

BOTTLES | CONTAINERS & CLOSURES | MACHINERY & EQUIPMENT | FLOW-WRAPPING | LABELLING | CONVEYORS

# packaging GAZETTE

£3.95

MARCH/APRIL 2006



**DESIGN CENTRE**

**EASYFAIRS 2006 REVIEW**

**MACHINERY AND EQUIPMENT**

THE CHALLENGES OF PACKAGING FOR MAXIMUM IMPACT

## FINDING THE HOLY GRAIL

Is the UK'S low level of consumer recycling due to consumer laziness or incorrect information?

## CREATING A

# GREEN CONSUMER



## A Whole New Dimension

Royston Labels, innovators in label and laminate printing, have teamed up with Sampling Innovations, the UK's leading sampling provider, to create a new sensory format for sachets. The 'Touch Me' promotional sachet incorporates a textured varnish to the strawberry image on the outer design, encouraging the consumer

to interact with the sachet in a more meaningful way than the contents alone can deliver. Printed UV flexo and rotary silk-screen, the textured effect can be adapted to complement a variety of product fills, such as a silky finish for body lotions or a granular texture to replicate body and foot scrubs. Royston Labels and Sampling Innovations are developing a range of innovative printing finishes on narrow web combination presses, where UV flexo, rotary silk-screen and foil blocking technology can be applied to sachet laminate all



in-line. This will dramatically increase the creative scope available to sachet designs, which have historically been restricted to wide web printing, using a single print process. For further information, samples or a quote for 'Touch Me' sachets, telephone Royston Labels Ltd on 01763 212020, email enquiries@roystonlabels.co.uk or visit www.roystonlabels.co.uk.

## COMCO TO PRINT FLEXIBLE PACKAGING IN AZERBAIJAN



Mark Andy has clinched an order for a 22" (560mm) Comco ProGlide MSP line from Kraton Printing Company in Baku, Azerbaijan. The eight-colour Comco, which will be fitted with four print stations combining GEW UV curing with hot air drying, is intended for the production of short to medium runs of wrap-arounds, shrink sleeves and other types of flexible packaging. Commenting on the machine order, Walter Eitner, Sales Manager at Mark Andy AG, Switzerland, said: "We are delighted to have secured the order from Kraton because it rewards the effort put in by our Distributor, Aras Grup, who negotiated the sale through their offices in Istanbul". Kraton Printing Company is already a Mark Andy user, having installed a 16" (406mm) seven-colour 4150 flexo line in 2002. The 4150 features full Hönle cold mirror UV curing and will in future concentrate on label production, with the more specialised film work being transferred to the new Comco when it is installed in June 2006. For further information, telephone Mark Andy on 0041 61 487 9666.

## Full Colour Label Printing from Primera

Primera Technology, a leading developer and manufacturer of specialty printing equipment, has launched its LX810 Colour Label Printer. The LX810 Colour Label Printer is an inkjet-based printer designed to print short-run, full-colour labels at 4800 dpi print resolution. The LX810 prints full-colour photos, text, graphics, illustrations and bar code labels. Printed labels are scratch- and smudge-resistant and virtually waterproof. Targeted applications include primary product and box labels for cosmetics, specialty and gourmet foods, water and wine bottles, private label products, gift baskets, premium items and more. In addition, a wide variety of retail, office and industrial companies can benefit from the use of on-demand, high-quality colour printed labels. Substrates include semi-gloss and high-gloss materials that are highly water resistant. Label size is as small as .75" (19mm) wide and .75" (19mm) long up to a maximum of 8.25" (210mm) wide and 24" (609mm) long. The LX810 is easy to set-up and operate. It comes equipped with printer drivers for Windows® 2000/XP and Mac® OS X version 10.2 or higher. NiceLabel(TM) SE, Primera Edition label design software is included for Windows users. Mac and Windows users can also create graphics in any popular label design software. The LX810 interfaces to either a PC or Mac with a high-speed USB 2.0 connection. For further information, telephone Primera on 0049 611 927 770 or email sales@primeraeurope.de.



