TECHNICAL SEMINAR

4-6 MARCH 2020
CROWNE PLAZA BARCELONA FIRA CENTER
BARCELONA, SPAIN

‘TURN TECHNOLOGY INTO VALUE IN THE LABEL AND PACKAGING INDUSTRY’

PROGRAMME AND REGISTRATION
WELCOME TO THE 2020 EDITION OF THE TECHNICAL SEMINAR.

The one and a half day seminar - in English - is designed to help companies understand the added value of technology on their products and what techniques can be used to improve their organisational efficiency, customer service and profitability. 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, 4 MARCH 2020

17.00  Arrival and registration of participants at the FINAT welcome desk at the Crowne Plaza Fira Center
19.45 – 20.30  Welcome cocktail & opening tabletop exhibition
20.30 – 22.30  Dinner and networking opportunity

THURSDAY, 5 MARCH 2020

09.00 – 09.05  Opening of the Seminar and Short FINAT Introduction
Chris Ellison, OPM Group & FINAT President (UK)
09.05 – 09.15  Introduction of the Seminar
Alex Knott, Dow & Chairman FINAT Seminar Subcommittee (B)

BRAND OWNER SESSION  |  CHAIRMAN: ALEX KNOTT

09.15 – 10.30  Brand Owner Feedback & Presentations
Moderated by Alex Knott, Dow & Chairman FINAT Seminar Subcommittee (B)

The session will reflect the end-users’ perspective on a number of questions related to the self-adhesive label industry (e.g., perception of labels versus other decoration/identification methods, challenges in technology, expectations in terms of innovative applications and highest priorities.)

Building a beer brand with hope
When a designer becomes a brewer, you get more understanding for marketeers and suppliers to get the perfect picture, on a bottle. Steven’s presentation will show you the ups and downs of designing beer labels. A presentation full of ‘hope’.

Steven de Cleen,
ProudDesign (NL)

10.30 – 11.00  Coffee break & opportunity to visit tabletop
11.00  Start of parallel working sessions
12.30 – 14.00  Lunch & opportunity to visit tabletop
14.00 – 15.30  Continuation of parallel working sessions
15.30 – 16.00  Coffee break & opportunity to visit tabletop
16.00 – 17.30  Continuation of parallel working sessions
17.30  End of Day 1
19.30  Departure for dinner
20.00 – 22.30  Dinner at Can Travi Nou.

Can Travi Nou is an authentic catalan farmhouse famous for its charming spaces and food. With more than 30 years of experience the restaurant offers food lovers, a rustic and welcoming hideout, where they can enjoy delicious food, close to nature.

Carrer de Jorge Manrique, 08035 Barcelona
Tel.  +34-93-4280301
URL:  www.gruptravi.com/can-travi-nou
STREAM A: TECHNOLOGY & BUSINESS:
CHAIRMAN: FEDERICO D’ANNUNZIO

Presenters and/or panelists:

Philip Easton.
Director
Domino Digital Printing Solutions (UK)

Martin Leitner.
Product Manager Labels & Package Printing
Durst Phototechnik AG (IT)

Alan Mills.
Regional Sales Manager
UK and Scandinavia, Phoseon (UK)

Chiara Prati.
Sales Manager,
Prati Company (IT)

Geert De Proost.
Director Solutions Marketing
Esko (BE)

Thomas Schweizer.
Head of Product Management Department,
Gallus (CH)

Håkan Sundqvist
President
Grafotronic Finishing Machines (PL)

Thomas Macina
Labels Business Manager
Europe, Middle East and Africa, HP Indigo (ES)

What if you were offered a detailed 360° vision of the latest developments in high level innovation? Digitalization is shaping the future of label industry. Don’t miss the opportunity: the most experienced industry professionals will share their technology and business visions for the next 10 years.

SESSION A1: TECHNOLOGY

Digital, Flexo or Hybrid? What to Choose in Your Situation? Technology Overview and Comparison

11:00 – 12:30 – Digital Innovation Lighthouse
Domino, Durst, Esko, Gallus, Grafotronic, HP, Phoseon and Prati will introduce in detail their most advanced digital technologies and innovations.

11:00 – 11:20 | Introduction | Federico d’Annunzio, BOBST
11:20 – 12:00 | Speaker’s visions | Domino, Durst, Esko, Gallus, Grafotronic, HP, Phoseon, Prati
12:00 – 12:20 | Panel discussion & Innovation scenario
12:20 – 12:30 | Q&A

14:00 – 15:30 – Technology insights
Digital, flexo or hybrid?
Digital and converting, inline or offline?
Is digital safe for food packaging?
3 main panels are conducted by Domino, Durst, Esko, Gallus, Grafotronic, HP, Phoseon, Prati and BOBST. They will confront their visions and their current technologies to support your future choices in the industry.

