



ORGANIZED flow within the Anro plant

capable of. With the current machines it can run a roll of material through to be printed, and then re-registered the same roll and run it through the press again to create a top layer, peel-away film.

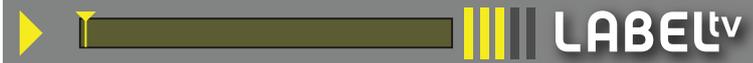
It has created what Silva calls the 'Magicuento' or 'Magic Book', which is a sheet of material with multiple scenes and stickers with removable adhesive. 'It gives the kids something to do while mom is still shopping around the store,' explains Silva. 'We're in the process of obtaining a Trademark for the idea because we think there's great opportunity to apply the complex interactive labels to flexible packaging. It can be combined with a promotional coupon or recipes – anything can be printed to provide the consumer more value by selected a product with Anro specialty labels.'

'Tarjetas Magicas' or 'Magic Cards' is another Etiquetas Anro development. The Magic Cards are coated with a proprietary water-soluble coating that disappears to reveal an image. Here the cards can be used for kiddie fun or serious security with foiling and other covert applications combined. Again, this type of label can be used in conjunction with promotional tickets and with scratch-off coatings to enhance the consumer experience in the store and at home while the product is in use.

Silva says, 'We really try to understand the need of customers and apply this knowledge with our technicians and managers to develop new applications to solve problems they never knew they had.'

Moving forward the converter might move into shrink sleeve production. But its next investment will most likely be in plate making equipment, mostly because of the speed to production; also, since ninety percent of platemakers in Mexico are in-house shops, bringing plate production into Etiquetas Anro will improve plant security and its ability to service clients with confidential services. Operations management is currently reviewing the Kodak and DuPont equipment.

Silva concludes, 'We produce add-value products that can cost a bit more, but believe that our clients will pay because they want what Anro has to offer.'



SEE the magic card video at www.labelsandlabeling.com/label-tv

THE INSIDER

A ROUND-UP OF THE LATEST GLOBAL LABEL STORIES



THE Nanocleaner parts washing system

NANOVIS LAUNCHES SUSTAINABLE CLEANING SOLUTION

Swiss company Nanovis GmbH launched at Labelexpo Europe its Nanocleaner inking parts cleaning machine, which features an integrated 'infinite' recycling system for the solvent-free cleaning agent. The Nanocleaner works by constantly separating the cleaning agent from the printing inks, leaving only a small residue of solid ink waste to be disposed of. The cleaning agent is then made available for reuse.

'This beats the conventional cleaning process in the consumption of consumables and disposal costs,' comments Christoph Schönenberger, sales manager at Nanovis. 'It is not only more efficient and less costly, but more considerate towards environmental concerns and worker safety.' Schönenberger says the unit will help converters looking to achieve environmental protection certifications such as ISO14001, and the system has already won Swiss and European sustainability awards.

The Nanocleaner is also an efficient cleaning system, taking just five minutes to clean ink-contaminated doctor blades, chambered blades, ink trays and other inking system parts. Low migration inks present no problems for the system, says the manufacturer.

The unit does not discharge harmful vapors or odors and is silent in operation, meaning it can be placed next to the printing presses without additional investment in ventilation devices or separated cleaning rooms. 'Combined with its low consumption of consumables the system pays for itself within a short time,' says Schönenberger.

Nanovis is now looking to develop a worldwide sales network for the Nanocleaner.

PAMARCO TO EXPAND MANUFACTURING CAPABILITIES

Anilox supplier Pamarco Global Graphics has acquired the base roll manufacturing assets of the former CNW in Cincinnati, Ohio. All equipment will be relocated to a new facility in Walton, Kentucky, located approximately twenty miles south of Cincinnati.

'This strategic acquisition of base roll manufacturing capability complements the small roll manufacturing capability of the offset division, positioning Pamarco as the only vertically integrated anilox roll producer in the United States,' said the company in a statement.

Featuring a large library of blueprints, and capacity from 10in to 23in face length, Pamarco will now have the ability to manufacture custom single roll orders as well as large multiple cylinder gravure, anilox, emboss and air mandrels.