

Going digital for innovation and sustainability

Report FINAT technical seminar 2020

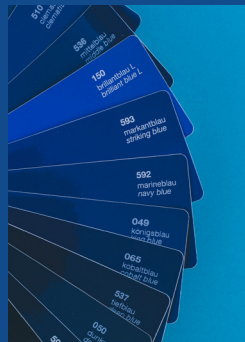


Introduction: How can technology deliver value to the label industry?

That was the big question as FINAT members gathered last December for three days of learning and networking at the organisation's annual technical seminar. It was a timely question, given that the event, originally scheduled for March, was taking place online using EventInsight's Let's Get Digital platform.

The seminar was split over three sessions, each lasting three hours. And each focused on a different major theme: Label converting technologies along the value chain, sustainability and regulatory affairs. In total, 22 speakers were invited to update the seminar on their work on legislation, materials science, converting technology and innovation.

The full recordings of all sessions can still be viewed on FINAT's members-only platform.





Tuesday, 1 December

End-user & Business Session - Brand Building and Digital Workflows



The first day began by focusing on how label technologies make a big impact on branding. **Steven De Cleen, Creative Strategy Director & Founder** of PROUDDesign (NL) shared the inspiring story of how he went about designing a new, award-winning brand and label for Dutch brewer HOOP Bier.



He was followed by FINAT board & Technical Committee member **Alex Knott, Senior Technical Service and Development Scientist** at the Dow Chemical Company (B), who walked the seminar through FINAT's survey of brand owners. He particularly drilled down on end-user perspectives, digging into how customers perceive labels and decoration, and how their expectations are changing in light of new technology.



Christian Menegon, Business Development Manager Industrial Products at HP Indigo (B) moved the discussion to the other side of the brand question, highlighting the challenges of counterfeiting and grey market goods, and how brands are learning to combat them.



The second half of the day then moved on to look at business scenarios and digital workflows. **Geert De Proost, Director of Product Management** at Esko (B) explained how to maximise the business impact as every step of the production process is digitised from order all the way through to delivery.



This was followed by lightning talks from **François Martin, Marketing & Communication** at BOBST (CH), who explained the principles and advantages of digital printing. He mused that it could become the future standard.



Martin Leitner, Product Manager Labels & Package Printing at Durst Phototechnik AG (IT) spoke on the ink saving potential when printing with an extended colour gamut.



Uwe Alexander, Product Manager Digital Solution at Gallus (CH), argued that equipment costs are only one part of the equation. In his view, successful businesses should take a broader view.



Last but not least, **Atze Bosma, CEO** of MPS Systems BV (NL) painted a vivid picture of what the future could look like by breaking down the total costs of ownership of an operational flexopress. He explained how IoT, big data and machine learning are a huge opportunity to reduce costs and stabilize production.

The day was closed out by a panel discussion featuring the speakers from Bobst, Durst Phototechnik, Esko, Gallus and MPS. The panelists reviewed, discussed and compared the merits of different TCO and ROI approaches, and answered questions from the audience.



Wednesday, 2 December

Technology Session - Getting Technical

Day 2 was moderated by **Federico d'Annunzio**, at that time **Senior Innovation Advisor** at BOBST (IT). It focused on the technical nitty-gritty, as the first session was given over to a range of voices discussing the different technology options available to the label industry.



Federico kicked off by giving an introduction to "Digital Culture". He presented a sneak peek of a future where manufacturing digitisation has progressed exponentially and many applications interact and are fully interoperable.



Martin Leitner looked at UV Inkjet Printing, the fastest growing printing technology, and predicted that this trend will continue and even grow in the future.



Thomas Schweizer, Vice-President Product Management at Gallus explained the principles of migration, offset and how converters should tackle the low migration challenge by using the Gallus Labelfire UV-Low Migration Inkjet 1200dpi printing machine.



Geert De Proost talked about how to combine different printing techniques and simplify job management by using prepress automation.



The seminar also heard from **Håkan Sundqvist, President of Grafotronic Finishing Machines** on how technology is changing digital finishing, and **Atze Bosma** once again put the technology into a real world context, talking about cross-over points in digital, hybrid and flexo and how business decisions need to be based on quality and total cost of ownership.



