

# LABELXPO AMERICAS 2010 PREVIEW

L&L's global editorial team round up the must-see technology at this year's biggest label show in the Windy City

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VOL.32 ISSUE#4 SEPTEMBER 2010  
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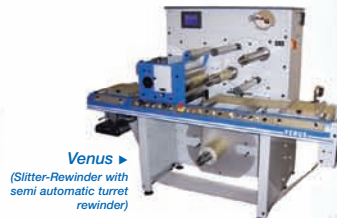
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## DIGITAL TAKES ITS SEAT AT THE TABLE

The Digital Label Summit held in Barcelona revealed that digital has become a mainstream printing technology, taking its place alongside letterpress, flexography, screen and offset. The worldwide installed base of 1,169 digital label presses in 2009 represented 15 percent of all new roll-fed presses installed in that year. Today the figure is nearer 1,300 presses.

If the growth curve of digital continues closely to follow the curves for UV flexo in the 1990s, digital presses will account for 40 percent of all new roll-fed press sales in just ten years time. What are the implications for conventional press manufacturers?

Firstly, these companies already have a good story to tell in terms of reduced makeready times, from a combination of 'Pit Stop' working procedures and servo-assisted, automated press set-ups. At the same time, flexo – the dominant label print technology globally – has a new, high quality print process known as HD (High Definition), and this truly does bring the process closer to the kinds of quality achievable with gravure and the best offset.

In addition, the issues of finishing must be considered. High added value labels will require various combinations of embossing, foiling and varnishing in addition to the usual requirements for die cutting and matrix stripping.

These are additional processes for digital presses, and are usually carried out off-line with some notable exceptions – Xeikon's 3300/3500 are usually sold with in-line systems, for example, as is the Stork DSI. Also, it may be with the new generation of faster inkjet and electrophotographic machines that in-line finishing – at least die cutting and varnishing – will move in-line with the press.

To get a handle on all these issues, I advise you to attend the Technology Workshops to be held at Labelexpo Americas in Chicago this September. These workshops will see four presses placed side by side – three digital (from HP Indigo, Xeikon and EFI Jetrion) and one Nilpeter conventional press running HD Flexo. This will give visitors the chance to see the same job – a food label, pharma label and cosmetics label – originated for each process, then run on the four machines. What we hope to demonstrate are the different strengths of each process in the context of a real-world workflow, with job origination for each process demonstrated and discussed by EskoArtwork and placed into the workflow using MIS systems demonstrated by CERM and LabelTraxx.

Of course, there's plenty of other new machinery to see at the show, as well as a comprehensive conference program and Mike Fairley's digital masterclasses. It should be quite a show.

### ANDY THOMAS

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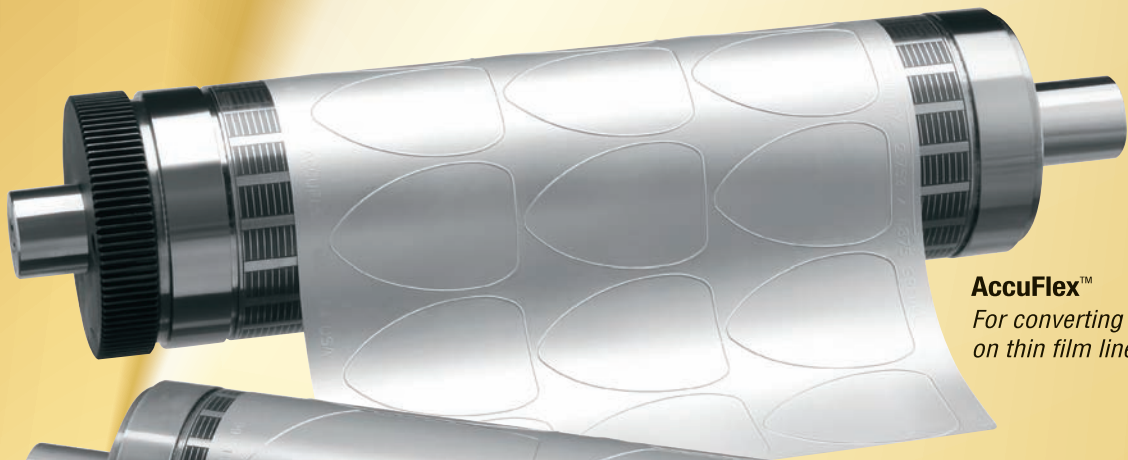
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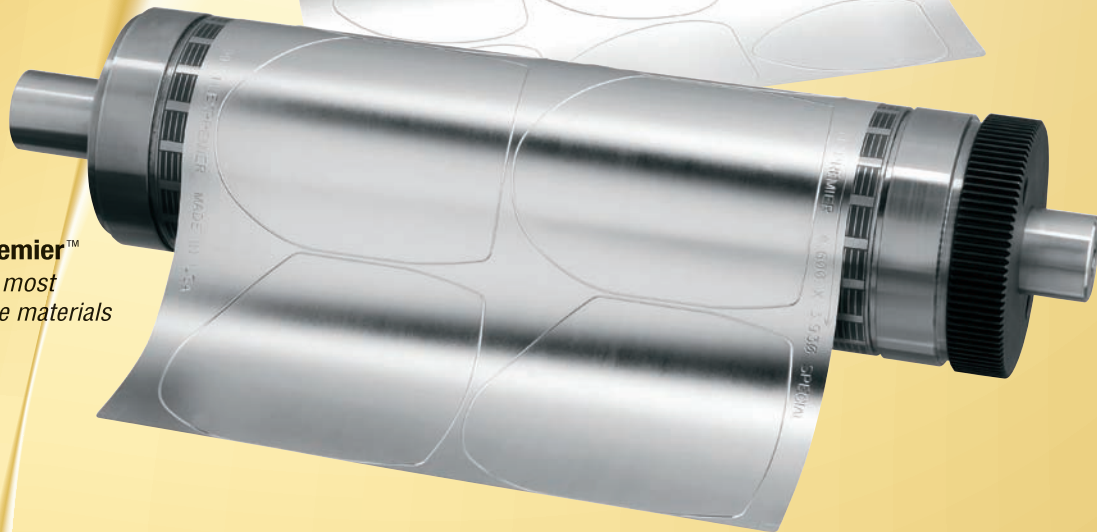
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# COVER STORY

## FRONT COVER STORY

The striking UV flexo-printed cover of this edition of Labels & Labeling is the result of close co-operation between four key industry suppliers: Zeller+Gmelin, which supplied the inks and coatings; Kurz, which supplied the cold foil; repro expert COE-Carl Ostermann Erben and Gallus, which printed the cover on an 8-color Gallus RCS 330 on Allegro Gloss high white (double coated) 170g/m<sup>2</sup> stock.

The inside front cover was printed first at a speed of 100m/min using a 4-color set of Zeller & Gmelin's new UV flexo ink series UVAFLEX Y77.

### THE ANILOX ROLLER SPEC WAS AS FOLLOWS:

Cyan UVAFLEX Y77-S1300A:	400 l/cm	2,7cm <sup>3</sup>
Magenta UVAFLEX Y77-S1200A:	400 l/cm	4,0cm <sup>3</sup>
Yellow UVAFLEX Y77-S1100A:	400 l/cm	4,0cm <sup>3</sup>
Black UVAFLEX Y77-S1400A:	400 l/cm	4,5 cm <sup>3</sup>

The front side was printed next at 70m/min again using Zeller+Gmelin's UVAFLEX Y77 4-color set.

### THE ANILOX ROLLER SPECIFICATION WAS:

Cyan UVAFLEX® Y77-S1300A:	400 l/cm	2,7cm <sup>3</sup>
Magenta UVAFLEX® Y77-S1200A:	400 l/cm	4,0cm <sup>3</sup>
Yellow UVAFLEX® Y77-S1100A:	400 l/cm	4,0cm <sup>3</sup>
Black UVAFLEX® X Y77-S1400A:	400 l/cm	4,5 cm <sup>3</sup>

The cold foil elements used Kurz Luxor KPW-OP 220 gold foil. Kurz has optimized this material for overprintability with UV-inks and UV-lacquers and it can be used with plastic materials like PE, PP, PET as well as papers with non-absorbent surfaces.

The cold foil adhesive was Zeller+Gmelin UVAFLEX U0842 applied with an anilox roller specified at 200 l/cm, 10 cm<sup>3</sup>. This combination of foil and adhesive allows a sharp-edged print to be achieved and gives a high level of adhesion between foil and substrate, allowing fine structures, screen ranges and large surfaces to be accurately reproduced.

The Screen printing ink was Zeller+Gmelin opaque white UVASCREEN SR-X55002 applied with an RSS-Screen with a 10 micron ink lay down. The matt lacquer was UVALUX U0765 layed down with an anilox roller specified at 260 l/cm 6,0 cm<sup>3</sup>

Repro work and flexo printing plate production were carried out by COE-Carl Ostermann Erben GmbH (post@coe-stuttgart.de) using digital Dupont Fast DFH 045 printing plates.

Zeller+Gmelin has been active in UV curing technology since the 1970s and is today one of the leaders in this market, with facilities strategically positioned in the USA, UK and Europe and a network of distributors worldwide. Zeller+Gmelin's new UVAFLEX Y7 was developed to create a universal ink series for the printing



of labels, folding boxes, flexible packaging and inmould applications, with optimized viscosity to improve the inks' penetration behaviour on papers. The ink series offers a high reactivity and also the curling behaviour on foil materials has improved.

The established Gallus RCS330 press used to print this cover is a modular in-line machine with direct servo drive which can be configured and retrofitted at will. The various printing processes - offset, flexographic, screen, hot/cold foil - can be interchanged without separating the web or using tools. Job changeover times and paper waste have been minimized thanks to a very high level of automation throughout.



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'Japanese label industry is urged to look at growth opportunities in Asia Pacific as economy stalls'



**Danielle Jerschefske** – @DanielleJersche

'Just visited a US label & flexible packaging converter that has installed a Nilpeter FA press for Extended Gamut Printing!'



**James Quirk** – @JamesQuirk

'Kuresa in midst of USD 22m investment programme, turning from 'regional converter to world-class player' says Jaime Yoshiyama, MD'



**Roger Pellow** – @RogerPellow

'Hot news in India: government looking to change direct foreign investment in retail. Huge plus for label market.'

# NEWS

## THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### DATE CHANGE FOR LABELEXPO EUROPE 2011

Following requests from visitors and exhibitors, Labelexpo Europe 2011 will now take place from 28 September to 1 October. On the last day the event organizers will encourage press operators to attend through hand-on demonstrations and special features. Please update your diary with the new dates.

### ID IMAGES ACQUIRES SPECIALTY TAPE & LABEL

ID Images has acquired the assets of Chicago, Illinois-based label converter Specialty Tape & Label. Terms of the transaction were not disclosed.

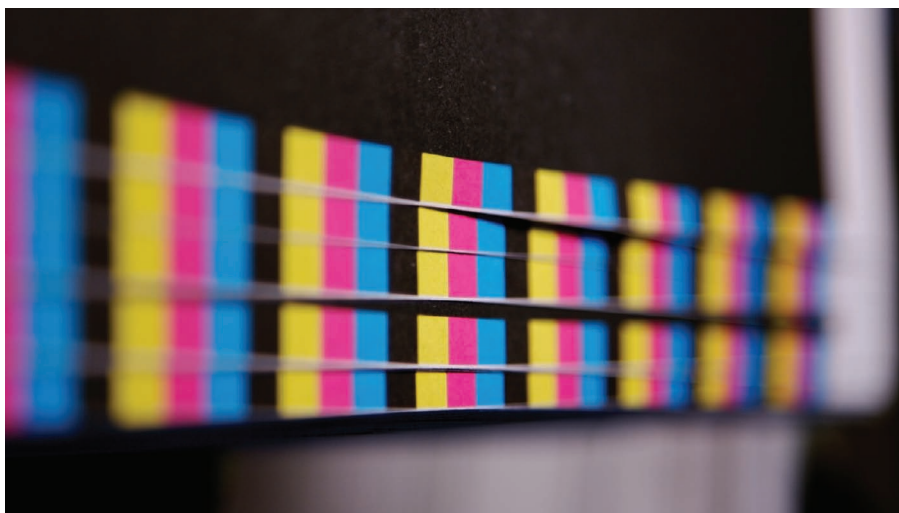
Specialty Tape & Label is ID Images' second acquisition in the past year, and enhances the company's capabilities with digital printing as well as unique multi-web handling for combination forms, coupons and integrated cards. The acquisition also enlarges I.D. Images' distribution network to meet demand of variable information labeling media products in the region. These capabilities align with the converter's long-term focus on higher value growth segments like healthcare, food, electronics, chemical and consumer durables.

Brian Gale, president of ID Images, said: 'We're very excited about the acquisition as it will provide our collective customer base with a host of new capabilities, products and services to better serve their customers. Specialty Tape & Label has a history of providing unique solutions to technically challenging applications.'

ID Images will maintain operations at the existing Specialty Tape & Label facility and expects to expand product lines distributed out of that facility.

### EDALE APPOINTS DISTRIBUTOR FOR CZECH AND SLOVAK REPUBLIC

Edale, a UK-based manufacturer of narrow web printing and converting presses, has appointed Panflex as its distributor for the Czech Republic and the Slovak Republic. Karolina Raisova, business manager, and Jiri Cieslar, CEO, visited Edale's head office in March to attend a three-day distributor training event. They later signed as Edale's distributor for both countries Iplex.



## PRINTABILITY TESTING OF DIGITALLY PRINTED LABELS

FINAT and Mike Fairley work together to develop digital printing standards

Printability testing equipment, procedures and standards for conventional label printing by offset, letterpress, flexo or gravure have been widely used and/or accepted by the paper and board, printing, label converting and print end-user sectors for years.

Most of the standard tests used have been developed and evolved over many years and include tests for: pick, gloss, rub resistance, scuff, print penetration, paper roughness, color/density, print smoothness and set-off.

End-users of printed material – particularly in the packaging and label fields – have frequently specified test procedures and performance standards as part of their buying and procurement operations. However, most of the standard printability tests and procedures have yet to be fully tried, modified or utilized – or new tests developed – for the digital printing of labels and packaging.

With more than 1,300 digital label presses now already installed in the global label industry, and with the installed base currently growing at around 250-300 new presses a year, it seems an opportune time to seriously consider making digital label printing a more standardized technology with recognized test equipment, procedures and standards.

IGT Testing Systems, an independent company and world-leading manufacturer of printability testers, headquartered in Amsterdam, The Netherlands, has indicated it would be interested in working

with the label and packaging industries (associations, materials suppliers, press manufacturers, printers, converters, etc) to establish a program of digital printability testing assessment, equipment feasibility, equipment development, test guidelines and recommendations.

Finat, the worldwide association for manufacturers of self-adhesive labels and related products and services, and Labels & Labeling's Mike Fairley are now working together to establish a technical digital label printability testing group. An initial meeting to establish the group, hosted by Finat, is being scheduled in The Netherlands for the end of August. This is expected to include representatives of the main paper and filmic face materials suppliers, pressure-sensitive label substrate suppliers, IGT Testing Systems, the major suppliers of the installed base of digital label presses covering liquid toner, dry toner and inkjet, as well as pre-press suppliers and key digital label converters in Benelux. Some 20 companies have so far expressed interest in participating.

The aim of the first meeting will be to establish the aims and objectives of the project, put together a steering group or project team, assess the initial steps that need to be undertaken, look at what testing equipment and standards are required, agree an initial action plan and timescale, determine how group members may help with test facilities and allocate tasks if deemed relevant, and fix a date for a subsequent meeting or meetings.



RECOVERY in demand has pushed pulp prices to all-time highs

## CONVERTERS HURTING AS MARKET TIGHTENS

THE POST RECESSION surge in business optimism is now under threat due to problems in the raw material market, says Finat

Finat, the European association for the self-adhesive label industry, has been alerted to growing concerns about the tight market conditions its members are facing. In the second half of 2009 and first quarter of 2010, the industry has seen strong signs of recovery. As a result, the market decline for the year as a whole in 2009 was restricted to 5.3 percent compared to a double digit decline in the first half of that year. In the first quarter of 2010, this upward trend continued and demand for label materials grew by 12.5 percent compared to the same quarter a year ago, when the global crisis reached its lowest point.

But, growing business optimism has been tempered by recent developments in the raw materials market. While paper manufacturers have been adjusting their capacity temporary or even permanently throughout 2009, the recovery in demand has pushed pulp prices to all-time highs. This trend was aggravated by a temporarily wipe out of pulp production capacity due to the Chilean earthquake, while strikes in Finland and Sweden also had an effect on raw materials delivery. As a result, pulp prices reached plus 40 percent above the levels recorded early 2009 and have approached record levels of 1995. During Q1-2010, major paper suppliers have consequently announced

price increases ranging from 8-10 percent.

Also in the filmic materials segment, refineries and feedstock suppliers have adjusted capacity in the course of the demand crisis and price increases in the range of 5-10 percent for PE and PP have recently been announced. Simultaneously recent reports from other segments in the supply chain are indicating similar capacity constraints for specialty chemicals used by ink and adhesives' manufacturers. To complete this picture, transport and energy costs are under pressure too.

'The sector appears to be facing a classic example of bottoming out of the economic cycle. On the one hand, customers start filling up their empty warehouses in anticipation of returning consumer confidence. On the other hand, the crisis has triggered raw materials suppliers to implement or accelerate capacity adjustments and they have great difficulty meeting the upswing. The net effect is that there is great pressure on the label converters to cope with the tight market conditions at present. Business prospects for the sector therefore remain fragile,' said Jules Lejeune, managing director at Finat. (See feature on page 59)



PRINTING SLEEVE MANUFACTURER Polywest USA is now owned by German firm Inometa

## POLYWEST USA ACQUIRED BY INOMETA GROUP

FOLLOWS recently announced purchase of AKL

The Inometa Group of Herford, Germany, has acquired Polywest USA, of Appleton, Wisconsin, USA. Inometa AKL Flexo Systems, a subsidiary of the Inometa Group, will have taken over all business operations. Dan Dietrich, the previous vice president of sales and marketing, will be at the helm of the new subsidiary, which will remain an independent company located in Appleton, Wisconsin. The news follows the recently announced acquisition of AKL.

The acquisition of Polywest USA is said to represent the company's continued focus on cylindrical products used in flexo printing: the Inometa Group is now in a position to offer all rotating components of a flexographic printing unit as a combination of self-developed and self-produced products made by either Polywest USA, AKL or Inometa Group.

Inometa is a manufacturer of web guiding, sensor and functional rollers, technical tubes, as well as winding cores and functional surfaces.

**HOT OFF THE PRESS**

A ROUND-UP OF THE LATEST  
GLOBAL LABEL STORIES

**VETAPHONE APPOINTS  
DISTRIBUTOR IN MIDDLE EAST**

Vetaphone, a Danish manufacturer of Corona-Plus treatment equipment, has selected Al Rawag International Trading Company as its new representative in the Middle East. Thomas W. Nørholm, Vetaphone area manager, said: 'Al Rawag is professional company with experienced personnel who will be able to assist both our present and future customers. Therefore I am confident that our future is strong in this region.' Al Rawag was founded in 2006 in Cairo, Egypt, and employs seven people. It represents a number of other companies in the region, including 3M and Rotoflex.

**XOL AUTOMATION JOINS  
ENERCON SALES NETWORK**

Enercon Industries has added XOL Automation, of Beirut, Lebanon, to its surface treatment sales network. XOL Automation is an engineering, sales and service organization that specializes in the paper, film and foil converting industry. It will provide sales and service support for Enercon throughout the Middle East and North Africa (MENA) region for a variety of web handling products and services including guiding, slitting, winding, gauging, and tension control equipment.



THE AVERY DENNISON MANAGEMENT TEAM rings closing bell at New York Stock Exchange

**LOUD BELLS FOR AVERY  
DENNISON'S 75TH BIRTHDAY**

AVERY DENNISON rings in 75 years

Avery Dennison has marked its 75th anniversary by having chairman, president and executive Dean A. Scarborough and the company's leadership team ring the closing bell at the New York Stock Exchange.

Avery Dennison was founded in June 1935 by R. Stanton Avery, who developed the world's first self-adhesive label and label-making machinery in a loft above a flower shop in downtown Los Angeles. Sales for his first six months of selling removable price stickers to gift shops and other retailers totaled just \$1,391. From Avery's pressure-sensitive materials and production technologies, for which he received 18 patents over the course of

his career, today the company named after him has evolved into a \$6 billion global leader in labeling and packaging, retail branding and information, and organization and identification products for work and home. 'Innovation that improves customers' businesses and lives has been at the heart of Avery Dennison since 1935,' Scarborough said. 'Avery Dennison is everywhere and impacts people every day – we're on the products in the stores they shop, the clothes they wear, the car they drive, the signs on the highway they pass, in the offices where they work and the schools they attend.' The company is planning commemorative events throughout the anniversary year.

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THE LABELEXPO TEAM receives its second AEO marketing award

## SECOND MARKETING GONG FOR LABELEXPO EUROPE

AFTER 2008 success, the event is first to win award twice

Labelexpo Europe, organized by Tarsus Group, won the Marketing Campaign of the Year award at the AEO (Association of Event Organizers) Excellence Awards ceremony, which was held at Wembley Stadium in London, UK. It is the only event to win this award twice, having previously succeeded in 2008.

The campaign theme, 'The greatest label show on Earth', was based on vintage circus posters and the entire campaign was personalized and delivered in nine languages. A panel of judges from across the event industry said: 'The creative for this winning

campaign was innovative, flexible and enticing. It took the subject matter and made it interesting and exciting, fully engaging with the audience. The results were first class.'

The impact of the campaign was reflected in the show's statistics: 24,169 visitors from 125 countries (the widest geographic distribution ever); an increase of exhibitors to 544 in 2009 from 511 in 2007; before the show had finished, over 80 percent of exhibition space had already been booked for Labelexpo Europe 2011.

In addition to the marketing award,



THE LABELEXPO EUROPE 2010 marketing campaign theme

Labelexpo was also recognized as finalists in the following categories: Best Tradeshow Exhibition – over net 2,000 square meters, and Organizer Team of the Year. Michael Hatton, group communications manager, said: 'We are delighted to be recognized by our peers for a second time. The entire campaign was developed in-house and the result was an unusual creative concept that was embraced by exhibitors, visitors and the media alike. We were pleased to be able to deliver a strong, positive message to the industry in a difficult economic climate.'

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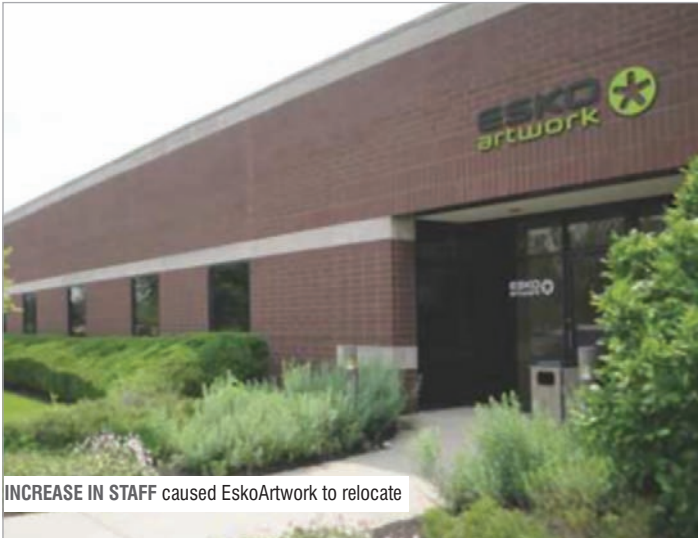
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INCREASE IN STAFF caused EskoArtwork to relocate

## ESKOARTWORK OPENS NEW HEADQUARTERS

US OFFICE needed for staff increase

EskoArtwork has moved its North American headquarters from Vandalia, Ohio, to a new 30,000 square foot facility in Miamisburg, another suburb of Dayton, Ohio. The facility houses the company's software support group, customer training and demo centers, marketing and business development, human resources and finance and administration.

During 2009, EskoArtwork increased its staff number by 40 percent. With plans for continued growth, the new location offers the company more efficient space. EskoArtwork's other offices in the US – including those in Ludlow, Massachusetts, Bensalem, Pennsylvania, and Lake Geneva, Wisconsin – remain open and unaffected by the move.

'This move not only provides a more productive and efficient workplace, it provides our customers, with enhanced and updated training, meeting and state-of-the-art demonstration areas,' said Mark Quinlan, president, EskoArtwork North America. 'Our goal is to create a workflow environment that smartly mirrors how our customers' businesses might operate – and adds enhancements and recommendations to further help them operate more efficiently and grow more rapidly. After months of planning and internal construction, our new facility is a showplace for the direction of graphics communication and packaging. I personally invite anyone to visit our location when in the area.'

## MGX EXPANSION FORCES FACILITY INCREASE

Masterpiece Graphix (MGX) has finalized plans to more than double the size of its Fenton, Missouri, facility, and to add a fourth digital coating line. These improvements will give MGX more coating capacity, increased throughput, and the ability to coat materials at higher speeds. This expansion will be complete in September.

The new high-speed coating line counts on the latest coating and curing technology for pristine clean and flawless coatings of all types. Plans for another sheet coating line are underway, as demand for MGX digital sheets 'has increased dramatically', says the company. Larger office space will accommodate increasing numbers of staff in the MGX corporate office. Twice the warehouse space will allow ample storage capacity for stocked digital sheet and roll materials.

**LABELS&LABELING**

## AGFA ACQUIRES PITMAN PORTFOLIO

Agfa Graphics has signed an agreement to purchase the assets of the Harold M. Pitman Company, a US supplier of pre-press, industrial inkjet, pressroom and packaging printing products and systems. The acquisition increases Agfa Graphics' revenue in the US to more than \$500 million, says the company.

Based in Totowa, New Jersey, the Pitman Company counts 502 employees and 16 locations throughout the US. Pitman's large customer base and knowledge of the industry will offer growth opportunities for Agfa Graphics' industrial inkjet and pre-press product lines. Agfa Graphics' addressable market will increase thanks to the addition of numerous product lines to its offering, including flexographic printing platemaking equipment for the packaging industry, pressroom products and value added services. Moreover, Agfa Graphics will be able to complement its own industrial inkjet offering with the addition of a vast range of media, new inks and wide format printing systems.

## CHICAGO BASE FOR GRAFISK MASKINFABRIK

Danish label converting equipment manufacture Grafisk Maskinfabrik (GM) has opened a new UK office in Chicago. It will provide sales, service and spare parts support and work with existing distributor GraphixOne in Cincinnati.

Uffe Nielsen, director of the company's Danish operation, said: 'We have seen an increasing demand for our equipment in the USA especially for our DC330 converting lines, core cutters and inspection rewinders. This step will strengthen our position further.'

The office is managed by Mark Rogers who has extensive experience with the US label printing industry. The office also provides demo facilities for in-house demonstration and product trials.

Grafisk Maskinfabrik is a supplier of label converting and finishing machines with facilities in the Denmark and 20 agents worldwide. The company offers a full range of converting lines either standard or tailored to requirements. Recently launched products include the DC330mini compact converting line for labels, PNTS line of core cutters and UCE500 servo-driven sheeter. Specialized applications include solar cell printing, RFID label die-cutting and pharmaceutical converting lines.

## EFI REBRANDS RADIUS MIS SOFTWARE

Following the recent acquisition of Radius Solutions, EFI has begun integrating the Radius packaging software into its portfolio of print management products.

EFI has rebranded the product name from Pecos Vision to EFI Radius to align with the naming structure of its other MIS offerings. EFI will continue with the current development structure and product roadmap, while maintaining the Radius offices in the US and Europe.

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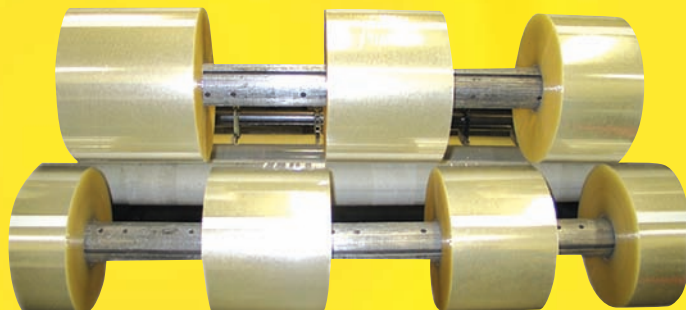


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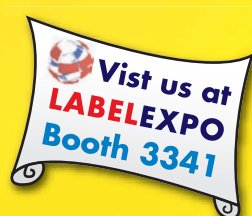


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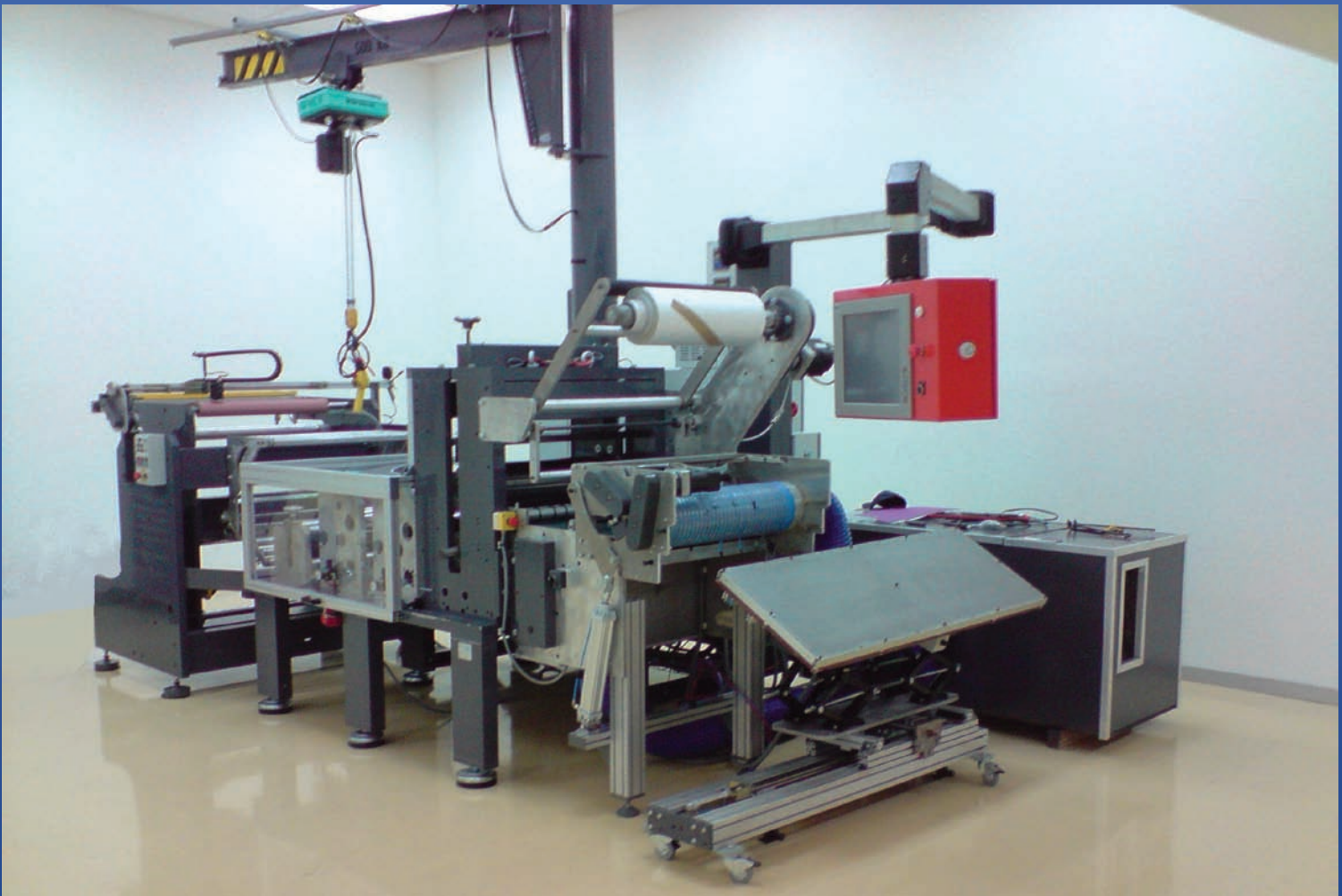
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PRIVATE LABEL scored strong gains across all major US retail channels in 2009

# PRIVATE LABEL REVENUE AT RECORD LEVELS, SAYS PLMA

IN SUPERMARKETS, store brands reach highest ever unit share

Private label scored strong gains across all major US retail channels in 2009 as consumers increasingly switched from national brands and drove store brands to all-time highs in volume, total revenue, and market share, according to latest statistics published in the Private Label Manufacturers Association's 2010 Private Label Yearbook.

After a powerful growth surge for store brands in 2008, sales of the products increased again last year by +1.8 billion units while national brand units were down -2.1 billion. Along with the conversion of a full percentage point in unit share from national brands to the private label column, store brands added \$2.7 billion in value to reach \$86.4 billion in total sales. National brand sales increased by \$1.6 billion, but those gains were largely, if not entirely, the result of higher prices.

While overall sales for the nation's retail chains reflected the sluggishness of the economy in general – dollar growth in all three mainstream channels, supermarkets, drug chains and mass merchandisers was a lackluster +0.8 percent and unit sales declined -0.2 percent – store brands were the industry's star performers.

In supermarkets, store brands reached highs of 23.7 percent in unit share. Private label units were up +6.4 percent for the year compared to a decline of -1.7 percent for national brands. The growth in store brand units (+1.7 billion) offset the erosion of national brands (-1.5 billion), resulting in a net gain for the channel as a whole and stemming a multi-year trend of overall unit losses in US supermarkets.

On the revenue side, store brands accounted for 90 percent of all gains in supermarkets, adding \$1.5 billion in new sales (+2.9 percent), while national brands

were flat (+0.1 percent). Moreover, the decline in national brand units suggests that even their modest sales gain of \$200 million was a result of price inflation. Overall, store brands sales in supermarkets reached \$55.5 billion and dollar market share climbed to 18.7 percent; both figures were new all-time highs.

In drug chains, market share in units reached 16.3 percent as volume grew by +4.0 percent. National brands recorded a loss of -3.9 percent in units. As in supermarkets, the absolute growth of 461 million store brand units across all departments more than made up for the channel's loss of national brand volume (-378 million).

Store brands were responsible for 52 percent of the total sales growth in drug chains, almost half a billion dollars in new sales. Store brand revenue grew at +8.8 percent, while national brands only added +1.2 percent in sales. The total value of store brands sales in drug chains was \$6.1 billion, and dollar market share was 14.1 percent; both records.

The PLMA's annual Yearbook's coverage has grown from fewer than 200 product categories to more than 700 in 10 years, reflecting expansion and penetration of private label products in the market.

Brian Sharoff, PLMA president, said: 'The past year has even greater significance since it is the first full year of the impact of the recession. The statistics document the amazing increases in store brand popularity. But as market researchers know, the growth of store brands is by no means a recessionary phenomenon. Its success began years before the current downturn and is rooted in increasing assortment, quality ingredients, innovative product concepts and retailer commitment.'

## NEWS IN BRIEF

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### ROTOCONTROL APPOINTS DISTRIBUTOR IN TURKEY

Rotocontrol has appointed Feyzi to distribute its inspection, slitting, rewinding and die-cutting finishing machines in Turkey. 'Feyzi has represented numerous world leaders in various segments of the food and printing industry for over half a century,' said Ralph Beier, Rotocontrol's international sales manager. 'In addition to pre-sales consultation services, Feyzi also employs a strong technical team providing clients on-site assistance with installations and hands-on training.'

Ömer Sürücüer, sales engineer at Feyzi, commented: 'After securing business with a leading label converter for a Rotocontrol RSC slitter/rewinder inspection machine, we invested a week of training at the Rotocontrol headquarters in Ahrensburg. I was impressed with the both the facility and quality of training we received, and am confident we are now positioned to secure more business for Rotocontrol.'

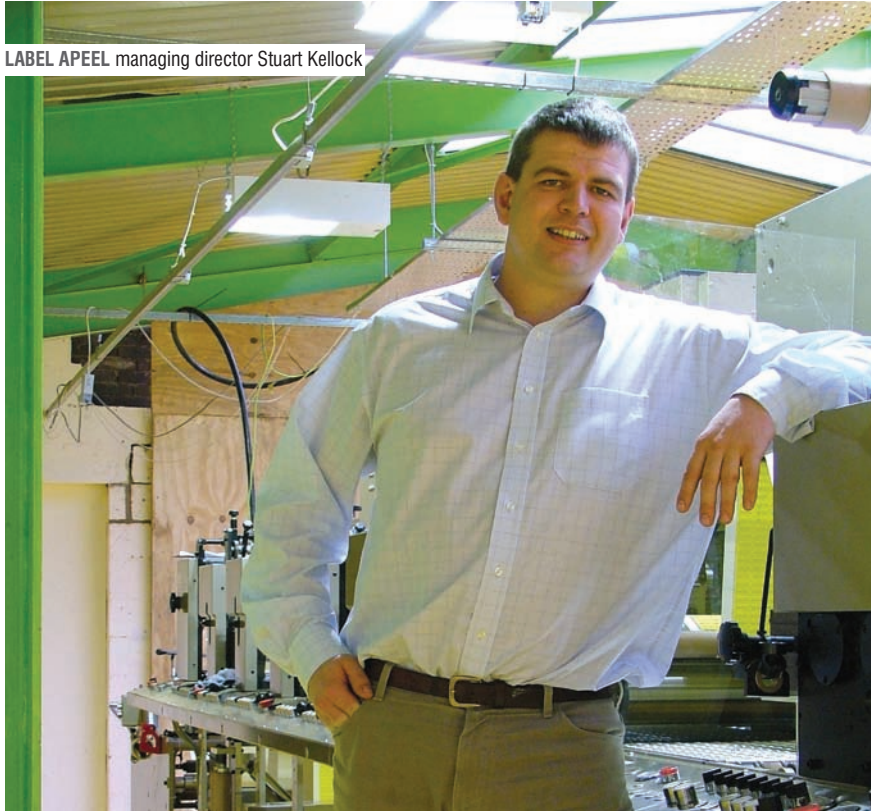
### MONDI ACQUIRES DISCONTINUED US FACILITY OF NITTO AMERICAS

Mondi Akrosil has entered into an asset agreement with Nitto Americas regarding its recently discontinued facility (to be named Mondri Kenosha) in Pleasant Prairie, Wisconsin, USA. The transaction is subject to procedures and conditions, including completion of the due diligence process and regulatory clearances.

Thomas K. Schäbinger, CEO of Mondri Coatings, said: 'This acquisition enables Mondri Kenosha to add nearly 4.8 billion sq ft of highly competitive capacity and it will complement the existing facilities in Menasha, Wisconsin and Lancaster, Ohio. This investment proves, once again, Mondri's commitment to the growing North American release liner market and will enable us to increase the pace and quality of our service.'

Mondri will purchase the 168,000 sq ft building, 60 acres of land, and other outstanding assets. The new facility provides room for expansion and includes two flexible coating lines. 'This deal benefits our customers with a broader product portfolio and shorter delivery times,' said Mark Rostagno, VP of Mondri Akrosil. Mondri intends to develop the Kenosha facility into its leading plant for specialized release liners in the US market and beyond. 'This investment supports our goal of becoming the leading merchant release liner supplier in North America' explained Thomas K. Schäbinger.

# NEWS



LABEL APEEL managing director Stuart Kellock

## LABEL APEEL EXPANDS OPERATIONS INTO EUROPE

UK converter reports 20 percent increase in sales figures

UK-based self-adhesive label converter Label Apeel has reported a 20 percent increase in sales figures, successful growth in the beers, wines and spirits (BWS) market and an expansion of its operations into Europe.

The move into the new territory comes two years after it acquired competitor Label Studio, and is the result of ongoing negotiations with bottling plants and wineries in the competitive German BWS sector.

According to managing director, Stuart Kellock, pictured, Label Apeel's accelerated growth is due in no small part to fast delivery. 'Our overseas clients have come to realize that we can deliver faster to them than even similar companies in their own country,' he said. 'Our free label design service offers added value, which is vital when dealing with breweries and micro breweries. We've also found clients are impressed by our ability to provide labeling solutions that help to sell and solve client problems rather than simply providing the cheapest labels.'

Once such client is BBH, which hired

Label Apeel to develop labels for its new Premium Mainstream 'NV Absinthe Verte' range. This has been launched in the EU and across the USA – winning a Gold Medal at the 2010 San Francisco World Spirit Competition. Label Apeel's team helped to develop the artwork of each product into effective labels aimed at achieving strong shelf presence for the brands.

Label Apeel is set to capitalize on a surge in demand for its services by making substantial investments in machinery. Kellock continued: 'Historically, we've been very successful at helping our clients' problem solve, and we are planning to roll this expertise out in the BWS market in Europe. Our free design service has proved exceptionally successful throughout the rest of our core markets, and we're already seeing the BWS market respond enthusiastically. We're well set for further growth and expect that we will account for 10 percent of the GBP £3.5m microbrewery spend on self-adhesive labels by this time next year.'

**LABELS&LABELING**

### THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### XEIKON AND STRALFORS JOIN VERDIGRIS

Verdigris, the environmental initiative from Digital Dots, the graphic arts research group, has announced that digital press manufacturer Xeikon and Swedish information logistics specialist Stralfors are supporting the project as associate members.

Verdigris is a not-for-profit research initiative designed to help printers and their customers understand more about the environmental impact of print media. The goal is to raise awareness of print's positive environmental impact, through content shared with an international network of trade publishers.

'Punch Graphix is more than committed to a greener future and ecology plays a key role in the design of the end-to-end printing process: from toner production and packaging, through to printing and paper recycling,' said Frank Van Meenen, global marketing manager at Punch Graphix. 'Also, corporate social responsibility has always been a key focus point for our management. Therefore we are honored to support the Verdigris Project and pay our contribution to stimulate all printing companies worldwide to strive for a greener future, and to further improve the "green image" of our industry.'

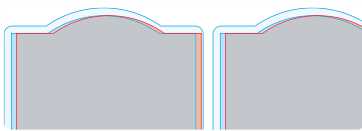
'Accepting responsibility for a sustainable future is an important part of our business and an integral part of our core values,' said Ann Katrine Hjelmberg, general manager of sustainable business development at Stralfors. 'Enlightenment is the key to development and we are happy to take an active part in Verdigris' efforts to investigate and present the environmental impact from the print industry.'

Laurel Brunner, managing director of Digital Dots, said: 'We welcome Xeikon's participation in the Verdigris project. We are particularly impressed with the way it considers the environmental aspect of each project before embarkation and look forward to working together towards our common goals. We are delighted to have such an environmentally aware company as Stralfors on board. Stralfors is an acknowledged leader when it comes to managing the environmental impact of print, as is demonstrated by the numerous environmental awards it has accumulated over the years.'

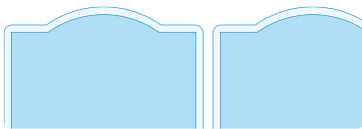
Verdigris provides free research and content to a global network of industry publishers on a regular basis. Participants in the Verdigris Project can use the content to educate their printing communities about print's environmental impact, and to help raise print's positive profile.



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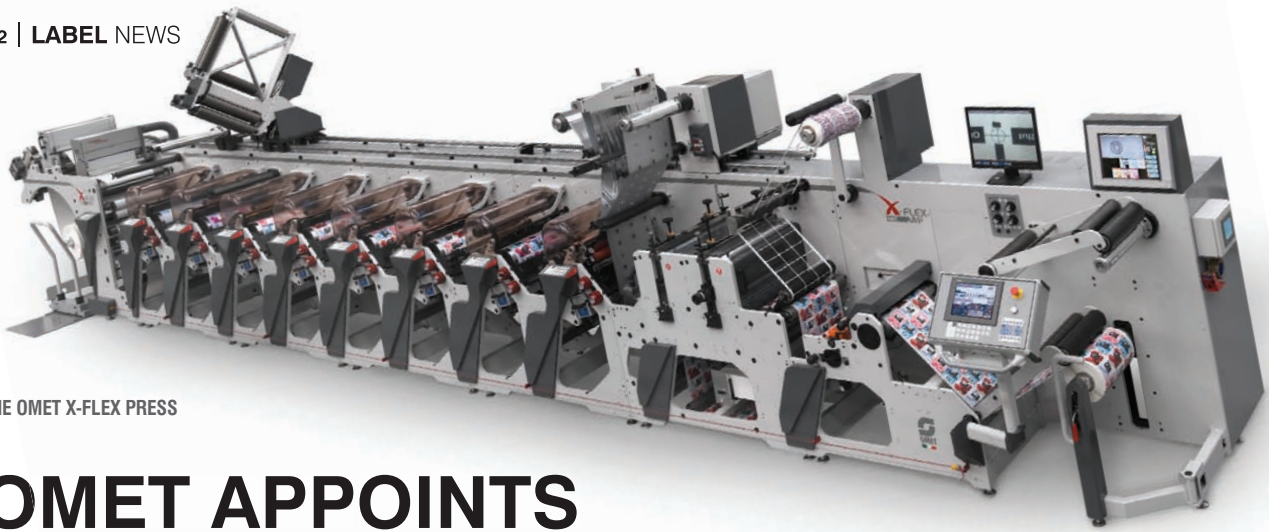
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THE OMET X-FLEX PRESS

# OMET APPOINTS WELDON AS INDIAN DISTRIBUTOR

DEAL will cover India, Sri Lanka and Bangladesh

Italian label press manufacturer Omet has appointed New Delhi-based Weldon Celloplast as its agent in India, Sri Lanka and Bangladesh.

Omet, founded by Angelo Bartesaghi in 1963, manufactures equipment to print and fold tissue paper products, self adhesive labels, folding cartons and flexible packaging. Weldon Celloplast is a manufacturer of self-adhesive labelstocks, tamper evident security label products and specialty tapes. Weldon Celloplast was set up in 1982 by the present managing director, Harveer Singh Sahni. The company now represents a number of companies that supply consumables, materials and machinery.

'This association will enable us to add value to the list of our offerings for label printers,' said Pawandeep Sahni, director of Weldon Celloplast. 'The technical excellence and engineering capabilities of Omet are well recognized by printers in India; we hope to promote the sale of Omet products in a big way.'

Paolo Grasso, export manager at Omet, said: 'We are very happy with this partnership with Weldon. India is a growing market and a reliable economy. We will endeavor to contribute to the growth of the label and packaging industry in India by offering technically advanced equipments and excellent local support through Weldon.'



PAWANDEEP Sahni, director of Weldon Celloplast



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THE seminar series attracted 250 visitors

## MEXICAN CONVERTING SEMINAR TOUR ATTRACTS HUNDREDS

250 ATTEND events in Mexico City, Monterrey and Guadalajara

The Converting Solutions Seminar Series, held in Mexico on June 7-9 at venues in Mexico City, Monterrey and Guadalajara, attracted 250 visitors. Seminar presenters included John Thome of BST Pro-Mark, Mike Potter of Flexo Wash, Joe Almeida of Flxon, Juan Bermudez of Harper Corp and Israel Mendoza of Nazdar.

Additional co-sponsors for the 2010 Series included Bobst Group, Mark Andy and RotoMetrics. The series was organized by Zolplastic Alianzas Tecnológicas, a Mexico City-based company focused on improving the flexographic and rotogravure printing process throughout Mexico. In addition to representing a number of industry

suppliers, Zolplastic offers pressroom audits to assess opportunities to better control the process and make process improvements that save time and money.

Zolplastic president Tere Almaraz said: 'This year's seminars focused on new process improvement and process control technologies enabling a printer converter to achieve measurable and sustainable improvements with little investment. Five companies covered such topics as web inspection, press component cleaning and maintenance; metering blades, press upgrades, advances in color management based on new anilox and ink management technology.'

## KBA SEES DEMAND INCREASE

23 PERCENT rise in orders

At the 85th annual shareholders' meeting of press manufacturer Koenig & Bauer AG (KBA) in Würzburg, president and CEO Helge Hansen reported that demand for both sheetfed and web presses had picked up strongly since March. According to preliminary figures, the order intake of 500m euros for the first five months of the current business year was almost 23 percent up on the prior-year figure. Since January 1 the order backlog has increased by 160m euros to almost 500m euros.

Referring to the group's intention, expressed last year, of entering a new line of business, Hansen reported that print-related packaging technology and digital print have the greatest appeal for KBA: 'Having made some promising contacts in these two fields and shortlisted a number of projects, we are now screening potential acquisitions or alliances. I am confident that we shall soon be able to reveal further details.'

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# NEWS



VISITORS to the event included Gallus VP Ferdinand Reusch and local MP Judy Spence

## AUSTRALIAN CONVERTER HOSTS OPEN HOUSE

QLM Label Makers show granite-based Gallus press

Australia-based converter QLM Label Makers hosted around 400 visitors to its two-day open house in early June. The event showcased the company's latest improvements and installations while promoting its clients' products.

Since being awarded the Queensland Print Industry Award for Business Excellence in 2008, QLM Label Makers has installed a granite-based Gallus ECS 340, its third press from the Swiss manufacturer. The company also showed its turret rewinder and waste extraction unit, all part of a strategy for a leaner, greener operation with significant waste reduction and productivity improvements.

The event was attended by the VP of Gallus Switzerland, Ferdinand Reusch and his wife Karin, as well as Australian manager James Rodden. Reusch commented: 'The company has grown up so much in such a small time, yet [it] still remains like doing business with a friend.' Judy Spence, a local Queensland MP, was also surprised at how the company had grown during such difficult times: 'It is so great to see a company that has grown and developed into one of Queensland and Australia's leading label printing companies, particularly given the global financial crisis.'

Food, beverages and products from many of QLM Label Makers clients were served to guests, giving the company an opportunity to show its labels in action.

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All visitors to Labelexpo Americas in Chicago will be able to download the Labelexpo Application to their phone for FREE before and during the event. The application includes: exhibitor list, floor plan, conference program, videos, banner ads, Rosemont/Chicago information, schedule of events, trade show alerts, and much more. This application allows users to view

company details all year long and will permit attendees to call and email exhibitors immediately through the list. It gives attendees a streamlined digital solution for organizing their time at the tradeshow.

**LABELS&LABELING**

### THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

#### MARK ANDY REPORTS INCREASING PERFORMANCE SERIES PRESS DEMAND

Mark Andy has installed more than 30 Performance Series presses since its launch at Labelexpo Europe last year. Presses have been installed in every industrial region including Australia, China, Ireland, England, Sweden, Poland, Venezuela and soon in South Africa. Eighteen presses have been installed in the United States, running advanced applications from premium wine labels, light cartons and packaging, RFID insertions and unsupported films.

The two top models, P5 and P7 of the Performance Series press line, will be on display at stand 319 during Labelexpo Americas. Mark Andy is planning to further expand the line later this year, introducing the P3 model at Labelexpo India.

#### GIETZ APPOINTS RUSSIAN DISTRIBUTOR

Gietz, a Swiss manufacturer of sheet and web foil stamping machines, has appointed Moscow-based Nissa Company as its exclusive distributor in Russia and the ex-USSR republics. Nissa offers sales and product servicing to the printing industry, including pre-press technologies and post-printing equipment as well as equipment for the production of flexible and cardboard packaging and digital printing.

#### QUADTECH LAUNCHES LEGAL ACTION AGAINST QIPC

QuadTech has filed legal action in the United States district court (Northern District of California) against Q.I. Press Controls (QIPC) for infringement of QuadTech's US patent covering positioning of an imaging device. The claim states that QIPC's Intelligent Density System (IDS) infringes US Patent 5,412,577. The founders and owners of QIPC are former QuadTech employees. The legal action in California is the third such action against QIPC.

#### TORRASPAPEL UNVEILS NEW MERCHANT WEBSITES

Torraspapel has released new websites for Torraspapel Distribución in Spain ([www.torrasdistribucion.com](http://www.torrasdistribucion.com)) and its Argentine affiliate, Torraspapel Argentina ([www.torraspapel.com.ar](http://www.torraspapel.com.ar)). The new websites follow the launch of Torraspapel's corporate website last year.



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- Ideal for back side printing (Label-Lyte 60LH538 film)

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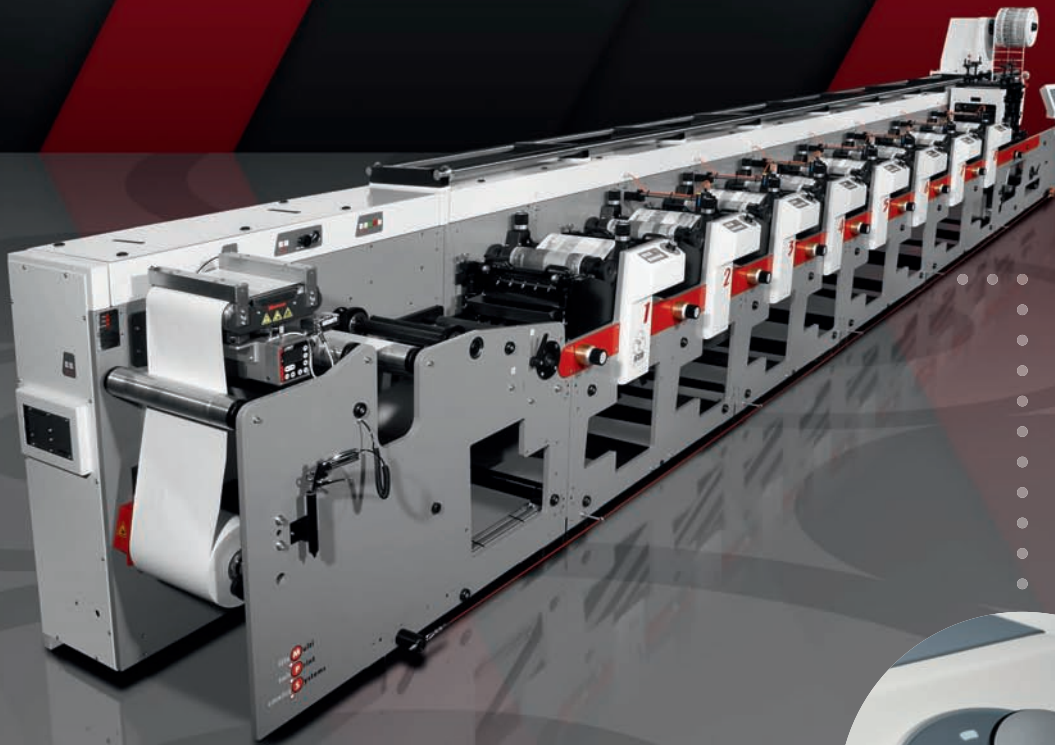
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**PRINTERS FIRST®**

# NEWS



THE LABEL PRINTERS' headquarters in Aurora, Illinois, USA

## OPERATION CHIEF FOR US CONVERTER

Lori Campbell has been promoted to chief of operations for The Label Printers, a manufacturer of custom labels and packaging headquartered in Aurora, Illinois, USA.

