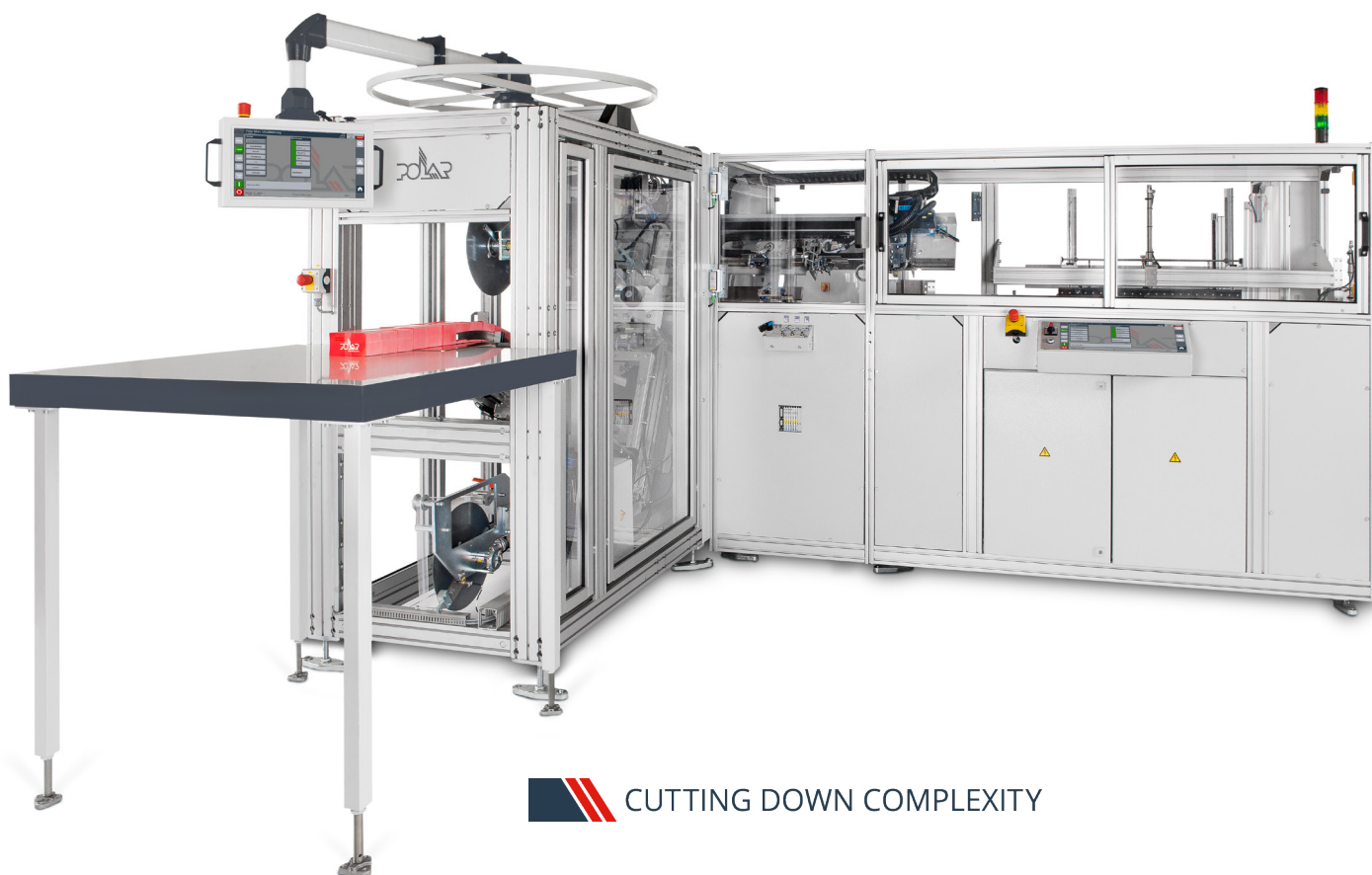




WHITE PAPER

02

Sustainability, rising costs, a lack of skilled workers - the **label industry** is undergoing a transformation and needs to adapt. Label expert Ronny Pattar from POLAR Mohr on the current developments and new projects at the market leader.



Developments in the label industry and the response from POLAR

Mr. Pattar, how has the label industry developed over the past two years?

In the last two years, the emphasis has very much been on automating label finishing. This area has always been extremely labor-intensive, and remains so. Work steps such as jogging, cutting, die-cutting and packaging need to be automated in order to save costs. But this development is also caused by the difficulties in finding qualified staff for finishing work.