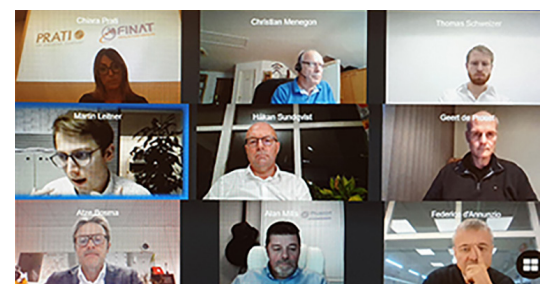
Christian Menegon from HP Indigo, explained how HP Indigo digital printing offers a vast range of options that serve many demands.



Alan Mills, Regional Sales Manager UK and Scandinavia at Phoseon (UK) lectured on the benefits of UV LED systems for NW presses (new machines, retrofits and inkjet).



The technical session ended with a fascinating overview of market megatrends from **Chiara Prati, Sales Manager** at Prati (IT), who also spoke about the opportunities presented by hybrid printing and the need to diversify or customize to meet the consumer's demand for a more personalized product and service experience.





Thursday, 3 December

Regulatory Affairs and Sustainability Session – Compliance and Circular Economy



The final day of the seminar focused on two of the biggest conversations in the label industry: Regulatory affairs and sustainability.



The first presentation from **Julien Kapsa, Product Safety Specialist** at Siegwerk (F) explained the relevance of regulatory compliance work to the label industry, which becomes very important when working with food packaging.



Jonathan Sexton, Marketing Manager Energy Curing and Narrow Web at Sun Chemical (F) gave an update on the UVFoodSafe label industry consortium. This is a group managed by FINAT that was set up to improve confidence in end-user and converter communities in the use of UV printing for food labels and packaging. Sexton explained how the consortium is hard at work producing best practice guidance that will cover the preparation and printing of migration compliant print in a controlled and repeatable way.



Ruth Bauer, Senior Expert Printing & Sensitive Applications at BASF Colors & Effects (D) drew attention to the evolving regulatory landscape for pigments for food contact applications, which risk assessment steps have to be taken and how new tests on Primary Aromatic Amines should help the industry keep up with legislative developments and brand owner standards.



For the second part of the session, the focus shifted to sustainability, with **Krassimira Kazashka, Technical Director** of CITPA (B) briefing the audience on the European Commission's proposed new "Green Deal". This is set to create a climate-neutral economy and society by 2050. The new deal proposes actions across many EU policy areas that will impact all industries, including the label and packaging industry. She underlined the need for the industry to continue moving towards the circular economy, especially when it comes to sustainable use of resources, reuse and recycling, and the elimination of hazardous chemicals in products if Europe is to meet its sustainability goals.



Calvin Frost, Chairman of the Channeled Resources Group (USA) made a provocative argument that if the industry is to become sustainable, it must work harder and commit to zero landfill. "Without change our industry is at risk!", he warned.



Mikko Rissanen, Director Business Intelligence and Development of UPM Specialty Papers (FI) explained the theory behind closed loop recycling, focusing on glassine release liner. He showed how by-products can be returned to the source and reused.



Thursday, 3 December continued



The final section of the day continued on this theme. **Rob Groen in't Wout, Senior Product Manager Films & European Segment Home & Personal Care and Beer & Beverages** at Avery Dennison (NL) argued that it is crucial for the label industry to adopt a "whole system approach" to sustainability. He presented the company's pioneering labelling technologies which provide sustainable solutions for each packaging substrate.



His colleague **Anzelma Hajro Juricic, Sustainability Manager** at Avery Dennison Label & Packaging Materials (NL), explained the intentions behind CELAB-Europe, a new consortium designed to help create the circular economy for self-adhesive label materials. The consortium is working to identify and collectively scale recycling and re-use solutions for the self-adhesive label liner and matrix materials.



Finally, closing the session and the entire technical seminar was **Corey Reardon, President and CEO** of Alexander Watson Associates (NL). He argued that sustainability was the "key issue" facing the industry today. He contrasted the green credentials of the different packaging formats, and argued that though the sustainability challenge is significant, the future still looks bright - as long as the industry works together for a sustainable future. He then engaged into an active discussion with the other speakers of the Sustainability session and answered questions from the audience.

This concluded the learning sessions of the technical seminar, but the event also encompassed another important function: Virtual networking. Over the course of the three days, participants were able to participate in a matchmaking exercise, and speak to the 17 suppliers that sponsored the FINAT event. FINAT is, once again, very appreciative of the continued support from the sponsors.



FINAT – the Association for the European Self-Adhesive Labelling
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