

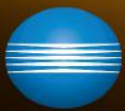
PRINT & PACKAGING INNOVATION ASIA

Serving Printing, Packaging and Publishing Industries across Asia Pacific since 1985 - Issue 4 2025



**Asian Print Awards
Asian Packaging
Excellence Awards
Now OPEN..**

Details Inside this issue



KONICA MINOLTA



The combined total of **Color Light** and **Color Mid Production** Classification for the **3rd Consecutive Year**

*1. Source: IDC Asia/Pacific Quarterly Hardcopy Peripheral Tracker, 2024Q4

*2. Production Classification: Color Light Production and Color Mid Production.

*3. ASEAN 6 countries – Singapore, Malaysia, Thailand, Vietnam, Indonesia, and Philippines.

*4. Inclusive of all Konica Minolta Group shipment units, with the brand of Konica Minolta, Develop, and Inko

For more information



bit.ly/KM-IDC2024Q4



sales@gcp.konicaminolta.com



Giving Shape to Ideas



Start collecting your
best print work for 2025

Companies from across
Asia are welcome to join

Deadline for entries
Friday 8 August 2025

Awards Dinner Sept 19th BITEC Bangkok. **Don't miss out**

www.printinnovationasia.com

FREE ENTRY FORM DEADLINE 5pm August 8th 2025

Categories 1- 8 : Offset Printing Only

1. **Calendars** – any format
2. **Sheetfed Magazines**
3. **Book printing** – less than 4 colours
4. **Book printing** – 4 or more colours
5. **Limited Editions & Artwork Reproductions**
(under 1000 print run)
6. **Web Offset** – Coated stock 70gsm and above
7. **Web Offset** –LWC (light weight coated) 65gsm or less
8. **Offset Packaging products**

Categories 9 - 22 : Digital Printing Only

9. **Book Printing**
10. **Calendars**
11. **Personalised photo books** – any format.
12. **Posters**
13. **Showcards & Point-of-Sale material**
14. **Digital Magazines**
15. **Gold, Silver and Special colours**
16. **Restaurant Menus**
17. **Limited Editions & Artwork reproductions**
(under 500 print run)
18. **Digital Proofing** (must supply the digital proof and the printed product)
19. **Digital Packaging**
20. **Digital Labels**
21. **Digital - Outdoor Billboard**
22. **Digital Embellishment**

Categories 23 - 28 : Specialty Categories

23. **Multi-Piece Productions and Campaigns**
Any substrate or print process: Multi-piece Production must be 3 or more items such as folder, leaflets, ring binders, inserts, envelopes including their contents. Campaigns must be 3 or more items with a consistent theme produced during the year by the same printer for the same client.
24. **Embellishment**
Any substrate – any combination - for example: embossing – diecutting – foil stamping –laminating - coating.
25. **Innovation / Specialty Printing / New technology**
The entry must exhibit any innovative and/ special application of machinery, process, substrate or finishing. A short description must be provided for the judges, detailing reasons for entry into this category.
26. **Company Self Promotion**
Any item printed to promote a product or company involved in the graphic arts industry. Self promotion cannot be entered into any other Category.
27. **Design and layout.** We look at the impact and visual effect.
28. **Security applications**

Send your entries by 8th August 2025 - by 5pm to:

Asian Print Awards Competition 2025
c/o The Thai Printing Association
311, 311/1 Rama IX Soi 15/1
Huaikhwang District, Bangkok 10310
Thailand Tel +66 719 6685-8

PLEASE ALLOW TIME FOR CUSTOMS CLEARANCE



FUJIFILM **IPA INNOVATION PRINT AWARDS**

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The annual Asian Print Awards was founded to recognise outstanding achievement in the print and packaging industries across Asia. With more than half the world's population represented in this fast growing area, communication in the form of printed matter links Asia's diverse cultures. It is imperative that such print achievements do not go unrecognised, especially among the population base that Asia enjoys.

The Awards are judged on a wholly quality-oriented set of criteria to ensure that fair play is enacted at all times.

The Independent Judging Panel comprises highly qualified personnel from within Asia and around the world. The independent judging panel has no knowledge of the actual entrants details. ALL ENTRIES ARE NUMBER-CODED. Entries must be commercially produced work.

The Asian Print Awards is the only regional print quality competition of its kind in Asia. Supported by leading industry-supply companies, any progressive quality print house should enter and prove that they are the best - by winning the Gold, Silver or Bronze award. Proving pride in quality awareness is what customers love to see. It's not just empty words, you can prove it.

FREE ENTRY FORM ASIAN PRINT AWARDS 2025

Deadline for Entries Submission: **8th August 2025, 5pm**

Remember to submit 2 copies of each job! Why? - Just in case one is damaged.

If you win an Award, **YOU MUST** attend the Award Dinner in Person. This is part of the competition rules!



MAXIMUM 3 Jobs Per Category!

SECTION A (This will not be shown to judges). Please fill the form in capital letters.

Entered by (company name): _____

Contact Person: _____ Email _____

Address: _____

Telephone: _____ Country _____

Category entered: _____ (Example Cat 4 Book Printing)

Title of entry (ie: " Paul's Ice Cream"): _____

Printed by (Printers name): _____

Client name: _____

Designer Pre Press House: _____

Brand of Printing Machine used: _____

Stock supplied by (Merchant's name): _____

Ink Manufacture _____ 4-6-8colour _____

By signing here you accept the rules and conditions of the Asian Print Awards

Signature over printed name _____ Name _____



SECTION B Production information to be shown to judges (tape this securely to the back of your entries)

Category entered (Same as above): _____ Entry number (Administrative use only) _____

Title of entry (ie: " Paul's Ice Cream") _____ Print method: _____

Number of ink colours (4-6-8 etc) _____ Any Embellishment (foil stamping etc) _____

Quantity produced (Print run copies): _____ Other technical details (finishing processes etc) _____

Send all entries to - **Asian Print Awards Competition 2025**
c/o The Thai Printing Association - 311, 311/1 Rama 9 - Soi 15 - Huaikhwang District,
Bangkok 10310 Thailand Tel: +66 2 719 6685-8

PLEASE ALLOW TIME FOR CUSTOMS CLEARANCE WHEN SHIPPING ENTRIES
Declare "Non Commercial Value" - Printing Competition on courier ticket

All entries are **non-returnable**

The Awards Dinner will be held on September 19th at BITEC Bangkok - Thailand at PPI Exhibition

email:paul@printinnovationasia.com Tel.: +61 422 869728

You MUST fill out these production details



The 2025 Asian Print Awards Checklist!

1. Have you pick your **best work** to be judged?
2. Have you checked the work to make sure it's **1st class quality** - no hickies - no scuffing - no deregister?
3. Check it **one** more time!
4. Are there **2 copies** for each entry and are they packed correctly for shipment?
5. Have you completed the entry form (Section A & B) correctly and stick Section B onto the entry?
6. Have you left enough time for shipment - **Friday, 8th August 2025 - 5pm** is the Deadline.
7. Check that you have written the **address** correctly.



Send all entries to - **Asian Print Awards Competition 2025**
c/o The Thai Printing Association - 311, 311/1 Rama 9 - Soi 15 - Huaikhwang District,
Bangkok 10310 Thailand Tel: +66 2 719 6685-8

PLEASE ALLOW TIME FOR CUSTOMS CLEARANCE WHEN SHIPPING ENTRIES
Declare "No Commercial Value" - Printing Competition on courier ticket

All entries are **non-returnable**

The Awards Dinner will be held on **September 19th** at **BITEC Bangkok - Thailand** - during
Pack Print International Exhibition

email: paul@printinnovationasia.com Tel.: +61 422 869728

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Packaging and Printing Industries

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10th International Packaging And
Printing Exhibition For Asia
17 - 20 SEP 2025
BITEC • Bangkok

The logo for Pack Print International, featuring a stylized globe with a crosshair and the text "PACK PRINT INTERNATIONAL" below it.

Unfolding
the Future of
Corrugated Packaging

**17-20
SEP 2025**
BITEC • Bangkok

A set of four icons: a gear, a lightbulb, a barcode, and a recycling symbol.

3rd International
Corrugated Technology
Exhibition For Asia

The logo for CorruTec Asia, featuring a stylized corrugated structure and the text "CorruTec ASIA" below it.

24th YEAR



ASIAN PACKAGING EXCELLENCE AWARDS: 2025



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Issue 4 - 2025

**PRINT - PACKAGING
INNOVATION**
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MÜLLER MARTINI





Canon enhances Colorado & Arizona platforms with increased hardware and software capabilities

Reflecting Canon's commitment to continuously improve its technology based on customer feedback and building on the global success of its large format graphics platforms, Canon today announces further updates to both its Colorado and Arizona product families.

For print service providers already in or looking to enter the growing soft signage segment in the retail market, Canon has made the process of loading rolls of textiles into the Colorado much easier, reducing loading time from 10-15 minutes down to approximately 3 minutes. New software guides operators through the media loading, ensuring textiles are perfectly flat and properly positioned, preventing damage to either the printer or the media and improving the quality of the final output.

Two new print modes – Matte Density (two layers) and Backlit High Density (three layers) – specifically designed for

soft signage applications enable printing in multiple ink layers, delivering superior results for backlit applications such as silicon edge graphics widely used in retail environments.

These new print modes ensure precise light control and blocking, creating higher density images without unsightly light bleed, adding to the already significant benefits of UVgel: high-quality, stretchable, scratch-resistant, and odourless output with a matte, gloss or even mixed matte and gloss finish, thanks to FLXfinish+.

Significantly expanding the range of materials that can be used for interior décor and wall covering applications, Colorado M-series customers will now also have the ability to print on roll-to-roll media up to 1.6mm thick – double the thickness previously printable. An updated Magnetic Media Kit, enabling the Colorado M-series to print on stronger magnetic media for car magnets, for example, is also available.

Canon is also introducing productivity enhancements for the Colorado M-series, such as a wake-up temperature setting that preheats the printer, eliminating the need for the operator to wait for the printer to

Software solutions for labels and packaging printing.

-  Enterprise workflows
-  Native PDF editors
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-  3D prototyping & visualization
-  High-speed RIPs and DFEs
-  Printhead electronics

Discover
our products





New releases of PRISMAguide XL and PRISMAelevate XL enhance workflow productivity

be ready. An additional improvement for UVgel Factory configurations is a light tension bar that ensures perfect tension during the rewinding of printed output, especially important when using jumbo rolls, which can be up to 2,000 metres long. Finally, new service connectivity developments, which boost uptime and reduce maintenance requirements, are introduced to further increase operator satisfaction.

Already installed by more than 55% of Colorado customers although also available for Arizona printers, PRISMAguide XL ensures first-time-right output for even the most complex applications, excels at handling complex, multi-layer printing, and reduces waste.

The new PRISMAguide XL 3.5 introduces more support for Mac OS environments, which is particularly valuable for graphics professionals who generally use Mac systems. New direct links to Canon's graphiPLAZA website provide quick access to release notes, 'how-to' videos and product information, making it easier for operators to find the resources they need without leaving the application.

Making PRISMAguide XL more intuitive and efficient for daily production environments, other usability enhancements streamline common workflows and reduce the number of steps required to complete routine tasks, helping to minimise training time and maximise throughput. The new 'sample files deployment' function, for example, provides direct and convenient access to sample files to practise creating various effects with applications such as FLXture, a five-ink-layer printing technology that adds micro-texture to large format prints for subtle surface detail, copying the luxurious and sensory feel of materials such as wood and leather.

With a purchase rate for the past year exceeding 50% among Arizona customers, PRISMAelevate XL has become an integral part of the Arizona ecosystem, enabling users to differentiate their offerings with unique elevated applications that command premium pricing in the market.

PRISMAelevate XL 2.2 introduces new functionality, including innovative ink-only applications that allow for the creation of unique, media-free printed items. This opens up entirely new creative possibilities for applications such as distinctive business cards, keychains and customised promotional items that stand out from traditional printed products.

The new release also enhances elevation printing with the addition of a braille-effect feature. Allowing transparent ink to be printed on top of layers of coloured ink, braille dots up to 1mm in height can be created for braille and ADA signage as well as for materials for the visually impaired, combining both tactile elements and visual information in the same print.

PRISMAelevate XL 2.2 also incorporates advanced quality features that further reduce tension in multi-layer prints, ensuring flat output even when creating high elevation structures. This prevents bending or warping often associated with thick ink applications, resulting in more consistent and professional finished products.

