

Introducing an Essential Self- Adhesive Labelling Innovation

Catchpoint Linerless Labelling Technology.

“There is no plan B”

October 22nd and 23rd 2008.

White City Expo 2008

2 **How**
innov8

Linerless Self-Adhesive Labelling

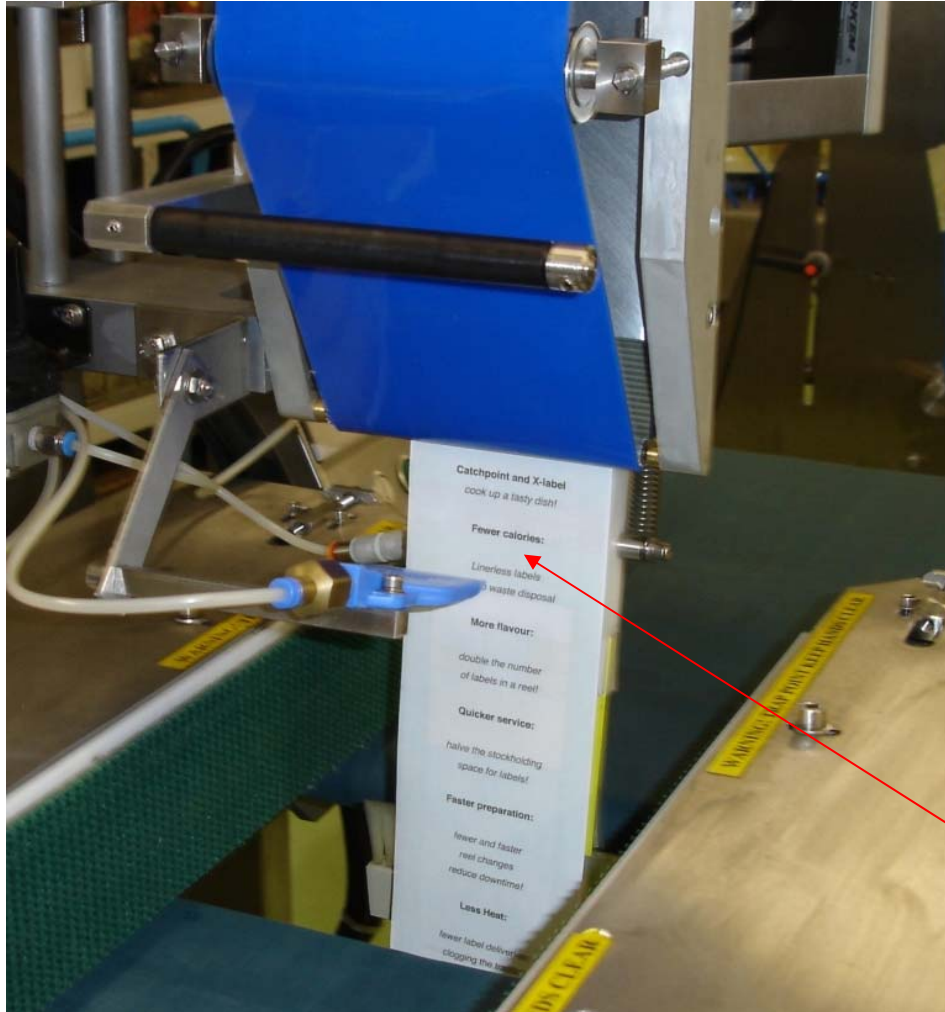
**No
Waste**

**Web fed at 1
meter per
second.**



**Printing by a
“Smart Date”
coder when the
web stops
between packs.**

Linerless Self-Adhesive Labelling

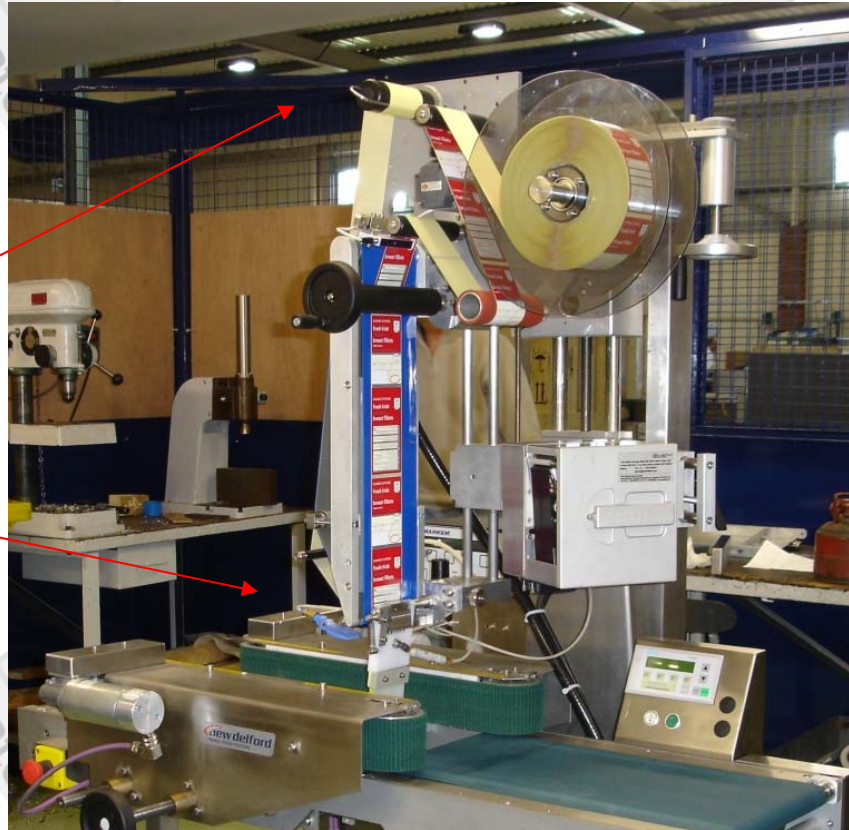


The special release belt delivers label accuracy. The “Catch” in the perforations, which define the label, ensures perfect separation.

**High Quality
Reverse Print**

Dual Function Affords Unique Flexibility.

The essential change to Catchpoint Labelling can be introduced as artworks change and Packers can provide flexibility with current labels and Linerless self-adhesive.



