inkjet print engines with grayscale capability: Gamma 70 and Delta 105, shown on stand Q75 in Hall 11. The Gamma 70 is integrated with a roll-fed Prati Saturn platform fitted with AZ's Smartcure LED UV curing lamp. It prints at up to 24 m/min to a maximum width of 70.5mm (2.775 inches) using Xaar's 1001 print heads. It can be integrated in-line with sheet-fed or web-fed systems. The Delta 105 comes in two versions: one using UV-cured inkjet inks with print speeds of up to 120 m/min, or 150 m/min with water-based inks. The maximum print width is 105 mm with a native print resolution of up to 600 dpi. Three of AZ's Braillejet units will operate on the Grafotronic stand (P70 in Hall 11) as part of a variable data operation.

DELTA INDUSTRIAL

Delta Industrial will be demonstrating its Edge Laser technology in-line with digital printing. The Delta Mod-Tech system demonstration will include digital print, laser cutting, rotary die-cutting and web steering capabilities. The Edge laser module specializes in flexible manufacturing solutions for complex geometries, precision products and quick-changeover. The Edge module's flexibility is due in part to its servo-controlled robotic arm for laser module repositioning.

DOMINO

On stand K95 in Hall 7 shows K-Series drop-on-demand inkjet printers, with optional multiple print nozzles and a choice of UV or solvent-based inks. The speed-dependent resolution is 520dpi

at up to 90 m/min (295 ft/min). Domino's A-Series CP continuous inkjet family is designed for pharmaceutical coding, anti-counterfeit and tracking applications at speeds up to 325 m/min. Also shows the L-Series thermal inkjet print head, which has twin nozzles to achieve resolutions up to 600dpi on high-volume print runs. The Bitjet+ v4.5 binary printer is Domino's fastest in-line module with speeds up to 15m/second using fast drying solvent inks. Interchangeable Domino print head technology is shown integrated with a high speed Flytec 150 slitter/rewinder on A B Graphic's stand, F70 in Hall 6.

DURST

Launches the Tau 150 UV inkjet press and the new Rotoworx 330 finishing system on stand H75 in Hall 9. The end-to-end label printing method includes pre-press workflow software, a variable data printing capability and die cutting and laminating facilities. Durst claims it pushes the profitable threshold run length for digital label production beyond present industry standard. A run length of 40,000 labels is now a realistic benchmark for cost-effective digital label printing. The Tau 150 offers web widths from 100mm (4 inches) up to 165mm (6.5 inches), with a printing speed of nearly 50 m/min (160 ft/min). Uses Xaar's latest grayscale inkjet print head technology to give CMYK and an optional white.

EFI JETTRION

On stand H50 in Hall 9 demonstrates the Jettrion 4000 industrial inkjet press designed for cost-effective, short run full-color printing by label converters, direct

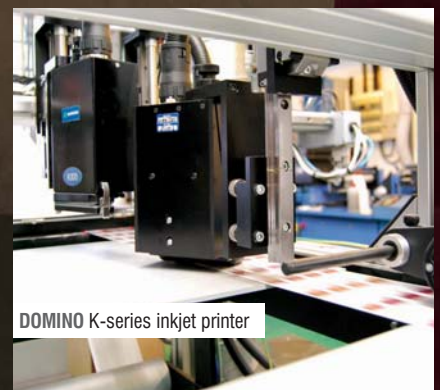
mail and packaging printers. Jettrion's package includes high-quality UV-cured inks, pre-press software and post-printing systems. The top speed of the 4000 is around 100 feet/minute (30.5 m/minute), with a resolution of over 1,000 dpi using multi-level grayscale technology. It is driven by a Fiery XF RIP, with EFI's Xflow PDF-based workflow and Print Manager for on-the-fly job management.

EPSON EUROPE

Epson shows its concept Digital Label Press printing on uncoated stock alongside a new offline finishing system. Since the early prototype was shown in Brussels two years ago, this inkjet press has undergone significant development and visitors will have a chance to evaluate the press prior to its commercial launch

HP INDIGO

On stands G65 and G70 in Hall 9 demonstrates the WS6000 and ws4500 digital presses; prepress systems from EskoArtwork; finishing systems from



DOMINO K-series inkjet printer

SHOW ON EARTH!

partners; and HP's Business Development services. The high volume WS6000 Digital Press prints at 30 m/minute (98 ft/min) in four-color mode. Substrate capability ranges from thin films to cartonboard. It is optimized for medium and short-run jobs and was developed for printers requiring capacity of 300,000 m/month (single shift).

The ws4500 combines a fully automated workflow with enhanced color capabilities. It is designed for the cost-effective production of label and packaging jobs of approximately 2,000 linear meters (6,500 linear feet).

ISYS LABEL

Features the Apex 1290 on stand V150 in Hall 12. The single pass digital LED color printer is designed for small-run label production jobs of around 25,000 labels or so. The reel-fed printer includes large capacity toner cartridges, and a 4-bit grayscale for high resolution color reproduction. A cut-on-the-fly capability allows operators to print a succession of jobs ranging from 50mm (2 inches) wide to nearly 330mm (13 inches).

NIPSON

Features the new DIGIFlex on stand F30 in Hall 9. The roll-fed machine combines Nipson's proprietary magnetography imaging system with 'cool' xenon flash fusing. This is said to allow the handling of wide range of substrates with weights ranging from 40gsm to 300gsm, including coated and uncoated papers, pressure-sensitive labelstocks, unsupported films and foils, as well as thermal sensitive

stocks. Nipson demonstrates the machine with integrated finishing equipment.

SCREEN EUROPE

Features the world's first showing of the Truepress Jet520 printing self-adhesive labels at up to 128m per minute. The Truepress Jet520 uses Screen's unique color management skills and a specially developed pigment ink to produce vibrant results that can be used for a wide range of applications. The Truepress Jet has been installed in more than 100 companies around the world printing direct mail, books, transactional documents and newspapers.

STORK PRINTS

The theme of the Stork Prints stand will be 'Go Digital', involving film-less workflow developments for its screens and the launch of a single pass, 4-color digital label press with in-line varnishing and die cutting. The DSI press has a web width of 13in (330mm) and runs at speeds up to 35 m/min. Native print resolution is 360dpi, with an apparent resolution, with greyscale enhancement, of 1,000dpi. Tonal values down to 1 percent can be achieved.

Stork Prints also has a lot of news on the latest developments in its screen integration program, in-particular the development of new semi-rotary units for a range of manufacturers' presses.

VIPCOLOR TECHNOLOGIES

On stand G50 in Hall 9 displays various applications on the VIPColor 485e on-demand label printer, which prints at

up to 240 impressions/minute. It has large, separate ink tanks to reduce cost and waste, offers full bleeds for professional quality, a resolution of 4,800 x 1,200 dpi and simple set-up and operation from roll or fanfold labelstock. Labels jobs can include variable color, images, text and barcode content, as well as customized product labels for events, special occasions or private branding.

XAAR,

Displays various aspects of its industrial inkjet print head technology, supplied on an OEM basis for a variety of inkjet print engines.

XEIKON

Demonstrates the Xeikon 3300 on stand H60 in Hall 9, producing various label and packaging applications using a variety of substrates. Unveils a larger capacity unwinder to match the Xeikon 3300's capacity to handle larger print runs, so reducing an operator's intervention by 50 percent. The press offers CMYK plus a standard or customized spot color and white. The press can also apply a special security toner for anti-counterfeiting applications, and 'one-pass' opaque white to create a desired 'no-label-look' on transparent labels. The Xeikon 3300 press speed is independent of the number of colors that are printed for any specific job. The open standard X-800 digital front-end looks after imposition and color management, plus integration with MIS.



THREE of Atlantic Zeiser's Braillejet units will operate on the Grafotronic stand as part of a variable data operation

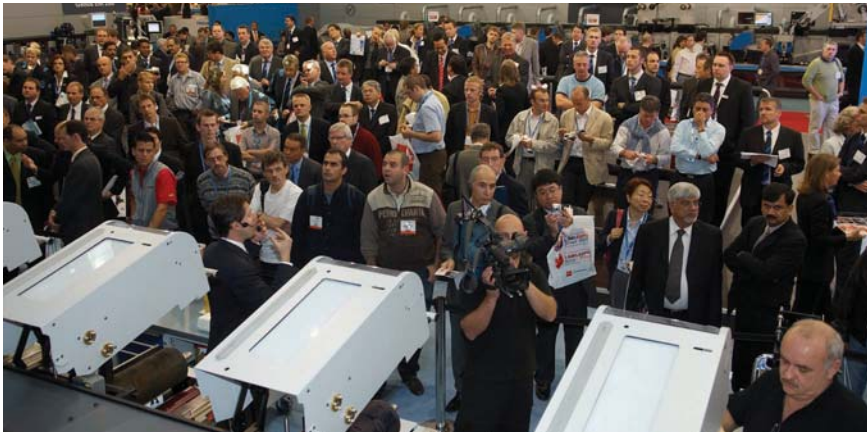


DELTA Web Converting system with Edge laser technology. See the video demonstration at www.labelsandlabeling.com



VIPCOLOR 485e prints at up to 240 impressions/minute





PRESSES

CODIMAG

Features the Viva 340 and Viva 420 semi-rotary label printing presses on stand R30 in Hall 11. The latter is described as an intermittent feed, high productivity servo-driven press. The press demonstrates the company's Aniflo system of waterless offset, which operates without ink keys to give high quality printing with low waste. The Viva

340 also has waterless offset units, plus a semi-rotary Stork screen-printing unit, hot-foil stamping, UV flexo varnishing, die-cutting and semi-rotary embossing.

EDALE AND AGFA

Digital printing, commercial security, converting and coating, and flexo printing are highlighted as Edale's main marketing sectors on stand G92 in Hall 6. Presentations promote the custom-built nature of its Beta, Lambda, and Gamma presses and converting equipment. Agfa

Graphics' :Dotrix single pass UV inkjet module is shown integrated with Edale's new servo-driven Gamma flexo press available with web widths up to 510mm. Substrates range from 20-micron films to carton board. Workshops on the combined technologies are available at the nearby :Dotrix factory. The main targeted markets comprise flexible packaging, industrial labels, folding cartons and point-of-sale products in small to medium runs with variable data.

EDELMANN GRAPHICS

Promotes the new 435-mm Label-Print, which operates in semi and full-rotary modes, on stand U65 in Hall 12. Also introduces a new sleeve version of the servo-driven Color-Print series of offset combination presses as part of its range of narrow and mid-web presses for the label and flexible packaging markets. Offers offset, UV flexo, rotary screen and gravure print units in widths up to 950mm (37.5 inches), with print circumferences of between 11 and 48 inches.

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FISCHER & KRECKE

On the Bobst Group stand L115 in Hall 7, F & K will promote its CI flexo presses for the most demanding of package printing applications. The presses have variable repeat lengths across mid and wide-web widths. Information on its latest models and innovations include the smartGPS (Graphic Positioning System), which eliminates impression and registrations.

FOCUS LABEL MACHINERY

Introduces the Proflex S flexo press on stand L20 in Hall 7. Its shaftless servo-driven technology is claimed to provide consistent high quality and increased productivity at a competitive price. Features include touch screen operator controls, programmable digital platform, plus storage of job details for future retrieval.

GALLUS GROUP

Launches the ECS 340 on stand B50 in Hall 5. Uniquely, the press frame is made from modules of granite to

give increased stability. Unlike steel, precision-ground granite helps absorb vibrations to give almost silent running without the risk of heat-generated distortions. The ECS 340 is said to deliver cost-effective CMYK label printing and is targeted at the private label brands sector. Also demonstrates new features that improve the process efficiency of the RCS 330/430 platform presses, including a new type of measuring system based on color spectrometry. A new data workflow system that directly links RCS presses to production planning and finishing sections is also shown. For screen printing applications, Gallus will demonstrate the integration of Screeny plates into existing CTP manufacturing processes for digital production and so avoid high investments and conversion costs.

GRAFICON MASCHINENBAU

Demonstrates a rebuilt Gallus R 200B on stand P38 in Hall 11. It is fully equipped to produce booklet or leaflet/labels









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in-line. Besides printing and die cutting, operations include matrix stripping of the base label, the feeding and accurate positioning of a prefabricated booklet, plus lamination and die cutting/stripping of the finished label. A new feature is Braille overprinting of leaflet/labels to meet increased demand from pharmaceutical and chemical industry customers. The unit is also capable of producing decorative, relief profile effects for promotional-labels, as well as applying adhesives.

K2

K2 Flexo Press manufacturer K2 Flexo will launch a new 330mm (13in) flexographic press. The K2 330 can be supplied with up to 12 printing units for UV or water-based inks and is equipped with PLC controls, touch screen, automatic web tension, equal height print and die station for safer operation, ceramic anilox rolls and fast action print and die stations. Options include rotary cold foil stamping, UV laminating, sheeting, fan folding and video web inspection.

MALBATE

Launches Prima, a semi-rotary UV letterpress printing machine for producing quality adhesive labels in small and medium volumes. It is available in up to six colors and is designed to run with hot-foil stamping and other ancillaries. Also shows TCR for checking and counting fully-finished die cut labels.

MARK ANDY

Introduces the Performance Series P7 flexo press on stand C10 in Hall 5. A new type of servo-driven print units offer improved changeover speeds, flexibility, print consistency and waste reduction. The eight-color version shown has a 17 inch web (510mm). It demonstrates a complete changeover from a seven-color filmic PS film job to an unsupported film. Featured are a rapid exchange of plate cylinders, fast substrate transfer and minimal ink usage. Full job register is achieved with less than one press length at speed, making the press suitable for relatively short runs. The P7 reaches speeds up to 750 ft/min (230m/min). The P7's inking system automatically sets the anilox and tool-less doctor blade. Mark Andy also displays several Rotoflex roll finishing machines, including the new Rotoflex HSR 430 with a horizontal work flow system. A 20-inch VLI 500 demonstrates film inspection and rewinding, while the VLI 330 displays high-end pressure-sensitive label inspection.