Campbell has worked for the company since 1982, when, fresh out of college, she was hired as a receptionist.

Bill Kane, chief executive of The Label Printers, said: 'I share my partners' belief in nurturing and promoting from within, and felt it was time to recognize Lori's leadership and results by promoting her from general manager to chief of operations.'

In her new role, Campbell is responsible for manufacturing, sales, marketing, IT, quality and human resources. She said: 'I am very proud to have been given this promotion. As The Label Printers has grown, I've tried to grow with it. I've expanded our presence in core industry organizations such as TLMI, taken our expertise in anti counterfeiting to new markets, introduced the LIFE Program to the company, and have embarked with my staff on a very ambitious upgrade of our entire operating system. And to cap it all off, earlier this year, in our first year of eligibility, I was delighted to accept the Eugene Singer Award on behalf of The Label Printers.'

Campbell is a member of the Board of Directors of TLMI, and an active participant in the organization's committees and industry events. A graduate of Eastern Illinois University, with a BA in Political Science, Campbell has also earned a Certificate of the Business Administration Program from the University of Chicago.



AN image from the South China Label Show marketing campaign

## SOUTH CHINA LABEL SHOW ATTRACTS KEY SUPPLIERS

THE EVENT, organized by the Labelexpo Global series, takes place in October

Xeikon and UPM Raflatac will be among the exhibitors at the South China Label Show, organized by the Labelexpo Global Series, which will take place at the Jinhan Exhibition Center in Guangdong on October 25-27. Dow Corning, Ruain Donghai (Zhe Jiang Wei Gang Machinery), Dowell Printing and Zhongtian Hongda are also among the companies exhibiting at the event.

Filip Weymans, Xeikon business development manager, said: 'We formed a partnership with United Printing at the end of 2009 to further our operations in China. Xeikon recognize the significance of southern China with its high number of printers and converters. This event will be key to our developments.'

A full conference program with industry experts will also feature at the show. Eight comprehensive sessions will run over the three days with the keynote presentation being delivered by UPM Raflatac. Topics for the other sessions will include digital technology, sustainability and the environment, the increased demand of flexo in China, global trends and the current position of the Chinese printing industry.

Two road shows will also run in the run up to the exhibition, on Wednesday 28 July in Beijing and Thursday 29 July in Guangzhou, to promote the show and hold discussions with partner magazines and associations.

John Davy, show director for the South China Label Show, said: 'This is our second event in south China after our successful Label Summit in 2006, which was also held in Guangzhou. China remains a key emerging market and its huge geography and high population have meant that the market has called for alternating events, one year in the north (Shanghai) and the next year in the south (Guangzhou). The event will provide a recognized platform for sales and new leads whilst the high level conference will offer up to date information, education and the opportunity to share ideas within this exciting industry.'

# NEWS



TESTING a range of inks with Linoprint systems forms the basis of the partners' joint activities

## LINOPRINT DRIVES INK DEVELOPMENT

**PARTNERSHIP** promotes quality development with ink manufacturer good for Linoprint systems

Ink and printing accessory supplier Pelikan has partnered with Linoprint, a Heidelberg company, to optimize inks for use in its digital drop-on-demand inkjet printing systems from Linoprint. 'As a partner, Linoprint brings proven state-of-the-art technology from Heidelberg that can deliver new ideas for the customized printing and decorating of blister packs and folding cartons, for example,' explained Dr Thorsten Lifka, head of group production and style at the Pelikan Group.

The companies signed the contract for the partnership in May 2010 at the Ipx trade fair in Birmingham, UK. 'We want to be able to supply our shared customers with inks that are particularly well suited to industrial inkjet applications,' continued Lifka.

The drop-on-demand inkjet systems from Linoprint can be integrated into existing or new production and packaging lines at virtually any stage, or can be installed as stand-alone printers.

'Manufacturers like Pelikan can draw on a vast amount of experience when it comes to creating inks,' said Stephan Plenz, member of the management board responsible for equipment at Heidelberg. 'Combined with our Linoprint technology, this expertise enables us to develop and manufacture inks that are specifically tailored to our customers' requirements. This makes it easier to achieve key objectives such as outstanding print quality and printing on special substrates.'

Tests carried out on a broad range of inks with Linoprint systems form the basis of the partners' joint development and marketing activities. Over the next few months, Linoprint and Pelikan aim to increase their collaboration by optimizing other inks for use in Linoprint systems.

**LABELS&LABELING**



SEI Laser Converting's new Label Master system

## LASER DIE-CUT SYSTEM LAUNCHED

SEI Laser Converting, an Italian manufacturer specializing in the design and manufacture of digital converting systems, has launched its Label Master roll-to-roll laser die-cutting and finishing system.

The modular machine can be configured as a stand-alone laser die-cutting unit or converted into a workstation by adding a wide range of web processing options. A wide range of materials, including paper, PE, PET and PP can be processed. Possible applications include cutting and perforating, creating 'easy open' features, engraving and coding.

The Label Master will run at a maximum speed of 60 meters per minute, and is controlled by a system which tracks the longitudinal variance of the material to maintain accurate registration. Rolls up to 60 kg can be loaded with a maximum print width of 350mm.

Label Master 135W has a peak power of 350W whereas the 230W version achieves a peak power of 480W. Both these solutions can be configured with a dual head option providing two laser cutting heads.

A heated matrix waste removal system makes it easier to strip waste automatically to the re-wind. The Label Master is equipped with an exhaust system for taking fumes away from the working environment.

The system is extremely flexible and can be easily integrated into any production system. It can process flexo printed webs as well as digital using a wide range of processing options including a semi-rotary flexographic coating/printing unit, semi-rotary hot foil/ laminating unit and inspection station. Fast roll change and additional re-winding units are also available.



SEE a video of the new Label Master System at [www.labelsandlabeling.com/pages/label\\_tv](http://www.labelsandlabeling.com/pages/label_tv)



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# ENVIRONMENTAL NEWS



## WRI RELEASES 'ECO-MONITOR'

**TECHNOLOGY** will identify 'truly green' products

The World Resources Institute (WRI) and Big Room have released the 2010 Global Ecolabel Monitor – a report and searchable online database to help companies and consumers navigate the 'green' claims of different environmental certifications and labels for food and consumer products.

'Demand for products with ecolabels is growing, there is still confusion about which products are truly environmentally responsible,' said Jeff Rodgers, an associate at WRI. 'By identifying and comparing the many different standards, the Ecolabel Monitor makes it easier for companies and consumers to reduce their environmental impact.'

In November 2009, WRI and Big Room invited more than 340 ecolabels in 42 countries to complete a survey of 66 questions ranging from certification criteria to funding sources. More than 113 ecolabel programs participated in the survey.

'Some ecolabels are regionally specific while others are global, and some have stricter criteria than others,' said Trevor Bowden, co-founder of Big Room. 'There is a real need for improvement in transparency and accountability along with high quality information that's standardized and comparable worldwide.'

Credibility is a constant concern for companies and products entering the green marketplace. According to one European study, marketing and competing claims on what makes a product green have caused low market penetration for some ecolabels. Many ecolabels employ different strategies to ensure credibility. For instance, 92

percent of the programs surveyed require some verification before they award the ecolabel, compared to those requiring registration but no certification up front. Of those requiring certification, 66 percent require third-party certification in order to avoid perceived or real conflicts of interest.

The analysis also reveals that programs run by non-profits generally have more rigorous requirements, such as site visits, audits and third party certifications. Organizations, such as the ISEAL Alliance, have implemented codes of good practice for standard setting, measuring environmental or social impacts and performance as well as compliance verification. The establishment of these practices emphasizes the need and desire for increased transparency and accountability in the green marketplace.

Of growing concern is whether an ecolabel's claim as environmentally or socially beneficial is accurate. Less than a third of the ecolabels surveyed regularly monitor environmental and social impacts of their certification, while more than 21 percent of ecolabels have developed plans to study impacts for the first time. This trend is expected to grow as companies become more concerned about the credibility of the certifications they seek.

Rodgers added: 'Several large companies and government agencies have recently announced or improved their green or eco-purchasing policies. In order to meet their policies, these large-scale institutional purchasers need standards, detailed information, and proof that a product is green.'

## ENVIRONMENTAL NEWS

THE LATEST ON  
SUSTAINABILITY ISSUES



### TETRA PACK LAUNCH PAPER TEQUILA PACKAGING

The 1800 Tequila brand of Manhasset, New York-based beverage company Proximo Spirits has released its new range of 1800 Ultimate Mixes in Tetra Pak cartons, featuring eco-friendly packaging and three new cocktail flavors – Ultimate Margarita, Mojito and Pomegranate Margarita.

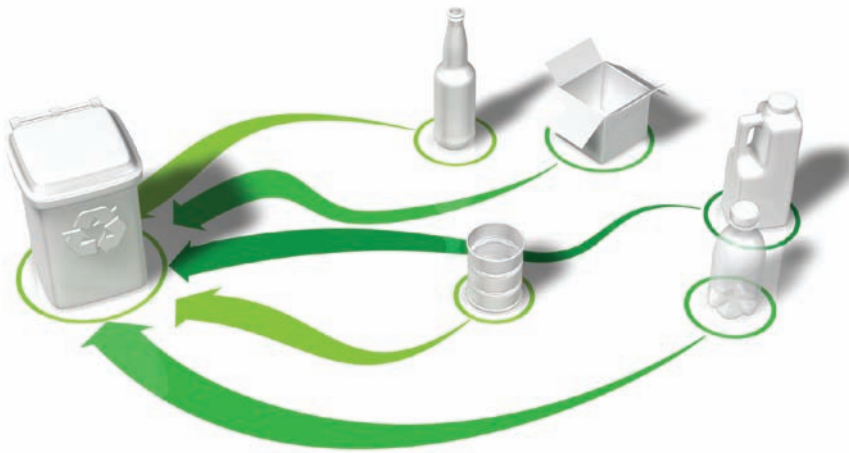
Claimed a green alternative to traditional beverage packaging, the 1800 Ultimate Mixes in Tetra Pak packages are contained in a light, carton-based package, mainly made from paper, which comes from wood, a renewable resource. The Tetra Pak carton is also recyclable. Each new cocktail mixer is made with natural sweeteners including Agave nectar, a juice derived from the cactus-like Mexican Blue Agave plant (the same juice that, when fermented, becomes tequila). Agave nectar is 50 percent sweeter than sugar; its glycemic index and load are comparable to fructose, which in turn has a much lower glycemic index and load than table sugar (sucrose). This helps to deliver agave flavor to the 1800 Ultimate Mixes.

### UPM RAFLATAC ACHIEVES ISO CERTIFICATION IN SOUTH AFRICA

UPM Raflatac has received certification to the ISO 14001:2004 Environmental Management System for its Durban, South Africa, labelstock manufacturing facility.

'Achieving ISO 14001 certification makes an important statement to our customers, end-users and also our suppliers about UPM Raflatac's commitment and responsibility to the environment,' said Renee Thesen, quality, OHS and sustainability manager, UPM Raflatac, South Africa.

# ENVIRONMENTAL NEWS



## STRONG START TO PACKAGING STANDARDIZATION TALKS

NEW ISO world standards for packaging and environment ready in two years

The International Standardization Organization (ISO) has made 'a successful start' with the development of world standards for packaging and the environment. ISO delegates from around the world and from across the supply chain of packaged goods came together in Beijing from May 31 until June 4 to share their experiences and to start writing the standards. The new ISO standards will be used by all companies involved in the activity of packaging – for example packaging designers and manufacturers, recyclers, retailers, branded good manufacturers and manufacturers of packaging materials and inks.

The new ISO standards will address the optimization of packaging by source reduction, the responsible use of heavy metals and other noxious substances,

the possible reuse of packages and the different modes of recycling (material, energy or composting). Packaging is an activity that takes place worldwide at least 100,000 times every second and involves a wide range of applications, for instance for consumer products, industrial products, pharmaceuticals, chemicals or electronics.

Anders Linde, chairman of ISO Technical Committee 122, Subcommittee 4 (where all the work is taking place within the worldwide ISO organization) commented positively on the outcome of the week. Linde expressed his gratitude to the Chinese and Swedish co-secretaries Stina Wallstrom and Xu Ting for organizing the meetings. The new ISO world standards will most likely be published within two years from now.

## EASTMAN LAUNCHES REVIEW INTO COMPANY SUSTAINABILITY

Eastman Chemical Company has released a review of its sustainable practices and products. 'Our Sustainability Journey' highlights recent accomplishments and establishes clear short- and mid-term goals to help the company evaluate the success of its sustainability program – economic growth, environmental stewardship and social responsibility.

According to the report, Eastman expects that two-thirds of the revenues from new product launches will offer sustainability benefits compared with the prevailing alternatives in the market. Annual 2.5 percent energy-efficiency improvements, and a 25 percent reduction in energy intensity and 20

percent reduction in greenhouse gas (GHG) intensity over the next 10 years, are among the targets included in the report. In addition, the report details Eastman's recent strides in GHG, VOC, and energy intensity reductions, global community outreach programs, and a host of product and technology innovations – ranging from BPA-free plastics and phthalate-free plasticizers to bio-based, renewable performance additives.

In 2009, Eastman received the EPA's Presidential Green Challenge Award for its green biocatalytic process and was ranked by Newsweek magazine as one of the 'Top 100 Greenest Companies in America'.

**LABELS&LABELING**

### ENVIRONMENTAL NEWS

THE LATEST ON SUSTAINABILITY ISSUES

#### ALL TORRASPEL MANUFACTURING SITES CERTIFIED BY EMAS

All the manufacturing sites of Torraspel, part of the Lecta Group, have passed the environmental review stipulated by the EMAS environmental regulatory scheme.

The last plant to secure the certification was the mill in Leitza, Spain, devoted to the production of specialty papers. As a result, all of Torraspel's product lines – coated paper and uncoated paper, pulp, carbonless, metalized, cast-coated, thermal and self-adhesive paper – now hold ISO 9001 quality certification, EMAS and ISO 14001 environmental management certification, and PEFC and FSC chain-of-custody forest certifications.

The Eco-Management and Audit Scheme (EMAS) promotes continuous improvement in the environmental performance of public and private organizations through the implementation of an environmental management system based on the ISO 14001 environmental management standard.

• Torraspel has published its 2009 environmental progress report. Among the advancements reported are a 12 percent reduction in specific energy consumption in the last five years, and the securing of the most demanding environmental certifications. Since 2005, Torraspel has published a biannual environmental report that details advances made in sustainability, monitors progress toward acquired commitments and sets out new challenges for the future. The 2009 progress report is available in Spanish, English and French on the company's website.

#### FINAT WELCOMES C4G RELEASE LINER RECYCLING INITIATIVE

Finat says it 'strongly welcomes' the release liner recycling initiative taken by Cycle4Green (C4G). Finat wishes to help meet changing industry and customer recycling targets and work towards reduce label waste.

'We fully support the ongoing industry measures to further reduce the environmental impact of labels, and encourage more sustainable label materials and production processes,' said Andrea Vimercati, Finat president. 'Therefore Finat embraces the C4G initiative by raising awareness about this new solution, both among its members and their label using customers and will establish a platform to connect end-users and label printers with C4G and other relevant solutions.'



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# NEW PRODUCTS



1

## 1 DIE WITH INCREASED CUTTING HEIGHT GERHARDT

Gerhardt International has unveiled the new High Blade Flexi with a cutting height of up to 0.9mm for narrow web converters. The increased cutting height means thicker materials can be converted with Flexi rotary tooling. This results in significant gains in productivity and cost reductions, says the company, because it can replace traditional flat-bed processes or solid dies.

'Able to cut through materials with a caliper up to 0.9 mm thick, and up to 3-5 mm if they compress, our new High Blade Flexi ensures cost effective converting of materials like board, foam and laminates – opening up to applications such as seals and gaskets, medical devices, booklet labels, cardboard and folding cartons, to name just a few,' said Bo Meyer, group technical director, Gerhardt International.

The High Blade Flexis are suited to converting of carton and heavy cardboard. These materials have typical thicknesses of 0.35-0.40 mm and therefore conversion with a standard Flexi is extremely difficult or impossible. A customer of Gerhardt recently changed to the High Blade Flexis and reports a 50 percent annual saving on his tooling costs compared to what he used to spend on solid dies.

Booklet and folding labels are getting thicker and thicker, as more information is required on pharmaceutical and chemical products. As a consequence there are more pages in each booklet and that requires a higher cutting profile, which can be handled by the High Blade Flexi.



2

## 2 AUTOMATED PRINT CONTROL MPS

MPS has introduced its Automated Print Control system which allows the automatic servo control of all relevant press settings. The company says the system allows all relevant mechanical adjustments to be replaced by '100 percent accurate and maintenance-free' servo motors.

'MPS believes that today's market needs automation of print settings in order to reduce the cost price per 1,000 labels, especially for short runs,' MPS said.

The press settings include pressure positioning servo drives for plate to impression roller and anilox to plate, and lateral and length register control.

Automated Print Control offers pressroom managers the possibility to calibrate the press themselves. Press settings can be loaded automatically for initial and repeat jobs, reducing set-up waste. Automated Print Control's operator/press interface contains user-friendly software and MPS's iControl hardware.

## BOLT-ON DIGITAL INKJET ENGINE FOR FLEXO PRESSES PPSI

PPSI, a manufacturer of industrial inkjet printing equipment, has formed the Dice subsidiary to market single pass inkjet systems that convert traditional flexo presses into digital web presses.

A Dice GT System adds color digital inkjet capability to flexo or offset presses. The system, which uses Xaar 1001 printheads, prints a variety of UV curable inks with 360 dpi resolution and eight levels of grayscale at 80 ft/min. Print widths are available from 2.7 inches to 22.2 inches wide. Inks are available to print on a different substrates.

'Our experience with recirculating ink supplies and the Xaar 1001 printhead has positioned us to supply this exciting new market,' said Chuck Raymond, president of PPSI. 'We feel the appeal of short run variable data systems like these is closely tied to the cost of ownership. Because it reuses existing equipment, the Dice GT is the most economical way to get into production inkjet.'



### 3 SECURITY SEAL TESA

Tampering and theft along the logistics chain and at retailers cost companies 114 billion US dollars worldwide last year, the Center for Retail Research found in its most recent Global Retail Theft Barometer. Special security seals for packaging and transportation containers can offer effective protection, and tesa has developed the StretchSeal 64017, which provides secure sealing for both disposable and multi-use portable containers as well as product packages along with a label for tracking and tracing products.

The key feature of the new seal is its opening mechanism. To remove it, the seal is simply pulled lengthwise by the tab. The stretching action breaks the adhesive bond, leaving no residue behind. At the same time, the seal is irreversibly destroyed. Any tampering or unauthorized opening of the seal is immediately evident at first glance, making improper reuse impossible. The tesa StretchSeal 64017 is available in various shapes and sizes, with and without tabs, and comes with either red or blue as the background color or in a transparent version. The printing on the seals can be customized to incorporate features such as company names and logos, further boosting their effectiveness as a security precaution. In addition, individual item barcodes or serial numbers can be used, so the seals can also be integrated into track and trace processes. This creates more transparency in logistics, as the entire transportation route of a shipment can be tracked in detail.

The tesa StretchSeal 64017 is also suitable for sealing retail packages. The transparent version, in particular, can be integrated seamlessly into the package design. A single-color company logo can be printed on the transparent seal.



### 4 PHARMA LABELS WITH VOID EFFECTS SCHREINER MEDIAPHARM

Schreiner MediPharm has developed specialty pharma labels with void effects that prevent illegal re-labeling, aimed at stopping counterfeiters detaching labels from empty original containers and using them again on faked products. The labels also protect variable printed data, such as expiration dates, from tampering.

When detaching the label, a previously hidden text or pattern irreversibly emerges. Consequently, the label can no longer be used and is thus protected from tampering. The void effects reliably indicate the re-utilization of previously used containers or alterations of subsequently added information. Void effects can be integrated into existing marking labels and designs. They provide easy and effective protection against tampering with which pharma manufacturers can safeguard their products from misuse and patients from inferior drugs inside original packaging.

### DURABLE LABEL PORTFOLIO AVERY DENNISON

The Fasson Roll North America division of Avery Dennison has launched a customer-ready durables portfolio, aimed at simplifying durable goods labeling. The seven products streamline application matching, UL testing and qualification, and are proven to work in the vast majority of durable goods applications, says the company.

The portfolio holds seven Fasson product combinations that are UL recognized for flexo UV and water-based inks; digital UV inkjet; wax/resin and resin thermal transfer ribbons; and adhesives offering a very broad temperature range. The new products include one overlaminate, which is a 1-mil clear print-treated PET. There are also six base material combinations: 3-mil synthetic paper and 2.3-mil white BOPP, each with a single adhesive option; and 2-mil white PET and 2-mil matte chrome PET, each with two adhesive options.



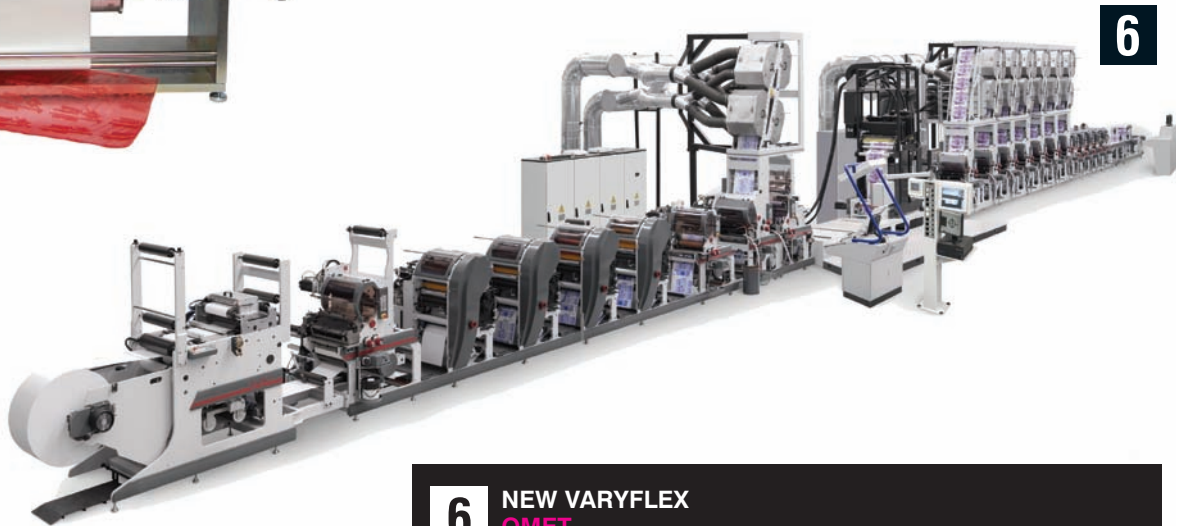
## 5 NARROW WEB PLATE MOUNTER ANDERSON & VREELAND

Anderson & Vreeland, a manufacturer and distributor of flexographic plate processing equipment and materials, has launched its Tabletop Mounter 7800, a plate mounter designed for narrow web plates from 8 to 16 inches wide. The mounter is equipped with a 12" rule and features a tape-mounting system that can be operated from the front or back; depending on operator preference. The print cylinder is held in place with a locking mechanism to simplify plate mounting. A knife holder can be mounted on either side of the unit and an illuminated magnifier is offered as an option.

## WIDE FORMAT INKJET TECHNOLOGIES ROLAND DG

Roland DG, a manufacturer of wide format inkjet printers, has launched the VersaCamm VS-640. The machine can print pure metallic ink and can mix process metallic ink to produce colorful lusters. Demonstrations at Ipex showed the VS-640's ability to contour-cut its printed output. Roland also showed visitors how the VS-640 could perform the entire output end of the workflow unattended. The printer includes VersaWorks RIP, which manages the workflow, and Roland On-Support, a telemetry based system that can, among other things, email the printer operator when an unattended job is complete.

The company has also unveiled the VersaUV LEC-330, a cutting and embossing machine which prints process color and white ink and spot varnishes in matt and gloss.



## 6 NEW VARYFLEX OMET

Italian press manufacturer Omet has created a new version of its Varyflex-F1 press that has 20 printing units. The machine, aimed at security printing, is a combination platform featuring offset, UV HD flexo, conventional water-based and solvent-based flexo and digital printing, from roll to finished goods in one line.

Omet launched the press at an open house at its headquarters in Lecco in July.

## MAGNETIC PRINTING CYLINDER BUNTING MAGNETICS

Bunting Magnetics has introduced a magnetic printing cylinder featuring a new spiral formation. The design, which has curved magnetic rows, is claimed to provide superior holding power and makes the installation and removal of dies very smooth. The spiral design allows the cylinder to be used on both die-cutting and printing applications.

'This is the next evolution for magnetic printing cylinders,' said Mike Wilks, general manager of Bunting's flexible die division. 'Our new Magnetic Spiral Cylinder will give our customers the best holding power in the industry. Also, our unique design dramatically reduces the chance that a die will be damaged when being removed from the cylinder.'

The patent-pending spiral layout ensures that a plate will always fall on a magnetic field. When a press operator is pulling the plate off the cylinder, the Spiral Cylinder will release the plate smoothly and avoid any costly kinking of the die. This contrasts to other regular cylinders which typically have a dead zone that can cause a die to snap and crease, says the company. With the new Spiral Cylinder, even short dies that are not 'full wrap' will always land on a magnetic field.

The cylinders are built to the same tolerances as Bunting's X-treme cylinders, therefore providing a total run out accuracy below 40 millionths of an inch (1 micron). The Magnetic Spiral Cylinder is built with a Total Indicator Reading (TIR) of +/- 1 micron.

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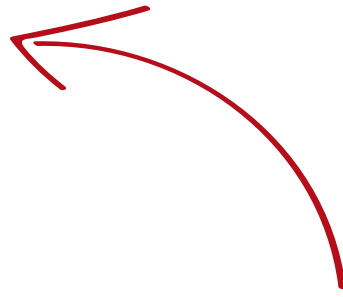
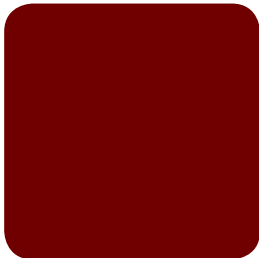
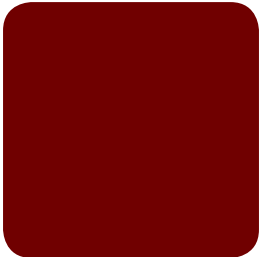
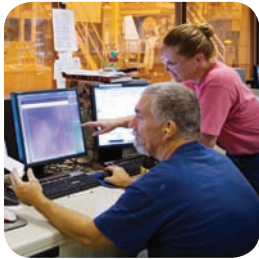
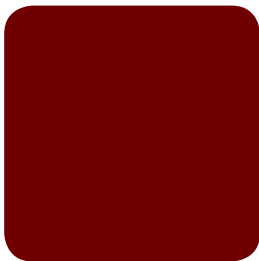
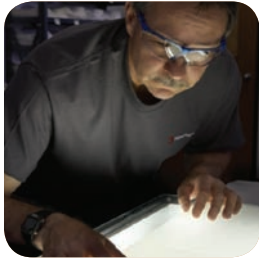
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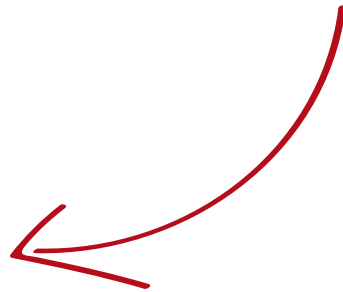
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7



8



## 7 UPDATED BRAILLEMAKER ONE CONVERTEC

Ahead of the new European Commission directive 2007/24/EC, relating to the application of Braille to packaging, which is due to become effective in November 2010, Converttec, a Scandinavian graphic arts technology supplier, has introduced the latest version of its digital printing machine, BrailleMaker One. It is designed to print on plain labels, leaflets for cartons, booklets and multi-ply pharmaceutical labels.

Carsten Jensen of Converttec said: 'We have a unique product that meets the new legislation in full. It is also a proven commercial proposition that has been working in several well known label converting companies for almost three years.'

With flexibility to adapt to different substrates and different profiles (from flat labels to curved booklets) without loss of accuracy, BrailleMaker runs at speeds of 35 m/min. The latest Version 4 has a new X-Tend2 software suite and the latest touch screen control. Twelve international Braille languages can be printed with the specially formulated varnish, and to ensure accuracy, the machine can be linked to an internet-based translation facility, which converts text to Braille in minutes.

Available in two web widths, 150 and 335 mm, the smaller is for single stream labels, while the wider machine can handle larger layouts. BrailleMaker comes as standard with three print heads, each of which is individually controlled, and there is an option for almost unlimited upgrades. It uses the internationally accepted Marburg font for the dots, which BrailleMaker can print in three sizes by a simple adjustment.

## 8 PROTECTIVE ROLL HANDLER BADGER PLUG

Badger Plug has received patent approval on its new Roll Handler system which protects single and multiple rolls in demanding shipping applications. The Roll Handler uses custom endboards and plastic sleeve plugs along with interlocking timbers to suspend and secure rolls. Strapping locks system components securely together as a sturdy, unitized package that can withstand the rigors of cross-country or international transit. The package is also suited to rolls with sensitive edges. All components can be made for export compatibility. Custom configurations are available to handle various roll diameters and lengths.

## INKJET MODULES XENNIA

Xennia has launched its XenJet range of industrial-strength inkjet modules, designed to help OEM and machine building partners configure reliable inkjet printing for key industrial applications such as ceramics, glass, textiles, packaging and product decoration. 'XenJet modules form a comprehensive suite comprising all of the major elements of the inkjet printing system, including software, backed up by the necessary support enabling reduced development risk and time to market,' said Dr Alan Hudd, managing director of Xennia.

## UPDATED WEB CLEANER POLYMAG

Polymag Tek has launched a new version of its two-roll web cleaner with pneumatics with a maximum speed of 700 feet per minute. Pneumatic cylinders separate the rolls when the machine stops for easy access.

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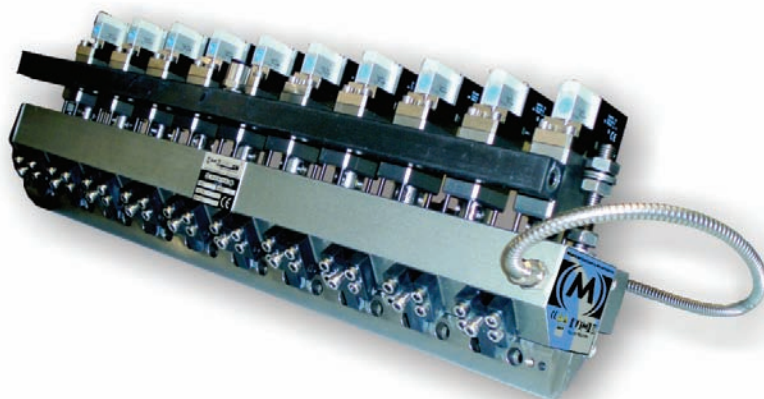
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9



## 9 HOT-MELT APPLICATOR SERIES VALCO MELTON

Valco Melton has launched its FlexCoat Series of configurable applicators for continuous or intermittent coatings. As part of Valco Melton's hot-melt applicators collection, the FlexCoat Series features an anodized aluminum body and hardened steel nozzle for reliable and precise application.

Coating gun modules are designed for accurate, repeatable application in high speed intermittent or continuous coatings up to 500m/min. The FlexCoat Series also features a new adjustable nozzle to allow lamination in both directions. The FlexCoat Series is configurable for applicator widths up to 1,000mm.

## AVIS VISION INSPECTION SYSTEM TECSCAN

Tecscan has launched its Advanced Vision Inspection System, AVIS, with print defect detection. As well as the usual features of a vision inspection system, AVIS adds the ability to customize defect detection sensitivity, record job data on an excel file, save and record failed images, highlight the defects, and provide a fail-trigger output – for external use with a tagger, or for stopping the press.

'The AVIS enables the operator to produce the most amount of good product in the shortest time with less waste than ever before,' said the company in a statement.

Stuart Kellock, managing director of UK converter Label Apeel, which uses the system, said: 'We are always keen to invest in the best equipment and we are convinced that this monitoring system will enable us to further improve on quality assurance. Quality has always been one of our major selling points and this system will go some way to keeping it there.'

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## 10 LABEL PRINTER/APPLICATOR THARO SYSTEMS

Tharo Systems has launched the PA2000t label printer/appliator, an accessory for the company's H-400/H-600 series of thermal and thermal transfer barcode label printers. The Tharo PA2000t label printer/appliator is said to be easy to use, with minimal adjustments necessary, quick setup and changeover for applying labels to the top or side of varying height or width products.

The PA2000t features a small footprint: 16.5" wide x 30" long for the Tharo H-400 series or 19.5" wide x 30" long for the Tharo H-600 series. Regardless of the orientation of the applicator, it has a remote front panel for easy access. The PA2000t has an all-metal cabinet and is made to last with time-tested components. The heavy-duty cylinder will withstand high stress in side labeling, with minimal deflection, when using a conveyor.

With or without a computer attached, the PA2000t is automatic or semi-automatic; has the ability to apply labels from 2" x 1" to 4.5" x 8" in size; using the 6" wide printer, labels as large as 6" x 8" can be accommodated. The PA2000t can apply up to 58 labels per minute depending on printer used, label size and height of product.

## CLEAR-ON-CLEAR PHARMA LABELING UPM RAFLATAC

UPM Raflatac has launched its RD 200 L adhesive for clear-on-clear labeling under a wide range of pharmaceutical end-use conditions. Combined with a thin and clear polyester face, it has an 'excellent' mandrel hold on small-diameter containers such as vials, laboratory test tubes, ampoules and syringes, says the company.

# INSTALLATIONS



THE Omnilabel team with their newly installed Tau 150 UV inkjet digital label press

## OMNILABEL INSTALLS FIRST DURST TAU 150 INKJET PRESS

Durst, a manufacturer of digital inkjet printers for wide format graphics, ceramic tile, flooring and label markets, has installed the first Tau 150 UV inkjet press at Dutch label converter Omnilabel for beta testing. Based in Dalfsen, Netherlands, Omnilabel was founded in 1997 and has been active since January 1, 1998, as a supplier to Eshuis. It specializes in small and medium volumes of printed and blank labels.

Because of an increasing demand for short runs and jobs with added value, Omnilabel's Mark Eshuis, Ingrid Smudde-Eshuis and Michiel Smudde evaluated various digital label press systems to find the best possible option that fits their current requirements but should also offer good potential for future growth.

'After evaluating a number of different suppliers and technologies,' said Mark Eshuis and Michiel Smudde, 'we decided to invest in the Durst Tau 150 because the combination of printing method, printing quality and web widths suits perfectly to our existing workflow.'

The Tau 150 covers web widths from 10cm (4") to 16.5cm (6.5") and utilizes liquid UV ink technology. The system reaches a throughput speed of close to 50 m/min (160 ft/min). Building on its product offerings in the photographic market, Durst's Tau 150 delivers an apparent resolution in excess of 1000 dpi using grayscale inkjet print head technology from Xaar. Durst's proprietary UV inkjet technology features CMYK ink colors plus white as an additional configuration option. A broad range of standard substrates are supported without the need for pre-treatment and post-treatment.

Lower production costs are achieved thanks to affordable ink-only cost models – users pay only for the ink they use. Tau inks are available directly from Durst in five liter containers with an easy and secure ink refill system. The Tau inks have been specially formulated to provide the broad color gamut demanded by the label industry. The Tau 150 is delivered with pre-press software from EskoArtwork, with built-in RIP, substrate calibration and color management, and an optional Variable Data Printing (VDP) module offers full label-to-label variability.

Helmuth Munter, segment manager label printing at Durst, commented: 'Digital technology is one of the most exciting areas in label printing and converting today, impacting on everything from pre-press to printing, personalization and finishing, offering huge potential for new products and services in a rapidly changing market place with an increasing demand towards personalized custom products in short run. We are very glad to have Omnilabel as our partner for the first Beta installation of our new Tau 150. The coming months will be a very exciting time for Durst and Omnilabel and we are convinced that this cooperation will lead to success for both parties.'

**LABELS&LABELING**



FOSTER PACKAGING uses its WS6000 to supply its customers with a range of products, including stand-up pouches

## FOSTER PACKAGING INSTALLS HP INDIGO WS6000 DIGITAL PRESS

Irish converter Foster Packaging has installed an HP Indigo WS6000 digital press in its Dunleer facility to extend its short run flexible packaging services to include medium run lengths.

Foster Packaging established a dedicated short-run digital flexible packaging business in January 2009. During its first 17 months in the digital flexible packaging market, the operation grew from six to 14 members of staff.

The company operates its HP Indigo WS6000 digital press to supply its customers with a range of products, including stand-up pouches, three side seal bags, printed roll stock and packaging mock ups. Foster Packaging will use its new HP Indigo WS6000 digital press to provide these services on run lengths up to 20,000 pouches or printed impressions.

'Our new services have been incredibly well received by our existing and potential customers,' said Paul Young, director, Foster Packaging. 'Digital Printing and our HP Indigo presses have changed the way we work and attract new customers.'

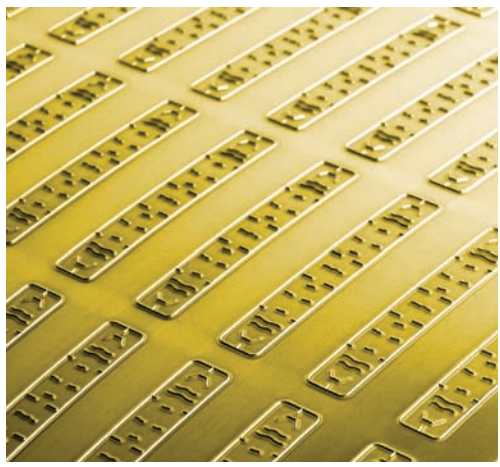
Foster Packaging currently sends 70 percent of its products internationally, to markets including the UK, Kenya, North Africa, South Africa and the US.

'When we started our flexible packaging service we identified the key needs for any start-up companies that might be looking to purchase short-run packaging, with minimal investment,' said Young. 'For companies whose products needed to create an impact on the selves, high print quality, short production times and maximum versatility was of paramount importance. We found that HP Indigo presses offered us all of this and more.'

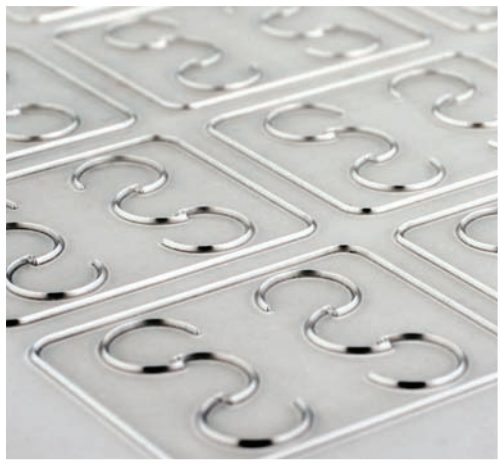


THE HP Indigo WS6000 digital press

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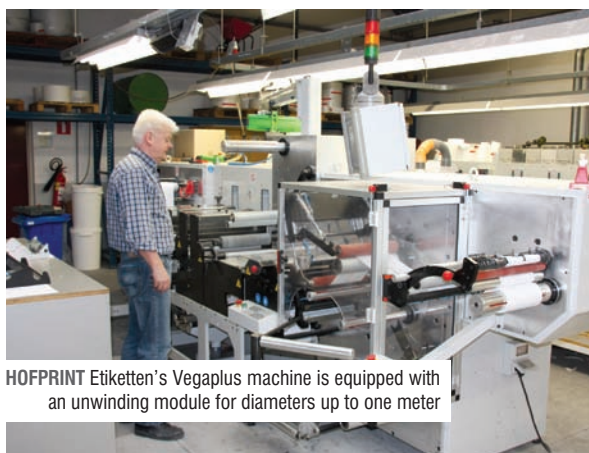
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HOFPRINT Etiketten's Vegaplust machine is equipped with an unwinding module for diameters up to one meter

## HOFPRINT ETIKETTEN INVESTS IN PRATI VEGAPLUS

Hofprint Etiketten, a Dutch label printer, has installed a Vegaplust LF330 die-cutting machine from Italy-based Prati. Based in Groenlo, the Netherlands, Hofprint Etiketten specializes in the supply of customized labels to a range of industries. One of these is the textile label industry where the company recently undertook a project involving the finishing of plastic labels applied to medical garments.

'Serving a wide range of markets and versatility were key selection criteria,' said Albert Hof, managing director of Hofprint Etiketten. 'I am Italian-minded and have had a long lasting relationship with Prati. When they introduced me to the Vegaplust, I was hooked instantly: excellent quality at a good speed – and suitable for a wide range of applications; just what we needed.'

With its modular design, the Vegaplust series can be customized to meet the specific needs of individual customers. The version built for Hofprint Etiketten is equipped with an unwinding module for diameters up to one meter – including the roll-lifting unit, two die-cutting stations and an automatic register control. The rewinding module is processed on a glueless three-shaft turret. The Vegaplust runs at a top speed of 200m/min.

Hofprint Etiketten also needed automatic pitch winding and a number of specific attributes for textile labeling – such as pinfeed holes. These holes enable the textile to run perfectly round, ensuring a smooth run through the machine. 'Those extra requirements were necessary to meet the deadlines of our customers,' explained Hof. 'You need to be careful with the logistics of textile labels. The pinfeed holes ensure there are no problems whatsoever in the transportation within the machine. This saves us time and money and makes sure everything is on a roll.'

'We do a variety of finishing jobs on the Vegaplust LF330,' he continued. 'The machine allows finishing of both non-printing and printing applications. We do, for example, UV flexo printing and thermal transfer for a variety of label applications. We then pass the label reels on the Vegaplust for regular die-cutting finishing jobs. At the moment, medical label applications are booming and we are getting a lot of requests. This is where we really appreciate the Prati technology – the Vegaplust is so fast and flexible we can handle both large and small print orders.'



LINC SYSTEMS provide retail customers with the option to develop private label fasteners

## FOURTH VIPCOLOR INKJET PRINTER FOR HARDWARE SUPPLIER

VIPColor Technologies has supplied Linc Systems, of Westfield, Indiana, USA, with a fourth VP485 inkjet printer. The new system will be used to print full color labels in runs from five up to 500 and enables the company to diversify and expand its activities in the retail sector.

Linc Systems distributes collated and loose nails and staples for pneumatic tools and is the Midwest's largest distributor of Stanley-Bostitch Fasteners. In 2009, the company moved away from selling directly to construction sites in order to focus on retail operations, such as lumber yards and hardware stores. In order to build business in this niche, the company needed to distinguish its service from that of its competitors and provide retail customers an option to develop private label fasteners.

'By creating private label products for our customers, we offer a fairly low-cost marketing option for their stores,' said Craig West, director of the marking and coding division at Linc Systems. 'This enables them to sell tubs of nails or other fasteners that carry details such as the store's name, address and phone number.'

'When we started initial testing with the VP485 and a leading competitor's printer, it didn't seem as if there was a big difference in the labels,' said Jason Walden, technical support specialist. 'However, when we put them side-by-side in blind tests with our employees, people would choose the labels printed by the VP485 every time. The labels just caught the eye and that's exactly what we wanted to give our customers. Price was a consideration, but it wasn't the deal breaker. The VP485 still finished ahead. We found it to be a lower cost system without compromising print or system quality. The printer works hard and can withstand industrial-level usage.'

During the comparison test, the two differentiators in the selection process were ink cartridge replacement and the size of label runs. 'The VP485 has very low ink consumption and the ability to replace individual ink cartridges,' said Walden. 'With the competitive model, if we ran out of red during a label run, we'd have to change out all of the cartridges, regardless how much ink was left in the others. With the VP485, all we have to do is replace the red cartridge. Replacing a cartridge is as easy as snapping the empty one out and snapping a new one in place. We also appreciate the VP485's ability to print various label sizes during one print run. So if one client wants two different size labels, it's easy to print large labels first and then switch out to the smaller size label during the run.'

## TLF INVESTS IN PECAS VISION MIS FROM EFI RADIUS

TLF Graphics, a label converter based in Rochester, New York, USA, has installed Radius Solutions' Pecas Vision MIS software. Utilizing flexography, screen and digital printing processes, TLF Graphics is primarily focused on product decoration and informational labels that are designed to ensure survival through a number of rough environments, from water and oil to extreme temperature.

'The way they do scheduling is far superior to anything we saw out there, and the estimating could handle flexo, digital and screen all in one application. We also found the business intelligence capabilities to be very exciting,' said Aaron Burton, director of IT at TLF Graphics. 'The ability to see profit levels and make informed, effective decisions using real time was also an important consideration.'

TLF Graphics will be implementing the entire Pecas Vision application suite including; estimating, order handling, production scheduling, materials management, shop floor data collection, interview web portal, customer relationship management, quality management and business intelligence.

'We may not be one of Radius' biggest customers, but Radius is huge to us. It was a big decision and we were so positive about it that we decided to make the investment. We know that with your company as a partner we won't be looking for a new system in five years time,' said Ron Le Blanc, vice president of finance at TLF Graphics.

## APR INSTALLS ESKOARTWORK HD FLEXP IN CDI SYSTEM UPGRADE

All Printing Resources (APR) has installed the new EskoArtwork HD Flexo technology in its newly revamped demonstration room. The EskoArtwork HD Flexo consists of Hi-Resolution optics along with screening technology to take advantage of sharper and more accurate imaging. The technology can be upgraded on all EskoArtwork CDI systems and is claimed to rival offset in terms of print quality.

'Usually when it comes to new technology, it's out with the old and in with the new,' said Richard Black, APR director of digital solutions. 'With the EskoArtwork hardware upgrade and screening package, you can maintain your original investment, while capitalizing on the latest technology.'

This upgrade is said to be rooted in the expertise EskoArtwork has in security technology. The company has security industry experience in developing specialty laser technology and optics capable of outputting incredibly fine detail for printing financial documents, such as stock certificates and bonds. EskoArtwork has leveraged this high-resolution technology to help flexo printers upgrade from traditional 2400 or 2540 dpi to 4000 dpi or higher.

'In the past, it's been difficult to compete with the print quality of offset,' said Black. 'For printers with a compatible EskoArtwork imager, or even those seeking a new imager, the EskoArtwork HD Flexo is definitely the best choice for today's digital demands.'

'We're very happy to be able to partner with APR on our EskoArtwork HD Flexo solution,' said Lawrence Foley, vice president of in-direct sales. 'By providing access to this high-resolution flexo technology in a demonstration environment, graphic arts professionals can see the significant benefits first-hand and experience how easy it is to use.'

Converters, trade shops and graphic arts professionals are said to be welcome to visit APR's demonstration facility to get a first-hand look at the high-resolution capabilities of the EskoArtwork HD Flexo technology.

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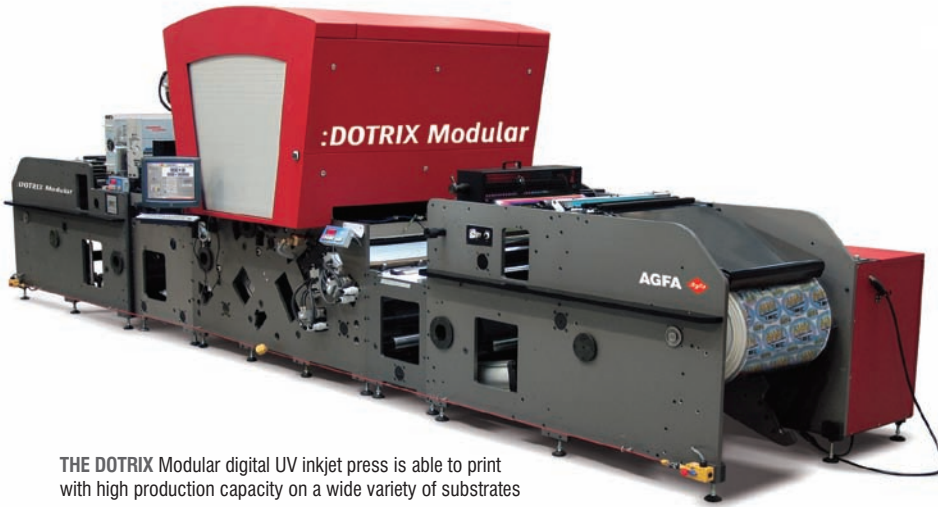
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THE DOTRIX Modular digital UV inkjet press is able to print with high production capacity on a wide variety of substrates

## AUSTRALIAN PACKAGING PRINTER INSTALLS AGFA DOTRIX PRESS

Le Mac Australia Group, a packaging printer that specializes in flexible packaging and bottle labels, has installed the Dotrix Modular digital UV inkjet press from Agfa Graphics.

'We have printed UV flexo since 1998, but run lengths have been falling steadily. Jobs that were once 30,000 running meters are now down nearer to 10,000 running meters and still dropping. Print buyers and brand owners are looking to buy smaller quantities more frequently, and change things more often for special promotions and do all this with shorter lead times,' said Ken Fletcher, Le Mac's general manager, R&D. The company's clients include brands such as Coca-Cola, Unilever and Diageo.

The Dotrix Modular digital UV inkjet press, with a printing width of 63cm, is able to print with high production capacity on a wide variety of substrates ranging from flexible foils, 20 micron over self-adhesives, to folding cartons up to 600 micron. With its modular construction, traditional UV flexo printing stations that can serve as coating and varnishing alleys can be added to the roll-to-roll basic configuration. Slitting and die-cutting as well as sheeter installations can also be integrated to complete the system.

'We have shown the Dotrix output to our customers and they like what they see,' Fletcher said. 'The quality of the low migration, low odor Agorix LM UV ink is the same from start to finish. Flexo printing has to be done carefully to ensure stable color density and register. With Dotrix, ink density issues or color mis-register problems can't occur. The UV colors are applied in a single pass guaranteeing register while density is digitally controlled. Dotrix Modular allows us to tackle the shorter/medium run work where flexo can struggle due to the time and cost needed to make plates and set the press up.'

'Environmental factors are increasingly important in the Australian print market and the Dotrix Modular is helping Le Mac cut waste dramatically. With a typical flexo press there are several hundred meters of waste produced at start up. With the trend increasingly towards shorter press runs, the result would normally be a significant rise in waste. However, the Dotrix Modular has no start-up waste and it doesn't need to stop between jobs since it switches between them whilst maintaining full production speed,' said Jan de Vooght, head of marketing and sales at Agfa Graphics, industrial single pass inkjet.

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ULTIMATE Packaging spent the past twelve months working with Kodak to develop, test and integrate the Flexcel NX system

## UK CONVERTER REPORTS SUCCESS WITH KODAK FLEXCEL NX SYSTEM

Ultimate Packaging, a UK-based flexographic print supplier to the food industry, is reportedly achieving 'significant success' in the packaging sector using the Kodak Flexcel NX digital flexographic system. The company recently won the Gold award at the European Flexographic Technical Association (EFTA) awards for 'Best First Time Entrant' for a project undertaken for Young's Seafood and a Silver accolade for 'Promotional Print' for Kodak USA.

Ultimate Packaging has spent the past twelve months working closely with Kodak to develop, test and integrate the Flexcel NX system into their systems and production lines. Chris Tonge, sales and marketing director, said: 'Currently around 70 percent of our output is for the fresh produce industry. This means we are working in an arena of competitive design, immediate decisions and extremely tight deadlines. We have developed a range of Ulti-Fresh films, designed to increase the shelf-life of fresh produce.'

'With Kodak's innovative technology, we are committed to converting brand owners away from the traditional gravure process by demonstrating the ability to produce cost effective, amazing photographic print and multiple designs with flexography using the Flexcel NX system. We've already introduced our first commercial range of 30 designs for one of our existing branded customers. Designed specifically with flexible packaging in mind, Kodak Digicap NX screening takes Flexcel NX digital flexographic plates to a new level. Additionally we have developed a brand new ink system. Kodak's clever technology has helped to make huge ink efficiencies possible and also expanded the color gamut. We are driving increased revenues through differentiated print, reducing costs through production efficiencies and increasing sustainability through reduction in printed substrate waste. With Flexcel NX plates, Ultimate Packaging can enable brand owners to finally achieve the print quality and consistency of rotogravure with all the convenience and flexibility of flexography.' Located on the outskirts of Grimsby in the UK, Ultimate Packaging's 60,000 square foot factory was designed and built with consultancy from leading supermarket chains, retailers and food manufacturers and in cooperation with experts in industrial hygiene, environmental management, quality assurance and production efficiency.