## DOMINO IS KEY INGREDIENT FOR BAKERS

As one of the leading suppliers to the bakery sector, Domino UK has added new features to enhance the capabilities of its established A200 continuous ink jet coder, to meet stringent new challenges issued by a major supermarket chain. Bread suppliers are being asked to code vital data such as sell by dates and batch numbers directly on to bread bags to ensure effective traceability throughout the product's life. This has prompted Domino to introduce its newly enhanced coding solution tailored specifically for bread manufacturers. Traditionally, most traceability information is coded on to the small label that is used to seal the bag that holds the bread. If that label is removed or lost, traceability is lost too. The benefit with the new Domino application is that the code is permanent and cannot be removed or lost. In addition, the A200 bread coder is now available with Domino's recently launched environmentally-friendly ink formulation, the 191BK ink. This ink is completely ketone- and methanol-free and as a result, its low taint, low odour content makes it ideal for printing onto immediate food wrapping in accordance with European legislation, without any contamination to the consumable inside the packaging. The A200's improved software capabilities also takes bakeries' 24 hour shift patterns into consideration by allowing 24 hours running of batch coding without confusing between two different days, thus making operations as simple as possible. In addition, the enhanced A200 also offers an adjusted solvent recovery system designed to minimise solvent consumption in warm production environments such as bakeries. For further information, telephone Domino UK on 01954 782551.



## A STRONG RELATIONSHIP

Scottish & Newcastle plc is one of the UK's leading producers of beer and cider, commanding 27% of the UK long alcoholic drinks' market. The company produces leading brands that are recognised worldwide, including Foster's, John Smith's, Kronenbourg 1664 and Strongbow. The coding and marking of these consumable products, to ensure guaranteed traceability and identification, is a crucial element of the company's canning and bottling process. This is why the Berkshire Brewery in Reading has been working with Domino UK Ltd for over 15 years, and is already using the fourth generation of Domino Continuous Ink Jet Printers to code on all its bottles and cans. The A-Series continuous ink jet printers have been developed to offer a wide range of reliable coding solutions, capable of delivering clear, consistent print onto a variety of substrates including glass, plastic, metal and many more. Connected to the company's one bottling and two canning lines, the A300 printers code the sell-by-dates directly onto the beer cans and bottles. For the A-Series printers, Domino has developed a range of inks specifically designed to withstand the challenges of printing onto condensation-saturated bottles and cans, which is also resistant to refrigeration and storage in iced water, preventing the coded data from smearing or rubbing off. For further information, telephone Domino UK Ltd on 01954 782551.



## QUICK CHECK BAR CODE VERIFIERS

In today's fast moving supply chain environment, it's crucial that bar codes scan first time, every time. At every level of the chain, from consumer items, to carton to pallet, a bad bar code reading can cost time and money. As part of its Complete Bar Code Labelling Solution, the Label Store offers a Hand Held Products range of Quick Check Bar Code Verifiers. The lightweight, portable devices perform rapid pass/fail tests to internationally recognised standards. The Verifiers can also be used with Windows based software to produce a detailed analysis of the bar code, facilitating rapid diagnosis and swift correction of bar code failures. The 600 and 800 series of Quick Check Verifiers are easy to use and packed with high performance features that utilize the most sophisticated test methods. Each model can be easily programmed to test bar code specifications by simply scanning command codes or by using the easy-to-follow programming menu that guides the operator through each step. For further information, telephone The Label Store (UK) on 01482 887 744, email info@labelstore.co.uk or visit www.labelstore.co.uk.