MULLER MARTINI

Promotes the Alprinta V and Concepta series of narrow and mid-web offset presses with infinitely sized variable units on stand D35 in Hall 5. Size changes are made by exchanging the easy-to-handle and cost-effective carbon cylinders. Printing modules include offset, flexo, gravure and screen printing, as well as various processing and finishing capabilities for producing premium quality labels and flexible packaging products.

NILPETER

The fourth-generation MO-4 UV offset combination press produces premium labels and packaging in short and long runs to a maximum web width of 420mm (16½ inches). The platform press design allows freely-configurable offset, flexo, hot/cold foiling, rotary screen or gravure print units. A lightweight sleeve system for the plate and blanket cylinders runs with interchangeable servo-driven steel or rubber impression cylinders for fast changeovers of 18-25 inch repeat lengths. The Caslon full-color inkjet module will run with a seven-color FA-Line UV flexo press, which provides UV-cured varnishing, solid colors and/or white opaque inks for filmic labels. Caslon modules can also run in a stand-alone mode. Nilpeter also shows an FB-3300S UV flexo press. Fully servo-driven, the FB-Line models produce labels and packaging products with a maximum web width of 420mm (16.5 inches) at a top speed of 228m/minute (750ft/minute). Newly-designed print units allow fast adjustments and rapid anilox roll changes. Options include screen process and hot-foil modules.

MPS SYSTEMS

Launches the EF-Packaging mid-web flexo press with a 660mm web width (26 inches) and fitted with UV curing and hot air drying. Other features include gearless servo technology, and different-size air mandrels to improve quality and to reduce tooling (print-sleeve) costs. MPSensor technology allows operators to freely select point-to-point or point-to-cylinder print registration. Also new is the E-print multi-drive servo press, shown with eight UV flexo units. Features include MPS's proven Crisp Dot technology, gearless anilox and meter roller, UV curing, hot air and IR drying, hot/cold foil stamping, screen printing and a delaminating/relaminating unit. The press has a short web path and is equipped with MPS's newly-developed lcontrol.

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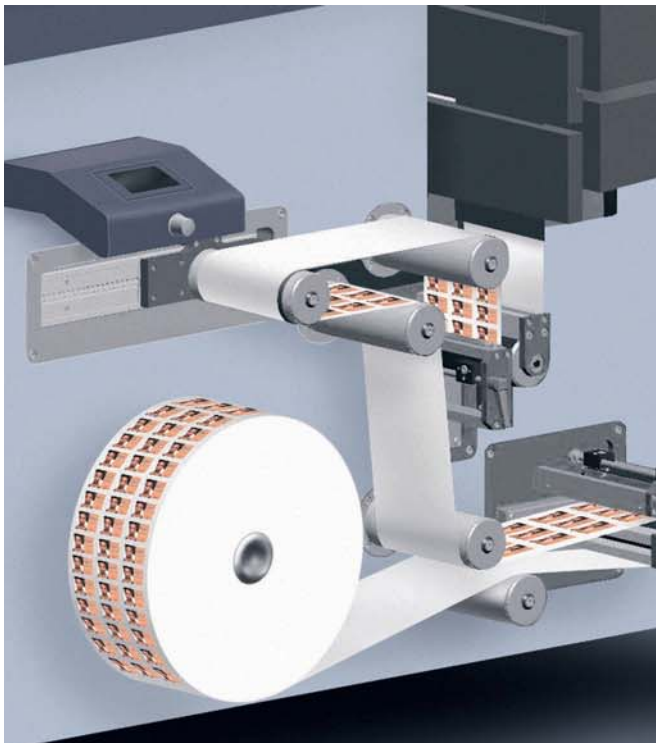
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ROTATEK

Rotatek show for the first time at Labelexpo its Brava rotary/semi-rotary wet-offset press. The 420mm wide Brava can be rapidly changed between semi-rotary and full-rotary modes and can incorporate flexo, silkscreen, hot/cold foiling and other in-line solutions. Embodying the latest digital servo drives and tension control systems, in full rotary mode this 420mm wide press has a maximum speed rating of 150m/min, which will deliver up to 4000sqm/hour. In semi-rotary mode up to 1850 sqm/hour can be produced. Rotatek says that this press is ideal for shops that have some very long run high quality offset production needs and some shorter run jobs of non-repeat job/sizes.

ROTOCONTROL

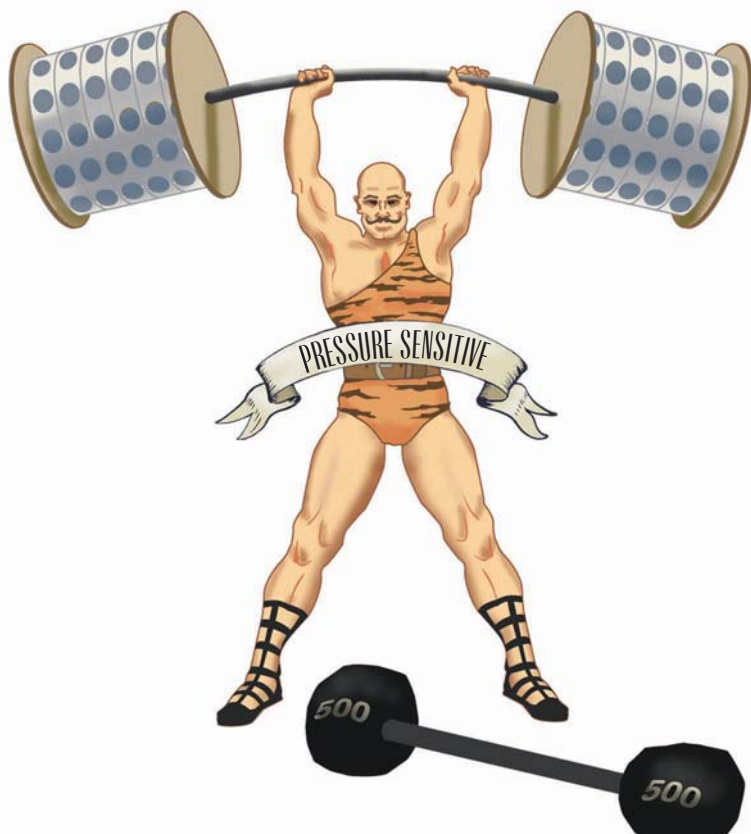
The EDM200 is claimed the world's first semi-rotary, servo-driven UV-flexo machine, using sleeve technology for both print and anilox cylinders, and working with chambered doctor blade technology. The machine is designed to work mainly as an over-printing machine and has been specifically developed to provide very economic production of short-run and fast turnaround for labels, tickets and tags.

SOHN MANUFACTURING

Shows on stand K75 in Hall 7 a variety of equipment, including one to four-color table-top flexo presses, as well as custom-built multicolor flexo presses. Also displays rotary die cutters, magnetic cylinders, flexible dies, and die cutters designed to work with ink jet, digital or thermal printers.

OMET

The company demonstrates three presses on stand L100 in Hall 7. Several new developments are expected for the X-Flex and VaryFlex series of narrow web presses, but full details were unavailable at the time of writing.

**ORTHOTEC**

Demonstrates the semi-rotary CSL 3022 letterpress machine with shaftless servo drives on stand B25 in Hall 5. Also shown are the rotary RHB 4040 for labels and flexible packaging, and the SRN 3030 flatbed screen press with a newly-developed squeegee device for faster speeds. Converting equipment include the LCM 3028 with die cutting and hot-foil stamping of digitally-printed output.

Orthotec also shows the RFDL 3022 for inserting RFID inlays into multi-substrate labels and tags.

ROTOMECH

On the Bobst Group stand L115 in Hall 7, Rotomech will promote its range of gravure presses. The modular MW 60/80 mid-web machine prints with sleeves and offers UV or EB curing, in-line die-cutting, lamination, reel-to-reel or reel-to-sheet delivery. It is particularly suited to premium-quality label printing. Rotomech also manufactures coating and laminating equipment for producing high quality composite materials for self-adhesive labelstock using various process applications.

SMOOTH MACHINERY

Demonstrates the Model SPM-450 OR, a servo-driven semi-rotary offset press, said to offer high quality printing at an economic investment cost.

ANCILLARIES AND CONSUMABLES

AP SYSTEMS

Ink duct systems, segmented blades and ink agitators for letterpress and offset presses are shown on Stand F65 in Hall 6. They include a new type of lever ink duct system with 16-mm segments across the width. Also new is the APIC (AP Ink Control), which enables operators to preset jobs directly from pre-press data. It is available with segment widths from 20.5mm. The different versions of AP's pneumatic ink agitators, with electronic movement control, now have a central electronic control unit for defining movement intervals.

ALPHASONICS

Launches the AS1000 Trojan cleaning system for ink trays and chambers contaminated with UV ink. The system uses on-board flocculation of the waste to remove pigment, resulting

in clear wash water that can be reused. The AS2000 uses core Alphasound cleaning technology but does not have on-board flocculation, meaning that the resultant wash water is simply returned to the holding tank for re-use. The AS2000 will accept up to six trays/chambers, with sizes ranging from 10in up to 20in wide. Also new is a plate cleaning system, the 20in wide PC series machine. This is an automated system that will clean up to 80 plates an hour in a continuous cycle.

ARMOR

On F120 in Hall 6 displays a large range of thermal transfer ribbons, backed by the company's new Industrial and Expertise Centre and conforming to international standards governing quality, health and safety and environmental factors.

ELECTRO OPTIC

Displays its range of flexible dies and magnetic cylinders on stand M90 in Hall 7. They comprise Economic Line, Silver Line, Gold Line and Dura Line. A new version of the latter is DLS-C, which has been optimized to meet the highest demands for sharpness when used with such abrasive materials as Tyvek, Primax, Polyexact, thin polyester liners, foils, laminating films, as well as integrated labels and cards.

FLEXO WASH

Fully automatic cleaning equipment, on stand L45 in Hall 7, include a new Plate Wash unit with conveyer belt transporter. A new trolley for the Parts Washer comes with a separate slide-in grid for taking parts from the press and loading them into the washer. The FW Handy Anilox Roll Cleaner is now fully automatic, like other Flexo Wash Anilox Roll Cleaners. Cleaning takes from 5 to 20 minutes, leaving the rolls, sleeves, and machine parts ready for immediate use. The systems use environmentally friendly cleaning liquid, which is recirculated in a closed-circuit system.

GENÇLER

Promotes several ranges of self-adhesive labels for various industries, including stationery and textile on stand T115 in Hall 12. Launches new pricing and textile self-adhesive labels under the Extra Labels brand mark. Also display barcode labels, thermal scale labels, textile labels for automatic hand labelers, A4 computer labels, thermal transfer ribbons and cashier rolls.

LABELS&LABELING

GERHARDT INTERNATIONAL

Seven new flexible cutting dies feature on stand L30 in Hall 7. Onyx has a long-life coating to aid the converting of abrasive materials, including thermal paper and cardboard. Continuous cutting operations include converting paperboard and laminated materials into folding cartons using a new line of high blade male/female flexible dies as faster alternatives to traditional flat-bed die cutting. Also features Air-Flex developed from the existing solid Shock Air System. A waste removal function keeps the converting machine free of contamination to reduce cleaning downtime.

HARPER GRAPHICS

Features lightweight, premium-quality anilox rolls on stand Q50 in Hall 11. Range includes Harper Value Light (HVL) and High Performance Light (HPL) intended for frequent and quick job changes. Also shows print results using Harper XLT-Technology and the SHarper System, presented by the Harper Graphics Solutions Team.

J M HEAFORD

Displays of plate mounting and proofing equipment on stand E85 in Hall 5 include the Cobra plate mouter for both sleeves and cylinders, as well as a new unit designed to handle press-ready cylinders mounted on shafts with striker discs in place. Also shows a new optional PC-based video control system.

KOCHER + BECK

Shows a selection of flexible dies for flatbed and rotary applications, magnetic cylinders and flat magnetic bases for a variety of presses on stand Q70 in Hall 11. Its tooling also includes solid cutting cylinders, compressed air dies, sprocket-hole punching dies, slitting/perforating cylinders, anvil cylinders, hot-stamping tools, and screen printing rings.

KONGSKILDE INDUSTRIES

Features pneumatically-based systems for removing trim and waste during label production. They feature non-stick components, with no need for oil injection. A simple, low-maintenance design allows for clean production environments, and follows lengthy experience within the paper and plastic industries.

LARTEC FLEXIBLE DIES

Formed 15 years ago, the Spanish company displays (on stand H46, Hall 9) different types of flexible cutting dies for label converters, reel-fed carton production, direct mailers, and envelope manufacturers.

LEVITTEKS

Shows a wide range of different label fabrics for garments made from polyester, nylon, satin and cotton, and suitable for various printing methods. Also displays label printing consumables, such as thermal transfer ribbons and hot stamping foils.

LIEBEN DIES

Displays punching tools and cutting dies for producing wet-glue and in-mold labels, as well as other products. Products include different types of cutting dies and counter pressure dies for converting machines made by Blumer, Busch, Polar, Lombardi and PMC. Introduces a new sharpening machine for repairing and re-sharpening of cutting dies. It can re-sharpen standard, HSS and tungsten carbide cutting dies.

MEECH INTERNATIONAL

On stand G26 in Hall 9 launches ShearClean, a non-contact web cleaning method for all types of narrow and mid-web label and packaging presses. The system cleans both sides of a paper or film web prior to printing, or pre-printed reels before packaging operations, and incorporates static elimination equipment. Meech also shows the Tornado F4 range of contact web cleaners for single-sided cleaning of webs up to 1,200mm wide and for double-sided cleaning of webs up to 600mm wide.