14:00 – 14:05 | Introduction | Federico d’Annunzio, BOBST
14:05 – 14:25 | Digital VS Analogue panel
14:25 – 14:45 | Offline VS Hybrid
14:45 – 15:05 | Digital for food packaging
15:05 – 15:30 | Questions and Answers
**STREAM A: TECHNOLOGY & BUSINESS:**

**SESSION A2: BUSINESS**

16:00 – 17:30 – Business Scenarios | The Digital Workflow revolution is spreading at a high pace. The main industry leaders have developed their own data management and digital workflow instruments. Evaluate their TCO and ROI approaches to shape yours, and drive the new era of Digital Revolution.

16:00 – 16:05 | Introduction | Federico d’Annunzio, BOBST
16:05 – 16:15 | Esko–ConnectedPackaging | Geert de Proost
16:15 – 16:25 | BOBST – Digital Twin | Federico d’Annunzio
16:25 – 16:35 | Durst – ECG | Martin Leitner
16:35 – 16:45 | Gallus – Prinectrevolution | Thomas Schweizer
16:45 – 17:15 | TCO and ROI Panel discussions
17:15 – 17:30 | Questions and Answers

**STREAM B: REGULATORY AFFAIRS, SUSTAINABILITY & ADHESIVES:**

**SESSION B1: REGULATORY AFFAIRS AND SUSTAINABILITY**

CHAIRMAN: JÉRÔME SALVERT

11.00 – 11.30 | Sustainable PSA labels |
Jan ‘t Hart, Sr Director Innovation Sustainability and Compliance, Avery Dennison (NL)
Circular solutions in the packaging industry are on top of the mind throughout the supply chain, especially in regions where future legislative requirements will challenge brands to meet even more stringent protocols and requirements.

In order to create true packaging sustainability, it is crucial for brands to adopt label technologies that reflect a ‘whole systems approach’ – from materials design to end-use – and that work in harmony with the existing recycling streams.

The stakes couldn’t be higher: Every year, nearly 1.3 billion PET bottles are absent from the recycling process because, in the separation process, the PET flake can be contaminated with adhesives or incompatible plastic materials. Cleanly separating the label increases the yields of higher-value recycled material and offers the type of closed-loop solution brands are looking for.

Avery Dennison’s pioneering labelling technologies, including its award-winning CleanFlake™ product, are ushering in next-generation solutions and innovation that are poised to help brands deliver real progress toward circularity. Jan will lecture on the present and future labelling technologies that brand packagers need to meet their sustainability goals and will present a learning case study on the evolution of CleanFlake and further extension of the CleanFlake family and recycled content in label solutions.

11.30 – 11.50 | Risk Assessment of Pigments for Food Contact Applications |
Ruth Bauer, Senior Expert Printing & Sensitive Applications BASF Colors & Effects (D)
Over the last decades the regulatory demand also for pigments has increased. Looking back to the 1970s it was good enough to talk about the color index. Already 20 years later the pigment formulation had to be checked, namely the intentionally added substances (IAS). Nowadays, the degree of detail has further increased. Detailed analysis of product impurities (NIAS – non intentionally added substances) is necessary to fulfil the requirements as pigment supplier. This requires dedicated resources combined with know-how and expertise in production technology and product toxicology.

Showcasing the changes in regulation on primary aromatic amines (PAA) this talk explains how a new test method for analysis of primary aromatic amines in organic pigments was developed. The results can be used to communicate to the value chain the adequate information to comply with migration limits. Furthermore, it will give an insight into the approach of a pigment supplier to create a portfolio for food contact applications.
PARALLEL WORKING SESSIONS

11.50 – 12.10 | UVFoodSafe; Compliant Printing for Food with Confidence
Jonathan Sexton, Marketing Manager Energy Curing and Narrow Web, Sun Chemical (F)
UVFoodSafe is a label industry consortium managed by FINAT with the purpose to improve confidence in end-user and converter communities in the use of UV printing for food labels and packaging. Key factors influencing the UV curing process in printing have been identified and the impact of cure on final print quality and migration compliance assessed. Methods for the measurement and control of UV dose during printing and the assessment of ink curing during and after printing have been evaluated. Best practice guidance for the preparation and printing of migration compliant print in a controlled and repeatable way is in development. Jonathan Sexton will give an update on the latest developments of this initiative.

