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1. L & L – “Do it for themselves”



### Ritrama

Ritrama showed its wine range, HP Indigo range, seal and reseal products, oil canister/drum labelling, clear on clear films, conformable polypropylenes, matt films, overlaminating films, *durable range, security products, transfer and double side adhesive tapes*, plus its well-known range of standard films and papers.

### Torraspapel

Torraspapel showcased its range of label papers: one-side coated, metalized, high-gloss and self-adhesives. The company launched its new Metalvac metalized paper catalogue – a range of high-vacuum recyclable papers.

Torraspapel's Adestor range of self-adhesive papers and films was also promoted – a line suitable for segments such as VIP printing, wine and beverage markets and personal care and household items, which marketing projects coordinator Carmen Burgo revealed created the most interest during the show.

The company also showcased its latest environmental report, which tracks the progress made towards accomplishing the commitments it set out to fulfill in its first report in 2004, as well as setting new challenges for the future.

Environmental initiatives covered in the report include: sustainable forest management and obtaining chain-of-custody certifications; minimizing water use and discharge in manufacturing processes; and reducing solid waste sent to waste disposal sites.

'The show seems more dynamic than two years ago,' said Burgo. 'We're upgrading to a bigger stand for 2009 – it is the best show to do business.'

### Treofan

Treofan launched a white film, EUT, for thermoformed in-mold labeling applications. The technology for applying thermoformed IML is now starting to come to market, opening up the possibility for photo-quality graphics and allowing thermoformers to save up to 20 percent in resin cost by using the strengthening properties of the label to lightweight containers. The company also demonstrated an IML film for blow-molded, UNB, – primarily intended for the US market.

Treofan has also developed a shrinkable wraparound polyolefin film, LST 40 OPP, which shrinks up to 23 percent in the machine direction. The film is 40 micron thick.



Edale hot melt unit on Lambda

### Doing it for themselves

Several companies demonstrated systems which allow label converters to manufacture their own specialist substrates, *writes Andy Thomas.*

ETI Converting Equipment took the decision to exhibit a Cohesio line, which enables label printers to manufacture PS stock in house. The line was shown converting pre-printed face stock into a finished label, including in-line coating of silicone and adhesive, die-cutting and finishing. Although the Cohesio line was seen at Labelexpo Americas, this was the first time the machine has been demonstrated producing clear-on-clear labels, along with a new system for in-line siliconizing.

ETI recently entered into a global pricing agreement with base paper supplier Ahlstrom for ETI users worldwide, and announced the opening of a plant in China for the manufacture of its Metronome presses.

On the Edale stand the Lambda converting machine concept received a tremendous amount of interest from narrow-web printers and converters. One of its major advantages is the ability to offer many different applications from the same, one machine. The machine can be configured for RFID, adhesive coating, peel and reveal labels or a host of other applications. Any number of these processes can be incorporated into one machine and any machine can be upgraded or re-configured at a later date for an alternative application.

Off and in-line adhesive coating, and RFID applications appear to have been ranking high on converters' shopping list at Labelexpo. 'Adhesive coating makes commercial sense,' said Bernhard Grob, export director of Edale. 'It also creates a major, competitive advantage. The Lambda Coater is ideal for short to medium production volumes and capable of coating speciality materials, metallic foils, holograms and tapes.'

Hotmelt application systems specialist Nordson demonstrated equipment 'designed for specialty uses such as booklet labels and clear on clear production,' explained Goerg Gillesen, sales manager, web coating systems group. Nordson demonstrated the cantilevered CT4000 series coater aimed at applications with a coating width of up to 15 inches (380 mm).

Italian manufacturer Hip Mitsu promoted machinery for the application of hotmelt and UV curable adhesives. Both off-line and in-line solutions are available for testing at the Hip Mitsu Italian Competence Center. The system was demonstrated in-line on an Omet Flexy press.