



TECHNICAL SEMINAR

7-9 MARCH 2018

CROWNE PLAZA BARCELONA FIRA CENTER
BARCELONA, SPAIN

'CHALLENGES IN THE LABEL MARKET'

PROGRAMME AND REGISTRATION

THE FINAT TECHNICAL SEMINAR

TACKLES THE TECHNICAL CHALLENGES IN THE LABEL MARKET



7-9 MARCH 2018
BARCELONA, SPAIN

THE FINAT TECHNICAL SEMINAR IS A BIENNIAL EVENT WHICH IS DESIGNED TO GIVE AN UPDATE ON THE LATEST STATUS WITH REGARDS TO LEGISLATION, MATERIALS SCIENCE, CONVERTING TECHNOLOGY AS WELL AS APPLICATION REQUIREMENTS AND IS TARGETED AT ALL LEVELS OF THE TECHNICAL COMMUNITY FROM R&D OR PRODUCTION TO TECHNICAL DIRECTORS & EXECUTIVES.

**PRINTERS/CONVERTERS IN THE LABEL AND SLEEVE MARKETS
ARE FACING MANY COMMON CHALLENGES TODAY:
DIGITALISATION, AUTOMATION, DECORATION, FINISHING,
AND TROUBLE SHOOTING IN GENERAL.
HOW TO OVERCOME THEM?**

The one and a half day seminar - **in English** - is designed to help companies understand the technical challenges and improve their organisational efficiency, service and profitability by implementing new techniques, methodologies and by employing the workers' skills and knowledge to the fullest.

Papers presented will show from a technical standpoint new features and requirements in printing, converting, and processing that keep the labelling industry moving forward and help to add value in the supply chain.

PROGRAMME

WEDNESDAY, 7 MARCH 2018

- 17.00 Arrival and registration of participants at the FINAT welcome desk at the Crowne Plaza
- 19.30 – 20.30 Welcome cocktail & opening tabletop exhibition
- 20.30 – 22.30 Dinner and networking opportunity



THURSDAY, 8 MARCH 2018

- 09.00 – 09.05 **Opening of the Seminar and Short FINAT Introduction**
Chris Ellison, FINAT President (UK)
- 09.05 – 09.10 **Introduction of the Seminar**
Alex Knott, Chairman FINAT Seminar Subcommittee (B)
- 09.10 – 09.50 **Keynote speaker: The Internet of Things (IoT): How Smart Products Transform Brand Relationships, Business Operations and Service Experiences – the Technical Side of Things**



ANDY HOBSBAWM

Co-founder and Chief
Marketing Officer EVERYTHNG
(UK/USA)

As information carriers, labels and tags have an important role to play in the smart products revolution. The age of smart products is happening now, and it has brought considerable change in terms of customer interaction and resultant data collection, as well as huge opportunities in terms of supply chain efficiencies, stock monitoring, reduced counterfeiting and grey market losses. The impact on the supply chain of these 'product ecosystems' is enormous, and the label industry as a whole, should stop thinking about what it does as purely physical. Labels and packaging are the digital bridge between the physical product and a cloud-powered universe of real-time data and software applications -- the "jumping-off point" for services in the supply chain through to retail, consumers, and beyond. Labels and packaging are just beginning to explore the available technologies -- among them augmented reality, sensors, printed electronics, batch/SKU QR codes -- that can make packaging and labels smart. With live solutions Andy will show the audience how to answer the call and transform their labels into smart, digital assets.

Andy is the co-founder and Chief Marketing Officer at EVERYTHNG (UK/USA), an IoT Smart Products Platform that connects any consumer product to the web, and manages real-time data to drive applications. EVERYTHNG supports leading consumer product manufacturers in the management of billions of intelligent online identities in the cloud for their products, and delivers real-time interactive experiences and support services to consumers.

PROGRAMME

WORKFLOW OPTIMISATION SESSION | CHAIRMAN: ALEX KNOTT



09.50 – 10.15

A Users' Guide to the Challenges and Pitfalls of Choosing an MIS Supplier



CHRIS ELLISON

Managing Director
OPM Group (UK)

The presentation will focus on a logical, fool proof, process to follow that you can target to your processes, print needs and timescales. How to choose an MIS supplier: the challenges and pitfalls. How to install and implement an MIS system: key factors to consider and what can a successful MIS installation offer the label converter. The audience will hear useful advice based on experience, share questions with other users and solve common problems label printers often face at this stage in their business development. You will be able to eliminate those feelings of isolation when choosing by understanding key best practice examples.