LARTEC shows its flexible die range





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SCHOBER'S RSM-IML MX machine for small and medium run in-mold label converting



SYSCO introduces RFID/smart label transponder attaching and laminating system with integrated label printing station

MEROBEL

The company focuses on electromagnetic powder brakes, clutches and digitized web tension control systems for narrow web label and packaging presses. As a specialized division of Redex Andantex, it offers customers worldwide sales and support backed by a large network of agents located in industrial countries all over the world.

PAMARCO GLOBAL GRAPHICS

The latest ThermaFlo engraved anilox roll is said to have improved cell shape, resistance to scoring, better ink release, higher volumes at finer screens and an overall improvement in print control.

Also on stand E55 in Hall 5 Pamarco demonstrates Cellbase, a new standard in anilox measurement and control. The system has an accuracy of +/- 0.5 percent and allows users to create a total roll database, life cycle analysis of each roll and evaluate print problems.

REA ELEKTRONIK

Shows on K129 in Hall 7 a range of barcode verifiers: REA ScanCheck 3, the REA PC-Scan/LD3 and the REA MLV-2D. Verification accords to ISO/IEC standards, while the GS1 specifications are recognized for EAN Bar Codes. The product range also includes a print process control device for barcodes and 2D DataMatrix codes.

RE S.P.A. CONTROLLI INDUSTRIALI

Displays its ranges of web-guide, load cells, pneumatic and electromagnetic powder brakes, tension controllers and web-inspection systems on stand H180 in Hall 6.

ROTOMETRICS

Features the new FlexPremier and AccuFlex flexible dies on stand 5A in Hall

5. Also shows a selection of precision rotary tooling, magnetic cylinders, CNC and EDM solid dies, print cylinders, sheeters, hot stamping and embossing tools, plus pressure gauging systems.

SANDON GLOBAL ENGRAVING

Features the new HOC anilox roll for printing opaque colors with UV flexo. Also new are the HVP high volume anilox roll and the Ipro roll with high line counts for high-speed process-color printing. Other products include HOW anilox rolls for achieving screen-quality whites at high press speeds, and with quick set-up times and reduced start-up waste. Also shows protective covers for sleeves; Voltec volume measuring equipment; and a selection of laser-engraved, ceramic coated anilox rolls and gravure rollers.

SCHOBER

Features the RSM-IML MX machine for small and medium in-mold labeling runs on stand R70 in Hall 11. It includes a heavy-duty rotary die cutting station, automated web guide, continuously monitored re-insertion, vacuum-controlled product flow, anti-static-unit and M-Stack delivery. Also shown is Schober's established RFID-Tag Inserter, an economical entry-level method for producing smart labels for logistics management applications.

SIMEC GROUP

Shows its latest series of anilox rolls and ancillaries on stand Q118 in Hall 11. They comprise Leonardo rolls with new thermal YAG engraving configurations for narrow and mid-web flexo printing; Starlox Gold extra-light and high performance anilox sleeves; the Profil vertical cleaning unit for the automatic cleaning of anilox sleeves; and Revolver for secure, long-term storage of anilox

sleeves and rolls. Also promotes the Simec Concept, backed by FMRG test certification with full technical data for all rolls and sleeves.

SPARTANICS

Making its worldwide debut on stand G20 in Hall 9, the enhanced Finecut high-speed laser die cutter boasts a new speed benchmark of 125m/min (410ft/min). Its single scan-head design and software engineering are claimed to avoid defects and quality issues covering a wide range of applications and materials. The company will unveil plans for a laser die cutting module designed to integrate with existing converting and printing lines.

SPILKER

Its range of cutting and embossing tools includes flexible dies, magnetic cylinders, mechanically-sharpened rotary cutters, print cylinders, sleeve cylinders, as well as tools for hot-foil stamping and rotary embossing. On stand Q90 in Hall 11 also features elements of Smart, Spilker's latest business segment based on producing modular machine concepts.

SURON

Introduces a new flexible die range, the NHT hardened Gold die. It is made from flexible hardened, plated steel to give extra strength and durability to the cutting blade. It is suitable for die-cutting long runs of extra tough and abrasive stocks.

SYSCO

Introduces the RFT RFID/smart label transponder attaching and laminating system with integrated label printing station. Load cells and servo motors on each unwinder/rewinder ensure accurate tension control, with self correcting, automatic torque and speed control.



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MULLER MARTINI



A new range of non-stick coatings shown by wink

The unit incorporates CCD cameras for label positioning and is suitable for either wet or dry inlays, with or without vacuum dies. Seven rotary die cutting assemblies allow flexible converting options. The system can be equipped with readers to check the functionality of each inlay, along with a marking device for faulty inlays. Also shows a RFID inlay cutting and sorting machine, with double rotary die, double CCD cameras and double readers.

WINK

Introduces an improved non-stick coating and a line of magnetic cylinders and flexible dies which allow waste removal in-line using compressed air. The company also introduces its new on-line portal – mywink.net – which allows on-line ordering and tracking. The site gives customers password protected access to ordering history, a database listing machines, materials and cylinders and much more.

FINISHING AND INSPECTION

AB GRAPHIC INTERNATIONAL

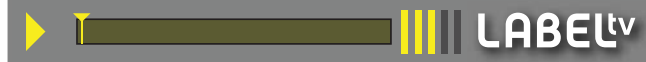
Introduces the Omega VSR vertical slitter/rewinder on stand F70 in Hall 6. Available with a servo drive option, it rewinds paper and film products at up to 400m/min (1,312ft/min). A new air-assisted spreader bar on a VSR530 rewinds unsupported films on a single spindle without cross over. Also new is the Mini Digicon entry-level line for digitally-printed labels with UV varnishing, semi-rotary die cutting, slitting and single spindle rewinding. The Digicon 2 has a new flatbed screen module for semi-rotary print and die cutting operations. ABG has upgraded the Digicon Sabre Xtreme laser cutter added for faster and more simplified short-run operation. Also shown are upgraded Vectra turret rewinders; a new roll-to sheet-version of the Omega RTS offline sheeter; and the Flytec 100 percent label inspection system for Omega models. The latest version of the Flytec 2000 inspection rewinder complements the cantilevered design of the Omega and Digicon models.

APOLLO SHEETERS UK

Features the combined range of sheeting machinery from Apollo and Marquip, a fellow group member, on stand J30, Hall



SEE the Titan SR8 slitter rewinder in action on LabelTV on L&L.com



6. Sheeter models range from entry-level for label converters to those used by paper mills. Apollo types incorporate advanced slitter and cross-cut cleaning combined with full-width web cleaning to prevent adhesive contamination of the face stock. Anti-marking devices prevent surface scratching.

ATLAS (BOBST GROUP)

As part of Bobst Group/Flexible Materials, Atlas features centre-surface slitter/rewinders for high volume production of all types of paper and filmic labelstocks on stand L115 in Hall 7. Featured are the 2-meter wide Universal LS slitter, with individual shaftless rewind arms, and the OCS-2 duplex rewind shaft slitter. Atlas also promotes rewinding technology for filmic/synthetic materials down to 50 microns at speeds up to 750m/min (2460ft/min) and with rewind diameters up to 1,250mm (49.2 inches).

AVT AND GMI

The new AVT PrintVision/Helios II inspection system is jointly presented on stand H60 in Hall 6 with GMI's newly developed MicroColor NW remote ink control platform. The former offers 100 percent verification of UPC barcodes, 2D data-matrix codes, variable data, as well as supporting the new E-Pedigree FDA regulations for tracking and tracing pharmaceuticals from manufacturer to customer. It can detect and immediately alert press or rewinder operators of any barcode quality or readability problems. It also offers bi-directional communication with MIS systems. The MicroColor NW supports offset and letterpress, offering significant remote color control during set-up and run time. The intuitive touch screen interface supports CIP3 digital pre-setting.

BAR GRAPHIC MACHINERY

Introduces three servo-driven models to the Elite range: the Elite 400 SI inspection slitter/rewinder; Elite 370 SDI version with die cutting; and the Elite 370 DTR die cut to register slitter/rewinder. BGM also demonstrates the Elite 400SI model integrated with an Erhardt + Leimer Nyscan 100 percent print inspection system. (E+L also displays this same model on its stand to demonstrate the new Codeless roll scheduling system as part of an inspection workflow.)

WEB PRINTING PRESSES

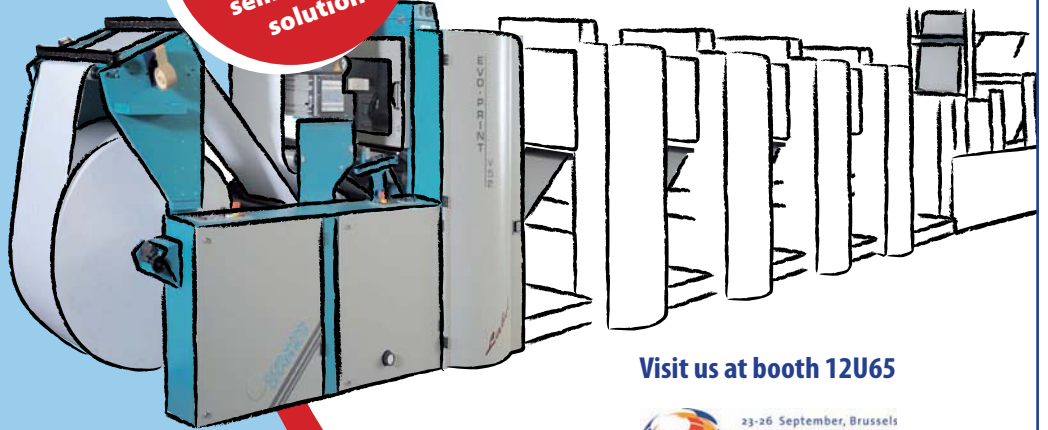
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THE DAETWYLER GROUP shows three new doctor blades - Bluestar, Optilife and Goldstar

DAETWYLER GROUP

The Daetwyler Group shows three new doctor blades – Bluestar, Optilife and Goldstar – which have been designed and developed in response to specific customer requirements. MDC Max Daetwyler also showcases its consumables.

DCM USIMECA

Label and packaging converting equipment includes Minilam and Laminastar coater/laminators for use with solvent-free, solvent or water-based adhesives. The Serval cantilevered slitter/rewinder has a maximum speed of 500m/min (1,640ft/min), independent web tension controls and twin rewind shafts for handling films, papers, laminates and pressure-sensitive labels. DCM also shows shrink sleeve converting machines: Sleeve Auto for forming and seaming; Sleevecut for perforating, cutting and rewinding; with the Babycat quality control system. The company also promotes the Biva narrow web gravure press for printing and coating in up to 12 colors at a top speed of 400m/min (1,312ft/min).

DPR

Features a range of unwind/rewinders, label dispensers, slitters and counters on stand V150 in Hall 12. Launches a new

type of reel-to-reel label counter with machine with reversible rotation (can be used face in or face out). It counts both labels and substrate lengths in meters or feet and is fitted with interchangeable pneumatic or mechanical core holders. The control panel allows preset settings on counting with automatic stop.

EMIS/FLEXOR

Introduces the Flexor series of slitter/rewinders and die cutting systems on stand R90 in Hall 11. Flexor 380C+ has web width up to 380mm and is shown with a separate unwind for handling rolls with a diameter of up to 40 inches. The Flexor 400IS 100 percent inspection system will also be unveiled, along with the Flexor 250TD+, a 250mm wide entry level slitter/rewinder with a re-register die cutting unit for converting 1,000m rolls.

ERHARDT + LEIMER

Launches the Nyscan Light (Nyscan LT), giving entry-level 100 percent print inspection with a 'ground breaking sub-30,000 euro price tag'. It includes E+L's standard TubeLight lamp, which allows users to inspect embossed metalized surfaces and holograms. Also shown on stand S65 in Hall 11 is a Nyscan 100 print inspection system with a new bar



MARTIN AUTOMATIC'S MLS automatic splicer for non-stop unwinding during mid-web laminating or multi-web applications

code module for reading fixed or variable data barcodes. Barcodes are stored online for checking during or after production.

EYEC

EyeC's inspection system, EyeC ProofRunner, is now available with variable data inspection for both rewinder and printing press. This includes in-line checking for serial or random numbers as well as checking of barcodes, all in one go and without additional setup. In the offline testing segment EyeC is presenting two new systems – the EyeC ProofRoller and the EyeC ProofBook. The ProofRoller is designed to test round objects to a diameter up to 20cm versus the customer proof without any adjustments. The ProofBook tests multipage documents like booklet labels.