### LABELS&LABELING

## SKANEM INSTALLS WEB CLEANING SYSTEMS FROM TEKNEK

Skanem, one of Europe's largest suppliers of self-adhesive labels with 12 factories in eight countries, is installing web cleaning equipment from Teknek across its facilities. To date there have been over 15 installations of Teknek's NWP Contact Cleaner at Skanem's UK sites in Newcastle, Durham, Cardiff, Liverpool, as well as in Skurup, Sweden.

Teknek's yield improvement system uses a special elastomer roller that removes dry unattached particles from the web immediately before the critical process. The contamination is trapped in a reverse wound adhesive roll, which when full is removed from the print area.

Steve Dunne, managing director of Skanem UK, said: 'We use the Teknek contact cleaners extensively across the UK sites as they are proven and efficient.'

## ASTRO-MED INVESTS IN MARK ANDY AND ROTOFLEX MACHINES

Label converting group Astro-Med has invested in two Mark Andy 2200 flexo presses and two Rotoflex VSI400 inspection rewind machines which will be installed in the QuickLabel Systems label factories in Rodgau, Germany, and Brossard, Canada.

'Rotoflex continues to see a strong resurgence over the past two years. We are excited to work with a leading-edge company like Astro-Med and its QuickLabel Systems brand. The significant reach of Rotoflex through the distribution channels and global offices of Mark Andy provides a solid foundation for strong service and support,' said Ken Daming, Rotoflex business unit manager. With dozens of flexographic label presses already in-house, the QuickLabel Systems QuickFlex custom printing service can print thousands or millions of custom labels and tags in a short timeframe.

'We have relied on Rotoflex inspection rewinders for years. When we decided to expand our manufacturing capacity in Canada and Germany, we chose Rotoflex because they fit our specifications best and are extremely reliable. We prefer them,' said Elias G. Deeb, vice president of media manufacturing of QuickLabel Systems, an Astro-Med brand. QuickLabel Systems makes digital color label printers, labels, thermal transfer ribbons and other label printing inks, and offers custom label printing services.

## ITALIAN CONVERTER INSTALLS OMET X-FLEX PRESS

Italian converter Eurostampa has installed an X-Flex 430 press from Omet at its facility in Bene Vagienna.

Gianmario Cillario, general manager of Eurostampa, and Omet's Enrico Gandolfi announced their belief that 'this is only the beginning of a profitable cooperation between both companies'.



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## Decisions!

**REGULAR L&L COLUMNIST BOB CRONIN** at The Open Approach answers the most pressing questions presented by the New Economy

# Decisions!

Amidst the new economy, Label companies, small and large, are realizing they need to stay abreast of M&A dynamics – whether it's something they think they will ultimately leverage or not. Whether you're doing \$5 million or \$55 million, equipping yourself for this scenario may be the most brilliant thing you ever do.

As you get ready for this year's Labelexpo Americas, you are likely preparing questions. As a presenter, I am already fielding a number of them. Numerous owners share the same concerns – financial, strategic, operational, and customer-oriented – looking for some wisdom to guide them to the light. While I can't guarantee a tangible value for my responses, I can provide a voice of insider experience, proven during the recession of the early 1990s and refined by our consultancy's

**LABELS&LABELING**

success over the last 10 years.

By this accord, I present some of the most frequently heard questions across the industry today.

**Dear Bob: I am considering retiring. In light of capital gains tax changes, my accountant believes I should sell now. I'm sure I can get a better price once the market recovers. Will there really be a difference in 2011?**

The Obama tax changes could have a significant impact on your sale. Capital gains taxes are increasing from 15 to 20percent in 2011. For an equity gain of \$15 million, for example, you will pay another \$750,000 in taxes. Compounded by the 5.4 percent healthcare surtax on your employees and the increase in your individual income tax rate, a 2011 sale can carry a hefty penalty. Objectively evaluate your business and where it's

headed. Are you in a growing segment? How are your customers doing? Are there near-term CAPEX issues? Will you be able to recoup the extra taxes, and additional investment in your business? And finally, will 2011 be truly any different from 2010?

**Dear Bob: We are facing extreme pricing pressure in the data label segment, and it is hurting our cash flow more and more each quarter. What are my best means for recovery?**

Data labels have succumb to commodity status. Pricing is only going to get more ruthless. Review your client list, capabilities (in house and via supplier) and competitive strengths. Can you expand into new segments? How valuable are your clients for new growth – or to other entities that are positioned in better segments? Your concern for



'recovery' makes me think you wish to remain at the helm of your business. There are indeed opportunities for mergers, strategic alliances – and even sales – where you can remain in an active leadership role. Email me and I'll send you our 'Transactions Options' free of charge. I've been in your position before, and I know it's not fun. If I can help, I'm on it.

**Dear Bob: I own a digital label company, and we are doing quite well. I don't want to buy or sell, and it seems to me the properties on today's market are either overvalued and/or distressed. If M&A is such a big deal, why aren't more companies doing it?** You bring up a good point. Many owners get by never making an M&A deal until they ultimately exit their business. Even so, we are all looking for ways to grow, and M&A makes for some intriguing possibilities – far faster than you could get there through organic growth.

There are all kinds of properties on the market today – some great, some not so. And those that are great as an acquisition to one particular company may be a train wreck to another. As the industry shrinks due to 'multichannel' effects, a huge gap is opening for 'one source' label providers. Despite thoughts to the contrary, the majors do not yet command this space. M&A can put together diverse

entities that collectively have a huge competitive advantage.

Taking on another company and blending it with your own can be challenging, but significantly rewarding. Take a look at some of the great success stories in our industry. Most have gotten there through M&A.

**Dear Bob: Your column seems to address only the needs of the big guys. My business turns over \$3-\$5m annually, but we are really profitable and our customers love us! Why aren't the majors and 'private equity' investors interested in us?**

Actually, they are. Small companies are often part of a bigger play. In fact, some of the most prolific industry transactions are 'roll-ups' of several strategically positioned, small providers. Many of the small deals done by the strategics aren't heavily publicized, but they are still going on. And while private equity has curtailed its commercial print investment, they are still largely interested in labels. You may come across some of these opportunities on your own, or you can contact one of the major associations or advisory groups.

**Dear Bob: I don't want an advisor, nor can I afford one. One of our biggest competitors has made an offer to buy us. They say it's extremely generous in today's economy, though it's the only offer I have. How do I know if they are giving us a fair price?**

Value is typically based on your last three years' performance plus your possibilities for the future. The first question is whether you believe it is fair and whether it provides for your ultimate exit goals. The other thing to consider is how this sale provides for any key management staff and the ongoing needs of your customers. Is there equity in your brand name? Don't sell yourself short. Run it by your accountant or attorney. You may also want to check with your banker to see if they have any additional insights.

The other thing to look at is the financing terms. Is it a cash-out deal, and are they looking for your ongoing investment (monetarily or via earnout). How does that affect your return?

Valuations vary widely, but as a rule of thumb, Label companies are currently selling at a multiple of Adjusted EBITDA. Bright segments such as packaging are selling higher.

I hope these answers help you in directing your business for the future. Please know I am available at any time. I look forward to meeting you in person at Labelexpo Americas and helping you wade through your pressing issues.



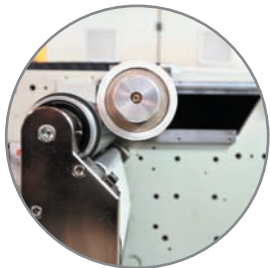
#### ABOUT THE AUTHOR

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](http://www.theopenapproach.net), email Bob Cronin at [bobcronin@aol.com](mailto:bobcronin@aol.com), or call +1 630 323 9700.

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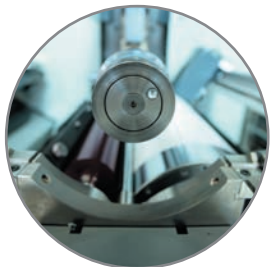


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# sheet finisher turns to rolls

**UK MANUFACTURER** Rollem has developed a system to turn sheets into kiss-cut labels. Now a roll-fed digital finishing system is under development, as Andy Thomas reports

UK-based manufacturer Rollem – a specialist in bespoke rotary processing technology – has demonstrated a system which allows the creation of kiss-cut labels from printed sheets. On its stand at the Ipex exhibition in Birmingham, the company demonstrated this facility on a Champion system, which was used to produce pressure sensitive labels throughout the exhibition.

**"There is no reason why we cannot incorporate many of our other areas of expertise into this new product, so that customers could have any combination of slitting, trimming, punching, sheeting, collating and wrapping"**

'We've designed the kiss-cut facility so that the depth of slit can be controlled so accurately that it cuts through the adhesive on the back of the label but not the sheet underneath,' says Stuart Murphy, Rollem managing director.

'In addition, we've made the Champion very easy to use, with one set of tooling enabling the operator to handle a wide variety of jobs. The system can quickly be reset for labels of different sizes and can even be used to semi slit, for example, greetings cards prior to folding.'

The Champion, which costs under £10,000 (\$15,200), can be purchased to handle sheets from 125 x 125 mm up to 1040 x 1060 mm. Throughput speed (A5) is 15000 sph, with the option to use stock between 40 gsm and 700 gsm. The semi-cutting wheels can be stopped and started very accurately at any point on the sheet, which also opens the door to packaging work. However, Rollem's long history with producing finishing systems for use with sheets only is about to alter, as Stuart Murphy explains.

'We've being increasingly approached by the digital print sector to create equipment that can be used with work printed on reels and over the coming months we plan to launch a system that will allow the production of kiss cut labels on rolls up to 58 cm wide.

'There is no reason why we cannot incorporate many of our other areas of expertise into this new product, so that customers could have any combination of slitting, trimming, punching, sheeting, collating and wrapping. The philosophy behind most of our systems is to enable one operator to perform a multitude of finishing tasks in one pass at high speed.'

Stuart Murphy says the system does not require skilled operators.

'Once a Rollem machine is set up it can be run by virtually

anyone on the shop floor. The new reel-fed label finishing system, which could be used with any printing technology – litho, flexo, digital, gravure – would adhere to these long held aims.'

Rollem, based in Sheffield, England, has spent the last 80 years developing, building and installing specialist finishing systems. Stuart Murphy acquired the company with fellow director Colin Pears in 2006.

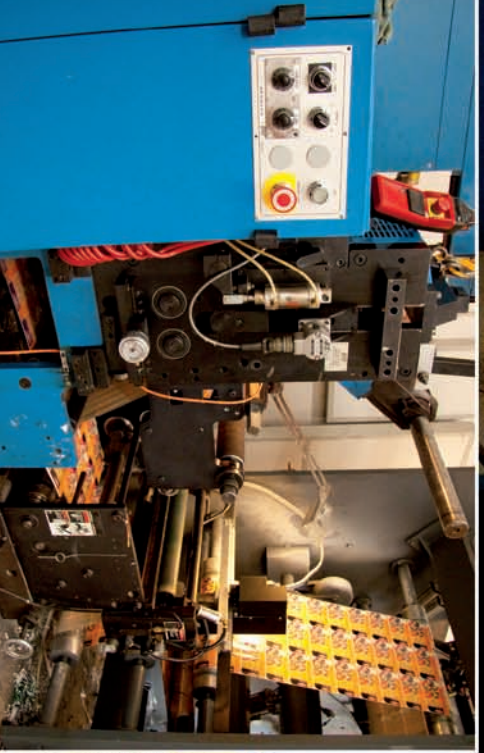
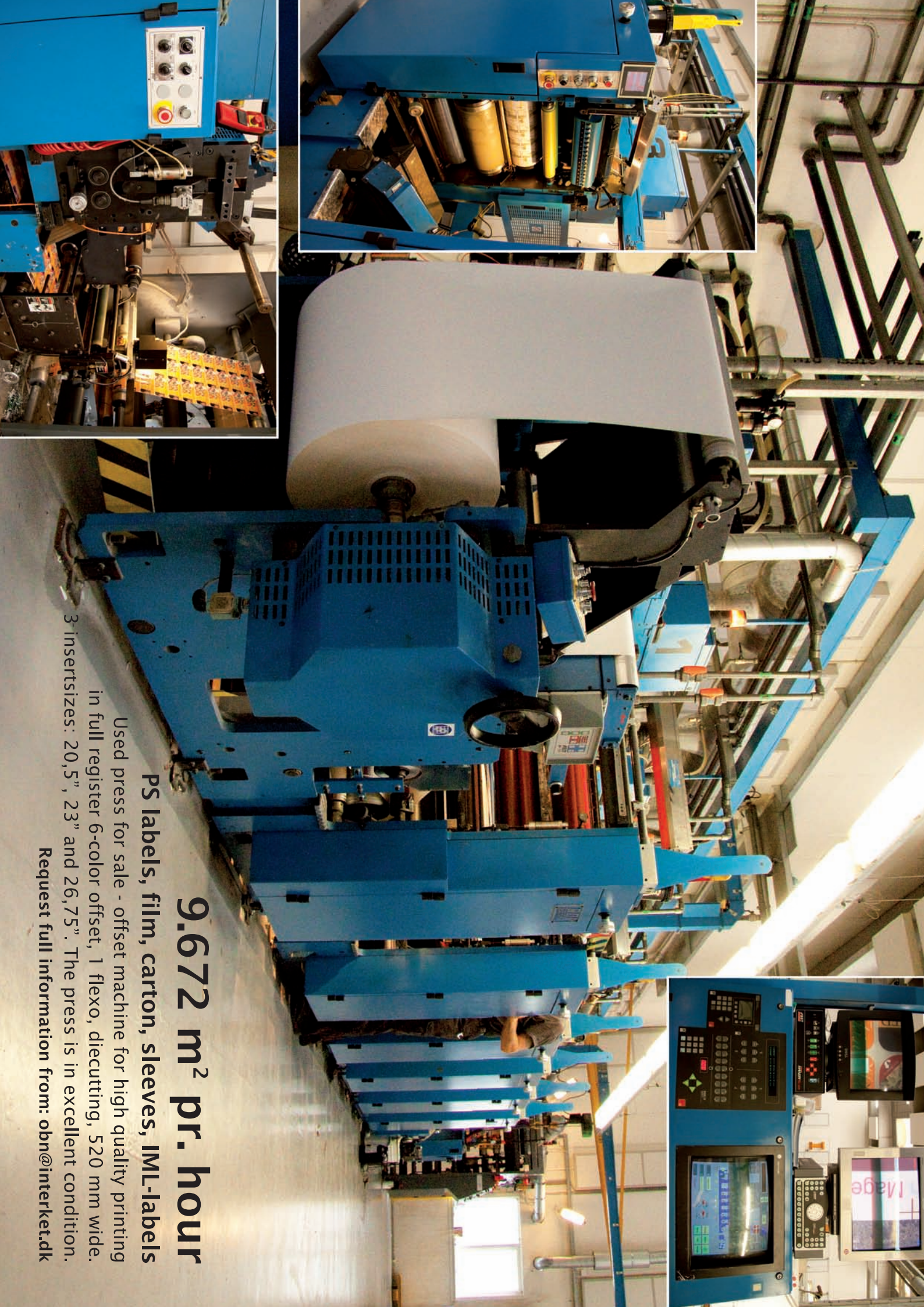
'Achieving low levels of wastage has been a benefit of using Rollem technology for many years, long before this goal became one that everyone had to aim for because of economic and environmental reasons,' says Murphy. 'The ability for a rotary wheel to achieve in one cut what generally requires two cuts on a conventional guillotine means that the gutter can often be reduced to such a degree that more cards, labels etc can be incorporated on to the sheet.'

Rollem systems can be used as standalone units or as part of a production line and the implementation of its equipment has been known to reduce manning levels by 75 percent, as well as eliminating the risk of errors.



(L-R): Rollem directors/owners Colin Pears and Stuart Murphy





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# Digital capsules

A manufacturer of wine capsules has set up a pioneering digital printing operation. Andy Thomas reports

Spanish company Canals, based near Barcelona, has scored a world first with the ability to digitally print wine bottle capsules – allowing brand owners to match body labels and launch innovative new products.

Canals was formed in 1947, originally making beer bottle caps before moving into wine capsule manufacturing 25 years ago. The family-owned business employs 150 people.

‘We want to change the mentality of our customers by allowing a complimentary design on the capsule and the wine bottle label,’ says Canals general manager Guasch Soler. ‘The capsule is now a marketing product, and this means we need to sell it to the marketing people and not the technical buyers, on value and not on price.’

With its digital operation, Canals is able to print – including sequential numbering – run lengths down to 3-5,000 capsules. ‘It is also important that we can print samples on the final substrates,’ says Guasch Soler.

To promote the concept, Soler employed high profile marketing guru Luis Bassat, the brains behind the publicity campaign for the Barcelona Olympic Games, and worked closely with Barcelona-based label converter Germark and HP.

Guasch Soler acquired his first digital press, an HP Indigo ws4500, in 2008 and after a lot of development work, applied for patents for the process of digitally printing wine capsules in 2009. The company is now signing up distributors in Europe and the US.

Canals went on to install a second ws4500 and its latest acquisition is a more productive WS6000. ‘Digital printing is more expensive, but we want to change all our printing systems to digital,’ says Soler. ‘In comparison, traditional gravure printing is dirty, uses solvents and requires constant manual adjustment of color, while waste is much higher. In terms of social responsibility we want to reduce our use of solvents and eliminate them within five years.’

## TECHNICAL CHALLENGE

The key technical challenge overcome by Canals – and the subject of its patent – is the ability to prime the capsules with the print-receptive coating required by the HP Indigo printing process.

Capsules were originally made from tin, but are now either aluminium/polyester laminates or PVC, depending on final market segment. ‘Perhaps 60 percent of the capsules we produce are PVC for the cheaper end of the market, against 40 percent poly-laminate,’ says Soler.

These substrates are primed prior to printing, and varnished post-printing. ‘The primer had to be developed in-house at Canals because the standard primer would not work on the poly-materials, which are 3-4mm thick,’ recalls Soler. ‘Another issue we had to overcome is static – especially for the PVC.’

A good, opaque white is also very important for printing the capsules. Canals did trial inkjet before settling on the HP Indigo. ‘We trialled a Dotrix, which gave us good results, but the problem was the whites, and we found we would have to use flexo white – not good for small quantities,’ recalls Soler. ‘If inkjet can get an opaque white, it will be very good, but we are happy with the HP whites.’

## FUTURE PLANS

Looking to the future, Canals is looking to expand its market reach into restaurant bottled water, which is, in Europe, a premium and bespoke product.

The company also has ambitious plans for its on-line presence. A new website will allow customers to track their jobs, and will contain ideas on how to market digitally printed capsules – for example through a ‘capsule of the month’ feature. ‘We aim to get very close to the final customer, like Carrefour or a Tesco to show them how fast we can react to new marketing campaigns,’ explains Soler. ‘A winery can come here and get a capsule designed and produced in two days. We actively cultivate designers to show them the possibilities.’

Artwork comes either direct from design agencies, or Canals is asked to match a particular front label design. ‘Color matching pantones accurately onto aluminium laminates and PVC is our expertise,’ says Soler. ‘We are working on our own pantone swatches from our own R&D. We can both mix solid colors, or make them out of up to seven colors.’

Soler is looking to expand his partnerships with label converters who have digital presses, enabling him to offer complete, color-matched bottle/capsule decoration solutions to wineries. This looks like a major future opportunity for digital label printers.

**DIGITAL REVOLUTION:**  
Canals has scored a world first by printing capsules like this digitally





FRANK GERACE will leave MCC after 12 years

# Bowing out

**AS FRANK GERACE** retires as CEO of Multi-Color Corporation after 12 years at the top, Andy Thomas looks at how he built a successful global corporation out of a company on the verge of bankruptcy

It is always illuminating and inspiring to hear successful business people talk about building companies from the ground up based on selling value and not price.

At Finat's annual congress in Valencia, Spain, Frank Gerace, current chairman of the board of TLMI, stepped down as CEO of Multi-Color Corporation. Looking back on his 12 years at the company, he explained how he had turned it into one of America's leading label converting groups.

When he joined Multi-Color back in 1998, Frank Gerace took on a company on the verge of insolvency. MCC was losing several hundred thousand dollars a month and he had only a few months to turn it around. 'I was not thinking about strategy – it was survival.' After turning the company around, Gerace was faced with a second, more familiar dilemma.

'We were then a \$45m company, and at that stage companies have just three options – grow, sell or die. There is no such thing as staying where you are.'

Gerace quickly identified MCC's biggest weakness as its dependency on a single label technology and one major customer.

'In 1999 and 2000 we had one product, IML, one print process, gravure and one customer, Procter & Gamble, representing half our business in one market sector, homecare. When going on customer sales calls our selling proposition was to convince the customer that in-mold labels were the best way to decorate their products. They responded skeptically knowing it wasn't an

objective proposition. They knew that was all I had to sell.'

Gerace's bold response was to invest in complementary technologies and build a company more balanced in terms of products, processes, customers and end user markets. 'It was more about building a balanced company than diversification for its own sake. I thought how powerful it would be to work with marketers and designers. To say, "show me your marketing strategy and volumes and let's see which technology is best to solve your problem." To be a useful supplier the customer had to believe that it did not matter to me how they decided to decorate their containers. I was there to service their marketing needs and to do what was best for them.'

This in turn presented challenges to Gerace's own mindset. 'I spent the 1970s and '80s in manufacturing implementing "simplicity". But we quickly became a very complex company and I needed to put together a team that embraced and learned how to manage complexity. In addition, I knew that creating a complex value proposition would also create a barrier to entry and provide us with a competitive advantage. It answered the question that kept me awake at night: How to construct a fence around what we've built? Complexity would help us do that.'

Gerace's strategy proved highly successful, generating a consistent 15 percent compound annual growth rate for MCC over the last decade. Today MCC prints PS, cut & stack, shrink sleeve labels, IML and heat transfer labels. In terms of print processes the company uses flexography, rotogravure, litho,

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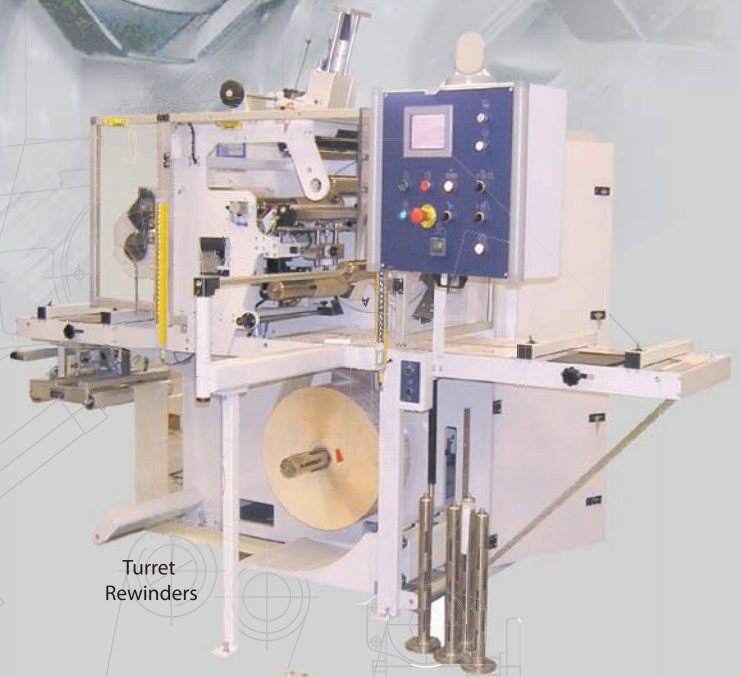
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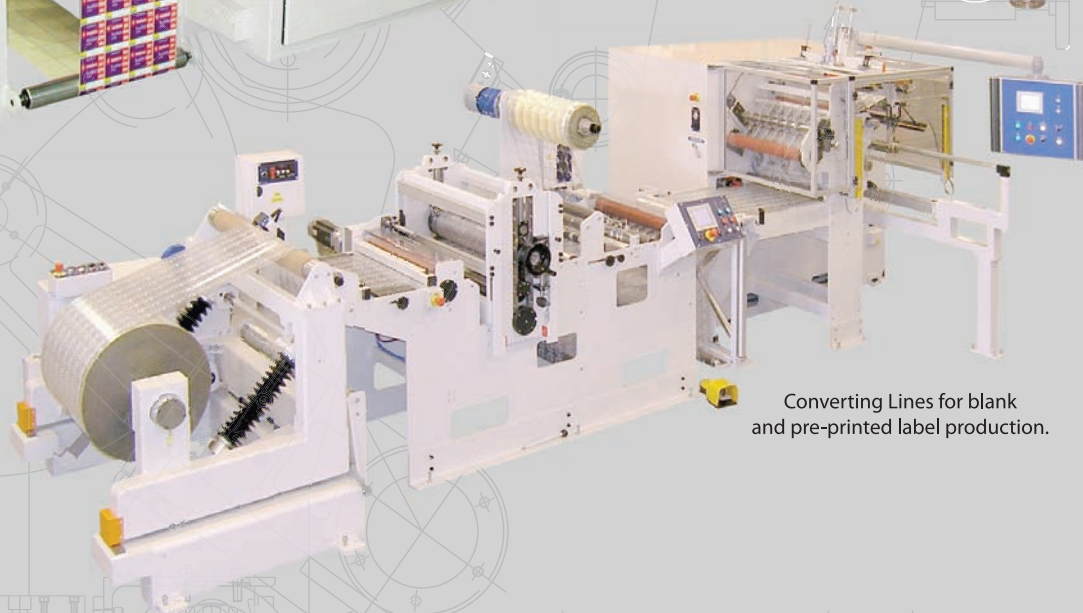
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## THE FUTURE

Frank Gerace announced at the FINAT congress that his successor as president and CEO of MultiColor Corporation is Nigel Vincombe, who has served as COO since May 2009 and has been a director since February 2008 when he took over management of MCC's International Business Unit. Before that Vincombe was group managing director of Collotype International Holdings Pty Ltd for eight years.

letterpress and most recently digital. Gerace says digital will become an increasingly important element in the process mix over the coming years.

MCC was \$20m short of its sales target last year, mainly because the recession saw consumers move away from premium branded goods to cheaper store brands. But the company still scored an impressive \$280m in sales. It remains highly profitable following a major restructuring operation and investment program over the last two years which has seen the merger of three operations into a single site. 'We still grew income last year despite the sales drop – because we optimized operations, consolidated and invested.'

Geographical expansion was another key plank of Gerace's growth strategy. While North America remains MCC's core market, accounting for three quarters of total sales, the acquisition of Australian converter Collotype Labels gave MCC a high quality, wine label-focused operation in Australia, South Africa, and the US Sales to the Australia/New Zealand region now account for over one fifth of MCC's sales, with South Africa and Latin America just starting to appear on the radar at 3 percent each.

The plan is to continue expansion into faster growing regions of the world, as Frank Gerace explains:

'We see the US as a great and stable market, but going forward we can't look to the US to lead the globe for growth. So I started thinking about new emerging markets where the pie is bigger and I'm not fighting for market share. So we went to Australia and now we're looking at China, India and South America.'

Diversification of customer base has also been achieved. Where in 1998 P&G represented over half of MCC sales, today this is closer to 20 percent. 'But we still grew the account,' says Gerace. 'Our aim was to grow with existing customers but bring in new customers.'

There has also been a diversification in end use sectors, which now include home and personal care, food and beverage, wines and spirits and specialty (promotions etc).

## SELLING VALUE

Keeping at the leading edge has involved a consistent and high profile investment program in new technology – \$25m investment in the last two years alone. 'If we do not stay on top of the technology curve we lose credibility with customers,' explains Gerace.

Constantly bringing innovation to customers is vitally important. 'Often customers are faced with an 'idea vacuum'. Your competitors are bringing new innovations to your customers, so you have to stay ahead.'

How does the process work? 'We sit down with customers on a consultative basis and discuss strategy. We put together a matrix to see which decoration route is most efficient and meets their marketing needs – we take the mystery out of the process. Purchasing at major brands is an entry-level position and many times these folks know very little about printing. They need someone to help them get their next promotion.' MCC offers a 'label college' for print buyers four times a year.



## MULTI-COLOR ACQUIRES ITALIAN CONVERTER

US converter Multi-Color Corporation (MCC) is expanding its business into Europe with the acquisition of Guidotti CentroStampa, an Italian label printer.

Multi-Color said it has a binding agreement to purchase Guidotti for 50.5 million euros, (\$61.6 million), according to a press release.

The purchase will give the Cincinnati-based company an entry into the olive oil label market. Guidotti, based in Lucca, Italy, makes labels for wines, spirits and olive oil. The family-owned firm, founded in 1977, has annual revenues of around 35 million euros, and serves wine makers in France and Spain and spirits manufacturers in the UK and Eastern Europe.

Andrea Guidotti, who heads Guidotti, will serve as president and managing director of Multi-Color's European wine and spirits operations, Multi-Color president and CEO Nigel Vincombe said.

'We recognize the Guidotti family's success in building one of Europe's premier label printers and greatly appreciate their decision to partner with MCC,' Vincombe said. 'The Guidotti family will be significant shareholders in MCC.'

Guidotti will be part of Multi-Color's Collotype Wine & Spirit Label division.

Technical support for customers is seen as critically important. MCC's team includes a sophisticated pre-press operation able to visualize and optimize graphic designs well before the production stage, as well as teams with deep technical knowledge of each print and label application process.

So Frank Gerace bows out from Multi-Color Corporation having created a highly successful business poised for further growth as it expands geographically and explores the potential of digital label technology. As for future plans, Gerace said he will enjoy being more around his extensive family – but did not rule out a return to the industry in some capacity, sometime in the future.

The good news is that Gerace has started a website: [www.retired-ceos.com](http://www.retired-ceos.com). 'It will serve as a vehicle to share my past business and life experiences with whoever might be interested and also serve as a forum for others to do the same,' he tells L&L.



# A Perfect Storm?

**AS THE LABEL CONVERTING INDUSTRY** struggles to recover from the economic crisis, converters have been hit by a wave of price increases across the consumables sector. Michael House reports

Just as label converters were preparing for a final surge out of the economic downturn, a sudden rise in the cost of consumables is threatening their businesses with a knockout punch.

Manufacturers of paper, ink, coatings and plastics all report steep rises in the cost of raw materials inputs. But why now, and how much further has it to go? Is this a cynical attempt by suppliers to take advantage of the end of the global recession, or are there deeper causes?

In February this year Chile suffered a catastrophic

earthquake, which shut down six major pulp mills in the country. Considering an estimated 8 percent of the world's supply of pulp is produced in the South American nation, the total amount of pulp missing from the industry following the quake can be put at 300,000 tonnes each month, roughly 7 percent of world production. This coincided with strikes across the pulp manufacturing industry in Finland and Sweden to create a worldwide shortage of pulp. According to figures released by European label association Finat at the beginning of June, pulp prices are now 40 percent above the





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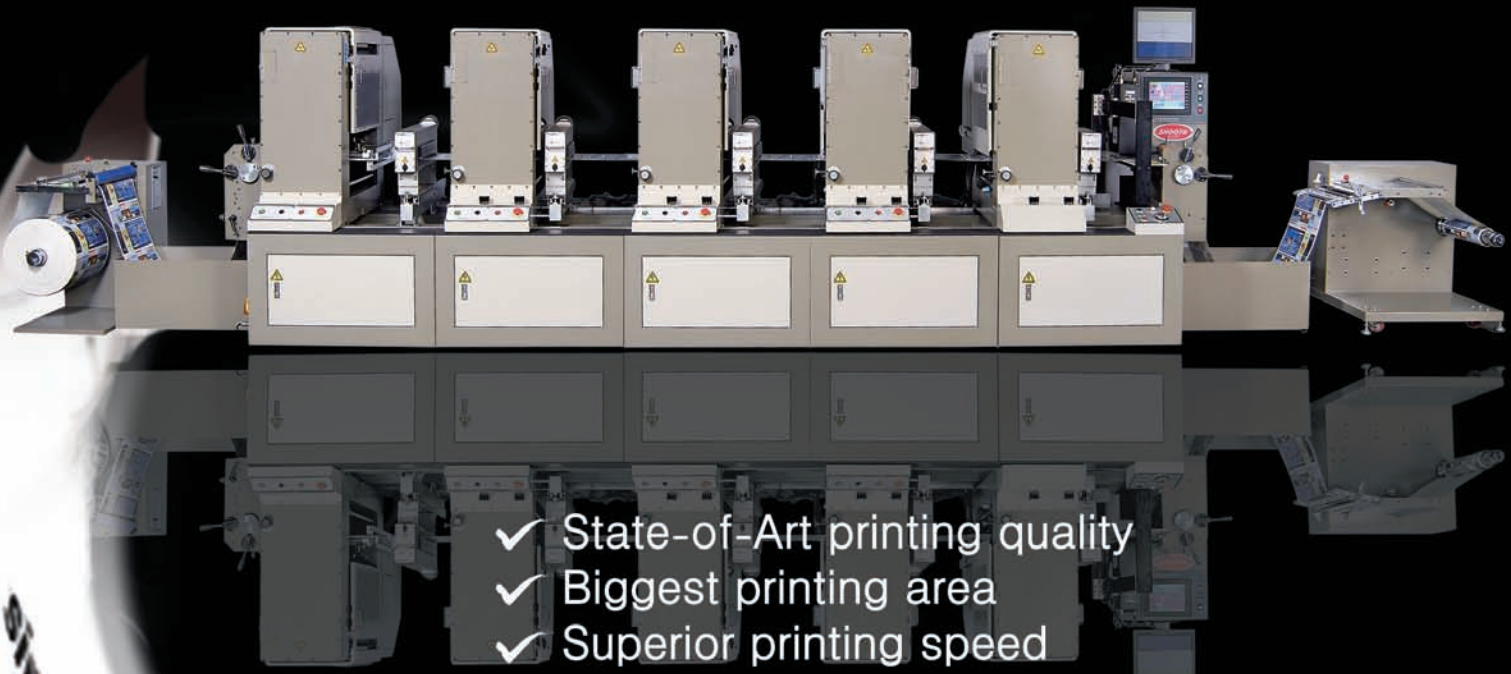
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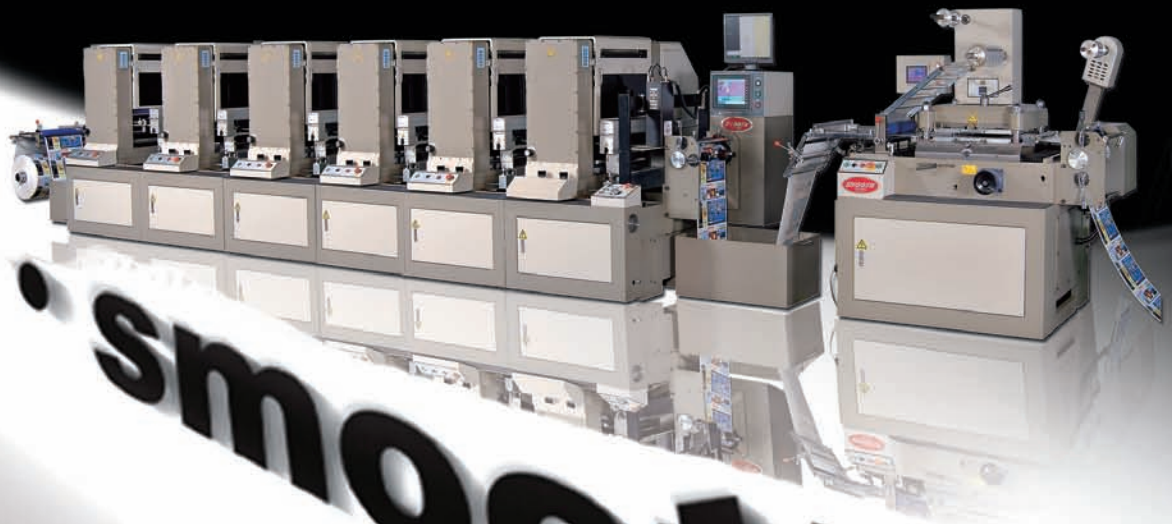
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levels recorded in early 2009, matching the all time highs of 1995.

A worrying predicament, according to the association's managing director Jules Lejeune, who points out that during Q1 2010, major paper suppliers announced price increases ranging from eight to 10 percent.

Lejeune sees the same trends in the filmic materials segment. 'Refineries and feedstock suppliers have adjusted capacity in the course of the demand crisis and announced price increases in the range five to 10 percent for polyethylene (PE) and polypropylene (PP).' The European Plastic Converters organization (EUPC) blames increasing crude oil prices for pushing up the cost of polystyrene and polypropylene by 40 percent by the end of March 2010. More shortages are expected as processors struggle to get hold of raw materials, with some already being forced to put their customers on allocation.

Similar capacity constraints are affecting the specialty chemicals used by ink and adhesives manufacturers. The British Coatings Federation (BCF) points out that many manufacturers chose to shut down capacity during the downturn, a situation made worse by a series of major plant breakdowns.

On top of this are longer term, structural factors to do with an increase in raw materials demand from the Far East, and particularly China as it comes out of the recession.

Tony Mash, CEO of the BCF says coatings producers have already felt the effects of China's increasing appetite for raw materials. 'The economic recovery currently being experienced by the Far East has stimulated sales of printing ink, varnishes and coatings and with it demand for the raw materials that go into the manufacture of product formulations. Added to these demands, we learn that the markets for pulp and cellulose have tightened as a result of growing demand from the Far East.'

Mash says these will be long term effects. 'At a time when we are starting to see many sectors in the coatings industry come out of recession, it is disappointing to learn that this recovery may be constrained by both supply difficulties upstream and cost inflation for both coatings manufacturers and their customers.'

#### RISE IN PRICES

The ripple effect is already being felt further downstream. Both Flint Group and Sun Chemical have recently announced ink price increases. In July Sun Chemical increased prices on its sheetfed and UV products by between 5-10 percent, while Flint Group put up prices across its packaging inks in Europe up by seven percent.

Flint Group director for global marketing, Jens Zimmerman says the move is due entirely to raw material suppliers raising their prices by up to 30 percent and is something his organization could not put off any longer.

'The cost increases have now proved too large for Flint Group and force us to adapt the prices for packaging inks in Europe in order to enable the group to maintain its ability to deliver exceptional value, consistent quality and continuous innovation to customers around the world,' says Zimmerman.

#### INDUSTRY CONCERN

The two companies are not the only ones to raise their prices and it seems certain they won't be the last. A senior executive at a major German industry supplier, who asked not to be named, says the situation could quickly become more serious. 'So far our business has not been affected [by the increases] and we have been able to pass price increases on to our customers. However, if the supply situation remains like this or even gets worse we expect severe problems in Quarter Four. Everybody [in the industry] is concerned that the shortage in films, papers, chemicals will lead to a slow down of our industry. For those who are unable to pass price increases on a very difficult situation might arise in [a] short time.'

When pressed to elaborate, his reply is blunt. 'Some companies might go out of business.' His concerns are echoed by Finat's Jules Lejeune. 'The sector appears to be facing a classic example of bottoming out of the economic cycle,' says Lejeune. 'On the one hand, customers start filling up their empty warehouses in anticipation of returning consumer confidence. On the other hand, the crisis has triggered raw materials suppliers to implement or accelerate capacity adjustments and they have great difficulty meeting the upswing. The net effect is that there is great pressure on label converters to cope with the tight market conditions at present. Business prospects for the sector therefore remain fragile.'

## INSTALLATIONS

### THE LATEST GLOBAL INSTALLATION STORIES

#### ITALIAN CONVERTER INSTALLS SANKI OFFSET PRESS

Italian converter Tipgraf ca Madonna della Querce has installed a Sanki SOF-300 offset press at its facility in Montepulciano. The offset printing house celebrates its 100th anniversary this year.

Launched at Labelexpo Europe 2007, the semi-rotary Sanki machine is suited to short run wine label printing and is claimed to boast minimal start-up time and waste. The servo-driven press has a web width of up to 330mm with a maximum repeat length of 254mm.

Gabriele Gerbella, agent for Lintec/Sanki in Italy, said the machine offers 'fast job changeover, high printing speed, user-friendly plate and blanket set up and just one operator easily handling the machine'.

A UV system is provided by GEW. Installation, training and technical support for Sanki offset machines are provided by engineers Sanki and Lintec Europe.

#### MARTIN INSTALLS MBSC / STR COMBO AT FTS

Martin Automatic has installed a new splicer and rewinder combo on a narrow web label press at Flexographic Trade Services of Fort Mill, South Carolina, USA. The MBSC butt splicer will be combined with an STR turret rewinder to provide non-stop roll changing for FTS's new Mark Andy P5 Performance series press.

Matching the press speed of up to 500 FPM, the MBSC / STR combo is an upgrade aimed at boosting productivity and reducing material waste.

Gavin Rittmeyer, vice president of sales for Martin Automatic, said: 'For a number of years, Martin has been a vendor sponsor of Flexographic Trade Services, where visitors and students have been able to see and experience the benefits of non-stop splicing. Our new MBSC splicer, coupled with an STR turret rewinder as a combo package, represents an exceptionally affordable investment that puts roll automation easily within reach of most narrow web label printers. We are very excited about creating the opportunity for students to train on this high-performance equipment.'



# Conventional Press in a Digital Workflow

**GALLUS** has spent the last three years working on ways to integrate modern conventional presses into digital workflows. Andy Thomas reports on an exciting project now in beta testing

Today's label converters are carrying a lot of hidden costs which can be eliminated or reduced by adopting smarter working practices. This much we know, and in recent years, driven by the pressures of the global economic crisis, label converters have been taking a hard look at their plants to see where waste can be eliminated and efficiency improved.

But up to now, the printing press – the central element in the press shop – has been seen as a stand-alone system, with Lean programs targeting areas around the press – plate making, die and cylinder preparation for example.

For the last three years Gallus has been looking at ways to integrate modern, servo-driven narrow presses into a Lean digital workflow. In the commercial offset market, these efforts have progressed a long way – and it is probably no coincidence that Gallus is

**LABELS&LABELING**

one-third owned by commercial offset giant Heidelberg, which pioneered press integration with its Prinect systems.

Most narrow web print shops today have different IT systems driving different parts of the business. There will be a front-end ERP system for order taking, invoicing and stock management; a graphics management system handling job preparation; and press management systems controlling the printing press itself, setting impression, web tension, UV lamps, registration and so on. In some cases there may also be press monitoring systems feeding back into the MIS.

The problem identified by Gallus is the lack of a standardized production, planning and scheduling system (PPS) solution which links pre-press, press and post-press environments. 'You need to focus on this entire process chain to achieve lasting optimization,' says David

Baumann, Gallus product manager. 'Even if the production workflow is optimized to the maximum, data handling and transfer is still inefficient.'

Most mistakes arise from multiple data entry, while a lack of real-time information on press status makes efficient planning difficult.

## **TAKING CONTROL**

Widespread use of servos motors and digital press control systems means that all modern presses are – potentially – equipped to exchange data with digital networks.

This makes possible the development of a centralized, fully integrated data handling system or, PPS, linking all aspects of production from artwork to the final dispatch of the job.

Gallus' PPS makes use of industry-standard data formats to generate

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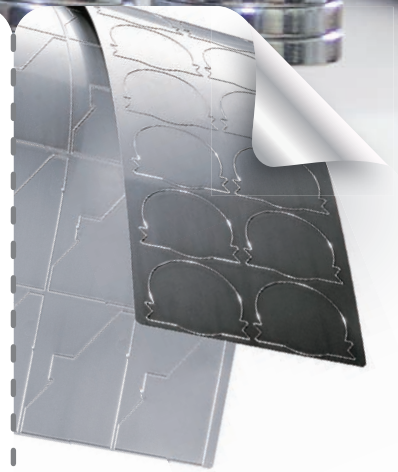
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**Conny Lang**, deputy department manager at final control and despatch, has been with Kocher+Beck for 13 years



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## THE BOTTOM LINE

To understand the potential savings in a Lean manufacturing environment, Gallus carried out a study on how much time and waste is incurred during the average, non-optimized, press changeover.

Up to 70 percent of the production costs on a job are generated before or after actual printing, so this is the area targeted by Lean manufacturing programs. If we look at the makeready functions carried out around a simple UV flexo press we can count:

1. Handling of anilox rollers
2. Plate/sleeve mounting and setting of print cylinders
3. Die mounting and setting
4. Substrate management and tension setting
5. Washing of inking system elements
6. Ink handling

Where these actions are not properly planned and coordinated, Gallus estimates that up to 53 minutes can be added to each makeready, with operators moving 200 meters more than necessary. Calculating from the press' hourly rate, if even half of this waste can be eliminated, you are looking at savings of 618 euros a day, per press.

and exchange press data – PDF, JDF (Job Definition Format) and JMF (Job Messaging Format).

Beginning with artwork, the system takes raw data from the approved client PDF file and outputs work data to the flexo or offset digital platemaking equipment. Using the metadata attached to the file, set-up data is transferred to the press. Press status is regularly notified back to the PPS.

Gallus demonstrated to L&L a prototype Digital Workflow system where each press appears as an object in a PC control panel, along with its related control data and job status. The job is loaded to the press on this screen, accompanied by a job progress bar.

Press parameters including run length, labels per plate, repeat length, setup press speed, production speed and colors per unit can be saved as templates for repeat jobs. The job's artwork – generated from the master PDF – appears on the same screen as the final check.

The press monitor screen shows the status of the press in real-time, and can also be viewed remotely via a web browser. This contains a wealth of data about the press operation, including deadline, current press speed versus planned speed, job quality status and a

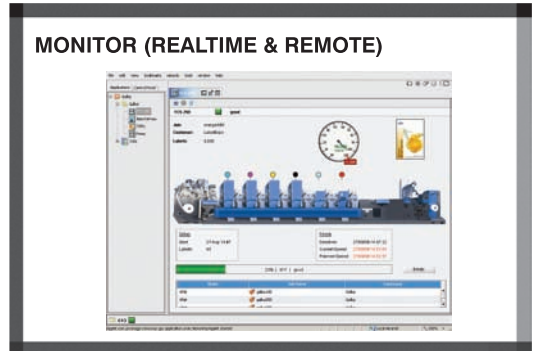
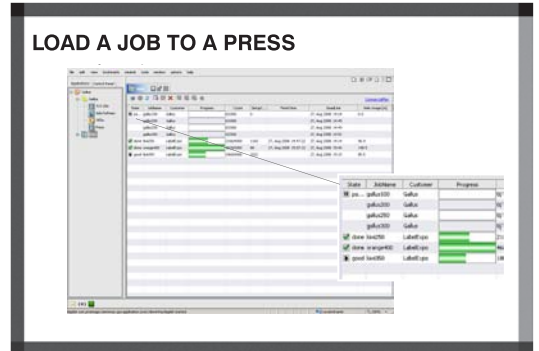
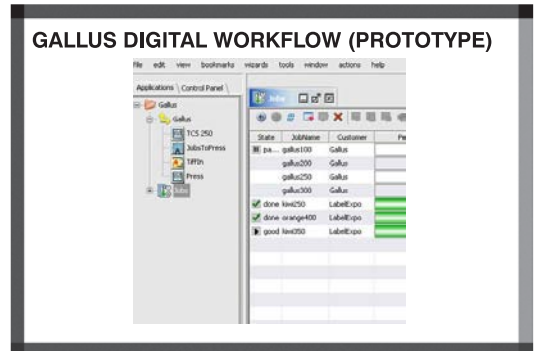
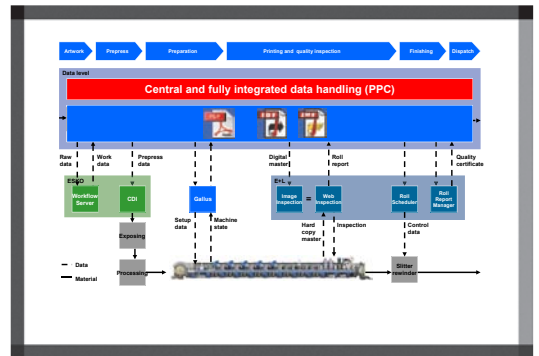
clock estimating finishing time.

Quality control is integrated in the PPS, and has been fully tested in a commercial environment with partner Erhardt + Leimer at German converter X-label. Data from the 'Digital Master' PDF is passed to the camera system and a report on all defects on the roll is sent back to the Quality Control department for off-line analysis. Once the defect report is completed, the data is sent back in the form of a Roll Scheduler to the slitter rewinder, which automatically stops at the appropriate set of defects. A quality certificate is generated by the Roll Report Manager software.

### DIGITAL DIVIDEND

We have seen the first successful attempts to link up MIS and graphics management systems via JDF – most recently by CERM and EskoArtwork at WR Etiketten (see following article). But this is the first time an integration initiative has come from a press manufacturer. Gallus' David Baumann is clear about the advantages: 'More transparency leads to better and more accurate planning and scheduling and accurate post-calculation of job costs based on real production figures. And since a defined job can be transferred to any press, you also have complete press and plant independence.'

Gallus is now looking for label converters to act as beta test sites for the system. Anybody interested should contact David Baumann (david.baumann@gallus-group.com).



THESE slides demonstrat Gallus workflow



JOB information is passed from the CERM MIS to the Xeikon 3300, which retrieves the correct job file automatically from the EskoArtwork server

# Joining the dots

**XEIKON, ESKOARTWORK AND CERM** have created a unique end-to-end JDF solution for digital label printing at Dutch converter W&R Etiketten. Andy Thomas reports

Dutch label printer W&R Etiketten is combining its Xeikon 3300 digital label press with EskoArtwork automated workflow solutions and a CERM Management Information System (MIS) to create a streamlined and JDF-connected production process. Further automation will re-shape the company when its conventional presses and entire product warehousing are integrated into the solution, along with new internet based services.

W&R Etiketten is located in Tilburg, The Netherlands, and was founded in 1992 by managing director Jack Willemsz and business partner Leo van Rooy. In 1994 the company moved to new premises and invested in its first label press, later adding specialized equipment to meet the growing demand for unprinted labels.

In 1999, looking to move the business to a higher level in terms of quality and productivity, W&R Etiketten made a major investment in UV flexo technology in partnership with MPS, acquiring four presses. In 2002 W&R Etiketten expanded into a bigger factory with more than 4,500 sqm of floor space, allowing Willemsz to design a workflow based around Lean manufacturing principles.

In the following years, Willemsz noticed a shift in the market. 'Internationalization has spurred an increase in the variety of products. For example, you now have more than 40 flavors of shampoo, all requiring a different label. However, clients don't want to keep stock of all these labels. In the past, we used to stock them for one or two years for our clients. Today, orders come in one at a time, and the responsibility for availability rests with suppliers like us.'

With the number of jobs going up and the number of labels

**LABELS&LABELING**

per job going down, Willemsz expects growing pressure on the high end of the market: 'Capacity is still growing, while demand for small and medium-sized run lengths is increasing. This is not an ideal situation.' W&R Etiketten decided to join the digital print revolution to escape this negative spiral: 'Digital print has been around for some years now, but we decided early on to wait and see what would happen with this technology. It was only when Xeikon re-entered the label market and offered a serious alternative to existing systems that we saw real possibilities to re-invent our business.'

## **BIGGER PICTURE**

'Getting a digital press is not the only issue,' explains Willemsz. 'You have to take a look at the trends for greater variety and smaller run lengths to see the bigger picture. We needed to seriously increase the number of jobs we produced to keep our turnover at the same level. However, our account managers would still need the same amount of time to manage each order. So we either needed to hire more account managers, or bring down our cost per order in another way – and that meant automating and standardizing our processes as much as possible.'

And that is where CERM got involved. W&R Etiketten had been working with the CERM MIS solution since 1998 and needed to connect it directly to prepress to handle the increasing number of jobs on the Xeikon 3300 press.

'This was when we, almost automatically, decided to work with EskoArtwork,' recalls Willemsz. 'CERM and EskoArtwork have developed a prepress automated workflow featuring an intelligent JDF connection for the label industry. The solution





W&R Etiketten managing director Jack Willemsz

ensures all job information is entered once and is used throughout the whole production process. So there is no more need for two separate systems that both have to be updated every time new information is added.'

W&R Etiketten also opted for the EskoArtwork RIP, as this means they can now manage color and quality for both the digital and conventional production processes from one source.

#### NETWORKED BUSINESS

Information from the CERM MIS is now supporting the EskoArtwork prepress workflow and gives the Xeikon 3300 press production process directions, including pre and post calculation and job status. Meanwhile, thanks to a true JDF/JMF connection, real-time information on order status and time registrations from the Xeikon 3300 is automatically being sent back to CERM, enabling the system and its users to track jobs and monitor the uptime of the digital press.

'By the end of the year, we will also be able to send information to, and retrieve data from, the conventional presses via the CERM press counters and the Shop Floor Data Collection module from CERM,' says Willemsz. 'This will enable us to get even tighter control of production and increase efficiency.'

Willemsz expects additional internet services to play a key role in the company's development: 'The internet will prove very important to us and our clients. It will enable them to submit orders, upload data and track job progress. CERM has already developed excellent applications for this purpose, which combined with our EskoArtwork and Xeikon solutions means we're ideally placed to exploit new commercial opportunities.'

#### TO THE MAX

W&R Etiketten underlines the many benefits of the JDF integrated workflow solution. 'Automation and standardization at first take some time for people to get used to,' concludes Willemsz. 'But once everyone gets into the new routine, it will increasingly save us time and money.'

Looking to the future, Willemsz has a clear vision of what W&R Etiketten will look like: 'We will be a bigger and more professional company. There will be two Xeikon digital presses running next to each other, and our conventional presses will be more efficient than ever before. The internet will have become a major sales channel for us, and clients will be increasingly involved in managing jobs themselves.'