Chris began his career in print, as the Managing Director of Overprinting Machines (UK) Ltd. He refocussed the business away from the manufacture of mechanical overprinting machines to the manufacture of printed self-adhesive labels and renamed the business The OPM Group. OPM had fewer than 15 employees and revenue of less than 700k per year, over the next decade Chris tripled the company's turnover, this enabled the company to evolve from a plain white/utility printer into a highly regarded premium multi-coloured self-label printer. In 1999 Chris formed another site OPM Flexibles, totally dedicated to high quality printed film, sachet laminate and multi-layer flexible packaging. In 2013 Chris relocated the two OPM sites into one site based in Leeds. Chris focussed heavily on lean manufacturing principles and investment in people to quickly turn the new site into a "super" site that has seen a growth of 50% since relocation.

10.15 – 10.40

Do Things Differently – Digitalising the Production Processes (Label Printer 4.0)



JEROEN VAN BAUWEL

Director Product
Management Xeikon (B)

For years, the label production process has been a chain of different isolated production steps. Plates are made and brought to the plate mounting division, from there to printing press, etc. With today's technology and software evolution these production steps can be connected to each other minimising overall downtime in the whole production process, reducing human interaction and keeping errors to a minimum. The optimisation allows for companies to remain cost-effective and provide reliable lead time meeting the demand of the print buyers. Such optimisation is not exclusive to big-sized companies. Today's technologies, used in a smart way, are available to any size of company, ranging from small, medium to large companies. During this session Xeikon will share the customer case of 5sept, a French labelprinter, who is a leading example of the Labelprinter 4.0: connecting flexo presses, digital presses, plate making, customer orders and striving for maximum efficiency, minimising 'dead' time.

After finishing college university (Graphical and Digital Media – Ghent, Belgium), Jeroen started his professional career in the packaging industry. In the late nineties, he joined Agfa's Digital Printing Systems department where he has been working as application specialist until this division moved to Xeikon in 2000. At Xeikon he has been leading the application support team and has been responsible as product manager for Xeikon's X-800 digital front-end. In this function he made use of his experiences in developing digital workflows to drive integration projects. Since 2012, he assumed expanded responsibilities as Director Product Management.

PROGRAMME

10.40 – 11.30 **Coffee break and opportunity to visit the tabletop**

11.30 – 11.55 **Workflow Automation is Nothing for me – Lights Out, Automation Myths Debunked**



GEERT DE PROOST

**Director Solutions
Marketing Esko (B)**

Esko will be presenting the principles of workflow automation. What does it mean, how does it work and what is the most effective way to implement it in your company. Are all label converter workflows really different, or is it possible to use standardized or pre-configured workflows? Can colour management and prepress be integrated in your MIS? How can companies build in a workflow that supports an as late as possible decision between digital or conventional printing? And pushing it even further, is it possible to integrate your customer communication with your workflow? The answers to these questions and more will help the audience streamline their time-consuming processes.

Academically a fully qualified translator, Geert started back in 1994 as a trainer at Barco Graphics. After spending 4 years as a productivity consultant in Melbourne, Australia, Geert returned back to Belgium in 2000 to take up the Product management role for Rips, screening and color management. During these four years he developed a profound interest in digital printing which made him responsible for the Esko business in the digital packaging and labels markets. Before his current position he lead the Software Engines group for 8 years during which Automation and MIS integration products were developed.

11.55 – 12.20 **Digital Automation in Flexography and the New Market Challenges for Labels**



DARAGH WHELAN

**Process Manager
Bobst Firenze (IT)**

The presentation will focus on explaining the technical details of three different levels of Digital Automation and give insight into the economic values behind the investments in each technology. The economic analysis will include several case studies simulating various production environments and job schedules. Attention will also be paid to colour matching with Extended Color Gamut ECG technology, automated pattern recognition and positioning of register marks in a digital grid.

Former Operations Director of a leading Labels and Packaging Converter, Daragh started working in Labels and Packaging industry in 1989. As a qualified printer, he held positions which enhanced his experience in sales, commercial and technical operations departments.

