



LABELEXPO EUROPE 2015

29 September - 2 October 2015, BRUSSELS EXPO

Labelexpo Europe Puts Spotlight On Technology Of Tomorrow

Visitors to Labelexpo Europe will be able to discover the label and packaging technology of tomorrow at this year's show. Being held at Brussels Expo in Belgium from 29 September to 2 October, the show will be taking an up close look at the latest developments in active and intelligent packaging as part of the inaugural Smart Packaging Lab feature area. Smart packaging solutions are already beginning to drive consumer demand and influence purchasing decisions while transforming the retail experience and stock management processes and Labelexpo will include a roundup of the latest advances in substrates, inks, digital systems and printing. Show-goers will also be able to view augmented reality systems, radio frequency identification (RFID) and near field communication (NFC) smart tags alongside anti-bacterial films that prevent label contamination. Exhibitor highlights from this fast moving sector will include:

Avery Dennison will feature RFID technology from its Retail Branding and Information Solutions (RBIS) business. RFID can provide 99+% real-time inventory accuracy and improves efficiency by offering heightened product visibility throughout the end-to-end global supply chain. In addition, the company will feature FiberTracker, an anti-counterfeiting labeling solution which features a paper facestock with unique fiber patterns that can be scanned at point of purchase to validate product authenticity. The company will also demonstrate the capabilities of DirectLink, which uses NFC technology to deliver special offers, videos, and product information. Avery Dennison will feature a printed electronic label that highlights time, temperature and tracking information to ensure compliance of product handling.

Blippar is the world's leading visual discovery app, harnessing augmented reality and image-recognition technology to bring the physical world to life through smartphones. Once the Blippar app is downloaded, people can blip ("scan") objects they're curious

about and unlock useful and entertaining content. EyeSee optimizes marketing communication effectiveness with affordable and fast eye tracking and facial coding insights. The company measures and maximizes return on advertising, shopper and digital using its innovative online web-cam-based platform to track eyes and facial expressions with respondents' laptop and webcam at home.

Seido Systems will be showcasing the latest in 3D technology for package printing. From individual designer through product development collaboration to the manufacturing department, Seido Systems and Stratasys offers FDM and PolyJet 3D printers designed for you. Stratasys will bring Fortus and Polyjet machines to the exhibition.

Systec, a German manufacturer of cylinder and flatbed screen printing and slitting equipment, will be displaying various techniques for printing flexible printed circuits for labels and electronic devices. These techniques will include via hole printing and contact drying solutions for effectively printing and drying a variety of conductive inks. Taghleef Industries will be promoting its DERPROSA Bacterstop's range: anti-bacterial BOPP films for food contamination prevention applications. The BOPP films are treated on one side with either matte or gloss with anti-bacterial properties, while the other side is corona treated for printing and laminating. Applications include pressure sensitive, roll fed wrap around and in-mold labels.

Lisa Milburn, managing director of the Label-expo Global Series commented: "The whole smart packaging section of the market is rapidly developing and continuously evolving. It is being driven and influenced by many external factors such as brand owners trying to leverage consumer loyalty, the desire and need to improve efficiency in the retail chain and the need to protect against anti-counterfeiting. Smart packaging is here to stay



Nilpeter's FA-4*

and is impacting on all major industries so this feature area will give a taste of the many technologies out there and how they can be applied from food and drink, to pharmaceutical, to automotive products and beyond."

Packprint Workshop returns to Labelexpo Europe

Full details have been announced for the Packprint Workshop as it returns to Labelexpo Europe's show floor for 2015. Being held at Brussels Expo in Belgium from 29 September to 2 October, the popular feature area is again set to be one of the exhibition's key attractions. The technical workshop will give visitors the opportunity to enhance their product knowledge, understand the capabilities of the latest cutting edge technologies and learn how to add scale to their existing business. The Packprint Workshop has been developed and hosted in partnership with Nilpeter and Xeikon. During daily 30 minute long workshops in Hall 8 (Stand A05), label converters will discover how to produce packaging using both digital and conventional printing. Nilpeter will demonstrate how to print flexible packaging and Xeikon will showcase carton printing.