## OPM Upgrades the Nilpeter



Packaging and self adhesive labels specialists The OPM Group have completed a £200,000 re-fit of their Nilpeter FA-3300 UV flexo press, adding auto register upgrades and GEW lamp systems. The improvements are designed to complement their £1 million investment in their Nilpeter FA-3300S servo press in 2005. MD Chris Ellison says: "We bought our first FA-3300 in 2000, and it was the first Nilpeter dual substrate combination press in the UK. It has produced some fantastic work for us, not least of all almost forty international print awards. However, even with its legacy of excellent work, we realised an upgrade would be a useful investment". Ellison explains: "The re-engineered press now features the GEW VCP cold UV system, which combines quick curing capabilities with minimal heat. The reduction in stretch offered by GEW VCP makes managing innovative substrates less complicated. The press now gives results that are more predictable and wastage is significantly reduced". The installation of OPM's brand new servo press in January was planned to deal with unprecedented demand for flexible packaging and self adhesive labels, from a range of sectors including food and retail; cosmetics; brewing and confectionery. The group specialise in providing short run quantities to new product development managers and marketing managers from blue chip brands to create small batch of a product to test with customers, or to conduct market trials. For further information, telephone OPM Group on 01535 642 528 or visit www.opmlabels.com.

## Toshiba Takes RFID Into The Office

Toshiba TEC, a leading retail and industrial automation solutions provider, has added the stylish B-SA4 TP to its versatile and compact B-SA4 desktop thermal, RFID-enabled barcode and ticket label printer range for office and industrial environments. The Toshiba B-SA4 TP desktop printer is a small, aesthetic and light alternative to the B-SA4 TM, with a footprint smaller than A4 paper, ideally suited to the office environment.

The front opening top-loading design is engineered to fit minimal desk space, but has the flexibility to configure to suit most applications. The B-SA4 combines high-speed printing (up to 152.4 mm/sec) and enhanced connectivity with its standard fitted interfaces: parallel, USB 2.0 and ethernet LAN, essential for many applications such as health care and hospital environments. Its superior quality output, exceptional performance and low cost of ownership makes this affordable printer a solid, dependable performer. The new B-SA4 TP printer comes equipped with a complete Central Network Management Suite. This allows the user to manage all SNMP printers in the network through their IP address and serial number, simultaneously update firmware across the network and have real-time status of each individual printer, including troubleshooting support. The B-SA4 TP is available with either a 200 dpi or 300 dpi print head, the 200 dpi model can be easily upgraded to 300dpi by just replacing the print head, a unique feature from Toshiba TEC. Extras such as peel and cutter fit neatly under the hood, to keep the footprint compact. For further information, telephone Toshiba TEC on 0870 8907200 or visit www.toshibatec-eu.com.



## Fuji Hunt Develops Revolutionary Water-Based Coatings

Fuji Hunt has introduced an innovative range of water-based products that combines the advantages of water-based coatings with the premium gloss level of UV coatings. The first product series was specially developed for commercial print jobs, with gloss levels of approx. 72 - 78 points. These gloss levels are close to those achieved by standard gloss UV coatings. This means that, for the first time, users of water-based varnishes are in a position to obtain gloss levels that hitherto were only achievable by using UV systems. This water-based coating series is ideally suitable for varnishing covers, brochures, catalogues, posters and high-value packaging that require a higher gloss level than the levels produced by conventional water-based coatings. The second product series with gloss levels of 80 - 86 gloss points, was developed particularly for the packaging sector, and offers a genuine alternative to a large number of UV coating applications that require particularly high gloss levels. This series is a user-friendly solution that is especially suitable for critical food packaging, where health and safety is crucial. These new, high-gloss water-based systems can be used for direct contact food packaging and they are FDA tested. With these two innovative new product series, Fuji Hunt is revolutionising water-based coatings. Simpler finishing guarantees that these new products will become a genuine alternative to UV varnish. Water-based coatings offer significantly greater safety, and a better finish that has excellent rub resistance as well as UV standard gloss values. Coating application is possible both inline and offline. Another important advantage of this new, water-based technology is that it produces a lower environmental impact than UV coatings, e.g. recyclability, reduced emissions, energy savings, significantly lower odour during the application and drying process and an odour-free finished product. For further information, telephone Fuji Hunt on 0032 32 530 208.