His wealth of experience led him to BOBST, where he plays an added-value role in the REVO Academy as Process Manager and REVO Product Manager at Bobst Firenze.

PROGRAMME

12.20 – 12.45

Connectivity: Industry 4.0, What Does That Mean For Our Industry?



**MARJOLEIN
EKKELBOOM**

**Global Marketing
Manager MPS (NL)**

In the future, it is expected that IoT will manage itself or at least reduce the degree of the human intervention in various printing processes considerably. Many of the IoT roles overlap with the functionalities advocated by the autonomic cycle, like monitoring, settings of the printing press, analysis, job information and follow-up. What are the challenges and where do the opportunities lie? The presentation will show that by collecting data through a 'Talk-to-me platform', companies can become more aware of what happens in the real world, in real time, around them. Companies can combine and connect all their processes. In this way, production managers have direct access to all available know-how and support of the supplier. Also the company has direct access to the service organisation of the supplier. The supplier can access failures and enable fast diagnostics. A connectivity platform enables the company to link production resources worldwide and establish a benchmark. This is only possible if the company receives constant real-time information about performance. By analyzing and implementing the acquired information it will be possible to improve applications, hence meeting the demand of customers. The impact of connectivity is massive, both economically and socially. Is this an infringement of privacy on the performance of operators? Or is it a justified means of increasing knowledge and serving the company? There are different factors to consider which Marjolein will be sharing with the audience.

Marjolein works as Global Marketing Manager at MPS Systems BV. The themes she focusses on are change marketing, inbound marketing, innovation & connectivity in the industry. She has worked for large and medium-sized organizations for more than 25 years, creating marketing and communication strategies nationally and internationally. In her profession she became involved in various innovation platforms in the industry searching for new ways of positioning innovative startups within a conservative market. That is also the reason why she started a communication agency specialized in social media projects, branding and strategic digital marketing projects.

She is of the opinion that the current trend from connectivity, automation and data exchange in production processes will lead to a 24/7 unmanned factory that can be controlled from the easy chair. But the Internet of Things (IoT) goes beyond that. It is not just about connecting machines and systems via the internet. It means a shift in the way we deal with privacy and transparency. Especially the knowledge we share without reserves.

12.45 – 14.30

Lunch and opportunity to visit the tabletop

TROUBLE SHOOTING WORKSHOPS | MODERATED BY DE RUYTER STRATEGY

A few months ago, FINAT commissioned De Ruijter Strategy (NL) to conduct a scenario-planning project in preparation for the European Label Forum. The purpose of this project was to assess the impact of many mega drivers (e.g. political and society's influences on the label industry, mergers and acquisitions, integration of labels and packaging, technology revolution and possible disruptive impact on products, the young labour force, a.o.) via interviews with several experts from the label industry. The outcome provided a practical context as background information for strategic decision-making by individual label businesses and was used in a workshop keeping the future of the label industry on the agenda. Through a fictitious company 'FinatCo', participants were invited to develop the story of this company for the next five years, based on four possible scenarios:

1. **Fragmentation:** bilateral relationships are a key factor of success in protectionist Europe;
2. **Consolidation:** label companies have become a 'return on investment' in themselves;
3. **Technical disruption:** an Uber-like business model is entering the label sector;
4. **Labour shortage:** young talent is scarce and employee relations become 'transactional'.

At the Technical Seminar De Ruijter will expand the project and focus on technical aspects and trouble-shooting. The two scenarios that will be discussed are 1. Self-adhesive (multi-layer, peel and reveal labels) and 2. Flexible Packaging (sleeves). De Ruijter Strategy has a vast experience in developing dynamic strategies, based on the most important recent developments and future uncertainties. Their support varies from consulting, training, process designing, interviewing and workshop facilitation to guest lectures, presentations, reporting and visualising.

PROGRAMME | PARALLEL SESSIONS

14.30 – 16.45

Scenario 1 :

Self-adhesive: Multi-Layer Peel & Read Construction Methods in Production



JOHN HAMMOND

**Sales Director
Nilpeter UK (UK)**

Pressure of regulatory demands and legislation directives have an impact on the production of multi-layer labels. Regulatory requirements are becoming increasingly strict and specify that more information about the product (e.g. health warning triangles, nutritional values, dietary details) is included on labels and packaging – in braille, and sometimes also in multiple languages to allow for distribution on world-wide markets.