The Colorado enhancements are available as a remote software update for all Colorado M-series printers without requiring hardware changes or service visits. PRISMAguide XL 3.5 and PRISMAelevate XL 2.2 are available as separate software updates.



Two-year manufacturer's warranty now standard on all Arizona models

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COMBINATION**

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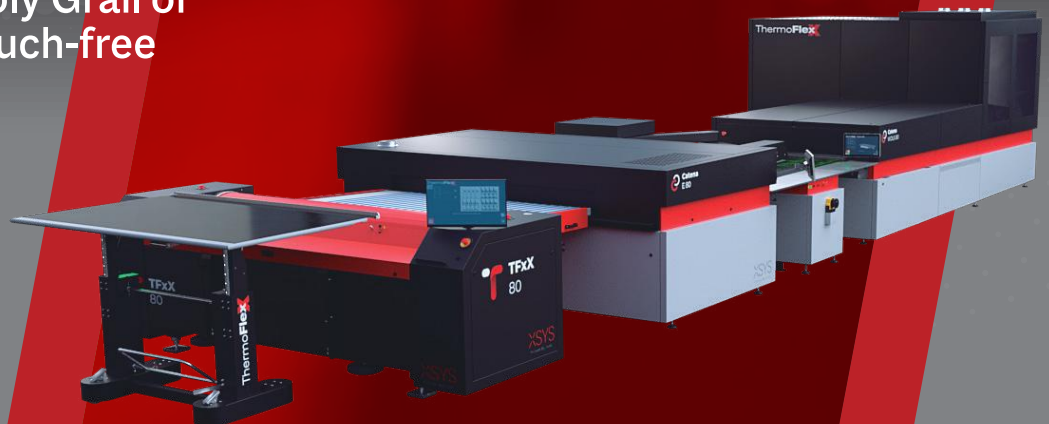
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The **2025** Asian Packaging Excellence Awards

Your Free Entry Form



2025
ASIAN
PACKAGING
EXCELLENCE
AWARDS

NEW for 2025

Trade House of the Year Award

See inside on how to enter.

Submission Closes October 3rd 2025

THE 2025 ASIAN PACKAGING EXCELLENCE AWARDS



Singapore - Malaysia - Hong Kong - China - Thailand - Vietnam - Japan - Korea - Indonesia
Philippines - India - Pakistan - Cambodia - Taiwan - Bangladesh - Sri Lanka - Myanmar - Brunei

The Asian Packaging Excellence Awards is the only regional Independent Packaging Print competition. Since 2001, awarding Gold Silver and Bronze for packaging printers who have excelled in producing world class quality. The judges are non-supplier but are retired educators or production professionals and come from all over Asia/Europe/Australia

- * **We MUST** have 2 consecutive samples for each job in **ALL** categories you enter
- * **ONLY 3 jobs allowed** for each category that you enter.

FLEXO

- 1. Narrow Web Flexo**
(up to 500mm width only)
 - 1.a Paper/Board
 - 1.b Film
- 2. Mid Web Flexo**
(501mm to 914mm width only)
 - 2.a Paper/Board
 - 2.b Film
- 3. Wide Web Flexo**
(915mm and over)
 - 3.a Paper/Board
 - 3.b Film
- 4. Carton & Cups**
- 5. Post Print for Corrugated**
- 6. Pre Print for Corrugated**

LABELS

- 1. Flexo**
- 2. Letterpress**
- 3. Offset Labels**
- 4. Gravure Labels**
- 5. Combination Printing**
(Many different processes)
- 6. Non Pressure Sensitive material**
- 7. Digital Labels**
 - 7.a Up to 4 colours
 - 7.b 4 to 5 colours
 - 7.c 5 to 6 colours
 - 7.d 7 + Colours

GRAVURE

- 1. Paper/Board**
- 2. Metallised Paper/ Aluminium Foil Surface Print**
- 3. Film**
 - 3.a Surface Print
 - 3.b Reversive Print
- 4. Speciality Gravure**
(Must provide written explanation)

OTHER PROCESS

- 6. Embellishment**
- 7. Digital Embellishment**
- 8. Mockup/Sample**
- 9. Digital Packaging**
- 10. Hybrid Printing**
- 11. Offset Packaging**

Trade House of the Year Award (New for 2025)

You must fill out the entry form and also include samples of the finished printed job, along with details of the printing company (in Asia)

WIN THE BEST IN SHOW 2025 = US\$3000



This is you free entry form. please write **clearly** so we can read it

PLEASE READ: Asian Packaging Excellence Awards are open to all packaging companies across Asia. It is free to enter and winners will be presented Gold Silver Bronze awards live on stage in Thailand 14th November 2025. **If you do not attend, we will not send awards to you.** Jobs must have been produced from November 2024 till October 3rd 2025.

SECTION A - MAXIMUM 3 JOBS PER CATERGORY

PLEASE SELECT ☐ FLEXO ☐ LABELS ☐ GRAVURE ☐ MOCKUP
☐ DIGITAL PACKAGING ☐ HYBRID ☐ OFFSET PACKAGING ☐ TRADE HOUSE

Catergory Entered for this job (See catergory opposite page) _____

Company Name _____ Contact Person _____

CompanyAddress _____

Country _____ Contact Number _____ e-mail _____

Title of Entry _____ Printer _____

Your Name _____ Signature _____



SECTION B - CUT AND TAPE THIS TO THE BACK OF THE JOB ENRTY - *fill out each process

Catergory Entered _____ Print Method _____ Number of colours _____

*Brand of Machine _____ *Ink Supplier _____

*Plate Supplier _____ *Tape Supplier _____

*Pre Press by _____ *Printed Quantity _____

*Paper/Board/Film/Label supplier _____

*Web Width _____ Other detials _____

Send all entries to - **APEA Competition 2025**
c/o The Thai Printing Association - 311, 311/1 Rama 9 - Soi 15 - Huaikhwang District,
Bangkok 10310 Thailand Tel: +66 2 719 6685-8

PLEASE ALLOW TIME FOR CUSTOMS CLEARANCE WHEN SHIPPING ENTRIES

Declare "Non Commercial Value" - Printing Competition on courier ticket

All entries are **non-returnable**

The Awards Dinner will be held on November 14th in Thailand

email:paul@printinnovationasia.com Tel.: +61 422 869728

Submission For the Competition Closes October 3rd 2025

You MUST fill out these production details



ASIAN LABELS AND PACKAGING
CONFERENCE PATTYA THAILAND
NOVEMBER 14th 2025

Don't miss out on the regions longest running Packaging Conference - SHIFT 25.

We bring together the world's leading manufacturers/suppliers and customers for a full overview of what's happening in the packaging industry, covering all areas of technology, no matter what process you use.

Following SHIFT 25, the Asian Packaging Excellence Awards dinner presentation, where we recognise packaging excellence from across the Asian region. You really don't want to miss these 2 events back-to-back and give your company the knowledge it needs to move forward in the fast-paced changing world of packaging.

In 2024 - Vietnam, we had over 450 people who attended the SHIFT 24 Conference and the Asian Packaging Excellence Awards.

More information will follow in the coming monthson reserving your seat and not missing out.

To see in full last years succesful Vietnam event, click on or copy the link below

<https://www.printinnovationasia.com/copy-of-apea-2023-1>



SIGMALINE COMPACT



New Level of Flexibility

The SigmaLine Compact sets another milestone in digital book block production. With a web speed of up to 200 m/min, it impresses with rapid changeover times for job and format changes. Changing the folding schemes – for example from 3-across to 4-across – takes less than 10 seconds. Digital printers can therefore produce more end products in the smallest of space (40 m²), with fewer staff and a lower waste rate.

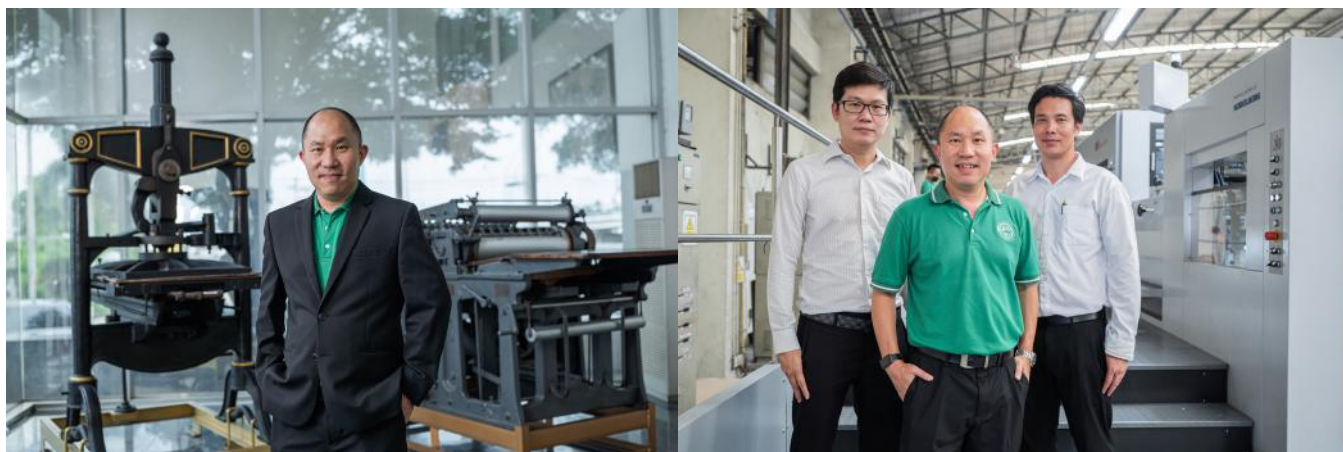
mullermartini.com/sigmalinecompact

Your **strong partner.**

MÜLLER MARTINI

Unlock Enhanced Performance with Promatrix 106 CS and Promatrix 106 CSB Die-Cutting Machines.

Sahathai Printing & Packaging Public Company Limited commenced its journey in the paper packaging industry in 1969. In 2006, the company expanded its operations, relocating its manufacturing base to Pathum Thani Province.



The new facility, spanning over 25 rai (approximately 40,000 square meters), allowed for significant growth in production capacity. With over five decades of experience and continuous development, Sahathai reached a milestone in 2022 by being listed on the Stock Exchange of Thailand. This achievement reflects the company's commitment to becoming a leader in printing and packaging services while delivering excellence to meet the needs of domestic and international clients. The listing not only reinforced its stability but also marked a step toward sustainable business growth.

Comprehensive Services and Expertise

With expertise in producing high-quality packaging, Sahathai provides end-to-end services, including packaging development, design, high-quality plate-making, and post-print services. These post-print offerings include UV coating, foil stamping, corrugation lamination, and die-cutting, all contributing to a comprehensive "One-Stop Service" experience.

In addition, Sahathai Printing & Packaging Public Company Limited and Heidelberg

Graphics (Thailand) Co., Ltd. have maintained a strong business partnership. This collaboration enhances Sahathai's capabilities in printing and packaging by improving efficiency throughout both printing and post-printing processes.

Adapting to Challenges in a Dynamic Market

In response to the rapidly evolving market and the economic impact of the COVID-19 pandemic, Sahathai revised its production plans and management strategies. Recognizing the need for efficient die-cutting machines to reduce production bottlenecks, improve precision, and meet growing customer demands, the company collaborated with Heidelberg. Trusting in Heidelberg's proven quality and advanced technology, Sahathai invested in three state-of-the-art die-cutting machines: two Promatrix 106 CS machines and one Promatrix 106 CSB.

Elevating Production Efficiency

Following the installation of these machines, Mr. Suranai Rojwongcharas, a representative of Sahathai, shared his positive experience:

"Heidelberg delivered machines that perfectly meet our needs with cutting-

edge technology. They offered a clear installation plan and prompt after-sales service. The Promatrix 106 CS and Promatrix 106 CSB machines excel in accelerating production speed, ensuring precise setup, and delivering consistent, accurate performance.

The waste removal mechanism is highly effective, reducing print damage and maintaining high-quality output. These machines have shortened our production time, allowing us to meet deadlines and satisfy our customers with superior quality and faster service. This investment not only addresses labor shortages and rising labor costs but also ensures our readiness to seize market opportunities and accommodate business expansion."

A Future of Sustainable Growth

By integrating advanced technology and fostering strategic partnerships, Sahathai Printing & Packaging Public Company Limited is well-positioned to navigate the challenges of a dynamic market. The company's focus on innovation, efficiency, and customer satisfaction ensures a promising path toward sustainable growth in the printing and packaging industry.