## UNIFIED WORKFLOW SOLUTION

W&R Etiketten's unified workflow solution is one of the first in the label industry to bring together administration, prepress, workflow automation and digital printing systems using JDF integration. All job specifications, such as format, quantity, material, colors, finishing requirements and date of delivery, are entered into the CERM MIS solution. And because there's no need for double entries, the risk of errors is minimized. The CERM MIS database then provides all the necessary information to the EskoArtwork Automation Engine workflow.

The EskoArtwork Color Engine handles color management for all jobs. At the same time, CERM's MIS system passes job information to the X-800, Xeikon's digital front-end, through a JDF connection. Based on this information, the X-800 will pull the relevant PDF file from the central server and start processing according to the settings specified by the MIS. During production, Xeikon sends status information back to the CERM MIS using JDF and JMF. CERM uses this information to keep track of production status and costs, and can monitor the uptime of the digital press.

In a second phase of fully automated JDF workflow integration planned for later this year, W&R Etiketten will add CERM's web storefront application, Web4Labels, so customers can submit jobs via the internet. Also, the CERM MIS and the EskoArtwork Automation Engine will together plan and control the job information to and from the conventional UV flexo label presses, next to the Xeikon 3300 digital label press.

Jack Willemsz believes that this highly advanced, automated JDF workflow solution will enable W&R Etiketten to increase the speed of its order intake and job preparation, make planning and production more efficient, and significantly reduce the risk for errors. And because the solution will keep track of every aspect of a job's lifecycle, invoicing and cost analysis will be much more accurate.



# Scanning the market

AC GOLDEN BREWING COMPANY is working with leading US converter Smyth to take its Colorado Native brand to market with interactive barcode technology. Danielle Jerschefske reports

Smyth, based in St Paul, Minnesota, participates in a variety of markets, supporting clients all the way through from label design to the final application process. In Golden, Colorado, the company specializes in creating advanced promotional labels to enhance a brand's connection to the consumer. Craig Bakken, Smyth VP of innovation, says, 'Package-centered promotion utilizes the most visible brand vehicle you own: your product's package.'

The converter offers an array of complex label structures to give consumers a unique experience, increasing their identification with a particular brand or product. Sales increased radically for Coors Light when it partnered with the National Football League (NFL) to give game tickets away. Smyth produced the Coors silver ticket labels that deemed some drinkers winners. At the time, the beer surpassed sales of Bud Light and Miller Lite for the first time in five years.

With this documented success and experience, it wasn't a surprise when MillerCoors' AC Golden brewery came to Smyth with its idea to connect to consumers in a whole new way with 'snap & send' technology.

## AC GOLDEN IS FOUNDED

AC Golden Brewing Company LLC is a wholly owned subsidiary of MillerCoors, but fully independent in operation. What had formerly been the R&D facility for one of the world's largest breweries is now the production center for this craft beer specialist.

The new microbrewery, started in April of 2007, decided that it wanted to introduce a new beer dedicated to young adults in the 21 to 35 year old range 'who live on their cell phone'. Glenn Knippenberg, president, AC Golden, explains, 'this generation uses TiVo; they don't really watch TV, and when they are, they're only watching what they want, skipping through the advertising.

'They listen to an iPod, not the radio, and can obtain content online for free, yet we need to be able to communicate with them. So, when you can't reach'em through print, or TV, or the radio – what do you do?'

## ENTER SNAPTAG

Mobile marketing is the wave of here and now, not 'it'd be a lot cooler if you did.' According to the Mobile Marketing Association's June 2008 study, 70 percent of consumers indicated that they use their phone's camera daily or weekly while 60 percent reported having

texting capability as part of their mobile plan. And the adoption of smart phones and the development and download of mobile phone applications has steadily reached double-digit growth over the last two years.

Knippenberg realized that mobile marketing was a viable way to reach Millennials. The idea was to find a way to have AC Golden's Colorado Native Lager, when delivered to the table, interact with the consumer. He researched a variety of interactive mobile products available such as QR Codes frequently used in Japan, and the JagTag, to fulfill this notion.

He says, 'We chose the SnapTag because it doesn't require an App download or any special software, and most importantly to a marketer, the technology offers the ability to put the Colorado Native logo inside the tag.' The Colorado Native logo in the SnapTag makes the brand logo unique and has created an entirely new form of brand identity on packaging.

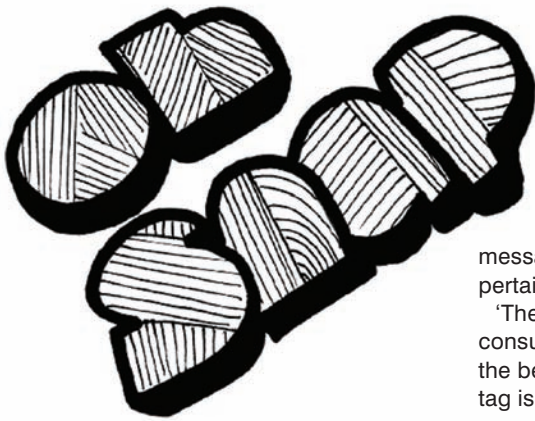
SpyderLynk's SnapTag uses code ring technology to complement advertising

## IN PERSON

You can hear from AC Golden's Knippenberg and Smyth's team at the Labelexpo Americas conference session on September 14 at 3:00pm.



COLORADO NATIVE is the first brand to use the SnapTag on packaging



and reinforce a brand's message. It is a circle with three breaks in it and the brand symbol inside. The consumer photographs the tag then sends the picture via SMS or MMS to the phone number in the tag. The computer recognizes the logo inside the circle, then measures the distance between the three breaks, decoding the SnapTag to decipher which company owns the tag and which tag it is.

**KICK IT WITH YOUR BEER**

Since AC Golden is a beer company and is committed to not marketing to underage consumers, the system first age verifies the consumer. Once this is achieved the brand engages drinkers with Colorado trivia, lifestyle polling and other amusing dialogue. SnapTag technology solicits participation. For example, a consumer will be asked A-D what their favorite activity is: snowboarding, biking, kayaking or hiking. Once the user chooses their response they will receive

messages from Colorado Native pertaining to their pastimes.

'The message is about the consumer's lifestyle, not about the beer,' Knippenberg says. 'The tag is not intended for use as a promotional tool giving details about the beer ingredients or the brand itself. The message is meant to be something that will truly hit home with the consumer, touch them where their personal interests are.'

The premise of the beer is that 100 percent of all the brewing ingredients are sourced in Colorado; the beer is brewed with Rocky Mountain water, Colorado-grown barley from the San Luis valley, the oldest strain of brewer's yeast in Colorado and hand-picked Colorado-grown hops. Even the bottles and boxes are manufactured five miles outside of Golden, and the labels are applied at the brewery. The SnapTag company, too, is headquartered in Denver. Colorado Native Lager's recipe exudes the spirit of the craft beer-loving, young Colorado people that it caters to.

While the SnapTag has been used in a variety of marketing campaigns and in magazines and promotional materials, Colorado Native is the first brand to use it on packaging.

**VIRAL MARKETING**

What differentiates snap & send technology from QR codes is the simplicity. Most cell phones do not come equipped with QR code readers, so consumers are required to download the correct application to read the given code. With snap & send, anyone with a camera phone can immediately correspond with the brand.

AC Golden owns twelve SnapTags under its name, so the computer also decodes which Colorado Native tag it is reading. The numbers





SPYDERLYNK Snaptags

Tim Klein, national account manager for Smyth says, 'It's tough in the US market, but we are embracing the challenge to differentiate our customers with our variety of on-package marketing tools.'

One of the most lucrative, bad-ass promotional labels that Smyth has created was for PepsiCo, where a dollar bill was converted within some labels to be revealed only after purchase and consumption. The chance for instant cash was a hit. The company has patented this capability.

### AC GOLDEN SUCCESS

AC Golden has successfully launched a couple of other beers with the help of Smyth and its team. Its Winterfest was a limited edition brew that became highly coveted with the use of exclusive serial numbers on each label.

Herman Joseph's Private Reserve is a high-end beer with a full flavor dedicated to a more mature and discriminating beer drinker. The fancy bottles have the brewery's latitude and longitude coordinates embossed on the bottom and detailing on the front that aligns with the label. Each Herman Joseph's case is closed with a pressure-sensitive, guaranteed and certified seal signed by Knippenberg and the AC Golden brewers.

'It's a small company that can incubate new brands,' Knippenberg says. The outstanding brew that can be produced by a small brewery with MillerCoors resources has vast potential. Aligned with a creative president and innovative converter, both dedicated to giving consumers a unique experience and raising the brewer's brand identity, the US market will soon 'hear' more from AC Golden.

### COLORADO NATIVE LABEL CONSTRUCTION

- SnapTag variable data digitally printed with EFI Jetrion
- Pressure sensitive
- Tactile varnish on the trees of front label
- UV flexography
- 5 spot color

give the brewer flexibility to maximize its collection of market and demographic data. For now the brewer has assigned a SnapTag to each of its products: bottled beer – restaurants, bar and retail, draft glasses and even t-shirts. 'With this technology, we know whether the consumer is drinking a bottled beer versus a draft, if it is on premise at a bar or restaurant, or at their home,' Knippenberg explains. Eventually AC Golden will use its database to help the brand evolve with its consumers' way of life.

Colorado Native was launched on March 28, 2010. How does the brand educate consumers about its interactive capability? Knippenberg swiftly responds, 'We're not. We want them to discover this capability on their own.' Distributors, sales teams, bar and restaurant employees

were introduced to the brand, but all growth can be attributed to positive experience and word-of-mouth.

The brand opened a Colorado Native Facebook page the day it was launched. By April 13 the site had 546 fans; now it has over 900. Because the brand's targeted age group has high social networking potential, it makes sense to use marketing methods on active social networking sites to increase brand awareness and sales.

### SMYTH LABELS CAPTURE CONSUMERS

Knippenberg says, 'Working with Smyth is priceless. They're innovative, constantly bringing us ideas and they never say no to implementing our ideas to reach our goals. I couldn't be successful without them. They are partners, real partners.'

Not only is Smyth open to trying new things, it's willing to adapt to the needs that the client demands. 'We try to be technology neutral with label type or print technology – whatever the customer wants,' explains Bakken.

All of the promotional labeling options that Smyth offers are capable of application with its high speed Red Rock equipment. Smyth produces a secure pocket label that allows brands to give away a small token to the consumer, such as a special ticket, with an opaque or clear top poly which can be applied in- or on-pack.

Multi-ply labels give brands the opportunity to provide consumers with a multitude of information. With a perforated edge, the top layer can be removed to reveal scratch off material and variable print. Its dry peel label lures consumers to purchase with peel-off instantly redeemable savings.

One of the most complicated is the custom placed piece label, where a marketing piece – say a removable tattoo or game card – is placed on a liner and converted into a label for use on packaging.

THE COLORADO NATIVE SYMBOL in the SnapTag makes the brand logo and has created an entirely new form of brand identity on packaging



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*- Laura, TN*

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*- Barbara, NE*

\*Based on survey results using a Net Promoter Score (NPS), a unique method of measuring customer loyalty detailed in the highly-praised book, entitled "The Ultimate Question" by Fred Reichheld. The scores are driven by scaled answers to a simple question: Would you recommend Spinnaker to an associate or colleague? To learn more about the NPS system, visit [www.satmetrix.com](http://www.satmetrix.com).

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# UV LED research in progress

**JONATHAN GRAUNKE**, vice president of energy curable technology, INX International Ink Company, looks at the ink systems being developed to take advantage of the new generation of LED curing technology

The recent publicity surrounding the development of LED UV curing units naturally leads into a discussion surrounding the development of printing inks to utilize with the evolving technology. The main focus of this article is to offer some insight as to how one ink company, INX International, is approaching this UV curing technology, looking at technology today, the challenges it currently creates for certain print and ink applications, and current ink research and development surrounding LED UV technology.

## TECHNOLOGY TODAY

To look at ink technology today, one can start with the challenges of current LED UV light sources. From a simple point of view, power is a direct function of wavelength; i.e. the lower the wavelength, the more difficult it is to achieve power output. It is also generally accepted that the power of the LED UV rapidly dissipates as the distance from the source increases. There is no established standard measurement of power output from LED UV, so the output is often measured at the light source.

For printing applications such as web and inkjet, it is possible to get the source very close to the print surface, minimizing the power output loss. For applications such as sheetfed printing, distance of the print surface from the light source is greatly increased, so understanding the energy output at the print surface becomes critical. To help overcome this, LED UV light suppliers are studying the effect of peak intensity versus total UV exposure, and they are looking at ways of distributing the energy output over distances using proprietary and patent or patent pending techniques, much like during the initial development of mercury arc UV for printing.

Current LED UV light also produces a distinct single peak intensity profile centered on a single wavelength. The major wavelength ranges emerging are at 385-395nm (with some centering at 390nm), and 365nm. For printing ink, this presents obstacles that include the need to use photo initiators that absorb into the visible light spectrum, affecting on-press stability as the visible light in a print operation can polymerize the ink on press. Additionally, the lack of energy in the UVB and UVC wavelength affects the ability to

cure ink at the print surface, often due to oxygen inhibition. For coatings, additional challenges of yellowing from photo initiator can occur without using photo initiators that absorb in the UVB and UVC ranges.

## LED UV USAGE TODAY

The challenges listed above have not stopped the use of LED light with today's technology. The advances in LED UV power output were first used in commercial inkjet printing, with companies such as INX Digital displaying the ability to produce narrow web inkjet labels at speeds up to 80 feet/min. The advantages of LED UV for inkjet include a smaller footprint for the unit, the instant on/off capability, and no generation of IR for the light source and no generation of ozone. The visible light stability challenges are minimized as the ink is not readily exposed to light prior to curing.

In offset sheetfed printing, Ryobi first demonstrated LED UV curing at the 2008 Drupa show. In 2010, they once again demonstrated their LED UV sheetfed technology at IpeX using printing ink from several ink companies. For flexographic printing, Gallus demonstrated LED UV curing at Labelexpo Europe, 2009. Since the flexographic printing process applies a heavier ink film, there are concerns regarding the ability to cure dark colors at the printing ink surface with the 380-395nm light sources. The balance between pigmentation levels and ink film thickness is critical. INX demonstrated the ability to cure white ink at speeds approaching 200 ft/min using a 600 lpi anilox, 3 bcm at its North American R&D center.

## LED UV INK DEVELOPMENT

The INX Research and Development team recognizes surface cure inhibition to be a major technical obstacle to achieve higher press speeds necessary for many commercial print applications. INX is researching in partnership with LED UV suppliers the impact of combining differing wavelength output LED's to achieve better cure response. Our initial research has already shown 365nm UV provides better surface curing in a dark colored flexo ink, while having inferior cure at the print surface. We noted that adding the higher energy output 385nm LED UV light source in line with the 365nm

LED UV light source had positive effects on both the ink surface, and substrate interface for curing. We believe that as higher output LED UV light sources are developed, the cure deficiencies may be overcome in the single peak irradiance wavelength systems.

Other ink developments include research into Low Migration inks for food packaging, studying the impact of lack of IR heat on the curing process with LED UV, and looking at how single wavelength UV light may impact the overall adhesion of ink to a variety of substrates. We are also studying the potential of photo initiators specifically formulated to optimize curing with the LED UV wavelengths, noting that getting regulatory approval on novel new chemistry requires long term development.

## WHY DOES LED UV MATTER?

With the ability to cure ink at high speeds using existing technology, why would an ink company put money and effort into developing products to fit a technology that some have called just a different way to dry UV ink? Looking even beyond the environmental potential of eliminating ozone, mercury, and possibly lowering the overall energy usage (this may ultimately come through features such as instant on/off, exhausting ozone, and temperature controls), we see that LED UV offers potential for things such as the elimination of back cylinder cooling. This alone may allow for the use of thinner, thus less waste stream, substrates while making it may be possible to run a wider variety of materials through more presses. Additionally, eliminating the weight of cooled cylinders may open up a whole new opportunity for press manufacturers in the development of new generation printing equipment.

## ACKNOWLEDGEMENTS

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DELEGATES mingle at the 2010 Finat Congress in Valencia

# FINAT goes for growth

**SUSTAINABILITY** initiatives and the search for new models of competitiveness dominated this year's Finat annual congress. Andy Thomas reports

Finat's 2010 congress, held in the Spanish city of Valencia, delivered a fine mix of local cultural specialties – wine, tapas and flamenco – and thought-provoking presentations on how converters might cope with the rapidly changing market conditions across Europe and beyond.

In his introductory speech, Finat president Andrea Vimercati spelt out the key message of this congress: converters need to stay away from the 'red water' of ferocious, price-based competition, and aim for the 'clear blue water' where innovation leads to added-value selling.

The day before the congress a strategy workshop was held on this theme. In a discussion of Blue Ocean Strategy, Professor Ben Bensaou said, 'cut-throat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Lasting success comes not from battling competitors, but from creating untapped new market spaces ripe for growth. We need less of an obsession with competitive benchmarking and

segmentation, more of a focus on the customer's needs.'

Building on these ideas, Andrea Vimercati said Finat will set up a re-invigorated Label Printer Forum to talk to end users about a range of issues including price wars. 'We need to avoid the commodity trap which has so affected the commercial print sector,' Vimercati told delegates.

Label Printer Forum chairman and Finat vice-president Kurt Walker said a key goal is to promote the pressure-sensitive industry to end users by participation in sector-specific exhibitions, such as brewing, cosmetics and food shows.

Andrea Vimercati concluded his keynote speech by calling on suppliers to develop innovative technologies which help label converters develop new products, raise productivity levels and meet tough sustainability targets. He also called attention to the serious consequences of escalating commodity costs: 'The rising cost of raw materials is taking the oxygen from smaller and medium sized companies which are vital

to our industry,' said Vimercati.

## SUSTAINABILITY IN PRACTICE

The eagerly awaited keynote speech on sustainability came from Sonia Raja, head of packaging at Tesco Stores Plc and co-chair of the Global Packaging project (GPP). The GPP brings together the whole supply chain from global retailers, to branded goods manufacturers and trade associations, and its ambitious mission is to develop global sustainability standards based on shared metrics.

The GPP is basing these metrics on work already carried out by the Sustainable Packaging Coalition (SPC) in the US and the European Organization for Packaging and the Environment (EUROPEN) ECR (Efficient Consumer Response) in Europe. These in turn are based on existing ISO standards.

It was put to Raja that some major GPP members like Walmart and Procter & Gamble are already developing their own packaging 'scorecards'. 'We need a common way of thinking,' said Raja.

Twenty pilots programs are currently



(ABOVE L-R) Andrea Vimercati, FINAT president; Jules Lejeune, FINAT chairman; Roger Pellow, managing director Tarsus Labels Group; Mike Fairley, Tarsus Group strategic consultant

**FINAT SIGNS LABELEXPO DEAL**

During the Valencia congress, Labelexpo organizer Tarsus Group and FINAT signed an agreement which sees FINAT remain the main sponsor of the next five editions of Labelexpo Europe.

in operation to test the robustness of the GPP metrics and the findings will be integrated into the framework document by September this year. One project running between Henkel and its packaging suppliers is looking at increasing the efficiency of shelf display/transit packaging – with the goal of allowing a shelf stacker to place the products on the shelf within 20 seconds and without using knives. ‘This may mean putting two boxes into the supply chain, but this is compensated by efficiencies which aid sustainability across the overall supply chain.’

Raja said the GPP is actively seeking ideas like this from suppliers – and could certainly include the label industry supply chain. ‘We want smart packaging from smart people. Understand your customer and put yourselves in our shoes.’

An example of a sustainability-related labels issue given by Raja is the use of paper labels on pallet shrink-wrap. ‘This has to go to China from the UK, where long lines of women take the paper labels off by hand so that the shrink wrap can be recycled. We need to find a solution for these problems, but one which is economic.’

A key sustainability indicator for the GPP is carbon reduction. ‘At Tesco we are aiming for a 30 percent reduction in CO2

emissions by 2020 and zero by 2050. Your carbon footprint is embedded in my operation! So you need to improve your performance.’

For its Private Label products Tesco is finding out where the carbon ‘hotspots’ are. ‘We apply the 80/20 rule to allow us to focus,’ said Raja. ‘On dairy products, for example, carbon footprint is driven by cows! So the contribution of the packaging is irrelevant. But in soft drinks, carbon footprint does come mostly from packaging.’



(L-R) Claire Farrugia, operations manager at Tarsus and Dana Kilárska, director of sales at Purgina hosted the FINAT Label Awards ceremony.



THE END USERS GROUP award went to Skanem Liverpool. (L-R) Roger Pellow, Tarsus Group, David Harrison, international sales director Skanem Group, Tony White, awards panel chairman

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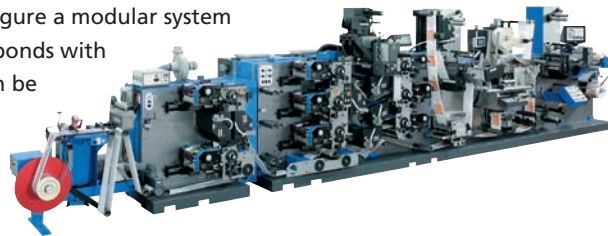
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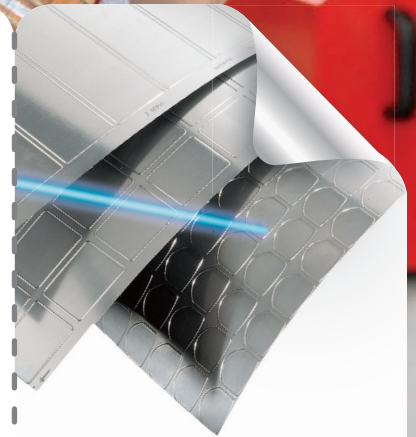
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**Georg Mahal**, responsible for Kocher+Beck's entire corporate application software since 1998



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FINAT XI vs ANFEC XI saw honors even at 5-5

## FOOTBALL FOCUS

A soccer tournament between the host nation and a Finat XI is now becoming a fixture at Finat congresses, following a successful inauguration in Turkey last year. This year's match saw a Spanish side representing the Spanish label federation Anfec draw 5-5 with the Finat squad in a closely fought tie.

The driving force behind the matches both in Turkey and Spain is Aydin Okay, president of the Turkish label association, a former professional footballer and currently on the board of Turkish championship side Galatasaray SK. Okay provided not only the kits but also an official FIFA referee for the occasion.

After the match a raffle raised 3,750 euros for the Chile earthquake charity.

Also included under the 'sustainability' banner are social criteria. 'If you specify production from outside Europe or America you need to be aware of issues such as the use of child labor, and you need to visit these suppliers personally.'

Raja conceded that there remain enormous barriers to increased packaging recycling rates – for example, European countries do not yet have common recycling/collection

infrastructures.

Picking up on this theme, Finat's marketing committee chairman Jakob Landberg later announced that sustainability and recycling would be key themes of the 2011 Finat congress in Sicily. Finat is to establish a permanent Sustainability committee, and its chairman is Herma's Thomas Baumgartner.

The permanent committee's first project to investigate how to promote glassine liner recycling in Europe, building on the initiative launched by C4G. The Committee is looking for end users and label converters to take part in the program with the aim of scaling up quantities to 50,000 t/year in the next three years.

The congress also heard a case study from Jürgen Convent, corporate vice president global marketing & innovation Industrial Adhesives division of Henkel on the company's development and implementation of a Corporate Social Responsibility and Sustainability strategy.

## EUROPE RECOVERS

At every Finat congress, chairman Jules Lejeune shares the results of the association's annual European PS materials survey. Lejeune confirmed the depth of last year's crisis, reporting that demand plummeted by 5.3 percent compared to 2008, and by 8 percent compared to 2007. Both paper and filmic substrates suffered equally. But the last quarter of 2009 saw the beginnings of a significant recovery, with filmic roll demand growing by almost 7 percent and paper rolls by 3.7

percent, an overall PS growth rate of 4.5 percent. In Q1 2010, PS label demand hit 12.5 percent – a return to growth rates last seen in 2006-7, and Lejeune forecast unchanged volumes for the rest of this year if current trends continue.

Turning to consumption per capita, Finat's figures show a significant drop compared to 2006 everywhere except Eastern Europe. The decrease in PS materials consumption fell most quickly in the UK, Ireland and Scandinavia, followed by Southern and Central Europe. The UK and Ireland stay at the front of the consumption league, however, at 12.8 sq meters per capita. Eastern Europe lags behind at 2.8 sqm per capita, demonstrating the huge potential for growth in this region, while per capita PS consumption in Southern Europe remains at roughly half the level of Central and Northern European countries.

Iban Cid, managing director of Spanish converter Germark and president of the Spanish label federation Anfec, confirmed the trends picked out by Jules Lejeune. ANFEC now has 93 members out of 430 label converters in Spain, representing some 70 percent of the labels manufactured in the country.

Last year the Spanish label industry faced a steep fall in demand from a peak of 400 sq meters in 2007 to 347m in 2009, with paper substrates affected far more than films. The same trend was seen in regard to new press installations among Anfec members, falling from a peak of 54 a year in 2007 to 37 in 2009. Digital press installations fell from eleven a year to six.



THE CHARITY RAFFLE raised 3,750 euros for the Chilean earthquake fund: (L-R) Aydin Okay, Jakob Landberg, raffle winner Elvira Vidal (Rotatek), Roger Pellow, Jules Lejeune



(LEFT) Pilot Italia's Barceló Rum labels; (above) Kimbells Pack's Illusion Box self-promotional piece and (below) Skanem Liverpool's Colgate Palmolive Sublime

### FINAT CELEBRATES AWARD WINNERS

Finat used the congress to announce the winners of its 30th annual label awards competition. Both 'Best in Show' and 'Printing Processes Group Winner' award went to Pilot Italia, Italy, for its Barceló Rum labels. The judging panel liked the dramatic looking label, using a combination of UV flexo and offset litho with fine embossing. 'We consider this a truly regal label that makes good use of the metalized paper substrate,' said Tony White, chairman of the panel. A Special Jury Award went to Kimbells Pack, Philippines, for its Illusion Box self-promotional project.

In the Marketing and End-users Group – which received the highest number of entries – this year's winner was Skanem Liverpool in the United Kingdom for its Colgate Palmolive Sublime 'no label look' label. According to the jury the label has a 'nice emotional visual effect which evokes purity.'

The non-adhesive application group winner was Turkey-based Etimag Etiket with a nice example of the offset litho process on film – 'a colorful sleeve making good use of vibrant refreshing colors for Balea body lotion,' said the judging panel.

Schreiner Group GmbH, Germany won the innovation category for the second year running for its integrated printed electronic device using wireless and electroluminescence technology combined with a self-adhesive application.

This year saw a total of 325 entries from 55 different companies, with the greatest number of contributions coming from India, Turkey and the United Kingdom.

### THE WINNERS ARE:

#### A. MARKETING AND END-USERS GROUP

##### ALCOHOLIC DRINKS:

Tapp Technologies, Canada for Sbragia 2007 Home Ranch Merlot

##### FOOD PRODUCTS:

Bahar Etiket, Turkey for Sumwadda

#### LABELS&LABELING

#### HOUSEHOLD PRODUCTS:

GundlachLOGO Etiketten GmbH, Germany for Rial Liquid Soap Olive Milk

#### INDUSTRIAL PRODUCTS:

Skanem Skurup AB, Sweden for Mobil 1 New Life

#### COSMETICS:

Skanem Liverpool, United Kingdom for Colgate Palmolive Sublime

#### PHARMACEUTICAL:

Super Label Mfg, India for Rantac MPS Suspension

#### SECURITY:

Schreiner Group GmbH & Co. KG, Germany for AU Gas Siegel (Vehicle Emissions Inspection Gas Seal)

#### BOOKLETS:

Skanem Introl SA, Poland for Kampanj Arla Ko 670g

#### PROMOTIONAL COUPONS:

Skanem Skurup AB, Sweden for Pokémon

#### SELF PROMOTIONAL:

Kimbells Pack Inc., Philippines for Illusion Box

#### SETS OF LABELS:

Helf Etiketten GmbH, Austria for Mutter Natur Essig

#### B. PRINTING PROCESSES GROUP

##### FLEXOGRAPHY:

Spear, UK for Innis & Gunn Original

##### ROTARY LETTERPRESS:

Kuresa S.A., Peru for Antigua Bottega

##### SCREEN PRINTING (SILK):

Flexiket A/S, Denmark for Meda Baby Shampoo

#### REEL FED OFFSET LITHO:

Tapp Technologies Inc., Canada for Rodney Strong 2008 Sauvignon Blanc

#### DIGITAL PRINTING:

Skanem Hobro A/S, Denmark for Vikingsild

#### COMBINATION PRINTING:

Pilot Italia S.p.A., Italy for Barceló

#### C. NON-ADHESIVE APPLICATIONS

##### LABELS/TAGS:

Skanem Newcastle, United Kingdom for Ocean Pure Hot + Spicy King Prawns

##### SLEEVES:

Etimag Etiket, Turkey for Lenhart - Balea Young Bodylotion

#### D. INNOVATION

Schreiner Group GmbH & Co. KG, Germany for RF activated EL, Group winner





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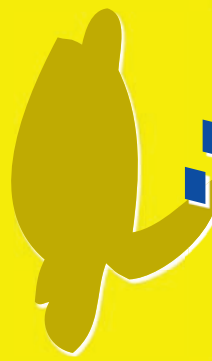
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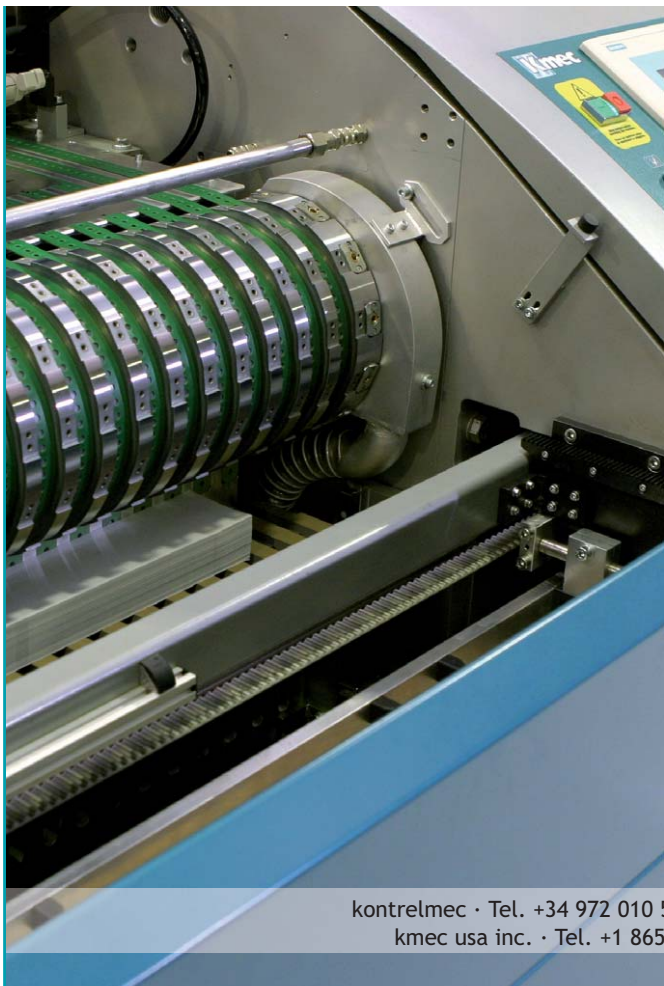


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IMSA'S sheet offset press and finishing hall – the decision was taken to diversify into filmic roll labels

# Flexibility drives roll move

**SHEET FED PRINTER IMSA** has successfully diversified its business from cut & stack paper to roll-fed film labels with a major investment in printing and roll finishing systems. Andy Thomas reports

Imprenta Moderna De Logroño S.A.U. (IMSA), based at the center of the Spanish Rioja region, has a proud history in print stretching back 100 years. In December 2000, the family-run business became part of the TF graphic arts and communication group, which prints a wide range of offset work in Spain from beautifully bound art books to catalogues, promotional pieces and labels.

Mario Gonzalez became IMSA general manager in November 2008 with the task of setting up a film label division to complement the company's traditional paper cut&stack label business. In a 5m euros investment program, IMSA installed a combination offset Drent Goebel VSOP (Variable Sleeve Offset Press) and an automated roll label finishing line from Kmec. A Karlville seaming and inspection system was purchased for converting shrink sleeve labels.

The flexibility provided by the Kmec 'Label' line is key to the profitable operation of the IMSA film label division. Printed rolls from the VSOP press can be taken down one of two workflow channels: cut&stack labels are produced in a single pass on the Label CS machine, while reel-fed wraparound, shrink sleeve and in-mold labels are converted on the SR slitter rewinder. The Kmec systems handle the full range of filmic substrates

including PET and BOPP as well as metalized and other paper rolls.

'With this system we can offer the three plastic film products the market needs,' says Mario Gonzalez.

## CRISIS – OR OPPORTUNITY?

Mario Gonzalez says the global crisis has opened new avenues of opportunity for short runs of film labels. 'In a crisis period, the label becomes the most important communication with the customer, and companies want to make different promotions to sell their products. If they use gravure, each design change costs a lot of money, requiring new cylinders. For us it is simply a matter of a new sleeve and new plates from our CTP system, and we can make these promotions at the same cost as a normal label. When we have finished a job we always put the plates in the bin, so when we run the job again we can offer to change the design, which is fantastic for the customer's marketing department.' Gonzalez says the quality levels achieved by the VSOP press are similar to rotogravure.

Shrink sleeve labels account for some 35 percent of the company's film label production. 'We found a niche in shrink sleeve labels but this is suffering because brands are looking to reduce the cost of their packaging,' notes Gonzalez. 'But now companies are moving in a different direction and making their main communication with the consumer through the label (and less with



THE LABEL SR turret slitter rewinder

advertising). They find a full sleeve can make a big difference to a product's impact.'

#### BEYOND PURCHASING

From the outset, Gonzalez was determined that the new film label division would not compete on price, but build on IMSA's reputation for innovation, quality and customer service.

This approach requires the courage to turn away cost-driven work. Gonzalez gives the example of a bottled water company, which asked IMSA to match a quote from a competitor to print their labels 30 percent cheaper. Gonzalez refused. But over the next six weeks the buyer was let down twice by their new, cheaper supplier. 'I said we will make the labels you need, but you must decide if you want our price, quality and delivery,' recalls Gonzalez. 'That company discovered that price per label is only a small part of the total label cost.'

For this added value approach to work, it is necessary to get beyond the purchasing manager whose only interest is in cheaper labels. 'The problem is that quality issues do not register as part of the total cost in the packaging information system,' says Gonzalez. 'There has to be a change in the purchasing system, because the savings are in the P&L. And people who purchase must communicate this to their bosses.'

Mario Gonzalez says useful allies can be found in the filling and packing factory. 'If the guy operating the label applicator

has a problem with the label, they will soon tell the buyer! When we enter in a new project, we try to meet with the buyer, the marketing people and factory people.'

#### CONSULTATIVE APPROACH

How does IMSA approach customers with a new project? Within the company, Mario Gonzalez chairs regular meetings with production and quality control departments. 'When we go to a client it's a proposition from the whole company. We study the project from the client's point of view, and we offer to put people into the client's factory to oversee the project. For me this is one of the keys to our success, since usually the purchaser is not a labels expert.'

The initial meeting with the customer is very important to convey the value that the printer can add. 'We could recommend to the marketing people, for example, "you do not need to put another color on this label", or we recommend a certain label size to make more efficient use of our print and finishing format, or recommend a different label material which will be better in production.'

This consultative approach extends to Imprenta Moderna's relationships with its own suppliers. 'The supplier is the most important aspect of the company,' Gonzalez insists. 'We do not sell or buy by price. If we need support for our Kmec converting line, they are here at once. Or if we want a



FRANCESC TERRICABRAS, sales director of Kmec



MARIO GONZALEZ, IMSA general manager

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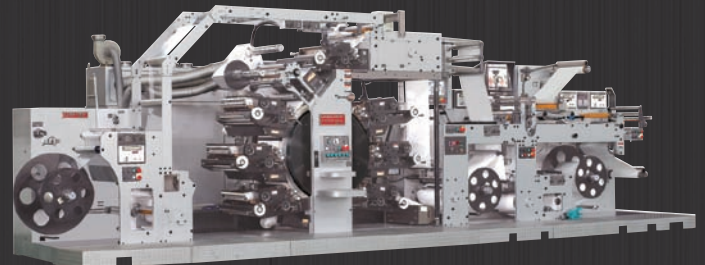


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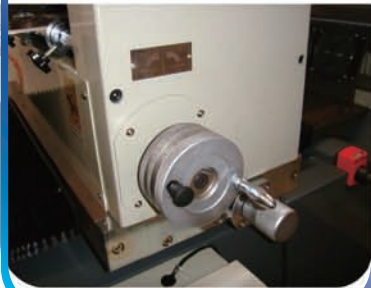
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AUTO. LABEL PRINTING PRESS

VSOP offset press – note hot air drying tower for applying non-UV coatings



(THREE IMAGES RIGHT, TOP TO BOTTOM) The Label CS produces counted strip stacks directly from the reel in one process, including strip cutting, punching and automatic banding and palletizing



new development, the company responds. We obtain more profit working together and we regard our client also as the client of our supplier.'

This relationship is confirmed by Francesc Terricabras, sales director of Kmec. 'We can help printers offer real solutions to their customers. It makes things so much easier if we see the end user and understand their requirements. Mario Gonzalez is not a typical case, but we are working to get more cases like him!'

Kmec carried out extensive modifications to the Label line at IMSA to allow the company to handle thinner materials and bigger format cut & stack labels. 'Initially, our line was specified for 210mm, but Mario told us that in the plastics industry clients are asking for sizes up to 300mm,' says Terricabras.

'When we start with a project I bring in Francesc,' adds Gonzalez. 'Together we can offer the customer different solutions and offer advice on the application machinery. And we know what is our limit. Sometimes I have to say 'no' to a customer, for example where we know a sleeve label will not work. This is better than trying to do something you can't achieve.' Gonzalez says he has similar relationships with his suppliers of inks, paper and plastics. The company's ink supplier, for example, provides a computerized ink mixing system which allows IMSA to work closely with the customer's design agency to change a color and ink match. New plates can be made within a couple of minutes and the changes applied to the job.

One cloud on the horizon is the sudden increase in the price of paper, film and inks. 'We understand the price of pulp has increased because of the Chilean earthquake and we experience a similar problem with plastics, where the OPP market has a shortage of production,' says Gonzalez. 'But we keep a good relationship with our suppliers – we do not buy on the spot market – so at least we always have a good supply of materials. The important point is; label printers are small companies compared to our suppliers and clients, so taking on this additional cost, and passing it on, is difficult.'

## KMEC LINE

The Kmec installation at IMSA consists of two machine systems – the Label SR slitter rewinder and the Label CS processor.

The Label CS system produces counted strip stacks, in a single pass, directly from the reel. Configured with a one meter wide unwind, the CS operates at up to 2,000 cuts, or 200 meters per minute, to a cutting accuracy of +/- 0,15mm. The strip cutting system – basically a small guillotine – operates in line at up to 12 strokes a minute. The line is completed by a banding machine and a palletizing station.

The Label SR turret slitter rewinder also has a maximum web width of 1,000mm, with an output reel diameter of 650mm. Minimum slit width is 35mm and slitting accuracy +/- 0,15mm. The maximum speed of the system is 450m/min, but the key advantage in terms of production capacity is the fast change-over time of only around 20 seconds, thanks to the turret system and single shaft construction.

'The register we achieve from the Kmec line is perfect, which is critical for the final application machines,' enthuses Mario Gonzalez. 'We can change over very quickly between products and they are very easy to use. Our staff have been able to use the line without any training, finding what it can do for themselves. In one or two weeks they are perfect operators.'



# Shining a light on the digital road

**BARRY HUNT** selects highlights from the second Digital Label Summit, which saw an increased emphasis on packaging applications along with discussions of state-of-the-art technology in digital label printing

Even the most skeptical of label converters grudgingly accept that digital color printing is the industry's new growth technology. Many more also recognize its capabilities in opening up new opportunities at a time when the industry faces some formidable challenges. Technically, the pace of change in the last 18 months has been interesting to watch. It includes the introduction of faster and more versatile presses from HP Indigo and Xeikon, and an unprecedented rise in inkjet presses and technology. Collectively, over 30 digital press suppliers now offer nearly 40 different models. Another trend is the way digital color printing is slowly infiltrating package printing markets.

This was the upbeat background for the second two-day Digital Label Summit, which was again held in Barcelona and attended by about 200 delegates. Opening the proceedings, director of strategic development for Tarsus Group Mike Fairley said the worldwide installed base of 1,169 digital label presses in 2009 represented 15 percent of all new roll-fed presses installed in that year. 'Today the figure is nearer 1,300 presses. Could we see installed digital presses reaching 40 percent of all roll-fed presses by 2020?'

Possible configurations include stand-alone presses with off-line finishing systems, presses with inline coating and finishing technology, and flexo press lines with integrated inkjet

modules. In terms of digital finishing systems, Fairley believes that around 78 percent of the total installed base of digital color presses use offline configurations. According to Fairley, around 80 percent of finishing systems center around die cutting and varnishing, while hot or cold foiling usage accounts for 50 percent, while embossing is 31 percent and digital die-cutting is 14.5 percent.

'Outsourcing prepress is not an option', Fairley said. 'Converters must control pre-press since it provides the main focus for handling faster turnarounds. Color control is the key and you need to turn color matching from an art into a science. It is important to hit color targets quickly and reliably to reduce waste and on-press color matching time.'

Color management skills also facilitate the switching of presses while maintaining consistent color, backed by dedicated inkjet proofing.

Key management actions recommended by Fairley to be taken by management include investing in new skills and changing the role of sales to a 'service oriented' mindset. To sell digital labels requires knowing a customer's needs and talking on broader issues than just price and Fairley urged converters to try to reach the brand owners, not just label buyers.

Run length defines whether to print a job digitally or conventionally, but converters should know the true cost



of processing digital orders, and understanding the profitable crossover point. With two-thirds of label orders having an average run length of 8-10,000 labels and with digital technology pushing into conventional printing territory, the cross-over point in respect of production costs has helped boost digital's competitiveness.

And the industry agrees. 'Digital color printing's time has come,' Bob Leahey, associate director of InfoTrends from Weymouth, Massachusetts told delegates. Significant capital investments by scores of vendors has ensured it meets the key technical requirements for label converting and market leaders HP Indigo and Xeikon – building on experience going back to the mid-1990s – have now been joined by new hybrid inkjet presses, as well as new inks, toners, and materials. Inkjet printing with a minimum of CMYK is expected to grow, although some vendors will not survive,' said Leahey.

Prime labels remain the leading digital application, especially for the wine and specialty sectors, health and beauty sectors, and private food products. Electrophotography (EP), meaning HP Indigo and Xeikon technologies, accounts for roughly 85 percent of digital billings, with full-color inkjet taking the rest. Both technologies complement analog presses, with few digital-only converting plants.

'The growth [of digital] will result from users becoming more experienced in production and selling methods, so giving higher average yields. There are also thousands of customers who already understand what digital printing

can do for labels and flexible packaging.'

EP processes could also expand into folding carton production, said Leahey, holding out the prospect of 'one-stop' digital converting shops.

Building what he called 'the printing value proposition' would center on supply chain and brand management. With the former, improving cost structure and control were the main concerns of managers – and therefore buyers. The accent was on just in time (JIT) management, short-run SKUs, tracking and security, and sustainability. For their part, brand managers and owners had to drive revenues while maintaining brand equity. Their labeling requirements center around test samples, customizing, brand integrity, and interacting with customers. 'More customers understand digital's advantages and some were urging their converters to adopt the technology,' said Bob Leahey.

Looking to the future, Leahey said there may be increased competition from digital commercial printers and online service providers, who will be using similar technology and are looking for higher growth markets. In terms of technology, he expects more advanced approaches to print-on-demand technology, including laser-based imaging, as well as wider-format inkjet systems better suited to flexible packaging applications as well as labels.

A longer-term trend is the growing strength of emerging markets, where population growth and economic development are having a positive effect on label consumption, driven by greater access to goods and better distribution methods. Concluding,

Leahey recommended that firms should embrace some form of digital technology, re-engineer their work processes and be ready for new competition and markets.

### FLEXIBLE PACKAGING OPPORTUNITIES

Denis Rousseau, strategic market research manager with ExxonMobil, discussed flexible packaging as a digital printing market. Flexible packaging generally uses thin films 25-40 microns thick, as single webs or in combination with different materials, compared with 40-60 microns for filmic pressure-sensitive labels.

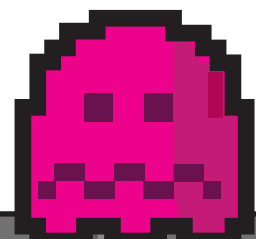
A company study of openings for digital printing showed that the ice cream segment is the easiest market to penetrate, followed by the confectionary and biscuit segments. With a price of 0.35 euro (\$0.45) for 0.25 sqm of film, digital packaging was seen to offer cost advantages, with the added value of aiding end-users' stock control and promotions. 'The business challenge is to create a design that can be printed with more vivid colors, while maintaining high color fidelity.' He added that wider press widths combined with lamination facilities were also required.

ExxonMobil, together with EskoArtwork, recently teamed up with converter Altrif Label when the Benelux company was asked to supply packaging films and PS labels to two of its key accounts. Tony Trommel, printing manager at Altrif Label, said since 1998 the company had steadily enlarged its digital capacity, now based on HP ws4000, ws4500 and WS6000 presses. In the early days the competitive advantages that end-users gained from digital printing overcame any limitations with color accuracy and repeatability. However, these are essential when printing flexible packaging in seven colors, supported by high-fidelity proofs.

To reach this higher level the company adopted ExxonMobil's PacVantage system, which works with EskoArtwork's Kaleidoscope pre-press software to



DELEGATES to the 2010 Digital Label Summit in Barcelona



guarantee a color match between an inkjet generated proof and the printed product on a specified substrate. Buyers can see the difference, for example, between a four-color and seven-color job printed by an HP Indigo press onto LabelLyte PE and OPP films. As a result, said Tony Trommel, digital printing has become the technology of choice for quality-critical jobs, including those previously printed conventionally. It also cut waste and created capacity. He added that Press Director Software was used daily for ensuring its WS6000 presses met preset color profiles and help gain accurate inkjet proofing.

#### ENHANCING THE BRAND

Christian Menegon, HP Indigo's business development manager, urged converters to stress the many benefits that digital printing services offer brand managers at several key levels. Broadly speaking, they can help reduce costs in the supply chain, add value for marketing, and help protect brands. More specifically, short-run capabilities help reduce inventory and handling, allow on-demand ordering patterns for seamless logistics, make last-minute changes possible, allow versioning for targeted marketing and add capabilities for track and trace. Brand owners may not necessarily know how digital printing can help them reduce costs across the entire supply chain and an education process is therefore urgently needed.

An ambitious application from Holland has centered around digitally-printed shrink sleeves. Hans Poortinga of the IML Expert consultancy described how Heineken used them for its national 'Your Heineken' promotion, which began in 2009, backed by a national

television campaign. Online customers could create and download their own labels, or choose from over 200 designs in ten categories, and order individual six-bottle presentation packs for social occasions. Downloaded PDFs of personalized data from a back-office web site provided the origination for reverse-side printing of polyester sleeves. Eight sleeves were printed for each six-pack from a single roll using an HP Indigo WS6000 press. Sleeves were manually applied on the bottles for short runs, and shrunk with steam. Heineken took orders for 30,000 six packs in 2009 and has since extended the campaign into Ireland and Spain. Meeting the orders to a tight deadline involved good origination workflows and data handling.

This application underlined another seminar theme: customers are buying a service rather than digital print. Zbigniew Sagan, chief technology officer of Advanced Track & Trace, described his company's proprietary system of 2D matrix codes aimed at brand owners and certified to their label suppliers. ATT has a network of 60 printers worldwide. He said secure tracking and authentication through matrix printing

and scanning (STAMPS) offered several variable features that were authenticated without requiring extra consumables in a single pass on existing digital presses. Examples described included a French producer of chateau-bottled wines who used the matrix codes, printed on a back label, to trace its up market products through the production and supply chain.

#### WORKFLOW ISSUES

Breakout sessions provided a platform for suppliers and converters. Jeroen van Bauwel, Xeikon's front-end product manager, stressed the importance of workflows for handling large volumes of small-run jobs. They were key in job planning, optimizing imposition schemes, and adding variable data through the digital front-end to produce unique labels.

Bill Hine, managing director of Hine Labels, described how his firm resolved workflow issues to accommodate digital printing within a flexo-based operation. Color management, proofing, finishing and job specifications were identified as the main issues. A priority in matching digital and flexo printing was to prepare



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CieLab color calibration charts for different paper and films, which were digitally printed with the resulting data uploaded to Hine's EskoArtwork system. A similar process was undertaken for its proofing system.

A major challenge for digital printers is how to process more short-run orders with shorter lead times, yet avoid the extra cost of hiring extra sales and administrative staff. Also, they must maintain quality standards and ensure continual revenue flows. This was the theme of another pre-press session. Jan de Roeck, EskoArtwork's vice-president of sales and marketing, said the issue centered on defining and integrating the different elements in a prepress workflow, including proofing, while attempting to see the complete picture. Getting color right the first time was the key to achieving substantial savings. He recommended using low-cost inkjet proofers with a wide color gamut to obtain press-matching proofs, as well as inline spectrophotometers to store color data in the system. His colleague, Wim Delagrang,

### DIGITAL PRINT FOR PACKAGING

A technology breakout session saw a fascinating discussion of how digital fits into a package printing workflow – with a real-life example from an Australian converter printing shrink film labels digitally. The session kicked off with a presentation from Agfa and Edale, which have joined forces to develop a series of digital press and finishing configurations optimized for converting packaging films and cartons. The print engine is Agfa's 630mm-wide Dotrix Modular, using the CMYK Agorix LM UV ink set developed by the company for packaging applications. Agorix LM inks exhibit low migration and odor, and are compliant with all relevant European Union /FDA regulations, said Jan de Vooght, who heads up the Agfa's single pass inkjet operation. Bernhard Grob, export sales director at Edale, ran through the different finishing configurations which Edale will build to order, including a variable size sheeter and flatbed die-cutter for converting digitally printed cartons.

Australian packaging converter Le Mac Group installed a Dotrix Modular inkjet just a few months ago. Although the company's R&D manager Ken Fletcher said the system was still being run in, he already feels confident about selling digital shrink sleeve labels to his customer base. 'We moved to digital because run lengths have come down from 30,000 running meters to 10,000m and below,' said Fletcher. 'Print buyers and brand owners are looking to buy smaller quantities more frequently, and change things more often for special promotions and do all this with shorter lead times.' Le Mac's clients include brands such as Coca-Cola, Unilever and Diageo: 'we have shown the Dotrix output to our customers and they like what they see,' said Fletcher.

put the case for using the latest JDF-enabled management information systems for automating order processing as part of a fully integrated workflow.

Jack Willemsz, co-founder of W & R Etiketten, described a practical example of combining pre-press with MIS. Founded in Tilburg in 1992, the Dutch company has 35 employees and uses conventional UV flexo presses and a Xeikon 3300. Both technologies are controlled by an automated workflow. A Cerm system processes JDF and JMF-enabled job specification and job status files, working online with an EskoArtwork pre-press system equipped with DeskPack and PackEdge tools. (Cerm's Web4Labels also provides an internet-enabled way of communicating with customers, including online ordering.) Print-ready files are processed by Xeikon's X-800 digital front-end for printing on the 3300. The pre-press system also sends job files to a computer-to-flexo plate system for flexo-printed orders.

### INKJET PRINTING – TODAY AND TOMORROW

Chris Lynn, vice president of Xaar Americas, asked an intriguing question: 'Is UV-cured inkjet a disruptive innovation for printing color labels?' A disruptive technology, he explained, is something like the DTP and Mac systems that replaced traditional origination methods, or the digital cameras that have largely replaced photographic film. While inkjet has yet to disrupt the label printing market, it could do within five years, assuming that higher volumes of short-run work remove the speed advantages of conventional presses. Digital press speeds are predicted to rise to 75 m/min, while lower capital investments and lower skill levels will reduce the barriers to entry. New entrants with digital technology could threaten label printers, who might also lose customers to in-house label printing.

On future trends, he cited the advantages and disadvantages of two main technology trends: printheads with smaller drops and more nozzles (HP, FujiFilm and Memjet); and grayscale printheads (Xaar and licensees). Improved printhead accuracy and reliability, combined with better functionality of UV-curable inks on a wider range of substrates would inform the progress of inkjet. 'In general, digital technology is working from the bottom up and has the potential to disrupt analog markets.'

John Furley, managing director of JF Machines, said single-pass inkjet printing



offered many advantages, but posed several technical challenges, not least in transporting the web accurately. Even if drops from the printhead land where planned, their fluid nature means they may spread if the ink's surface tension is not at least 10 dynes/cm less than that of the substrate's surface tension, ideally 40-45 dynes/cm. He showed microphotographs of poor wetting on untreated PE film, which lowered the surface energy and, depending on drop size, could cause drops to join up to create 'chaining'. By contrast, films with just the right surface energy, such as a matt OPP with a slightly textured surface, produce good printed effects. 'They should not be too expensive', he said adding that he would welcome a standard certification of materials which worked with UV-cured inkjet printing.

As to inkjet's future position, Philip Easton, a director of Domino Printing Sciences, said current speeds of 20-35 m/min. would increase to 50-75 m/min or faster. Resolutions of 360dpi with grayscales will reach 600dpi and then 1,200 dpi. CMYK plus white is the norm, but tomorrow's inkjet presses will offer more colors on a range of web widths. Inkjet could replace flexo in many more

cases, helped by lower operating costs.

He sees promotional gaming as a worldwide growth sector because it allows brand owners, working alone or with games consultants, to build value economically. The workflow is simple – variable data is supplied on a CD, is merged with a master template then output on an inkjet press, opening up significant new business opportunities for converters.

