

DECORATIVE LABELLING

REPORTS ON NEW EQUIPMENT AND APPLICATIONS IN PRODUCT DECORATION BY LABELLING AND SLEEVING.

PAGO

Counting the complete cost of lost production

Companies using pressure-sensitive labelling machines could be in for a shock if they calculated the complete cost of lost production as a result of both poor machine utilisation and reduced efficiency from unsuitable equipment and materials.

That's the conclusion of Mike Cooper, managing director of machinery and materials supplier Pago UK, which has recently developed a new computer programme called Pago IQ to help analyse cost and performance issues with labels and labelling machinery.

"In one case involving a toiletry product and a rotary machine we calculated that a more appropriate

label with better quality materials could have saved downtime costing £300,000 a year," he explains.

The programme works from a series of inputs including basic data on the product being manufactured, such as filling speeds, factory gate price, all value added factors including the cost of the packaging, actual post-labelling output and machine downtime.

"That downtime can be caused by any number of things, but it gives a starting point to identify the line efficiency, versus the utilisation factor," explains Mike Cooper.

"If someone has a complex business in which there are a lot of

changeovers, then their utilisation will be low because of the number of changes that they make. But they may be able to run very efficiently when they are running."

In his experience, low utilisation as a result of high complexity means that lines rarely reach their theoretical efficiency levels anyway.

"In that sense it's a guide, helping people understand the basis of making decisions on what machines to purchase because obviously, if you've got a highly fragmented business, you want machines that are very quick to set up – with minimum changeover time between sizes – and you want them to be capable of reaching

maximum speed very quickly."

Nevertheless there is an inescapable link between machines and materials, points out Mr Cooper. A simple web threading path can, for example, significantly impact on edge nicks in the reel.

"Very often what prevents the machine achieving its efficiency is that the materials are not specified correctly. But you can't solve a problem by putting expensive labels through an incorrectly specified machine, particularly if the often cheaper machine can't be set up quickly."

The Pago IQ programme also includes a complete checklist for operators, helping them identify some 54 different material-related problems although, as Mike Cooper has found, just 15 label quality issues account for some 80 per cent of problems experienced with labelling machines.

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HARLAND MACHINE SYSTEMS

Applicator for Boots handles 160 different products

Boots at Nottingham has installed a further standard Harland Sirius pressure-sensitive labeller and is using the machine to apply a variety of wraparound or front and back labels to 160 of its own brand products.

"The Sirius labeller has considerably reduced downtime," says departmental engineer Lee Mason. "It can be swiftly set to handle a host of different toiletries and cosmetics, eliminating time consuming changeovers every time



Quick set-up: Boots has bought a further Harland Sirius

we need to run a different product line."

Operating at speeds of up to 60 packs a minute, the Sirius has been designed to meet GMP

requirements as well as addressing the need to handle a multitude of product and label shapes, says Harland Machine Systems.

More information - enter 202

GRAHAM LABELLING SYSTEMS

Full body sleeves replace labels for yoghurt

Spanish dairy Grupo Clesa, Madrid – part of the Parmalat group – has replaced front and back labelling for bottles of Bio yoghurt drink with full body decorative sleeves, applied by a VF650 machine from Graham Labelling.

The change to sleeving allows almost all of the product surface area to carry high impact graphics and text for increased information, creating brand awareness and a superior look on the supermarket



Reducing labour cost: Modified Koch labeller can handle avocados

ATWELL SELF-ADHESIVE LABELLERS

Cross-web applicator cuts cos of labelling avocados in trays

Atwell has supplied a UK fruit packer with a Koch cross-web labelling machine specially adapted to place labels onto avocados, packed in pocketed pulp trays inside returnable transit packs (RTPs) and display cases.

Speed is approximately five trays a minute, replacing nine operators previously needed to label the fruit by hand.

Since the avocados sit in a pattern of pockets their position is regular, allowing the labelling machine to work in register, fed with labels from the side and applying an entire row at a time.

However, because the avocados sit below the rim of the RTP or display case, the applicator head has been modified to dip into the recess and place the labels softly on each avocado using an air-blast. A soft sponge roller is then lowered pneumatically and wipes the labels securely over the top of the fruit.

Variable data such as best before, pricing and other retailer-specific information is added by a thermal transfer printer installed on the labeller. Previously this was printed off-line onto the hand-applied labels.

