

# AWA DECTEC™ DUBAI, UAE

LABELING, PRODUCT DECORATION & PACKAGING SEMINAR

5 NOVEMBER | DUBAI, UNITED ARAB EMIRATES

# 2018

AN EXCLUSIVE EVENT FOR SEMINAR SUPPORTERS AND THEIR CLIENTS

## SPONSORS:



Taghleef Industries



## SEMINAR INFORMATION

*This event is an exclusive event for supporters of the seminar and their clients.*

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**AWA DecTec™ Dubai 2018** – Labeling and Product Decoration Seminar will be held on November 5th , 2018 in Dubai, UAE. The seminar creates a regional platform for national and international organizations to inform, educate and network, and is part of a series of bespoke industry seminars organized by AWA Conferences & Events.

The seminar will provide a comprehensive review of *labeling & product decoration and packaging* in its broader context, providing guests with information and insights in order to make informed decisions regarding labeling & product decoration to ensure a successful future.

The event will feature presentations by key industry players and suppliers, presenting available product decoration technologies, discussing today's industry issues, and giving up-to-date information on the market and product technologies, and its evolving platforms of opportunity. In addition to the formal seminar program and presentations, there will be opportunities for networking and discussions. The program of the seminar will cover presentations during the first half of the day and will conclude with a Facility Tour hosted by [Taghleef Industries!](#)

### WHAT TO EXPECT

- \* Industry Updates
- \* Market Trends
- \* Today's Key Topics
- \* Technological Developments
- \* Networking Opportunities
- \* Insight in Market Dynamics

### REGISTRATION

This event is invite-only. If you are interested in attending, please contact AWA Conferences & Events for more details.

AWA reserves the rights to screen invitees upon registration

### SEMINAR VENUE

Nassima Royal Hotel  
Plot 49 Sheikh Zayed Road  
Trade Center District Dubai, United Arab Emirates  
<http://www.nassimaroyalhotel.com/en/home>

Confirmed seminar attendance includes:

Seminar attendance, lunch, coffee & light refreshments, cocktail reception & digital seminar proceedings.

AWA has arranged a special room rate with the Nassima Royal Hotel at limited availability.

In order to make a hotel reservation\*: [Click here](#)

At the bottom of the page you will find their reservation launcher and you will need to enter the Corporate/Promotion Code: AWA.

If you wish to arrive on an earlier date, or stay additional nights, please have call the Nassima Royal Hotel at (971) 4 30 80 000 directly.

*\* Please note that these rates are only available from the 4th of November to the 5th November 2018*

### REASON TO ATTEND

- \* Learn from Industry Leaders
- \* Broaden Your Horizons
- \* Enhance Your Business
- \* Expand Your Network
- \* Explore New Market Opportunities

### HOW TO REGISTER

If you have received an invitation, please use the online registration form to confirm your attendance OR

[Click Here  
To Register](#)

Alternatively, you can contact us directly at:  
[conferences@awa-bv.com](mailto:conferences@awa-bv.com)

## SEMINAR PROGRAM

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07:00 - 08:00 **Welcome Coffee & Registration**

08:00 - 08:30 **Welcome & Introduction**  
Corey Reardon, President & CEO, Alexander Watson Associates

08:30 - 09:00 **Pioneering Change in the Global Label Market**  
Noel Kasmi, Vice President of Sales Label and Packaging Materials,  
Avery Dennison

*The global label market is characterized by its dynamic nature, with a number of trends and developments impacting the future state of the industry.*

*In this presentation the overall global label segment situation will be mapped out, including its regional development and a prediction on the future state.*

*On top an overview will be given of the seven key trends that are impacting the future state and offer both opportunities and threats to the industry.*

*A few of the major trends will be further elaborated on, including an insight in the way Avery Dennison is addressing some of these challenges.*

09:00 - 09:45 **Optimizing Rotary Die Cutting in the Converting Process**  
Keith Laakko, Marketing & Business Development,  
RotoMetrics

*An overview of RotoMetrics' unique ability to help customers overcome converting challenges. New innovations in diecutting that removes many of the challenges in converting challenging materials. Trouble shooting die cutting issues.*

09:45 - 10:30 **Coffee & Networking Break**

10:30 - 11:15 **Embracing Change**  
Amanda Jones, Business Development and Marketing Director,  
Paragon Inks

*The presentation will look at UV flexo and its position within the complete supply chain in today's and future markets, taking in the following aspects: Technology Advancements (ink manufacturing), Legislation, Print and Processing Considerations, Global Positioning on Raw Materials*

*During the presentation we will investigate new ink technologies, including: LED, Extended Gamut FPC (Food Packaging Compliant) Systems*

*Combination printing will be discussed, focusing on "Competitive or Collaborating: print processes, including: SB Gravure, Digital, WB Flexo, Off-set*

11:15- 12:00 **Shrink Sleeve Labels - The Opportunity and the Challenge**  
Séamus Lafferty, President,  
Accraply, Inc.