The subject of integrating digital print with conventional methods featured Labelco in Denmark, which was the first label converter to install a Caslon press line. It combines a CMYK inkjet module that uses Xaar printheads with a Nilpeter UV flexo modular press. Birthe Kjærholm, production manager and co-founder, together with Jesper Jørgensen, Nilpeter's global sales manager, described the installation.

Labelco eventually adopted the inkjet route after following digital developments for around ten years. Just as with UV flexo, the initial process

involved trialing various materials and practices. The procedure took longer than expected, but after successful commissioning, the firm treats the Caslon line as just another machine that supplements conventional flexo printing.

The Caslon press delivers a variety of process and special-color options, including opaque white, plus the usual narrow web finishing features. Labelco's customers are unconcerned about how their jobs are printed, but digital printing gives them the flexibility to avoid buying for stock. This is especially important when handling copy changes. 'Printing with inkjet is not necessarily more expensive than with using flexo, but being a plateless process gives us better margins compared with conventional printing', Birthe Kjærholm concluded.

#### UNDERSTANDING DIGITAL INKS AND TONERS

Describing UV-curable inkjet inks, Ken Stack, vice president, EFI Jettron, said they eliminated the need for varnishing or overlaminating. Most materials did not need a primer. The inks were durable with an outdoor lightfastness and offered

a strong resistance to chemicals. White printing can present problems, but the latest single-pass white inks with high opacity and brightness can equal, or exceed, flexo equivalents. It is also possible to create mixed white images with CMYK inkjet inks. The process produced durable labels, suitable for labeling chemicals and industrial goods, and was compliant with many filmic substrates.

Xeikon's dry toner system provided the right chemistry for printing a wide range of substrates, said Lode Deprez, vice president of the consumables and process group. It was also compatible with most laminating and coating technologies. Dry toners have a high light fastness, stable image quality and are ecology compliant without odor.

HP Indigo's electrophotographic system differs from all other digital technologies said Christian Menegon, HP Indigo's business development manager. It uses a laser to generate the image on the photo imaging plate and a special blanket to accept HP's ElectroInk for one-shot transfer to the substrate. The ink is almost dry and forms a plastic layer, which gives good



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(L:R) Kishore Sarkar, Gallus, and Niklas Olsson of Flint Group share some thoughts

image sharpness, when it reaches the substrate. These come in a wide range, but require top coating to achieve the right surface tension. All consumables are included in the printing cost, which follows the type of 'click' system invented by Xerox.

After seven years of development, the semi-conductor technology behind LED curing has reached commercialization said Adrian Lockwood, managing

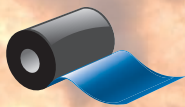
director of Integration Technology. Multiple or single-pass curing is therefore achievable for inkjet printing. Unlike UV curing, LED is a simple 'on/off' process which can achieve precise cures with low heat levels, so providing a cooler process without emissions for all substrates.

**LOOKING TO THE FUTURE**

An open forum comprising panels of

participating speakers produced varied views on where digital printing should be in three years. Several developments are still in the pipeline, especially with single-pass inkjet. In general, the industry has accepted the technical capabilities of digital printing, although further adoption of integrated workflow systems was needed. Changing the mindset of converters and offering more transparency for brand owners are other priorities. Improved image quality and faster speeds mean converters are more accepting of mixed digital solutions in a world where neither digital nor conventional systems is 'best'. Perhaps different technologies can be used in tandem, without necessary eliminating flexo?

Finally, convincing conservative-minded brand owners of the true worth of digital labels remains a major issue. This is especially the case when trying to show purchasing managers how digital labels can reduce total costs. Some brand owners have begun to see the merits of digital printing from a marketing aspect, but educating them to look beyond the technology's short-run capabilities remains a difficult task.



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# NEWS EXTRA

## NEWS IN BRIEF

A ROUND-UP OF THE LATEST  
NEW PRODUCTS STORIES

### SCHREINER MEDIAPHARM UNVEILS FILM FOR DRUG TRIALS

Schreiner MediPharm, a Germany-based converter of specialty pharmaceutical labels, has introduced a translucent, self-adhesive film to neutralize color differences between placebo and drug products used in clinical trials.

Before being approved, every drug must successfully pass the test of clinical trials. In many of these trials, investigators and subjects are not permitted to know whether an effective drug or a placebo is being administered. Often, trials involve liquid substances that obviously differ in color and such visual differences must be reliably neutralized. However, the person dispensing the substance must still be able to see how much liquid is contained in the vial or syringe.

The disguises any differences in color, while preserving the view of the fill level. 'We are very excited to bring this product to market,' said Gene Dul, president of Schreiner MediPharm. 'It is a unique, effective product that we believe will play a major role in clinical trials.'

Schreiner MediPharm's new film can be adapted to suit the color of the liquids. In addition, it can be printed with graduation lines and product information, and a "proof-of-first-opening" element can be integrated as well.

### HARPERSCIENTIFIC CUSTOMIZES RACK DESIGN

HarperScientific, a division of global anilox supplier Harper Corporation of America, has developed a plate sleeve storage system customized to the needs of a Fortune 500 manufacturer headquartered in the US.

The customer wanted vertical, enclosed units that could store 20 to 40 inch repeat by 100 inch or longer plate sleeves. The storage racks had to be modular, hold at least eight sleeves and offer easy accessibility from either side.

Because floor space at the customer site was limited, HarperScientific's craftsmen equipped each unit with heavy-duty casters and securing straps. That way, the enclosures – shielding the sleeves from light sources and normal plate dust – could be stored away from the printing line then easily moved, unloaded and reloaded by a single operator.

## FORMS PRESS UV UPGRADE ALLOWS COMPLEX STRUCTURES

TECHNOLOGY will put an end to ink tracking and smearing

GEW reports on the availability of a UV upgrade for web offset forms presses to permit the production of customised security documents and labels that combine films in their manufacture.

Citing a recent upgrade carried out at one of its customers on Didde, Hunkeler and Harris presses, Brian Wenger, President of GEW's USA operation commented, 'Printing films on a web offset press has to be carried out with UV technology in order to avoid tracking and smearing of the ink. All the machines were upgraded with our HCP system with water chill rollers to keep the unsupported film cool. In each case, we had to modify the machine framework to install the UV lamp head and chill rollers. On the Didde press, we also had to fully remove the compensator/ registration roller and make one to our own design that was subsequently mounted just after the UV lamp head.'

The upgrade permits the manufacture of a wide range of products including labels, direct mail, holograms, cards, scratch off and security documents that can be combined and integrated with films. Adds Wenger, 'The HCP water-cooled UV lamp head is designed for presses from 254mm

(10") to 559mm (22") and its compact design permits it to be fitted to a wide range of machines. The system is capable of running the majority of print jobs with only 140W/cm, due to its efficient reflector design with considerable energy savings for printers. The UV lamp heads were supplied with GEW's energy efficient, e-brick power supplies that reduce energy consumption and take up very little space in the printing plant.'



## DUPONT PACKAGING GRAPHICS HOSTS AWARDS

DuPont Packaging Graphics held its eight Grand Prix Cyrel ceremony on June 3-5, 2010 at the Rey Juan Carlos Primero Hotel in Barcelona, Spain. The awards ceremony took place in conjunction with the Flexo Print Pack Congress, along with presentations by DuPont, Manum Management Group P'Preference, Uni Packaging, BoFrost and Tetrapak.

'Once again the International Grand Prix Cyrel represents a significant milestone for the packaging printing industry,' said Björn Meth, business director, DuPont Packaging Graphics EMEA. 'The works awarded at the ceremony showed an impressive level of quality that is clearly overrunning previous award winners.'

Since 1982, the Grand Prix Cyrel competition seeks to promote the

growth of flexography within the printing packaging industry. It demonstrates packaging technologies and techniques and fosters strategic exchanges among packaging experts worldwide.

Award recipients were drawn from more than 750 submissions coming from the flexographic printed packaging industry of Africa, France, Greece, Italy, Middle East, Portugal, Spain, Turkey and United Kingdom.

The flexo printing packages submitted were evaluated on criteria such as design, substrate selection, quality and difficulty of reproduction and printing, and final printed package appearance and functionality.

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UPM RAFLATAC'S new manufacturing centre in Wrocław, Poland

# UPM Raflatac goes for growth in Europe's heart

AS CENTRAL AND EASTERN EUROPEAN label growth continues to outstrip the rest of Europe, UPM Raflatac's new Polish plant is well positioned to take advantage. Andy Thomas reports

One year after its official opening, UPM Raflatac's state-of-the-art labelstock factory in Kobierzyce, close to Wrocław in south-western Poland, is fulfilling its role at the heart of the company's new European strategy.

The Polish plant manufactures labelstocks with both water-based acrylic and hotmelt adhesives, reinforcing UPM Raflatac's global strategy to manufacture with solvent-free adhesives and silicones.

The Wrocław factory is a world-class facility in every aspect of its operation, building on the experience gained in designing and running UPM Raflatac's coating operations across the world. It is certainly the company's most highly automated plant in terms of production and logistics management. The entire production process is automated, from receiving the raw materials all the way through the coating lines, slitting, packing and dispatch.

Notes general manager Jani Konkari Koski, 'New innovations in in-line mixing processes and lay-flat control are also bringing additional benefits to customers in terms of product quality, consistency and reliability.'

Explaining the strategic rationale behind the plant, Tapio Kolunsarka, senior VP UPM Raflatac Europe, says, 'We wanted to set our state-of-the-art greenfield factory in a central location with the best possibilities to serve both Central Europe and the fast growing labeling markets in Eastern Europe.'

**LABELS&LABELING**

The key function of this production and logistics facility is to service the rapidly growing Eastern Europe label sector with a wide range of high-quality film and paper labelstocks. Poland itself is a major market with a 40 million strong population and one of the most dynamic label converting sectors in Europe. This is the first label stock manufacturing facility to be built in the country, where UPM Raflatac previously maintained a sales office and slitting facility.

'Poland has a fast growing domestic market for self-adhesive label stocks and the local label industry is developing rapidly,' confirms Tapio Kolunsarka. 'Our customers and multinational brand owners are making major investments in Poland.'

At the same time, the Polish plant will complement UPM Raflatac's logistics systems in Scandinavia, Benelux and Germany, which can be quickly reached by road from this central European location. To the East, the plant will supply UPM Raflatac's slitting and distribution centers in Russia, where a new terminal was opened in St Petersburg last year.

Ideally, the company would like to see more label converters adopting MIS which integrate directly into the planning and ordering networks at operations like Wrocław. 'This kind of automated ordering would certainly help our planning and efficiency,' says Jani Konkari Koski.

The 90 million euro (\$117m) Wrocław facility can also be seen as the final part of UPM's strategic development program for



**HOTMELT**

Jon Lenck stresses the importance of the improved line of hotmelt products which are being produced at the Wroclaw facility. Hotmelt adhesives RH 9 and RH 1 are optimized for food and retail label applications with enhanced moisture resistance. 'This is ideal for labels which are exposed to moisture and cold temperatures,' says Lenck. RH 9 is a general purpose hotmelt for use in labeling temperatures down to a couple of degrees and RH 1 is for more demanding end-uses and labeling temperatures at zero degrees. After the label has been applied to the product, both can be stored in freezing conditions.

the global expansion of its self-adhesive label materials business, which has seen greenfield label stock factories built in Illinois, USA and Changshu, China, and new coating lines built in Finland and North Carolina, USA.

**ENVIRONMENT FIRST**

The Wroclaw plant was designed to be highly energy efficient and to emphasize waste reduction in all areas. The waste water produced in production is precipitated and vaporized, reducing the impact on local sewage services, while heat energy generated in the silicone and adhesive drying processes is recovered and reused. These efforts have been recognized with the award of ISO14001 certification for environmental performance.

This is the latest phase in UPM Raflatac's strategy to achieve a single ISO14001:2004 Environmental Management System certification covering all its factories globally. The global certificate already covers all UPM Raflatac's factories in Europe, China, and South Africa, and the label stock facility in North Carolina, USA. Factories in Malaysia and Australia have ongoing projects to achieve certification to ISO14001 this year.



UPM Raflatac has also made the Polish plant a showcase for its waste recovery program RafCycle. Introduced officially at Labelexpo Europe in Brussels last year, this involves turning liner waste into a wood-plastics composite decking at UPM's production facility in Karlsruhe, Germany. The main entrance to the Wroclaw factory utilizes the decking material, and the visitor has

to look very hard to realize this is not high quality wood.

UPM Raflatac has also driven its paper certification program through the Wroclaw plant, and the Raflacoat Plus paper-based material produced there is now offered as PEFC certified grade – produced using raw materials from well-managed forests and controlled sources.

**THIN FILMS**

A particular focus at the Wroclaw plant will be on UPM Raflatac's new range of Thin Paper and film products, introduced at Labelexpo Europe 2009. The Thin Range comprises ten thinner label stocks which provide the opportunity to switch to longer roll lengths for fewer roll changes and more labels per roll.

The Thin Range offers combinations of the ProLiner PP30 with a range of paper faces for applications in the food, retail and logistics sectors. 'ProLiner PP30 brings all the advantages of a thin film liner to high-volume paper applications,' says Jon Lenck, director, business segment VIP at UPM Raflatac.

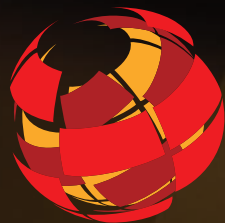
'Thinner materials deliver clear efficiency gains throughout the label chain,' continues Lenck. 'Combinations with the PP30 liner offer more labels per reel, a reduced material weight and more options to liner recycling. Our users have found excellent print register and greater robustness enhance efficiency both on press and during dispensing.'

There are quality advantages for converters too, says Jon Lenck: 'An even thickness profile promises more consistent die-cutting, while a smoother adhesive profile contributes to not only more precise adhesive side printing, but also a more dense looking print effect. ProLiner PP30 is cleaner on press than any paper liner because it contains no fibers, which means no fiber dust.'

For beverage and home & personal care labeling, the Thin Range offers a PET25 liner in place of a standard paper liner with PE and PP faces. A key advantage is an improved adhesive profile, claimed to give even PE a clearer appearance.

The Thin Range also features a selection of thinner Lite paper faces coupled with a thin Honey Glassine 50 liner for improved efficiency resulting from longer reels, savings in transportation costs, warehouse space and packaging material.

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# NEWS

## HOT OF THE PRESS

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES

### THE KENNEDY GROUP ACQUIRES FLORIDA MARKING PRODUCTS

The Kennedy Group, a label converter based in Willoughby, Ohio, USA, has acquired Florida Marking Products, based in Orlando, Florida. Michael Kennedy, president of Kennedy Group, said: 'By putting together the best of both companies we gain expanded capacity and capabilities. The addition of a southern operation is a key part of our three-pronged growth strategy. This southeast footprint and base of operations solidify our efforts to expand our market reach and client base. The Orlando team and facility improves service to customers in the southeast with shorter lead times and more regional support. Our combined organizations have the ability to bring knowledge, quality and a full offering of solutions to the marketplace.'

Over the coming months, the company's headquarters in the Cleveland area will integrate the three production plants, the RFID Customer Solutions Center, sales offices in Cleveland, Cincinnati, Orlando and Atlanta, as well as affiliate offices.

### MPI ACQUIRES NEW FACILITY AND INSTALLS THERMAL COATER

MPI Release, a manufacturer of silicone coated release liners, has installed a Polytype thermal coater, doubled production, opened a second plant in Greenfield, Indiana, and hired a new director of sales and marketing.

MPI Release has purchased a high speed, 87" (2210 mm) wide Polytype thermal coater for its Greenfield, Indiana, plant. Capable of applying silicone to two sides of a web in one pass, the coater also prints in-line as well as applying controlled remoistening to a paper substrate. The company has also acquired a new plant in Greenfield, Indiana, which doubles its capacity. The new coater at the Indiana plant delivers curing capability to the company's equipment line-up, which includes both ultra violet and electron beam. These capabilities, available in widths up to 82", are located in MPI's Winchester, Massachusetts, facility.

MPI Release has appointed Stephen B. Odders, formerly vice president of sales for Douglas-Hanson Company and, subsequently, Loparex Corporation, as director of sales and marketing.

### AGFA APPOINTS SPANISH DISTRIBUTOR

During the recent Digital Label Summit in Barcelona, Agfa signed a distribution deal with Sercocoye for Spain and Portugal. The Spanish company already represents Agfa partner Edale, the UK-based press manufacturer.

### BAR GRAPHIC OPENS DEMO FACILITY

Bar Graphic Machinery has finished building a new demonstration facility within its premises. The facility will allow potential and existing customers to view the company's range of finishing and converting systems and will also house a training department and an R&D and testing area.

### DASSAULT SYSTÈMES AND ESKOARTWORK ESTABLISH PARTNERSHIP

EskoArtwork has joined Dassault Systèmes' DS Software Community Program, through which the two companies will collaborate on product development. EskoArtwork and Dassault Systèmes recently worked with Procter & Gamble to help develop a new artwork and packaging process for the brand owner. Dassault Systèmes' Enovia V6 CPG Accelerator will be integrated with EskoArtwork's Dynamic Content module for Adobe Illustrator, enabling users to edit and maintain label copy outside of Illustrator. By joining these products, users can manage all aspects of a label, from language and artwork copy management through to mapping and compliance. Users can auto populate and publish label content directly to Adobe Illustrator, reportedly reducing the time required for artwork creation to as little as a day. Companies will also be able to manage brand artwork on a global basis.

### INDIAN PLATEMAKING EQUIPMENT SUPPLIER ACCREDITED BY ISO

Following a process lasting almost two years, India-based photopolymer platemaking equipment supplier Innovative Flextech has had its work processes accredited to the quality management standard ISO 9001: 2008. Innovative is one of the first organizations in India to achieve this version of ISO 9001, which updates and replaces the 2000 version.

## HIGHLIGHTS

MAKE SURE YOU DON'T FLICK PAST ANY OF THIS LOT!

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A look into the growing Lebanese market and the converters who are producing world class labels



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A comprehensive guide to this year's Labelexpo Americas. All you need to know about who is speaking, who is exhibiting, previews from industry experts and much more



### 158 ANATOMY OF A PRESS

Professor Tim Claypole from the Welsh Centre for Printing and Coating (WCPC) at Swansea University gives an in depth guide on how to maintain your printing press in order to get the best out of it, for longer



### 188 BLAZING A TRAIL

Danielle tweeted about her 'fantastic' visit to Milwaukee based in-mold label converter, Vibrant Graphics. See what got her so excited in her write up later





VIEW of Miraflores district in Lima, Peru

# Impressive growth for a Peruvian heavyweight

**WITH 18 PERCENT ANNUAL GROWTH** for five years and a 22m dollar investment, Kuresa is not only Peru's largest label printer; it is one of the most exciting converters in Latin America. James Quirk reports

These are exciting times for Kuresa, Peru's leading producer of self-adhesive labels and tapes. The Lima-based company is in the midst of an investment program of more than \$22 million that will see it move to a new 23,000 square meter site early next year – an area more than three times the size of its current premises.

The land for the new site, 20 kilometers from its existing operation, was purchased in 2007. Construction began in May 2010 and the move will take place before June of next year. The new site more than doubles actual production space, which is almost at full capacity in Kuresa's current factory.

The company installed a third Ilma hybrid letterpress machine in 2008 and a fourth has been purchased for the new site. The new facility will also house a new adhesive coating machine – the company's largest ever single investment at \$9.5 million – which will

**LABELS&LABELING**

benefit both Kuresa's label printing and adhesive tape divisions.

'It's a massive investment for us and it will completely transform the company from a regional manufacturer to a world-class player,' says Jaime Yoshiyama, managing director. 'There is great potential for growth of the label sector in Peru and neighboring countries, and I want Kuresa to take full advantage of it.'

Between 2004 and 2009, the company's average compound growth was an impressive 18 percent. Yoshiyama cites the growth in the Peruvian economy and export markets, as well as continuous in-house process improvement as the reasons for the company's progress; progress which has seen it scoop Finat's Best Rotary Letterpress Printing Award for four consecutive years between 2007-2010.

'We're producing the same products; we're just doing it better,' says Yoshiyama. 'The awards show me that

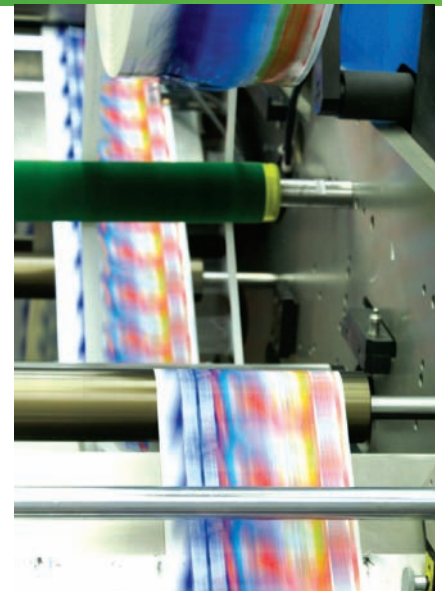
we are operating at a good technical level: competing with top European companies is no small achievement. Our employees are really talented and well-trained: these awards are a credit to them.'

## FROM TAPES TO LABELS

Kuresa was founded in 1965 as a producer of adhesive tapes. Today its 7,000 square meter plant, which houses 260 employees, is split into three main areas: coating of adhesive tapes, slitting and packaging of adhesive tapes – both of rolls produced in-house and those imported for direct supply at home and abroad – and printing of adhesive tapes and pressure sensitive labels. Adhesive tapes, sold under the Pegafan brand, Peru's market leader, make up 50 percent of the company's business; 25 percent comes from sales of prime labels, with a further 25 percent coming from the sale of Pilot pens and office



(L-R): Gustavo Mifflin, production manager, and Jaime Yoshiyama, director and general manager, in front of an Ilma letterpress machine



consumables.

Kuresa has 60 percent of the local adhesive tape market and also exports 14 percent of its turnover to Europe and other countries in Latin America. Products include packaging tapes for cardboard boxes, masking tapes, cellulose tapes, invisible acetate tapes, double sided tapes and special security tamper-evident tapes.

Tape materials are produced using an adhesive coating machine that dates from 1980. It will be replaced by the new coater, to be installed in the new factory at the end of the year, which is 40 meters in length and 7 meters high. It runs at ten times the speed of the current machine, and will also allow Kuresa to produce its own specialty self-adhesive label material.

Kuresa began printing labels in 1998 with the installation of a flexo press from Italian company Ecoflex. Letterpress quickly became the company's core technology, however, with the installations of presses from Swiss manufacturer Ilma in 2000 and 2002.

Ilma, which was founded by former employees of Gallus, no longer manufactures the machines, of which there are around 50 installed worldwide, though it continues to offer spare parts and service. The 6-color press with a web width of 340mm, that will be installed in Kuresa's new factory in February 2011, was purchased from a German converter, and is currently being restored and reconfigured in Switzerland. Kuresa's three existing Ilma presses are UV letterpress machines of five, six and seven colors respectively; two have a web width of 280mm and one is of 340mm.

Each of the presses has flexo, silkscreen and hot and cold stamping capabilities, and can print variable data for promotional applications. They are equipped with inspection systems from

BST, web cleaning equipment from Teknek and Kelva, corona treatment and lamination. Proofing and mounting equipment come from JM Heaford, while finishing is handled by Rotoflex machines.

Running two shifts six days a week, the company produces three million square meters of self-adhesive labels per year. Eighty-five percent of production serves the local market, with the remainder exported to Bolivia, Colombia and Ecuador. Sixty percent of the company's production is for the personal care market; 20 percent goes to household goods. The pharmaceutical industry accounts for a further 10 percent, with the remainder divided between the beverage market and promotional applications.

According to Yoshiyama, expansion into label printing was a natural evolution for the company. Before beginning to produce labels, Kuresa was already printing adhesive tapes in flexo, and imported and sold label materials and inks to small flexo printers in Peru. This stopped when it began printing labels in-house, but served as the first step in gaining knowledge of the label market.

'The press operators already had experience in printing,' he says, 'and knowledge had been acquired from the suppliers of label inks and materials.'

Kuresa was the first company in Peru to print prime labels using a combination of printing technologies. Gustavo Mifflin, Kuresa's sub-manager of production who runs the label printing operation, says: 'At the time, letterpress offered the best quality on the market; better than flexo. Flexo has of course improved greatly since then. But we have the units, so we have the option.' Jaime Yoshiyama echoes this dedication to letterpress technology: 'Flexo doesn't interest me much yet: letterpress provides more consistent quality and this is the most

important benefit that we are able to offer our customers. We prefer to know one type of printing process intimately and this is why Kuresa is so focused on letterpress technology.'

One of Kuresa's three shareholders is Swiss, and Yoshiyama says that this connection has created a closer affiliation to technology from Europe compared to the US.

#### KNOWLEDGE THROUGH PARTNERSHIPS

Kuresa pays close attention to the training of its staff and acquiring knowledge from companies around the world. This philosophy is partly dictated by a lack of local training facilities and technical support within Peru. Training takes place in-house, though most of the original press operators, trained in Switzerland for three months during the first installation of an Ilma machine, remain at the company. Because of the distance between Peru and Switzerland, the operators are trained to maintain as well as operate the presses.

One of Kuresa's key relationships has



JAIME YOSHIYAMA with a model of Kuresa's new 23,000 square meter site



(L-R): Chemical engineers Alicia Peña and Sara Rojas conduct tests in Kuresa's laboratory



been with Dutch converter Kolibri Label, also a user of Ilma letterpress machines, run by former Finat president Jan Frederik Vink. Both Jaime Yoshiyama and Gustavo Mifflin have visited many times. 'We have a management culture of ensuring that the company's leaders are kept up to speed with the latest technology and advances in the industry,' says Yoshiyama. 'Our partnership with Kolibri has been an important part of this.'

'There is a large distance between the companies, but the relationship is very close,' echoes Gustavo Mifflin. 'We have learned a great deal from them.'

Yoshiyama says he has made around 20 fact-finding trips to Europe over the years, and he has also spent a lot of time with Kuresa's suppliers, such as Fasson, Herma, Koehler + Beck and Siegwerk. 'Studying, learning and reading have all been crucial parts of the company's philosophy,' says Gustavo Mifflin. 'Information and articles in Labels & Labeling have also been important.'

Jaime Yoshiyama is a strong advocate of the importance of informal partnerships with other converters. 'We have great relationships with companies around the world, such as Kolibri in Holland, and Germark in Spain,' he says. 'We are not competing in the same markets, so there is an opportunity to collaborate and share knowledge.'

Kuresa has been a member of Finat for eight years, and Yoshiyama is grateful for the networking opportunities this has provided. 'It is thanks to Finat that we were able to meet these companies,' he says. 'When I visit Europe, I see that converters are often far ahead of us in terms of streamlining processes and lean manufacturing. There is much to learn from these companies in that area.' Lean manufacturing is due to be implemented in Kuresa's new factory.

Yoshiyama is refreshingly modest. Kuresa itself has plenty to offer its European counterparts; indeed, Jan Frederik Vink has said that the laboratory

at Kolibri was partly inspired by Kuresa's.

As well as research and development – recent innovations include scratch-off promotional labels – this laboratory conducts quality testing and follows materials at every step from entry into the factory until the final product. Up to seven different tests are conducted on all labels, samples of which are kept for two years for quality control.

Each label job is ordered by a bar code that allows easy access to job information and is linked to plate specifications. This allows for total traceability of production orders in the event that the information is required later. Platemaking is performed in-house using water-based systems from Agfa and BASF. 'We've had in-house pre-press from the beginning,' says Yoshiyama. 'It offers increased security to clients, as new product information cannot be leaked. This is greatly valued by our customer base.'

#### FUTURE GROWTH

Yoshiyama is enthusiastic about Peru's improving market conditions. Now experiencing the highest GDP growth in Latin America, the country has come a long way since the late 1980s, when hyperinflation accumulated to 5,000 percent over a five-year period from 1985-1990, amidst protectionist economic policies and anti-government terrorism. Peru stagnated during this time – many companies, including

major brands, left the country – and Yoshiyama cites it as a reason for Peru falling behind Colombia in terms of industrial development despite having not-dissimilar populations: Peru with 30 million compared to Colombia's 46 million.

Yearly per capita label consumption in Peru and neighboring countries is currently around 1.5 square meters a person, which is why Yoshiyama sees a great deal of potential in both the local market and in increasing the company's exports. 'From a geographical point of view, Peru is well positioned to serve various markets,' he says. 'I want to increase export to countries like Colombia, Ecuador, Bolivia, Venezuela and Chile; which is why we are increasing our production capacity and are working on streamlining our label production processes.'

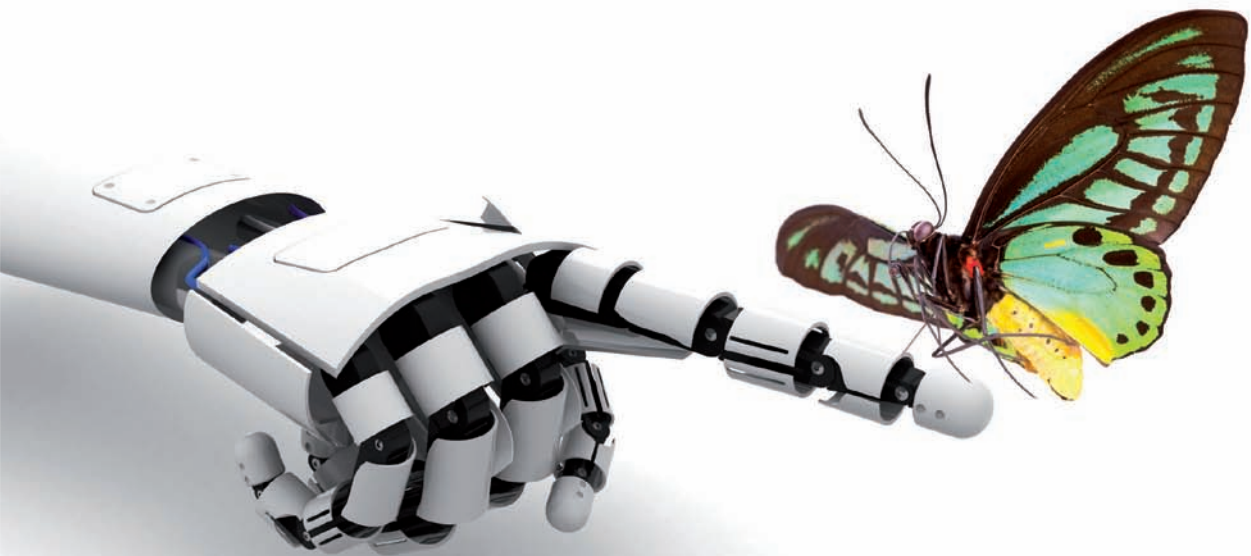
With a history of quality prime label production coupled with exciting investment plans, Kuresa is well-positioned to continue to take advantage of Peru's favorable economic conditions. Future entrants to Finat's letterpress award category should expect even tougher competition. exciting investment plans, Kuresa is well-positioned to continue to take advantage of Peru's favorable economic conditions. Future entrants to Finat's letterpress award category should expect even tougher competition.





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(L-R): The Primitiva Label team next to the Nilpeter FB 3300: Alexandra de la Torre, sales coordinator; Manuel Ganoza, operations manager; Tarek Kahhat, managing director of Union Plast; Fernando Aravena, president

## What Fernando did next

**FERNANDO ARAVENA**, owner of Chilean converter Etiprak before its takeover by York Label, has founded a label printing operation in Peru in partnership with Union Plast, a flexible packaging supplier. It's the latest step in his plan for a regional network of companies, as James Quirk reports

Fernando Aravena looks on approvingly as his young charges take L&L on a tour of Primitiva Label's small but pristine space at one end of flexible packaging converter Union Plast's factory in the industrial San Luis suburb of Lima, Peru.

Primitiva, founded a year ago and producing self-adhesive labels since the beginning of 2010, is a partnership between Aravena and Tarek Kahhat, managing director of Union Plast, and the latter's three brothers. Aravena owns 50 percent of the operation, and spends around one week in four with the company. He introduces L&L to sales coordinator Alexandra de la Torre and operations manager Manuel Ganoza, then steps back to observe their enthusiastic explanations of Primitiva's business.

The company is Aravena's brainchild and his pride in the venture is evident. A clause in the buy-out of Etiprak by York Label prevents him from owning a label printing operation in Chile until 2011; however, Aravena says that establishing a company in Peru was always an ambition, even while he was still with Etiprak.

**LABELS&LABELING**

'The Peruvian export market has grown a huge amount in recent years,' he says. 'There are low production costs and a wider variety of industries compared to neighboring countries. There is great potential both within the local market and also for export, particularly in the pharmaceutical and beverage markets.'

### REGIONAL NETWORK

As well as the taking advantage of the fast-growing Peruvian economy, the venture is reflective of Aravena's wider

ambition: to create a network of label converters across Latin America, each with complimentary technology.

The first step took place eight years ago, when Aravena partnered with Argentine converter Adhepel to create a new company, Tag Wine, to cater to the wine label market in Mendoza, Argentina's largest wine-producing region, close to the Chilean border. Operations and partnerships in other markets are also on the horizon, but cannot yet be divulged.

'I want to create a regional network

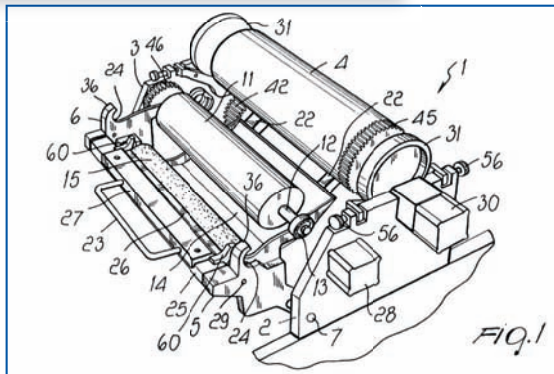
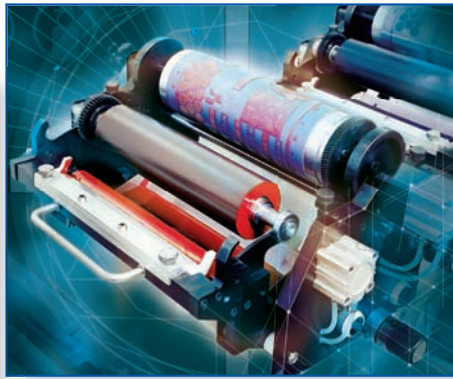


ALL of Primitiva's label production is currently exported, with the US, Canada and Mexico among its destinations

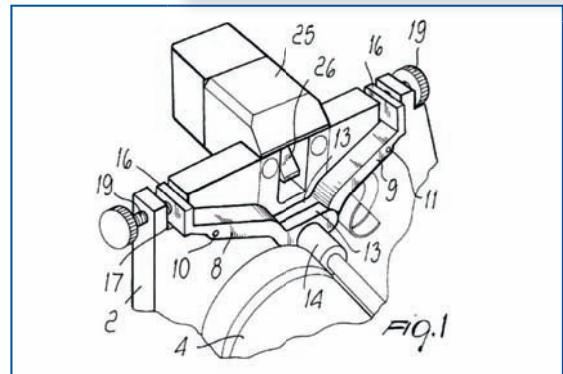
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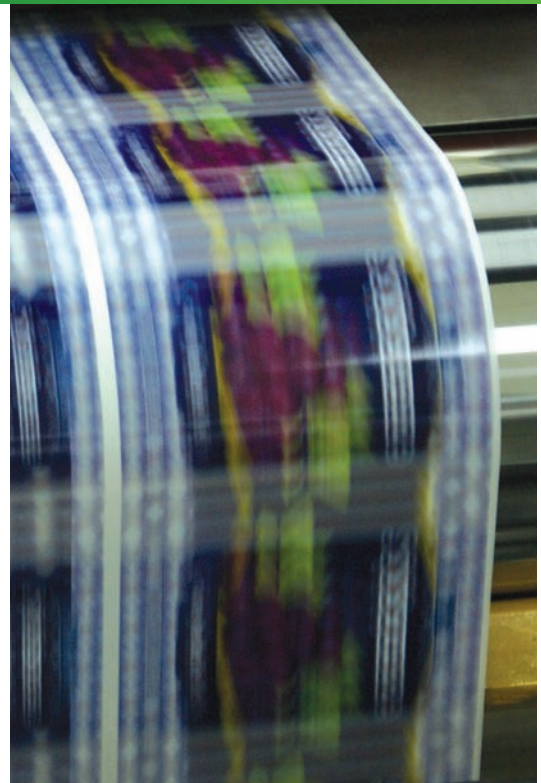
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AT work on the Rotoflex inspection rewinder



of companies,' he says. 'We will implement the same standards and collaborate on jobs. The technology is the same, too: 'when we installed a Nilpeter press and Rotoflex finishing machine at Primitiva in Lima, the same machines were also purchased for Tag Wine in Mendoza.'

Aravena says that Primitiva has already benefited from Tag Wine's expertise in the wine label market, an area that Primitiva caters to along with the food, beverage and industrial sectors. Dedicated exclusively to self-adhesive labels, all of Primitiva's production is currently exported, to countries such as the United States, Canada, Mexico and the UK.

#### PARTNERSHIP

Primitiva's facility is situated within Union Plast's factory, and houses an 8-color Nilpeter FB 3300 flexo press with in-line lamination and cold-foil. Installed in November 2009, it is the first and only servo-driven flexo press in Peru, says Aravena. The machine runs paper, polypropylene and polyethylene materials imported from the US, Colombia, Brazil and Argentina.

A Rotoflex inspection rewinder handles finishing. Aside from the machinery, Primitiva's area contains a small sales office and an ink mixing area. Screen technology will be integrated into the Nilpeter FB 3300 press in the near future, and Aravena says that more equipment is due to be installed next year. The set-up within Union Plast is flexible enough to be

expanded easily.

'We are starting small,' he says, 'but everything is being run at a very high level in terms of quality control and standards.' Primitiva's press operator was trained at Etiprak during Aravena's time at the company, when the Chilean converter was often used as a regional training center by Nilpeter.

Union Plast and Primitiva complement each other well, both in terms of the personalities of Tarek Kahhat and Fernando Aravena, and with regards to the companies' products and markets. Union Plast produces flexible packaging and wrap-around labels for the food, beverage and household goods markets, with 85 percent of its products serving the Peruvian market and the rest exported to Chile, Ecuador, Argentina and Brazil.

'The products are complementary and this helps the synergy between Union Plast and Primitiva,' says Kahhat. 'It has been a privilege to partner with Fernando Aravena on this project.'

Union Plast's factory houses four sheetfed offset presses, two 8-color, a 6-color and a 4-color, and a number of extrusion machines. The company produces 350 tons per month of flexible packaging, bags, sleeves and wrap-around labels.

Union Plast is an importer of biodegradable plastic materials from UK company Symphony, which adds its d2w additive into the plastic at the extrusion stage, resulting in a finished product that will degrade and disappear in a short timescale, leaving no fragments, methane or harmful residues.

In a further environmental initiative, Union Plast recycles its material waste by palletizing it on-site and selling it on. As well as financially prudent and environmentally beneficial, Kahhat reveals that the system prevents the risk of counterfeiting as the company's products cannot be found in the street and copied, a common problem in Peru.

Kahhat and his three brothers equally own Union Plast and also Textil Jordana, a nearby textile company. The San Luis area is a hub of textile production, one of Peru's largest export markets.



L-R: Tarek Kahhat, managing director of Union Plast; Fernando Aravena, president of Primitiva Label



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THE 8-COLOR Mark Andy LP3000



# Logotex rides export wave

**LABEL CONVERTER** Logotex is benefiting from a surge in Peru's export market and movement into prime label production with Mark Andy presses. James Quirk reports

Logotex, based in the Peruvian capital of Lima, was founded in 1980 as a producer of simple pricing labels. One of the first self-adhesive label printers in the country, it expanded into barcode labels and soon began exporting to nearby countries such as Ecuador, Colombia, Bolivia and Paraguay.

These early pricing labels were produced on presses from Brazilian company Ibirama (now Etirama), from which Logotex still runs five machines of three and four colors.

'The presses had a tremendous influence on the Latin American market at that time,' says Logotex's general manager Dante Way, who runs the label converter with his wife Rosa Bueno, who serves as finance manager. Both trained as industrial engineers. 'They were economical but more than sufficient to serve the needs of the market.'

The company began to expand into production of labels for supermarket brands. After a visit to Labelexpo Americas, Way and Bueno invested in a 6-color Comco Cadet flexo press in 1998, allowing movement into film production.

## INVESTMENT FOR A CHANGING CLIMATE

Logotex has benefited from the recent wave of Peruvian economic growth. A surge in the export market has seen an increased need for locally printed labels for products bound for neighboring Latin American countries and, thanks to a recent trade agreement, the US. In recent years, Peru has had the highest GDP growth of any country in the region, aided by the government's economic stabilization and liberalization programs which have lowered trade barriers and opened the country to foreign investment.

Dante Way cites these changing economic conditions as an important element of the company's growth which, in the last five years, has seen it invest in two further Mark Andy LP3000 presses: a 6-color and, more recently, a fully UV 8-color machine. 'There has been greater political and social stability in the last decade,' he says. 'Companies have begun to produce much greater volumes for the export market, and there has been an increasing demand from end users for self-adhesive labels.'

Sixty percent of Logotex's production is now dedicated to full color prime labels, mainly for export markets for the agrochemical and industrial sectors. The company also produces paper labels for the large textile and fruit export markets. As ever, challenges remain. With a limited local supply chain and Peru's great distance from the US, Logotex imports materials in bulk and, according to Rosa Bueno, will often rely on its own resourcefulness due to a lack of local technical support: several of the company's presses boast in-house modifications. 'It can be difficult to compete with Chile, for example,' she says, 'where materials can be purchased more cheaply. We have to import everything.'

Further investment in machinery, say the owners, is on the horizon. The facility in which Logotex has operated for the last 12 years has room for expansion; space which the company says will be used sooner rather than later.

'As a family owned company, we have no business partners,' says Bueno. 'This is a great advantage in terms of being able to react and take decisions quickly. For the purchase of the Comco and two Mark Andy machines, the decision to invest was taken at Labelexpo Americas in Chicago. We don't have to discuss it with the board, so we can move quickly.'



**FAMILY OWNED:** Dante Way, general manager, and his wife Rosa Bueno, finance manager

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LUIS MARIA GARCIA, far left, participating in the international partnerships panel session during Label Summit Latin America 2010

## Q&A

**LUIS MARIA GARCIA** president of Multilabel, a label converter with factories in Argentina, Brazil and Mexico, speaks to James Quirk about the challenge of founding operations in new countries

Multilabel, founded in 1992 in Buenos Aires, Argentina, has an impressive history of expansion. In 2000 the company opened a printing plant in Brazil; in 2002 it founded a factory in Argentina's wine-growing region of Mendoza; two years later it established Multilabel Mexico. All the company's facilities are certified to ISO 9001-2008 standards and operate under the Kaizen philosophy of best practice. Around 100 employees are spread between the different operations.

Multilabel produces prime, in-mold, promotional and security labels for a variety of sectors, including food, beverage and household products, while also working with partners in hologram and RFID technology. Clients include Nestle, Procter & Gamble and Shell.

During Label Summit Latin America in Mexico City in May, Multilabel's president

Luis Maria Garcia participated in a panel session dedicated to international partnerships. Offering the perspective of a company that runs operations in a number of countries, here he expands on his views.

**L&L:** Please explain the history of Multilabel's various expansions. What motivated them and what were the toughest challenges? Did you partner with existing factories or create your own?

**Luis Maria Garcia (LMG):** Shortly after opening Multilabel Argentina in 1992, I realized that globalization had truly begun and was here to stay and grow. Bilateral initiatives such as MERCOSUR, NAFTA and the Andean Pact were offering competitive advantages to companies situated in member countries. Globalization is determined by the big brands, who need to be followed by their suppliers wherever they go. So I decided to be present in the most important markets.

In the case of Brazil, it was very hard at first simply because of cultural and linguistic differences. It was the first country we moved in to, firstly because I was already a Brazilian resident, a status without which it is very complicated to open a company there; secondly, because it was showing itself to be one of the biggest markets in Latin America. We began with a sales office, printing the labels in Argentina, until we had a client base that justified the installation of machines and local production. Brazilians often avoid importing goods because of various government levies, which protect the country's commercial balance and local industry.

After that, I opened Multilabel Mendoza in order to serve Argentina's immense wine industry and also the Chilean market. We founded Multilabel Mexico to gain access to the markets of the US and NAFTA. We have a sales office and are searching for a company with an operational factory that might be interested in partnering with us and sharing our expertise.

For Multilabel, globalization has been an opportunity, as opposed to a

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## "For Multilabel, globalization has been an opportunity. It has fostered our expansion and motivated the creation of strategic alliances"

challenge, that has fostered our expansion and motivated the creation of strategic alliances.

**L&L:** To what extent do your different operations use the same technology as Multilabel Argentina? Do they produce the same products for the same markets? Has movement into new countries helped the company serve new markets and end-use applications?

**LMG:** We want all the factories to mirror each other perfectly, providing back-up to the others with compatible machines and materials. We've brought into line an international supply of inks, films, polymers, pre-press equipment etc, so that there be absolutely no difference in printing the same product between one country or another, save for the human factor.

As well as universal compliance to ISO 9001-2008 standards throughout the facilities, we bring our staff to Buenos Aires for a few weeks so they can see first hand how the 'mother factory' operates. They take the experience back with them, and also help us by sharing their own professional experiences.

Also, through our system of best practice, we train our staff to be multi-functional, so there are no problems with workers taking time off for sickness or vacation. They all know how to do everything, even if they specialize in one area more than another.

Entry into new markets has resulted in new developments and end user applications. These are served by our R&D department, which continuously develops through visiting exhibitions like Labelexpo and seeing new materials, products and machines in action.



LUIS MARIA GARCIA, president of Multilabel

**L&L:** Do the different factories communicate with each other and work together?

**LMG:** All the factories are linked by a video camera system, radio and the internet, so that we can maintain a constant oral and visual communication. This means that an expert in any area of production can see and resolve problems from afar.

The same communication happens with regards to our products, which, being identical, can be sent out quickly and wherever needed.

We also operate an intranet system that has proprietary software with which we monitor production statistics. It helps us to set the strategies and costs of the jobs in order to optimize the work.

**L&L:** What are the characteristics that differentiate the clients between the countries? Are there different requirements in the different markets, or in the needs of the clients?

**LMG:** We obviously have to adjust to the differences in each country, whether we manufacture locally or export to it. Each market has its variations, not least in tax legislation, which can sometimes be complicated, as in Brazil. For those who are unaware of or unpracticed in these matters, it can become very costly.

An example is the different taxes for selling in each Brazilian state. Arriving at a final value for a quote can turn into a real headache, as tax can be affected by whether the label is made from paper or plastic, for example, and where the virgin material was made.

It is for these reasons that the big international companies like CCL, York Label, Multi-Color and others, which want to be present in different markets around the world in order to serve their clients, seek out companies such as ours. We already have the expertise, the management and the knowledge of markets and clients that would take them a long time and money to develop from scratch with their own personnel.



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AN aerial view over Beirut

# Ahead of the pack

**THE** first narrow web flexo label converter in Lebanon, Label Plus has expanded into a successful business – and new press investments are on the way. Andy Thomas reports

Label Plus started up in 1999 after company owner and managing director Haytham Sinno completed a long quest for knowledge about pressure-sensitive label converting equipment. 'I saw an opportunity in this market, but I did not know what sort of machinery to buy. Then we met Elmar Zanforlin, from Comco, who persuaded us to buy a Comco Cadet. I took his advice and became the first narrow web flexo printer in Lebanon.'

It was a tough market for a start-up label converter: 'The local market was very small then – buyers preferred sheets because there was not much automatic labeling equipment in the country. This started to change through the 1990s, but slowly,' says Sinno.

At Labelexpo Europe in Brussels in 2006, with Comco now a part of Mark Andy, Sinno opted for a Mark Andy 2200 as his next press, followed last year with the UV flexo 2200XL machine, all supplied by Mark Andy's Lebanese agent Dynagraph. This 6-color press is equipped with BST Powerscope inspection equipment, cold foil, lamination and turnbar.

In addition, Label Plus runs a Mark Andy 830, two Labelmen PW180 rotary letterpress machines, and foil stamping and finishing equipment from Newfoil and Shiki.

Avery Dennison is the main substrate supplier for Label Plus, and like other printers in this region dealing with European-based suppliers, Haytham Sinno has to cope with lead times of 4-5 weeks. Materials used are overwhelmingly PS papers, including thermal papers, with currently little use of film. Rotary dies are supplied by Rotometrics.

To print to the highest quality, Label Plus uses digital flexo plates, which are made by a specialized repro house. 'I have seen our printing quality improve immensely using the latest thin CTP plates,' says Sinno.

The main export markets for Label Plus – and where the company is seeing the biggest growth in orders – are Dubai and Saudi Arabia, in the food, beverage, detergent and security seals sectors. There is also some work for Lebanese wine producers who export their products to North America and Europe.

Another significant growth market is Africa, and particularly Nigeria, where the Lebanese form the biggest class of factory owners and many local cosmetics brands are owned by Lebanese citizens. It is believed that there are 100,000 Lebanese working in Nigeria alone.

Haytham Sinno says his main competition comes from Syrian label printers. 'They sell labels for cheap prices because they use second grade material and locally made machinery.'

Label Plus is currently enjoying overall growth of 10 percent and plans to install a fourth Mark Andy machine in August 2010. It recently complemented its rewinder force with a new Prati to cope with increased label volumes.

Up to the mid-1970s Lebanon was considered the 'Switzerland of the Middle East', and most regional business was transacted through the country. Today Lebanese are the principal business class in large parts of the Middle East and Africa and the country is seeing the start of its own narrow web converting sector.



**EID ZGHEIB**, MD of Eidco and lead press operator Chazbel Boustani in front of the company's Mark Andy 2200

## NEW ENTERPRISE BEARS FRUIT

**THE GROWTH OF THE ECONOMY** and label demand in the Middle East has enabled Eidco to establish itself as a successful converter, just one year after the company's launch. Andy Thomas reports

Launched just one year ago, Lebanese converter Eidco has already established itself as a successful business, with projected growth rates of 10 percent through 2010.

Before founding the company, managing director Eid Zgheib was a pre-press operator at a repro house, making DuPont Cyrel flexo plates for corrugated and flexible packaging converters. 'I felt that because of my expertise in making separations I could make the step into printing labels – I just needed a printing press!' recalls Zgheib. His printing plates are still supplied by his old employer.

Eid Zgheib's first press was a full UV Mark Andy 2200, purchased from the press manufacturer's regional agent Dynagraph. 'We chose Mark Andy because of the guy selling the machine,' says Eid Zgheib. The 6-color press is specified with turner bar, cold foil unit, Corotec corona treater and BST Powerscope vision inspection system.

Eidco prints labels for a wide range of market sectors, including cosmetics, food, beverages and healthcare, and for both local and global brands like Henkel Lebanon. Wine and Arak labels are also much in demand, and these involve multi-process converting with heavy use of foiling and embossing. In the bodycare segment, the company has the capability to print the double-sided labels now demanded by many of the more sophisticated shampoo brands.

Although producing mainly for the Lebanese and wider Middle Eastern markets, Eidco does a significant amount of export work outside the region. When L&L visited the plant, for example, Vodka

Ice labels destined for the European market were being printed.

Eid Zgheib's pre-press expertise is really on show in some particularly complex label print work. For example, a label for a nail polish remover in the LadyCare range involves fine reverses out of a 4-color black vignette – with no bleed into the non-image area.

Press operator Chazbel Boustani has seven years' experience on flexo presses, having previously worked at the Saudi-owned Indefco packaging group, so is well able to hold tight registration on these kinds of jobs. An average run length is down to around 20,000 labels and the company has produced some 550 jobs in the past year.

Building on this successful start, Eid Zgheib aims to grow the business by taking on a dedicated sales resource. A second press will follow if sales continue to increase. The company might also diversify into in-mold labels, and has already trialed 60 micron BOPP reels. In this case, new finishing equipment will also be on the agenda.

Zgheib's final observation is that although there are only a handful of competitive PS label converters in Lebanon, keeping up high levels of growth is not easy.

'Maintaining margins is tough, because we are undercut by competitors using second lot European materials,' says Zgheib. 'We face strong competition from Syria in particular, where the cost of labor and electricity is cheaper. Here we are also faced with power cuts, which means we need a back-up generator.'

## AGENCY PUSHES FLEXOGRAPHY INTO MIDDLE EAST

Originally established in Beirut in the 1950s, Dynagraph is celebrating a 25 year partnership with Mark Andy and now provides engineering support throughout the Middle East, *writes Andy Thomas*.

Dynagraph is one of the most influential package printing machinery agencies in the Middle East, laying claim to introducing flexography to the region through its 30 year partnership with DuPont and 25 years as Mark Andy's agent.

As with all the best agencies, Dynagraph's success comes down to heavy investment in service and support – essential for converters starting out for the first time in the narrow web converting business. Of the company's 104 employees, one half are service engineers. Dynagraph engineers carry out all regional installations of manroland sheetfed offset presses while it supports all Mark Andy presses.

The company was formed in 1952 in Beirut to sell letterpress consumables and grew its business rapidly throughout the Gulf region. A Syrian office was added shortly after followed by offices in Jordan, Saudi Arabia, the United Arab Emirates and Kuwait. The first packaging-related flexo installations took place in Saudi Arabia in the late 1970s.

'The labels market in this region remains small, but around a year ago, things started changing, and now we're starting to see some real growth,' remarks Antoine El Kara vice president of Dynagraph. 'This is particularly the case in the shrink sleeve label market.'

