

LABELXPO EUROPE 2011 PREVIEW

A roundup of the new technology on show at the biggest ever edition of this world-leading labels and package printing exhibition

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DEEP IMPACT

New product launches must fit into brands' social media marketing strategies

DIFFICULT TO CURE?

What's new in narrow web drying and curing, including a status report on LED

CONVERTER EXPANSION

Label converters in mature markets are expanding their operations into fast-growing economies

THE WIDER WORLD OF NARROW WEB

 **Zeller+Gmelin**
UV Printing Ink

gallus
Erfolg und Sicherheit
für den Etikettendrucker

KURZ 

 **coe**
Carl Ostermann Erben

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unit and rewinding unit. The machine is assembled modularly and allows the simple subsequent integration of additional modules like hot and cold stamping, screen printing, additional die-cutting, in-mold delivery system, label dispensing systems etc. LeoMat will also show its Practice 430 I inspection machine with a new concept on the AVT booth 6H60. The Practice 430 I has a matrix rewind, AVT camera inspection, inspection table, cutting unit, two rewind stations and two web advance devices (also suitable for thin and sensitive materials).

LEONARDUS will be showing its range for holographic production on stand 5E50. It offers patterns on different materials such as paper (70-80gsm/m²), polypropylene film (20-30-40mi) suitable for food contact and polyester (12mi) film, which are mainly supplied in reels for flexible packaging, converting and decoration applications. The products can also be supplied and laminated to paper or cardboard or self-adhesive for labels and stickers application.

LEVITEKS will exhibit a wide range of textile label products on stand 6J35, including label fabrics such as polyester, nylon, satin and cotton suitable for various printing methods, jean labels and consumables like thermal transfer ribbons, hot stamping foils water wash plates and more.

LINTEC EUROPE, a supplier of pressure-sensitive adhesive materials, will showcase its full line up of durable self-adhesive labelstock and printing equipment on stand 6F90 at Labelexpo Europe.

Highlights of the Lintec stand include the company's unique outer tire label adhesive technology range and a new adhesive for siliconized surfaces. Lintec's outer tire label range has ultra aggressive adhesion chemistry and offers advanced options for both standard and winter tires.

Visitors to the stand will also be able to see Lintec's newest addition to its silicone adhesive range. It offers

excellent tack levels and sticks well to all siliconized and low energy surfaces.

'Lintec continuously expands its rich heritage of innovative label solutions, and Labelexpo is the perfect European showcase,' said Kusakari Kazuhiro, general manager at Lintec Europe. 'Our extensive range of durable, high end, self-adhesive labelstocks offers customers a wide range of solutions, and we look forward to showing this when we welcome visitors to our stand.'

MACTAC EUROPE will present materials for a wide variety of market segments on stand 5C20. Velvet EF and Maccoat EF are the first FSC semi-gloss coated face paper grades including 60 percent of recycled fibers. They are complemented by the Mactab Biodegradable / MP198 adhesive (compliant with ISO14855 and EN13432 norm onto compostable packaging). A large selection of new products aimed at digital printing technologies will be on show, including the proprietary Indie range of HP Indigo certified paper and filmic materials as well as the range for Xeikon type dry toner presses. Other products include Mactac-Bemis U Coex55, the first thin film of a range of synthetic face materials jointly developed within the Bemis group. MP318N and MP318N UV are new versions of adhesives approved for some of the most demanding labeling applications in the pharmaceutical industry, now also available with a new 30 µm PET liner.

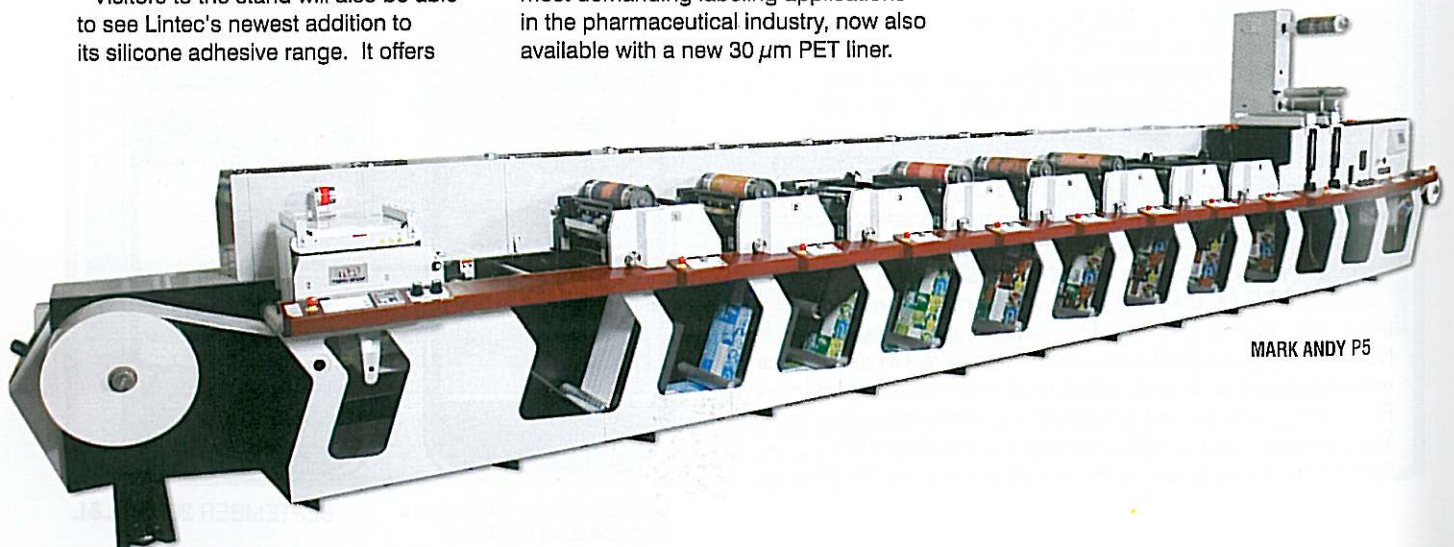


MELZER SL-600 RFID converting line

To serve the food industry, FA103 is a special adhesive for direct contact with fatty food, available with several paper and filmic face materials.

MARABU is to unveil its new low-migration, silicon-free ink, UVSF 174, on stand 11Q80. Opaque and versatile, the product can be used as a white base or to print text on product labels on cosmetics packaging. The ink is the latest addition to Marabu's UVRS and UVSF ranges, which the company will also be exhibiting. Marabu will be showcasing selected products with its partner Paragon, which will be available to answer visitors' questions about its UV flexo inks offering. Marabu has also prioritized the development of LED UV inks for flatbed and rotary screen printing, and the company is now ready to market its finalized formula after successful tests with industry partners.

MARK ANDY will show the latest models in the Performance Series line of flexo printing machines at Labelexpo Europe on stand 5C10 - P5 and P3. These models will be on display for the first time in Europe, along with the premier machine of the series, the P7, which made its debut at Labelexpo Europe 2009. Nearly 100 Performance Series printing machines have been sold



MARK ANDY P5