*The shrink sleeve label has demonstrated the fastest growth of any label format over the last decade - driven primarily by its point of purchase appeal. That said, its adoption is uneven across geographies and substantial pockets of opportunity remain for further growth. This presentation will discuss the shrink sleeve label's current position in the market, some technical considerations that underpin its success, and review the Middle East's opportunity for growth in this exciting segment of the label market.*

## SEMINAR PROGRAM

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12:00 - 13:00      **Lunch**

13:00 - 13:45      **Leading Technology for Label Production**  
Philipp Doley, Product Manager Sheetfed/Label,  
Heidelberger Druckmaschinen AG

*During their presentation, Heidelberg will share: Company Profile/Heidelberg Group facts and figures, Heidelberg Portfolio for the Printing Industry, Portfolio for Label-production (Sheetfed-Offset, Digital, Flexo-printing, Post-press, Finishing), Most efficient products for all type of Labels (IML, Wet-Glue, Self-adhesive, Wrap-around, Shrink-sleeve,...), Technical Highlights for Inmould-Label-Production (IML-Next-Generation, Heidelberg Dry-Star-LED), Push to Stop (autonomous and/or navigated printing)*

13:45 - 14:30      **Alpha Generation IML**  
Emanuela Bardi, Product Manager,  
Taghleef Industries SpA

*How should we call the generation born after year 2010? Futurist, demographer, and TEDx speaker Mark McCrindle is leading the campaign to call anyone born after 2010 a part of Generation Alpha, and they will be the most transformative age group ever. So we're asking ourselves: what will be the Generation Alpha of IML films? This presentation is a brainstorm exercise of how we see the future of IML in this continuously changing environment where sustainability, digitalization and personalization are some of the leading trends.*

14:30- 15:30      **Transport to Facility**

15:30 - 18:40      **Facility Tour**

18:40 - 20:40      **Reception & Activity**

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**Avery Dennison (NYSE: AVY)** is a global leader in pressure-sensitive and functional materials and labeling solutions for the retail apparel market. The company's applications and technologies are an integral part of products used in every major industry. With operations in more than 50 countries and more than 25,000 employees worldwide, Avery Dennison serves customers in the consumer packaging, graphical display, logistics, apparel, industrial and healthcare industries. Headquartered in Glendale, California, the company reported sales of \$6.1 billion in 2016.



**ACCRAPLY, INC.** is a global provider of labelling and film converting equipment for the shrink sleeve label industry. Comprised of the brands Accraply, Graham, Sleeveit, Harland, Stanford and Trine, they unite some of the most trusted names in product decoration and material converting. Technologies that Accraply offers include shrink sleeve, roll-fed and pressure sensitive labelling systems, heat shrink tunnels, shrink sleeve seamers, slitter rewinders, roll-to-roll winding machines and the original Doctor Machine®.



**Paragon Inks** is one of the acknowledged leaders in the manufacture, supply and service of UV inks and coatings for the web-printing field. They deliver their product portfolio and brand to the global market, offering a real "one-world" alternative to the corporate and independent printers across the world.

A sole manufacturing site supplies their national home and international market, which consists of partners and sisters, Paragon Inks AUS and Paragon Inks ZA, direct international customer base and their select one-world distributor network, covering over 63 countries across the world.

Their business philosophy is centered on the key values of integrity and partnership. The absolute belief in the commitment to continuous improvement and customer service is demonstrated by the active development of their business and the symbiotic long-term relationships with our customers, distributors, suppliers and co suppliers.



**RotoMetrics - Unlocking the Power of Precision™**

**RotoMetrics** is the world leader in providing made-to-order precision rotary cutting and tooling solutions for web converting and printing applications. These customized products are critical in the manufacturing of a wide range of tags, labels, fabricated parts and packaging items used in the consumer goods, healthcare, electrical component, automotive and industrial markets. RotoMetrics has established a unique global footprint of over a dozen manufacturing facilities spanning nine countries on five continents. RotoMetrics' unique combination of speed of delivery, reliable solutions, advanced science and exceptional people help customers succeed where they do business all over the world.



**Taghleef Industries**

**Taghleef Industries (Ti)** - is the leading supplier of specialty and high performance films for packaging, labels, industrial, and graphic arts applications. Headquartered in Dubai with manufacturing sites in nine countries on five continents, the company has annual capacity of 410,000 metric tons of BOPP, CPP, and PLA films for the global marketplace. Ti delivers intelligent packaging solutions and sustainable added value to customers and stakeholders through innovative research, high quality film products, and focused service. Ti brands include NATIVIA®, EXTENDO®, DERPROSA®, Titanium™, SynDECOR®, and VISION®.

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Heidelberger Druckmaschinen Aktiengesellschaft has been a reliable and highly innovative partner to the global printing industry for more than 160 years. We are a company with a long tradition, but at the same time we help define the future trends in our industry.

Our mission is to shape the digital future of our industry. The effects of the general digitization of society can always be seen – moving away from mass production and towards individualization.

Consolidated sales amounted to around € 2.5 billion in the 2016 / 2017 financial year. With a market share of 40 percent for sheetfed offset presses.

Together with our sales partners, around 11,500 employees in total at 250 production sites in 170 countries around the globe ensure the implementation of our customers' requirements and our continuous development on the market.