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HEIDELBERG

Fujifilm to showcase its latest solutions for wide format print

Fujifilm will use its first FESPA appearance since 2023 to showcase its latest solutions for wide format print, introducing distinct, yet complementary, offerings tailored to different market segment

Stand B60 will feature the Acuity Ultra Hybrid Pro, as well as the new Fujifilm and Barberan single pass HS3000 inkjet press, reinforcing Fujifilm's leadership in high-end, high-productivity printing.

The adjacent stand, A61, will showcase the formal launch of Fujifilm's Acuity Triton and AQUAFUZE ink technology, previewed at drupa, providing an innovative alternative to other ink technologies in this market space.

Acuity Ultra Hybrid Pro: High-production flexibility

Designed for print businesses who want the ability to say yes to every job, whether long, short or ultra-short run, and whether on roll or rigid media, the Acuity Ultra Hybrid Pro represents the ultimate in versatility and productivity. Users can change quickly and easily between roll and rigid media jobs, and the printer also features a 'quick run' option, with a small roll function integrated into the bed, allowing short roll jobs to be carried out on the fly.

The Acuity Ultra Hybrid Pro uses patented Fujifilm ink technology that adheres to a wide variety of media and is especially designed for both rigid and roll substrates. As with the other printers in the Acuity Ultra line-up, a 3.5 picolitre drop size results in exceptional print quality together with very low ink consumption.

With a 3.3m print width, the Acuity Ultra Hybrid Pro is equipped with up to 32 robust long-life Kyocera printheads, each delivering a 3.5pl drop size and up to 10,624 nozzles per colour. The CMYK + Lc Lm W ink configuration ensures outstanding colour accuracy and vibrancy across different applications.

To support high volume production, the Acuity Ultra Hybrid Pro can be seamlessly



integrated with a comprehensive new automation system. This system is designed for the automatic handling of rigid materials, allowing one single operator to run the machine for a full pallet-to-pallet process.

The robust design of the automation system not only speeds up production, but also has the option of using either half or full automation. The automation system also has a loading option to feed material to the printer and an unloading system to unload the material from the printer to a pallet.

The Acuity Ultra Hybrid Pro will be commercially available soon after FESPA.

Fujifilm & Barberan: Single pass solutions for sign and display

For the ultra-high production end of the market, Fujifilm and Barberan have developed a single pass inkjet solution available in two configurations. At the top end sits the HS6000, capable of

production volumes up to a staggering 6000 sqm/hr, while a smaller, lower volume alternative, the HS3000, is being launched at FESPA. With a slightly smaller footprint, slightly lower speed and a lower investment cost – the HS3000 opens up the possibilities of single pass inkjet to a much broader audience.

With both machines, print companies will experience a new generation of single pass print technology taking quality and speed to a whole new level. The HS series is the first multi-substrate, single-pass printer to operate the latest high resolution printheads (600dpi) whilst maintaining small droplet sizes (5pl). This breakthrough technology elevates the quality and throughput of the HS series far beyond that of the earlier generation single-pass technologies previously available on the market.

Neither the HS6000 nor the HS3000 are off-the-shelf products but can be configured in numerous ways depending



If you expect accurate brand colors, you'll love Multicolor

Spot colors are used particularly frequently in packaging printing. But how do you accurately reproduce spot colors in digital printing? And how can jobs be flexibly exchanged between

conventional- and digitalprint? GMG ColorServer Multicolor automatically converts all spot colors into the desired output color space.

www.gmgcolor.com/products/colorserver



FUJ1 HS3000

on individual priorities and business needs. With manual feed options from 600 boards per hour through to top of the range automation at 2000 boards per hour, the HS series offers print companies a machine that meets their needs now and can be field upgraded as their business needs change.

Fujifilm offers multiple ink sets tailored for different applications. Additionally, for many media types, printing can be done without a primer. This eliminates an entire process, reducing consumables, lowering energy consumption, and cutting the overall cost per copy.

There are five core elements: feeder, primer, print engine, overprint varnish, and stacker, and then there are multiple configuration options within each component, with, in effect, around 216 configurations possible in total for customers to choose from.

Fujifilm will showcase an interactive configurator on the stand allowing potential customers to customise the

machine to suit their business needs, and is also preparing for an open house event in the summer with interested parties able to register their interest on the stand.

Acuity Triton featuring AQUAFUZE

Fujifilm is introducing its revolutionary new ink technology, AQUAFUZE, after over a decade of research and development. This innovative ink produces thin-film, low-pile prints with sharp detail and a smooth, scratch-resistant finish – eliminating the need for a top coat. The prints are highly durable and suitable for both indoor and outdoor applications.

AQUAFUZE technology combines the benefits of UV LED and water-based inkjet printing, offering strong adhesion to various media without requiring a pre-coat primer or optimiser. It operates with lower energy consumption and reduced temperature drying compared to conventional water-based systems. Additionally, it benefits from low-odour output, meets safety compliance standards, and enhances jetting stability

by minimising nozzle blockages. This makes AQUAFUZE a more sustainable and user-friendly alternative to traditional water-based ink technologies.

Fujifilm is launching AQUAFUZE with the debut of the Acuity Triton at FESPA. This advanced printer, manufactured in Japan by Mutoh, has been specifically designed to harness the power of AQUAFUZE, offering a cost-effective and energy-efficient alternative to traditional water-based printing systems.

The Acuity Triton, with a 1.6m print width, delivers exceptional quality at speeds of up to 15 sqm/hr while ensuring instant drying for immediate finishing, cutting, or laminating. Thanks to the low-temperature drying of the AQUAFUZE ink, the Triton minimises nozzle blockages, improves jetting stability, and significantly reduces energy consumption, making it more suitable for businesses of all sizes prioritising sustainability and requiring lower maintenance.

Designed for businesses of all sizes, the Acuity Triton will be sold via dealers, and Fujifilm welcomes both dealers and wide-format customers of any size to visit the stand at FESPA.

The Acuity Triton featuring AQUAFUZE will be rolled out in phases, region by region, dependent on dealership agreements in place. More details will be available at FESPA.

Fujifilm will host a press conference at 5pm on day one of the show, focusing on Fujifilm's relationship with Barberan and the launch of the HS3000, whilst talking to the market about the Acuity Ultra Hybrid Pro and AQUAFUZE in combination with Acuity Triton.



Acuity Triton



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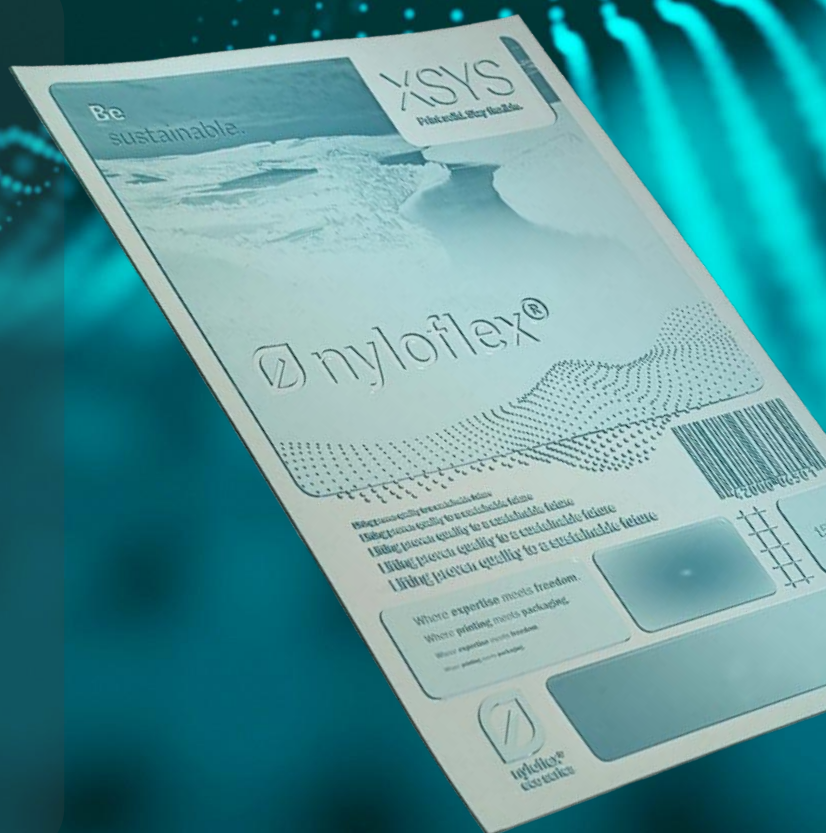


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Incredible efficiency gains with smartGRAVURE system

A groundbreaking innovation that more than halves color matching time, reduces downtime by 70% and supercharges efficiency for gravure printers has been developed in a new collaboration between Esko and BOBST.

smartGRAVURE has been created by BOBST, one of the world's leading suppliers of substrate processing, printing and converting equipment and services, and BOBST has partnered with Esko, the global provider of integrated software and hardware solutions that accelerate the go-to-market process of packaged goods, for the pre-press and in-line color reading element of their smartGRAVURE solution.

The result is a new tool that enables gravure printers to benefit from a fully digitalized workflow, optimally producing exceptional and consistent quality, minimizing waste of substrates and inks and maximizing efficiency across the print process.

Davide Rossello, BOBST Competence Center Manager & R&D Process Manager, Gravure, said the project began in 2019 when Esko was undertaking exciting work in Extended Color Gamut

printing in prepress. "In Bobst Italy we always manufacture gravure," he said. "Ink control is the final step on this journey – but while this process began in prepress, it has now moved to the end of the printing process.

Simplifying color adjustment processes

"We were looking to introduce something new. Gravure is a stable technology with less variables compared to others and is always the reference point whenever comparing print quality results, and our focus is on delivering improvements in productivity, management and efficiency."

Davide explained that the fragmentation of orders, with the varying number of jobs and changeovers, means that gravure printers traditionally face challenges when changing the cylinder for each color, with the color adjustment process requiring a lot of time to achieve the highest quality.

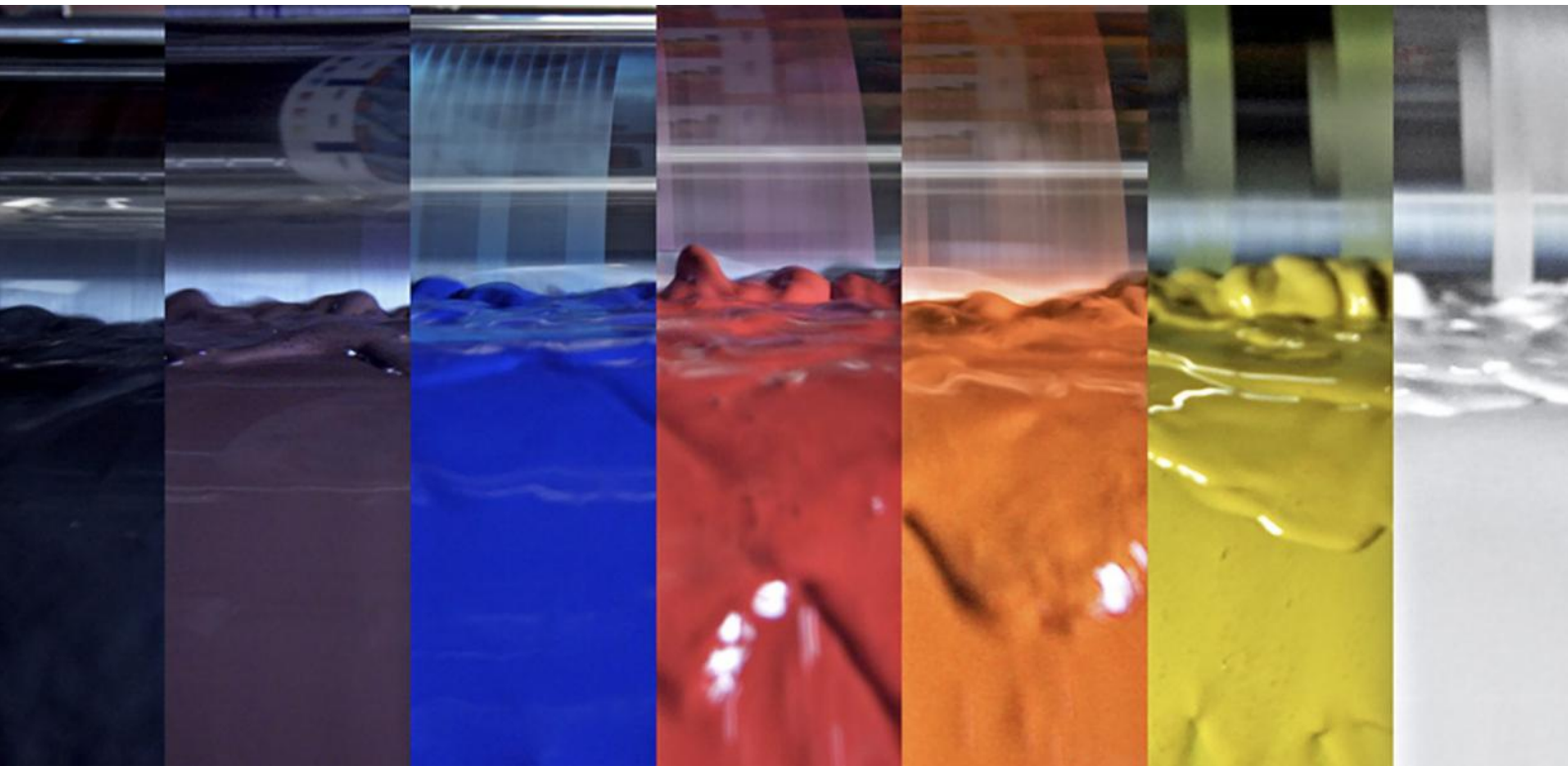
"As BOBST did not have a color matching tool, it was left in the hands of the customer," he said. "We decided to look at the setup time and say 'ok, let's simplify all our customers' presses, and digitalize this process'. When printing in ECG, we knew we needed the optimal technology to check the print register so as to simplify color adjustment. We needed first class prepress color software, and faced the challenge of combining that in the machine, to fix the color in a proper way. This is where Esko enters the game."