MARTIN AUTOMATIC

On stand K90 in Hall 7 shows the new MLS Automatic Splicer for non-stop unwinding during mid-web laminating or multi-web applications. The compact splicer can be mounted above print units on new or existing presses, or placed at a right angle to the press line. Combined with other Martin Automatic splicing and rewinding equipment, the MLS helps to

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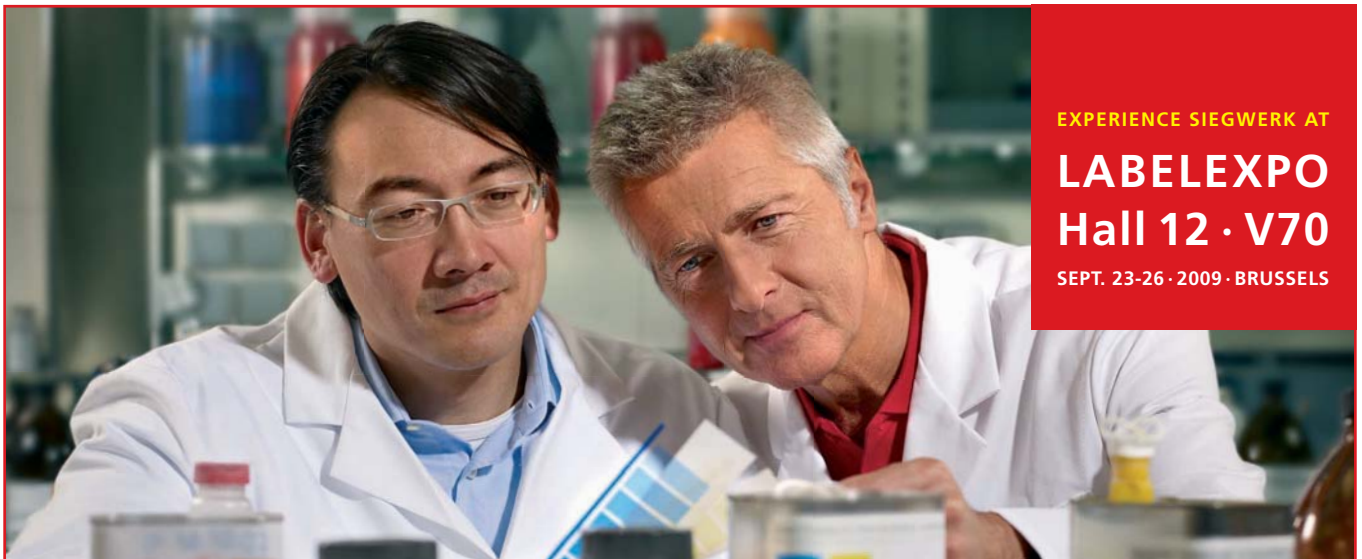
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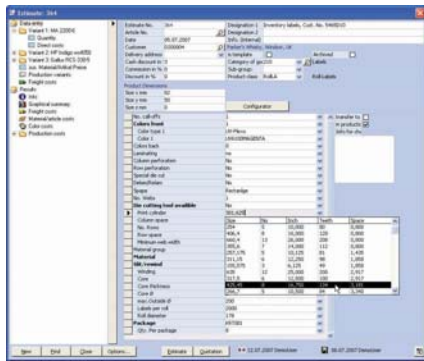
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THEURER.COM estimating module determines, based on sales-relevant characteristics, the technical suitability of specific machines

increase productivity and reduce waste through smoother, non-stop running at full press speeds. Also shown is the established MBS butt splicer and LRD rewinder for non-stop splicing of various paper and film substrates in narrow and mid-web environments.

MATHO

Demonstrates cutting units and waste handling systems for the labels, converting and packaging industries.

MÜHLBAUER

Features the IL 15000 insertion system for RFID wet inlays on stand U70 in Hall 12. It converts existing blank or pre-printed pressure-sensitive labels into high quality HF and UHF smart labels with multi-layer constructions. An optional baggage tag module is available for manufacturers of RFID luggage tags. The inserter is claimed to offer easy operation for single and multi-row applications with a compact space. With a top speed of 60 meter/min, the

IL 15000 is also said to combine high productivity with reasonable investment costs. An integrated test system offers full process monitoring of HF and UHF smart labels. It has an optional personalization/marketing unit.

PRATI

Prati launches a range of new inspection and slitting-rewinding technology including the Pharma-Check, which represents a radically different approach to inspection of pharmaceutical labels, and an off-line booklet label machine which can adjust to the curve of the product. The Vega Plus and Jupiter systems will be shown with wider web widths.

RECYL

Shows a new range of cleaning machines using plastic media blasting. The Media'clean 800 will automatically clean an anilox roll in ten minutes and the Media'clean cabin 1000 will clean difficult to handle anilox and parts, manually.

RHEINTACHO

Featured on stand Q7 in Hall 11 is the RT Strobe 3000, a powerful stroboscope for narrow web inspection with uniform Xenon light distribution (central area 200mm x 300mm). The short flash duration is said to provide sharply-defined, accurate images. Combining two or more RT 3000s with a Dualflash option enlarges the inspection area to cover the full web width.

ROTOCONTROL

Rotocontrol will exhibit leading edge inspection, slitting, rewinding and die cutting finishing machines (RSC, and

RSI with DRM Turret) along with the EDM200 servo driven flexo overprinter (see press section). Seen for the first time is the Rotocontrol RSC series, featuring a vertical inspection zone, automatic tension control, servo driven operation, job save and simple, functional controls.

SAM MECANNICA

On stand M55 in Hall 7 will show hot-foil stamping and screen printing methods for producing self-adhesive labels and textile ribbons for garments and packaging. Also displays technology for transferring registered holograms onto self-adhesive and woven materials.

SMAG

Features integrated finishing lines for both conventional and digital narrow web production, including HP Indigo, on stand K10 in Hall 7. Shows two Galaxie machines running with Smag's screen-printing unit producing primary and logistics labels, plus an a Comet converting line with an off-line priming unit. Other products include a Uranus rewinder Uranus, Saturne sheeter and the F1 fan folder. A Smag DCR 2000 slitter/rewinder equipped with Helios II 100 percent web inspection solution is shown on AVT's stand.

SOFTAL

Softal and partner Air Liquide have expanded their Aldyne product portfolio to deliver better adhesion, allowing expensive coated films for UV printing to be replaced with low cost, uncoated films. The two companies have combined expertise in technical gasses and surface and plasma technology.

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 Hall 11 Q100



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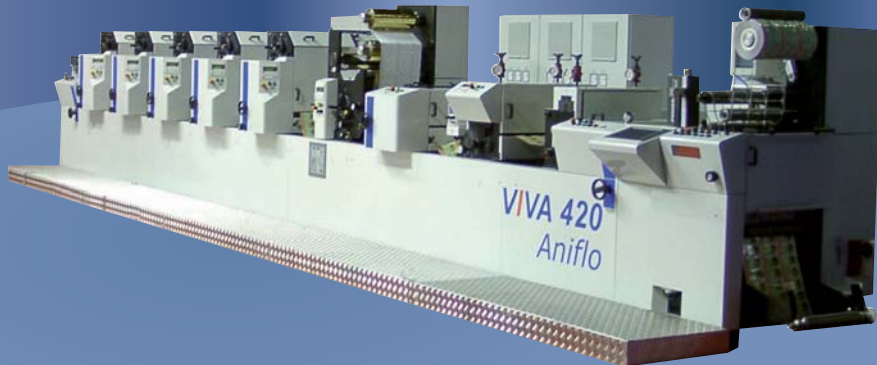


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theurer.com presents the latest developments in its C3 Labeling & Packaging MIS, including electronic data interchange with material suppliers and easy administrations of variants.

Features include, in the estimating module, customizable estimating templates for labels and flexible packaging materials. C3 determines, based on sales-relevant characteristics, the technical suitability of specific machines as well as the most cost efficient way of production per quantity.

The latest Job-Sequence Optimization module allows use of criteria such as material and web width, color system, special colors and printing cylinders. A W-Lan system allows mobile devices to collect shop floor data and inventory management information.

TITAN (BOBST GROUP)

Titan will promote its range of secondary slitter/rewinders for flexible packaging materials, labelstock, paper, film and laminates on stand L115 in Hall 7.

The Titan SR8 twin-shaft cantilever slitter rewriter is designed for slitting narrower width labelstock materials for manufacturers and converters. It has differential rewind shafts, rapid job changeovers (for shorter production runs) and web widths up to 1,800mm (71

inches). An optional semi-automatic slit reel unloading system is available with other reel handling equipment.

UNILUX

Shows a new family of pulsed LED inspection lights on stand D95 in Hall 5. They include the LED 1XF, equivalent in illumination to the existing Cricket; the LED 1XS, equivalent to the Scout; LED 5X2 which is 460mm long (18 inches) and resembles the LOL-20 expandable to 3 meters. The LED 1X3 is similar to the Tracker and the Pocket Pixel. Soft light LEDs are ideal for inspecting reflective foils and metalized substrates at high web speeds with an even illumination across the web's surface at production speeds of 750m/min or more. Unilux can combine its high-speed inspection lighting with video and photographic equipment for design engineering purposes.

INKS AND CURING SYSTEMS

ARETS GRAPHICS

Will launch a series of low migration UV inks formulated for compliance with non-direct contact food packaging (regulation 1935/2004). The ink series include: EXC20000M wet offset with good adhesion properties on various films and foils; EXC30000M wet offset for paper and carton; and EXC50000M flexo inks for paper, carton, films and foils. The EXC90000 series consists of various UV lacquers.

FLINT GROUP NARROW WEB

Launches Flexocure FORCE, a UV flexo ink said to offer easy handling due to lower viscosity and no foaming, while offering good adhesion to a wide range of substrates. Also new on stand B45 in Hall 5 is Flexocure XS, an opaque white ink with improved slip characteristics for printing shrink sleeves. The latest upgrade to CombiWhite is said to make it even whiter, with improved press performance and printability. Other new

products include an anti-bacterial UV varnish and UV-curable primers that could replace pre-topcoated synthetic substrates.

GEW

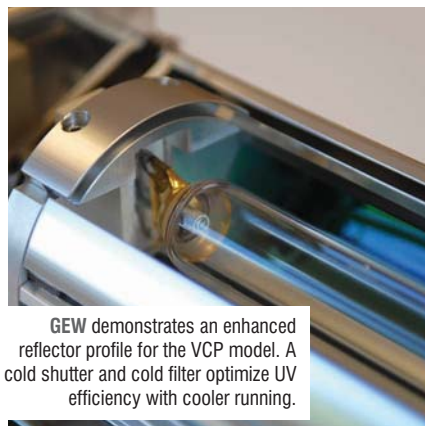
The e-System range of UV curing lamp heads (stand H70, Hall 6) includes an enhanced reflector profile for the VCP model. A cold shutter and cold filter optimize UV efficiency with cooler running. GEW also features enhanced energy efficiency for its electronic power supplies. The GreenTime stand-by system allows operators to program a conveniently timed re-start when away from the production area. A pre-set function switches off the system's power supply when on stand-by, allowing fast start ups and reduced energy wastage. GEW also shows an economical inert gas atmosphere UV system intended for curing food packaging inks with minimum oxygen levels within the UV curing chamber. The system cures inks formulated with low levels of photoinitiators.

GSB-WAHL

On stand D65 in Hall 5 promotes the new UV-Flexoserie 70, UV-Letterpress series 7000 and new UV-cured varnishes in several gloss and matt versions. They are free of Benzophenon. Also new is the PFR ink management system for formulating and mixing colors using a spectralphotometer. The group's GSB-Reinigungssysteme division displays the flexoMat 630 for cleaning up to seven anilox rolls or ink units.

GSE DISPENSING

Focuses on the environmental benefits and reduced running costs offered by its automated ink delivery systems, shown on stand U75 in Hall 12. Says over 40 label converters worldwide use the Colorsat Match dispenser. Users can prepare waste-free ink batches of 1 to 5 kg, dispensing exactly what is needed



GEW demonstrates an enhanced reflector profile for the VCP model. A cold shutter and cold filter optimize UV efficiency with cooler running.

Combined Competence

Marabu and Paragon, a Global Partnership



Recognised as leaders in their respective technologies, Screen ink specialist Marabu and UV Flexo specialist Paragon Inks announce the launch of their new forward thinking package for combination print.

Marabu's **UltraRotaScreen** with Paragon's latest low migration, Nestle compliant flexo ink range, the **NC Series**.

See the package live on press at our stand 11Q80 during the whole of **LABELXPO 2009**.

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for each job. It calculates the volume requirements for the most challenging spot recipes, dispensing a 5 kg batch to an accuracy of one gram in under four minutes. Excess ink that remains after a print run is reusable after retrieval from stock.

IST METZ

On stand M20 in Hall 7 displays various types of modular UV curing systems designed for web-fed flexo, offset and screen presses. They include upgrades to the air-cooled MBS and water-cooled BLK series with a UV measuring device. Both systems now use 160 or 140W/cm lamps. Also shown is the BLK-U system that operates under oxygen-reduced conditions; the FLC (Fast Lamp Change) system; and the mobile UMS unit for measuring the irradiation. Information is available on IST's development work with LED-based curing technology.

MARABU AND PARAGON INKS

In joint presentations, Marabu demonstrates its flatbed and rotary

screen printing inks and Paragon its UV flexo inks on stand Q80 in Hall 11. They will use a Mark Andy UV flexo press with rotary screen units, plus a Franchini SeriGon flatbed screen press. Paragon launches the NC series which complies with the latest food packaging regulations. Marabu's products include the UltraRotaScreen UVRS series that complement letterpress and offset, and the UVFS series for use with UV flexo.

PULSE ROLL LABEL PRODUCTS

Introduces the PM and BB ranges of inks for food packaging applications on stand N110 in Hall 7, based on links with raw materials suppliers and end users. Customers are offered two strategies in respect of UV ink formulations that address changes in EC regulations and EuPia guidelines on packaging inks. Also shows developments involving UV and water-based inks, varnishes and adhesives for producing labels with special decorative effects and finishes, including tactile, textured, high brilliance silver, peel-and-read and linerless products.

RADIOR

Launches Smartinks, a range of UV flexo metallic inks and water-based flexo metallic inks, claimed to offer an optimized balance between transfer properties and metallic effects. The Fluosmart 7910 series is Radior's new generation of UV flexo inks that provide improved fluorescent effects. Also new is a range of UV flexo and screen inks for specific scratch-off applications.