On the one hand, all these measures demand more complicated designs and constructions in order to maximise print space on the label, but on the other hand they are also creating greater demands for a single produce making the multi-layered labels a growing opportunity.

John will explain what a multi-layer label is, what the main driver forces are, and what the markets are in which these types of labels have been traditionally used. From a technical perspective, the presentation will show what is required to produce multi-layered labels on printing machines. Can it be done with single web or dual web applications, and if so, what are the pros and cons of using either one of these constructions. Last but not least, the regulatory and environmental aspects will be discussed.

In this interactive workshop, the audience will have the opportunity to tackle questions and find solutions how to produce intricate multi-layer labels which are able to meet legal requirements, minimise packaging waste, and still have a stunning shelf-appeal with the help of embellishments hence attracting the eye of the consumer.

John has been in the label industry for over thirty years. He started his career at Leicester printing college and landed a job at a local label printing company as an apprentice label printer. Over the years, he moved to a large label company which mainly served the high-end beverage markets, which helped him hone his skills in the art of hot foiling, embossing, and getting a better understanding of the label markets and what can be achieved. Later, he became a print technician for machine manufacturer KO-Pack International. Ko-pack were well ahead of times and developed the piggy back labels (which is better known today as multi-layered labels). Twenty years ago he moved over to Nilpeter, into the technical side of sales. He is working on many specialised projects and innovative ideas and helping customers to improve their performances.

14.30 – 16.45

Scenario 2 :

Going into Flexible Packaging/Sleeves



NANETTE THOMAS

**CEO and founder
of Synthogra (DK)**

The workshop will focus on producing packaging on narrow web presses. Why should label printers contemplate on doing this? What are the benefits, the pitfalls and other challenges that the company must face? What is the end-user's buying behaviour? How to handle everything? Nanette will present the steps of going into packaging starting from the very beginning (the idea) to manufacturing and selling your own product. In this respect a number of trouble-shooting cases involving packaging and shrink sleeves with regards to food safety and future trends will be discussed with and tackled by the audience.

Nanette has a master in marketing and organizational behaviour, which she uses often when she works with brand owners in developing new ways of packaging. She has spent 10 years in plastic development and manufacturing before establishing Synthogra. Synthogra is specialized in packaging films and synthetic papers, all developed by the company.

PROGRAMME

16.45 – 17.15 **Coffee break and opportunity to visit the tabletop**

17.15 – 17.45 **Plenary Meeting, Recapitulation Outcome Workshops and Follow-Up**



PAUL DE RUYTER

**Managing Director
De Ruijter Strategy (NL)**

Paul de Ruijter developed his expertise at Shell Group Planning in London, at the Royal Netherlands Academy of Arts and Sciences in Amsterdam and at Global Business Network. Through De Ruijter Strategy, Paul has been involved in international strategy projects with clients ranging from cities, NGO's, ministries, industry associations, multinationals and global institutions. Paul is Executive Lecturer Scenario Based Strategy at Nyenrode University, and teaches at Delft University of technology (Masters in Business in Energy Systems) and at the University of Amsterdam (Risk Management). He is a renowned speaker at international conferences and seminars.

He is co-author of a book about business opportunities in South-Africa (1992), a book about Industrial Policy in the Netherlands (1999) and a book about scenarios at Rabobank (2004). He has written a chapter in Scenarios for Success (2008) and was the lead author of a handbook on scenarios for the public sector (2004), a book about scenarios and strategy for industry associations (2006). His latest book "Scenario based Strategy- Navigate the Future" was published in June 2014.

17.50 **END OF SEMINAR DAY I**

20.30 – 23.00 **Dinner & entertainment at Maritim Restaurant (Departure at 20.00, Dresscode: business casual)**



MOLL D'ESPANYA, 4, 08039 BARCELONA
WWW.MARITIMRESTAURANT.ES



The restaurant is located on the top floor of the Reial Club Maritim and surrounded by panoramic views to the Marina Port Vell. Designed by Lázaro Rosa Violán – the creator of atmospheres – the seaside feel is achieved through a collection of maritime materials, colours and decorative touches.