David Naisby, Business Development Director with Esko, explained how the key technology in developing a solution was its AVT SpectraLab system – the market leading technology first launched in 2012, of which SpectraLab XF is the third and latest generation.

"This ISO certified measurement device took many years to refine. and today



with innovative



we are proud to be able to measure both media strip and within the printed image during press start-up and during the printing process,” said David. “This is an enabling technology for any press manufacturer to take advantage of, and BOBST clearly understood how they could turn this into an advantage for their customers to improve productivity, reduce environmental impact and ultimately increase profit.”

The team at BOBST evaluated several technologies and determined that Esko had the full solution to address their

technological needs. “Working together, the two companies’ R&D departments developed software that simplifies the operator interaction with the AVT SpectraLabXF and allows live density and color information to be displayed on the BOBST user interface,” said David. “Testing during 2022 produced very good results and we are now able to match the readings from the press to the X-Rite eXact Spectrophotometer to be within the industry accepted tolerances.

“With the trend for shorter run lengths, color matching and the associated waste

and time creates a major bottleneck which leads to unacceptable costs for the converter,” he said. “with smartGRAURE we have taken a major step forward with this solution.”

Mr. Shui also shared the market trends and technological developments for packaging suppliers in 2024, providing new inspiration and insights for attendees regarding how packaging suppliers should enhance their digital maturity levels in the future from a macro perspective.

BOBST’s Davide Rossello added:



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“Essentially, Esko gave us the recipe for how we could digitally fix the color in the machine. As a result, we now have 100% control over what is happening in the press with smartGRAVURE. With this new tool, users can address any misregistration, tone value increase (TVI) differences and color control, all in line. Delta E tolerances are guaranteed, and it also enables the adjustment of process colors, which we can measure in case of any deviation, effectively closing the loop on color matching in the press itself.

“In terms of controlling production, this means that repeatability can be assured as everything is digitalized. The machine is now doing the adjustments to bring everything in line with the benchmark,” he said. “This is a new technology that can be implemented in a gravure press to give output for a customer that is fully controlled from the first meter to the last meter.”

Eliminating common bottlenecks

With around 50% of time spent on setup and 50% on production, the development experts at Esko and BOBST analyzed the data and determined where the bottlenecks in the gravure print process were.

“We recognized that the customer was spending anywhere from 45 minutes to two hours color matching,” added Davide. “Obviously that’s a significant amount of time to lose. Because we are machine manufacturers, we never really looked at the chemical composition of the inks being used in spot colors. We have an excellent relationship with Esko and as we needed a partner from the

prepress world, an expert in software, and preferably a solution that integrated with the Esko Automation Engine workflow solution to read both composition and color, it made perfect sense to work together.”

Esko was a key part of the project from day one – in fact, the first fingerprint was actually printed with an Esko logo. Esko’s David Naisby explained: “The dream of all converters is to be able to run a press automatically, without having to adjust color. With this partnership, we are proud to be able to empower operators to achieve their goal.

“The fundamental part of this process is the accurate measurement of color, as everything in the workflow depends upon this,” he said. “Secondly, the color data workflow has to be simplified. You cannot have press operators entering complex target density and color values press-side.

To achieve this, the SpectraLab XF is connected to the X-Rite ColorCert product that resides in the Esko S2 cloud solution. Specific job color target information is sent to the press and sets up the SpectraLab XF automatically with the correct values for each printing unit.”

Measuring at high frequency during high production speeds, Esko’s AVT SpectraLab XF ensures perfect color matching and consistency to a brand’s specification, assisting in reducing waste by alerting for color density deviations and assisting operators to get back to needed color tolerances. With the new color control abilities from BOBST, this

ability is translated into an automated closed loop color solution.

“Our first test was in 2019, and now we have it finally set up on a machine in our competence center,” added Davide. “In terms of the difference smartGRAVURE makes, it is simply better. It makes automatic adjustments, for the base and color extenders, to bring the color to the target density.

“In tests, 94.6% of the extended color gamut have been achieved using smartGRAVURE, with the lowest still an impressive 89%,” he said. “A range of 89-95% is surprisingly high, with only some very specialist colors missing.”

Ensure color quality, save time, reduce waste

“What until today has taken hours can now be significantly reduced to under 20 minutes, depending on the job and colors involved,” said Davide. “To replace the cylinder, from the moment the machine stops, it is now just a few mechanical changes and we don’t have to wash anything. For a new job, color adjustment should not be needed so we can change the cylinder much faster and be back up and running on the new job in less than 20 minutes.”

David Naisby said that in terms of actual savings and benefits, the numbers are as impressive as they are staggering. “The increased efficiency means that idle time is reduced by as much as 70%, with what used to take 90 minutes or so reduced to less than a half an hour,” he said. “This clearly creates additional advantages in terms of the availability of presses and an overall improved productivity.”

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In order to measure color, gravure operators need to print a test run – which involves starting and stopping several times as they achieve color matching speed, printing around 300-350 meters each time before testing and repeating

until the color is perfect. “That’s a lot of printed material wasted, both in terms of substrate and ink, as well as energy and time used,” said David. “With smartGRAVURE, this can now all be achieved with one single stop and start, meaning as much as a 60% reduction in materials saved at the changeover.

“Not only does this deliver big benefits in terms of material gains, but it also further prevents wastage by enabling print customers to recognize a problem early in the run rather than when the whole reel is complete.”



In terms of color quality, Davide explained that a Pantone validation test returned the first ‘Print totality of colors’ rating to ever be attained by a gravure printer. “This was in one run, on the RS 6003 press in our competence center, with 2369 colors, where we achieved a 92.1% rating,” he said.

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“With this new tool developed by BOBST and Esko, gravure printers can enjoy an end-to-end digitalized process – enabling them to meet and exceed the highest industry standards with ease.”


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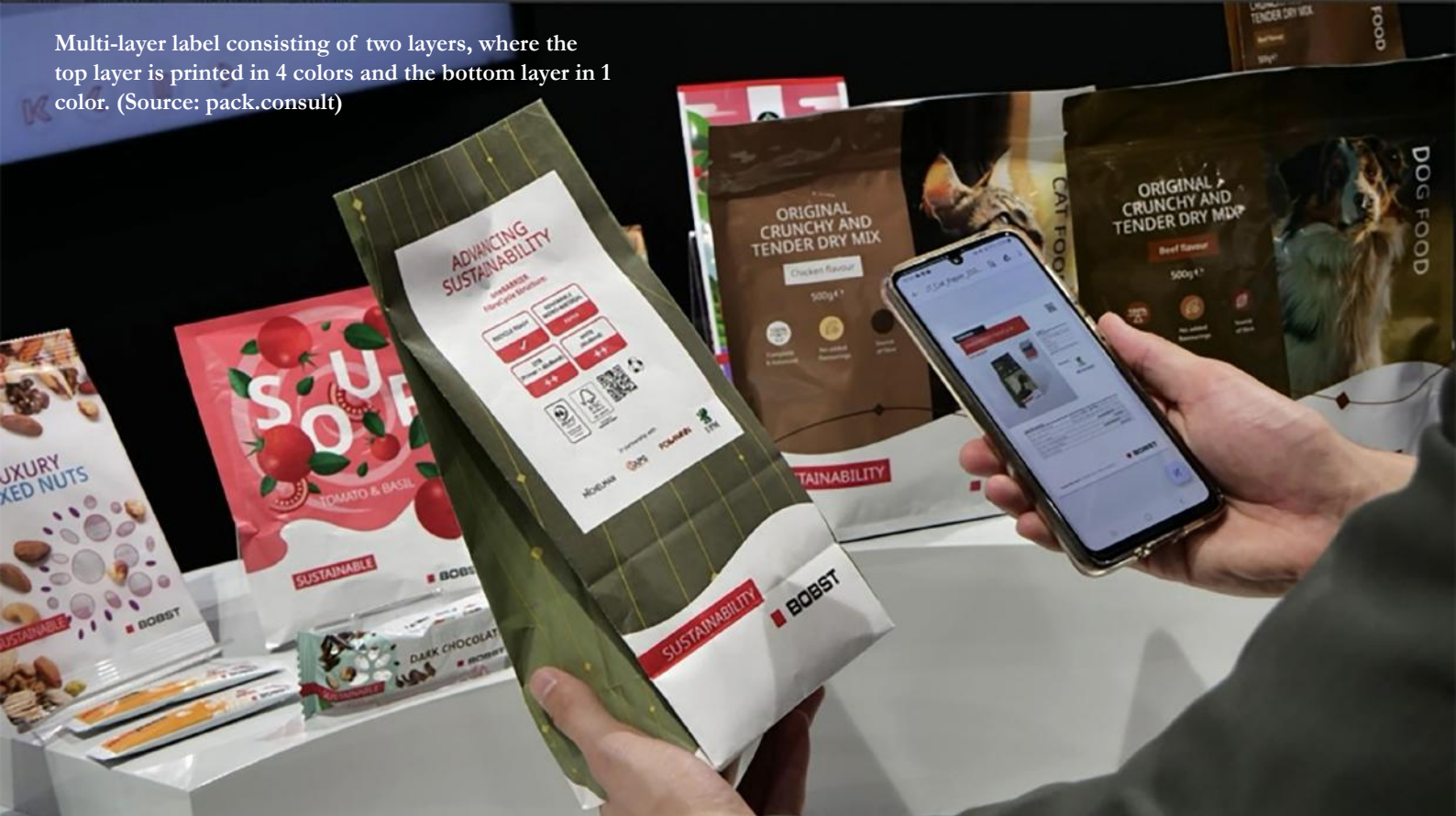
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Multi-layer label consisting of two layers, where the top layer is printed in 4 colors and the bottom layer in 1 color. (Source: pack.consult)



Exploring application management within Flexible Packaging

In the ever-evolving world of flexible packaging, effective application management is crucial for optimizing production processes and ensuring high-quality outcomes. Join us as we explore the latest advancements and best practices in application management within the flexible packaging sector, featuring insights from industry expert Xavier Bonamour.

Can you tell us a bit about the customers you work with and their role in the packaging industry?

Companies in the flexible packaging industry which play a crucial role in the global market. We cater to a wide range of printers & converters from medium-sized regional players to large multinational and multiregional companies.

These companies are currently undergoing a transformational journey, anticipating future changes and addressing the sustainability challenge. Application management ensures that the investments made today remain relevant and useful for the future. This involves several interactions to align on the right technology solutions and to stay updated

on industry trends and what is gaining traction.

What are the main challenges you are facing when engaging with customers?

One of the main challenges is the availability of information, when this is limited, it can initially be unclear what the customer wants to achieve and their long-term intentions. This often means reacting and adapting as the discussion with the customer unfolds. Additionally, because we aim to advise and consult in the best interest of the customers, it is crucial to remain neutral towards different technologies. This requires embracing the fact that there are multiple paths to a successful solution. There isn't one

“perfect” way; instead, we must stay open to various technologies and approaches to find the best fit for each customer's unique needs.