RK PRINT GOAT INSTRUMENTS

Features a new Paste Ink Proofer (PIP) for use with UV curable inks and varnishes on stand P65, Hall 11. It eliminates the need to weigh or measure ink samples. Accurate proofs for color matching data and customer samples are obtained in a single operation and two inks may be proofed simultaneously for comparison purposes. Also shows the FlexiProof UV bench-top module with an enclosed medium-pressure UV lamp. It uses quick-change ceramic or steel anilox and a swing-in doctor blade. Users can simulate UV printing for all pre-press applications from quality control to R&D and from printability testing to computer color matching.

SIEGWERK

Siegwerk claims to be the first printing ink manufacturer to develop flexographic and screenprint inks for the new UV technology employing LED curing lamps – the new high-intensity semiconductor UV light source. The main advantages are: significant energy savings and elimination of any air exhaustion since no ozone is generated during the drying process.

Other innovations being shown by Siegwerk include new UV flexographic series and UV offset series inks. For labels in the foodstuffs sector, Siegwerk is exhibiting a complete programme of low migration inks that enable the printer to comply with the forthcoming regulations for foodstuffs packaging.

SUN CHEMICAL

SolarFlex Novam is a new narrow web UV flexo ink. It joins the Solaris series of inks, coatings and services comprising UV flexo, water-based flexo, screen whites and colors, offset and letterpress.





AERO introduces Aerotac, a self-adhesive labelstock with no-trace adhesives intended for long-term removability

An ink management system works together with the associated color tools and the Solaris colorSat dispenser to provide operators with the exact amount of a particular SolarFlex Nova ink for a given job. Sun claims the new ink offers an optimized cure with consistent quality, allowing trouble-free printing at high press speeds. Enhanced hold-out and adhesion allow fewer problems associated with 'difficult' substrates. High color strength permits the use of fine-cell anilox rolls for high print quality, improved ink mileage and color matching flexibility.

UV RAY

Presents a new technology system for nitrogen-based curing, matched with a new type of compact electronic power supply on stand N40 in Hall 7.

UV-TECHNIK MEYER

On stand T130 in Hall 12 the company features a new generation of electronic power supply (EPS) modules for medium-pressure UV lamps. It claims the 'sophisticated combination of electronic and mechanical design' have brought a new approach to EPS design, allowing more rapid processors combined with integrated functions for trouble-free production. The German company has patented the EPS with IIE, its technology partner.

LABEL SUBSTRATES AND MATERIALS

AERO

On stand P35 in Hall 11 introduces Aerotac, a self-adhesive labelstock with a wide range of no-trace adhesives intended for special applications and uses. Aerotac provides long-term removability and free positioning. Applications include general-purpose promotional labels, decals, banners, signs, inkjet-printed posters and large labels for window displays.

AHLSTROM

On stand N130 in Hall 7 presents its Silca release liner papers. Both supercalendered grades are manufactured in France and Italy and have FSC and PEFC Chain of Custody certifications. The Silco range of coated release and labelstock papers for office and VIP labeling, self-adhesive prime labels and sheeted self-adhesive applications. Complementing them is a selection of coated papers with high gloss, medium gloss or matt finishes. Other ranges include uncoated (vellum), gloss and matt wet strength papers

LABELS&LABELING



for beverage labeling; greaseproof papers; and specific thermal transfer grades.

ARJOBEX

Features Polyart synthetic paper on stand D80 in Hall 5. The expanded HDPE film resists water, tearing, grease and chemicals. Topcoatings allow printing by flexo, thermal transfer, offset, letterpress and digital technologies. Applications include self-adhesive labels, durable tags, tamper evident and IML labels for tracking, security, logistics, horticultural, chemical drum, pharmaceutical, food contact, toys and luggage tags.





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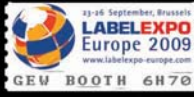


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AVERY DENNISON

Under the banner 'Solutions to Grow Your Business', Avery Dennison (A40, Hall 5) suggests methods of helping converters increase their profitability and improve capacity usage, while simultaneously growing the self-adhesive label market overall. These cover a broad spectrum of FMCG products, as well as specialist niches, including wine labels, pharmaceuticals and durable goods. The company will promote its global Fasson-brand labelstocks, and a portfolio of specialist supporting service platforms.

BLUESTAR SILICONES

Will feature its Silcolease silicone release systems, including the latest additions to the Optima concept family, which offer customized solutions for fast cure, low temperature or low platinum formulations and target solventless thermal and emulsion technologies. The company will also exhibit its Silcolease silicone pressure sensitive adhesive range and latest Silcolease film coating formulations.

CLARIFOIL

The manufacturer of cellulose acetate films for labels and lamination features its Integuard range of tamper evident labels and seals on stand H19 in Hall 6. They are used in the packaging of pharmaceuticals, perfumes, cosmetics and food and drink products. Integuard retains tensile strength during processing, but fragments when illicitly removed. Also shown are environmentally-friendly Clarifoil films that are bio-degradable and suitable for home composting. Their on-press stiffness facilitates gluing and die cutting for minimal waste.

COLLANO SPECIALTY ADHESIVES

New Collano L1 1164 and Collano L1 1202 hot-melt adhesives, shown on stand T90 in Hall 12, are ideal for producing wash-off, filmic labels for glass bottles since they are removable without trace in bottle-washing lines. Collano L1 1255 is a strong-bonding permanent adhesive for labeling rubber-based products. Product development and small-batch testing are aided by a new pilot coater from Nordson for hot-melt coatings. Collano also produces security-related adhesives for smart cards, RFID products, security and hologram labels.

GASCOGNE LAMINATES (FORMERLY PANOVAL)

Presents its new synthetic range, which now includes a wider range of synthetic face materials like matte and silver films, as

LABELS&LABELING



well as release liners. The company is also introducing environmental-friendly solutions like PEFC and FSC certified substrates and a recyclable PP liner.

GOMBAU

Presents new solutions for roll label converters, including: a new wash-off film for returnable beverage bottles (VLB Certificate); a new food-grade adhesive with a Reduction Factor of 2 (ISEGA Certificate); and a new film specially developed for blood bag labels (ISEGA Certificate). The company also shows its new films catalogue and consolidated range of wine materials incorporating IE08 adhesive.

HANITA COATINGS

Hanita Coatings will be promoting a new range of topcoated PET films compatible with both monochrome and color laser printers/copiers; two chemically resistant films developed to work in synergy with the Ricoh B110CU Ultra-high solvent resistant thermal transfer ribbon; and a new line of competitively-priced PET labelface. Hanita will also be presenting a range of tamper evident security facestock, showcased alongside solutions for RFID that include pure copper UHF and HF antennas, and films optimized for printing by conductive inks

INNOVIA FILMS

A portfolio of biaxially-oriented polypropylene (BOPP) films made with Innovia's unique 'bubble' production process is shown on stand A05 in Hall 5. The films are formulated for several different label applications. Products include Rayoface, a new in-mold labeling film; NatureFlex biodegradable and compostable films; plus a range of substrates certified for use with HP Indigo digital color presses.

INTERCOAT

Intercoat introduces XP, a 30-micron polyester release liner for use with high-speed labeling systems. Combined with a wide range of filmic facestocks, it is seen as an economical alternative to glassine paper liners that offers excellent printing and die cutting properties. Also featured is a range of filmic labelstock for digital printing, including on HP Indigo presses. PE and PP materials with Indigo surface primer are now certified for the new WS6000 model, available for immediate delivery with a roll width of 330mm and length of 1,000 meters. HP Indigo includes Intercoat filmic labelstocks as part of its press demonstrations.

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ITW GROUP

Six companies will share stand H25 in Hall 6: ITW Thermal Films, ITW Foils, ITW Graphics Group, Eltex, Pillar Technologies and Valéron Strength Films. This arrangement is said to increase the attraction for visitors since it offers multiple complementary services/products on one stand.

JUJO THERMAL

Launches the KT-M and KT-S top-coated grades of direct thermal label facestocks on stand W90 in Hall 12. Developed for labels, tickets and POS applications requiring long-term image stability and durability. The Finnish company says its products are produced with '100 percent green electricity produced with eco-friendly hydropower', giving an overall reduction in CO2 emissions and a small carbon footprint.

K LASER TECHNOLOGY

Presents a range of holographic products on stand D75, Hall 5, including a proprietary line of holographic cold and hot stamping foils. KLT's anti-counterfeiting products include 3-D true color stereogram. The firm also supplies premium quality holographic paper and labelstocks.

LEMMACO

Launches the BF Plus series of hot-foil materials for label and carton producers on stand P142 in Hall 11. Also offers the newly-developed LN 42 series of wax-coated thermal transfer ribbons.

M-REAL ZANDERS

The company's established Chromolux luxury wet glue label paper range is shown for the first time as a face stock paper for self-adhesive labels. Chromolux is a one-side high gloss paper.

MACTAC EUROPE

Reveals a new proprietary universal polyolefin filmic face material developed with the flexible packaging division of the BEMIS group. This new film will be available in white and clear gloss quality, coated with the acrylic multi-purpose adhesive MP128N. MACTac Europe will also emphasize on the capabilities of its new specialised hot melt coater CL9, aimed at manufacturing products for targeted niche markets.

MONDI COATINGS

Features the Sustainex range of biodegradable films and coated substrates on stand W57 in Hall 12. Now includes a release liner based on a biodegradable and compostable film substrate (according to EN13432). Also shows functional coatings for various customized industrial applications, including fireproof and anti-slip types.

NOVAMELT

Novamelt is launching Novarad RC 24370, a UV-curable acrylic pressure sensitive adhesive for wet wipe closure labels. The company says its development is the result of market demands to replace solvent-borne adhesives by environmentally friendly technologies.

Novarad RC 24370 combines a 'soft' opening with resistance to the chemicals used in wet wipes. 'As opposed to solvent-borne adhesives, the new technology is easy to handle and opens further possibilities for vertical integration of label printers,' says the company.

POLINAS

Polinas shows its latest BOPP and CPP films – clear, cavitated and metallized – facestock films for pressure sensitive adhesive labels, IML films, roll-fed bottle label films and coated films for HP Indigo digital presses.

RITRAMA

Introduces a new 60 micron PE filmic grade, which maintains the same dispensability and



Contact Person: PURAN SINGH, SUKHVINDER SINGH, RAGHBIR SINGH, KULVINDER SINGH, RANJIT SINGH



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conformability of the company's standard PE. Also new on stand A12 in Hall 5 is the Roll Indigo range (awaiting HP certification) which offers a choice of surface finishes. Ritrama also presents an eco-friendly linerless labelstock, an improved version of the RI-777/85 labelstock for labeling drums of chemical products, direct thermal grades, and a metalized 50 micron PP grade.

UPM RAFLATAC

Under the theme, 'Think Label!', the company will showcase a range of advanced film and paper-based label materials, claimed to match performance, eco-friendliness and economy with uncompromising quality. Features the new Thin range, new release liners and other innovative products and services on stand D60 in Hall 5.



ESKOARTWORK shows the latest version of ArtPro, v9.5

PLATES AND PRE-PRESS SYSTEMS

ESKOARTWORK

Demonstrations on stand B30 in Hall 5 include the new HD Flexo digital platemaking system and CDI Spark 1712, an entry-level imager for producing 420mm x 300mm (16.5 x 11.8 inches) plates of arbitrary thickness in under ten minutes. It augments the CDI Spark 2530 digital plate imaging system for label printers. EskoArtwork also demonstrates how to effectively integrate color management into digital design-to-proofing workflows. Featured are Equinox for extended gamut printing, the Kaleidoscope color engine and FlexProof/E with Proof Verification. New at the show is DeskPack Instant Trapper for use with Adobe Illustrator, as well updates to ArtPro 9.5. The EskoArtwork Variable Data Printing Module expands the capabilities of HP Indigo presses.

EURO PLUS

Introduces an updated version of NiceLabel professional barcode labeling software on stand T85 in Hall 12. Translated in 28 languages, it is available for three levels: Standard Series for barcode and RFID label design, printing and entry-level integration; Enterprise Series for centralized printing system management and integrated high-volume printing; and Developer Series for software publishers and system integrators. The latest 5.2.1 version introduces a refreshed print engine which sits at the core of the three series, as well as thermal printer drivers, for a higher level of optimization.

JET EUROPE

JET-plates for letterpress, UV-flexo and dry-offset are said to combine CTP quality with the short processing times and ecological friendliness of water-washable plates. Ohkaflex plates are said to offer excellent exposure latitude and high ozone resistance to give the highest quality reproduction. Also shown on stand R60 in Hall 11 is the PlateRite FX870II, Screen's latest CTP imager with a maximum plate size of 870 x 762mm for flexo label printers. It features a high-output recording head, while its auto balancing function ensures stable drum rotation. Jet Europe's Jetline 700 CTP letterpress plate processor integrates all post-exposure plate processing steps into an in-line format, using plate widths of 500mm or 900mm. Also shown is the Combiflex 460 multi-function unit for processing solvent-washable flexo plates, as well as the Jet Clean 600 automatic plate cleaning system.

TOKYO OHKA KOGYO EUROPE

Featured on stand G32, Hall 9, is TOK's Ohkaflex range of solvent washable flexo printing plates available for both analogue and digital platemaking applications. Suitable for all flexo printing applications, they are said to combine maximum printing quality with minimal environmental pollution. TOK also shows Miraclon, a range of water-soluble photopolymer plates for rotary letterpress printing of labels, metal decorating, business forms, security printing and dry offset applications. Available in various gauges, sizes and degrees of hardness, they can be supplied with polyester, steel or aluminum backings. Miraclon is also available for both analogue and digital platemaking systems.