Port Vell is a waterfront harbor, built as part of an urban renewal programme prior to the 1992 Barcelona Olympics. Before this, it was a run-down area of empty warehouses, railroad yards, and factories. It is now a focal point of the city and tourist attraction, containing the Maremàgnum (a mall containing shops, a multiplex cinema, bars and restaurants), the IMAX theatre Port Vell, and Europe's largest aquarium sheltering 8000 fish and 11 sharks contained in 22 basins filled with 6 million litres of sea water. A pedestrian walkway, Rambla de Mar, connects La Rambla to Port Vell. It also incorporates a swing bridge, in order to allow ships to enter and exit the harbour.

PROGRAMME

FRIDAY, 9 MARCH 2018

INKS & DECORATION SESSION | CHAIRMAN: MARTIN STIERLE



08.45 – 09.10

Value Adding Labels Using Hot- or Cold Foil, Embossing or / and Texturing



BO MEYER

European Business
Development Manager
UEI Falcontec (UK)

The presentation will show the difference in appearance, that foil or embossing can add to a label. This is shown by using a wine label. The technics in foiling will be presented for both hot and cold foil, and the various ways the foil can be transferred on the web. The difference in flat foiling compared to rotary foiling will be presented. The basic component of the foil for hot and cold foil will be explained, as well how the adhesion to the web works. Samples of embossing and texturing will be distributed to the audience.

Bo has a Bachelor in languages and engineering, B.Sc. He started working in the label industry 17th of April 1989 at 09:00. His career includes the post of Group Technical Manager at Gerhardt International, from 1989-2011, International European Technical Manager at RotoMetrics from 2011 till 2013 and European Business Development Manager at UEI Falcontec from 2015 till present.

09.10 – 09.35

UV curing with reduced amount of photoinitiators – also for label printers?



HEINZ SCHWEIGER

Group Research Director
Division Printing Inks
Zeller+Gmelin (DE)

An important topic of conventional UV Curing is the mandatory use of photoinitiators. These particles might migrate from the product and are in focus, especially in the food packaging industry. The presentation will show that with the new technology of Direct Cure a cost-efficient alternative is found to electron beam curing (EB) and make a photoinitiator reduced UV curing possible, hence further reducing the amount of migratable substances that can theoretically enter foods!

Heinz will discuss the process and the measuring methods which can help you document according to GMP that the implementation of the UV printing is correct.

Heinz has been working at Zeller+Gmelin since 1987. He graduated in the field of electron beam curing and is currently responsible for the product conformity with valid food packaging regulations and the analytical laboratory at Zeller+Gmelin.

PROGRAMME

09.35 – 10.00

Developments in Ink Drying and Curing: the Key to Faster Speeds, Web Handling and Finishing



JONATHAN SEXTON

**Marketing Manager Energy
Curing and Narrow Web
Sun Chemical (F)**

The paper will explore the characteristics of all key ink drying methods in use today, with a particular focus on recent developments in UV and EB curing. The importance of selecting a drying process adapted to the print process and application as well as process optimisation and final print quality testing will be emphasised.

Jonathan Sexton has more than 30 years' experience in the ink industry fulfilling varied roles in technology and marketing in several global locations in the Sun Chemical business, part of the DIC Corporation. Developing a particular specialisation in UV and EB applications he has been in his current role since 2013, originally launching the Narrow Web business development initiative in Europe for Sun Chemical and more recently taking wider responsibility for the energy curing (UV and EB) product line in addition to the complimentary markets of narrow web and screen printing. Jonathan is a member of the FINAT Technical Committee and Sustainability Sub-committee.

10.00 – 10.25

Varnishes: Manufacturing, applications and overcoming common challenges



GARY SEWARD

**Managing Director
Pulse Roll Label Products (UK)**

Varnishes are used throughout the label printing and packaging industry to visually enhance products through the use of special effects, finishes and textures as well as provide functionality through package and print protection.

Narrow web ink and varnish specialist, Pulse Roll Products, will be discussing what constitutes a varnish, how it is manufactured, the different types available and the different purposes that these products serve. Industry challenges often faced in varnish applications will be addressed, recommendations made for greater efficiency and solutions provided to help overcome some of these more common issues.

