

**AWA**

Alexander Watson Associates

# Introduction to Heat Shrink Sleeve Label Technologies Workshop

Workshop A: June 11-12, 2013 - *Limited seats left!*

Workshop B: June 13-14, 2013 - *Extra dates announced!*

Plymouth (Minneapolis), MN, USA

**LIMITED AVAILABILITY**

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**Ensure your participation today!**

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& APPLICATION DEMOS**

# Introduction to Heat Shrink Sleeve Label Technologies Workshop

## 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. It gives participants the opportunity to see the printing, converting and application process in real life. The workshop features a "Cures & Remedies" Panel discussion giving participants the opportunity to pose questions relating to quality issues, in turn the workshop supporters will give practical examples of how these can be avoided or remedied. 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, Bonset, Esko, Flint Group and Polysack Flexible Packaging and utilizes typical classroom style learning with a hands-on approach. The interactive workshop program incorporates theoretical presentations with dedicated live demonstration sessions at the Accraply and Flint Group facilities in Plymouth (Minneapolis), Minnesota, USA.

## 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.

*Due to their company policy Flint Group and Accraply, Inc. reserve the right to limit the participation to representatives from non-competing organizations only as they are unable to allow competitors to access their facilities. Therefore, all registrations are subject to approval.*

## Key Benefits of Participating

### Match Theory with Live Demonstrations

The combination of theoretical presentations and live demonstrations gives participants a visual understanding and overall better learning opportunity.

### Key Industry Presentations

Presentations from experts give greater insight into the technology meaning enhanced learning directly from the industry specialists.

### "Cures & Remedies" Panel Discussion

Given the opportunity to ask experts your quality related questions to overcome common issues. The panel includes a representative from each workshop supporter.

### Printed Manual

A copy of the printed manual which contains all content and presentations providing a reference and summary of the workshop to take away. The manual also contains a "glossary of terms".

### Unique peer networking

Informal and face-to-face networking opportunities with industry professionals.

### Career Training at an Affordable Price

For less than \$400 a day you will receive indepth training, useful for your everyday work and career development.

## Workshop Supporters

**ACCRAPLY**

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# 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.S.c 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.



## **Tom Hammer, Product Manager - Flint Group**

Tom Hammer holds the position of Product Manager, Narrow Web for North America at Flint Group. Tom has worked in the printing ink industry for more than 28 years, mostly in a technical or marketing role, holding positions in product research and development, technical management, and product manager. Tom has been an instrumental contributor in Flint Group driving the development of dedicated inks for the wider world of narrow web printing, having been involved in many of milestone developments.



## **Keith LaBombard, Senior Application Engineer & Manager of Software Training Integration, Americas - Esko**

Keith LaBombard is currently a Senior Application Engineer working in the North American Region for Esko Artwork. In this role he is responsible for Software Installations and Training for new and existing clients. He also assists Esko Artwork as an Application Sales Manager, performing the role as a technical specialist in pre-sale activities. This role allows him to lend specialized assistance to the Esko Account Managers to ensure the appropriate product mix for new clientele. Having worked within the printing industry for more than two decades, Keith has been fortunate to have used and applied Esko Artwork technologies in a number of market segments and production methods including Lithography and Flexography as well as Rotary Letterpress. His background is in the Packaging Industry specifically folding carton, labels and bags, prime labels, leaflets and shrink sleeves. Although the clientele that he served were primarily in the Confectionary, Pharmaceutical and Beverage segments, Keith is pleased to have worked and served in many different marketplaces.



## **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.



## **Dr. William Llewellyn, Vice President & Senior Consultant - AWA Alexander Watson Associates**

Bill has worked for 35 years in the packaging, labeling and coating industries in a variety of commercial, technical, and manufacturing positions. He is the author of many multi and private client market studies identifying commercial and technical data and describing market dynamics, opportunities, and competitive influences. He has organised and chaired AWA Conferences and Seminars focussed on the label, coating, and packaging industries in addition to presenting technical and commercial papers at international conferences and is author of published technical papers.