12.10 – 12.30 | Food Contact Regulations for Ink
Dr. Sarah-Lisa Theisen, Department Manager Product Safety & Regulations and Recipe Management Siegwerk Druckfarben AG & Co. KGaA (D)
Labels are not regulated in the European Union specifically, but when they are used on food packaging, they become part of the Food Contact Material (FCM) and thus several Regulations apply. The presentation will show the relevance of compliance work in the supply chain and how an ink manufacturer can take responsibility for a safe packaging solution.

AWA: SUSTAINABLE LABEL MARKETS
The Session will highlight solutions and industry action on the critical issues facing the label industry around sustainability and recycling. Focusing on the industry proactively enacting change to solidify its future in an environment where sustainability is a prerequisite not an option. Release liner by-product and Matrix by-product has value, and sustainable solutions for handling these materials are available – will collection, logistics and the industry working together be an enabler or an impediment?

14.00 – 14.15 | Introduction to Sustainable Label Markets
Corey Reardon, President & CEO, AWA Alexander Watson Associates (NL)

14.15 – 14.30 | Energy – The Most Viable Solution for Non-Recyclable By-Product
Calvin Frost, Chairman, Channeled Resources Group (USA)
#1 - Don’t create it in the first place
#2 - Use benign technology
#3 - Commit to zero landfill
This presentation is a provocative review of the tenets that our industry must follow to become more sustainable. Without change our industry is at risk!

Mikko Rissanen, Director, Business Intelligence and Development, UPM Specialty Papers (FI)
Turning waste into a resource is a must in the circular economy and an important part of UPM’s approach to sustainability. Mikko will guide you through the linerloop concept and show you what is done in a closed loop recycling concept for glassine release liner. In this concept the release liner by-product is returned to the source and turned back into a release liner that performs without compromise.

14.45 – 15.30  Panel Discussion: Sustainability of PS Labels and the Entire Label Construction:
Moderator Corey Reardon, AWA (NL)
Panelists:
- Calvin Frost, Chairman, Channeled Resource Group
- Lucija Kralj, Global Business Manager Labels, Innovia Films (UK)
- Jan ‘t Hart, Sr Director Innovation Sustainability and Compliance, Avery Dennison (NL)
- Alex Knott, TS&D Senior Scientist, Performance Silicones, DOW (B)
16.00 – 16.30 | PSA adhesive and coating technologies and their use on different end use segments
Carles Anadón, Manager, Product Development Special Business EMEIA, UPM Raflatac (ES)
Carles will guide you along the different PSA adhesive and coating technologies and their use on the different market end-use segments. He will explain the main PSA chemistries, PSA adhesive technologies, PSA Coating technologies and the Use of these PSA adhesive technologies per end-use/segment (i.e. food, beverage, pharmaceuticals etc.).

16.30 – 16.50 | Smart and Sustainable Solutions to Create the Future of the Label Industry
Jérémie Peyras, EMEA Business Development Manager for the Tape and Label market, Bostik (F)
In the packaging and label market, recyclability, compostability and renewable sourced materials are key challenges pushing converters to explore new way of designing sustainable labels. This presentation will show Bostik’s patented wash off hot melt PSA innovation, describe the wash-off process used for returnable glass bottles and especially the conditions used to remove the label from the glass material to make it reusable. Furthermore it will detail technical background of the adhesive and impact of the structure/composition on the performance and especially the ability to debond on demand during recyclability processes. The mechanism is environmentally friendly as it is not polluting the washing bath by adhesive residue or label sticking to the equipment.

16.50 – 17.10 | Waterbased Acrylic PSA
Pavel Janko, TS&D Scientist, Dow Taragona (ES)

17.10 – 17.30 | Biobased, Compostable or Recyclable? The artimelt Approach
Nicole Senn, Head of R&D, artimelt (D)
Taking the responsibly about humans and nature lies in the DNA of artimelt AG, artimelt was founded in 2016 combining the hot melt competencies of Collano, nolax and emerell under one roof. The clear task is to create a centre of competence for hot melt adhesives. Hot melt as solvent-free technology is already ecological, but we at artimelt want to go further: Today we set a focus on sustainable products. Not only following market trends – we are additionally asking questions on the origin of raw materials, the lifecycle of hot melt containing good as well as the end of life scenario our products are facing. There is still confusion going on with the three concepts – bio-based, bio-degradable / compostable and recycling – in the market. The presentation will clarify the differences and highlight the difficulties as well as the chances we are facing as a speciality hot melt producer. Furthermore, we want to outline some of our projects in the different fields bio-based, bio-degradable / compostable and recyclable.
08.45 – 09.15  
**EU Green deal and the new Circular economy – news from Brussels**
Krassimira Kazashka, Technical Director FEFCO (BE)

The presentation will cover the new Circular Economy plans and the Green Deal. Furthermore, Krassimira will present a short but overall overview of EU policies and new developments regarding labels and packaging.