How do customers hear about you?

Customers almost always hear about us through our sales team. Typically, the local market organization identifies potential opportunities and suggests that it would be beneficial to have a discussion with our application management team. This approach ensures that we connect with customers who can truly benefit from our expertise and solutions.

Can you describe the initial consultation process?

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Xavier Bonamour consults with interested customers at a recent key industry show.

The initial consultation process begins with a kick off meeting in which we narrow down the main topics of interest. Sometimes, we can address the primary topic on the spot. For example, if the discussion is about print technology for a specific end market or application, such as confectionery, we would discuss the format, specifications, film, and barrier requirements. Another common topic is laminating technology, where we explore the differences between solvent-based and solventless options and how they might impact the success of the application.

What solutions or strategies have you recommended?

We have recommended several solutions and strategies to address the evolving needs of the packaging industry. For example, we anticipate the growth in high barrier paper based flexible packaging. This includes many examples such as sachet for dry mixes, and soup packets. To meet this need, we suggest specific vacuum coating and wet coating solutions.

These technologies help create the barrier properties of the paper, ensuring it can meet the stringent requirements of such applications.

We also anticipate the growth in transparent polypropylene (PP) based high barrier films for demanding applications like retort. We are developing specific vacuum coating and wet coating

solutions that will enhance the barrier properties of such films.

Can you provide specific examples of how our consulting services have positively impacted a customer?

One notable example involves a customer exploring a new business opportunity in the specific end-use market of confectionary bars. They reached out to BOBST for an in-depth discussion on the evolution of packaging materials. They were uncertain about which technology to invest in, considering factors like cost structure, future viability, and quality.

Through our detailed consultations, the customer gained valuable insights and clarity. This well-informed perspective enabled them to make a confident decision, leading to a capital expenditure (capex) investment. As a result, they successfully secured the new business opportunity. By leveraging the information provided during our discussions, the customer was able to calculate costs accurately and determine that the profit margin and return on investment (ROI) were highly favourable.

Further Insights

We believe this approach is very rich as it allows us to elevate discussions to a more holistic level, gaining a deeper understanding of our customers' pain points. This contributes to the development of long-term relationships, as we are exposed to various aspects of their business and engage in cross-exchange learning. Through this collaborative process, both parties benefit and grow together.



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Packaging is one of the segments in the print in

We talk to Christoph Thommessen - Managing Director Sales CGS Oris about whats been happening in the industry when it comes to colour management, what we need to look out for. Enjoy the interview below

Q: Reintroduce yourself to our readers and share your long history in the colour area of print/packaging production.

T.C: I have been with CGS ORIS for over 25 years now. Back when inkjet proofing was still a revolutionary concept, we were among the first to introduce it to the Asia-Pacific region. These days, proofing has become a standard practice, but over the years, CGS ORIS has consistently been at the forefront of bringing new and innovative solutions to the market.

At CGS ORIS, colour has been our passion for over 40 years. We remain at the forefront of colour management and proofing solutions, ensuring that brands, printers, and converters achieve accurate and repeatable colour across all substrates and technologies. From pioneering digital proofing systems

to setting industry standards in spot colour accuracy and extended gamut printing, we have continuously evolved to meet the changing demands of print and packaging. As a trusted partner for brands and print professionals over the years, we remain committed to ensuring colour reproduction accuracy, whether for offset, flexo, digital, or hybrid printing workflows, regardless of the technology used.

Q: What has been happening in the area of colour management since our last interview last year?

T.C: Over the past year, there has been a continual push to increase automation and move toward cloud-based colour workflows. As print production becomes increasingly digital and decentralized, more companies are turning to solutions that ensure accurate colour regardless



fastest-growing industry.



The packaging area of the industry is the fastest growing

of where or how something is printed. Additionally, we've seen a growing demand for spectral-based colour management, which helps brands achieve consistency across different substrates and production methods. Sustainability has also played a significant role, with brands seeking to reduce waste and improve efficiency through better testing and colour control.

Q: What about the area of packaging? Do you see it growing, and will digital one day surpass offset, or is digital not yet fully mature?

T.C: Packaging is one of the fastest-growing segments in the print industry. While offset and flexo remain dominant, digital packaging printing has gained significant traction, particularly for short-run jobs, customization, and sustainable production. This shift is primarily being driven by the growth of e-commerce and personalized packaging.

However, digital still has limitations in areas like speed, cost efficiency for high volumes, and material compatibility. While we expect digital to continue growing, it won't replace offset or flexo entirely but rather complement them. Hybrid workflows—where digital and traditional methods coexist—will become more common.

Q: Speaking about digital, why do you still need a colour management system if the accuracy of digital colour is increasing every year?

T.C: Even with improvements in digital printing, colour management remains essential. Every device—whether it's a press, a monitor, or a proofing system—interprets colour differently. Factors like ink formulation, substrate variations, and environmental conditions can all impact colour accuracy.

A strong colour management system ensures that what is designed is what is printed across different locations and production methods. Moreover, as brands demand consistency across various channels—print, online, packaging,



Multicolor printing: Achieve accurate spot colors and brilliant images - simply using CMYK+X

and in-store—having a robust colour workflow is the only way to maintain brand integrity.

Q: Do brands fully understand the need for colour management? If so, where and why?

T.C: Many leading brands recognize the importance of colour management, especially in industries like packaging, luxury goods, and retail, where brand colour are a critical part of identity. However, there is still a knowledge gap, particularly among smaller businesses or those new to digital workflows.

Some assume that simply using high-end digital presses guarantees accuracy without realizing the role that factors like lighting, substrate, and process variability play. Education is key, and we work closely with our customers to help them understand how proper colour management can save time, reduce waste, and protect their brand.

Q: Looking into the next three years, where do you see our industry, and how will AI impact colour management?

T.C: AI is already beginning to influence colour management, and we expect this

trend to accelerate. Over the next three years, we anticipate AI-driven automation to improve colour correction, predictive adjustments, and process control. Instead of manual tweaking, AI can analyse vast amounts of colour data to recommend optimal settings in real time, reducing errors and speeding up production. Additionally, AI could help bridge the gap between physical and digital colour by improving spectral colour matching and automating soft proofing.

However, human expertise will still be needed to interpret results and ensure quality. AI will enhance workflows, but it won't replace the need for a structured colour management system.

Q: What final advice would you give readers when considering colour management?

T.C: The key to successful colour management is consistency. Don't rely on assumptions—measure, calibrate, and validate your colour at every stage of production. Invest in solutions that offer flexibility and can adapt to your evolving workflow, whether in proofing, production, or multi-channel branding. Finally, stay informed. Technology is advancing rapidly, and those who embrace new tools and techniques will

have a competitive edge. Color accuracy isn't just about aesthetics—it's about efficiency, sustainability, and delivering on brand expectations every single time.



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Why all generations love print

The connection print creates for all generations, including Gen Z, has captured the attention of luxury beauty brands



BeautyMatter has shared how Refy, Loewe, and Jacquemus are rediscovering the tactile charm, aesthetic appeal, and lasting impact of print – from curated magazines and branded newspapers to personalised postcards.

Described as a nostalgia driven movement and a strategic marketing pivot point for Gen Z, print provides a fresh, novel and different mental experience. Unlike digital consumption, the medium is tangible, collectible, and permanent.

For Gen Z and Millennials reading something physical, such as a coffee table book or an indie newspaper, feels alternative and intellectual. While, with older Millennials, print evokes an emotional connection through childhood memories of becoming engrossed in glossy magazines or having newspapers delivered daily.

Printed visuals in luxury beauty elevate a product and enable brands to share their story more deeply. They drive engagement, create buzz, and deliver tangible value to consumers. They cut through the oversaturation of digital content.

Attractive for brands is the:

- Exclusivity of print that encourages consumer trust and engagement. A global Two Sides survey found 46% of respondents were more likely to take an action after seeing an advertisement in a printed newspaper or magazine than they would if they saw the same ad online.
- Ability for physical print campaigns to feature trackable elements such as QR codes, exclusive promo codes, or limited time offers. These can drive traffic online for an omnichannel approach and create digital amplification of print campaigns, ensuring longevity.
- Powerful ROI direct mail generates – JICMAIL's Response Rate Tracker for 2024, found that the average warm (active customer list) direct mail campaign has a response rate of 7.9%. This compares to an average click through rate for emails of just 1% and around 3% for text-based ads on search engines like Google and Bing.
- Ability to answer a growing appetite for slower, more thoughtful experiences. The tendency to consume information from printed leaflets, unaddressed mail as well

as direct advertising mail is higher (56%) than marketing emails (49%).

- Engagement of digital weary consumers. A study of American marketing managers by RRD, the international marketing, packaging, print, and supply chain solutions provider, found that 94% were using print marketing 'to overcome digital fatigue'. While the publishers of i-D, VICE and The Onion are reconnecting with the power of print with regular print issues in 2025. There are also exclusive small print-run magazines, often published as quarterly titles, popping up across Europe such as Austrian collectable luxury magazine Aurum 999.9.

- Tactility of print that creates the endowment effect, by subconsciously increasing the perceived value of the brand and its products in the eyes of customers, as detailed by Sappi. People also value something they can both touch and see 24% more highly than something they can only see.

Flawless, colour rich, luxurious print connects with every generation to provide a meaningful and engaging experience that fosters trust and loyalty.



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1060



Productivity	Up to 11,000 B1 sheets/hour
Width	Up to 1060 mm x 750 mm (41.7 inch x 29.5 inch)
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Dive into a sea of opportunities

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Maximum communication

A closer look at multi-web

Multilayer labels are true communication gems. Their multi-layered structure provides plenty of space for comprehensive information without overloading the label design. But what high-precision machine technology is behind the production of these space-saving wonders? The Gallus Labelmaster demonstrates the perfect interplay of efficiency, precision and flexibility in multi-web label production.

Multilayer labels are characterized by an immense amount of space in a very small area. Also known as peel-off labels, they enable highly efficient communication for retailers, which they increasingly need to meet constantly growing information requirements.

Problem solvers in the market segments

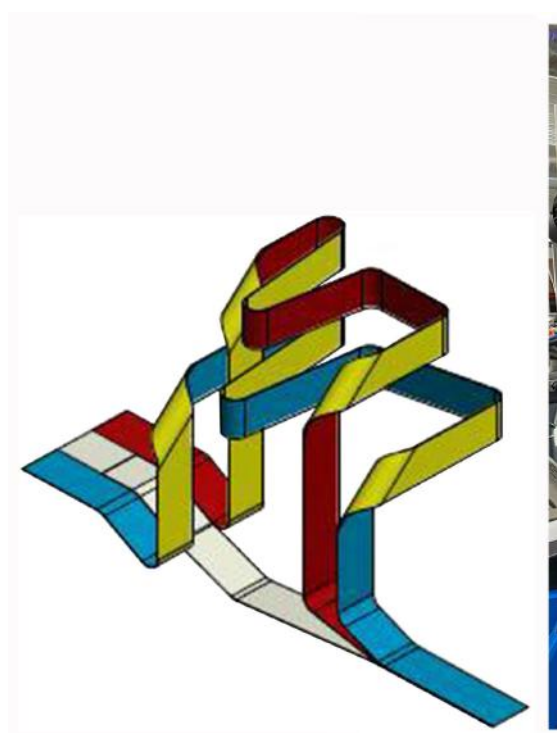
Multilayer labels are firmly established in all market segments. In the pharmaceutical sector, they can be found on folding cartons, vials, cans and blister wallets, where they are used to clearly communicate dosage instructions, warnings and information on ingredients. In the food sector, they enable precise labeling of copious ingredients and

additives, origin information and allergens. For multilingual versions in particular, multi-layer labels provide the necessary space to concisely convey information in all language variants.

On household product packaging, they convey important warning and handling instructions. In the security sector, they are used as void labels, where any attempt to remove the label irreversibly separates the film and adhesive, revealing a void message or pattern as clear evidence of tampering. In logistics and e-commerce, they facilitate product tracking and returns management, and hardly a day goes by without new applications being added.

Production process with sophisticated web guidance

The easiest way to explain the differences in the production process of multi-layer labels is to look at them from the substrate side. A common production method is based on a single substrate web.



First, the reverse side of the substrate is printed, followed by the front, before the web is slit into narrower webs. These are then configured on top of each other to create a multilayer label. In this example, the result is a three-layer label with five printed sides. However, the maximum label width is limited to approximately one-third of the original web width.