## **Rory Marsoun, Director, Software Training Development, Americas, Esko**

Rory Marsoun is a Clemson University alumni with his Bachelors in Graphic Communications and Masters in Business Administration. He spent several years working as a faculty member in the Clemson University Department of Graphic Communications with a heavy focus on flexo training, testing, and research. In his current role as Director of Software Training Deployment at Esko, he leads teams of experts who specialize in implementing Esko prepress software and flexo solutions.



## **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.



# Live Demos @ **Flint**Group

Narrow Web

Day one will take place at the Flint Group facility. At this facility we have at our disposal a Mark Andy press to show you realtime printing of shrink sleeve labels as well as common issues complemented with comments and insights of printing experts. In conjunction, Esko will provide training on artwork origination software and pre-press.



Esko prepared the artwork and donated the HD flexo printing plates

## Program Day 1

07:00 - 07:30am	<b>Workshop Registration &amp; Welcome Coffee at Crown Plaza Hotel Lobby</b>	
07:30	<b>Departure to Flint Group Facility - Transport is provided</b>	
08:00 - 08:15	<b>Welcome &amp; Introductions</b>	
08:15 - 08:45	<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>	
08:45 - 9:15	<b>Positioning of Sleeve Label Products - Promotion &amp; Marketing</b> <i>Sleeve labels must compete with other label formats to offer brand owners the optimal performance for the presentation and marketing of their products. The discussion examines how sleeve labels position themselves against other label formats, and how they offer brand owners strong options to alternative forms of FMCG marketing</i>	
9:15 - 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 - 10:45	<b>Coffee &amp; Networking Break</b>	
10:45 - 11:30	<b>HD Flexo: The New Standard in Flexo Printing</b> <i>Exceptional flexo printing starts with exceptional flexo printing plates. HD Flexo combines advancements in imaging and screening technology to enhance results on press. With enhancements to both highlight quality and solid performance, HD Flexo has the ability to significantly extend the tonal range of your images resulting in brighter, cleaner, and sharper images. This presentation will explain how the technology works and what the benefits are for every sector of the flexo printing industry.</i>	
11:30 - 12:15pm	<b>Inks For Shrink Sleeves</b> <i>Printing of heat shrink sleeve labels - TD or MD formats - is a roll to roll process involving a selection of processes, typically gravure, flexography, and, increasingly, digital. The discussion will briefly introduce these processes but focus on the criteria that need to be addressed in selecting and using ink systems suited to the demanding environment of shrink sleeves - notably the need to meet high levels of substrate shrinkage simultaneously with the demands for high levels of ink adhesion and ink performance</i>	
12:15 - 1:00	<b>Lunch</b>	
Concurrent Session	1:00 - 3:30	<b>Group A</b> <b>Sleeve Label Printing Demonstration</b>
	3:30 - 6:00	<b>Group A</b> <b>Shrink Application - Ink Testing in the lab</b>
	1:00 - 3:30	<b>Group B</b> <b>Shrink Sleeves - Communication/Design/Production Demonstration</b>
	3:30 - 6:00	<b>Group B</b> <b>Sleeve Label Printing Demonstration</b>
6:00	<b>Shrink Application - Ink Testing in the lab</b>	
6:00	<b>Shrink Sleeves - Communication/Design/Production Demonstration</b>	
6:00	<b>Departure to Crowne Plaza Hotel - Transport is provided</b>	
6:30 - 7:30	<b>Cocktail Reception</b>	

# Live Demos @



Day two will be at the Accraply facility. We will receive theoretical presentations, as well as live hands-on tutorials on the slitting, seaming, inspection, application and shrinking of heat shrink sleeve labels and roll 'n shrink labels.