**KRASSIMIRA KAZASHKA,**
Technical Director FEFCO (BE)

09.15 – 09.45  
**Poly(methyl Methacrylate) for the Label Industry**
Markus Parusel, Product Manager Acrylic Films, Röhm GmbH (D)

Markus will give a broad overview of the production of PMMA as well as its processing into a wide variety of semi-finished products, particularly films with thicknesses in the 50 – 1000 µm. The focus will be on the specific property profile of the polymer and its utilization within the label industry. He will also describe the extraordinary versatility of PMMA, which allows for highly diverse applications in the label industry. Particularly noteworthy are the possibilities of producing clear, transparent, or opaque colored films and functionalizing the surface by combining it with other polymers - or, in the simplest case, texturing the surface. In addition, the basic property profile can be configured so that durable label products are designed to protect the underlying substrate against weathering influences even after years of outdoor use. Furthermore, ultra-brittle labels which are exceptionally easy to destroy can be produced for counterfeit and brand protection purposes, as well as tamper evidence.

Last but not least, the presentation will also describe special features of processing and downstream processing and provide an outlook of brand new developments.
09.45 – 10.15  HERMA InNo-Liner – Innovative Linerless Labelling System  
Markus Mateescu, Director for silicone and liner development, HERMA (D)

MARKUS MATEESCU  
Director for silicone and liner development, HERMA (D)

The newly developed HERMA InNo-Liner system enables labelling without liner. Conventional siliconisation of the label surface as in classical linerless materials, is entirely eliminated. The initially non-sticky adhesive is only activated by the novel water-atomisation system shortly before it is dispensed. These specific properties are made possible by the use of HERMA’s innovative multi-layer coating technology. The exceptional final adhesion on open surfaces (e.g. cardboard) as well as a broad versatility of materials ensure high flexibility, cost-effectiveness and custom-tailored solutions.

10.15 – 10.45  Coffee break and opportunity to visit the tabletop

10.45 – 11.15  Ecoleaf – Sustainable Metallization for Graphic Arts  
Dario Urbinati, Chief Sales & Marketing Manager, Actega Metal Print (D)

DARIO URBINATI  
Chief Sales & Marketing Manager, Actega Metal Print (D)

The presentation will show a sustainable metallization technology that significantly reduces the amount of material, waste, cost and production time for creating decorative embellishments compared to today’s conventional processes that are mainly foil-based.

Integrated inline into analog presses, digital printing presses or finishing equipment, or retrofitted to existing equipment, EcoLeaf technology consists of a printed trigger image and a metallization unit that applies a very thin layer of metal pigments onto a donor roller that is very precisely transferred onto the trigger image. The EcoLeaf metallization module can be positioned anywhere after the station that prints the trigger image. The trigger image is cured on the station where it is printed before it proceeds to the next station. It is also possible to print the trigger image inline on a printing press and perform the metallization offline. By creating the trigger image with different printing methods, you can generate a wide range of metallic embellishments: Tactile metallic effects without embossing (rotary or flatbed screen) Very fine metallization at the highest resolution (flexo) Seamless and variable metallization (inkjet).
11.15 – 11.45  Powerdrop: Enabling Non-Contact Coating With Difficult Materials  
Guy Newcombe, CEO, Archipelago Technology (UK)

The Powerdrop process has been developed to enable non-contact coating at high speed and low waste. It can lay down materials that other printing processes find difficult. In particular: white basecoat, high particle loadings, metallics and adhesives. In this talk Guy will introduce the Powerdrop technology and explain how it can be used to make better web-based products and solve some long standing problems.

GUY NEWCOMBE  
CEO, Archipelago Technology (UK)

11.45 – 12.15  Brand Protection: Threats, challenges & opportunities  
Patrick Graber, Product Manager EMEA L&P & Brand Protection Sol HP Indigo (ES)

In a global economy, counterfeiting, copy, diversion, grey market are major threats which affect Brands of any size and in all vertical segments. As a logical consequence Brand Protection becomes a growing market, with an estimated potential of $4 Billion in 2024 delivering higher profit margins per label. HP Indigo Secure and our strategic security partners are highly committed in developing a market-leading solution portfolio using the benefits of digital printing to adapt to brands needs and international regulatory standards. During the presentation Patrick will recall the different threats Brands are facing and list some different levels of protection to successfully fight against counterfeiting, illegal copies and diversion. He will then discuss with you best practises to promote and implement the right solutions and take benefit of a long-term loyalty.