The manufacturing process differs when using a machine with multiple unwinders, where production is carried out with several substrate webs. This method allows for the use of different printing materials and enables high-volume production.



Multi-layer label consisting of two layers, where the top layer is printed in 4 colors and the bottom layer in 1 color. (Source: pack.consult)



Void label, indicates the opening of packaging (Source: Advast Suisse AG)

in the smallest Space – labels

Schematic web path: The separated narrower webs are routed on top of each other to form the multilayer label using two web shift devices. (Source: Printum Sondermaschinen- und Anlagenbau (left image) and Gallus Ferd. Rüsch AG).



tension of the materials according to their respective E-modulus — a crucial factor, as the stretch properties of these materials vary greatly.

With register control in the longitudinal and traverse alignment, one web is defined as the master, while the other webs are synchronized to it. This ensures that all webs are perfectly aligned, enabling precise and stable further processing.

System to Compose

If existing Gallus Labelmaster press systems are to be expanded for multi-web label production, the "System to Compose" offers the necessary options with its modular design. Each machine system can be upgraded with flexographic and screen-printing units, for example, to enable reverse printing as the first production step, as well as for haptic effects or the application of braille lettering.

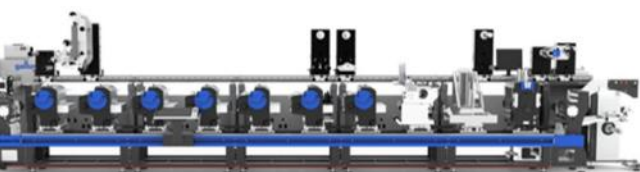
Adding a digital printing unit allows for variable data printing in one to four colors, with an optional color gamut expansion including orange and violet. Additionally, die-cutting units can be retrofitted, which are often required between printing units in multi-web applications.

Modular printing presses can be equipped with up to three unwinders and often feature 12 or more inline printing units. Additionally, a rail system above the printing units can accommodate applications such as cold or hot foil stamping, providing further options for unwinding and rewinding.

In multi-web applications, precise web transport is crucial. Only with utmost precision can different substrates such as polypropylene, polyethylene and paper webs be accurately combined to form a single label. This is achieved through a highly precise machine control system, which adjusts the unwinding and web

From Roll to Multilayer Label

The production of multilayer labels differs from that of traditional pressure-sensitive labels (PSL) right from the unwinding of the roll material. The printing sequence often begins with reverse printing. For this, the web is unwound with the liner facing up, the substrate and liner are



Conventional machine for multi-web labels

... extended by a digital printing unit

The "System to Compose" enables the Labelmaster series to be retrofitted for multi-web labels. (Source: Gallus Ferd. Rüsch AG)



Sample label “Body Sport” (Source: Gallus Ferd. Ruesch AG)

separated, and the open adhesive back is printed in the first flexographic printing unit, as shown in the sample label "Body Sport". Subsequently, both layers are recombined, pressed together, and the web is turned over for printing on the front. The four-color design is then printed in four flexographic printing units (CMYK).

The next finishing step is a cold foil transfer and, most importantly, the neutralization of the adhesive on the backside. Various processes are available for this, such as release varnish or glue killer. In this case, a release varnish is applied to the front so that the individual sides of the multi-layer label can be opened without any problems.

In the next step, haptic effects are applied in a screen-printing unit before the webs are cut and precisely superimposed to form the multi-layer label.

Process variability is crucial in day-to-day business
This example label illustrates the high

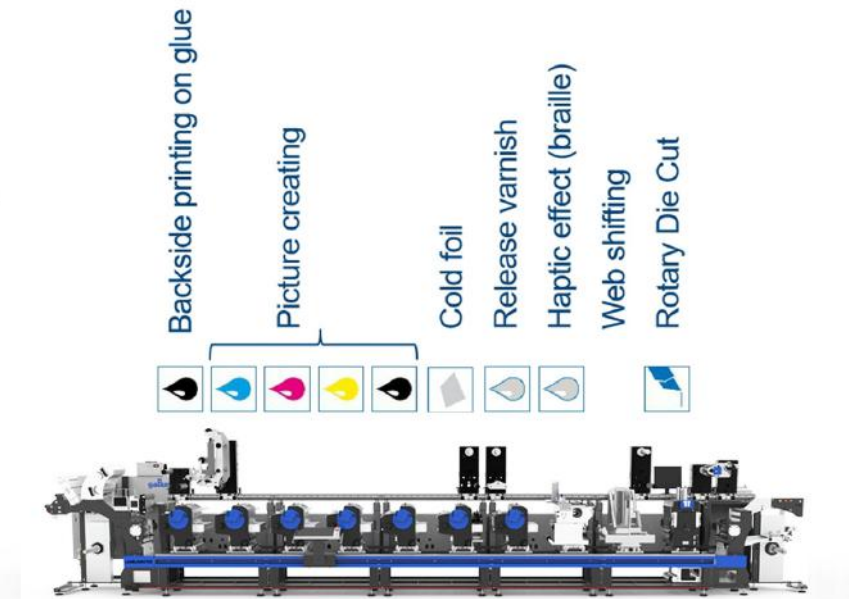
demands that the production of multi-layer labels places on the machine configuration. Fast and flexible changeover of the machine system is a crucial factor for efficient production. Since multi-layer label designs require very different processing sequences, flexo and screen-printing units, as well as die-cutting units must be able to be placed at different positions in the machine, depending on the job. Where one job might require a screen- printing unit in the machine sequence, the next one might require a die-cutting unit in that position. Efficiency in production is therefore achieved by ensuring that modules can be exchanged easily, quickly and flexibly.

Intuitive Control
Other features crucial for efficient multi-layer label production include easy operation and control of the machine via the HMI (Human Machine Interface). Especially with longer machines, the system supports the operator by providing real-time information on the status of the printing units, register accuracy, and the processes on the rail

above the printing units at all times. This includes parameters such as tension or the status of web tension units and web edge guides – regardless of the operator's location at the machine.

Machine Concept with Minimal Waste and a Stable Production Process
Especially in the production of multi-layer labels with long web paths, waste plays a key role in effective and sustainable production. With the Gallus Labelmaster, this aspect is optimized with a short web path of just 1.4 m between the printing units and a compact arrangement of all key processes on the primary level. This eliminates additional web paths of 4 to 6 meters that would arise when changing to other machine levels. This reduces waste, saves time and cuts costs, especially with frequent job changes.

At the same time, short web paths lead to a high level of stability in the production process, which optimizes the use of materials in multi-layer labelling, as well as ensuring simple operation and high efficiency.



Multi-layer label consisting of two layers, where the top layer is printed in 4 colors and the bottom layer in 1 color. (Source: pack.consult)

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Chespa unleashes fully automated plate processing with Catena+

When Chespa set out to increase automation in its flexo platemaking operation, the company chose to implement ThermoFlexX Catena+ from XSYS. This end-to-end, one-touch solution has boosted efficiency, improved plate quality and minimized human errors.



Headquarters in Chorula, Poland, Chespa sp. z o. o. comprises 18 companies in seven countries, offering a wide range of products and services for the printing industry, including reprographics, photopolymer plates and packaging management, as well as graphic inks and cutting dies. The award-winning prepress expert supplies flexo plates to printers across Europe, utilized to produce high quality flexible packaging and corrugated boxes for numerous global brands.

Chespa is a close industry partner for XSYS, supporting technology development, such as the nyloflex® FTL plate, and participating in collaborative print trials. Over the past 20 years, the two companies have worked together to drive innovation in flexo and find targeted solutions that address evolving market demands. The installation of a ThermoFlexX Catena+ line at Chespa's in Chorula/Poland site allows the company to continue leading the way in flexo platemaking and bring higher value to its customer base.

"We have great faith in XSYS as a technology partner, having established a close cooperation over many years. Our latest project has been the implementation of full automation with the Catena+ plate processing line which I can safely

say has established a highly efficient production process for us," said Marek Siekiera CEO of the Chespa Group. "We chose this particular solution to address a variety of challenges, such as diversity of production machines and lack of process automation, knowing it has been proven in the market under real production conditions, with great success."

Unifying platemaking in a connected workflow, ThermoFlexX Catena+ includes the ThermoFlexX TFxX80 Laser, the Catena-E LED exposure unit, and Catena-WDLS washer, dryer and light-finisher, with Catena-R rotating the plates between the two. As such, Catena+ is a true hands-off solution without any operator intervention required from initial loading to the collection of the final print-ready plate at the finish. Furthermore, the system is very easy and intuitive to run, with the ThermoFlexX Graphic User Interface displaying all the key parameters and information on a full HD touch-screen.

"Our main objective was to increase productivity and minimise the risk of human errors made by operators at various stages of the process. This has been achieved with the Catena+ solution.

The operation of the new installation has translated into higher productivity and

more efficient raw material management of the photopolymer plates" explained Marek Siekiera CEO of the Chespa Group. "In addition, the upgrade from our previous traditional system to Catena-E with UV LED exposure is delivering better image reproduction and consistent high plate quality, which allows our customers to run their presses faster with less stops needed for cleaning."

To ensure a smooth transition at Chespa, the installation ran concurrently with the existing systems without disruption, as technicians efficiently completed all implementations. The XSYS team was involved from the very beginning, first by offering advice during the decision-making, then with technical support throughout installation, and finally with training of the operators as the new system came online.

Marek Siekiera CEO of the Chespa Group stated, "An important aspect of this investment is that the Catena+ solution gives us an entire system developed by a single supplier, not a combination of different modules from various sources. The installation proceeded smoothly, and we are highly satisfied that we have made the right decision by installing fully automated plate processing with this stable and low-maintenance system. We're already contemplating the possibility of purchasing our next Catena+ line from XSYS."

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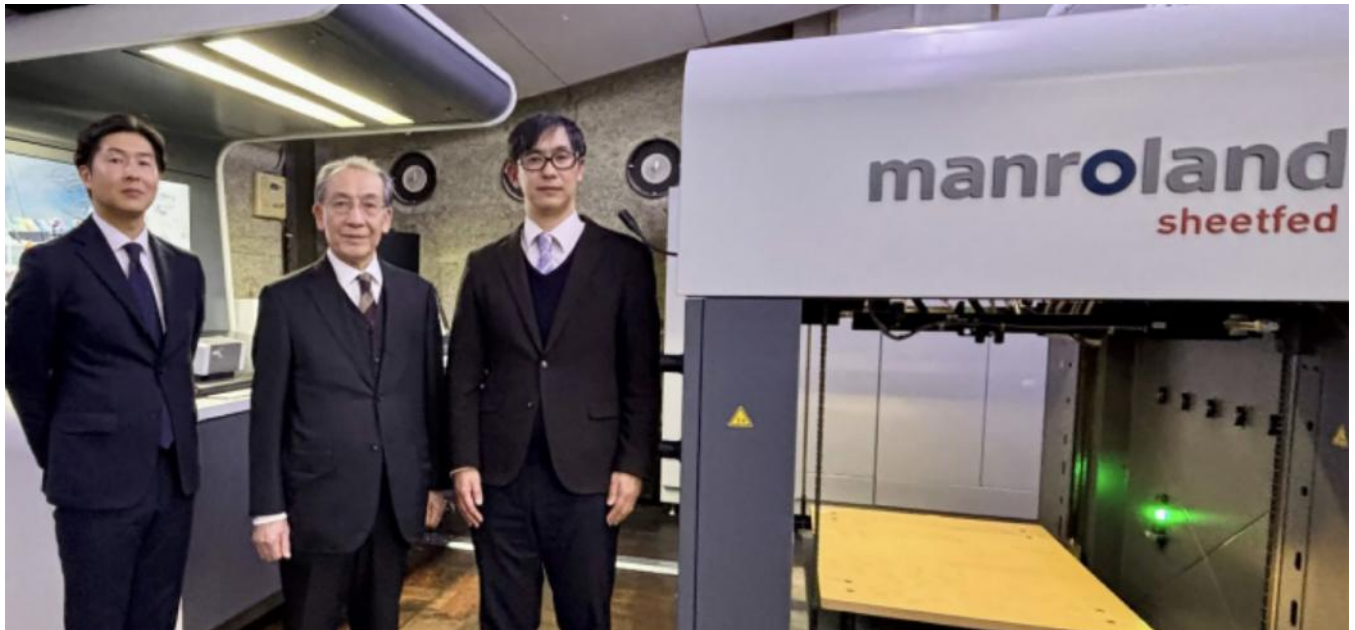
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Saku Printing Company welcomes new press with Kiyoharai Ceremony

At Saku Printing Company, progress is always accompanied by a deep respect for tradition.