Looking at the main package printing markets, he cites Saudi Arabia as the biggest with a consumption of 100-113kg per capita, while a country like Syria comes in at just 40kg per capita. 'These figures show there is a lot of room for growth,' he says.

El Kara sees particularly exciting growth prospects in Egypt – 'there are big changes on the way there' – and North-Central Africa, where there is a big, and wealthy Lebanese population driving business development. Iran and Iraq are also markets on the move.

El Kara says that in Lebanon there are six major PS label converters, and Mark Andy claims the lion's share with four installations. In addition there are up to 25 sheetfed offset companies in the country which would eventually express an interest to convert some wet glue labels as part of their broader commercial print offerings. 'But more end users here are now installing automatic labelers, so the prospects for the narrow web industry are good.'



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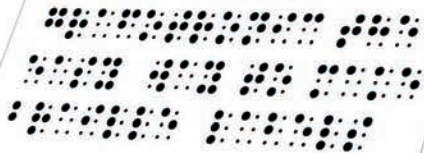


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# TECHNOLOGY TO THE RESCUE

## LABELEXPO AMERICAS 2010 PREVIEW

**LABELEXPO AMERICAS** returns this year with the world's largest label and product decoration exhibition. Held between 14-16 September at Rosemont, Chicago, the show now incorporates a host of new features to add value to the visiting experience. Andy Thomas reports

With the global economy turning around, now is an excellent time for converters to consider investment in new equipment and software systems to target value-added business opportunities and further streamline their operations.

So Labelexpo Americas comes to Chicago's Rosemont exhibition halls just at the right moment, and this year show sees a range of new features designed to help visitors clarify their investment strategy in key technology areas.

### LABELEXPO TECHNOLOGY WORKSHOPS

Label converters looking to invest in a new label press now have a wider choice than ever before. Should they stick with conventional flexo, or go for HD (High Definition) flexo, or maybe purchase one of the latest digital label presses? Even then, should they be looking at dry toner technology, liquid toner or UV inkjet?

#### LABELS&LABELING

Certainly converters normally want to see label samples or have trial runs from the particular presses they are investigating, but how often will they ever get to see the same job file run on four different label printing technology presses at the same time? Well now they can.

In an exciting new innovation at the show four leading label press manufacturers are participating in a special Printing Technology workshop demonstration area in Hall F. Here, Nilpeter, HP indigo, Xeikon and EFI Jetrion presses will each be set-up to run the same job files three times each day of the show. The job files they will all print – covering a food label, a pharma label and a personal care label – are being prepared by EskoArtwork and will be handed to the digital press operators prior to each demonstration, while the Nilpeter HD flexo will be given a set of ready-prepared plates.

The aims of the daily workshops, under the theme of 'A Day in the Life of a Label Printshop', are to demonstrate the optimum set-up, technical capabilities, performance and quality of HD flexo (Nilpeter), liquid toner (HP Indigo), dry toner (Xeikon)





and UV inkjet (EFI Jetrion) presses and understand how digital printing is contributing and driving conventional press manufacturers to innovate, as well as enable label converters to have a direct comparison of the printed results achieved from using common job files across all four processes.

All participating suppliers will be given a 'book of work' to create a production schedule for the day. This will consist of up to 20 jobs in total – the three jobs that will be produced by each supplier during the three show days – and a number of other jobs specific to different presses.

So, in between the daily workshop set-up and running of the three standard and comparable label jobs, the four participating press manufacturers will each also bring up to four specific or unique job files, that they will again set-up and demonstrate to aid label or packaging converters in understanding some of the new opportunities coming from the production of, added-value narrow web self-adhesive label or package print jobs. These jobs may include: flexible packaging and sleeve labels produced on unsupported film, cartons, sequential coding or numbered

labels, security or brand protection labels and in-mold or transfer decoration labels.

To provide a true comparison of the different processes, each demonstration will also aim to explain the technical capabilities and requirements of the job, such as the substrates that are used, any handling, web cleaning, pre-coating requirements, a brief explanation of the specific printing technology being used, how color is managed on the press and what is required to bring the printed job to a die-cut and finished product.

Large viewing screens will be placed in the workshop area to facilitate close-up images during demonstrations and to run videos and other material in between the sessions.

Attendees at the workshops – which will have both seating and standing areas – will receive a handout pack which sets out the workshop program, details of each workshop session, and job sheets for each job and press being demonstrated each day. This will in turn, will give substrate, press, pre-press, MIS and finishing specifications, while samples of the comparative technology printed jobs will be on display and available to collect at the end of

each day.

It is anticipated that label converting companies may wish to send production management and operator personnel to these workshop sessions to help them better understand the key differences, applications and operator set-up of the main label printing processes.

In another innovation at Labelexpo Americas, a three-hour Digital Label Printing 'Masterclass' will be held on the morning of the third show day. This is an education and information class being established to help label converters new to digital, to understand current trends in digital label printing. Delegates will find out about the nature and performance of liquid toner; dry toner and UV inkjet presses. They can also learn about the importance of pre-press, digital workflow and color management; understand more about substrate requirements for the different digital printing technologies and discover more about in-line and off-line finishing as well as the different finishing options currently available for this type of printing process. Finally they can find out how sales, marketing and management needs to change in a successful digital label printing operation.

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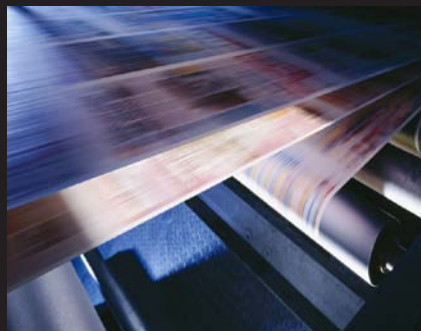
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Conducted by industry expert Mike Fairley and leading digital label industry supplier experts, the Masterclass delegates will each receive a complimentary copy of the recent Digital Label Printing – ‘How to’ guide for label converters, as well as printed samples and technical literature. Numbers will be limited and early booking is advised.

**BEYOND LABELS – NEW OPPORTUNITIES FOR THE CONVERTER**

This area of the show floor in Hall C will be dedicated to the print and packaging process ‘beyond the label’, with exhibitors demonstrating a wide range of print and converting possibilities from flexible packaging and cartons to ‘functional’ converting products such as medical pieces and cell phone components.

Recent L&L surveys indicate that over one quarter of US label converters already produce flexible packaging of some kind, while previous show figures indicate a 50 percent increase in attendance from flexible packaging and folding carton suppliers.

**GATHER ON THE GREEN**

Converters can no longer ignore the flurry of green initiatives and environmental strategies being launched by end users, governments and regulatory bodies throughout the industry. This feature will allow suppliers to display their environmentally friendly projects to both converters and brand owners, who will now be able to make informed choices about, for example, biodegradable materials, energy saving UV lamp control systems, liner recycling initiatives and much more.

**THE CONFERENCE**

As in previous years, Labelexpo Americas will have a high-level conference program, organized in collaboration with the Tag and Label Manufacturers Institute (TLMi). This year will be focused on the use of new digital technologies and solutions, but will also have a strong view on the state of the industry and the market in North America. Highlights include a panel of top industry magazine editors giving their opinions on the recovery, on the best global markets to invest in, and the how to generate sales in a tough competitive climate. Other hot topics during the conference will include a panel of brand owners discussing their future requirements; a look at how our industry evaluates color; inkjet markets and applications; automation and integration of MIS and graphics management; flexible packaging as a key opportunity; how to develop a sustainable supply chain.



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## LABEL INDUSTRY GLOBAL AWARDS

Labelexpo Americas will play host to the seventh prestigious Label Industry Global Awards on the first night of the show. The awards recognize and celebrate excellence in printing and labeling. Representatives from the industry were invited to enter their submissions at [www.labelawards.com](http://www.labelawards.com). The winners' names will be revealed at an informal networking event on the Spirit of Chicago, Navy Pier.

The winner of the prestigious R. Stanton Avery Lifetime Achievement Award has already been announced, and this year goes to Terry Fulwiler, CEO of WS Packaging Group Inc. He was selected as the overall winner by the international label industry judging panel at the Finat Congress in Valencia following a review of the online votes against the relevant criteria. The award is sponsored by Avery Dennison.

Terry Fulwiler joined his father's company in 1972 when there were 25 employees and he served in a variety of management positions before becoming CEO in 1987 upon his father's retirement. He is credited with the unprecedented decision in 2000 to take the company from a mid-size player in the tag and label industry to the next level with the merger of Wisconsin Label Corporation, founded in 1966, and Superior Label Systems Inc., founded in 1970. This decision resulted in nine company acquisitions by the conglomerate over the last nine years. Now with over 1,775 employees at 17 locations across the US and Mexico, the company produces high-quality printing, flexible packaging, and promotional products, as well as continuously introducing new and innovative products to the label and packaging industry.

Frank Gerace chairman of the Tag and Label Manufacturers Institute (TLMI) and the judging panel, commented, 'after a lifetime in the label business, Terry's management style remains people-friendly'.

'Terry believes in hiring good people and helping them to do their best by getting them to enjoy what they do. He believes in giving credible people an interesting and challenging job to do and then rewards their success, thereby reducing employee turnover.'

Gerace continues, 'and although today's business styles have evolved into a more open-information sharing style instead of a closed tight-to-the-vest style, WS Packaging Group has acted as a family business and shared financials with the employees since the early 1970s.'

'Terry believes strongly in new printing technology and business improvements, such as the latest proofing systems or press equipment and lean manufacturing, and continues to reinvest in the business with significant annual capital expenditures as part of his long-term business strategy. Terry's leadership has driven label industry innovation through web-based ordering systems and customer interface management as well as through the development of RFID technology, which was

expanded in a joint venture with Europe-based ASK Corporation.'

Fulwiler was selected Converter of the Year for 2000 by his peers in the TLMI, in which he served on the board of directors and is an active member, as well as supporting key company management to participate as active members. He is chairman of the board for Bellin Hospital, on the board of directors for several area businesses, including the Green Bay Packers, and serves in an advisory capacity for various local organizations and groups.

### THE FOLLOWING WERE SHORTLISTED FOR THE R. STANTON AVERY LIFETIME ACHIEVEMENT AWARD:

- Jeffery Arripol – Novelprint
- Stan Chess – RR Donnelley
- Geoffery Martin – CCL

### FINALIST SHORT LIST

The panel of international judges also announced the finalists in the other Awards categories. The winners will be revealed at the award ceremony on the Spirit of Chicago, Navy Pier, on the evening of 14 September – the opening day of Labelexpo Americas 2010.

### THE 2010 FINALISTS ARE:

#### CONVERTER AWARD FOR SUSTAINABILITY/ ENVIRONMENTAL RESPONSIBILITY

- Paragon Label / Mrs Grossman
- Spear
- Speciality Printing
- Vintage 99 Label MFG

#### LABEL INDUSTRY AWARD FOR CONTINUOUS INNOVATION

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- Collano
- Omet
- Tailored Solutions
- Xeikon

#### LABEL INDUSTRY AWARD FOR NEW INNOVATION *SPONSORED*

*BY LABELS & LABELING, NARROWEBTECH AND LABEL & NARROW WEB*

- Cerm
- DG Roland
- Gallus
- Primera

Judges for this year's awards, under the chairmanship of Frank Gerace, chairman of the board, TLMI, were Andrea Vimercati, president of FINAT, Andy Thomas, editor of Labels & Labeling, and Tony White, editor of NarroWebTech.

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## NEW AT LABELEXPO

A **ROUND-UP** of some of the best new products to see at Labelexpo Americas. This is based on information available as L&L went to press. For the latest developments visit [www.labelexpo-americas.com](http://www.labelexpo-americas.com)

### 3M

Products demonstrated include digital print top-coated materials and structured adhesives incorporating microchannels to allow air escapes so hand-applied labels stay smooth and flat. Also the latest 3M laminating adhesive for electronics, transportation, appliance, and medical device applications.

### AB GRAPHIC

AB Graphic International will show a Digicon Series 2 with a flat bed screen module, flat bed foil/embossing and flexo unit for producing wine labels. A further two versions will be exhibited, one linked to an HP4000 digital printer and the second configured for short run, folding carton production combined with label converting. The Digicon Lite entry-level digital finishing machine will also be shown. It has a specification to meet basic converting requirements for digitally printed labels including food varnish, UV curing, semi-rotary die-cutting, slitting and single spindle rewinding. An Omega VSR vertical slitter/rewinder equipped with 2K camera inspection, Omega HSR high speed slitter inspection/rewinder will be on the stand along with RTS 1300 offline sheeter with slitting and sheeting; HSR1700 with dual die; ECTR 1700 turret rewinder with core loader and Omega HSR, both equipped for blank label production. A Vectra SGTR slitter/rewinder with 2K camera inspection and FlexPack laminating system completes the line up.

### AET FILMS

AET Films will be showcasing two new biaxially oriented polypropylene (BOPP) film products, SynCarta PS Facestock

and RE, a post consumer recycled (PCR) content film.

The initial offering of facestock films branded under the SynCarta name includes transparent, solid core white and metalized films for a variety of pressure sensitive labeling applications such as food, beverage, health & beauty and durable markets.

These BOPP films feature a proprietary top coating developed by AET Films for enhanced printability. The RE product offering is a new line of BOPP films containing 10-20 percent PCR content. RE PCR content films are available in an array of white label films for use in a range of labeling applications.

### ALPHASONICS

Alphasonics of Liverpool, UK, will show its entire product range at Labelexpo Americas. Already known for its anilox roll cleaners, a new range of cleaning systems for plates and parts washers shall be shown for the first time in the US after its successful launch at Labelexpo Europe in 2009.

The AS80 is a manual parts washer which places Alphasonics' proven flocculation chemistry in the hands of even the smallest printer. The AS1000 Trojan parts washing system tackles parts contaminated by UV inks, and has been entered into the Green Park Environmental award at this year's exhibition. The AS2000, the 'little sister' of the Trojan, will also be exhibited in Chicago. This parts washing system was based on the technology used in the AS1000 but does not utilize on-board flocculation. The wash water is returned to the tank to be re-used and the filtration system allows this wash water to remain

effective for longer. Another Alphasonics development which will be present at the show are the PC and more compact PW series of flexo plate washers which are totally non-contact, greatly reducing damage to the plate.

### ALLEN DATAGRAPH

Allen Datagraph Systems, Inc. (ADSI) will showcase its iTech AXXIS Digital Label System, a complete digital label production solution that enables converters to print and finish labels in any shape without dies, on demand. Included is the iTech AXXIS Digital Label Printer that has a wide range of substrate flexibility and variable data capability. The iTech AXXIS Digital Label Finisher has the ability to laminate, digital die-cut without dies any shape designed in Adobe Illustrator or Corel Draw, strip, slit and re-wind to finished rolls of labels.

### ATLANTIC ZEISER

Atlantic Zeiser demonstrates its digital print solutions for industrial applications, including the Gamma full-color inkjet system designed for the narrow label, packaging and direct product printing market, in 2.75in and 5.5in widths. The Omega is its broadest line with high-resolution digital UV inkjet for narrow printing applications in 360 and 720 dpi.

### ASHE CONVERTING

Ashe will be carrying out live demonstrations of the newly re-designed universal Opal label slitter rewinder which allows any form of substrate to be slit and rewound as standard. Fast changeover



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times prevent long downtimes typically associated with manual slitter rewinders and the Opal's machine re-design has significantly reduced this non-productive time, says the company. Ashe has recently invested in a demonstration facility for the US market in Brattleboro, Vermont, where label converters can observe the latest label converting technologies adapted to their own material substrates.

### ACTEGA WIT

Actega WIT, formerly Water Ink Technologies, features the latest technology in water-based and UV inks, coatings and adhesives. New products include Signature Series UV inks. 'Signature Series UV inks are safer, run cleaner, with low viscosity and brighter colors for expanded color gamut printing,' says the company.

New Avalanche UV opaque white offers high opacity and smooth laydown. Other high performance products include: Performa water-based inks for high definition printing; water-based and UV shrink sleeve inks; UV rotary screen inks; specialty inks for tactile and decorative applications; security inks and coatings; high performance UV and water-based coatings; laminating adhesives; adhesives and release coatings for extended content labels; DataLase, laser marking ink technology for date/lot and barcoding applications; InkMiser computerized ink batching system.

### ATLAS DIE

Atlas Die focuses on its hybrid 'Eagle Die' technology which combines flexible tooling and steel rule dies to provide a cost effective tool for difficult applications for platen or clamshell presses.

### AVERY DENNISON

Avery Dennison will introduce several new labeling, facestock and adhesive technologies at Labelexpo Americas 2010 on booth 119.

Targeted at the beverage category, Polyphane Fit is a roll-fed shrink film that delivers shrink ratios up to 50 percent, allowing brand managers and packaging designers to use a broader range of contoured bottles. Fasson Superfine is a line of premium, uncoated wine label facestocks that are FSC-certified and HP Indigo-, offset- and flexographic-printable. The facestocks are designed to exploit various production techniques to maximize the impact of brand graphics.

The Fasson digital substrates portfolio includes a growing number of print-ready substrates certified for printing on Xeikon, Jetrion and HP Indigo roll-fed presses. Core products include rigid and conformable films, shrink films, flexible packaging and durables, as well as Fasson Superfine wine papers.

Also on display will be the Fasson customer-ready durables label portfolio, which holds seven UL-recognized product combinations for UV flexo and water-based inks, digital UV inkjet, wax/resin and resin/thermal transfer ribbons. Also included are adhesives for a broad temperature range.

The company will also promote a new online resource – [www.enhanceyourbrand.com](http://www.enhanceyourbrand.com) – that demonstrates the visual impact and operational efficiencies of pressure-sensitive labels. It targets packaging designers, brand managers and packaging engineers with consumer packaged goods (CPG) companies serving the food, home and personal care, beverage, beer and wine segments.

In addition to celebrating its 75th Anniversary while at Labelexpo Americas 2010, Avery Dennison is planning commemorative events throughout the anniversary year. More on Avery Dennison's history is available at [www.averydennison75years.com](http://www.averydennison75years.com).



BETA LaserMike will show its LaserSpeed measuring system

### AVT

AVT and GMI will present their full range of 100% automatic inspection, quality assurance and remote ink control products with new capabilities for the label and narrow web market on booth 711, as well as on its partners' stands, at Labelexpo Americas in Chicago. New at the show will be AVT's iPrint cell phone application, which enables the company's customers to get real time information from the production floor on their iPhone. Production status, quality information, statistical data and more are available immediately through the iPrint application.

Also on display will be the PrintVision/Helios II 100% inspection system. New PrintVision/Helios II capabilities shown for the first time at the event include ProMIS, which allows communication with MIS / ERP production systems; DeltaE color measurements, a new addition to AVT automatic inspection that enables color consistency through measurement and monitoring; and Microcolor/Mercury automated ink control for offset and letterpress machines, which uses a digital servomotor to set ink films with high precision. Featuring a touch screen interface and supporting CIP3 digital pre-setting, Mercury has on-board disk storage, or an optional network connection, which stores an unlimited number of jobs, ready for fast recall.

### BETA LASERMIKE

Beta LaserMike, a supplier of precision measurement and control products, will exhibit its range of LaserSpeed non-contact encoders at Labelexpo Americas. Visitors to booth 3743 will see demonstrations of its LaserSpeed measurement system, which controls production costs and improves process control in label conversion operations. The LaserSpeed encoder uses laser-based technology to measure precisely the length and speed of products in label production without ever touching it. This laser encoder projects a unique pattern on the surface. As the product moves, light is scattered back to the LaserSpeed unit. This information is translated into product speed and pulses are produced to determine the length. Length and speed measurements are captured with better than +0.05 percent accuracy, says the company.

### BLUESTAR SILICONES

Bluestar Silicones will feature its full line of Silcolease silicone products for release coatings and pressure sensitive adhesive applications with a special emphasis on its Optima II concept in solventless thermal systems including new polymers and crosslinkers for the ultimate in platinum reduction and low temperature and productivity improvement. The company also shows its latest products in solventless UV/EB cure (cationic and free radical), emulsion and solvent-borne systems.

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## BST PRO MARK

At Labelexpo Americas on stand 837, BST Pro Mark will show its complete product line of narrow web inspection and web guiding products for the label market. The featured product will be Shark 100% inspection systems with PDF inspection and integrated Lector work flow modules, while the Powerscope 4000 digital video inspection system will make its US debut at the show. Also on display will be two inspection systems that offer automated color management and/or defect detection functions – the Super HandyScan 4000 and Premium Digital. Featured web guiding products will include the company's line of compact web guides with BST's ekr 500+ controller, as well as the new Edition X web width measurement system and the CLS Pro line and contrast guiding system.

## BUNTING MAGNETICS

Bunting Magnetics has introduced a new magnetic printing cylinder featuring a new spiral formation. This design, which has curved magnetic rows, provides superior holding power and makes the installation and removal of dies very smooth. The spiral design allows the cylinder to be used on both die cutting and printing applications.

The patent-pending spiral layout ensures that a plate will always fall on a magnetic field. When a press operator is pulling the plate off the cylinder, the new Bunting Spiral Cylinder will release the plate smoothly and avoid any costly kinking of the die. This contrasts to other regular cylinders which typically have a dead zone that can cause a die to snap and crease. With the new Spiral Cylinder, even short dies that are not 'full wrap' will always land on a magnetic field.

## CAB TECHNOLOGY

cab Technology will display its range of product marking equipment at Labelexpo Americas, as well as various new additions. The Hermes+, released in early 2010, will make its debut outside of Europe. The label printer/applier offers a compact design with robust features and can be integrated into a line operation or stand alone automatic labeling setup.

The XD4 will be demonstrating the capability of thermal printing on the top and bottom side in one pass. The A4+M printer features a center justification of the media enabling customers to thermally print on heat-shrink tubing, tough to print polys, polyimides, and more. The company's A+ Series of printers will be featured with accessories like cutters, cutter stackers, applicators, barcode testers and more. It will also demonstrate its ability to print variable labels without a PC.

The Mach4 and e4 family of printers will also be displayed, while the Hermes precision printer/applier will demonstrate the application of small 4mm by 4mm labels.

## CARTES

Cartes will present updated versions of its laser converting systems for self-adhesive labels and its combination machines with silkscreen, hot stamping, flat die-cutting and laser converting units.

## COLLANO

Collano will present specialty adhesives for labels, adhesive tapes and specialty packaging at Labelexpo Americas on stand 5925. The company will focus on new product lines for wash-off, self-adhesive labels, an adhesive for difficult substrates and specialty security adhesives. A new product line of permanently detachable adhesives will be introduced at the show. Collano L1 1164 and Collano L1 1202 are solventless hotmelt pressure-sensitive adhesives which are suited to producing wash-off, clear-on-clear labels for glass bottles. Labels made with these adhesives are permanent, yet can be removed without trace in bottle-washing lines. This means that even reusable bottles can now be provided with transparent labels.



BST will show its range of inspection and web guiding systems

## COMPUTER PRODUCTIVITY SERVICES

At Labelexpo Americas on stand 5200, Computer Productivity Services (CPS) will be adding print management quote, order entry and order inquiry windows to its Dynamics Client for Office. Dynamics Client for Office offers web access with named users for a few hundred dollars each.

CPS will also be featuring a fast wireless warehouse system to scan items in purchasing, do inventory physical counts, shipping fulfillment and fixed assets physical counts. As a Motorola Partner Select ISV partner, CPS can offer a system using Motorola/Symbol MT2090 computers. The company offers off line/batch entry when out of range, real-time/online and Bluetooth connectivity.

## CONTINENTAL DATALABEL

Continental Datalabel offers the first clear label made for both inkjet and laser printers. No need to stock different types for each printer. The labels are available in various sizes and virtually disappear on contact.

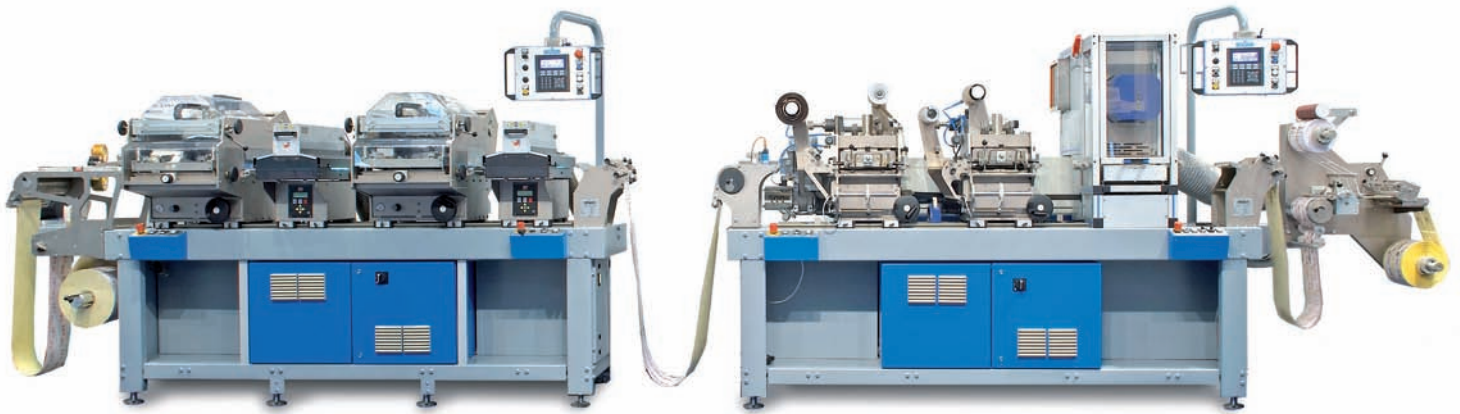
## CSAT AMERICA

CSAT, a global supplier of digital printing systems for product identification and coding information, will showcase its ITS 600 full color digital label press at Labelexpo. The ITS 600 incorporates drop on demand technology and can print in full color at speeds up to 150 feet per minute.

Incorporating CMYK color with 5 bit grey scale the ITS 600 can print the majority of the Pantone color range. With true 600dpi, the ITS 600 can print crisp and clear Asian and Arabic characters, barcodes and 2 point fonts. LED UV curing results in low energy consumption.



BUNTING Magnetics will display a new magnetic printing cylinder



CARTES will show combination laser die-cut converting lines

## LABELEXPO INSIDER

A ROUND-UP OF THE LATEST STORIES AT THE AMERICAS SHOW

### ALLISON SYSTEMS

Allison Systems is a manufacturer of metal, plastic, composite, and coated doctor blades for flexo. It also provides the doctoring systems upgrades, technical support, training and blade analysis needed. Allison Systems says it was the first in the industry to introduce many alternative blade materials, including the special long-life tool steel, 'Super Gold with a laser-hardened tip.

### ASHLAND

Ashland provides specialty chemical products, services and solutions for many of the world's most essential industries. A Fortune 500 company, Ashland provides technologies for surface and bonding enhancement for the packaging and converting industries. Ashland's product line of pressure sensitive, flexible packaging and laminating adhesives, along with UV/EB and water base overprint and specialty coatings are formulated for high-performance to meet customers' specific requirements.

### APPLETON

Appleton provides a broad portfolio of direct thermal label products to fit every label and tag application – whether it's grocery weigh scale labels, warehouse labels, pharmaceutical labels, or any other direct thermal label.

### BOISE

Boise Label & Release is a supplier of release liner and label facestock papers to the global pressure sensitive industry. Its substrates are incorporated into pressure sensitive laminate constructions for use in label, graphic, health & medical and tapes & industrial applications. Visit Boise's booth at LabelExpo Americas to learn about the release liner, Boise AvantEdge, and the facestock Boise Compel.

### DELTA INDUSTRIAL

Delta Industrial, a designer and manufacturer of specialty web converting and packaging equipment will be showcasing its custom engineering solutions in booth 3523 at LabelExpo 2010.

Delta is a featured exhibitor in the new Opportunities Beyond Labels section of LabelExpo Americas 2010. Delta will be demonstrating two converting systems, both capable of running multiple processes for a variety of industries. As a testimony to their flexibility, one system will feature a medical process web converting solution with in-line heat seal packaging, the other will feature a finishing system for digitally printed web.

Delta offers engineering expertise in developing manufacturing solutions for diagnostics, transdermals, electrodes, wound care, and a variety of complex medical, pharmaceutical and cosmetic products, labels, security and RFID.

### DIP COMPANY

DIP Company will show a variety of new products at LabelExpo Americas on stand 1408, including a 'quick change' liner and retainer system developed for Nilpeter's two newest presses, the FG 3300 and FG 4200. Other recent product launches include a liner and retainer system for an Aquaflex Producer-24", Aquaflex DBX-13", Omega Digicom Series 2 and Omet Varyflex 520 press. The company has also designed a low volume liner system for the Webtron 1618 press.

DIP Company has developed a new foam wiper for the Mark Andy XP presses. This wiper is 0.2 inches narrower than the company's wiper offered for the Mark Andy LP press series. DIP also offers two wipers for the Aquaflex ELS press series.

Founded in 1984, DIP Company offers more than 242 different products for over 130 different presses.

### DNP IMS AMERICA

DNP IMS America Corporation, manufacturer of thermal ribbons, will unveil a new thermal transfer ribbon at LabelExpo.

### DOUBLE E

Double E is exhibiting its complete line of web handling equipment, ranging from core shafts and chucks to core cutters and web guides. Next generation video inspection systems from Re will be on display, along with Re brakes, web guides, and tension control equipment. With Double E's recent acquisition of the rights to sell Mario Cotta slitting equipment in North America, visitors will also see specialized knife holders and slitting equipment. A fully automatic core cutter and a new manual core cutter will be running in the booth as well. Double E is a comprehensive resource for premium quality web converting accessories.

### DOW CORNING

Dow Corning Corporation will display its comprehensive selection of innovative, silicon-based adhesives, release coatings and crosslinkers.

### DOMINO AMJET

Launches its N-Series piezo inkjet range digital press in the US. The N600 digital label press offers 1200 dpi nominal print resolution with a native resolution of 600 dpi and four grayscales operating at 50-75m/m using durable UV inks. Capable of printing onto a range of paper and plastic label stocks, the N600 will be demonstrated in a reel-to-reel configuration with a print width of 13.1 inches.

### DURST

Durst will give the worldwide launch to its Diva Digital Varnishing Module for the Rotoworx 330 modular Finishing System. The DIVA module was developed and manufactured by Durst's Montreal, Canada-based subsidiary. The company will also show the latest generation of its Tau 150 Digital UV inkjet printing press and workflow software.

DIVA will provide label converters with the unique ability to produce different gloss levels – high gloss, semi gloss, satin,

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matte, etc. with a single fluid in one pass – a first in the industry. Converters can produce special effects, such as textures and even tactile elements, and vary the top-finish from label to label.

The 13" wide DIVA module is fully integrated with the Rotoworx 330 which already features semi-rotary die-cutting at industry leading speed of up to 160 ft./min., lamination and UV food coating. Existing Rotoworx 330 machines can be field upgraded with the new module which will commence shipment immediately after the Labelexpo show.

## ENVIRONMENTAL INKS AND COATINGS

Environmental Inks and Coatings, provider of flexographic ink, will showcase its proprietary FastMatch color delivery system. The correction ability of FastMatch makes achieving color while on press efficient and cost effective. Sharing standards and hitting targets by multiple locations within an organization or across intercompany locations can be achieved.

## ERHARDT + LEIMER

Erhardt + Leimer will show its new barcode module for fixed or dynamic barcodes. The Web Inspector will provide a barcode module that can read fixed or dynamic barcodes. Dynamic barcodes will be stored on-line and can be checked during or after production. 1D and 2D barcodes can be accepted and some grading of the codes is possible. It has a 100 percent print image inspection system on the Nilpeter/Karlville stand, and on the Mark Andy stand, to show the workflow concept on press at Nilpeter with the Roll Scheduler system on rewriter in the Karlville Booth. Codeless roll scheduling will be utilized for clean processing on the rewriter.

Attendees can also see a Nyscan web inspector LT at the Mark Andy booth. It features a 4000 pixel color camera with a line speed of up to 150 m/min. TubeLight is standard so that embossed metalized surfaces and even holograms can be inspected. The new print inspection Hazing module detects low contrast hazing effects or streaks. This module was designed to go after very low contrast hazing effects or streaks in web direction. The integrating detection algorithm works down to very small contrast levels. It can find hazing at high speed which often is difficult to see even on a printed sample. The width of the hazing as well as tolerance settings can be adjusted by sliders in the graphical user interface of the Nyscan print inspection system.

## ESKOARTWORK

The company focuses on the tag and label-specific features of its recently announced Suite 10 system, particularly the automation engine and new versions of the popular ArtPro, DeskPack and PackEdge editors. On the hardware side the focus is on digital flexo with CDI, Digital Flexo Suite and an improved HD (High Definition) Flexo system, which will be demonstrated live on the Nilpeter press during the Technology Workshops.

## EVONIK

Evonik's broad product line of TEGO RC radiation curable silicone systems, acrylate and epoxy modified silicones, are specifically designed to cure (dry) with ultraviolet light (UV) or electron beam (EB) energy. The company will also have a model of a nitrogen chamber to illustrate how easy it is to install and coat using a nitrogen inerted UV lamp station capable of curing free radical silicones at high line speeds.

## FLEXCON

Flexcon will feature its new Reflexite microprismatic retroreflective products for fleet vehicle safety applications, as well as its Jetrion qualified products for prime label applications, offering single-pass opacity and high-quality durable graphics that require no varnish or overlamine.

## FRANKLIN ADHESIVES & POLYMERS

Franklin Adhesives & Polymers, a division of Franklin International, is introducing a trio of adhesive technologies at booth 1651 during Labelexpo Americas.

First, the division is featuring Micronax Microsphere adhesives, its most repositionable family of PSAs yet. Micronax opens up new possibilities for adhesion in many applications: product decorations, wall graphics, temporary signage, repositionable notes, advertising pieces, arts and crafts and food packaging. The division also is unveiling two more environmentally-safe adhesives technologies: APE-free permanent PSAs; and Acrynax acrylic polymer hot melt PSAs, a alternative to solvent-based adhesives.

## GALLUS

Gallus will demonstrate its ECS340 'granite' flexographic press at Labelexpo Americas.

## GSE DISPENSING

GSE Dispensing will display its ink dispensing products including the Colorsat Match dispenser for label printing. The system enables clean and waste-free recipe preparation in batches of 1 to 5 kg.

## GULTON

Gulton manufactures both OEM and OEM compatible thermal printheads using thick and thin film technologies. It offers compatible thermal printheads for Zebra, Datamax, Sato, Intermec, Monarch, IER and more. Its OEM printhead line offers thick and thin from 75dpi to 300dpi, with speeds from 2 IPS to 12 IPS, and lengths from 24mm to 168mm.

## LABELXPO INSIDER

A ROUND-UP OF THE LATEST STORIES AT THE AMERICAS SHOW

## MULTI-PLASTICS

Multi-Plastics Inc shows off its paper and film-faced pouch materials in addition to its mono-web flexible packaging product line. The 4WCP (white) and 4SCP (silver) are film-faced co-extruded structures with strong printability which use for the first time DiversaSeal sealant technology, enabling the customer to use one structure for multiple applications.

## CTC

CTC demonstrates a new, fully automated offline glueless turret rewinder with a 'tabbed' tail labeler. Also new is an all-servo die cutter slitter rewinder from European partner Emis.

## PC INDUSTRIES

PC Industries showcases its Guardian PQV 100% Print Defect Detection System and Guardian OLP Off-line PDF Proofing Systems, while the Graphic-Vision RX Series web viewers now include ultra high-resolution digital cameras and flat panel LCD monitors as standard.

## KTI – KEENE TECHNOLOGY

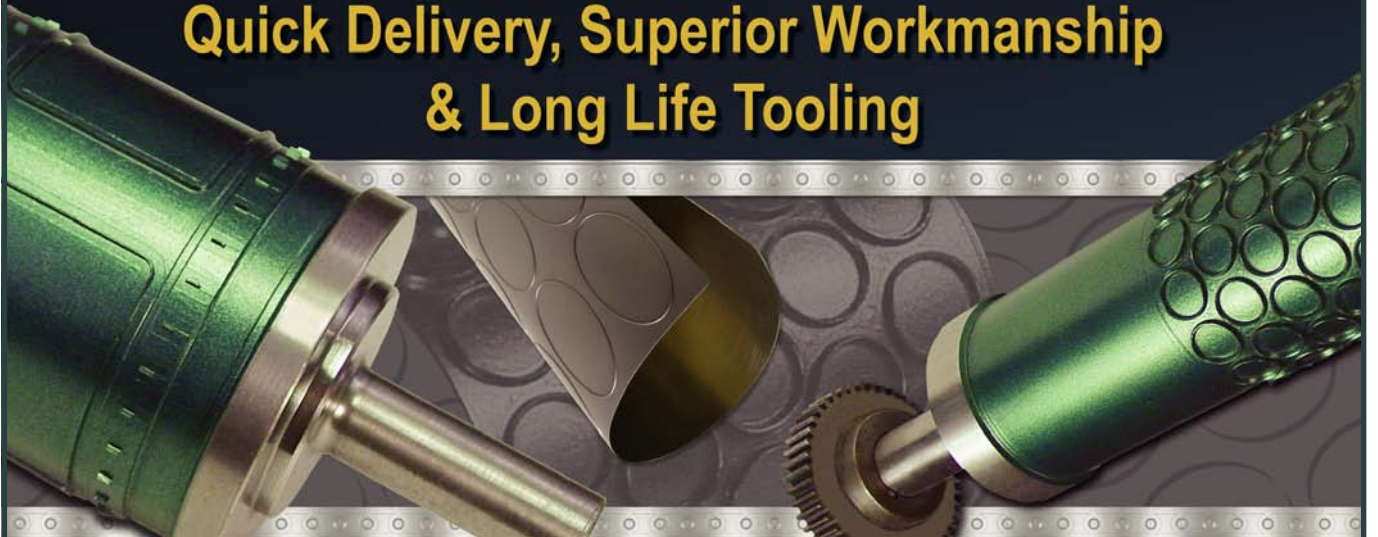
On display is a cost effect die system designed to convert blank, die cut labels. It combines a single position unwind stand, two-station die unit, matrix turret rewinder, and turret rewinder.

## MÜHLBAUER

On show is the RFID inlay insertion line IL 15000, which can turn standard labels – including multi-layer and sandwich labels – into self-adhesive RFID HF or UHF labels. Also available is a module to turn the machine into a fully equipped RFID baggage tag line.

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DOMINO Amjet will show its new N600 inkjet press

### HEIGHTS UK

Heights UK will show its 2530 Compact, a processing system designed specifically for the demands of high quality digital flexo plates. The washout system uses self-cleaning rotary brushes while the exposure system maximizes UV output and incorporates a cooled bed for plate stabilization. The drier has four drawers and uses new tangential fan airflow. The light finisher is optimized for both UVa and UVc platemaking requirements. Functionality is controlled by a touch screen PLC to display the main program settings and simplify operation.

### HP INDIGO

Demonstrates its WS6000 press for a wide range of digital printing applications – now including labels, flexible packaging and cartons.

### JV IMAGING

JV Imaging will be exhibiting 'LUX' technology, its flat top dot solution, along with its ALD drying technology that uses visible white light to dry plates fast. Also, it will be showing a 2530 Esko digital imager equipped with HD Flexo and inline LED main exposure capabilities.

### KARLVILLE

At Labelexpo Americas on stand 158, Karlville Development will show its UHS slitter machine. Three UHS slitter rewinders, UHS-1300, UHS-1600 and UHS-1800, accommodate a wide range of applications and come with a tension system control via AC vector motors, with closed loop pulse feedback.

The machines include a PLC control touch screen with capacity to store multiple recipe formulas and a knife set up, that allows accessibility through a walk on platform. With this type of arrangement web-guide set up is possible.

The UHS slitter model is available in widths of 1300mm, 1600mm and 1800mm. The machine can achieve a maximum

HEIGHTS UK will show its 2530 Compact processing system



speed of 500 meters per minute. The paper core diameter can be 3" or 6".

### KODAK

Kodak will feature pre-press and workflow, color proofing products and the latest features for the award-winning Flexcel NX digital flexographic system.

### LAKE IMAGE

Lake Image Systems will introduce a new color web viewer in booth 5620 The Discovery Web Monitor provides high definition viewing of an entire web at web speeds in excess of 1,000 feet per minute, and is readily adapted to both the Lake Image Systems Discovery PQ and Discovery Multiscan inspection systems, as well as existing systems requiring better operator imaging.

### LABEL TRAXX TAILORED SOLUTIONS

Label Traxx Version 5.6 from Tailored Solutions, now in beta testing and scheduled for full release later in 2010, is claimed to reduce file preparation time 'dramatically' for label printers using both conventional and digital presses, including the HP Indigo W6000. The Label Traxx digital file planner enables pre-press operators to automatically arrange grouped labels into files or plates for press and reduces pre-press processing time by 90 percent or more in most cases, says the company. At the click of a button, the Label Traxx digital file planner automatically organizes the order into files according to the order quantity. The pre-press operator then has the flexibility to fine-tune the file format even further by hand. When the file planner is used in combination with the Label Traxx JDF module and EskoArtwork Automation Engine 10 (formerly BackStage), the pre-press operator can then click one button to send the file plan automatically to the EskoArtwork software,

## LABELXPO INSIDER

A ROUND-UP OF THE LATEST STORIES AT THE AMERICAS SHOW

### DRILLING TECH SERVICES AND POPP USA

DTS & POPPS work together with their customers to meet their goals by providing scientific, engineering and technological services. DTS is an engineering company specifically catering to the label & converting industries. POPPS offers used printing & converting equipment for sale to be restored as specified by the client.

### FIVES

Fives North American is a provider of engineered web guiding equipment. The SimPlex product line sets the standard for simplicity through straight-forward operation and plug-and-play installation. With over 50 years of expertise, Fivesc NA offers a broad spectrum of capabilities including engineering design, startup support, field service, and training seminars.

### FLEXOEXPORT

With over 20 years in business, FlexoExport, helps find clients only the most suitable solutions to their equipment needs. FlexoExport sells presses throughout the US and the rest of the world.

### ITW DYNATEC

ITW Dynatec (booth 1521), will feature hot melt adhesive application equipment needed for converting and in-lining applications in both the narrow and wide web markets: stock, tags for luggage, garment, or wristbands, and specialty tickets.

### LOPAREX

Loparex will promote on stand 1811 its line of silicone release liners for primary and secondary labels. A complete range of paper, film and release options are available to promote and complement the advantages of any label and labeling system.



MARTIN Automatic debuts its MBS slicer in combination with the STR rewinder



which create the stepped files that will be sent to press Wausau Coated Products will also be integrated into Label Traxx for electronic ordering, along with self-wound laminate manufacturer STA (Sekisui Ta Industries).

### LVS

LVS will be introducing CartonSpec and Roberts PolyPro, a system that inspects print quality and bar codes on carton blanks in line at speeds up to 1000 feet per minute. The inline printing and inspection of variable 2D codes will be demonstrated by LVS and Digital Print Inc. (DPI) for applications such as the HarvestMark, mass serialization, e-Pedigree and similar high volume needs.

### KURZ

Kurz Transfer Products has launched its Luxor/Alufin KPW-OP cold foil product line for web printing, considerably

improving the ability to overprint foil stamped images with UV-cured inks. A corresponding new foil also exists for the holographic designs product range called Light Line KPO that is equally suited for both overprinting and lacquering with UV-curing systems.

### LABEL VISION SYSTEMS

LVS will be displaying a number of new products including the new CartonSpec system along with Roberts PolyPro, a system that inspects print quality and bar codes on carton blanks in line at speeds up to 1000 feet per minute. This system eliminates the need for an off line inspection process. Also on display will be the printing workflow process involving the LVS 7000 print quality inspection system and Roll Inspection Mapping Software (RIMS). Also look for the inline printing and inspection of variable 2D codes by LVS and Digital Print Inc. (DPI) for the HarvestMark, mass serialization, e-Pedigree and similar high volume needs.

### MACTAC

Mactac Printing Products will unveil a line of durable films at Labelexpo Americas on stand 143. Designed for long-term exposure to chemicals and extreme environmental conditions, the durable films are claimed to last the lifetime of end-use applications. The new product line has undergone rigorous testing to meet customer requirements for quality and durability and has earned recognition for meeting leading industry standards, such as Underwriters Laboratory (UL) 969 or British Standard 5609.

The company will show its InFusion hybrid adhesive system, claimed to offer converters increased through-put, fast and easy converting, improved die-cutting and superior matrix stripping.

## LABELXPO INSIDER

A ROUND-UP OF THE LATEST STORIES AT THE AMERICAS SHOW

### LOHMANN

Lohmann, a supplier of plate mounting tapes, will feature DuploFLEXR. It offers plate mounting tape products for printers requiring .015 in / 0.38 mm mounting tapes. Its DuploFLEXR 3 and 4 ranges include a wide selection with various degrees of foam compressibility and adhesive properties.

### LEIBINGER

Leibinger introduces an integrated inkjet coding and verification system. The Jet Visio smart camera is integrated into and operated from the JET 3 line of inkjet printers and can inspect up to 42,000 products per hour, including fixed or variable text, barcodes and graphics. Print information including database records that change on each product is sent from the printer to the camera and each code is read and verified.

### MEECH INDUSTRIES

Meech launches its ShearClean non-contact cleaning system, which uses rapidly rotating rollers positioned on either side of the web to break up the boundary air layer and allow a vacuum system to remove debris.

### NAZDAR

With 89 years of experience and expertise developing inks and coatings, Nazdar is now focused on narrow web ink needs. Nazdar offers ink for a full range of applications: UV offset, UV rotary screen inks, UV and water-based flexo, as well as UV overprint varnishes.

### THILMANY PAPERS

Thilmany will be showcasing release liner base paper products for the label market as well as specialty applications. Specializing in SCK, Glassine, MF, MG and Poly Coating base papers, Thilmany has offerings for any label need.

InFusion is available in a range of direct thermal and thermal transfer products featuring paper and film facestocks.

Mactac will display its Indie line of Rochester Institute of Technology-certified stocks for use on HP Indigo digital presses and its ranges of pressure-sensitive materials and adhesives for the medical industry.

### MARK ANDY

At Labelexpo Americas on stand 319, Mark Andy will demonstrate a P7 Performance Series press for the first time in North America. Also on display will be equipment from the Rotoflex and Comco product lines.

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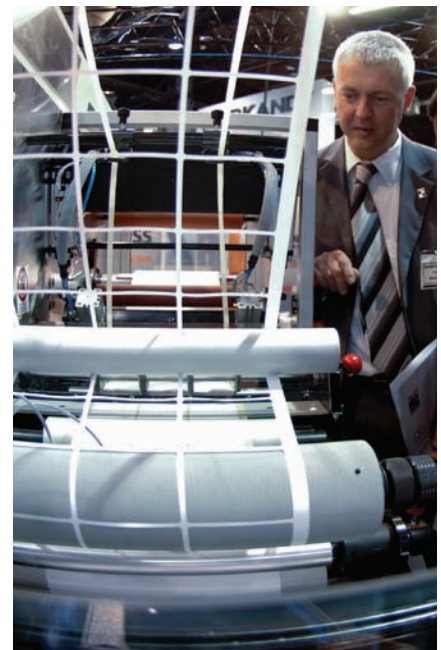
It means building a long term customer relationship.

Bob Van Horn  
Magnetic Cylinders - Ext. 167

Troy Brodhagen  
Flexible Dies - Ext. 160



MPS will display three press lines at the show, including one new and two redesigned machine models



repeatable settings and limited operator steps allow quick set-up – a 4-color job can reportedly be set up in just three minutes. A minimal amount of ink required for production runs, as well as short web paths (53in/135cm between print heads), can reduce material waste by up to 50 percent, says the company. A self-positioning doctor blade setup, load and lock inking system, easy-to-operate controls and wide open access to the print deck and plate rolls make this press 'simple for any operator, regardless of skill level'.

The company will host a 'Short Run Showcase' on the stand, which will run demonstrations on a 4-color Mark Andy P5 press of how to use flexo technology to cater to short run work. Also on display will be two units from a P5 press, on which converters will be offered hands-on experience of setting up a print station for a new job. The company will also show its dual-camera VPM400 video plate moulder.

Mark Andy will launch the updated and redesigned Rotoflex Vericut at the show, a modular finishing machine suited to digital printing and short-run work.

Also new is the Rotoflex Genesis control system, which offers full label inspection and intuitive functionality, expanded defect management, 300 times faster processing speeds than its predecessor, advanced missing label and matrix detection and full compatibility with other in-plant information systems.

Genesis will be featured on Rotoflex equipment on stand 319 as well as on other exhibitor stands, including E+L (stand 329) and AVT (stand 711). In February 2010, Mark Andy purchased Arpeco and its products were brought into the Rotoflex brand. For the first time at a Labelexpo show, the Tracker Premier finishing machine will be on display under the Rotoflex name.

### MARTIN AUTOMATIC

Martin Automatic will debut its new MBSC splicer in combination with the STR rewinder at Labelexpo Americas in Chicago, Illinois, on September 14-16, on booth 811.

The MBSC shares the same operating and time saving features as Martin's MBS splicer; however, the MBSC has been specifically designed for narrower web-widths up to 13 inches (330mm) and smaller roll diameters up to 31.5 inches (800mm). Running at speeds up to 500 fpm, the new MBSC/STR combo is claimed to boost productivity and reduce material waste.

Visitors to the show will also be able to see the MBS, Martin's flagship butt splicer, and the LRD rewinder.

### MATIK

Matik is the exclusive North American distributor for Danish manufacturer, ESS Technologies which will be highlighting web finishing and decorating lines in the 'Opportunities Beyond the Label' arena. ESS offers customized converting solutions for a variety of substrates including film, carton, IML and aluminum up to a web width of 32 in.

Available processes are varnishing, adhesive and secondary web application, laminating,



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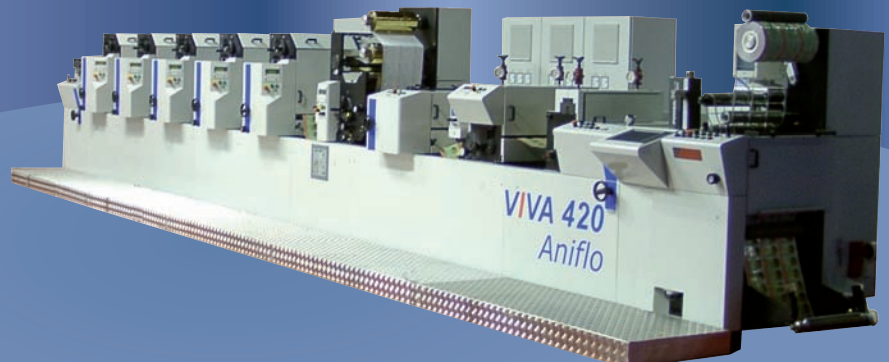
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die-cutting, embossing, slit and shift (also plow folding), digital or inkjet print integration, hot and cold foil stamping. ESS also features the SW Sheeter, which is a servo driven sheeter with a star wheel delivery for difficult-to-handle products and shapes that are typically produced on a flexo press. The sheeter is also utilized for cut and stack PS labels and filmic products as well as sticky note type products. The SW sheeter will also allow chip-outs to be cut and die-cutting and stripping is also available. All the units can be built into one converting line, or integrated into an existing platform.

#### MIMAKI

Mimaki USA will show the new tabletop UJF-3042 LED UV 11 in x 16 in printer for packaging and label prototyping and the UJF-706 UV 27.5 in x 23.5 in printer thin film printer proofing & prototyping applications.

#### MPS

MPS will show three press lines at Labelexpo Americas – including two redesigned machine models, the EC and EF, and the EXL-packaging press.

The EC and EF printing presses have been optimized to reduce press set-up time and job change-over waste. New features include Automated Print Control (APC) – allowing automation of print settings – as standard, and the iControl press control center, as well as MPS Crisp.Dot and servo technology, short web path and print sleeves. Lean Inking, which combines the advantages of open and closed inking systems in one unit, is now available as an option on all MPS presses, and is claimed to allow higher printing speeds with no ink spitting or

misting.

The EXL-packaging press, optimized for flexible packaging, will be shown with a web width of 22 with UV and Hot Air driers both for water and solvent systems and in-line lamination

#### NEWPAGE

NewPage Corporation will be featuring its recently expanded OptiPrime Family of pressure sensitive face stocks, consisting of OptiPrime Matte and OptiPrime Digital Matte. Designed for pressure sensitive applications, OptiPrime Matte's basis weight is 74 grams per square meter. OptiPrime Digital Matte is certified for printing on HP Indigo presses. Its basis weight is 81 grams per square meter (3300ft<sup>2</sup>).

