



London Eye, London, England



PANORAMA

Your Complete Digital Solution

Expand your business perspective

See the new PANORAMA in our Technology Center in Denmark

nilpeter



Avery Dennison stand

Materials and adhesives: A~Z

Danielle Ferschevske and James Quirk round up the new materials, adhesives and silicone coatings on show at Labelexpo Europe 2015



AM-PG GROUP launched its new optical nano color-shifting material, Verogramm. Aimed at protecting brand owners and governmental documents such as passports, the ink-free Verogramm cannot be duplicated, according to Leo Lemark, AM-PG Group's senior international trade specialist: 'Each Verogramm material is unique, creating an unrepeatable "fingerprint" of nano crystals,' he said. 'It simply cannot be copied, duplicated or simulated. Verogramm works seamlessly with our closed algorithm Verocode to store biometric information.' The security material was launched following eight years of R&D.

API FOILS launched TA, claimed to be its most comprehensive cold foil to date. It is said to provide exceptionally fine detail – down to a 3 point font – together with the capability to cover large solid areas and achieve high-quality gloss effects for text and graphics. The foil is also designed to be over-printable enabling packaging designers and printers to produce an unlimited range of metallic colours and effects including multi-colours and half tones.

Available in nine shades, TA foil is the result of three years research and development by API. Will Oldham, MD of API Foils, said: 'We are very excited about our new TA foil and its ability to deliver impact to brands as they look to enhance their packaging.'

ARCONVERT launched its catalogue 'The Art of Luxury Labeling', which brings together more than 190 designs of high quality papers. Also on the stand was Manter's new Seven Wonders collection of self-adhesive papers. This ambitious project involved some of the most prestigious design studios in Europe, which contributed creative ideas on how these papers can make use of the latest combination printing and decorating technologies (see article on page xx).

The company also unveiled the new Tintoretto Greaseproof, designed for extra virgin olive oil labels. The self-adhesive paper provides the product with 'exceptional aesthetic qualities' and eliminates oil stains. Producers can now discontinue the use of

certain materials that until now have been used in bulk, such as greaseproof coated paper or polypropylene labels.

AVERY DENNISON introduced a number of new products starting with an expansion of its adhesive technology in TrueCut geared specifically for paper substrates. TrueCut is designed to increase conversion speeds and adheres better on cardboard and during low temperature applications. The adhesive is said to give up to a 100 percent higher conversion speed compared with industry standards and can minimize set up time between rolls.

AeroDress is a new full body decoration material for aerosol cans that allows more liberty in design, delivers better late stage decoration and provides more efficient inventory control. Aqua Opaque is a new label material for cold temperature wines that provides shelf appeal and maintains the integrity of the label during time in an ice bath.

Dean Scarborough, CEO and chairman Avery Dennison reviewed the results of its 2015 Sustainability Report at a press conference. The company intends to be 95 percent landfill free by 2025. Its most challenging objective is removing matrix and liner waste from the industry's supply chain.

Scarborough said: 'This is going to be our most challenging goal because we'll have to work across the value chain – with competitors, outside-industry businesses and NGOs.'

The company introduced a sustainable labeling technology that allows clear separation of self-adhesive labels from glass pieces to facilitate clean glass recycling. The removal of self-adhesive labels from one-way glass bottles can be a challenge during the glass recycling process, impacting both the quality and availability of recycled material.

Compared to existing self-adhesive systems, Avery Dennison Glass Recycling can enable the reduction of glass going to landfill to 1.5kg per ton versus 40kg, and it can limit label fragment contamination to 2 percent of label material versus up to 74 percent.