Gary established Pulse Roll Label Products Ltd in May 2001 as a specialist manufacturer of narrow web inks for the label printing market. With more than 27 years' technical and sales management experience in the printing industry and an in-depth knowledge of the global narrow web ink and varnish sector, Gary's passion and drive for innovation has been key to the growth and success of the business.

10.25 – 11.15

Coffee break and opportunity to visit the tabletop



PROGRAMME

FACESTOCK & FINISHING SESSION | CHAIRMAN: MIKKO RISANEN



11.15 – 11.40

Coated Facestock Media for Water Based Inkjet Inks for Demanding Applications



DR. AXEL NIEMÖLLER

Head of R&D Dept Sihl (DE)

Ink jet printing technology is evolving constantly and extending into various areas of application. New print head technologies and state-of-the-art printing systems now enable label printers to efficiently produce small to medium-sized quantities by on-demand ink jet printing with water based inks onto ink jet labelstock. Ink jet labels are now suitable for demanding requirements by matching printer, ink, media and software. This is particularly necessary for applications like drum labels with BS5609 certification. To receive such a certificate all components of a system consisting of printer, ink, software and media have to be matched. The printed ink jet label must be readable after different test procedures, e.g. after an abrasion test in sea water. Ink-Jet tyre labels are prone to yellowing by migration of ingredients of the tyres into the label surface. This effect is not acceptable for marking of the goods. The presentation will be particularly dedicated to problems and solutions for these challenging applications.

Axel is responsible for the development of media with specialty coatings on papers, films and laminates. His experience at Sihl includes media for all kind of applications including advertising and POS, photo and art, interior design, facestock, proofing as well as tickets, tags and labels, particularly media for ink jet printing. Prior to his current position he worked for Sihl/Renker as development manager responsible for laminated and self-adhesive coated products as well as for reprographic products. Axel graduated with a diploma degree in Physico-Chemistry with specialisation in polymer science at the University of Cologne.

11.40 – 12.05

Recent Advancements in PSA Label Films



DR. ANIL GAIKWAD

R&D Head Cosmo Film
Pvt. Ltd. (IN)

Pressure sensitive label films are one of the focused areas of specialty films in most of the BOPP manufacturing companies. Though they are well-established products, there is a continuous demand to enhance their properties. For example, clear films need to be more clear, metallized films need to have higher gloss and with less pinmarks and in case of cavitated BOPP films optical properties are utmost important. Cosmo films is continuously working to improve these properties. They try to understand their fundamental properties and find the solution to our customers' requirements. This paper describes in depth analysis of these films.

Depending on geographical areas, some label converters prefer cavitated BOPP films over solid white films because of their perish look and higher yield. The majority of the BOPP suppliers offer this film with different optical properties such as gloss, opacity and whiteness. Though it is easy to distinguish these differences with the eyes, it is very difficult to define it with any spectroscopy or optical instrument. Polybutylene terephthalate (PBT) and calcium carbonate (CaCO_3) are commonly used cavitation agents. This paper will explain the cavitated core layer splitting resistance with regards to different cavitating agents, skin and tie layer composition. It will also show the variation in standard test of core anchorage and its end-use application challenge.

Anil holds a Bachelors degree of Chemical Engineer from the UICT Mumbai in 2001 and a Ph.D. in Nanochemistry from the University of Amsterdam in 2008. He has issued nine patents and 15 publications in peer reviewed journals. His previous employment includes companies such as GE India, Tata Steel Europe, Avery Dennison Europe and USA. He has a 9-years' industrial experience in nanocomposite anticorrosion and barrier coatings. He is currently working on pprint receptive, oxygen/ moisture barrier film and coating development for labels and flexible packaging.

PROGRAMME

12.05 – 12.30

Cold Foiling Technology and Latest Developments



RAYMOND LU

General Manager of Dragon Foils Limited, Vice Chairman of Ruian Group (CN)

Stamping foil manufacturer Dragon Foils will be presenting the outcome of a 10-years' research into cold foil application techniques, the influential factors of cold foil applications and the means to solve printing problems. The specialty in flexo cold foil and sheet fed cold foil allows the company to cross the frontiers in cold foil application, venturing into color cold foil, various holographic patterns, registered lens foils and so on. They will share with the audience details about the intricate cold foil technology and future developments.