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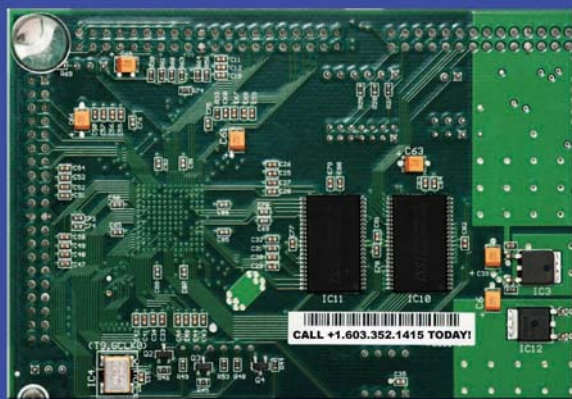
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LABELXPO LATE ENTRIES

This additional information from companies exhibiting at Labelexpo was received as L&L went to press. To keep fully up to date on what exhibitors are showing, please make sure to visit www.labelexpo-europe.com regularly

APEX

Apex is claiming an anilox technology breakthrough with its Genetic Transfer Technology, a combination of a specially developed ceramic layer with a new laser engraving method. The concept behind Genetic Transfer Technology is to use only a few standardized metering rolls and still be able to handle the whole scale of print possibilities. New in the company's label product program, meanwhile, is the 2G anilox roll, with a lightweight steel body and stainless steel journals. Also new is the BioJet LabelBlast cleaning system for anilox and metering rolls.

DANTEX

Dantex shows a wide range of pre-press equipment, including High Definition Screening for flexo and letterpress from EskoArtwork – with live platemaking demonstrations using Aquaflex and Rapidoflex plate types. Digital Imagers include the high resolution Spark 2120 and Spark 2530 systems, with quality Control provided by a Flexocam and Plate-II-Print from Troika Systems.

ELTROMAT GMBH

The company's new web inspection system, Webvideo star 500, is an entry-level version of the company's existing star 1000 and star 2000 digital inspection systems. Another new product is ColorProve for objective colour sample measurement and brand standardization. Samples are scanned and compared against a master, allowing tolerances and critical areas to be measured and defined. Vignettes and metallized films do not pose a problem.

GRAFOTRONIC

Introduces its widest yet selection of die cutting and slitting/rewinding machines, ranging from 280mm to 530mm web width with options for printing, 100percent inspection and Braille printing. Also on display the table-top version of the TT250 and other accessories, such as lifting tools and mobile unwinding systems.



GRAFOTRONIC TT250

LÜSCHER

Presents for the first time its new XPose! 4FLEX platesetter, capable of imaging printing forms for four different printing technologies: letterpress, flexo, screen and offset. The XPose! 4FLEX combines two completely different imaging systems in one platesetter: 940nm thermal diodes image flexo and letterpress plates by laser ablation; and 405nm blue laser diodes expose analog screen plates and conventional offset plates.

Printers using non-chemical ablative thermal offset plates can produce their printing forms with XPose! 4FLEX as well, since the ablated layer is safely removed by vacuum, just like for flexo and letterpress plates.

SUPER FILM

Introduces a new low density white cavitated film for roll-fed label applications. Supearl 1111XEE with lower density has improved stiffness, good machinability and higher yield with more opacity, says the company. The company also shows its full range of IML films CPP and BOPP films.

TAILORED SOLUTIONS/LABEL TRAXX

Previews version 5.5 of its management information software system. Additions to the program include enhanced digital print tools including built-in cost calculations for HP Indigo presses, crossover point calculation tools, a digital web storefront, and integration with Esko Backstage; shrink-sleeve estimating and ordering; and an online dashboard for sales people to track open orders, and view estimate status and outstanding invoices

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Labelexpo Europe
Hall 11 Stand 11S6

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The potential of Lean manufacturing

DRAWING on recent information from case studies with label converters, David Baumann, Gallus product manager, looks at the potential offered by Lean Manufacturing and gives advice on implementing a strategy

The term 'lean manufacturing' describes a set of principles aimed at optimizing the existing value-added chain. It involves matching skills with responsibilities, working in networks, avoiding waste and errors, optimizing processes and striving for continuous improvement. Lean manufacturing can be summed up by the phrase "work smarter not harder" or "achieve more with less". No doubt due to its origins in the Japanese automotive industry, lean manufacturing is often seen simply as a production method for companies and their complex processes. This is not the case. Depending on the job type and shift model, saving just 5 minutes per print job can increase production capacity by up to 200 jobs per press over a year.

Applying a lean manufacturing strategy to production operations can ultimately cut costs or increase sales.

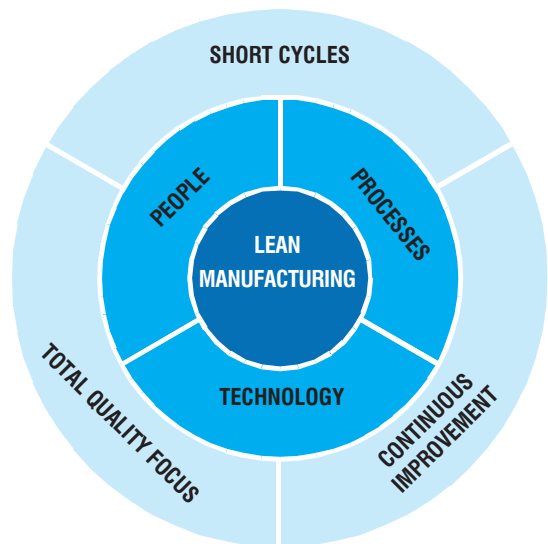
TAKING AN INTEGRATED APPROACH – THE BASIS FOR LEAN MANUFACTURING

There is no doubt that today's servo presses are many times more efficient than their recent predecessors. Sleeve systems, chambered doctor blades, interchangeable printing processes, job data memories, etc. play a key role in this. Nevertheless, it is not uncommon for a great deal of potential to remain untapped in label printing – despite state-of-the-art machine technology. Why is this the case and how can this potential be harnessed?

Shrinking run lengths and the resulting shorter production windows represent a major challenge for label printers and also create enormous operating pressure. In many cases, there is virtually no opportunity to give any thought to optimizing production methods and processes. The situation can be compared to a lumberjack felling a tree with a blunt axe. When asked why he doesn't sharpen the axe, he replies: "I haven't got time." The challenges facing label printers cannot be solved as easily as those of the lumberjack. Although printers now consider their choice of press very carefully, the machine they opt for is often integrated into an existing production environment which is not adapted to suit the new options available. By contrast, the new 'star' often receives preferential treatment, which has a negative impact on the efficiency of the existing label production operation.

If label production is to be made more efficient and existing potential realized, it is vitally important to adopt an integrated approach that takes into account the relevant technology, the manufacturing process and the people involved. These three key factors need to be analyzed in terms of their quality, efficiency and possible improvement. The second stage is to define a target and determine what needs to be done to meet it. In many cases, attempts are made to achieve as much as possible with a one-off measure. Ultimately, this almost always leads to an unsatisfactory result. Structures, habits and attitudes that have developed over a period of years cannot be changed overnight. It is better to introduce lean manufacturing gradually, based on the concept of continuous improvement. Motivation is more important than assertiveness in this respect, and discipline more important than a doctrine.

LABELS&LABELING

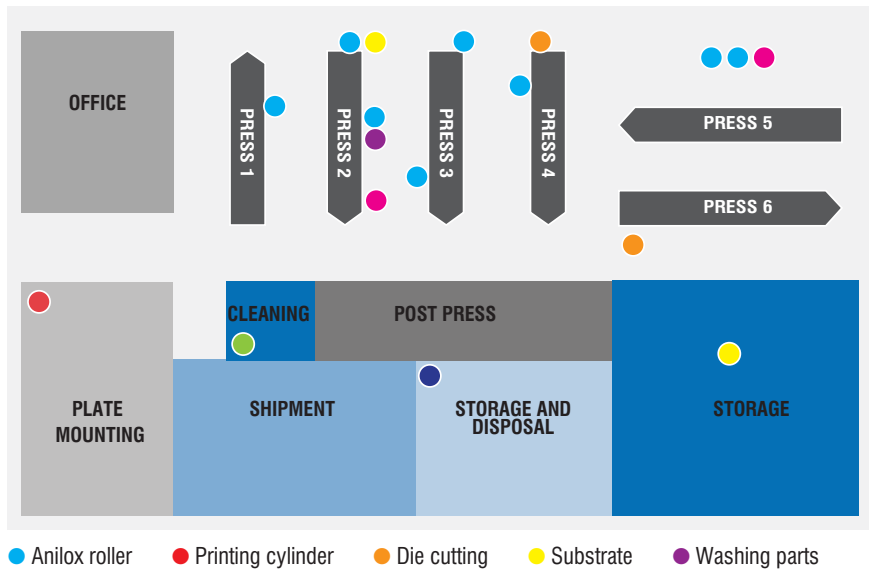


IS A PROBLEM IDENTIFIED A PROBLEM SOLVED?

Although lean manufacturing can result in huge cost savings and be introduced gradually at very low cost, the approach is struggling to establish itself in label printing. In many cases, the will to change exists but the time and ability to make the change do not and so good intentions come to nothing.

Just like an aircraft, a project to establish a lean manufacturing approach needs a good deal of thrust to get off the ground. It is therefore often worth calling on the services of a specialist who can provide this impetus. At least the following elements should be examined at the initial stage:

- **Print quality:** Print results are analyzed in detail for errors and the overall quality is rated. Consistency must also be ensured, ie. the analysis examines how constant the print quality remains over prolonged production periods and whether any potential exists for improvement.
- **Production sequences:** The flow of information and material is analyzed and examined for any inefficiencies. In particular the analysis must examine whether a systematic approach is used for the job changeover process. Another key point is the setup time required prior to the start of printing and the level of waste involved. This is directly related to the degree of standardization.
- **Production environment:** The production and press environment must be examined to ensure an optimum flow of materials. The work area on and around the press must allow efficient working and the working environment around the press must be equipped with the necessary printing accessories to deliver minimum setup times.



Targeted measures can now be introduced based on the strengths and weaknesses profile. During the initial phase in particular, it is vital for the process to be straightforward and transparent. Progress must be measured, displayed and communicated. Motivation is a key factor in all processes of change and lays the foundation for a project such as lean manufacturing to be continued on employees' own initiative.

CONFIRMED IN PRACTICE

The following case study demonstrates how the process of analysis can reveal hidden potential. The floor plan of the label printer being analyzed (above) clearly shows that there is no centralized storage of printing accessories and materials. The label presses from various manufacturers also operate in different directions. From the outset, it is clear that a detailed analysis is worthwhile.

This analysis revealed that the non-optimal production environment and the lack of clarity regarding skills and responsibilities resulted in a lot of wasted effort. The absence of goods flow concepts and the failure to define responsibilities are the most frequent causes of a non-optimal production process. The table below clearly shows where valuable machine time is lost.

		Press down		Walk way printer	
1	Printed substrate to the Postpress	2	Min	25	Meters
2	New substrate to the printing machine	5	Min	55	Meters
3	Washing of aniloxes, inktrays	18	Min	45	Meters
4	Organising aniloxes for new job	8	Min	25	Meters
5	Organising new ink/ink mixing	13	Min	45	Meters
6	Organising die cutting cylinder + plate	5	Min	28	Meters
	Total per job change	51	Min	223	Meters
	Total per day (5 job changes)	255	Min	1115	Meters

Recording the distances walked by printers away from the machine is a good indicator of the production environment's efficiency. Ideally, this figure should be 0.

Based on these facts and the options available to the customer, it was decided to establish a lean manufacturing concept and eliminate 50 percent of the inefficiencies in an initial stage, resulting in cost savings of approximately €100,000 per year per machine.

SAVING POTENTIAL IF LEAN MANUFACTURING CONCEPT IS ABLE TO ELIMINATE 50PERCENT OF INEFFICIENCIES

- Average hourly rate of machine for a 8-color flexo press is €210 in one hour or €3.5 per minute
- If you are able to save only 50percent of the dispensable setup time of 255 minutes, you can save €446 per day/ machine
- In an average working year with 220 working days you can save 468 hours per year/machine or €98,175 per year/ machine
- Thanks to the saved 468 hours you can produce 146 additional jobs per year/machine

Working with the customer, a goods flow concept was prepared and re-responsibilities during production and job changes were defined. A new pit stop concept included the JIT (just-in-time) delivery of substrates, inks and printing accessories to and from the press and gave the press operator as little responsibility for job changes as possible. In addition, existing quality problems were largely eliminated through targeted training on printing issues.

ACHIEVING MORE TOGETHER

The above case study shows how a limited outlay can save €100,000 per year per machine while increasing production capacity to allow an additional 146 jobs. Lean manufacturing is thus clearly justified.

Once management's initial reservations have been overcome and first successes are apparent, it is more or less sure that the lean manufacturing concept will be permanently adopted. A well-established program of continuous improvement also motivates everyone involved and plays a key role in maintaining and building on the lean manufacturing philosophy at a label printers.

Having discovered the potential of lean manufacturing and how it can be leveraged years ago, Gallus resolved to pass on this knowledge to label printers. Due to the high demand, we now have an entire team of specially trained process engineers. They analyze label production at the printer's, prepare a report and provide details on possible improvements. Based on this report, customers can decide whether to continue taking advantage of the services offered by Gallus or implement lean manufacturing by themselves.

One stop cleaning shop

KNOWN MOSTLY for its anilox cleaning systems, Alphasonics will use Labelexpo Europe in September to launch a full range of washing devices for parts and plates. Andy Thomas reports

At Labelexpo Europe Alphasonics will show for the first time a full range of labels-related cleaning equipment, including not only its established anilox cleaners, but also washers for printing plates and inking system parts.

Alphasonics parts washers are a standard sight in gravure houses and have been for many years. These large format systems have been used for the cleaning of ink trays, pump downshafts and other such items used in the gravure process, but traditionally the company has focused on anilox cleaning systems as their main market in every sector of print, from labels through to corrugated in flexo, as well as offset and gravure. 'We've felt for some time that the technology at our disposal could easily be utilised very effectively in the label sector for other tasks, so we set about designing and producing dedicated parts washers and plate cleaners as a good way of growing the business,' notes David Jones, managing director of Alphasonics. 'We realised that in labels, there was no equipment in the market that addressed the issue of waste disposal effectively.'