In front of the new R704 machine from left to right: Yasushi Kodama, Managing Director of Manroland Japan, Yukitaka Usuda, President & CEO of Saku Printing, and Daisuke Usuda, Executive Director of Saku Printing

On 14th February, 2025, this commitment was beautifully embodied as Saku Insatsujo hosted a Kiyoharai purification ceremony to mark the arrival of its latest technological milestone – the ROLAND 704 EVOLUTION printing press.

In Japan, the introduction of new machinery is often accompanied by a centuries-old Shinto ritual called “Kiyoharai.” Rooted in the belief that objects and spaces can accumulate spiritual impurities, the ceremony aims to purify and bless the new equipment, ensuring safe and smooth operation.

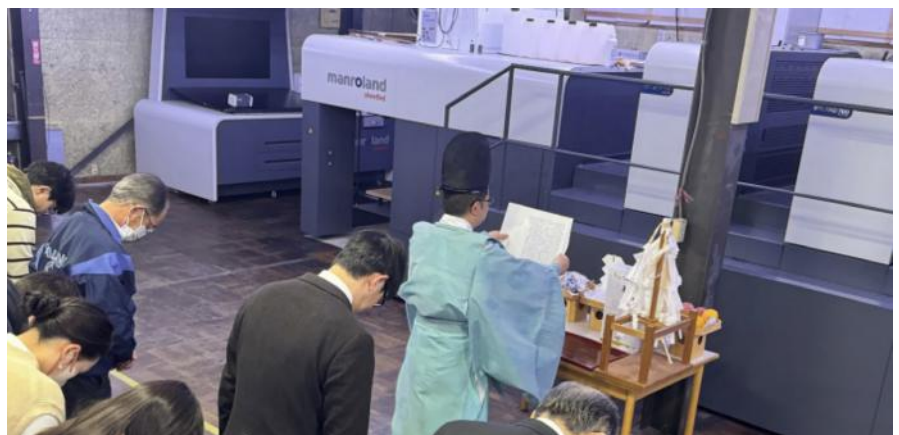
A Shinto priest leads the ritual by reciting prayers and performing symbolic purification using salt and sake. It’s a practice that reflects Japan’s reverence for craftsmanship, safety, and the idea that even objects possess a spirit deserving respect.

The ceremony at Saku Printing brought together employees, representatives from Manroland Japan and installation engineers, all united in honouring both innovation and tradition.

This meaningful event not only celebrated the addition of cutting-edge technology

but also reinforced a shared commitment to safety, mindfulness and cultural heritage.

As we look to the future, Saku Printing remains proud to blend advanced printing solutions with timeless values.



The Shinto priest is reciting a norito (Shinto prayer) in front of the newly installed machine. Behind him, the employees of Saku Printing are bowing their heads in respect.

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In the pharmaceutical industry, the importance of accurate and reliable labeling cannot be overstated.



Labels serve as the primary source of information for healthcare professionals and patients, ensuring the safe and effective use of medications. At UPM Raflatac, we understand the critical role that labels play in the pharmaceutical supply chain and are committed to providing solutions that meet the highest standards of quality and compliance.

Choosing the right label for pharmaceutical products involves several key considerations. Firstly, the label material must be durable and capable of withstanding various environmental conditions, such as temperature fluctuations and exposure to moisture. This ensures that the label remains intact and legible throughout the product's lifecycle. Our range of label materials is designed to offer exceptional durability and performance, even in the most demanding conditions.

Another crucial factor is the adhesive used in the label. It must provide a strong bond to the packaging surface

without compromising the integrity of the product. Our adhesives are specially formulated to adhere securely to a variety of surfaces, including glass, plastic, and metal, ensuring that the label stays in place and maintains its readability.

In addition to durability and adhesion, regulatory compliance is a top priority in pharmaceutical labeling. Labels must meet stringent industry standards and regulations to ensure patient safety and product efficacy. At UPM Raflatac, we stay abreast of the latest regulatory requirements and incorporate them into our labeling solutions.

This includes compliance with guidelines from organizations such as the FDA and EMA, as well as adherence to Good Manufacturing Practices (GMP). We also offer customizable solutions to meet the specific needs of our clients, ensuring that each label is tailored to the unique requirements of the product.

In conclusion, getting pharma labeling right is essential for the safety and success of pharmaceutical products. At UPM Raflatac, we are dedicated to providing high-quality, compliant, and durable labeling solutions that meet the needs of the pharmaceutical industry. Trust us to help you achieve excellence in your labeling processes.





GET PHARMA LABELING RIGHT WITH US

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The 2025 Packaging Ink Market

Key trends, including consolidation, sustainability and regulatory issues, are driving changes in the packaging and ink industries.

The packaging market is a huge business. According to Smithers, a leading market research firm, it is a trillion-dollar business: “Over the five years to 2028, the global packaging market is forecast to grow from \$1.17 trillion to \$1.42 trillion,” Smithers reports.

For ink manufacturers, packaging is an expanding market. Dr. Nicolas Wiedmann, Siegwerk’s CEO, said that overall, the demand for packaging inks and coatings continued to grow in 2024 compared to the previous year.

“The development of new packaging inks and coatings, particularly for flexible packaging, paper-based packaging, and labels, was primarily driven by ever-evolving environmental and safety standards, as well as ever-stricter regulatory requirements,” Dr. Wiedmann noted.

Dr. Wiedmann observed that sustainability is an important driver for Siegwerk.

“From inks and coatings that improve the efficiency and quality of plastic recycling to printing solutions that enable changes in substrates or support material reduction for less complex packaging structures, sustainable solutions have become increasingly prevalent over the past year,” Dr. Wiedmann said. “Although costs in the value chain, such as raw materials, energy, and wages, remained high throughout the year, we were still able to achieve profitable growth in all regions and are optimistic that this upward trend will also continue in 2025.”

Doug Aldred, chief commercial officer and CEO and president of Packaging Inks North America for Flint Group, reported that packaging continues to be a global growth market, with variations across different sectors and regions. In addition, sustainability remains a key driver of packaging and label design, staying top of mind for consumers.

“However, the fundamental role of packaging remains unchanged – it is essential for protecting food, beverages, and other critical goods from waste, from the moment they are packaged through transit, retail shelves, and into consumers’ homes,” Aldred added. “This vital function, combined with the industry’s significant progress in sustainability, reinforces packaging as a stable and resilient market.”

Hideki Ohba, GM, Marketing Department, International Division, Toyo Ink Co., Ltd., observed that the packaging industry remained resilient and adaptive throughout 2024, despite economic pressures, raw material volatility, and shifting consumer trends.

“Demand for food-safe, sustainable, and regulatory-compliant packaging solutions continued to grow, especially in flexible packaging,” said Ohba.

“From an ink market perspective, we saw sustained interest for water-based, low-VOC, and UV LED inks, driven by

stricter global environmental regulations and brand owners’ sustainability commitments. Additionally, the push toward mono-material packaging influenced the development of new ink and coating technologies,” Ohba added.

Paul Edwards, VP of the Digital division at INX International Ink Co., considered the packaging market from the digital printing perspective.

“Looking at the digital packaging ink market. I would say it was a progressive and exciting year,” said Edwards. “It is clearly the early days of the analog to digital transformation in packaging. However, there is no doubt people can see the opportunity taking shape and growing. Brands have become aware of the technology and are showing interest in its ability to provide differentiation through product advertising. It should be noted the technology is developing to address many of the applications within the packaging field.”





Consolidation in the Packaging Industry
As a trillion-dollar market, packaging printing is constantly consolidating, as many of the large converters are merging or being taken over by larger printers. In 2024, the Smurfit Kappa-Westrock combination was completed; the company's net sales reached approximately \$7.5 billion in 4Q 2024 alone, or approximately \$33 billion for the full year. The International Paper and DS Smith merger, completed early in 2025, has combined sales of \$28 billion.

There is one major merger currently underway. If completed, Amcor and Berry Global will have combined revenues of \$13 billion.

Ohba said that the consolidation of major packaging converters is reshaping the industry by creating larger, globally integrated supply chains, adding that this trend presents both challenges and opportunities.

"For instance, standardization of materials and inks across multiple regions has become a priority for multinational packaging groups," Ohba pointed out. "We see a stronger focus on cost efficiency and supply chain resilience has

led to increased demand for value-added services, such as regulatory compliance support and technical consultation. Sustainability commitments from large converters are accelerating the adoption of low-VOC and recyclable ink technologies."

Aldred said that the consolidation among converters ultimately strengthens market power, streamlines supply chains, and pressures smaller players. "In packaging inks, fewer but larger customers demand customized, sustainable solutions and stricter compliance," added Aldred. "This drives competition, innovation, and the need for strategic partnerships.

"Consolidation also fosters global synergies and the adoption of best practices across markets, enabling companies to operate more efficiently and collaboratively," Aldred noted. "These synergies can help navigate the challenges that may occur in a complex global environment that is shifting from a historically globalized model to a more multi-domestic approach."

Dr. Wiedmann said that the ongoing consolidation in the converter market, driven by relentless cost pressure, is

driving increased standardization.

"Since we are strategically positioned between major suppliers in the chemical industry and large converters as customers, these dynamics require us to maintain exceptional competitiveness," Dr. Wiedmann said. "To address this, we as an ink and coating supplier are committed to scalable platforms and products.

"Here, our focus is primarily on innovations in the areas of flexo inks, NC-free inks, and water-based platforms such as our UniNature ink system, as well as the further expansion of our Circular Economy Coatings (CEC) unit as an additional platform for the targeted development of circular functional coatings," Siegwerk's CEO added. "In addition, the increasing global reach of





converters requires that ink suppliers also have a global presence to ensure consistent R&D, quality, and supply chain management.

“Looking ahead, several trends will shape the market in the future,” Dr. Wiedmann concluded. “The integration of digital technologies and the increasing emphasis on sustainability are expected to drive demand for advanced, eco-friendly ink and coating solutions. Furthermore, the rise of smart factories and industrial automation is likely to increase the need for high-performance, versatile inks and coatings.”

Trends in Packaging

With the growing interest in recycling and sustainability, there have been slight shifts toward water-based inks and paper-based packaging among consumer brands.

Flint Group’s Aldred said that the packaging market is continuously evolving, driven by sustainability, improved functionality, food waste reduction, regulatory compliance, and the increasing influence of branding.

“Over the decades, packaging and label formats have undergone significant transformation, and this evolution continues,” Aldred continued. “Materials have shifted not only from plastic to paper but also from glass to plastic. Similarly, labeling has advanced from traditional glue-applied labels to full wrap-around and shrink labels, offering greater efficiency and design flexibility.

“However, packaging decisions go beyond a simple choice of paper versus plastic

or plastic versus glass,” Aldred added. “The true priority is ensuring product protection, minimizing food waste, maintaining product security, and using materials that comply with regulations while supporting recyclability.”

Edwards said that there is no doubt that from a digital perspective, we are seeing interest in the use of paper-based products.

“As digital enters new markets, it is often the case where we see the convergence of digital and other trends in packaging align,” Edwards reported.

“Customers and brands would like to take advantage of digital print, especially when new packaging technologies emerge and grow. A move from plastic

to paper is indeed a trend. It aligns with the implementation of digital print, lower volumes, and where new applications are a sweet spot for digital,” added Edwards.

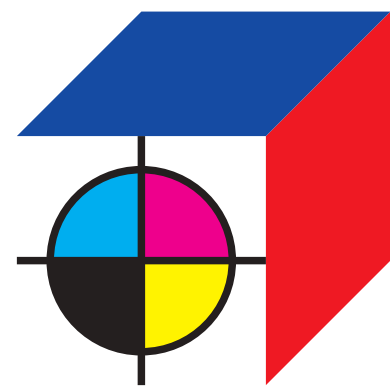
Ohba said that the shift toward fiber-based packaging is growing.

“Regulatory pressures in Europe, Japan, and North America are driving brands to explore paper-based alternatives to plastic packaging,” Ohba observed. “However, one of the biggest challenges remains functional performance. Many brands are looking for barrier coatings and high-durability printing solutions to ensure that paper-based packaging can match plastic in areas like moisture resistance, grease resistance, and shelf life. At Toyo Ink, we are actively developing water-based and recyclable ink systems that work seamlessly with paper-based substrates while maintaining high-quality print performance.”