Raymond graduated from Guangdong University of Technology and has a background in Mechanical Engineering. At Gotop Packaging where he worked from 2001 - 2005, he was responsible for production management and export sales. He successfully developed a formulation and embossing machine for innovative high brightness wide web holographic hot stamping foils, making Gotop the No. 1 in China for holographic products and reducing the market share of imported foils dramatically after few years. From September 2005 he switched to Dragon Foils Limited, Ruian Group, of which he now is General Manager & Vice Chairman, founder and one of the three shareholders. In 2008 he decided to develop web fed and sheet fed cold foils. The company is now the only Chinese foil manufacturer producing and selling cold foils massively.

12.30 – 13.10

Closing Speech: Traceability, Food Safety, Authentication and Branding With Smart Labels



GÜNTHER DIEROFF

Sales & Marketing Manager Beneli (SE)

The last few years, mobile phones have become the dominant commerce platform. In an attempt from brand owners to engage these 'mobile-first consumers', IoT – a mixture of hardware, software, data and service - has become the means to tell their story and sell their brand. With various case descriptions and innovative concepts Günther will demystify IoT technologies and show how smart labels - embedded with electronics, software, sensors, or actuators - are used to increase consumer engagement together with traceability and product security.

Günther graduated from Karlstad University. Experienced Sales Marketing Manager with a demonstrated history of working in the printing industry. Skilled in Negotiation, Business Planning, Coaching, Sales, and International Business. Strong sales professional

13.10 – 13.15

Closure of the Seminar

Alex Knott, Chairman FINAT Seminar Subcommittee (B)

13.15 – 14.45

Lunch and opportunity to visit the tabletop

14.50

END OF THE SEMINAR

REGISTRATION DETAILS

HOTEL ACCOMMODATION



Crowne Plaza Barcelona Fira Center

Avda Rius I Taulet, 1-3 | E-08004 Barcelona, Spain

Tel: +34-93-4262 223

Fax: +34-93-4255047

E-mail: reception@cpbarcelonafracenter.com

URL: www.crowneplaza.com/barcelonafracenter

Room prices: € 175 (single) € 195 (double)

Breakfast included, 7% city tax excluded

Note: Hotel rooms will be booked via FINAT. Please make sure to mention your requirements in the online registration form. If you do not need a room, or if you are going to reserve another hotel, you can state that in the form as well.

PARTICIPATION FEES & REGISTRATION

FINAT members:	Euro 675
Non members:	Euro 850
FINAT active committee members:	50% discount
3rd and further representatives from the same company:	25% discount

The participation fee includes the full programme, dinners, lunches and the seminar proceedings. Hotel rooms have to be settled directly with the hotel. Credit card numbers are required to guarantee the rooms.

Deadline to register: **1 February 2018**

Register online through: https://lejeune.allsolutions.nl/default.aspx?qvActie=AlSsa_mcuron&prbalD=1502&proID=002018&subID=1

Note: Regarding the trouble shooting workshops on Thursday 8 March: As both are taking place simultaneously, you will have to choose between Scenario 1: Self-Adhesive or Scenario 2: Flexible Packaging. Make sure to click the right option in the registration form.

CANCELLATION POLICY

Full refund of the participation fee will be given to cancellations received in writing **before 15 February 2018**. Between 15 and 28 February a refund minus Euro 150 handling fee will be applicable for each cancellation. No refund will be given to cancellations received after 28 February. All cancellations must be done in writing.

TABLETOP EXHIBITION / SPONSORSHIP

Supplier members can make use of business-to-business marketing opportunities and rent an exhibition table for the duration of the event. **Costs: Euro 850**. In this price are included:

- Table (approx. 1x1,70 m), 2 chairs, and electricity
- Exhibitor listing (company name and logo) in the final seminar programme
- Company logo published on seminar page of FINAT website
- Company logo rotating on FINAT presentation during the seminar

If you decide to also sponsor the ELF 2018 in Dublin, Ireland (6-8 June), a 15% discount will be applied to the ELF sponsor fee.

Deadline to register for the tabletop: **1 February 2018** | Register online through: <https://lejeune131.typeform.com/to/Lb7Lte>



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FINAT - THE ASSOCIATION FOR THE EUROPEAN SELF-ADHESIVE LABELLING AND ADJACENT NARROW WEB CONVERTING INDUSTRIES