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Full body: Sleeve decoration has replaced labels for Bio Yoghurt

shelf, points out Graham Labelling.

Clesa has installed the VF650 sleeve applicator with two Graham steam tunnels as part of a complete production line that includes a filler, capper, and craters. Dryers are also installed on the line to combat the condensation problems caused by the high humidity in Spain, ensuring that the bottles are dry prior to sleeving.

Bio is filled in 1 litre plastic bottles, 265mm high and 85.5mm diameter while the PET sleeve has a lay-flat size of 137mm with a cut length of 250mm. Speed is currently 12,000 bottles an hour.

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ETIQUETTE PACKAGING SYSTEMS

Blow-on system speeds promotional labelling

Deluxe Videos has taken delivery of a promotional labeller, custom built by Etiquette and AL Tech to apply virtually any label to any flat-sided product in any direction, using a blow-on method.

The company imports and distributes DVDs and CDs, and needed to attach promotional labels, provided by its principals in a variety of shapes, sizes and orientations.

Less than 15 per cent of these could be run on its conventional applicators and most ended up being applied by hand.

Now, with the new Etiquette machine, a single labeller can be used for a variety of application jobs, with no need for different types of equipment or to attach labels by hand.

The basis of the machine is a blow-on applicator system of the type normally employed in print-



Eliminating hand work: Etiquette has supplied two labellers to Deluxe Videos

apply equipment. Deluxe has two of these machines, which sit beside the production line and can be readily repositioned for labels to be applied in whatever orientation or point on the product is required.

Labels are picked up from the beak of the labeller on a vacuum pad and then blown onto the prod-

uct at speeds up to 120 a minute.

The vacuum pads have interchangeable parts and can be adapted for a wide variety of label sizes, while the applicator itself can accommodate left or right hand leading labels, inside or outside wound.

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TURPINS PACKAGING SYSTEMS

Sleeves provide decoration for short run aerosol cans

A sleeving system that allows short runs of decorated aerosol cans to be provided for market tests or special events has been developed by Turpins in association with a Swiss partner.

The Sleeveit 125 SL machine applies the sleeves to the empty cans ready for shrinking in the ShrinkMaster hot air tunnels where adjustable nozzles are employed to profile the heat requirements of the job.

In addition, Sleeveit designed and supplied the complete modular conveyor and product handling



Short run cans: Sleeving provides decoration for offers and events

system and manufactured and integrated the can lip rolling devices into the main lines.

Turpins has also recently supplied a Sleeveit 125SL applicator with a T-perforation device to allow the tamper evident portion of a bottle's full body sleeve label to be removed easily from around the spherical stopper.



Clean tear: T-perforation for spherical stopper

The perforating system is said to ensure that the tearing follows the perforated lines by employing a male perforation element ground from high speed steel against a female die placed below.

"In this way we can be sure of the exact position of the perforation," explains Turpins.

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ADVANCED LABELLING SYSTEMS

Rotary machines aimed at complex, high speed jobs

The R-Series rotary labelling machines from Advanced Labelling Systems are aimed at complex, high speed applications and are currently employed in the UK on a variety of products from alcoholic beverages and fruit juices to cosmetics and toiletries.

Capable of labelling speeds up to 650 products a minute, with the ability to mix pressure-sensitive and wet glue heads, the ALS R-Series can include features such as label and cap detection systems and quick change infeed scrolls to reduce downtime to a minimum.

They can apply front, back, neck, tax strip, multi-panel, recessed and wraparound labels with an accuracy said to be better than 1mm. Each labelling head



High speed: Rotary R-Series machine from ALS

can be adjusted on the run.

Advanced Labelling Systems has also launched a range of label inspection systems capable of monitoring marks, colours, barcodes and 2D matrix codes. There is also a vision system with OCR to check label text.

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Labelling trays: Automatic BandAll machine offers alternative to sleeves

ERAPA

Label bands give alternative to sleeving for food trays

BandAll automatic labelling-banding systems are said to provide ready meals and prepared food manufacturers in particular with a cost effective alternative to conventional labelling and board sleeving for trays.

Standard band widths are 29, 48, 75 and 100mm in either

polypropylene or wet strength paper and can be pre-printed in colour, with variable information such as best before dates, bar codes and ingredient information added by on-board printers.

Band positioning around the pack can be controlled by the print registration device.