#### NILPETER

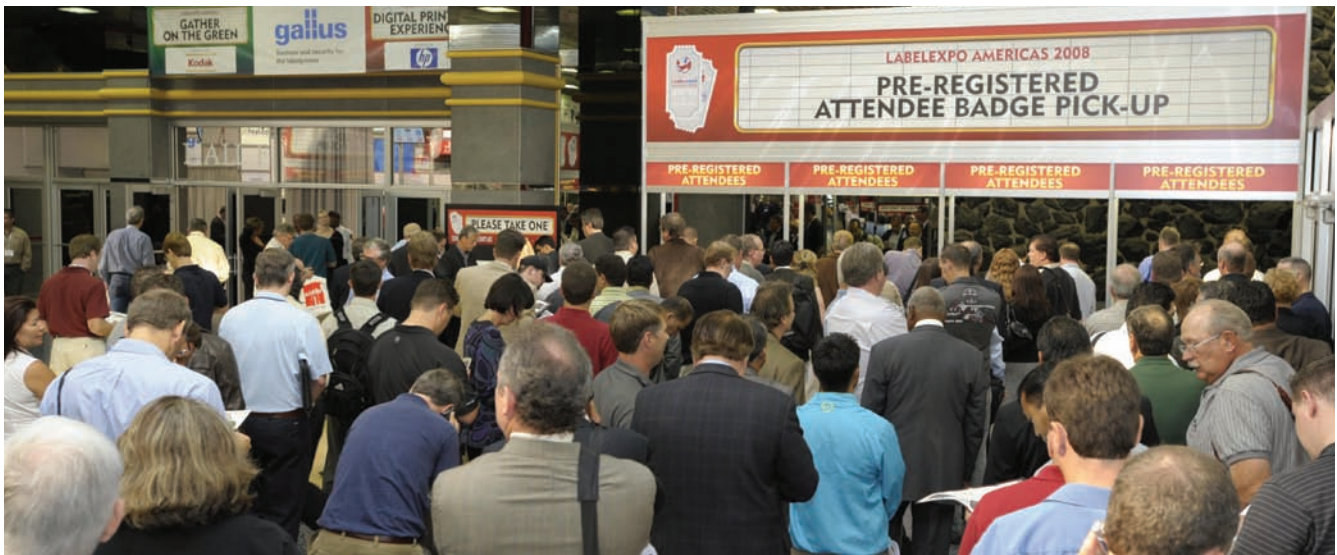
Nilpeter will show five presses at Labelexpo Americas, including the FG-4200, a new addition to the FG-Line of mid-range UV flexo machines with a maximum web width of 16.5 inches (420mm).

An 8-color version will run with a film package during the event, allowing the machine to handle a variety of label and packaging materials. Each of the print units incorporates dual servo-drives and the latest lightweight sleeve plate technology. The range of presses is positioned between the modular FA-Line and the FB-Line. Manufacturing is split between Nilpeter's plants in Denmark and in the USA.

At the show Nilpeter will also launch the FA-6 press. With a maximum web width of 22 inches (558mm), the machine is aimed at the growing number of label converters around the world that are also producing film packaging and carton board products. An 8-color version will be on display, equipped with both UV curing units and hot air driers for producing a variety of film packaging, label and carton board products.

An 8-color FB-3300 S, which has a web width up to 13 inches (330 mm), will run with a combination of UV curing units and hot air driers. The inline finishing functions will include a leaf et/label or





booklet system for running promotional products. The print units allow fast adjustments and rapid anilox roll changes, aided by servo-drives for the principle functions.

FB-Line presses have a top speed of 750 ft/min (228 m/min). The integral UV curing lamp units are fitted with water-cooled chill rollers to assist the converting of heat-sensitive materials. Options include screen process and hot foil modules. A further FB-3000 will be present on Kurz's stand, where demonstrations will show how different forms of block foiling are integrated in-line with conventional flexo printing.

## TECHNICAL WORKSHOPS

Nilpeter will participate in technical workshops that will run throughout the three days of the show. A variety of printing technologies will be benchmarked against each other, running the same label job, using similar pre-press/origination file data, over similar run lengths. A Nilpeter FB-3300 S featuring the latest HD flexo technology will run alongside UV-cured inkjet, dry-toner and electrophotographic machines.

## OMET

Omet will be running live demonstrations on its X-Flex press.

## PANTEC

Switzerland-based Pantec GS Systems will show at Labelexpo Americas its Rhino in-line hot foil embosser for reel material.

Peter Frei, general manager, said: 'Rhino is equipped with a revolving foil head allowing the creation of complex designs. Multi-stepping on the same tool with multiple color foils or blind

embossing enhances flexibility for the design. Due to the simultaneous application of foil and embossing the register is perfect. As a second result of the simultaneous application, the brilliance of the foil is apparently better than in conventional two-step processing.' He cited the example of an Italian customer that has a Rhino system integrated into a Nilpeter MO-4 press.

Four wine label converters have ordered the Rhino system since its European launch at the beginning of the year.

## PAMARCO

Pamarco will be featuring a precision laser engraved roll manufactured using the latest generation of engraving technology, EFlo. EFlo technology is a unique cell structure and combined with a new improved cell angle profile that will provide a more consistent and increased ink lay down. This unique cell angle profile now allows printers to work with the expanded colour gamuts in particular high definition or Opaltone technology without concern of the angles clashing with the printing plate.

## PLASTIC SUPPLIERS

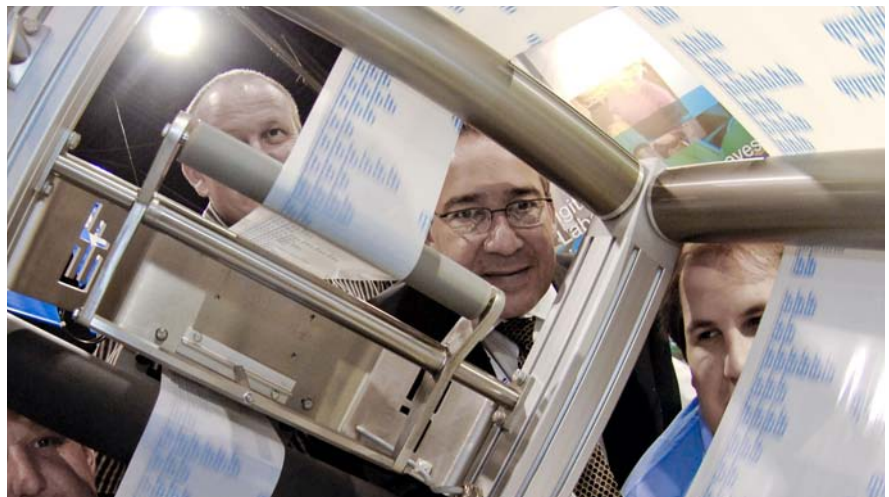
Plastic Suppliers will be exhibiting EarthFirst, a biopolymer film made from annually renewable resources and Polyflex, an oriented polystyrene film. Both products are currently being used in the shrink sleeve label, tamper evident band, labeling, flexible packaging and windowing markets.

## PRATI

Prati will show its Vegaplus Booklet finishing line on stand 717.

The Vegaplus Booklet can run with web widths of up to 450 mm and enables operations such as the inspection of pre-printed labels, the application of the booklet label on the base label, variable data printing, lamination and die-cutting.

The pre-printed reel is inserted in the Vegaplus which then applies the leaflet in register with the base label. The booklet labels are laminated using a Longford rotary lamination unit and then die-cut in register and rewind. The variable data printing, obtained from an Atlantic Zeiser inkjet head, brings additional value to the labels. The Vegaplus Booklet can produce five kinds of labels: standard,



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coupon, flat, curved and thick booklet. With a simple change in the parameter set up, booklet labels can be applied to both flat and round surfaces, disregarding the diameter, and without wrinkling.

### PRIMERA

Primera Technology will be showing its CX1200 digital label press and the new FX1200 digital finishing system. CX1200 delivers short-run, full-color digital label printing utilizing one of the fastest and highest-resolution color laser engines available. FX1200 is an 'all-in-one' laminating, cutting, waste removal and slitting machine that will turn your printed output into a fully finished, usable label.

### PRISM

On stand 6013, Prism will introduce mobileMIS, which allows performance monitoring on mobile phones and browsers. The technology is an extension of Prism's management information system, WIN, and production management system, QTMS.

QTMS dashboards give a view into machine speeds, status, operators and quantities.

### PROVIDENT

Provident will feature the Troika AniCam, FlexoCam and Plate II Print systems for quality control of plates and anilox rolls. Brand new is the stand-alone Anilox Management Software (AMS) which will be demonstrated. Also the new 3D gravure cell measurement capability. New Webscan barcode verification equipment for linear and 2D barcodes will be in operation. Novation defect tagging systems will be running. Doctor blades, ink filters and Flexoclean anilox cleaning technology will also be on display.

### POLYMAG TEK

Polymag has taken its Four Roll Web Cleaner and made a new 4 Roll Web / Sheet Cleaner with patented tape oscillation and compact controls package. The web/sheet widths can range between 2 in and 40 in and run maximum speeds of 700 FPM. The pneumatic cylinders separate the rolls when the machine stops for easy access to rolls. The Polymag patented oscillation is used to spread slit edge contamination over a 2 in line of travel, thereby increasing the life of the tape by at least 16X. It also assures continual cleaning of the entire CCR face Length surface.

### POLYONICS

New products to be on display include XF-300 and XF-301 are 5 mil Nylon cloth label materials. These flexible materials offer multiple print options including thermal transfer, dot matrix or write-on printing. Applications include wire and cable marking, terminal marking for the electrical industry as well as slide, tube and vial labeling for cryogenic applications in the laboratory markets.

XF-603 is a halogen free, flame retardant, 1 mil polyimide label material with a white printable coating and a high temperature acrylic adhesive. The XF-603 utilizes Polyonics' Flame Retardant, Halogen Free Technology which prevents flame propagation and is designed to meet the UL94 VTM-0 specification. Applications include: battery labels, electronic insulating labels, product identification, warranty labels, power cable identification and component labels. XF-781 and XF-782 1 and 2 antistatic label materials have been enhanced to reduce peel voltage levels to less than 100 volts and to maintain a label surface resistivity under  $1.0 \times 10^{11}$ . These enhancements dramatically reduce the ability for static to build up on the label making them ideal for use in hazardous environments such as distilleries, refineries, chemical processing and electronics manufacturing.

### RITRAMA

Ritrama will show new self-adhesive materials based on natural and gloss papers, polyethylene, polypropylene and polyester. On display will be the Wine Range, which features a series of papers and films devoted to label for high-quality wines and champagnes. The Digital Roll Range, aimed at converters running HP Indigo and other digital press, will be shown.

In the Industrial Range, new products include polyester-based face materials for hard-wearing, long-lasting applications. The company's Beverage Range offers a wide variety of PP materials, including low thickness and high clarity adhesives for eye-catching effects. The Personal Care Range counts on polyolefin-based face materials for squeezable packaging that combine high transparency and conformability.

### SPINNAKER COATING

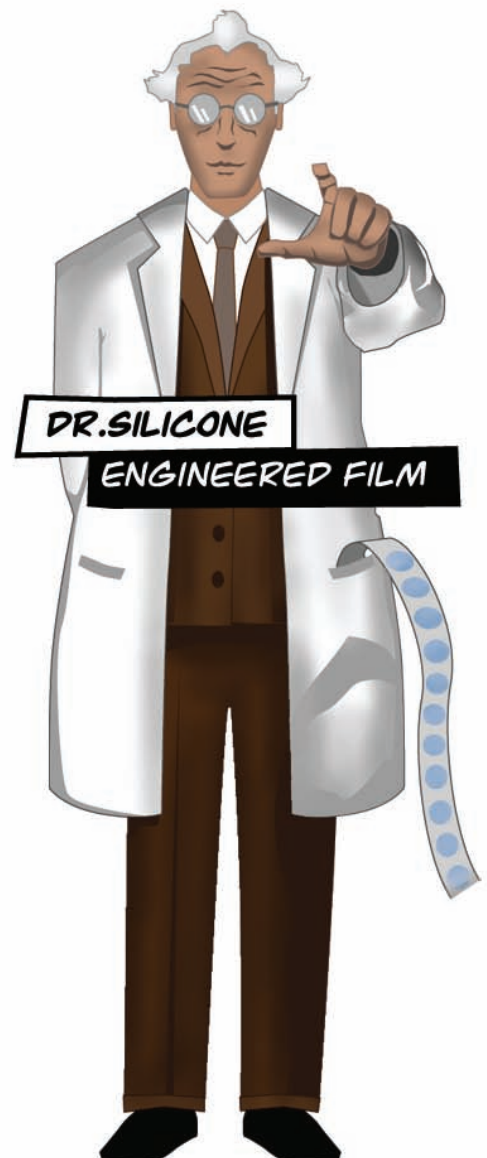
Featured are adhesives, including SureLock adhesive for textured surfaces, and AmpClamp adhesive for batteries; additional facestocks; and a fresh Trimless list with over 200 items

### RAYVEN

Rayven has opened a new facility in Owatonna, Minnesota. It will be installing a silicone line with new UV curing system and will be able to run inerted silicones.

### RICOH

Ricoh will feature its 150PRx direct thermal paper material for prescription labels, capable of withstanding daily exposure to soaps, hand sanitizers and lotions and offering excellent image durability and high solvent resistance without the need for costly over coating or varnish. The 50PRx has been approved and is currently used in both hospital environments and major pharmacy applications. The new direct thermal film (synthetic) material 135WRx is capable of withstanding daily exposure to soaps, hand sanitizers and especially various cleaning products without the need for costly over coating or varnish. The Ricoh 135WRx is a solution for



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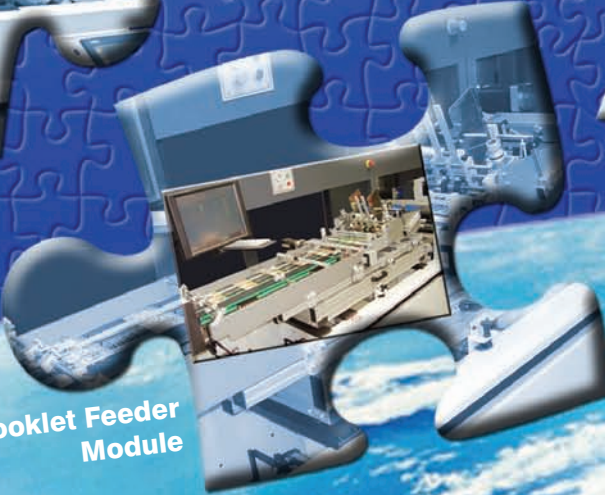
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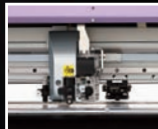
### Printer

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### POPULAR APPLICATIONS

- ▶ Labels & Stickers
- ▶ Industrial Decals
- ▶ Lawn & Garden Tool Labels
- ▶ Auto Parts Labels

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shelf-tags and other applications that would normally require varnish.

A new high-speed direct thermal label with an enhanced image resolution combined with superior environmental and heat resistance makes this fully top coated product a versatile material.

### ROTOFLEX

Rotoflex will unveil its latest and most advanced motion control system. The Genesis advanced control system is a touch screen system designed with multiple features including variable and multi-shape label inspection, intuitive defect management, advanced missing label and matrix detection and full compatibility with other in-plant job management systems.

Genesis boasts 300 times faster processing speeds than its URC predecessor, says the company. The high speed processor will handle many critical functions simultaneously without slowing or changing speed of production. The advanced system can not only identify defects within a stream of a single label or image shape, but independent lane configuration provides the converter the ability to run multiple sizes and shapes of labels on one roll, detecting defects regardless of label contour, size or color. Coupled with missing label and matrix detection capabilities, the system provides more consistency and higher quality response through repeatable settings, transferable to other Rotoflex models in the operation.

In addition to a variety of reporting options, including tracking each user input and machine event with time-stamp resolution, operators will find the system 'extremely friendly' with instant access to user manuals and videos through the high-resolution HMI. Setups are quick due to automatic repeat detection and sensor calibration.

### SMAG

Smag will show a Digital Galaxie equipped with semi-rotary UV flexo head, a flat bed screen, a flat bed hot stamping and embossing station and a semi-rotary die-cutting station. The press will be converting rolls printed on an HP Indigo ws4500, adding effects including screen varnish, spot matte varnish, and hot stamping and embossing in the same tool. Also on the stand will be an inline primer section for the ws4500.

### SQUID INK MANUFACTURING

Squid Ink Manufacturing introduces the new VDP In-Line variable data printing system for narrow web flexo presses. The VDP In-Line allows the user to mount the system on an existing web press or rewind station with the Platform unit. The Platform Unit locks into pre-existing hole patterns between print stations. Users have the ability to print on porous surfaces such as uncoated paper, or on non-porous surfaces such as films, foils, or coated stocks.



### CAPTAIN KILOBYTE DIGITAL PRINTING

### TELSTAR/DPST

Telstar Engineering and DPST (Digital Printing Solutions & Technology) have joined forces to meet the growing demand for digital applications in the label production industry. With its extensive history of engineering retrofits, Telstar has developed new equipment allowing DPST's digital print head system to be installed on virtually any press brand. By utilizing Telstar's on-site CAD-to-GO custom engineering service, printers get a DPST print head retrofit that can be mounted between any station or used off line. DPST's DOD printers coupled with Telstar's Servo-Genius system is at the heart of this new alliance. Ideally mounted atop the press, variable information applications are performed by the state-of-the art Drop-On-Demand featuring Telstar's proven unwind-rewind equipment. The alliance claims inkjet speeds of up to 500 ft/min can be achieved printing UV, Solvent, or Aqueous inks. DPST dedicated inks are formulated for this special application.

### UNILUX

On Stand 1457, Unilux will present its patent-pending line of LED stroboscopes that are best suited for the inspection of highly reflective coatings, foils and metalized substrates with even illumination. When combining the light with unique reflector designs, Unilux can provide even illumination across the entire surface.

### UPM RAFLATAC

Among other new launches, UPM Raflatac will introduce to the US its Thin Range, which offers

combinations of the ProLiner PP30 with a range of paper faces for applications in the food, retail and logistics sectors. For beverage and home and personal care labeling, the Thin Range offers a PET25 liner in place of a standard paper liner with PE and PP faces.

### XAAR

Xaar will be showcasing the X1001 printhead with its patented TF Technology. It will have available a map showing printer manufacturers that will be demonstrating this technology in action.

### XEIKON

Labelexpo Americas marks the first public demo of the Xeikon 3500 in the US. This high-end digital label press handles web widths from 200 to 516 mm and prints at a speed of 19,2 m/min regardless of the amount of colors used. All Xeikon presses run on the new QA-I toner, whose components comply with FDA regulations for indirect and direct (dry) food contact. The press will be shown integrated into a JDF workflow involving components of EskoArtwork servers and CERM MIS.

### YAZOO MILLS

Yazoo Mills, a manufacturer of paper tubes and cores, will be exhibiting its expanded line of small diameter cores for label converters.



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## CONFERENCE PROGRAM

### TUESDAY, SEPTEMBER 14

10:00 - 100

#### KEYNOTE: What is new in branding?

- Using Digital technology to enhance a brand
- Solutions for multi-version and personalization
- Branding for digital technology

**SPEAKER:** *Rosemary Grabowski, Dassault Systems, VP of Global Market Development & Consumer Packaged Goods*

11:00-12:00

#### Brand Enhancement: Electronics in Packaging

- Printed, flexible displays, lighting, transistors, solar cells and more
- New printed electronics products
- Opportunities for converters, equipment providers, and label makers

**SPEAKER:** *Raghu Das, IDtechEX, CEO*

13:00-14:00

#### OPTION 1: Color: changing how industry evaluates color

- Matching color to the preferred reproduction
- Not relying on change in Delta E
- Close look at Hue, Lightness and Chromo

**SPEAKER:** *Mark Samworth, EskoArtwork, Chief Color Expert*

#### OPTION 2: Label life - cycle: Sustainability

- A consumer story • A converters response • The suppliers response

#### SPEAKERS:

*Laura Cummings, Raflatac, Sustainability & Environmental manager*  
*Kevin Rinehart, Avery Dennison | Laura Falniga, Five Winds International*  
*Dan Muenzer, Spear USA, vice president*

#### OPTION 3: Digital web-fed printing: state of the art

- Digital technologies & Digital solutions

#### SPEAKERS:

*Mike Fairley, Labelexpo, director of Strategic Development*  
*Bob Leahey, Info Trends Inc, Associate Director*

14:00-15:00

#### OPTION 1: Extended gamut printing: Its not just CMYK anymore

- Introduction to: Expanded Color Gamut technology,
- Manufacturing Logistics,
- Business Strategy
- Live press demo & Q&A

#### SPEAKERS:

*Mark Samworth, EskoArtwork, chief color expert | Jay Sperry, Sonoco Institute of Design and Graphics*  
*Clemson University, research associate | Drew Miller, Multi Color Corporation, prepress manager*

#### Option 2: Brand Protection

- Why counterfeiting has become such a big issue
- How counterfeiters defraud manufacturers and deceive the public
- How the label industry can reduce counterfeiting and tampering
- Understanding brand protection materials, technologies and systems

#### SPEAKER:

*Mike Fairley, Labelexpo, Director of Strategic Development*

#### OPTION 3: Using digital technology to enhance a brand

- Why Digital offers brand identity and brand innovation opportunities
- Using digital in marketing campaigns
- Improving the supply chain
- Remote proofing and color guaranteed printing

#### SPEAKERS:

*Christian Menegon, HP Indigo, WW industrial business development manager*

15:00- 1600

#### OPTION 1: Converter partners: brand success with packaging and social media

- Case study: Colorado Native Lager
- First brand to use Social Media technology on packaging
- Using SnapTag technology to enhance brand identity
- Taking innovation to the brand owner
- Partnering with brands to give consumers a 'unique experience'

#### SPEAKERS:

*Glenn Knippenberg, AC Golden Brewing Company, president*  
*Craig Bakken, Smyth Companies, VP of innovation*  
*Tim Klein, Smyth Companies, national account manager for MillerCoors*

#### OPTION 2: Data collection

- Process of data collection
- Types of data you can collect
- Benefits and uses of collected data
- Use of the tools and metrics in their environment
- How to apply data to Business
- Interface Systems
- Satisfy upper level management and shop floor
- Developing and managing systems in the Label Printing industry

#### SPEAKERS:

*Ken Meinhardt, Tailored Solutions, president*  
*Steven Miller, Tailored Label Products, CFO*  
*John Bennett, Flexcon, VP Product Identification Business Team*  
*Dennis Linnevers, Multi Color Corporation, applications manager*  
*Glyn Slack, Radius Solutions, business development director*

#### OPTION 3: Inkjet printing: today and tomorrow

- Performance: resolution, web widths, colors, speed, environmental issues
- Front-end developments for inkjet
- Key markets and applications

#### SPEAKERS:

*Ken Stack, Jetrion, senior vice president and general manager*  
*Chuck Raymond, Prototype & Production Systems Inc, CEO*  
*Jesper Jorgenson, Nilpeter A/S, sales manager*  
*Chris Lynn, Xaar Americas Inc, VP of sales and marketing*

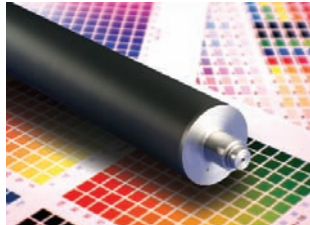
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## WEDNESDAY, SEPTEMBER 15

09:00-10:00

### State of the industry: media and editors

- Top editors disclose their views on the recovery process that is changing the label industry, the best markets to invest in and how to generate sales

#### SPEAKERS:

Andy Thomas, Labels and Labeling, Group Managing Editor  
 Jack Kennedy, Label and Narrow Web, Editor  
 Lilian Robayo, Conversion, Editor in Chief  
 Yolando Simonsis, Paper, Film & Foil Converter (PFFC), Associate Publisher/Editor  
 Tom Polischuk, packagePRINTING, Editor in Chief  
 Don Nolan, Avery Dennison, group vice president (Moderator)

10:00-11:30

### KEYNOTE: CEO roundtable on leadership

- Management in a challenging economy
- Mentoring future leaders and succession planning
- Innovation, education and training
- Evolution of a company culture around bottom line contributions
- Centralized vs. decentralized operations

#### SPEAKERS:

Frank Gerace, Multi-Color Corporation, president/CEO  
 John McKernan, York Label, president/CEO  
 Geoffrey Martin, CCL, president/CEO  
 Terry Fulwiler, WS Packaging, CEO  
 David Taylor, Radius Solutions, president/CEO (Moderator)

12:00-13:00

### CEO luncheon

- At Labelexpo Americas' established CEO Luncheon, the leaders of some of the country's top label converters will share their experiences of surviving the recession and coming through the other side. This is a fantastic opportunity to interact with the leaders of the label industry in a relaxed atmosphere.

#### SPEAKERS:

Frank Gerace, Multi-Color Corporation, president/CEO  
 John McKernan, York Label, president/CEO  
 Geoffrey Martin, CCL, president/CEO  
 Terry Fulwiler, WS Packaging, CEO  
 David Taylor, Radius Solutions, president/CEO (Moderator)

13:00-14:00

### OPTION 1: Business Intelligence

- Profitability: most profitable and least profitable clients by total sales volume versus margin, by plant, by sales representative, by quarter and by production process
- Production: on time delivery by client, by product type, by process and by carrier
- Financial: sales versus budget performance by quarter, by month, by year

#### SPEAKER:

Steve Rice, EFI Radius, director of business intelligence solution

### OPTION 2: L.I.F.E. and sustainability

- L.I.F.E. as a tool to develop a sustainable supply chain
- Converters' application of the L.I.F.E. program
- Supplier's application of the L.I.F.E. program

#### SPEAKERS:

Brian Gale, ID Images, president  
 John McDermott, Label World, president/CEO  
 Kevin Rinehart, Avery Dennison (Moderator)  
 Marshall Ledbetter, Mitsubishi

### OPTION 3: Flexible packaging as a key opportunity

- Understanding flexible packaging as a market
- Current technology and the role of digital solutions
- Matching materials to digital print and applications

#### SPEAKERS:

Massimo Ferrari, ExxonMobil Chemical, global market development manager | Randy Parrish, Fasson Roll North America, director, Rapid-Roll Products

14:00-15:00

### OPTION 1: HD Flexo: the new standard in flexo printing?

- Analysis of the part imaging systems, screening technology and plates variables play in a successful HD Flexo production
- Assisting operators in understanding the transition to HD printing

#### SPEAKERS:

Niklas Olsson, Flint Group, Narrow Web Global Brand Manager  
 Ian Hole, EskoArtwork, VP Market Development Flexo CtP

### OPTION 2: Young Managers

- Finding and retaining talent
- Training and developing talent
- Leadership development

#### SPEAKERS:

Alex Elezaj, Whitlam Label Company, VP sales and marketing  
 Brian Gale, I.D. Images LLC, President | Kevin Foos, ACPO, Ltd, VP Sales and Marketing | Cheryl Caudill, Multi-plastics, Inc, Corporate Communications Manager (Moderator)

### OPTION 3: Automation and integration of digital solutions through the production chain

- Integrating of web ordering and web-to-print solutions
- On-line color management and proofing
- Efficiency, response time and communication with end-users

#### SPEAKERS:

Peter Dhont, CERM NV, Business Automation Solutions for the label printing industry | Ken Meinhardt, Tailored Solutions, President  
 Jay Dollries, Innovative Labeling Solutions, president

15:00-16:00

### OPTION 1: Succession planning

- Understanding "how to" of successful succession planning
- The best options and issues in a family and private business
- Defining roles and responsibilities during transition
- Dealing with family issues at work

#### SPEAKERS:

Andrew Keyt, Loyola University Family Business Centre, executive director | Jim Houston, MB Bank, VP | Cindy White, Channeled Resources Group (Moderator)

### OPTION 2: Consolidation/acquisition in the label industry

- M&A within the label industry: what does it mean for converters of all sizes, an idea of how to go about the sales process and what companies are selling for.

#### SPEAKERS:

Thomas Blaige, Blaige & Company, CEO  
 David Taylor, Radius Solutions, general manager (Moderator)  
 Bob Cronin, The Open Approach, managing partner

### OPTION 3: Digital solutions for conventional print

- How digital complements conventional
- What's possible with integrated solutions?
- Integrated solutions add value

#### SPEAKERS:

Jesper Jorgensen, Nilpeter A/S, global sales manager | Chuck Raymond, Prototype & Production Systems, Inc | Andy Thomas, Labels and Labeling, Group Managing Editor (Moderator)

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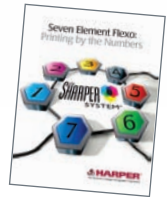
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## LABELEXPO LATE ENTRIES

### ESKOARTWORK

The company focuses on the tag and label-specific features of its recently announced Suite 10 system, particularly the automation engine and new versions of the popular ArtPro, DeskPack and PackEdge editors. On the hardware side the focus is on digital flexo with CDI, Digital Flexo Suite and an improved HD (High Definition) Flexo system, which will be demonstrated live on the Nilpeter press during the Technology Workshops.

### DOMINO AMJET

Launches its N-Series piezo inkjet range digital press in the US. The N600 digital label press offers 1200 dpi nominal print resolution with a native resolution of 600 dpi and four grayscales operating at 50-75m/m using durable UV inks. Capable of printing onto a range of paper and plastic label stocks, the N600 will be demonstrated in a reel-to-reel configuration with a print width of 13.1 inches.

### HP INDIGO

Demonstrates its WS6000 press for a wide range of digital printing applications – now including labels, flexible packaging and cartons.

### LAKE IMAGE

Lake Image Systems will introduce a new color web viewer in booth 5620. The Discovery Web Monitor provides high definition viewing of an entire web at web speeds in excess of 1,000 feet per minute, and is readily adapted to both the Lake Image Systems Discovery PQ and Discovery Multiscan inspection systems, as well as existing systems requiring better operator imaging.

### LVS

LVS will be introducing CartonSpec and Roberts PolyPro, a system that inspects print quality and bar codes on carton blanks in line at speeds up to 1000 feet per minute. The inline printing and inspection of variable 2D codes will be demonstrated by LVS and Digital Print Inc. (DPI) for applications such as the HarvestMark, mass serialization, e-Pedigree and similar high volume needs.

### NEWPAGE

NewPage Corporation will be featuring its recently expanded OptiPrime Family of pressure sensitive face stocks, consisting of OptiPrime Matte and OptiPrime Digital Matte. Designed for pressure sensitive applications, OptiPrime Matte's basis weight is 74 grams per square meter. OptiPrime Digital Matte is certified for printing on HP Indigo presses. Its basis weight is 81 grams per square meter (3300ft<sup>2</sup>).

### SMAG

SMAG will show a Digital Galaxie equipped with semi-rotary UV flexo head, a flat bed screen, a flat bed hot stamping and embossing station and a semi-rotary die cutting station. The press will be converting rolls printed on an HP Indigo ws4500, adding effects including screen varnish, spot matte varnish, and hot stamping and embossing in the same tool. Also on the stand will be an inline primer section for the ws4500.

### SQUID INK MANUFACTURING

Squid Ink Manufacturing, Inc. introduces the new VDP In-Line variable data printing system for narrow web flexo presses. The VDP In-Line allows the user to mount the system on an existing web press or rewind station with the Platform unit. The Platform Unit locks into pre-existing hole patterns between print stations. Users have the ability to print on porous surfaces such as uncoated paper, or on non-porous surfaces such as films, foils, or coated stocks.

### UPM RAFLATAC

Among other new launches, UPM Raflatac will introduce to the US its Thin Range, which offers combinations of the ProLiner PP30 with a range of paper faces for applications in the food, retail and logistics sectors. For beverage and home & personal care labeling, the Thin Range offers a PET25 liner in place of a standard paper liner with PE and PP faces.

### XEIKON

Labelexpo Americas marks the first public demo of the Xeikon 3500 in the US. This high-end digital label press handles web widths from 200 to 516 mm and prints at a speed of 19,2 m/min regardless of the amount of colors used. All Xeikon presses run on the new QA-I toner, whose components comply with FDA regulations for indirect and direct (dry) food contact. The press will be shown integrated into a JDF workflow involving components of EskoArtwork servers and CERM MIS.

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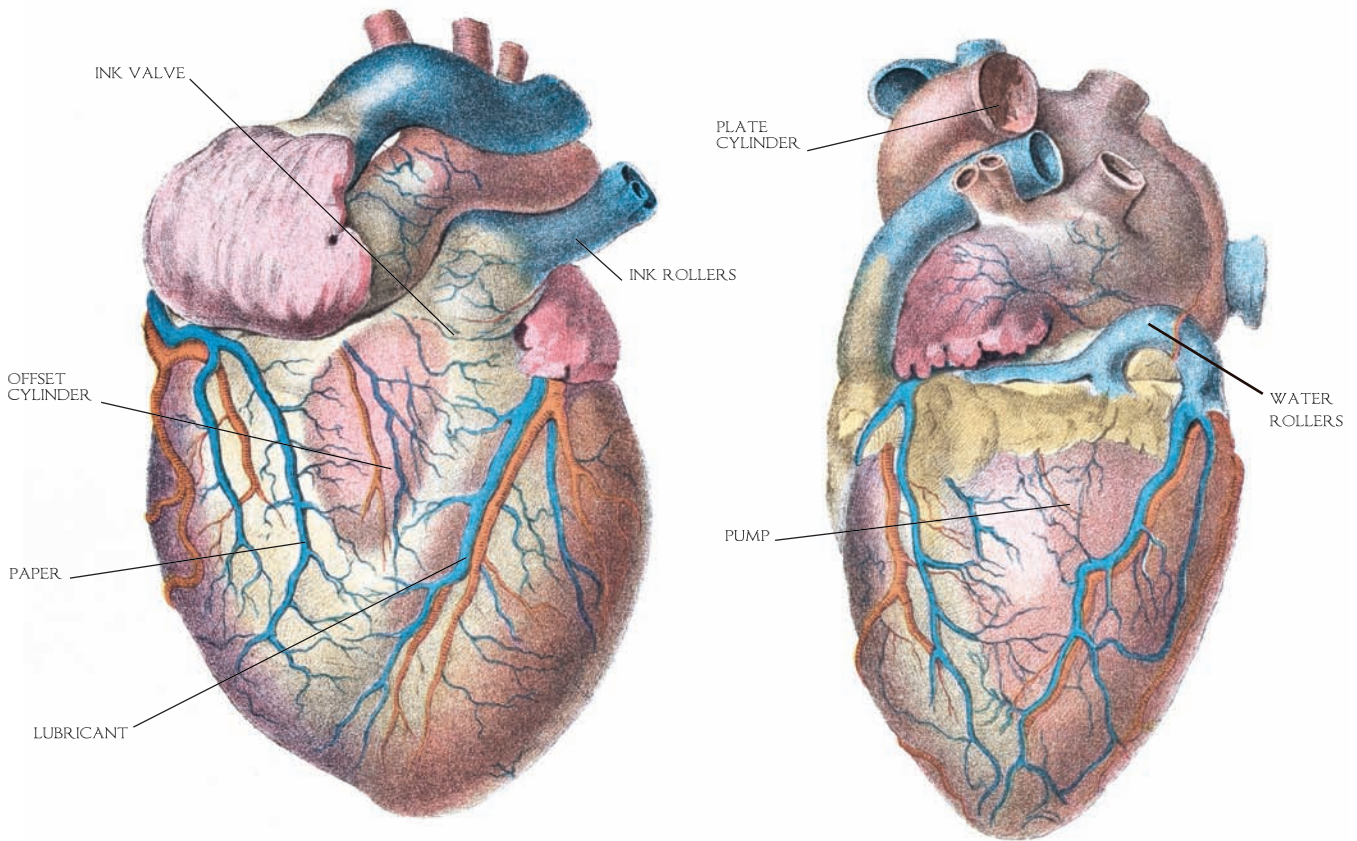
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# An anatomy of a healthy printing press

A well designed maintenance schedule will save the costs and production capacity lost when a press suffers a catastrophic breakdown. Professor Tim C. Claypole presents the results of a study carried out at the Welsh Centre for Printing and Coating at Swansea University

‘We just didn’t expect it. It was running so well and now nothing. With this breakdown we will be hard pressed to meet our current orders yet alone take on new work.’

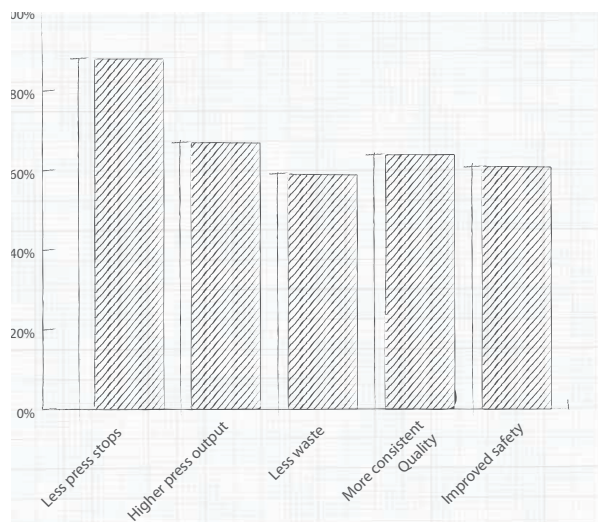
Have you heard this from your printers and production managers? Sounds like the start of the spiral of breakdown despair? The press breaks down, production piles up, the press has to work harder to catch up, it breaks down more frequently, production falls further behind. Eventually your print production line collapses.

Does it have to be like this? No. With a proper maintenance program you should be able to ensure your printing and finishing equipment is available and running at full production.

## MAINTENANCE – WHY BOTHER?

The World Rally motorsports tour has been at the forefront in developing high speed maintenance and diagnostics. In the late 1960s, the manager of one of the leading teams realized that it was not the speed of the cars that was causing them not to win the Africa Rally – a particularly tough long distance event – but breakdowns. The main thrust of the development that year was to introduce methods of quick diagnosis, such as

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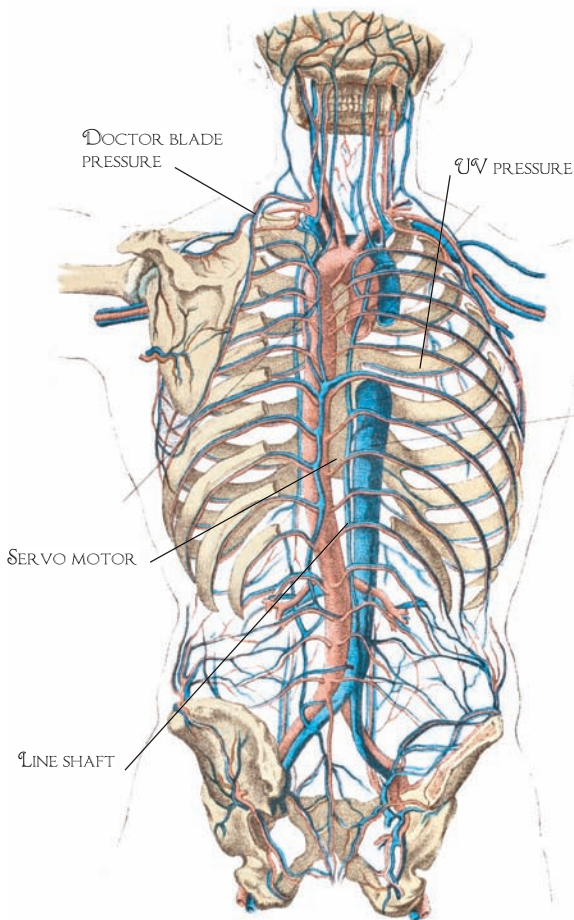
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being able to check timing and for oil leaks with a single glance under the bonnet and then paying attention as to how servicing was carried out. Every step was noted and the tasks that consumed the most time were identified, such as having to disconnect the brake pipes to replace a suspension strut. Where possible, these were designed out, so only the component that required replacing had to be removed. The net effect was that not only were their cars quick, but they got to the end of even the toughest rally because they could be maintained effectively in the service stations between rally stages. This proved a vital element in the company's domination of world rallying at that time.

The benefits of implementing a maintenance program are reliability and availability. You are more aware of equipment performance and capability so you can meet customer demands with more consistent quality. With less unplanned stops, you can provide Just in Time (JIT) delivery. The

ERA	STRATEGY	HUMAN HEALTH CARE	MACHINE CARE
1950s	Breakdown	Heart Attack	Large budget, 'fix it when broken'
1970s	Preventive	By-pass surgery	Periodic component replacement
1980s	Predictive	Disease detection	Condition monitoring, fix early
2000s	Pro-active	Cholesterol & blood pressure monitoring Life style changes	Performance monitoring - Contamination control

APPROACHES to maintenance over time

maintenance schedule can be adapted to suite operational demands. Overall, you can achieve higher print speeds with less spare capacity, a higher return on capital investment.

The development of the different approaches to maintenance can be compared to the development of patient care in a national health service.

This has moved from breakdown-style maintenance – where you wait for the person to become a patient once they have had a heart attack – to condition monitoring, to a pro-active approach where you control inputs (such as life style) to reduce the probability of catastrophic breakdown.

So, in planning your maintenance program, which one do you choose for a particular piece of equipment?

The maintenance strategy selected for each piece of equipment depends on the expected life of the component and the consequences of failure. If the failure has a safety or environmental impact, then the impact of failure has to be designed out. This could be by having a standby system such as a pump or generator. Hidden failures have to be assessed on the risk to which the organization is exposed. For example, failure of a smoke detector is not critical, but it exposes the organization to the risk of an undetected fire. A failed standby pump has no economic cost until the main pump fails. So a maintenance strategy would have to check and ensure the smoke detector and the pump were both available to work.

Normally the decision as to how to maintain a piece of equipment is based on economics. How much does the loss of the equipment affect the productivity, quality and availability?

**THE FIVE MAIN MAINTENANCE STRATEGIES ARE:**

1. Breakdown
2. Restorative
3. Preventative
4. Condition Monitoring
5. Pro-active

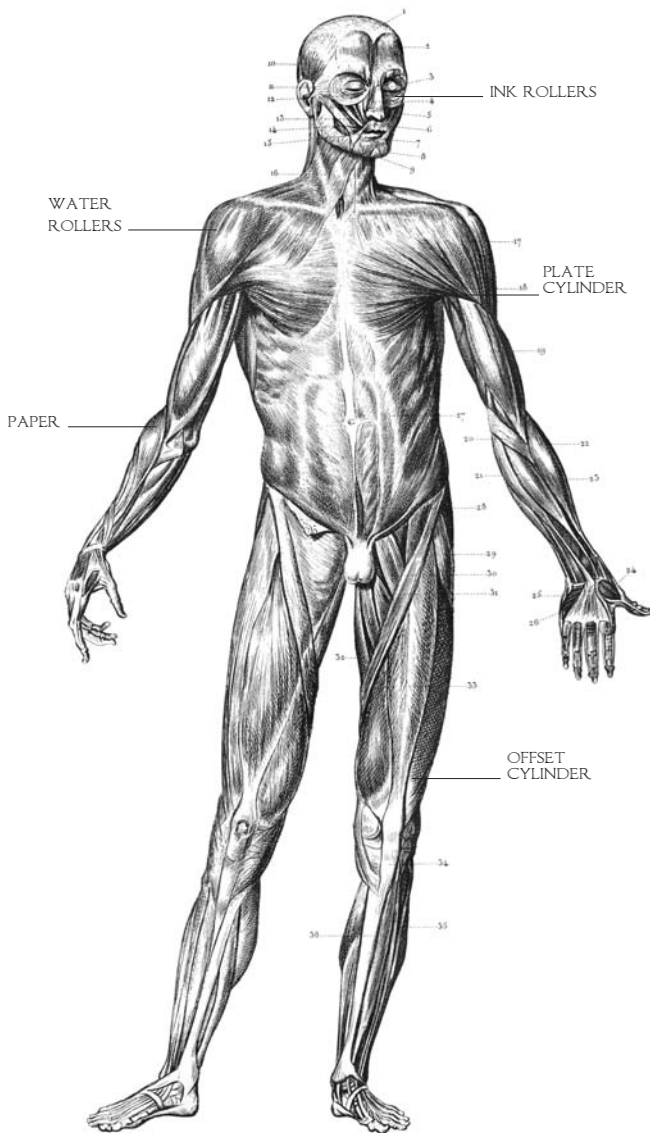
These represent increasing sophisticated approaches to maintenance. They shouldn't be seen as steps towards the total productivity maintenance but more a toolbox of techniques from which you select the most appropriate tool for the job.

**BREAKDOWN**

Breakdown – repair or replace on failure. This doesn't need planning, but one has to accept a loss of availability. If a light bulb fails in the house, you don't rush to get someone to fix it, but change it when you have the time or wait until you visit the shop to get a new one. While it is broken it is inconvenient, but doesn't affect your performance.

However, if it was a vital part in your finishing equipment, then having to wait for a spare part to arrive would bring your whole print production output to a halt. If a loss of availability is not acceptable then you have to keep a stock of appropriate spare parts and have a breakdown crew on standby to deal with the emergency (all extra costs). Alternatively, you need surplus capacity. For example a pharmaceutical company that had 100 tablet making machines in its factory, worked out that the cheapest solution was nothing more sophisticated than having an extra tableting machine to provide cover when any other machine was awaiting repair.

'But when we have skipped maintenance it hasn't made any difference.' Well, most equipment has a margin of deterioration before it fails. So while you might not be aware of the change, the equipment is slowly starting on the spiral of breakdown despair. This can be alleviated by restorative maintenance. The press is brought back to better than new condition. It can now produce to



the original specification and performance. You now have a production line free of chronic problems and ready for more advanced maintenance.

#### PREVENTATIVE MAINTENANCE

Next is preventative maintenance. If we know how long a part will last then we can change it before it fails. A common example is car engine oil. You change it at the manufacturer's recommended interval. But the recommended interval is based on the heaviest use, so

if you use the car lightly then the chances are the oil will be good for a few more miles. So, if you change it at the interval suggested, you are throwing away oil that could have been used for longer. This is a basic problem with preventative maintenance by definition, because you never achieve the full life of the components. However, you can avoid breakdowns, provided you know the appropriate time interval at which to change the component.

Another major problem that can occur with preventative maintenance is that some components are unreliable and more likely to fail during the initial operating period (so called 'infant mortality'). Thus, changing some components more frequently might not increase reliability but decrease it. This is something that has to be established for each part of the equipment.

How do companies that use large amounts of oil, like bus companies, get the maximum life time out of their oil? They use condition monitoring. This does not have to involve sophisticated tools, as most operators come ready equipped with condition monitoring sensors of sight, smell, sound and temperature. These can be sufficient to tell when things need to be fixed.

More sophisticated techniques such as vibration measurement and thermal imaging can enable you to detect the point at which the condition goes from normal to the onset of failure. Knowing from experience how long there is until the component fails, the printer or production manager can decide whether the press has to be stopped instantly to be repaired, at the end of the shift or whether there is time to order a replacement part, wait for its delivery and fit it at your convenience. Thus, condition monitoring allows you to plan the maintenance while maximizing the productivity.

#### PROACTIVE MAINTENANCE

Proactive maintenance is about getting to know your production machines so you can see how they can be improved. If a failure keeps occurring, you need to look at the failure to identify all the possible causes, identifying if they are the root cause and then see if it can be eliminated. For example, a bearing can keep failing for a variety of reasons – ingress of water or dirt, wrong lubricant used, wrong lubricating intervals, misalignment, an operator applying an excessive load or even the bearing not being adequate for the load. Are you having more failures with a particular batch of spares? Is it a poor batch? Is it not what it says on the box?

Only by solving the root problem can you stop repeat failures. It is the operators who frequently have the most familiarity with the machines, so should be best placed to help identify problems.

#### INTEGRATED ACTIVITY

A successful maintenance program has maintenance as an integrated activity, driven by the need to improve the whole process and planned as part of production, with priority from senior management.

You have to examine each piece of equipment and decide

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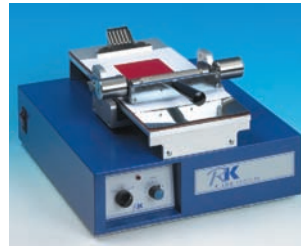
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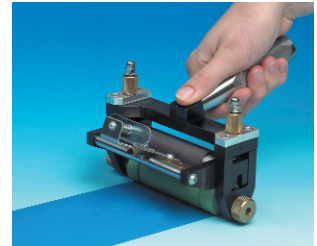
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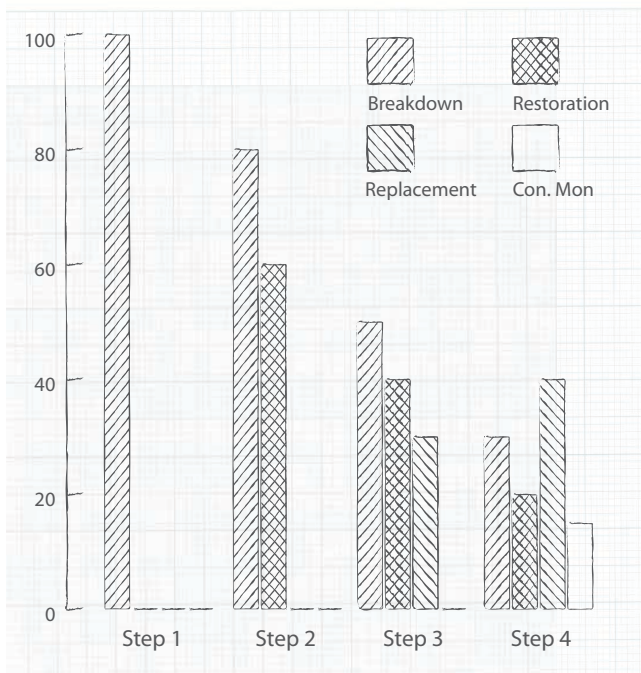
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AN established maintenance program will have a distribution of breakdown, restoration, replacement and condition monitoring, supported by pro-active maintenance identifying where improvements can be made. The better the distribution the less important breakdowns become

which strategy is most appropriate. Climbing the productivity staircase is not a matter of replacing the previous strategy with the next, but deciding for each part what is the most appropriate strategy. Thus, an established maintenance program will have a distribution of breakdown, restoration, replacement and condition monitoring, supported by pro-active maintenance identifying where improvements can be made.

#### MAINTENANCE – HOW DO YOU MEASURE UP?

'We don't have a problem; our machines are reliable; we only have the occasional breakdown.'

Are you comfortable your presses will be available when you need them to meet that vital order, or if your best customer requires an urgent turnaround? Or, do you have enough spare capacity that you are not worried by the odd failure or have the staff or the supplier on standby to fix it as soon as it breaks?

As an independent, open access research center, we get to visit many printing companies and are aware of the disparity. One company's definition of occasional breakdown would be classified by others as unacceptably frequent. Others mask their unreliability by having extra capacity, often hidden as slack in the production schedule. However, you can't ask us to compare how well you are doing compared to your competitors, as the information we get from or give to each company, either formally through reports or informally through visits, is confidential.

So how do you find out whether you are top of the class, average or would get a 'should try harder' in the end of term report? After all if you are best in class in maintenance then you can focus your attention on other areas for improvement, but if you are at the bottom you need to improve before you get summoned to the headmaster's office.

The classic way to get at this information is a process called 'benchmarking'. This originated from a study of two identical plants making the same product in different countries. The study showed that each plant was better at different aspects of production. By combining the best, both plants could move forward to world-class performance.

#### LABELS&LABELING

Fine if you are a part of a large corporation with multiple identical production units, but what if you are the only plant of your type in your group or an independent? How do you find out whether you are world class or chump class?

Over five years ago, the Welsh Centre for Printing and Coating (WCPC) undertook an online survey as part of the Vision in Print study of Productivity Maintenance in the UK Printing Industry. Those that had a maintenance program ran faster with fewer stops due to breakdowns. Even so they still felt there was room for improvement. Do you want to know where you stand? Or would you rather wait for failing revenues to tell you that you have a problem?

The WCPC in collaboration with the European Flexographic Industry Association (EFIA) have set up an online maintenance survey. If you participate then you will get rapid feedback on how you are performing relative to the rest of the printing industry. EFIA members will also get a detailed report once the survey is completed.

All the answers you give will be treated as confidential, not given to competitors or even to others within your own company! It should take 30 minutes to complete and not require you to move from your PC to look up any detailed data. There are classifying questions to derive information on the respondents such as their principal business segment and what processes they use. These are to allow direct comparisons to be drawn between companies of similar size or operating similar processes, or those in the same market. This is one of the key rules of benchmarking – to be able to select similar companies with similar problems even if not in the same business. The other sections explore what procedures and maintenance plans are in place, the involvement of the workforce in the maintenance and productivity process and the use of key performance indicators.

The survey is not intended to replace an audit, where you systematically go through the process trying to identify where things could be improved, but will give you an idea of where you have the opportunity for improvement.



#### ABOUT THE AUTHOR

Professor Tim C Claypole MBE, is founder and director of the Welsh Centre for Printing and Coating (WCPC) at Swansea University. His areas of research expertise include color control, manufacturing systems, quality, maintenance, reliability experimental design, fluid mechanics and process thermodynamics. The WCPC now operates the European Flexographic Industry Association (EFIA) technical help line, tel: +441792 60676. For more information contact [meprint@swansea.ac.uk](mailto:meprint@swansea.ac.uk) or visit [www.swansea.ac.uk/printing](http://www.swansea.ac.uk/printing)



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OPERATOR on ETI equipment at Multi-Action

# Multi-benefits with in-line converting

**MULTI-ACTION** Etiquettes entered the label market with ETI Converting equipment and no preconceived notion of label manufacturing. Danielle Jerschefske reports on a successful debut

Multi-Action Etiquettes in Quebec City, Canada traces its roots to president and founder Jonathan Bourbonnière's penchant for sweets. Making his own candies to sell, and sourcing labels for his small production, he eventually bought a small thermal printer to make his own. This led him into label distribution sales, also distributing small printers to support clientele, which has become key to the Multi-Action business model.

In 2004, Bourbonnière saw the opportunity to enter the market as a full-fledged label converter using ETI Converting equipment. His first purchase was a Labeline machine that's capable of manufacturing rolls of pressure sensitive material in-line with flexographic printing heads. Bourbonnière says, 'we kept an open mind with how to manufacture a label. With no preconceived notion there was no problem accepting the idea. We think it's logical to produce our own stock.'

Multi-Action has found great flexibility, cost-savings and accuracy by manufacturing its own materials. It's also able to create products in-line that would be far more complicated with pre-ordered material. Does this denote Multi-Action as a true label manufacturer?