“We see that brands are sensible in their choice of packaging materials,” Dr. Wiedmann said. “For many of them, paper has its place in their material portfolio but always with the need for optimal performance when used. This is particularly the case when evaluating multi-material packaging solutions, looking for a paper-based alternative option.

“Apart from product protection, we are also seeing increased demand for paper that enables a higher shelf impact, particularly with higher gloss levels, but which is still fully circular,” Dr. Wiedmann added. “Here, brands need to consider





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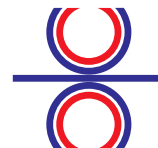
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several aspects when sourcing solutions that are a commercial fit.

“However, in a constantly evolving packaging and packaging waste regulation landscape, it is not so easy to choose the right technology for future-proof investments in materials and formats,” Dr. Wiedmann reported. “Adaptation to sales channels, digitization, consumer acceptance and the uncertain geopolitical environment, which could have a significant impact on costs, play an important role here. For this reason, switching materials is not as easy as one might wish.”

Sustainability and Regulatory Concerns
Not surprisingly, regulatory issues and sustainability are major topics for brand owners and printers. Ink manufacturers are responding to these concerns.

“New sustainable materials, which include paper-based products with

functional coatings and rigid offerings based on fibrous materials, are growing in popularity with brand owners,” added Edwards. “And in many cases, digital print offers an effective way to provide the printing process.”

Aldred noted that sustainability and regulatory compliance remain top priorities for packaging and label printers, as well as brand owners. However, to achieve true sustainability, businesses must not only assess their own environmental impact but also consider the footprint of their suppliers.

“As regulations affecting the packaging and label industries continue to evolve, it is more critical than ever to collaborate with suppliers who proactively address current requirements and prepare for future compliance, ensuring long-term sustainability and regulatory alignment,” added Aldred.

Ohba said that sustainability and regulatory compliance are at the center of every major packaging innovation today.

“Governments are implementing stricter packaging regulations, such as EU Packaging and Packaging Waste Regulation (PPWR), Extended Producer Responsibility (EPR) laws in North America, and Japan’s Plastic Resource Circulation Act,” he said. “Overall regulatory requirements are driving increased demand for low-migration inks for food and pharmaceutical packaging as well as PVC-free, NC-free, solvent-free, and water-based inks.”

Dr. Wiedmann said that in today’s rapidly evolving market, sustainability and regulatory concerns are of critical importance to brand owners and printers alike, noting that the drive towards environmentally friendly practices and compliance with strict regulations continue to reshape the industry.

“As a result, it is becoming increasingly important to navigate the complex regulatory landscape,” Dr. Wiedmann added. “In Europe, for example, initiatives such as the German Printing Ink Ordinance, the European Green Deal and the Packaging and Packaging Waste Regulation are setting new standards for the industry. Complying with these regulations ensures product safety and market access but also requires systematic processes and continuous adaptation to new legal requirements.”





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Pioneering automation and innovation: The Postpress Alliance at Hunkeler Innovation days 2025

The Hunkeler Innovationdays (HID) 2025, held from February 24-27 in Lucerne, Switzerland, was a landmark event for the printing industry. It marked the second official joint trade show for the Postpress Alliance following drupa 2024.

Founded in 2019, the Postpress Alliance is a collaborative initiative between MBO and H+H, joined by other key players in the postpress sector, including Hohner, BOGRAMA, baumannperfecta, and Wohlenberg. Their participation at HID 2025 was a major highlight, showcasing a unified approach to delivering cost-effective, automated, and high-performance solutions for the postpress market.

For MBO and H+H Komori Group, HID 2025 provided the perfect platform to present their cutting-edge solutions in postpress processing. The event's theme -- product reliability and cost-effectiveness, driven by automated cross-process product solutions with open interfaces -- aligned seamlessly with the collaborative spirit of the Postpress Alliance, which aims to redefine how automation and integration can enhance postpress workflows and production efficiency.

In addition to showcasing these solutions, the 15th HID emphasized the crucial role of networking in the printing industry, with the motto "CONNECT" taking center stage. This motto provided a



distinct and memorable experience for participants, highlighting the importance of fostering connections between companies, technologies, and people in driving the future of the printing sector.

The Postpress Alliance's participation, with its focus on integration and collaboration, aligned perfectly with this theme,

reinforcing the importance of forming partnerships and sharing knowledge to push the industry forward.

Postpress Alliance: A Collaborative Force
The Postpress Alliance was a standout feature of HID 2025, representing the collaborative efforts of MBO, H+H, Hohner, BOGRAMA, baumannperfecta, and Wohlenberg. This strategic partnership highlighted how combining each company's specialized technologies can create an integrated, highly automated, and cost-effective workflow in the postpress environment.

Attendees witnessed the power of collaboration as the Postpress Alliance demonstrated a wide array of solutions aimed at enhancing productivity, minimizing downtime, and optimizing postpress processes. The motto for HID 2025 -- "Together stronger and more innovative" -- resonated with the spirit of the alliance, which sought to bring





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Highlights from the Postpress Alliance Booth at HID 2025

H+H M9 with MBO Unwinder UW23 & SVC23

A central feature of the Postpress Alliance booth was the H+H M9 system, integrated with the MBO Unwinder UW23 and SVC23. This setup showcased the future of small-format digital finishing, with the system designed to process roll-fed material in the most cost-effective manner. The M9 system proved capable of efficiently handling even the smallest formats while ensuring smooth material handling and precision cutting. The system demonstrated the core theme of HID 2025 -- how automation and integration between systems can provide enhanced efficiency and reliability. By using the M9 along with MBO's advanced unwinder and cutter, the system enabled quick, seamless operations with minimal manual intervention, making it an ideal solution for high-volume digital finishing.

Digifinisher HHS-Futura by Hohner with MBO UW23 Unwinder

Another key attraction was the Hohner Digifinisher HHS-Futura, showcased in roll-fed mode alongside the MBO UW23 unwinder, SVC525C cross cutter, and folding machine. This setup demonstrated selective finishing capabilities, including variable page numbers and variable

cutting thicknesses, essential features for the flexible demands of modern digital print workflows.

The Hohner system, integrated with MBO's unwinder and cross-cutter, showcased the power of automation in achieving highly customizable finishes without sacrificing efficiency. The inclusion of the MBO CoBo-Stack 30i robot was a highlight, as it demonstrated how collaborative robots can autonomously handle finished products, reducing manual labor and streamlining the postpress process.

This configuration underlined the importance of flexibility and automation in postpress systems, providing a solution for enhancing product variety while maintaining operational efficiency.

The Future of Postpress: A Vision of Automation and Efficiency

The overriding theme of HID 2025 was clear: the future of postpress lies in automation and cost-effectiveness. The Postpress Alliance demonstrated how integrated systems can drive efficiencies, reduce costs, and improve product quality. As the printing industry continues to evolve, solutions that combine flexibility, automation, and reliability are becoming more essential than ever.

The Postpress Alliance's presence at HID 2025 highlighted how the future of postpress processing will increasingly rely on open interfaces and cross-process

automation. By bringing together some of the most innovative companies in the sector, the alliance showcased a comprehensive range of solutions that will shape the future of printing.

Looking Ahead: A New Era of Collaboration and Innovation in Postpress

HID 2025 was a resounding success for the Postpress Alliance, with its first-ever participation serving as a major highlight. The collaboration between MBO, H+H, Hohner, BOGRAMA, baumannperfecta, and Wohlenberg offered visitors a glimpse into the future of postpress technologies, where automation, cost-effectiveness, and open interfaces will define the next era of printing.

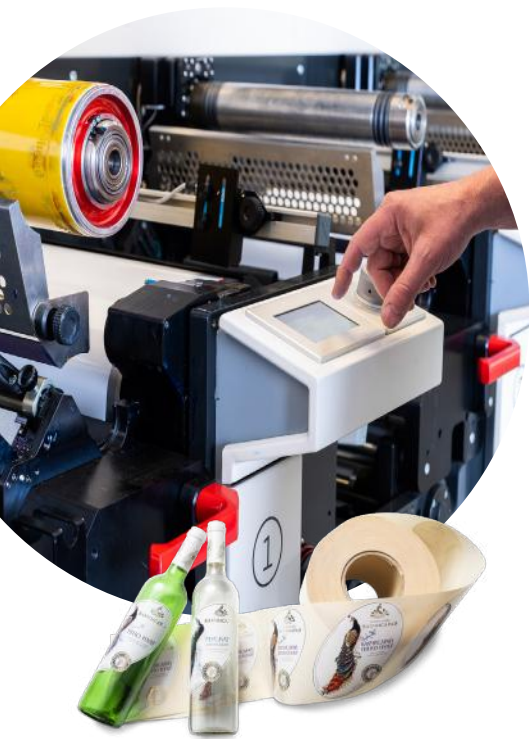
The innovations presented at the booth provided valuable insights into the future of postpress production, showcasing how businesses can enhance efficiency, optimize workflows, and reduce costs through cutting-edge automation. As the event came to a close, it was clear that the Postpress Alliance had successfully demonstrated the power of collaboration and innovation in shaping the future of the print industry.

The success of HID 2025 marks the beginning of a new chapter for the printing industry, one where collaboration and technological advancements will continue to drive progress and shape the future of postpress.



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The next evolution is transactional direct marketing. It shares personalised, highly targeted, mail pieces when specific actions or events are undertaken in a customer's journey such as purchase confirmations, account updates, or reminders. One example of this is when mail is triggered by an abandoned online shopping basket. Powering successful transactional direct marketing are:

- Hyper personalisation using data and analytics that create communications tailor made for each recipient. This can be a discount just for them, a promotion in response to feedback or a message that recognises their interests. Personalisation is a cornerstone of success according to Keypoint Intelligence's 2024 North American Consumer Communication Business Survey of 501 executives responsible for direct marketing and transactional communication activities projects. It found 69% of businesses are tailoring communications through versioning.
- Artificial Intelligence (AI) that is increasingly shaping how marketers plan, execute,



and analyse campaigns. It is helping communications become more dynamic and data driven by responding in real time with smarter targeting and enhanced personalisation. Following analysis of performance data campaigns can be adjusted.

- Interactivity that uses QR codes, augmented reality (AR), and personalised URLs to grab attention and encourage

people to take action. They connect physical mail and the digital world.

- The omnichannel approach that combines transactional direct mail with other marketing channels to create a seamless experience. It reaches people in the right way, at the right time, to achieve the most effective connection. AI-powered personalisation helps develop custom content while behavioural targeting tracks customer behaviour and a unified brand experience ensures consistent messaging across all platforms.

At the same time many businesses and consumers prefer printed transactional documents to digital alternatives because of their tangible nature, security, and reliability. They also value its:

1. Trust and credibility -Printed statements and invoices often carry more perceived legitimacy than digital versions, reducing



Transactional print's

?

the risk of fraudulent activity and enhancing customer trust.

2. Personalisation and customer engagement –for businesses, personalising transactional documents with targeted messages, offers, and relevant information, turns routine communications into marketing opportunities. Often relevant, paid for, third party marketing is included and compensates for some of the printing costs. This is also referred to as transpromo.

3. Regulatory compliance -Industries, such as finance, healthcare, and insurance, require printed documentation for compliance and record keeping purposes.

4. Ability to combat digital fatigue – For those experiencing digital overload, physical documents for important communications are preferred. They are retained too.



JICMAIL's latest figures report the average lifespan in the home for business mail before it is filed or thrown away is now 8.7 days. For direct mail it is 7.4 days.

5. Accessibility – Printed statements are more accessible to customers with limited digital access.

These are among the reasons why transac-

tional direct mail will continue to remain a valuable communication channel for businesses looking to connect more effectively with their customers. It is a medium that builds loyalty, engenders trusts, and strengthens relationships.

NAPCO Research went on to say digital printing's ability to incorporate customised content is revitalising transactional documents.



UV ANALYZER FOR UV AND LED UV UNITS

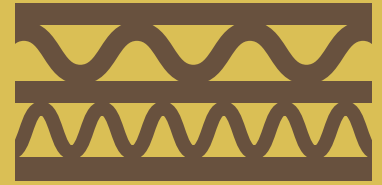
The UV Analyzer is a app-based UV radiation measuring device.

The measuring is quite easy. Put the strip on your substrate, irradiate it with UV and measure the strip with the stick. The app will show you the measured dose in mJ/cm². This dose value can be compared with your reference value to determine aging.



More information

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