Bonset and Polysack provided the film for the demonstrations



## Program Day 2

07:00 - 07:30am	<b>Welcome Coffee at Crown Plaza Hotel Lobby</b>
07:30	<b>Departure to Accraply Facility - Transport is provided</b>
08:00 - 08:15	<b>Welcome &amp; Introductions</b> <b>Dr. William Llewellyn, Vice President &amp; Senior Consultant,</b> <b>AWA Alexander Watson Associates</b>
08:15 - 09:00	<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>
09:00 - 10:30	<b>Live Demo of Slitting, Seaming, and Inspection</b>
10:30 - 11:00	<b>Coffee &amp; Networking Break</b>
11:00 - 11:45	<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>
11:45 - 12:45pm	<b>Lunch</b>
12:45 - 2:00	<b>Live Demo of Application &amp; Label Shrinking</b>
2:00 - 2:15	<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>
2:15 - 3:00	<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>
3:00 - 3:30	<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>
3:30 - 4:00	<b>Coffee &amp; Networking Break</b>
4:00 - 4:45	<b>Live Demo of Application of for Roll 'N Shrink™/RFS/ ROSO™/MD Labels</b>
4:45 - 5:45	<b>Quality Issues – Cures &amp; Remedies Panel</b> <i>Heat shrink sleeve labels provide for the highest quality, 360 degree graphics essential in the marketing and presentation of consumer products in today's highly competitive retail environment. There are many areas where the quality of the final product can be prejudiced by incorrect material selection, operating practices or lack of attention to detail. The discussion will use practical examples of common quality issues and discuss how these can be avoided or remedied</i>
5:45	<b>Workshop Closing Remarks</b>
6:00	<b>Departure to Crowne Plaza Hotel - Transport is provided</b>

# Workshop Supporters



A BARRY-WEHMLER COMPANY

Stanford Trine SLEEVEIT Graham

Website: [www.accraply.com](http://www.accraply.com)

Email: [sales@accraply.com](mailto:sales@accraply.com)

**AWA**

Alexander Watson Associates

Website: [www.awa-bv.com](http://www.awa-bv.com)

Email: [info@awa-bv.com](mailto:info@awa-bv.com)

**Accraply** - a division of Barry-Wehmler Companies, Inc. is a worldwide provider of label application equipment for a multitude of industries, as well as converting equipment for the flexible packaging and shrink sleeve label converting industries.

**Stanford** - Well known in the converting industry for its Doctor Machine®, provides material suppliers with the latest equipment in shrink sleeve seamers, slitter rewinders, and roll-to-roll winding machines capable of processing the most challenging materials.

**Trine** - Roll-fed labeling equipment is used by the world's most respected companies to label soft drinks and dairy products as well as many other roll-fed labeling applications.

**Graham, Sleeveit** - Known for advances in shrink sleeve label application technology and high-quality custom labeling solutions, offering shrink sleeve label application equipment, shrink tunnels, and unique product handling technology for beverage, cosmetic, industrial, and pharmaceutical products.

AWA Alexander Watson Associates is a global business-to-business market research, publishing, and advisory services company with a unique focus on the specialty packaging, coating, and converting industries. Established in 1971 by Alexander Watson, the company has a reputation for providing focused, practical, reliable, and cost-effective information, and for a high degree of integrity in maintaining the confidentiality and trust of its industry information sources. As an added guarantee of consistency and quality assurance, AWA's Principals are personally involved at every stage of a project.

AWA Conferences & Events was established to expand AWA's platform of expert services for the specialty packaging, coating, and converting industry and regularly organizes events in these markets, which are particularly valued for the industry networking opportunities they provide, as well as for their in-depth content.



Website: [www.bonset.com](http://www.bonset.com)

Email: [sales@bonset.com](mailto:sales@bonset.com)

Bonset America Corporation is a global supplier of heat-shrinkable films for heat-shrinkable labels. A subsidiary of C.I. Kasei Company, Ltd. of Tokyo, Japan, Bonset America represents the first U.S. venture by any Japanese heat-shrinkable film manufacturer. Located in the heart of North Carolina's Piedmont Triad, Bonset America combines the aesthetics of a natural setting with high-tech manufacturing processes. Bonset's PVC, PETG, and OPS films are used for printed full-body sleeves for labeling, bundling, and proofing of many different consumer products.