Nilpeter's FA-4* press, with a web width of 420mm (16.5in) and a top speed of 175m/min (574ft/min), will run various sachet jobs. An innovative sleeve system permits an extra-short web path, with easy loading of tooling and embellishments, while the CLEANINKING system for water-based or UV-cured flexo inks is included, plus quick-lock anilox rolls and the PowerLink control system. Units that add value while minimizing waste include the Quick-Change magnetic die module. It allows fast release of flexible dies, off-press die preparation and easy-load tooling.

Using inks and laminating adhesives from Flint Group's Flexocure ANCORA range, high performance, low migration UV levels may be achieved when correctly applied to suitable packaging structures. The material is a direct food approved multi-layer laminate from Synthogra. This consists of a polyester layer on the outside, a thin metallization layer in the middle and a polyethylene layer on the inside. After printing, the film is over laminated.

The Xeikon 3500 press runs this five-color (CMYK + orange) job at a speed of up to

19.2m/min (63ft/min) with a web width of 516mm (20.3in). The press technology is built on a fully rotary concept with variable repeat length. The Xeikon 3500 has a print resolution of 1200 x 3600 dpi supporting high quality print and very fine microtext. An in-line web varnish module applies a spot water-based varnish as protection and cuts the web in the respective sheet length. The repeat length of the spot varnish can vary from 250mm (10in) up to 1000mm (40in). The sheets are then stacked in a high pile stacker.

Consumables used include print media from Metsä Board and Stora Enso and varnish from ACTEGA. Printed sheets will then be converted on the MBO Maschinenbau stand (A16) in Hall 9, with die-cutting and creasing on a Bograma BSR 550 and folding and gluing using a Herzog+Heymann unit. Being run twice daily at 11:00 and 15:00 for the first three days of the show and once on the fourth day, the workshop is complimentary to all show visitors. Sample folders will be available for collection on entry to the show and job description sheets and samples of all the sessions' printed products will be available in the Packprint Workshop feature area.

Lisa Milburn, managing director of the Labelexpo Global Series says: "The Packprint Workshop proved to be an enormous draw for visitors during 2013's show, so we are delighted to bring it back with Nilpeter and Xeikon for 2015. We strive to add value to the visitor's experience and these sessions will provide the audience with a good overview and combination of practical solutions and the latest technical options. Having the capability to offer package printing is an increasingly important aspect of being competitive and the workshop should help upskill printers and leverage growth potential."



Digital and conventional printing master classes coming to Labelexpo Europe 2015

Two Label Academy master classes offer visitors to Labelexpo Europe 2015 the opportunity to gain the printing knowledge of renowned industry experts. The master classes - Digital Label and Package Printing and Conventional Label Printing Processes - will take place concurrently on 2 October, the show's final day. Delegates can register for both on the show's website now. Labelexpo Europe 2015 to be held at Brussels Expo in Belgium runs from 29 September to 2 October. The Label Academy is the global training and certification program for the label and package printing industry. These master classes support its training modules in digital and conventional printing. Digital Label and Package Printing - is led by industry expert, Mike Fairley, director, strategic development, Labelexpo Global Series, with other digital printing specialists from HP Indigo, Xeikon, Domino, Esko, Avery Dennison and A B Graphic International.

Starting at 09.00 this master class covers the full gamut of digital printing. Over four hours it will identify the opportunities, present the different technologies from presses, materials and finishing solutions and cover the key processes. An optional live demonstration of digital printing will be held on the show floor. - Conventional Label Printing Processes - also starting at 9.00, will be led by John Morton of 4impression and also feature Hans Poortinga

of MPS Systems. It will provide an overview of letterpress, lithography, flexography, screen, gravure and combination printing. It covers these printing process's unique characteristics, their most relevant applications and how they are changing. The master class includes live demonstrations of working machinery. Attendees to both masterclasses can take the related Label Academy exam (worth €200) online at a time of their choosing to earn an industry recognized qualification - when they pass - and receive a copy of the supporting text book (€75 if bought separately). Costs of the exam and book are covered by the cost of attendance which is €530 per master class and are free of any additional charge.

Lisa Milburn, managing director of the Labelexpo Global Series comments: "Discovering new opportunities, learning new skills and gaining valuable knowledge is what the industry expects from Labelexpo Europe 2015 - it's what the show is all about, so the Label Academy is a natural fit with the exhibition content. The master classes are an industry first, designed to ensure vital expertise is passed on to help hard-working industry people progress their careers. The increased educational content at the show is supported by an expanded series of special show features, with particular focus on package printing."

