

**AWA**

Alexander Watson Associates

# Introduction to Heat Shrink Sleeve Label Technologies Workshop

**November 5, 2013**

**Amsterdam, Netherlands**

**ACCRAPLY**  
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Stanford WING SLEEVEIT Graham

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**Interactive, hands-on technical workshop**

# Introduction to Heat Shrink Sleeve Label Technologies Workshop 2013

November 5 - Amsterdam, the Netherlands

## Workshop Outline

The Introduction to Heat Shrink Sleeve Label Technologies Workshop is an interactive guide to the technologies and processes involved with sleeve labels. The workshop is designed to update participants on developments in heat shrink sleeve label processing, including their background, manufacture, and end-use.

The workshop explains topics to improve the level of understanding of the production and application of heat shrink sleeves. The accompanying program details the topic areas to be covered along with a description of the content of each section. Each participant will receive a printed workshop manual and a 'glossary of terms', which will be reviewed during the course, to help participants understand the 'language' of heat shrink sleeve labelling.

The workshop, organized by AWA Conferences & Events, is supported by Accraply Inc., Bonset America and Esko and utilizes typical classroom style learning with an interactive approach.

## Target Audience

Participants at the workshop include representatives from label printers, end-users, applicators and co-packers involved with marketing, research, technical support, quality control, and production. The workshop is ideal for participants wishing to extend and update their understanding of the heat shrink sleeve label format, and those professionals needing a primer on the technical aspects of the conversion and application of heat shrink sleeve label products.

## Workshop Leaders



### **Ronny Ben-Shoshan, Product Manager - Polysack Flexible Packaging**

Ronny Ben-Shoshan is currently Product Manager at Polysack Flexible Packaging where he has worked for the past decade. His expertise lies in Machine Direction and particularly the development of machine direction High Shrink Film for various technologies (such as hot melt, UV, Laser, solvent etc). Currently Ronny is studying his Master degree of Business administration (MBA) in Ben-Gurion University in Israel where he also achieved his B.Sc in Material Engineering.



### **Tony Couling, Operations Manager - Accraply, Inc.**

Tony Couling brings over 20 years experience in the manufacture of self-adhesive and sleeve labeling equipment to the workshop. Today, as Operations Manager of Accraply Europe Limited and formerly Managing Director of the Graham Engineering Group, Tony has become a driving force in the design, manufacture and global supply of this type of equipment. With background experiences as diverse as heavy earth moving, precision metrology, and transport service equipment, he was the ideal candidate to propel the Graham Companies towards becoming a significant SME in the world of packaging equipment. Today, his much valued role within the Accraply division of Barry Wehmiller leads him towards new business horizons, where the synergies between the groups diverse product range creates exciting global opportunities.



### **Dr. Séamus Lafferty, Vice President of Sales & Marketing - Accraply, Inc.**

Séamus Lafferty, Ph.D. is Vice President of Sales and Marketing at Accraply Inc., the Minneapolis-based manufacturer of automated label application systems, as well as converting and finishing equipment for the shrink sleeve label and flexible packaging markets. Prior to its acquisition by Accraply, Séamus was president of Stanford – a brand with almost 70 years of experience in the manufacturing of Doctor Machines®, slitter rewinders and shrink sleeve finishing equipment. An academic by training, Séamus holds advanced degrees in economics, finance and economic geography. During his 10-year tenure at Stanford and now Accraply, he has become a regular contributor to training seminars on the fundamentals of slitting and rewinding, as well as on technical and marketing aspects of shrink sleeve label production.



### **George Michaels, Regional Sales Executive - Accraply, Inc.**

George Michaels is a Sales Executive for Accraply, Inc. where he is principally responsible for Machinery Sales for the Trine Roll Fed Labeler Systems. Previously with CMS Gilbreth Packaging Systems and Trine Labeling Systems for over thirty years and in his present position for the past fifteen years, he has had extensive years of experience in the roll on shrink and shrink sleeve markets.



### **Darryl Parks, Sales Manager - Bonset America**

After discharge from the U.S. Army Security Agency in 1972, receiving a B.A. degree in 1975, and finishing a career in vocational training for disabled adults ending in 1984, Darryl Parks began his career in flexible packaging as an industrial engineer with Rexam Corporation in Memphis TN. Darryl Parks moved into sales in 1989, selling flexible packaging, specialty films, and stretch sleeves in the American mid-west and southeast. He began selling shrink labels in 2002. He joined Bonset America in 2007 and began selling shrink film globally to shrink label converters.



### **Chris Stowe, Product Manager - 3D Solutions, Esko**

Chris Stowe is a graphic and print solution expert with 21 yrs experience in the packaging and print industry. Chris's experience ranges from managing colour process for large Brand Owners to running large reprographics studio's. Currently Chris heads up the development and innovation at Esko to ensure studios can meet today's demanding production and delivery challenges. His strengths lie in solution and strategy development, within consumer products and pharmaceutical / life sciences sectors. Chris is product and solution driven, focusing on utilising technology to enhance and improve processors and workflows.