The company started to look at flocculation, a process that enables the removal of pigment from wash water. 'Initially, we looked at the disposal of water contaminated with water based inks and found that this was an easy and effective way of removing water based pigment from wash water,' says Jones.

Out of this development came the AS80 manual parts washing system. The AS80 enables inking system parts to be washed and the pigment to be removed from the wash water, which can be continually re-used. 'It's a win-win situation for everyone,' says Jones. 'The companies who have them have given us very positive reports regarding performance and simplicity of use.'

SOLVING THE UV DILEMMA

On the back of the AS80 development, the Alphasonics technology team turned its attention to the big problem of UV parts washing.

The first thing to establish was whether or not UV waste could be flocculated.

'It took quite a while to ascertain that we could actually flocculate this waste in small amounts, and the water would not become saturated,' says Jones.

'The fact that UV ink does not require a high pH chemistry to break it down was another plus factor as it enabled a low pH chemical to be developed to effectively remove the pigment while still allowing flocculation.'

It was becoming clear that any system designed to emulate the performance of the AS80, but for UV inks, would need to be quite complex, with tightly controlled process parameters.

With the valuable assistance of S+K Labels from the Czech Republic, the AS1000 system was finally developed. 'This is a unique piece of machinery,' enthuses Jones. 'Complex in its control yes, but easy to operate, this system combines superb cleaning of ink trays and chambers contaminated with UV, plus on-board flocculation of the waste and the removal of pigment, resulting in clear wash water that can be used time and time again.' Jones says that not

only is the equipment environmentally friendly, 'but it actually gives a payback through the greatly reduced cost of waste disposal – another win-win all round.' The AS1000 Trojan will be displayed for the first time at Labelexpo.

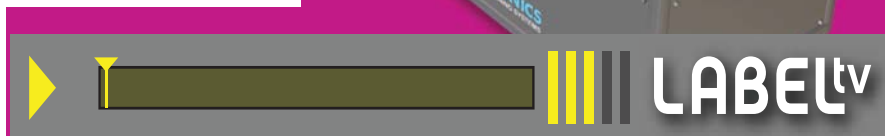
The AS2000, based on the AS1000 technology, also receives its debut at the show. The AS2000 uses core Alphasound cleaning technology but does not have on-board flocculation, meaning that the resultant wash water is simply returned to the holding tank for re-use. The wash water will eventually go to special waste, as with other conventional systems. 'The AS2000 goes head-to-head with the traditional spray wash systems widely used in the labels industry,' says David Jones. 'However, the introduction of Alphasound into the equation will deliver greatly improved cleaning and a much lower, less costly chemical usage.' The AS2000 will accept up to six trays/chambers, with sizes ranging from 10in up to 20in wide.

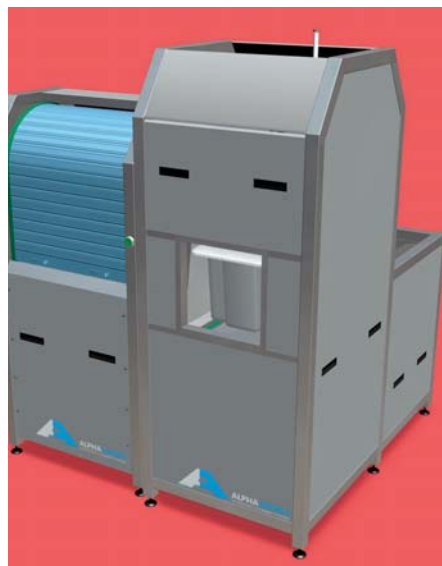
CLEAN PLATES

Plate cleaning, especially with today's high screen count, digitally produced



PC SERIES FLEXO. To see the video demonstrations of Alphasonics new equipment range, visit www.labelsandlabeling.com





The AS2000 (left) uses core Alphasound technology but without on-board flocculation
 The AS1000 (right) cleans ink trays and chambers contaminated with UV using flocculation to remove pigment.

plates, can be quite a headache. The systems currently on the market utilize some sort of contact method, usually brushes. 'Although the manufacturers claim that these systems don't damage the plates, the evidence clearly shows that the plates can be damaged, or they may not clean effectively,' says David Jones.

The technical team at Alphasonics spent several years developing a non-contact plate cleaning system. Although Jones says there was never an issue with the cleaning capability of Alphasound, early prototypes were dogged by mechanical issues which were gradually resolved. The result, a 20in wide PC series machine, will be shown for the first time at Labelexpo Europe.

This is an automated system that will clean up to 80 plates an hour in a continuous cycle. As long as there are plates in the loading magazine, the PC unit will clean them and will continue until the magazine is empty. When the last plate in the magazine is cleaned and safely delivered to the unloading station, the PC unit will automatically stop.

'The technical hurdles were overcome quite early in the PC series project, but we really struggled to come up with a non-contact way of supporting the plates while they were being transported through the system,' recalls Jones. Many different types of holders were manufactured and tried, but all failed. 'We finally hit on a very simple answer,' says Jones. 'As anyone who comes to our booth in Brussels will see, we found what turned out to be the perfect solution.'

The plates are presented to the system,

cleaned and removed without being touched on the image face. 'Cleaning is perfect every time due to the application of Alphasound, with no risk at all of plate damage,' claims Jones.

Not all label printers will have the need, finance, or room for such a sophisticated system and this led the Alphasonics team to produce a smaller, more compact and less expensive system, the PW series, which also makes its inaugural appearance in Brussels. This system is less automated than the PC unit, but can still clean up to six plates at once, again using non-contact technology. 'We're very excited about the prospects for the PW series and believe that such a system would fit very nicely into most label shops,' says David Jones. 'Cleaning is fantastic, the system is easy to operate, has a small footprint and comes at a reasonable price.'

A PW unit will be available on Alphasonics' Labelexpo Europe stand, Hall 5 5C/20, for cleaning trials, along with the rest of the company's new 'one stop cleaning shop' equipment.

ANILOX CLEANING MAKE-OVER

Although there are no major technology developments in Alphasonics' anilox cleaner range, the company's established Megan, Mia and Melanie systems have all been enhanced, as David Jones explains: 'Megan in particular was a bit complicated to operate, so we've streamlined the fascia and made negotiating the menu a much more simple operation. Mia and Melanie have also been upgraded, with new, more chemical resistant push buttons.'

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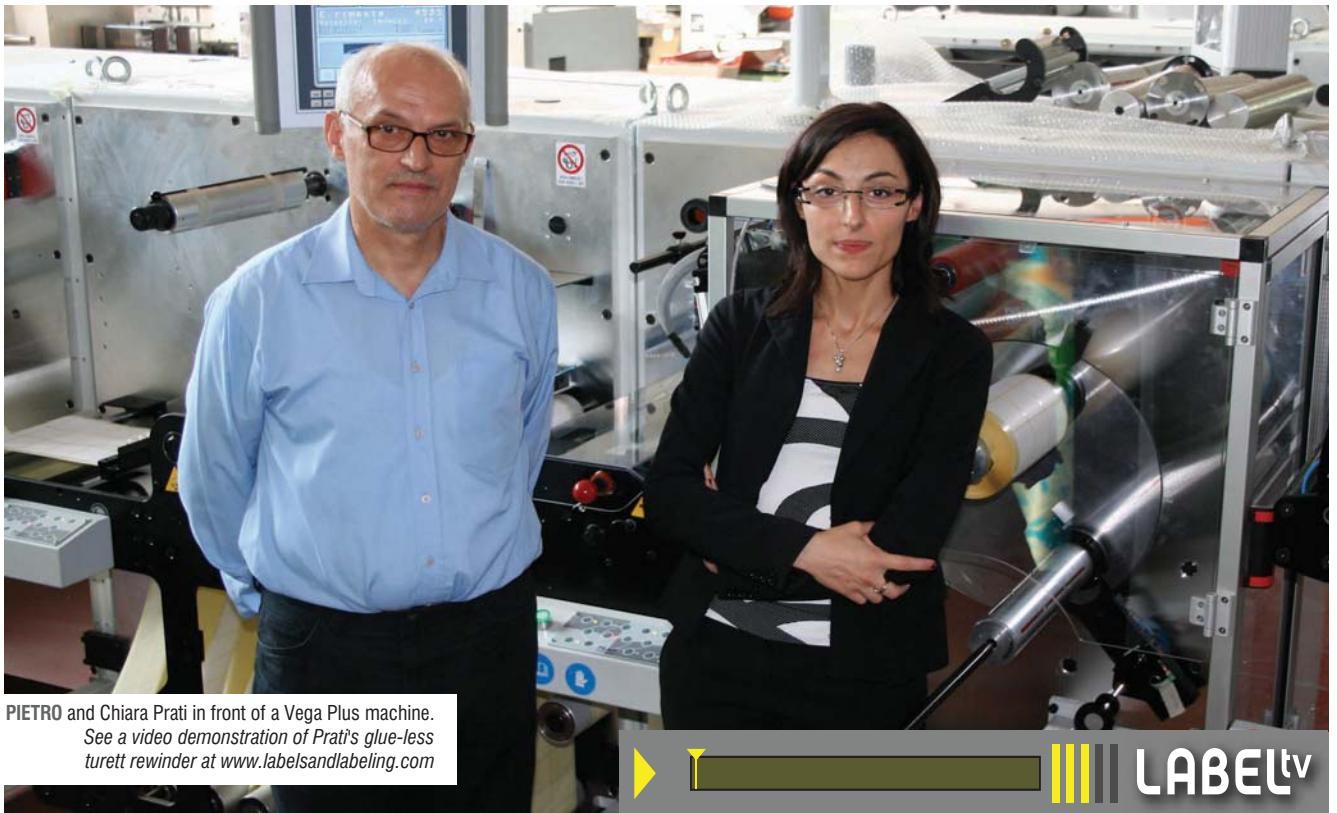
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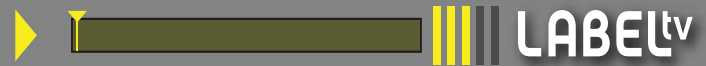
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PIETRO and Chiara Prati in front of a Vega Plus machine. See a video demonstration of Prati's glue-less turrett rewinder at www.labelsandlabeling.com



Prati steps forward

BUILDING ON A HISTORY OF INNOVATION, Prati enters Labelexpo Europe with a range of exciting new technologies. Andy Thomas reports

Prati was founded by Pietro Prati in 1973 as an engineering business refurbishing the sheetfed presses sold by MAN Roland and Koenig & Bauer in Italy and providing technical support in the field. The business began in a small workshop in the center of the Marradi, a town on the outskirts of Florence, and four years later expanded into the premises the company occupies today.

As far back as 1976 Prati had seen the potential for the development of the self-adhesive market, building his first matrix removal machine, which used independent electric motors to drive each axis. 'I never used friction and clutches to adjust tension – always independent motors.' He built his first slitter-rewinder in 1983 and launched his first machine series the following year.

In those days he was working from 6am to 4am the next morning, building his own machine business while selling and supporting KBA presses from an office in Florence. 'I used to drive back from Florence, so tired I did not know where I was,' he recalls.

Pietro Prati did not enjoy working with machinery dealers. 'My main job for KBA was to deal with the problems. The customers had complained and were desperate and I was the technician

asked to solve their problems.'

He set his own business up on the basis of trust. 'You need to build machines which take into consideration the job that needs to be done, but you must also be realistic with the customer. No machine is perfect and no machine can do everything. We are very transparent about what are the advantages but also the limits of our machines.'

Prati built his first inspection slitter rewinder in 1986, working closely with Mitsubishi. It was an advanced system for its time, built with independent brushless motors and with an auto-stop feature. After the machine was shown at drupa, Pietro Prati was approached by Gallus. He ended up building four special machines for them which were shown at the following Ipex.

An example of the success of Pietro Prati's problem-solving approach came in 1988, when one of Italy's leading pressure-sensitive converters came to Prati with a reel of booklet labels and a difficult job which was impossible to complete with any machine on the market. After much work, Prati solved the application problem, gaining the attention of leading label converters in both Italy and Spain. 'This allowed Prati

into the Italian market.'

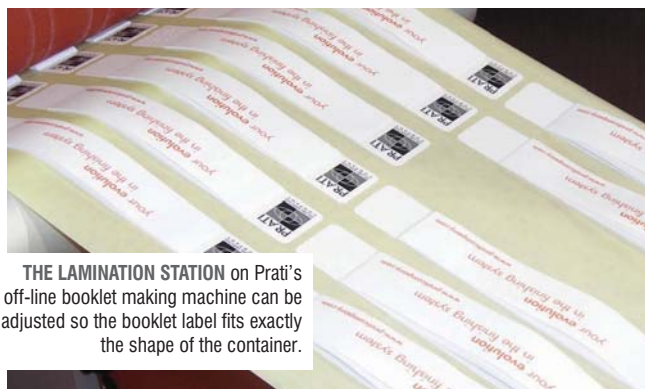
Now 63 years of age, but as lively and driven as ever, Pietro Prati remains the technical powerhouse behind the company. He is constantly on the shopfloor talking to his engineers and talking directly to every customer. Pietro Prati's two daughters have followed him into the business. Chiara became sales manager in 1995 and Annalisa is the company accounts manager.

Prati is now poised to enter a new period of growth with the planned move into a bigger, purpose-built factory, now under construction on an industrial estate on the outskirts of Marradi. It will have a floor space of 3,300 sq meters – almost five times that of the existing plant, and will take on more workers.