Standard arch widths and heights are available to suit most applications, says Erapa, although bespoke units can also be built to customer specification.

More information - enter 208

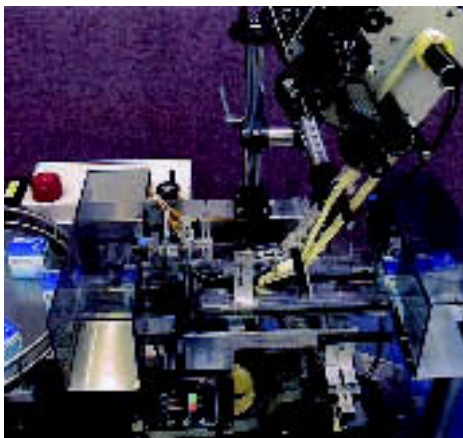
SESSIONS OF YORK

Tamper evident labelling secures medical devices

Medical device manufacturer Owen Mumford has installed a Spectrum labeller from Sessions of York

to place pressure-sensitive tamper evident labels on the top and bottom openings of lancet cartons.

The machine caters for a wide variety of carton shapes and sizes



Security: Sessions machine for Owen Mumford

and, after labelling, feeds the cartons onto a rotary accumulation table ready for transit packing.

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SOUDAL

Horizontal sleever suits small diameter products

German manufacturer LogicPak has developed a range of sleeving machines for small diameter items on which the products – such as lipsticks, mascara, cosmetic pencils and pen tops – are conveyed and sleeved horizontally.

Speeds up to 250 a minute are possible, says UK representative Soudal, depending on the model, product profile and size, as well as the sleeve material being used.

Products can be either symmetrical or asymmetrical in profile and the sleeve applied over part of



Mini sleeves: Applied horizontally to small diameter items

the product or its full length, including over both ends.

Soudal says that the design of the LogicPak sleeve applicator station allows smaller sleeves to be used compared with competitive systems, giving material savings of 10 per cent or more.

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PAGO

Standardised labeller range for pan-European markets

The Pago 5 Series of pressure sensitive labellers has been developed as a standardised range of machines for the European market, available in a choice of different speed ranges, lengths and with optional equipment that spans all models.

It means that machines with different performance specifications can be built up easily from common parts and assemblies to suit the application, also allowing a degree of interchangeability if required.

“A large proportion of our business is with international pan-European companies who may want to move equipment from one country to another and also prefer standardised operating and maintenance procedures across the entire company,” explains Mike Cooper, managing director of Pago in the UK.

For example, the basic Pago 520 machine can be supplied for three maximum speeds of 80, 130 or 250 products a minute, depending on the product pitching and alignment system, and with single, twin or triple labelling heads.

Then there is the Pago 540 high speed in-line machine for up to



High output: Pagomat 540 high speed labeller showing side-mounted reels

350 items a minute, and able to carry up to four labelling heads for continuous running. These heads can be either the Pagomat HS stepper driven units for dispensing speeds up to 75 metres a minute or the Pagomat 6HL servo driven units for speeds up to 120 metres a minute.

The 540 also employs separately driven unwinds at the side of the machine, with the webs taken up and into the label applicators via turner bars. This arrangement allows larger reels, up to 400mm diameter, to be mounted on the machine more easily, provides the space for a splicing table, and also

reduces machine width.

All 5 series machines can also be equipped with a new style of top hold down belt developed by Pago to allow containers to be run at closer pitch and provide higher throughput for a given linear speed.

The Air Press top hold-down system uses air pressure acting on flexible segments mounted immediately above the product contact belt. This means that pressure on the cap is localised and not reduced by the proximity of another closure, so maintaining grip and accuracy.

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SUNALA

Digital printer provides full colour ps labels

Sunala has supplied Newfoil Machines with a VP2020 digital colour label printer which, along with a laminating and die-cutting unit, has been integrated into the Newfoil IJC2500 system for producing photographic quality full-colour pressure-sensitive labels.

The VP2020 uses Hewlett-Packard thermal inkjet technology to print colour labels as required



In-house labels: The VP2020 printer

on a variety of label stocks up to 150mm wide at 600dpi resolution.

Sunala says that the VP2020 is ideal for custom and personalised package labelling, test marketing, short runs and variable coding.

“The operator friendly label creation software can produce a new label design in minutes, including full colour graphics and barcodes, using common Windows formats,” explains the company.

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