PATRICK GRABER  
Product Manager EMEA L&P & Brand Protection Sol HP Indigo (ES)

12.15 – 12.45  Sustainable Labels Market Overview  
Corey Reardon, CEO AWA (NL)

12.45 – 12.50  Closure of the Seminar  
Alex Knott, Dow & Chairman FINAT Seminar Subcommittee (B)

12.50 – 14.00  Lunch and opportunity to visit the tabletop

13.30 – 17.00  Optional visit to HP Experience Center
HP have once again kindly offered to organise a tour around their Experience Center in Barcelona. Immerse yourself in innovation, discover digital printing possibilities and see the future in action. On the agenda, a 30-minutes presentation on the HP portfolio, market trends and technologies and from 15:30 to 17:00 a tour around the centre to see the latest hardware solutions and various demos. FINAT will arrange for transport to HP and from HP to the airport or back to the Crowne Plaza.
REGISTRATION DETAILS & USEFUL INFO

PARTICIPATION FEES & REGISTRATION

FINAT members: Euro 675  
Non members: Euro 850  
FINAT active committee members: 50% 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:  
4 FEBRUARY 2020

Note1: Regarding the parallel sessions on Thursday 5 March: As both are taking place simultaneously, you will have to choose between Stream 1: Technology & Business or Stream B: Regulatory/Sustainability/Adhesives. Make sure to click the right option in the registration form. You can always change your mind on the spot.

Note2: Hotel rooms should be booked directly with the hotel. Please make sure to mention that you have booked a room 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.

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. 1×1,70 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

DEADLINE TO REGISTER FOR THE TABLETOP:  
1 FEBRUARY 2020

Set up:  
Wednesday, 4 March 2020, from 15.30 – 18.00

Dismantling:  
Friday, 6 March, after 14.00 – 15.30

Note1: As most companies have their own pop-up posters and roll banners, melamine poster boards will no longer be supplied. In case you do require this option, please contact the FINAT secretariat and mention it under ‘comments/requirements’ in the ‘Sponsor Application Form’.

Note 2: If you decide to also sponsor the ELF 2020 in Rome, Italy (3-5 June), a 15% discount will be applied to the ELF sponsor fee.

Note 3: When you are using couriers to dispatch your materials to and from the Crowne Plaza, make sure to prepare all documents in advance. Return shipments are your own responsibility. Of course the hotel and FINAT staff can assist you as far as (temporary) storage of material is concerned.
REGISTRATION DETAILS & USEFUL INFO

DRESS CODE

Business casual.

HOTEL ACCOMMODATION

Crowne Plaza Barcelona Fira Center
Avda Rius i Taulet, 1-3 | E-08004 Barcelona, Spain
Tel: 34-93-4262223
Fax: 34-93-4255047
E-mail: reception@cpbarcelonafiracenter.com
URL: www.crowneplaza.com/barcelonafira

Room prices: € 175 (single) € 195 (double)
Breakfast included, 7% city tax excluded

Book your room: FINAT Technical Seminar Group Code: PP8 is already mentioned on the website.
If you wish to prolong your stay, please send an email to groups@crowneplazabarcelona.com.

CANCELLATION POLICY

Seminar
Full refund of the participation fee will be given to cancellations received in writing before 15 February 2020. 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.

Hotel
You can cancel your reservation free of charge one month prior to the event, i.e. before 4:00 PM (local hotel time) on Tuesday, 4 February. A cancellation of the reservation after 4 February, 4:00 PM will be charged in full.

DIRECTIONS

Nearest airport: Barcelona Airport El Prat (BCN), 12 km, 15 minutes by car
Nearest train station: Estació de Sants, 1.6 km, 9 min by car, 23 minutes on foot
Nearest subway station: Plaça d’Espanya (Red Line, L1) or (Green Line L3), 700 m, 10 minutes on foot

DISCLAIMER

FINAT cannot be held legally responsible for any modification to the seminar, additional costs, or even cancellation of the seminar, if such is the result of an event, occurrence, effect or any cause outside the control of FINAT (force majeure), including but not limited to fire, casualty, accident, riot or war, act of God, civil disturbance, act of public enemy, strike, lock-out, labour conditions or other labour controversy, failure or inability to obtain any necessary permit or licence, failure or delay or reduction in transportation facilities or water, electricity or other public utilities, judicial order, law or enactment, order or act of any governmental instrument or military authority. FINAT accepts no responsibility for possible injuries sustained during any part of the event.