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## X-Label bought ETI Converting Equipment at DRUPA 2004

Source: ETI Converting Equipment, 2004-Jun-14

One of the leading label printers in Germany, X-Label, bought an ETI Cohesio machine at Drupa 2004. The Cohesio is fully equipped for the production of pressure sensitive substrate of any kind.

X-label has been looking for this kind of equipment for a long time. Two main reasons drive this decision: first it is an improvement in the printing process (no need for costly lamination, possibility of printing under the adhesive, etc.) and the savings realized on the raw material costs. The overall savings for the label printer will be tremendous thanks to this new machine.

The ETI Cohesio will be use to make the finish product all within the X-Label printing process. Their current printing capacity will be used to pre-print the face stock (not self adhesive) at high speed and the Cohesio will afterward apply the silicone and the adhesive, then laminate and die-cut the rolls into finished labels.

ETI also sold 2 Metronome flexo printing presses at Drupa and expect to have a similar success at Label Expo Chicago 2004.

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