# Program

08:00 - 09:00	<b>Workshop Registration &amp; Welcome Coffee</b>
09:00 - 09:10	<b>Welcome &amp; Introductions</b>
09:10 - 09:30	<b>Sleeve Label Industry Overview</b> <i>Sleeve label markets have shown the strongest growth of any label format over the last 5 years. This presentation will trace the growth of the various sleeve label formats with special emphasis on the leading heat shrink sleeve label format</i>
9:30 - 10:15	<b>Heat Shrink Sleeve Label Materials Selection</b> <i>The range of materials suited to heat shrink sleeve label technologies has increased as the format has grown to match the ever increasing demands of the label designers and end users. The discussion will describe the range of materials currently available and how they meet a diverse range of selection criteria including technical performance, cost, environmental impact, appearance, and even tactile needs. The presentation will detail the key elements in selecting a material suited to individual expectations.</i>
10:15 - 10:30	<b>Coffee &amp; Networking Break</b>
10:30 - 11:30	<b>Advances in Shrink Artwork Creation</b> <i>Using software technologies to give accurate shrink design visibility and predictability. Giving clear digital communication from design concept through to Artwork creation, ensuring final shrink results meet the defined specification and brief.</i>
11:30 - 12:30	<b>Converting Heat Shrink Sleeve Labels: Slitting, Seaming, and Inspection</b> <i>An essential component of the production of high quality heat shrink sleeve labels are the slitting, seaming and inspection stages. The discussion will advise on suitable systems and technologies with an emphasis on the essential considerations for quality, efficiency and throughput.</i>
12:30 - 13:30	<b>Lunch</b>
13:30 - 14:30	<b>Heat Shrink Sleeve Label Application &amp; Shrinking</b> <i>The application of heat shrink sleeve labels on labeling lines can vary from hand applied labels for limited volume needs to high speed, high efficiency automated lines for use with FMCG products. This requires the correct specification of product handling and application equipment; as well as the all-important selection of the appropriate shrink tunnel technology. The presentation will outline the key criteria for selecting and managing these systems.</i>
14:30 - 14:45	<b>RFS/ROSO™ Sleeve Labels - Introduction</b> <i>Roll Fed Shrink (RFS)/Roll On Shrink On (ROSO™)/MD shrink sleeve labels offer an alternative to the widely used heat shrink sleeve label or TD shrink sleeve label form. The discussion will highlight the significant differences between the technologies and the materials used</i>
14:45 - 15:15	<b>Coffee &amp; Networking Break</b>
15:15 - 16:00	<b>RFS/ROSO™/MD Sleeve Labels - Materials</b> <i>A summary of the materials currently available for RFS/ROSO™/MD style sleeve labels and an introduction to the developing materials</i>
16:00 - 16:45	<b>Application Technologies for Roll 'N Shrink™/RFS/ ROSO™/MD Labels</b> <i>RFS/ROSO™/MD sleeve label styles are applied as flat webs. The discussion highlights the differing application technologies available for applying and seaming RFS/ROSO™/MD labels on high speed, high efficiency labeling lines. Shrink tunnel considerations unique to this label form will also be discussed.</i>
16:45 - 17:00	<b>Workshop Closing Comments</b>
17:00 - 18:30	<b>Cocktail Reception</b>

## Workshop Supporters:



## Media Supporters:



## Venue

**Hotel Casa 400**  
**Eerste Ringdijkstraat 4**  
**1097 BC Amsterdam**  
**The Netherlands**  
**Telephone: +31 (0)20 665 11 71**

### Hotel

Hotel accommodation is not included in the workshop registration fee and is the responsibility of individual participants. Please make reservations by calling +31 (0)20 665 11 71 and mention that you will be attending this event in order to get the special room rate.

### Special Room Rate

Single/Double Occupancy: EUR 139,- / EUR 149,-

*\* Inclusive of breakfast, VAT and excluding 5.5% local taxes.*

Casa 400 Hotel offers a special room rate to workshop participants for bookings made before September 19th, 2013 (available on a first-come, first-served basis). Reservations can be made by calling +31 (0) 206651171.

Mention your participation in the workshop to receive the special room rate.

Please see the Hotel Casa 400 website for the terms and conditions.

## Terms & Conditions

### Workshop Fee

The registration fee includes workshop attendance, lunch, coffee breaks, cocktail reception and workshop manual. Registrations may be limited and will be accepted on a first-come, first-served basis.

### Payment

The workshop fee must be paid to confirm registration. To pay by bank transfer, please use the bank information provided below. AMEX, Eurocard/MasterCard and VISA are accepted. Make checks payable to AWA Conferences & Events.

### Cancellation Policy

Submit a cancellation in writing or by fax to AWA Conferences. You may cancel your registration for a 75% refund from the date of registration until 30 working days prior to the conference. Cancellations received between 29 and 0 working days prior to the conference will not receive a refund. If you can not attend, you may designate an alternative attendee from your company by contacting AWA Conferences. Registrants who fail to attend or cancel between the 29 and 0 working days prior to the conference are liable for the entire fee. No warranties for changes are expressed or implied. AWA Conferences reserves the right to cancel an event and commits to inform the registrant no later than 29 working days prior to the event. In this case only the registration fee will be refunded.

## Registration Form

### Introduction to Heat Shrink Sleeve Label Technologies Workshop 2013

**November 5, 2013**

**Amsterdam, Netherlands**

### Mail or Fax to:

**AWA Conferences & Events Head Office**

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2.10.03 (Tower 2, 10th Floor, Suite 3)  
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*Please use capital letters and complete all appropriate fields*

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E-mail:	<input type="text"/>	
VAT# (EU only):	<input type="text"/>	

Please register me for (please tick as appropriate):

- ☐ Please register me for the workshop for Fee EUR 695
- ☐ Please register me at the special group fee  
(when registering 3 or more company delegates) EUR 595
- ☐ I am a Brand Owner/End User – 20% discount

### To pay by credit card:

Please charge to:	<input type="checkbox"/> AMEX	<input type="checkbox"/> EUROCARD/MASTERCARD	<input type="checkbox"/> VISA
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*Payments by credit card are subject to a 7% surcharge*



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