Applied Technology Manager Radiation Curing Silicones Europe, Interface and Performance / Evonik Industries

Dirk Schramm is Applied Technology Manager, EMEA for radiation curing silicones for Evonik Industries AG based in Essen, Germany. Evonik Industries AG is one of the world’s leading specialty chemical companies. Dirk holds a BA in Business Administration from the FOM University of Applied Sciences in Germany. Since 2008 Dirk has been responsible for the Technical Service in Western Europe, the Middle East and Africa.

10 - 11 March
Cape Town International Convention Centre
09.00  REGISTRATION WITH TEA AND COFFEE
10.00  WELCOME ADDRESS
Lisa Milburn, Managing Director, Label Expo Global Series

THE POWER OF PRINT:
MICRO AND MACRO MARKET TRENDS

10.15  KEYNOTE PRESENTATION: GLOBAL AND LOCAL MARKET ANALYSIS
• Setting the context: 2012 to present
• How has the African market evolved in the last two years?
• Forecast for the future
Filip Weynants, Director - Segment Marketing and Business Development, Labels and Packaging, Xeikon

10.45  MAKING PRINTING HISTORY: 1994 SOUTH AFRICAN GENERAL ELECTION
• Producing just-in-time self-adhesive labels
• Maintaining print quality during a 24-hour production process
• Meeting the demand from election centers across South Africa
• Lessons for the label industry
Thomas McGuigan, Managing Director, Aplha S.A. and Former Managing Director, Self Adhering Products

11.15  NETWORKING BREAK AND EXHIBITION

12.00  RECENT DEVELOPMENTS IN UV INKS FOR FOOD LABELS AND PACKAGING
• High performance inks for LED curing
• Low migration UV ink technologies for food safe packaging
• Food application examples
Mikes Olsson, Global Brand Manager, Narrow Web, Ritt Group

12.30  THE GLOBAL MARKET FOR SHRINK SLEEVE LABELS – WHERE SOUTH AFRICA FITS IN
• The production process, and how it is changing
• Global quality variations and how they may impact growth
• What the future can be, and how to get there
Dr. Sianam Lafferty, Vice President, Sales and Marketing, Acctraply Inc.

13.00  NETWORKING LUNCH AND EXHIBITION

HARNESSING NEW TECHNOLOGIES AND INNOVATING FOR THE FUTURE

14.30  TECHNICAL INNOVATION SESSIONS: A SERIES OF SHORT PRESENTATIONS GIVING AN OVERVIEW OF NICHE TECHNOLOGIES AND APPLICATIONS IN THE MARKET
• With new ‘low-energy’ UV systems, are LEDs a viable option?

15.00  ADOPTING AN ALTERNATIVE DIGITAL BUSINESS MODEL
• Traditional marketing and sales versus the internet
• Adapting your printing process to deal with short run labels
• From mass production to mass customization
Christian Morgen, WW Business Development Manager, Labels and Packaging, Hewlett-Packard India
Graham Finde, Managing Director and Co-Founder, Didget Printing and Managing Director and Founder, Trempak

15.30  DIGITAL WORKFLOW ON A CONVENTIONAL PRESS: SHORT RUN WINE LABEL CASE STUDY
• Reducing waste and make-ready time
• Achieving process stabilization and control resulting in more reliable color management
• Printer case study: CGP-ETOROLL
Pascal Duchêne, President, COMIMAG
Jean-Michel Fouquet, Chief Executive Officer, CGP-ETOROLL

16.00  NETWORKING BREAK AND EXHIBITION

16.45  BUSINESS TRANSFORMATION: Mergers and Acquisitions
• The advantages of being both ‘local’ and ‘global’
• The benefits of forming partnerships and joint ventures
• Facing the new context and restrictions
• Overcoming business transformation challenges
Ran Moore, Managing Director, Collotype Labels RSA, Multi-Color Corporation

AFRICAN CONVERTER PANEL DISCUSSION
• Overview of regional variations by country
• Developing new domestic markets
• Export markets: overcoming local and international competition
Moderator: Andy Thomas-Emans, Group Managing Editor, Labels & Labeling
Lasse Wilkoo, Managing Director, SA Litho (South Africa)
Lwazi Bdlol, Managing Director and Member, RAKO labels Cape Town (South Africa)
Sichon Ndubisi, Chief Executive Officer, Shimmer Intertechs Nairnii (Kigali)
George Phyle, Executive Director, Litho-Chrome Nigeria
Peter Frost, Owner and Managing Director, Associated Printers Zambia

END OF CONFERENCE SESSIONS
GRAND CAFÉ AND BEACH NETWORKING DINNER AND DRINKS RECEPTION
Linerless Label
An old dream come true?

Dirk Schramm
Essen - Feb 17, 2014
<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tbody>
<tr>
<td>Sales</td>
<td>15,873</td>
<td>10,518</td>
<td>13,300</td>
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<tr>
<td>Net income</td>
<td>281</td>
<td>240</td>
<td>734</td>
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<td>Employees as of December 31</td>
<td>40,767</td>
<td>33,861</td>
<td>34,407</td>
<td>33,556</td>
<td>33,292</td>
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Evonik - one of the world's leading specialty chemicals companies
The Global Release Liner Market

Global market

World market release liner: 38 billion m² (paper + film in 2012) ~ 38,000 tons of silicone @ 1g/m²

Share Filmic Liners 15%

Source: AWA Assoc. BV
Standard PSA label laminate

Weight distribution

Cost distribution (material)

Thickness: ca. 160 µm ~ 160 g/m²
Facestock: offset paper, 70-80 g/m²
Adhesive: PSA ~ 20 g/m²
Silicone: thermal silicone, ~ 1 g/m²
Liner substrate: glassine/SCK, 62 g/m²
1.6 Billion* € are thrown away!

In the end, the release liner is wasted

Ways out:

• Reduction of liner grammage /gauge
• Change of liner substrate, e.g. glassine paper vs. boPP film
• Re-use of release liner
• Recycling of release liner
• Usage of recycled release liner

Better:

Don’t use a release liner at all!

*38 billion m² Release Liners / 50% (label application) * approx. 10 c€/m² = 1.6 billion €
The idea is simple, get rid of the release liner and get the release by coating Evonik UV silicones on the printed facestock. This simple idea offers significant advantages:

- No release liner waste
- More labels per roll
- Less storage space needed

- No release liner cost
- Less transportation costs
- Less downtime in label production
For Europe, the annual consumption of release liners is estimated to be around 400,000 metric tons, the majority of this is going into landfills.

Try to estimate your costs for the handling and disposal of release liners.
Innovative Concepts

Partnerships with Linerless Innovators

- Catchpoint Labels
- Ravenwood Packaging
- ETI Converting Equipment
## Savings Potential

<table>
<thead>
<tr>
<th></th>
<th>Traditional Label</th>
<th>Linerless Label</th>
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<tbody>
<tr>
<td>Cost per Label</td>
<td></td>
<td>No cost for liner</td>
</tr>
<tr>
<td>Transport Cost</td>
<td></td>
<td>50% less</td>
</tr>
<tr>
<td>Storage</td>
<td></td>
<td>50% less</td>
</tr>
<tr>
<td>Reel change</td>
<td></td>
<td>50% less</td>
</tr>
<tr>
<td>Waste disposal</td>
<td></td>
<td>No waste</td>
</tr>
</tbody>
</table>

Go out and estimate your savings potential!
For more information please visit our website

www.evonik.com/tego-rc

Author

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