**ESKO**



Website: [www.esko.com](http://www.esko.com)

Email: [info.eur@esko.com](mailto:info.eur@esko.com)

Esko is a global supplier of integrated solutions for packaging, sign and display finishing, commercial printing and professional publishing. Its products and services help customers raise productivity, reduce time-to-market, lower costs and expand business.

**FlintGroup**  
Narrow Web

Website: [www.flintgrp.com](http://www.flintgrp.com)

Email: [info.narrowweb@flintgrp.com](mailto:info.narrowweb@flintgrp.com)

Flint Group is dedicated to bringing colour and function to the printing and packaging products that consumers touch, see and use each day.

Flint Group offers a product portfolio spanning inks, blankets, pressroom chemistry, flexographic plates and sleeves, consumables and colourants. With global resources, local service and personalised expertise, Flint Group provide printers, publishers, packaging printers and converters with the most reliable products in the most streamlined fashion.



Website: [www.polysack.com](http://www.polysack.com)

Polysack Flexible Packaging is Israel's leading manufacturer of high quality mono-oriented films. A kibbutz-based company, it is an international leader in its field. Staffed by 150 employees, Polysack is a multinational enterprise with marketing and production facilities in Israel and Brazil. The Polysack Group consists of Polysack Agriculture and Polyphane - its flexible packaging division.



## Venue

**Crowne Plaza West**  
**3131 Campus Drive**  
**Plymouth, MN 55441**  
**USA**  
**Telephone: +1 763 559-6600**  
**Fax: +1 763 559 7516**  
**Reservations line: 1-800 227 6963**

## Hotel

Hotel accommodation is not included in the workshop registration fee and is the responsibility of individual participants. Crowne Plaza West offers a special room rate to workshop participants based on availability (first-come, first-served basis). Please make reservations by calling 1-800 227 6963 and mention **AWA Alexander Watson Associates** in order to get the special room rate.

## Special Room Rate available till May 20th, 2013

Special rate is \$117 for a standard guest room

*\* Room rates are quoted exclusive of applicable state and local taxes (which are currently 13%) or applicable service, or hotel-specific fees in effect at the hotel at the time of the meeting.*

## Terms & Conditions

### Workshop Fee

The registration fee includes workshop attendance, return transfer from the Crowne Plaza West to workshop venue, lunch, coffee breaks, cocktail reception and workshop manual. Registrations may be limited and will be accepted on a first-come, first-served basis. Accraply, Inc., Bonset America, Flint Group and Polysack Flexible Packaging reserve the right to limit the participation to representatives of non-competing organizations.

### 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 event. Cancellations received between 29 and 0 working days prior to the event 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 workdays prior to the event 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

**Workshop A: June 11-12, 2013**

**Workshop B: June 13-14, 2013**  
**Plymouth, MN, USA**

### Mail or Fax to:

**AWA Conferences & Events Head Office**

Koningin Wilhelminaplein 13  
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www.awa-bv.com

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Please register me for (please tick as appropriate):

☐ **Workshop A (June 11-12)** for Fee US \$ 795\* (LIMITED SEATS AVAILABLE)

☐ **Workshop B (June 13-14)** for Fee US \$ 795\*

☐ I have a promotional code

*\* Accraply, Inc., Bonset America, Flint Group and Polysack Flexible Packaging reserve the right to limit the participation to representatives of non-competing organizations*

### To pay by credit card:

Please charge to: ☐ AMEX ☐ EUROCARD/MASTERCARD ☐ VISA

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**Payments by credit card are subject to a 7% surcharge**

AWA Alexander Watson Associates

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