What developments in this area are we seeing at POLAR?

At POLAR, we have invested a lot in the new industrial controller, which has been implemented on a few machines since 2021. Remote maintenance, track-and-trace system, modern alert management and reporting are all important aspects in automation and a big step towards Industry 4.0 (4IR). A strong argument in terms of efficiency is also that by saving parameters, the set-up times can be reduced by 50%. Our systems save time and personnel and help customers produce in a more sustainable way.

The more stringent requirements for tobacco products are one very hot topic - how is POLAR responding here?

Exactly, from 2024, an EU regulation requires all tobacco products to be provided with a tamper-proof feature. "Tax labels" meet these requirements. The requirements relating to the size of these labels have also changed, though, from 20x42 mm to 12x32 mm.

This new, smaller format cannot be cut on every cutting machine - our portfolio includes the SC-25, the perfect machine for this format. We are not the only pro-

vider here, but our die cutter is impressive, with up to 26 cycles per minute, an extremely accurate measuring system and the duo banding device.

LabelExpo in Europe has recently been canceled - what was POLAR planning to showcase there?

In Brussels, we would have liked to present the new DCC-12 die cutter. The cancellation of the trade fair is very hard on us. POLAR can sense that sustainability is becoming increasingly important in the area of labels. Self-adhesive labels could come under more pressure in the future, because fewer than 9% of them can be recycled. The market is therefore increasingly looking towards IML labels. This kind of label is 100 percent recyclable. For this reason, POLAR is focusing on the DCC-12, a counter-pressure die cutter. The machine has been specially developed to process IML cost-effectively. POLAR is the only company with a solution for die-cutting IML material without card underlay. This is an important factor for recyclability, because without a card underlay, the waste is a pure monomaterial.

What specific improvements does the DCC-12 offer for customers?

The most important point is of course our new industrial controller, the advantages of which I have already mentioned, plus the avoidance of card underlay. However, the 25% increase in performance is also a big plus point for our customers - our machine can manage up to 10 cycles per minute! This gives us access to the market for printing companies with dual production, i.e. paper and plastic labels. Other die cutters are not efficient enough for paper. I should also mention the rapid job change, which can be achieved within 15 minutes.

"Our systems save time and personnel and help customers produce in a more sustainable way."

Ronny Pattar, Sales Manager for POLAR LabelSystems



Last year in Heidelberg you presented DC-12 RAPID, in which a small robot is installed. Can you tell us more about this?

The RAPID is the first solution on the market offering a fully automatic, completely user-free process. Noteworthy here is the cooperation between POLAR and DIENST, which both belong to the POLAR Group - the robot in the final step packs the die-cut bundles into boxes ready for shipping.

Which customers can best benefit from the new systems?

The new die cutters are interesting options for both small and large label printing companies. The systems pay off even for small print runs thanks to the huge increase in productivity and reduction in costs.

What is your prediction for the coming years, what will happen in the label industry, and what must companies prepare for?

There will undoubtedly be further investment in automation, because as I've already said, the processes in most printing companies are still very labor-intensive. Label prices are under permanent pressure because raw mate-

rials are becoming more and more expensive. Productivity is therefore an important area in which improvements can be made: faster systems, shorter set-up times, lower personnel costs and less waste.

I also think that label printing companies will have to start offering a wider range, covering paper, IML and other options equally. This is the only way printing companies can ensure they will remain viable in the future.

Mr. Pattar, thank you very much for your time.

Thank you.

The Expert

Ronny Pattar has worked in the label sector since 1986.

From operator to finishing manager, operations manager and production manager at various companies, he has acquired extensive knowledge and international experience.

He has been working in international label sales since 2013, and has been a label specialist for POLAR Mohr since 2018.



How can we help?
Arrange an appointment with our experts
Tel.: +49 (0)6192 204-0



Family-run company and world market leader

Founded in 1906 as “Adolf Mohr, Maschinenfabrik” in Hofheim, POLAR Mohr has developed from a regional provider to the world number one for high-speed cutters and automation in the post-press sector.

As the market and technology leader, POLAR always sets new standards for innovative and reliable solutions.

Today, smart networking and efficient automation solutions coupled with best-possible ergonomics are the focus of technological innovations at POLAR.



CUTTING DOWN COMPLEXITY



POLAR-Mohr Maschinenvertriebsgesellschaft GmbH & Co. KG

Hattersheimer Straße 16-42 \\ 65719 Hofheim \\ Germany

Tel.: +49 (0)6192 204-0 \\ sales@polar-mohr.com \\ polar-mohr.com

Member of POLAR\GROUP