

# Focus on LabelExpo

had already been rebooked for LabelExpo Europe 2009 – the show's highest rebooking rate yet.

## Atlantic Zeiser launches modular RFID label encoding system

Atlantic Zeiser, supplier of personalisation and encoding systems, has introduced Tagline, a system for pre-personalisation of RFID products such as smart labels and smart tickets. Tagline combines RFID chip quality control with personalisation for the first time, says the company.

The modular system encodes and runs quality control on RFID tags and prints or marks the label using inkjet technology. Atlantic Zeiser positions Tagline as an ideal solution for smart ticket and smart label applications that must adhere to strict quality and accuracy specifications – such as in the pharmaceutical and food industries, public transport, and baggage tracking at airports.

The core component of Tagline consists of a patented drum within the programming unit. Tagline utilises eight independent encoding units within the read/write cycle. This process ensures that the information sent to a transponder or tag is correctly stored, enabling fast, accurate production of up to

40,000 labels an hour. Labels can then be printed with variable data, such as serial numbers, barcodes, security features or graphics, without any loss in production speed.

Tagline's modular system can be extended with additional optional components. The individual add-on components enable the customer to select which inkjet printing system best suits their needs with respect to quality and print speed. In addition, the Omega 36/36i inkjet printing system, featuring drop-on-demand technology and a corresponding dryer for proprietary inks, can be integrated in the Tagline. The ability to use spot colors enables labels or tickets to be digitally printed to flexographic print quality.

'Thanks to the inline quality control system in Tagline, we can guarantee virtually 100 percent quality control, meeting even the strictest requirements of the Food & Drug Administration in the United States,' said managing director Oliver Mehler.

## Foiling the pirates

K Laser Technology Inc. are Taiwan suppliers of holographic films, paper, hot stamping and cold security foils primarily used for authentication, packaging, design enhancement, and promotion. Their extensive experience in this market has enabled them to develop cost-effective customer-oriented solutions that meet the customer's security and marketing objectives.

At LabelExpo, K Laser was keen to convey a concept that Holograms are not only about laser light, they are an art form, and such products should be treated as an artifact.

K Laser launched their brand new 'Over UV Printable Cold Foil' that allows for printing on top of the cold foil surface. They also offered hot stamping foils, pure holographic papers, and holographic customised image solutions, all of which were on show at this year's event.

All of the K Laser products on show could be used on labels to enhance and add value to the product. More specifically, K Laser also launched a holographic fragile, tamper proof label that can be applied by hand and auto-

labeling equipment. The new product can be used on the cap of a bottle for security purposes. When you remove the cap, the label self destructs offers a dual benefit of authentication to prevent and deter counterfeit attacks.

## Inspection protection

Daco Solutions supply an impressive range of label inspection, rewinding, die cutting and slitting equipment and look to LabelExpo as a source of feedback from clients as well as a supply stream for new orders.

This year saw the introduction of three new machines, a re-vamped SI330 inspection rewinder, the SI330 which now offers higher web speeds of 300 m/minute and an impressive range of features as standard. The Daco PLD rotary die cutter with a semi

automatic turret rewinder brings users the benefits of turret rewinding without the associated setup times. The PLD is ideal for customers producing labels for thermal transfer printers where short to medium runs can now be manufactured cost effectively.

However their latest introduction, the DTR330 V offers true 100% print quality inspection. In partnership with PC Industries, the Guardian PQV can be installed on any type of printing press or inspection rewinder. By working together Daco and PC Industries both modified their existing equipment to produce a machine that can run in both directions, once a fault is found, the DTR reverses the fault onto the splice table for acceptance or correction, the label is then passed under the camera in the forwards direction for re-inspection giving true 100% inspection of all labels.

Users are able to define zones for inspection and all jobs can be archived so that they are available for later use when repeat orders occur. On-press the system generates a 'roll map' and records defective images and recognises defects at speed that can be as small as a missing or damaged 'comma' in 3-point type.

Ideal for screening pharma labels the equipment recognises and controls 1D and



K Laser's new dual tamper proof authentication label

