



First Impression Labels has purchased the latest Screen Truepress Jet L350UV+. Pleased with this purchase is operations director, Vaughan Cumming, seen here with Rotocon director, Pascal Aengenvoort.

## Second Truepress for First Impression Labels

Durban's First Impression Labels has added a Screen Truepress Jet L350UV+ label printer and a Rotocon Ecoline RDF-330 to its digital capability repertoire, reports GILL LOUBSER.

**IN 2014, First Impression Labels (FIL) was the first South African company to invest in a Screen digital label press.**

As this Durban-based label printer has long been recognised for high-quality flexographic printing for the shrink sleeve, wraparound and self-adhesive markets and has always conducted business with a strong emphasis on leading-edge technology, it wasn't surprising to learn that owners, Sandra and Vaughan Cumming, were the first in this country – indeed in Africa – to realise the breathtaking potential of moving into the digital era with a Screen Truepress Jet L350UV.

And now history is repeating itself! A Truepress Jet L350UV+ has recently joined the ever-expanding arsenal at this dynamic enterprise. And, like the first one, it was purchased through Screen's local representative, Rotocon.

According to FIL's operations director, Vaughan Cumming, the first Screen press was running 24 hours/day, five days/week, resulting in throughputs of over a million metres of labels/month, placing FIL in second place globally among Screen's largest ink users.

Clearly, he says, the time had come to invest in a second digital press.

But that isn't the end of the story. FIL has also added a Rotocon Ecoline RDF-330 to its digital capability repertoire. Featuring a full-rotary flexo print unit, a cold foil/lamination unit and a die-cutting station that can be used in semi- or full-rotary mode, this machine provides servo-driven digital label converting and finishing.

'For many years, we have turned to Rotocon as a trusted and resourceful partner for our technology investments in label printing and converting,' comments Vaughan. 'We embraced digital label production four years ago with the continent's very first Screen Truepress inkjet label press, and haven't looked back.'

### Truepress Jet sales pass 100 mark

The Cummings aren't alone in choosing another Screen Truepress. They're keeping good company, as Screen recently recorded its 100th sale of Truepress Jet label printing systems.

While Screen was a relatively late entrant in the label printing market, the company has differentiated itself from competitors by offering superior and consistent print quality, uptime and productivity, and support for a variety of substrates. These advantages led to the development of a growing market reputation and strong customer loyalty. As a result, following the initial release of its Truepress Jet L350UV series at the end of 2013, by the end of February this year Screen had delivered more than 100 systems worldwide.

In fact, the Truepress Jet L350UV was first shown as a prototype at drupa 2012, and was commercially released as a CMYK model at the end of 2013, with white ink added in 2014.

Late last year, Screen released the Truepress Jet L350UV+ (the latest model now purchased by FIL), featuring enhanced productivity, with speed increased to 60m/min, improved substrate compatibility and colour reproduction, and a new orange ink.



## Justine takes first prize

AS reported in our March issue, South African visitors to last year's Labelexpo Europe were able to enter into a draw by simply visiting each of Rotocon's ten principals exhibiting at the show.

By getting an attendance signature at each of these stands – AVT, Cheshire Anilox Technology, Erhardt+Leimer, Kocher+Beck, Matho, MPS, Pantec, RotoControl, Screen and Wink – visitors' names were entered into a draw, in which first prize, a Nespresso coffee-maker, went to Justine Bufe (First Impression Labels).

► Justine Bufe receives her Nespresso machine from Pascal Aengenvoort.



## Squeezable facestock offers cost savings and on-shelf benefits



INNOVIA FILMS' latest squeezable BOPP (biaxially oriented polypropylene) Rayoface label facestock films are specially designed for high-quality gloss and clarity in 'no-label look' applications.

The clear CZFA51 film and white WZFA51 film are designed to save time and money along each step of the value chain. 'We've researched the benefits gained by switching from PE85 to our squeezable

BOPP films, and they are substantial,' claims global labels product manager, Richard Southward. 'As our films are thinner, printers get more square metres per reel, resulting in more printed labels per reel and increased up-time on the press,' he explains. 'In addition, reducing the number of reels required by up to 60% decreases the number of pallets and the storage space required. Not only does this reduction in label material weight reduce packaging and reel handling costs, it also decreases the transport and logistics carbon footprint by up to 45%.'

Squeezable films are popular with brand managers in the home and personal care sectors because labels produced from these films maintain their consistency and quality throughout the pack's lifespan. They are also food contact compliant under FDA and EU regulations and offer game-changing branding impact with their unprecedented clarity.

## Release liner leadership award

THE THIRD ANNUAL AWA Release Liner Industry Leadership Award was presented to Dr Wilhelm Munninger, head of R&D and Innovation at Mondi Release Liner, during the recent 2018 Global Release Liner Industry Conference & Exhibition in Amsterdam.

Presenting the trophy, AWA's CEO, Corey Reardon, remarked: 'Willy is certainly a worthy recipient of this award, which recognises outstanding contributions to the complex and diversified release liner business. He's also a worthy successor to the first two winners – Dean Scarborough of Avery Dennison and Calvin Frost of Channeled Resources.'