Despite the global recession Prati sold 60 machines last year, and has already sold 35 this year. Prati has over 1,000 machines installed across Europe, the Middle East, India, Australia and South Africa, and Chiara Prati sees strong additional growth prospects in Russia and the Middle East. North America remains a strong potential market for Prati, and the company is actively looking for agencies.



THE PRATI VEGA PLUS platform with a Longford OS700 booklet feeder, EP11 Nordson hot-melt unit, and a patented lamination unit from GPS.



THE LAMINATION STATION on Prati's off-line booklet making machine can be adjusted so the booklet label fits exactly the shape of the container.

LABELXPO

If there is one 'mega-trend' Prati is currently identifying, it is customers asking for specialized machines which can deliver a competitive advantage – for example manufacturing label 'labels-within-labels' for the white goods industry. Another example is the kind of hybrid system which can be seen on the Atlantic Zeiser stand at Labelexpo, where a The Gamma 70 inkjet engine will be shown integrated with a roll-fed Prati Saturn TE280 platform fitted with AZ's Smartcure LED UV curing lamp. For Prati, Labelexpo will be a chance to introduce some new technologies which deliver converters this competitive advantage.

● **PHARMA-CHECK**

Perhaps most interesting is the Pharma-Check, which represents a radically different approach to rewind-inspection of pharmaceutical labels. On conventional systems, the web moves back to the camera position where the defective label is removed. On the Pharma-Check, it is the camera that moves while the web remains stationary.

In operation, the Pharma-Check monitors the labels approaching the splicing table and positions the errors simultaneously and optimally for the operator. The camera then moves to each position to check the error has been fixed. The remainder of the web is gradually decelerated so slitting accuracy is not affected. Chiara Prati says this system is 40 percent faster positioning an error for repair and some 20 percent faster processing the whole job.

● **OFF-LINE BOOKLET LABEL CONVERTING**

An off-line booklet making machine will be demonstrated based on a Prati Vega Plus platform with a Longford OS700 booklet feeder, EP11 Nordson hot-melt unit, and a patented lamination unit from GPS.

By changing the set-up parameters on the rotary lamination unit, the booklet labels can be made to conform to the curve of the container. This means booklet labels can be applied to flat or round surfaces, and to any diameter container, including small vials, without wrinkling.

'Producing booklet labels off-line gives faster speeds and higher productivity compared to in-line printing systems,' says Chiara Prati. 'Compared to an average speed of 8m/min in in-line systems, the Vega plus LF330 can reach 48m/min and also enables a faster job change and considerable waste reduction.'

● **GOING WIDER**

As converters move to wider presses to increase productivity, Prati has responded by increasing the width of its Vega Plus rotary die cutter to 450mm (18in) and 530mm (21in). The Jupiter inspection system will also be shown with a wider 450mm web width (compared to 400mm) and the ability to rewind rolls up to 600mm.

● **WORLD FIRST SECURITY SOLUTION**

Finally, Prati will unveil on its stand the first demonstration of a new security solution developed with a number of partners through the Univocal SIGN project. The Univocal labels contain two elements: a datamatrix code, and a randomized pattern of dots printed onto a laminated patch of special paper supplied by Ritrama.

A Nikka vision system mounted on a Prati Jupiter TC280 checks the x-y coordinates and volume of the randomized dots, matches this with the datamatrix code, and sends the file to an IBM server via a secure website, where the information is encrypted. This 'signature' can then be read in the retail store – or in a warehouse – by a mobile phone camera. The users send an MMS or SMS message to the secure website which returns a real-time yes/no response, allowing the consumer to verify the authenticity of the goods. One of the first applications of the system is for a high end wine from the Fattoria Zerbina house.

Also on the Prati stand will be an Etipack labeling machine which both applies the label and activates its security signature.



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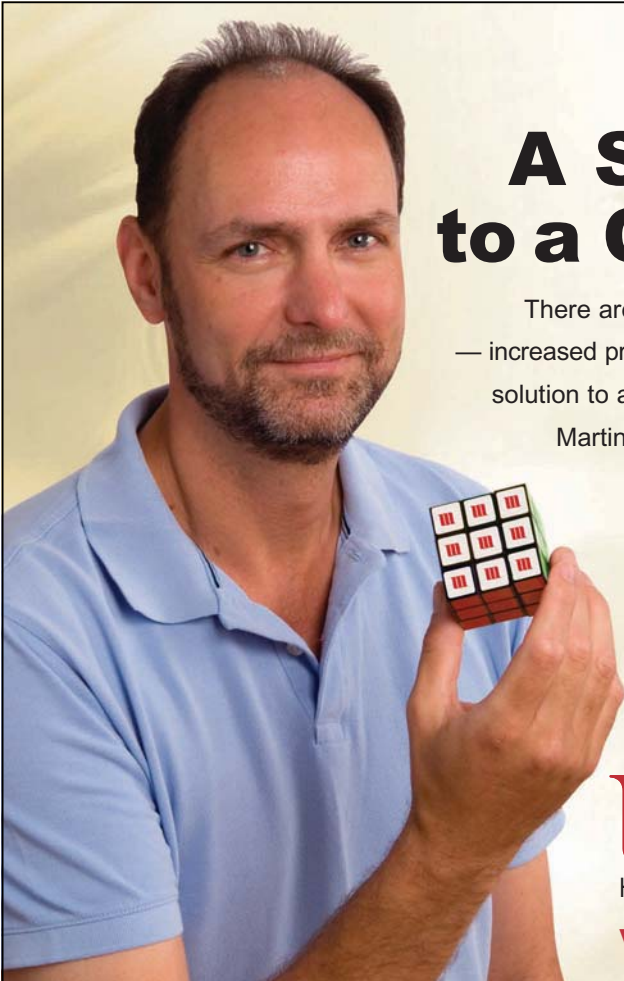
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ROTOCONTROL SIGNS US DISTRIBUTION AGREEMENT

Rotocontrol has signed a distribution agreement with GraphixOne, located in Cincinnati, Ohio. GraphixOne Corporation specializes in the label and packaging markets throughout North America, selling many different types of equipment and focusing on manufacturing and rebuilding of presses and other converting equipment, 24 hour service and parts, and new and used equipment sales.

'Entering the North American market is an important step for Rotocontrol and it was critical to find a partner that has the high level of local service and support that our customers demand. GraphixOne has the depth of sales and technical expertise we need to support our advanced technology finishing solutions,' said Ralph Beier, international sales manager.

'We have been looking for a high quality and competitive web finishing line for our North American digital market for several years now and have found that in the products manufactured by Rotocontrol. We couldn't be happier with the opportunity to represent such a fine company,' stated Spencer Spaulding, president of GraphixOne Corporation. 'With our current sales and service network combined with Rotocontrol's engineering and manufacturing team we will be offering an unbeatable product for the digital web finishing and web converting market segments.'

XEIKON WINS INTERTECH AWARD FOR 3300

Xeikon, a division of Punch Graphix, has received the 2009 InterTech Technology Award for its 3300 digital press. The machine offers label converters 'economical and environmentally-friendly' production of short to medium runs and just-in-time jobs, says the company.

Michael V. Ring, vice president of sales and chief marketing officer of Xeikon's North American operations, said: 'The Xeikon 3300 is challenging the current quality-productivity paradigm by offering these two mutually exclusive capabilities together to label converters, and not sacrificing one for the sake of the other. As the InterTech Award honors excellence in innovative technology, we are happy and excited to have received this prestigious recognition.'

Filip Weymans, business development manager labels and packaging, Punch Graphix International, said: 'The InterTech award is the second major industry recognition for the Xeikon 3300. It also won the New Innovation Award at the 5th annual Label Industry Global Awards last year. These accolades from our industry experts, as well as the tremendous sales success we are experiencing with the 3300, demonstrate that it is a quantum leap in digital label printing. We are honored to have received the InterTech Award. It further strengthens our commitment to the label and packaging market.'

Printing Industry of America's InterTech Award honors excellence in innovative technology for the graphic communications industry. The nomination criteria stipulate that the technology be recently developed but out of beta and be proven in industrial application, but not yet in widespread use. The technology must also be expected to have a major impact on the graphic communications industry over the next five years.

HAMMER NAMED IN TOP PERFORMING COMPANY LIST

Hammer Packaging has been named on the Graphic Arts Monthly (GAM) list for top performing printing companies in North America. This year, Hammer came in at number 64. A subset of this listing places Hammer fourth among its peers in the packaging printing category.

Each year, GAM polls hundreds of top North American printing companies and assigns a ranking based upon their latest fiscal year. James E. Hammer, president and CEO said: 'I view 2009 as a year of tremendous challenges and decisions, as well as tremendous opportunities, but we all need to be focused on the key drivers that will make 2009 a success.'

GAM has previously singled out Hammer Packaging as having one of the highest percentages of revenues reinvested back into the business. When last measured, Hammer re-invested at a rate six times the industry average. Hammer continued: 'Investing in leading-edge technology is a fundamental part of our business strategy, and it's how we're able to remain among the very elite of our industry.'

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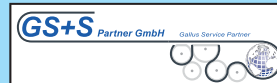
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Embrace the AVTAR approach, and think 'participative,' not 'imposed from above'.

Awareness: Generate awareness of a proposed change

Value: Share information that inspires employees to find value in a proposed change. Until employees recognize for themselves the value in the proposed change, you can't go on to the next step (otherwise, you'd be imposing change, which is the antithesis of creating a Rudolph culture)

Thinking: Employees begin to bear the burden of responsibility for the proposed change. This "shift in thinking" requires managers to let go of their own agendas and employees to ask questions reflecting their new awareness

Actions: Responsibility has mostly shifted to employees. New actions and behaviors begin to appear based upon new ways of thinking

Results: Results flow organically, a natural outcome of the shift in thinking and new actions and behaviors (not enforced by rewards and punishment).

ABOUT THE AUTHOR:

Cyndi Laurin and Craig Morningstar are authors of 'The Rudolph Factor: Finding the Bright Lights that Drive Innovation in Your Business'. For more information visit www.therudolphfactor.com

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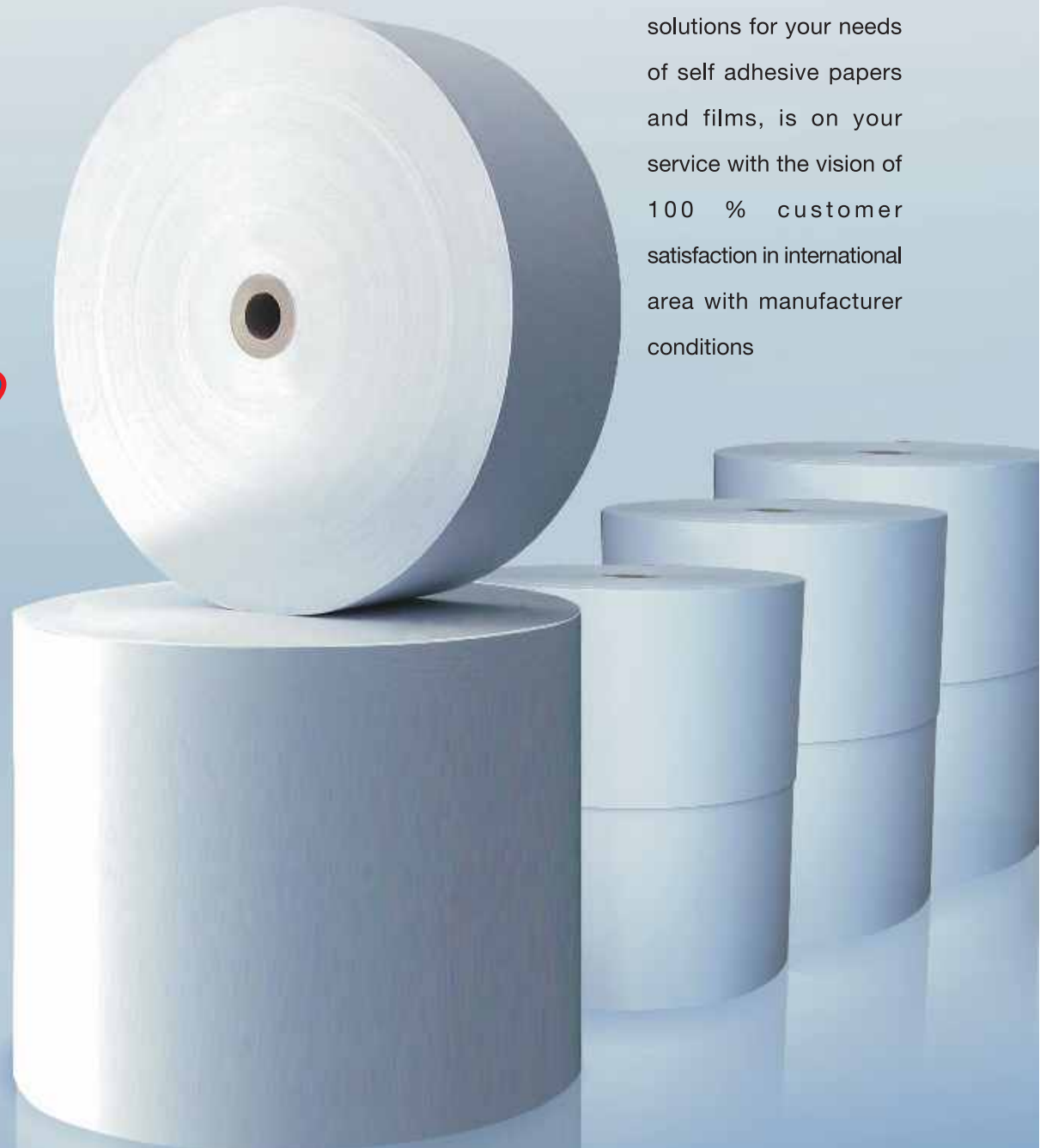
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