## FREEDOM TO INNOVATE

'R&D with ETI technology is day to day,' Bourbonnière explains. 'There is just so much opportunity – the flexibility with adhesive pattern and the ability to do reverse printing without having to kill the adhesive, linerless [labels] for the medical industry. And we have nice margins especially when using specialty adhesives and other advanced materials.'

Using the in-line coating and printing system, operators simplify the production of complex PS materials, allowing Multi-Action to break into and continue participation in a variety of markets including tickets, tags, industrial, wood, pharmaceutical, beverage and more.

Anthony Bourbonnière, Multi-Action vice president of sales says, 'we're able to sell off the track and more than just conventional labels. We can customize complicated applications for our customer, which helps us expand outside the traditional.'

The company is constantly working on special projects. It's successfully created a micro-perforated label with glue that extends the lifespan of perishable foods. By developing the right adhesive, and cost-effectively implementing its use, Multi-Action took its service from regular to super. The converter is working to take this technology a step further with an adhesive that removes ethylene from the container to preserve food even longer. Bourbonnière continues, 'When you don't know you can't achieve it, then you find a way to do it'.

R&D details are documented and tracked through the MIS system keeping all parties up-to-speed with development. The transparency strengthens Multi-Action's customer service, and serves as a guideline for meeting deadlines.

Multi-Action has created a successful solution for a medical industry client using a linerless material and heat-seal technology to improve control of medicine distribution. Bourbonnière explains: 'these clients are saving a significant amount of money with the product; still, one key to the sale was



THE Multi-Action team

our portable printers. The customer needs only to source from one place for all their label needs. In fact, we recently signed a contract with a new, very large customer who we also sold a number of thermal and inkjet printers to.'

### MARGINS

Multi-Action earned a long-term contract with one of Canada's largest supermarket chains with locations throughout the country and within the French-speaking province of Montreal. With the flexibility and streamlined production of the ETI machines, the company is able to service the diverse work that a national chain requires. It can cost-effectively manufacture blank and one- and two- color labels; it can convert thermal transfer labels from scratch with low waste and provide print machinery support for them; and it can make process work for the client's private brand labels.

'We can produce commodity labels at a competitive price that yield good margins, saving around 20 to 25 percent on raw material costs by manufacturing the material ourselves,' Bourbonnière explains. 'The converter's coating machines are running at 500 ft/min for blank labels with no coatings.'

### QUALITY

Multi-Action coats silicone and adhesive consistently with an accuracy of +/- 5 percent. Bourbonnière says, 'I can honestly say that our product is more accurate than what some suppliers can offer, and we are coating in-line while printing.'

A learning curve was required to master the complexities of the

### INTERNATIONAL LABEL GROUP

ETI's user group International Label Group (ILG) shares sales and technical support, resources, success stories and tips with users of their equipment. They meet once a year at Labelexpo and see a lot of potential in their investments. Adhesive suppliers are dedicated ILG members. It appears that they see the value of the group and acknowledge the growth that the production process has experienced in the global market over the last few years. [www.internationallabelgroup.org](http://www.internationallabelgroup.org)

equipment, but after six months sales increased to surpass the cost of the original investment. The six-month new Labeline has eight UV heads, five with dryers for water-base, cold foil and screen capability, and a re-registration system. 'This newest edition offers a quicker turnaround because the unwind can handle heavier rolls, keeping us running longer. And its been designed without the wash basin and easy slide out cassettes which reduces change over time and the amount of wasted ink.' It takes one operator to run the entire machine. All operators were trained from scratch with people that were not familiar with printing whatsoever, and definitely not familiar with the flexo process. ETI played a vital role in this training.

'ETI has been great throughout our development,' Bourbonnière says. 'We have learned a lot together and shared a lot of information. It's been amazing.' Multi-Action has achieved significant growth and is rapidly gaining success from the benefits that it's garnered by converting material in-line while printing. Flexibility is a catalyst for innovation. New opportunities, new business. Waste reduction, accuracy, and solid production speeds increase margins that are difficult to come by in label manufacturing these days. Business that wouldn't normally be viable, can be accepted while still turning a profit. With only around one percent of the world's converters using ETI equipment, awareness of the advantages is increasing, and adoption is progressing. Bourbonnière concludes, 'I think this is a growing trend.'

### BILINGUAL CUSTOMER SERVICE

Multi-Action has a bilingual customer service department headed by an associate who has fantastic English language skills. Bourbonnière explains, 'Her skills have been critical to gaining new business, and supporting it, because there are often large national companies servicing all of Canada that require support in English. It opens up a key market for our business.' A number of other employees too have been attending English classes twice a week to improve on their communication skills.



(L-R) Jonathan and Anthony Bourbonnière

## "R&D with ETI technology is day to day. There is just so much opportunity"

### GRAPHIC DESIGN

Talented associates in the graphic arts department assist customers in designing their artwork to best print on the ETI equipment. The company is reviewing digital plate-making equipment, but does not like the solvent-based wash out it requires. 'This would take away from our sustainability,' Bourbonnière says. 'We recently pushed our quality standard to another level. The new generation of ETI printhead in kiss print mode, allowed us to push it at 240 lines screen at 0.4 percent gradation. At this level, we see no needs in buying offset or gravure technology.'

### SUSTAINABILITY

Sustainability has always been a priority at Multi-Action. It is both Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certified, and urges customers to use PCW facestocks whenever they can. Bourbonnière says, 'customers are willing to purchase the PCW material because they don't need to pay the mark up charge when they order from us. Here they can use the recycled material at nearly the same cost as clean material.'

The ability to manufacture labelstock with a thinner, 1.2 mil PET liner has been a huge success with Multi-Action's large clients. 'They like that it's recyclable. This wins us large amounts of big business.' Clients also enjoy the productivity improvements found in the strength of PET, controlling the number of breaks and downtime, and with fitting more labels to a roll.

The company attributes its success with PET liner label stock production to its partnership with label printer supplier Toshiba. Together they were able to test print and apply capability to gain a complete understanding of what the customer needs.

### DIGITAL

Multi-Action uses a reconfigured DeGrava digital printer for much of the digital work that comes through its door. A sturdy Digital Finishing System (DFS) is used for die cutting and rewinding. The company is interested in the new Epson UV inkjet press to be shown at Labelexpo Americas.

### MIS

Bourbonnière designed the company's MIS system that works through internet Explorer. It requires users to simply click through the system in order to see the company's schedule, what's needed and what's running on each press, and giving all necessary details to support them as well.

It tracks work in real time. Once a sales rep creates a quote, it is automatically pushed through the system to ensure everyone, company-wide, is aware of the group's movement. The next step is to automate inventory control with a barcode system.

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ETI Converting Labeline

# ETI Converting Global Update

DANIELLE JERSCHEFSKE report on how global converters are using etl's unique label converting equipment

ETI Converting has solidly advanced into the global market over the last two years. The in-line coating and printing machinery supplier based in Montreal, Canada has a total of 100 machines installed in the global market; about 70 percent are coaters. It has increased its spare parts department to accommodate and service all its customers around the world which can be found most everywhere, including Africa, but excluding Latin America.

Okil, Russia's leading pressure sensitive label supplier, headquartered in St Petersburg, and the largest supplier of PS labels to Heineken in the country, has purchased and installed its second in-line coating machine of 30 inches. On the other side of the globe, Heineken's largest PS label supplier in China, Hounang, has also ordered a second ETI Converting machine. A converter in the Ivory Coast has captured a number of accounts in the local beer market because of its responsiveness. The converter no longer has a reliance on large suppliers to deliver quality materials in a timely fashion.

ETI recently shipped a 20.5 in Labeline to a large Middle East-based printer who already uses a 16in machine to produce a variety of PS products including airport luggage tags

made of thermal transfer material for a major local airline. With the added width, the converter has increased capacity and is able to fit three more luggage tags across the web.

The new press will be dedicated to producing these baggage tags 80 percent of the time. All in-line, the converter places lamination on the back of the material; incorporates the thermal stock, reverse prints the liner, silicone coats the material, coats with adhesive, laminates the entire stock, prints on the front-side, die cuts and reverse die cuts, and strips where the labels are finally rewound and shipped to the airline. ETI coating machines have an electronic device to measure the thickness and consistency of the adhesive as it is applied to ensure consistency and accuracy.

ETI says the finished product for this converter is half the cost per MSI of what the raw material cost is when purchased as raw stock. Maxime Bayzelon VP of ETI Shanghai says, 'We've been conducting rigorous testing because he wants to ensure that the coated laminate is strong enough to withstand aggressive baggage handling; therefore we are ensuring that the die is not cutting through the adhesive.'

## POSSIBILITIES WITH IN-LINE COATING

### 1. LINERLESS LABELS

Linerless labels simply removes liner waste from the production equation. In order to meet application requirements, a brand owner must make modifications to their equipment.

### 2. PRE-PRINTED FACESTOCK

ETI says that converters can realize a 20-25 percent material savings by printing on the facestock before coating. By coating the material with adhesive after it's been printed converters can avoid wasting multiple layers of costly materials.

### 3. PET LINER

Converters are able to produce PS material with little to no influence on price. As mentioned in the Multi-Action article on page 167, brands love that it's recyclable and are able to simply throw the waste into the blue bin. They also enjoy the benefits found with fitting more labels per roll because of the thin material.

Most importantly, narrow web converters are able to control the tension of materials manufactured with a PET liner.

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ADAM BATTRICK, business unit director, cleaning systems at Meech International

# Cleaning systems – to contact or not?

**WHEN SHOULD NARROW WEB CONVERTERS** specify contact or non-contact web cleaning systems? Meech International makes both types of equipment, and here, the company's Adam Battrick looks at the issues involved in a buying decision

One factor above all else determines whether a company should invest in contact or non-contact technology; if the substrate being handled is in any way prone to marking then the latter is the sensible choice. There is another influence – the general desire by companies to have as few objects as possible touching the substrate, especially important in the pharmaceutical packaging industry.

Since the autumn of 2009 we've seen a surge in orders for web cleaning systems. During 2010 companies have been investing increasingly in non-contact web cleaners because they want the maximum flexibility in the future – equipment should not dictate what types of material they can run on a particular press or production line. This trend is quite noticeable in some areas of the graphic arts market and has started to emerge in the label sector.

When selecting a web cleaner, whether contact or non-contact, one of the crucial factors is to make sure the cleaner will break the boundary layer of air that is entrained by the

moving web, holding contamination firmly to the substrate's surface. To break the boundary layer, different systems use varying technologies, which may rely on powerful air flows, air turbulence or actual contact with the web.

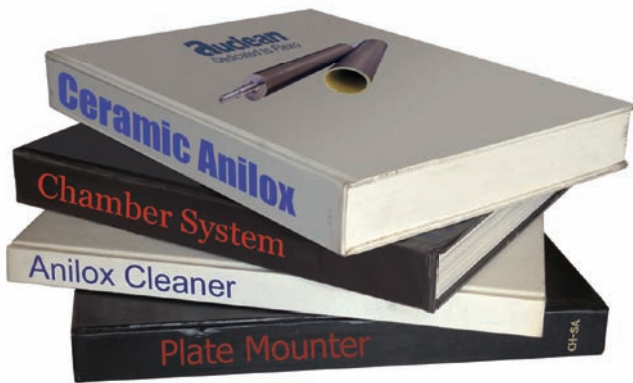
In the rotary label arena, it is common to see web cleaning systems that are based on a tacky [elastomer] roller, which is driven by contact with the web. Contaminates picked up by the roller are transferred to a second, more adhesive roller. The technology has many benefits; it is relatively easy to install and on the whole provides adequate results.

The main gripes from users are the cost of buying the adhesive sheets and the time needed to replace used sheets when they reach a certain level of contamination. If not replaced, the cleaning performance deteriorates. For example, if the roller picks up particles from the web that adhere to the same spot during each revolution, then the system normally becomes ineffective at removing dirt from that one area.

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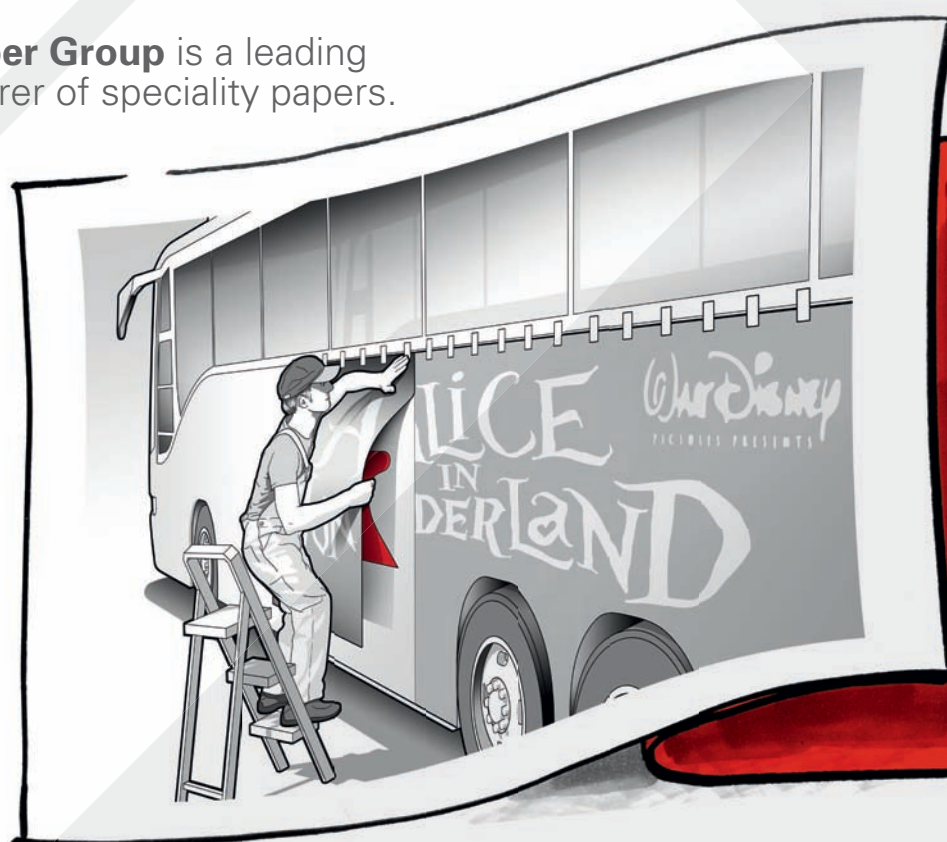


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**TABLE: TYPE OF WEB CLEANER**

	Boundary Layer (NC)	Blow & Vacuum (NC)	Ultrasonic (NC)	Vacuum (C)	Tacky Roller (C)	Brush (C)
Consistent penetration of boundary layer	Yes	No	No	Yes	Yes	No
Contamination removal to 1 micron	Yes	Some	Yes	Yes	Yes	No
Consumable costs	No	No	No	No	Yes	Yes
Low running costs (electricity, compressed air)	Yes	Yes	Yes	Yes	Yes	No
Simple installation	Yes	Yes	No	Yes	Yes	Yes
Simple set up once installed	Yes	No	No	Yes	Yes	No
Maintenance requirement	Low	High	High	Low	High	High
Active ionization	Yes	Yes	Yes	Yes	Yes	No
Passive ionization	No	No	No	No	No	No
Noise level	Low	Mid	High	Mid	Low	Mid

*Non Contact (NC) and Contact (C)*

Some form of static control, whether passive or active, is normally incorporated just after the cleaning process in order to reduce the risk of recontamination of the web. Indeed, regardless of the cleaning technology, any system should have electrostatic control, preferably active, or the web can become re-contaminated quite quickly.

Also within the category of contact cleaning systems are those that use brushes to remove dirt and debris from the web surface and those that rely on some form of vacuum. The former are probably the least commonly found systems but there are several companies offering vacuum based options. In these systems the web comes into contact with some part of the cleaning equipment. In the case of the Meech Tornado, the web contacts a highly polished stainless steel faceplate, which creates a turbulence that breaks up the web boundary layer. In conjunction with active static control, this releases contamination into the vacuum slot.

Apart from purchase and installation costs, potential users should examine in detail several areas during evaluation. The effectiveness of systems can vary dramatically, so make sure that if you need to remove particles down to a certain size, for instance less than five microns, that the equipment is up to the job.

Systems can typically be tailored to suit a particular application, for

example a pre-filtration facility will avoid fibers passing through the vacuum unit – useful if the contamination is fibrous or abrasive – while for heavily contaminated substrates a filter bag with a large capacity will reduce the number of changes that have to be carried out.

Check carefully any running costs like electricity usage and consumables, plus the vibration and noise levels, which can be sufficient in some cases to affect the positioning of the equipment in relation to operators or other equipment. Ease of access and maintenance requirements should not be ignored.

Of course, price is also an issue but this is such a wide area that it's impossible to give much of a guide. Normally, non-contact systems require a greater investment than contact systems due to the complexity of the technology involved. Some contact systems can be purchased for as little as £5,000 (\$7,500) depending on web width and whether you wish to clean one or both sides of the substrate.

**DECENT RETURNS**

Return on investment is an obvious consideration and Meech has been conducting some extensive research along these lines following its recent launch of the non- contact web cleaner, ShearClean. This has included studying the effects of installing ShearClean on a 1,200 mm wide, ten-color Cerutti gravure press at a European printer.

We examined the monthly costs

incurred due to press downtime and wastage caused by damaged or worn doctor blades or cylinder rollers, debris in the ink pan, streaking and hickies plus web breaks. The customer had kept a careful record of costs prior to the installation and during a normal four week period it would expect sixteen stoppages due to the reasons above, which equated to 4000 meters of wasted material. In monetary terms this resulted in a combined (downtime and material) average monthly potential sales revenue loss of £13,000 (\$19,800).

**STOPPAGE DECLINES**

Since equipping the Cerutti with ShearClean, press stoppages have been reduced to an average of six per month and wastage has been cut to 1,500 meters. The result was an increase in monthly sales revenue in the region of £8,000 (\$12,200). Along with the customer, using their sales revenue margin, we calculated a return on investment for the web cleaner of under nine months, with the added benefit that the printer is able to provide a faster service to its clients – a good message to communicate.

**ABOUT THE AUTHOR**

Adam Battrick is business unit director, cleaning systems at Meech International, a specialist developer and manufacturer of electrostatic control and related solutions to a wide range of end users industries



# Pushing the envelope

**IN THE FIRST OF A NEW SERIES,** Danielle Jerschefske considers how complex end user applications are creating new, value-added opportunities for label converters

The label industry is superb at producing pressure-sensitive products – all sizes, colors, finishes, multi-page, repositionable, and with special features like holograms and scratch & win. To maximize the use of these value-added items, label consumers in the print and packaging industries need to know about the new possibilities for using labels to enhance their products.

The competitive climate is right. With continuing consolidation, there are pressures to be more efficient and offer value-added solutions. Label customers may be increasingly receptive to creative ideas from their label suppliers, provided there are cost-effective ways of applying labels that maintain or enhance their production environments.

A good example comes from the Chicago-area Segerdahl Group, which specializes in the production of sophisticated marketing materials in one pass on their high speed direct mail production line, including brochures, catalogues, newspaper and magazine inserts and mailers for a variety of national clients. As one of the top five direct mail printers in North America, its most sophisticated products include personalized mailers for the retail market.

The company recently completed a project to install a PowerForward PowerStick label-on-label specialty applicator to apply self-adhesive items at a full speed of 80,000 per hour, anywhere on its range of printed products.

The investment project commenced in 2007 when Segerdahl's major healthcare client began upgrading its monthly and quarterly personalized mailers. First was the order of a multicolored, bi-fold brochure with a personalized card on a center insert inside. To make the thick paper card more realistic, the client asked that the card be laminated, and so Segerdahl added laminating capability to its plant.

Later, to make the card look even more valuable, the customer requested a label on top of the card like the activation stickers used on financial cards. Segerdahl was not equipped to fulfill this second need. Therefore, John Romita, Segerdahl's VP manufacturing started looking for an applicator that could be used in-line to apply this label for his health care client. Romita says, 'It had to operate in-line because we do everything in-line to maximize productivity.'

At Segerdahl, in-line finishing starts with a roll of paper and ends with a complete product ready for mailing. In 2007, the plant included many in-line functions: printing, gluing, plow-folding, die cutting, coding, imaging or personalization and laminating. However, labels could only be added using an expensive secondary process because the available label applicators were not suited to the demands of Segerdahl's production environment.

## **IN-LINE FINISHING**

When Romita placed his order in early 2008, Segerdahl became the first PowerForward client in the in-line finishing market space. Romita likes the 'simple, straight-forward design' of the PowerStick applicator and worked with the team at PowerForward to adapt the unit to Segerdahl's production environment.

According to Kevin Quinn, PowerForward president, the PowerStick's design is simple. Quinn says, 'The label peels smoothly off the release liner, travels across a slide plate and onto the web into the designated position while automatically synchronizing with the speed of the web. The complexity is in the details of the software control.'

At the time of Segerdahl's investment in the PowerStick



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label applicator, the product was new; it had been designed for high speed use on web presses and was being used in a newspaper application. Still Segerdahl had more pieces per cylinder impressions – repeats of 8 -10 inches rather than 23 inches for newspapers – and required more precise placement. In addition, Segerdahl had two other key requirements: the unit needed to have a minimal footprint, and the label supply needed to be a steady, unbroken stream of material.

To reduce the size of the applicator, PowerForward created a new core model of its PowerStick machine by removing the label supply and rewind rolls. The resulting smaller machine is 38 in L x 14 in W x 28 in H and weighs 50 lbs. No changes were needed to the applicator functions themselves. Release liner waste was easily handled by the plant's vacuum system, but the external label supply resulted in additional work for both Segerdahl and PowerForward.

For the label supply, Segerdahl tried and quickly rejected fan-folded packs of labels. Instead they introduced rolls and a splicer which improved reliability, but placement wasn't consistently accurate. Suspecting that varying tension of the labels from the splicer might be the issue, PowerForward worked with Bruce Rush, Segerdahl's director of engineering to conduct a test, using a

### EXPANDED MARKET FOR LABELS

Segerdahl is meeting its customer's requirements and buying more labels, because they found an applicator suited to its inline finishing operation. The ability to apply labels on a high speed press can open opportunities for others in the print and packaging industries, and increase label sales.

second PowerStick unit to control the tension of the label supply. With that, the applicator unit's placement accuracy became consistent, and PowerForward's technical team designed a loose loop feature (a dancer arm and sensors to control the tension) to add to their applicator unit.

The PowerStick applicator has now been working seamlessly in Segerdahl's in-line finishing operation for over 18 months. Romita says, 'we are really happy with the support we received to adapt the PowerStick to our production environment. The people at PowerForward were dedicated to finding a solution; they did the testing, developed the solution and retrofitted the machine. Now the machine is fantastic.' Romita is also impressed by PowerForward's commitment to continuously improving their product and says that he's keeping track of their latest developments.

### DEVELOPING THE TECHNOLOGY

Kevin Quinn of PowerForward says that the company developed its initial product concept in 2005 when a packaging company asked whether they could apply a resealable closure for baby wipes over a die-cut hole on a moving web.

Intrigued by how to apply these closures, Quinn first developed the basic technique of using a non-stick slide plate to transfer labels from a release liner to a web, and then built the PowerStick around that. At the heart of all of its machines are servo motors and propriety controllers. Quinn says, 'we've learned that simple mechanical design plus sophisticated software control are a winning combination.'

Their original PowerStick applicator (now called the 'on-board model')



SEGERDAHL Group's PowerForward PowerStick applicator in action



A SEGERDAHL operator with the PowerStick applicator

includes a 20 inch roll supply and liner waste rewind. In the past three years PowerForward has added the core model based on how they adapted the PowerStick for Segerdahl. And they have also developed a 'non-stop model' in response to customer requests for a self-contained PowerStick applicator that runs continuously at 1200 labels per minute or more without stopping for roll changes.

### MAXIMIZING RETURNS

Flexibility and reliability are helping Segerdahl to maximize its return on investment in the PowerStick applicator. Romita says, 'the PowerStick can apply just about everything – there's a broad window in terms of product types. It's very, very flexible.'

Earlier this year, Segerdahl used the applicator to add packets of seeds (1.5 x 1.5 inch) to a spring mailer for an apparel retailer. They have also tested other types of products such as fridge magnets, various types of labels and packets, and a window patch on a mailer. The small unit is also easy for Segerdahl to move. Romita explains, 'we can move it and install it on another press within our usual set-up time. This allows us to maximize use of the machine and increases our ROI.'

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# ILS streamlines digital printing

**LEADING US CONVERTER** Innovative Labeling Solutions has implemented a tool, developed by Label Traxx, which dramatically reduces the time taken to prepare files for its digital presses. Danielle Jerschefske reports

Innovative Labeling Solutions (ILS), a digital packaging specialist, has seen tremendous growth since their first investment in HP Indigo technology back in 2005. Today, they are a leader in the industry, providing a full portfolio of digital applications from prime labels, flexible packaging, shrink sleeves and folding cartons to the consumer product marketplace. Their state-of-the-art digital department currently operates three presses – two HP Indigo ws4500's and one WS6000. Their success has been great, but has also created a number of new challenges.

In 2009 ILS president Jay Dollries invested in the Label Traxx MIS software system and the two companies have worked closely together to develop a suite of tools for companies with digital label manufacturing. As the digital side of ILS grew, the overall number of customers increased, along with the number of orders. This resulted in a significant increase of artwork files that needed to be processed through pre-press. In addition, one of the advantages of digital is the ability to print multiple SKUs in a run. The challenge comes when there are varying quantities for each version, requiring prepress operators to spend considerable time calculating how to 'gang' labels across the web into files or plates to minimize splicing and overages.

'Pre-press was becoming a bottleneck in our digital workflow,'

explains Dollries. 'Also, when you have an order which has 60 different SKUs on it, there is an increased risk of errors. We identified an issue where the pre-press operator could mistakenly select the wrong SKU or art file and then end up short or over on individual label quantities.'

'We implemented the Label Traxx JDF module last fall, which enables us to pass job parameters from Label Traxx to EskoArtwork Backstage. This has helped to streamline our pre-press operations. I then approached Label Traxx to see how using Job Definition Format (JDF) could specifically address the issue of "ganging" labels on a file or plate.'

As a result, Label Traxx has introduced its 'file planner'. When an order contains multiple SKUs of different quantities, the Label Traxx file planner automatically organizes the order into files according to the specified quantities. The pre-press operator then has the flexibility to fine-tune the file format even further, if needed, by hand to reduce splicing and overs. The operator can review which items will produce overs, as well as the quantity and sales value.

When the file planner is used in combination with the Label Traxx JDF module and EskoArtwork Automation Engine 10 (formerly Backstage), the pre-press operator clicks one button to send the file plan automatically to AE10 to create the stepped files for the press. In addition to the stepping instructions, Label

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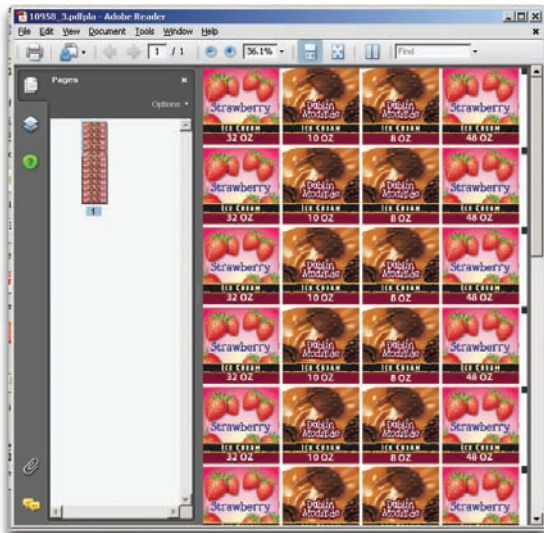
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THE FILE PLAN is sent to EskoAutomation Engine 10 which creates the stepped file for press. Note that each label across the web is different

CELESTIAL LABELS, LTD File Planning

Ticket No. Previous No. 10958 10954

General Description Multi Sorts Ice Cream Labels

Order Quantity	Planned Quantity	Overs	Value of Overs	Product Number	Description	Colors	Floods	Null Cycles	Type	Status
9,000	9,000	0	€37.56	DMS10	10 oz Dublin Muddick	4	0	0	RRNC	
15,000	16,000	1,000	€37.56	DMS12	12 oz Dublin Muddick	4	0	0	RRNC	
16,000	16,000	0	€37.56	DMS16	16 oz Dublin Muddick	4	0	0	RRNC	
15,000	16,000	1,000	€37.56	DMS48	48 oz Dublin Muddick	4	0	0	RRNC	
8,000	8,000	0	€37.56	DMS48	48 oz Dublin Muddick	4	0	0	RRNC	
14,000	16,000	2,000	€75.12	SC210	10 oz Sweet Cookies and Cream	4	0	0	RRNC	
14,000	14,000	0	€37.56	STR18	18 oz Strawberry	4	0	0	RRNC	
14,000	14,000	0	€37.56	STR28	28 oz Strawberry	4	0	0	RRNC	
9,000	9,000	0	€37.56	STR32	32 oz Strawberry	4	0	0	RRNC	
9,000	9,000	0	€37.56	STR48	48 oz Strawberry	4	0	0	RRNC	
123,000		128,000	5,000	€187.80						

Auto Fill Add Plate Duplicate Delete Delete Plate Plate Name 10958 Print To Backstage

Quantity	Product No.	Description	Quantity	Product No.	Description	Quantity	Product No.	Description
9,000	STR48	48 oz Strawb...	7,000	STR18	18 oz Strawb...	16,000	DMS16	16 oz Dublin ...
8,000	DMS8	8 oz Dublin ...	7,000	STR18	18 oz Strawb...	15,000	DMS12	12 oz Dublin ...
9,000	DMS10	10 oz Dublin ...	7,000	STR28	28 oz Strawb...	15,000	DMS48	48 oz Dublin ...
9,000	STR32	32 oz Strawb...	7,000	STR28	28 oz Strawb...	14,000	SC210	10 oz Sweet ...
9,000	MFG Qty		7,000	MFG Qty		16,000	MFG Qty	

Font Size Cancel Save

THE LABEL TRAXX FILE PLANNER is a tool to organize the layout of those labels into 'files' that can be sent to the press. In the example above three files have been created. Running in this configuration will create 5,000 overs at a sell value of 87.80 euros (\$112)

Traxx sends all of the size parameters of the job, color strategy, and registration marks required (either digital smart marks or bearer bars for conventional print).

Because the creation of the file plan is fast and effortless, last minute changes from one press to another – for example from a ws4500 to a WS6000 – are no problem. Reformatting the file takes seconds.

'We ran some theoretical tests,' explains Dollries of ILS. 'We took an order that contained 76 different items or SKUs that were the same size and material, but had various individual quantities. It took pre-press 70 minutes to plan the files and then 570 minutes to actually prep them for press. In comparison, with this new integration, it took about 15 minutes to plan the files and less than a minute to prep them. This represents a 10.3 hour or 92 percent reduction in time.'

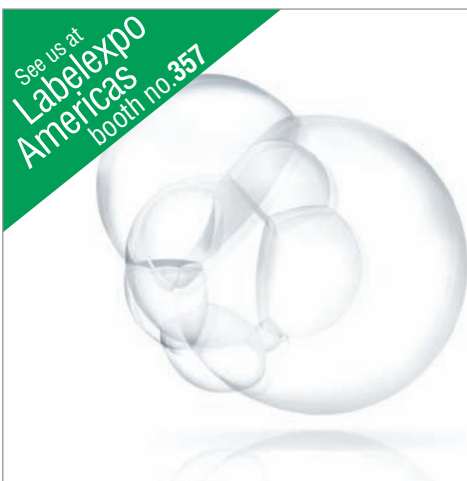
Label Traxx president Ken Meinhardt commented: 'Our tests indicate that printers using digital presses

such as the HP Indigo WS6000 can reduce by more than 90 percent the time required to enter a complex order, complete job planning and transfer the job to the press.'

The file planner, which is installed at beta-sites, was debuted at the Digital Label Summit in Barcelona and will be demonstrated at Labelexpo Americas in September.

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DACSA invested in shrink sleeve machinery from Karlville in 2005

# Diversification in Central America

A SMALL LOCAL MARKET has pushed DACSA, Central America's leading label converter, to remarkable levels of diversification. James Quirk reports

When Labels & Labeling first reported on Guatemala-based label converter DACSA in 2004, managing director Alejandro Carrasco made a tongue-in-cheek comment about the company being able 'to teach North American converters a thing or two'.

Many a true word spoken in jest, so the expression goes, and six years on the company could offer leading converters in any region of the world a blueprint for how to create an infrastructure so diverse that it can offer products and services that cater to almost any client need.

The company's philosophy of diversification is born out of necessity. Guatemala, with a population of just 13 million, hosts a small local market. Central America, the region south of Mexico that comprises Guatemala, Belize, El Salvador, Honduras, Nicaragua, Costa Rica and Panama, has around 40 million inhabitants.

'The market in Central America is small,' says Alejandro Carrasco. 'This has forced us to diversify; whatever a client needs, we will provide a solution. We have invested in an infrastructure that can compete with any company in Latin America, the US or Europe.'

This infrastructure begins with production of a wide variety of printed products, including self-adhesive, in-mold, wraparound, shrink sleeve and booklet labels, as well as adhesive tapes and flexible packaging. Digital, UV flexo, rotary screen and thermal transfer printing technologies can be called upon, as well as in- and off-line finishing options and both digital and conventional pre-press equipment. An in-house design team can work with clients to create artwork from scratch. DACSA's products cater to food, beverage, pharmaceutical, personal care, textile, industrial, promotional, security and RFID applications.

A showroom in DACSA's facility in the downtown business district of Guatemala City, the country's capital, is testament

to the company's wide range of products and services. Here, a potential customer can walk in off the street and purchase ready-made labels; consumables; software; packaging materials; bag sealing equipment; barcode scanners; desktop barcode equipment from Sato and Zebra; and a wide range of label and packaging application machinery, including from US company Quadrel and Italy-based Alipack, which clients can use to test their products.

The company is a pioneer of barcoding in the region, and works with the main supermarkets for testing and quality control. It distributes scaling systems and is certified by the Guatemalan Ministry of Economy to calibrate any such equipment. A direct hand in the democratic process is not something to which many label converters can claim, but DACSA implemented an RFID tracking system in the country's 2007 election (see boxout).

## IN-HOUSE DESIGN

DACSA was founded in 1962 by Carrasco's father, who remains the company's president. Also named Alejandro, he had arrived in El Salvador from Spain three years previously. Initially importing and distributing printing equipment and consumables, DACSA began its own label production in 1988 with the installation of a Mark Andy 830 flexo press.

Today, DACSA is a group of companies – the eponymous label printing division, which exports its products as a separate entity, Etiflex and DACSA El Salvador, which runs a sales office in the neighboring country.

'We are not a typical company,' says Alejandro Carrasco. 'We can start with a new client from scratch: we design the label, print and convert it, and also sell them the application and ancillary equipment that they need.'

Ten percent of jobs are designed in-house, with DACSA

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AN HP Indigo ws4500 was installed in 2007



A Gallus EM510 S press was installed last year

working closely with brands or ad agencies to create the label artwork. 'It's an important offering to the market,' says plant manager Mario Gavarrete. 'It's an advantage that we can liaise with the brand with full knowledge of exactly what we can achieve with our technology.'

The pre-press department runs workflow software from EskoArtwork, computer-to-plate technology from DuPont and plate washing and exposure equipment from Degraf. Anilox and water-wash plate cleaning equipment from Flexo Wash is also used. Color control is handled by equipment from Troika Systems, while screen printing plates are developed with Stork Rotamesh technology. DACSA maintains a comprehensive filing system of all archived jobs, which contains plate and print specifications.

Four Mark Andy 830 presses, including the first one installed in 1988, print simple 3-color labels, while the company also uses 7-, 8- and 9-color presses from Nilpeter's FA and FB lines and a 7-color Comco UV flexo press. A 9-color FA-3, installed in 2007, hosts seven flexo, two rotary screen and two die-cutting units, an inspection system from BST, and prints with a width of 330mm. A Siat machine produces adhesive tapes.

DACSA expanded its factory four years ago because of its continued growth and investment in new equipment. Its newest press – installed in 2009 – is an 8-color Gallus EM 510 S UV flexo machine, with a web width of 510mm, which can produce wraparound and shrink sleeve labels. A servo-driven machine with cold foiling and reverse printing capabilities, DACSA has altered its configuration to cater to different substrate thicknesses. An inspection system from BST has been integrated, and the press has automatic registration.

As well as in-line quality control from the BST systems, DACSA operates two inspection rewinders each from Arpeco and Rotoflex, and an AB Graphic Omega machine with Fleye vision inspection. The company runs two shifts six, sometimes seven, days a week.

In 2005, DACSA implemented shrink sleeve technology from Karlville, and operates two lines of two machines each – one for converting and a second for cutting. Carrasco cites this as an example of the company reacting quickly to the evolution of the market. 'Globalization creates innovation,' he says. 'The quicker

that we can react and be equipped to deal with these changes, the better.'

#### DIGITAL MOVE

Two years later, in April 2007, this philosophy was continued with the installation of an HP Indigo ws4500 digital press – the first machine of its type in Latin America. A Digicon converting line from AB Graphic was purchased at the same time. 'We were seeing a trend in the market towards digitalization and shorter runs,' explains Carrasco. 'We already had computer-to-plate capabilities, and digital printing was a natural evolution.'

'It was very different for the sales team,' he continues. 'We began to offer clients a variety of options in terms of delivery times and run lengths.'

The digital press has brought DACSA opportunities for personalization and promotional applications, as well as catering to short run work from clients. 'Brands often like to test out a new product with a short run, to which the HP ws4500 is well-suited,' says Carrasco. 'If it is successful, they come back to us for a longer run, which might then be printed by either digital or conventional technology.'

DACSA has developed an in-house software program which simulates a job and shows whether it would be better catered to by digital or conventional printing. It is used for every job that the company produces.

Carrasco reveals that the company is paying close attention to the development of inkjet technology, and cites it as a likely area for future growth. 'We are particularly interested in stand-alone machines, which we see as being more efficient and resulting in less waste than in-line integration,' he says.

A dedicated variable printing department offers thermal transfer and laser printing through equipment from Checkpoint Systems. Prior to the installation of the HP Indigo ws45000, the department would overprint variable data onto labels printed by DACSA's conventional technology. Now, it concentrates on small variable data applications and also produces textile labels. Five percent of DACSA's printed products contain variable data, split between this department and the HP Indigo press, and Carrasco says that the figure is rising.

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department. With two sections, one for Pantone color matching and the other for ink formulation, using systems from GSE Dispensing, DACSA does its own in-house color mixing to offer clients subtle variations on the Pantone range. It can produce any amount of ink it needs, and information for every job is stored to allow easy repeatability. 'The GSE system also allows us to manage our inventory,' says plant manager Mario Gavarrete.

DACSA tells its suppliers that their inks have to pass its own quality control checks. 'It is crucial to have the consistency in ink formulation,' says Carrasco.

**ISOLATION BREEDS INNOVATION**

DACSA's main markets are food, beverages and pharmaceuticals, and the company also serves the industrial and personal care sectors. Self-adhesive labels are its core business, at 50 percent of production, while 35 percent is dedicated to shrink sleeve production. Wraparound labels make up a further 15 percent. It produces flexible packaging, in-mold labels, squeezable films, booklet labels, 'Cling' labels for automotive applications, as well as textile labels and food contact-approved fruit labels.

Security applications are also catered to, with a range that includes security seals, holograms and VOID materials. Glow-in-the-dark labels are popular among its offerings for promotional applications. The company works with suppliers to develop special adhesives for harsh applications, such as exposure to high temperatures.

Fifty-five percent of the DACSA's production serves its local market; 45 percent is exported to the rest of Central

America and also the Caribbean. Costa Rica, Honduras and El Salvador, where the company operates a sales office, are its largest export markets.

'We have all the products; we just don't have a very big local market,' says Carrasco. 'Export to countries like the US and Colombia is a possibility in the future. In terms of quality, we can definitely compete.'

With no local association or training organization, DACSA has created an in-house training program with an extensive library of video footage of all its equipment and machinery. 'We have to invest in these things ourselves,' says Carrasco, describing a company-wide culture of reinvestment that also sees profit ploughed back into to research and development. Carrasco travels to Labelexpo shows in Europe and the US as well as the Label Summit conferences in Mexico and Brazil, to keep up to date with latest market and technology trends around the world.

A lack of local suppliers forces the company to hold large stocks of materials and consumables in order to guarantee consistent supply of products to its clients. Materials are imported from the US and Europe, as Carrasco believes they are of superior quality to those produced in Latin America, even by the large multinational suppliers.

Despite a lack of local legislation, DACSA is already focused on environmental sustainability, and has developed a program in conjunction with clients dedicated to reducing its environmental impact. The company stopped using solvents some years ago, and is currently looking to integrate PLA film into its sleeve production.

While Carrasco believes that legislation

regarding environmental issues will come, he cites the company's own social responsibility program as a key motivator, as well as financial benefits. Guatemala lacks the local infrastructure to support environmental initiatives: there is no local recycling company to which DACSA can send its material waste, so it is sold as fuel to local industries.

Of the future, Carrasco says that DACSA 'will be very active in further investment in our infrastructure over the next few years', citing an increasing focus on flexible packaging, movement into carton printing, investment in inkjet technology and further progression in environmental sustainability as likely developments.



A VIEW across part of DACSA's showroom for its ancillary equipment

**RFID IN THE GUATEMALAN ELECTIONS**

DACSA worked with GS1 Guatemala, of which it is a founding partner, to create an RFID tracking system that was used in the country's 2007 election. The first application of its kind in Latin America, the successful model has been exported to other countries in the region, where it has since been replicated in Colombia.

RFID Gen 2 chips and a barcode were integrated into the records of each voting center around the country. The chip contained a code that identified the specific table in which voting center of which municipal location the records came from. The information was transmitted via a reader to a computer system that counted and sorted the records.

Carrasco reports that the government, local and international observers and the media were all surprised at the speed with which the information was able to be processed thanks to the RFID technology. The system allowed the quickest vote counting in Guatemalan electoral history – with the first round of counts taking six hours instead of the usual 48.



(L-R): Plant manager Mario Gavarrete, president Alejandro Carrasco (senior) and his son, managing director Alejandro Carrasco





DELTA INDUSTRIAL Spectrum digital finishing machine

# Blazing a trail

**VIBRANT GRAPHICS** produces high-end, ultra thin digitally printed in-mold labels for a variety of markets. The secret's in the sauce, writes Danielle Jerschfske

Vibrant Graphics, headquartered in Milwaukee, Wisconsin, manufactures in-mold labels with a thin .5mil laminate, lowering production costs and reducing overall waste. It produces these labels on an HP Indigo ws4500 digital press, which has given it the ability to hit the middle to small markets with IML service. President Mike Sewart says, 'our core competency is the coating. Yet, innovation is two-fold because we captured the in-between sector, giving that market something that they had never had access to before.'

## ROOTS

Vibrant Graphics got its start as a division of OnCourse Information Services where Sewart is CEO. OnCourse is an established business, also in the Milwaukee area, that has a strong history of providing services for mailroom, document imaging, data entry and data processing.

OnCourse wrote software featuring a barcoding system, similar to a library, for the records management industry. As business expanded, its customer required quick, variable data printers to support their new management system. Therefore the company purchased a Markem thermal transfer printer to produce the labels in-house and sold off the excess capacity to outside markets.

## LABELS&LABELING

The printing division continued to thrive and remained as a department within OnCourse. It was the best way to maintain investment capability at the same pace as the customer required. OnCourse Information Services saw opportunities in the digital printing space, and waited for the right opportunity to come along.

## INVEST AND INNOVATE

The initial push into complex digital IML printing came in 2001 from Joe Hirtzer of Global Packaging, a consultant for in-mold and heat transfer labeling. Sewart says, 'He brought an opportunity to the company which drove R&D. It forced a lot of investment and a lot of innovation in developing the capability for short run IML production.' At the time, IML was exclusive to long run work and could only be found in the wider format (52in) arena.

HP Indigo digital printing technology and Delta Industrial finishing equipment were purchased to conduct this R&D that was the first in the world to bring digital in-mold labels to the market. The printing business division of OnCourse separated out as Express Label and operated as such for seven years. Its name was eventually changed to Vibrant Graphics to better convey the converter's capability to produce high-end graphics

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### GERMAN CONVERTER INSTALLS EDALE ALPHA PRESS

German label converter Bossert has installed an Alpha 5-color UV flexo press from UK-based Edale. Markus Baechtold, CEO of Kling, which took over Bossert last year, said: 'We needed higher print quality, improved productivity and additional features such as hot foiling which is very important in our industry.'

An important factor in Kling's decision to purchase an Alpha was the recent development of the Alpha-Multi, launched in March 2010. The Alpha-Multi enables existing Edale Alpha customers to 'upgrade' their machines with a second stack, allowing companies to print up to nine colors in a footprint of just five square meters. For Kling, this meant that the business could grow with a staggered investment approach on the same flexo press.

### US CONVERTERS RECEIVE TLMI LIFE CERTIFICATION

Multi-Color Corporation and Yerecic Label have been awarded LIFE (Label Initiative for the Environment) certification from TLMI. The Project LIFE program was developed in order to assist TLMI members to find cost-effective ways to reduce their companies' environmental footprint. It is designed specifically for the narrow web marketplace and addresses four key elements of the narrow web printing and converting industry: clean production, energy and greenhouse gases, product and environmentally preferable materials and management practices.

### FSC CERTIFICATE FOR CHAM PAPER GROUP MILLS

Bureau Veritas Certification has awarded the FSC certificate to the Cham Paper Group companies Cham Paper Group AG and Cham Paper Group Italia S.p.A.

The certificate authorizes the Italian mills in the Cham Paper Group to produce FSC Pure, Mixed and Controlled pulp for the manufacture and sale of special papers with the Mixed Sources FSC label. The Cham Paper Group is also planning the certification of its head office in Cham, Switzerland, for January 2011, providing a single group-wide standard concerning FSC certification.



VIBRANT Graphics product examples

and something more innovative. It didn't want to be known as a short run, fast turn-around company.

### COATING & THE PROCESS

It's impressive that Vibrant Graphics started successfully producing IML on an HP Indigo ws4050 (now upgraded to a ws4500), providing the market for the first time with short quantities of personalized 'no label look' labels. Yet when you look at the roots of the company you can understand why it was possible. Vibrant Graphics' origins have always been digital. Sewart says, 'The Indigo technology is extremely transformative.'

But it is coatings that make a durable product. They are absolutely critical to successful IML production and application. They must provide protection and resistance to the product, solvent, water, hot and cold temperatures, abrasion and light. They must also be compatible with whatever ink formulations are used – Vibrant Graphics has developed a specialized process to be compatible with the HP ElectroInks.

The varnish must offer slip qualities for the stack feed and must be designed to avoid shrinkage, which can cause the label to curl and jam in the molding process. And while the HP Indigo machines print a high gloss look, coatings must be able to further enhance these graphics. It's important too that they have an antistatic quality to stop the labels sticking together before they are applied to the molten plastic. Lastly, the laminate needs to be able to stretch with the film to the edge of the label where it is die cut, again to avoid curling.

Because IML production is such a technical process, Vibrant Graphics conducts regular material process proofing to maintain consistency. It uses a standard set of materials, substrates and coatings which helps production remain constant. Treofan and AET are some of the material suppliers that Vibrant Graphics works closely with.

It's able to produce specialty in-mold labels as well, using a variety of film and foil materials in conjunction with unique variable printing in collaboration with OnCourse, and has the resources to perform new product R&D.

Since many new Vibrant Graphics clients are unfamiliar with the in-mold label production process, the converter takes them through what it calls the 'customer developmental process'. This informs the customers about everything that production entails, from graphic design to pre-press. Before going to press, the client is sent a PDF where they are able to see exactly what the product will look like. They can also be sent a true proof if so desired.

### FINISHING

Vibrant Graphics uses a Delta Industrial Spectrum digital finishing machine with cut and place web capabilities. The converter enjoys the flexibility and variability found with the equipment. Spectrum is a semi-rotary system that allows tension and speeds to be changed quickly, and a die station for whatever configuration is required. The die station flexibility lends itself well to the converter's focus on coatings.

Sewart says, 'we chose Delta because we needed something versatile and variable, and need to be as nimble as possible. Digital printing is the most

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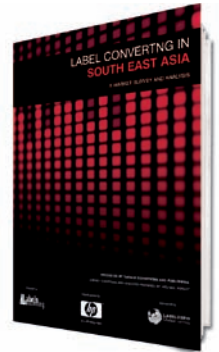
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**RESPONSIVE**

When general manager Roger Wrass joined the company in 2009, he brought a whole new business philosophy to Vibrant Graphics. With over 20 years of industry experience, Wrass oversees daily operations, focusing on customer relationships. He says, 'we are passionate about serving the client. It's important that we know everything about our customer and their needs. We bring value to our customers with our responsiveness, informing them proactively of their job status.'

'We have two strategic alliances with experts in IML,' Sewart explains. 'Everyone in the office has clear cut responsibilities, but is adaptable to different functions.' This has smoothed out the entire ordering process, streamlining projects and giving customers clear points of contact.

**SOCIAL MEDIA**

Vibrant Graphics is playing an active role in all the key social media networks: Twitter, Facebook and LinkedIn. While the company isn't sure about the dividends at this point, it sees the value in engaging fans and customers and wants to remain ahead of curve. The entire team plays an active role and contributes ideas to these sites.

The company also has a blog at <http://vibrantgfx.wordpress.com>, where it provides useful content in the form of packaging advice and technical support – the real key to a successful B2B social media strategy. Wrass says, 'only



THE VIBRANT TEAM in front of its HP Indigo press (L-R): Roger Wrass, Alex Dott, Sarah Emlund, Paul Dahlen, Mike Sewart

at that point can someone become a potential customer. It's all about building relationships and then strengthening them.'

**IML + DIGITAL = GREEN**

The inherent advantages of digital printing – the removal of set-up waste, streamlined production – matched with the qualities of in-mold labels make for rather sustainable packaging. Vibrant Graphics uses extremely thin material and a polymer-based ink so there's no contamination. There's no adhesive and no liner. And the label and cup are one piece, making it possible to recycle the entire product. Matrix waste is picked up regularly and recycled. Quantity is not an issue because the recycling facility's location is very close to the Vibrant plant.

Alex Dott, pre-press manager says, 'we produce good product from the start and our labels become piece of the container. Digital printing and in-mold labels are both Green, and when you combine them they are even better.'

**VIBRANT FUTURE**

Vibrant Graphics has always been ahead of where the market's at. All of its growth has been organic, and the expansion continues. It participates in a variety of markets outside its focus on IML, including PS, barcodes, UPCs, and removable wall decorations. Concludes Sewart, 'Vibrant Graphics will remain focused on its core competencies and will continue moving forward using our strengths.'



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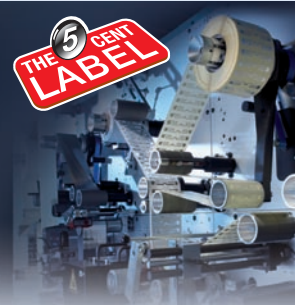
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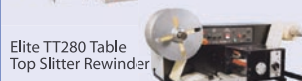
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# CORPORATE CULTURE



## Copying a dirty word?

'BEING the first with a new innovation is great for your business – right?' 'No, not really'

Research indicates that 'fast followers' – copiers to you and me – get the best advantage. Often there is a first mover 'disadvantage'. The highly respected Prof Oded Shenkar argues that 98.7 percent of the value of innovations goes to the imitators.

But a lot of us have a real problem with 'imitation'. It is a major strategy for growth, but since we were kids we have been told: 'don't copy, do it yourself'. However in business imitation is not only rife it is a fundamental strategy for growth.

Our whole development is based on imitation. We developed a wheel in solid wood. Others refined it from the original 'rolling log' into the hub and spokes design. So businesses should imitate. It is a core strategy that should be used with pride.

### PRACTICALITIES: IMITATING EFFECTIVELY

#### 1. KNOW WHAT TO IMITATE!

You need high quality data to grow your business organically, through acquisitions and through imitation.

It is also not enough to keep a look out on your own sector. Adjacent sector innovations are increasingly important. For example, mobile phones are no longer phones. They are mobile computers, cameras, file sharing devices, music and video players. Ask camera manufacturers how they see the market now versus five years ago.

#### 2. BE RATIONAL

Every company needs to 'imitate rationally'. There are many examples where the only reason for imitation has been a knee jerk reaction to a competitor's initiative or the boss's whim, with limited rational analysis. Rational assessment is essential. Each opportunity to imitate needs a clear cost benefit analysis on the core assets (people, processes and products) as well as the customer proposition.

#### 3. DON'T COPY SLAVISHLY

Slavish copies miss the point of imitation: to refine to a better solution. Your need to know how to imitate to develop stronger customer loyalty and attract new customers to your offer. Customers like to be seen to use suppliers who are innovative and proactive. If you regularly avoid first mover disadvantages and come in 'best dressed' you will be seen as a practical innovator for mainstream customers. By contrast slavish copying will damage your reputation revealing a lack of vision and creativity.

An example: Twice a year couture houses display their new ranges for the season. Within days imitations are in high street stores. Rapid imitation is the lifeblood of the fashion industry. Yet we don't view the imitators as copycats of couture, we see them as deliverers of mainstream fashion to real people in the real world, through great value.

#### 4. IT'S NOT JUST ABOUT 'PRODUCT'

Imitation is about delivering, profitably and better customer value. Imitations need to deliver best customer value from the total offer. Many successful companies are fast followers: not 'first' in, but definitely 'best dressed'.

#### 5. GET THE CULTURE RIGHT

Imitation is a positive, legitimate process for delivering customer value. Failure to position imitation properly, risks impacting employee culture, company reputation and shareholder value.

### ABOUT THE AUTHOR:

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