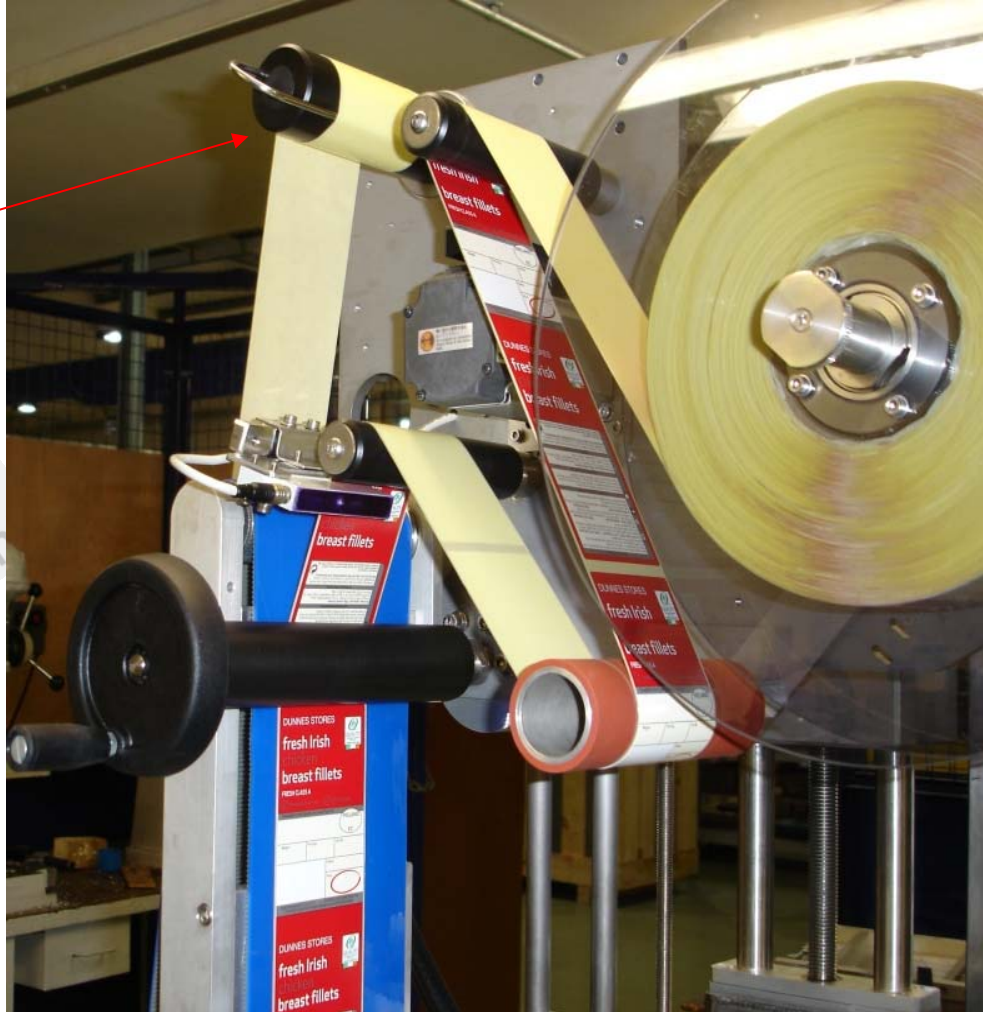
The Waste liner “shear” holds it to the unique release belt to ensure web control as accurate as a nip drive

Minimal operator training is required. Familiar set up parameters are used.

The change between Catchpoint and conventional takes less than 5 minutes.

Dual Function Affords Unique Flexibility.

Waste



Other packs can be labelled using the same technology.

- 3 Labelling machine suppliers have licensed the technology originated and patented by Catchpoint and Delford;
- Herma.
- Label Aire in the USA.
- Schleuter in Germany.
- Major International label converters have supported the development of Catchpoint label technology (patents pending);
- X Label Group in Germany
- WS Packaging Inc in the USA.
- New Era Packaging in Eire.

Full Wrap tube labelling with Catchpoint Linerless labels converted by X Label.

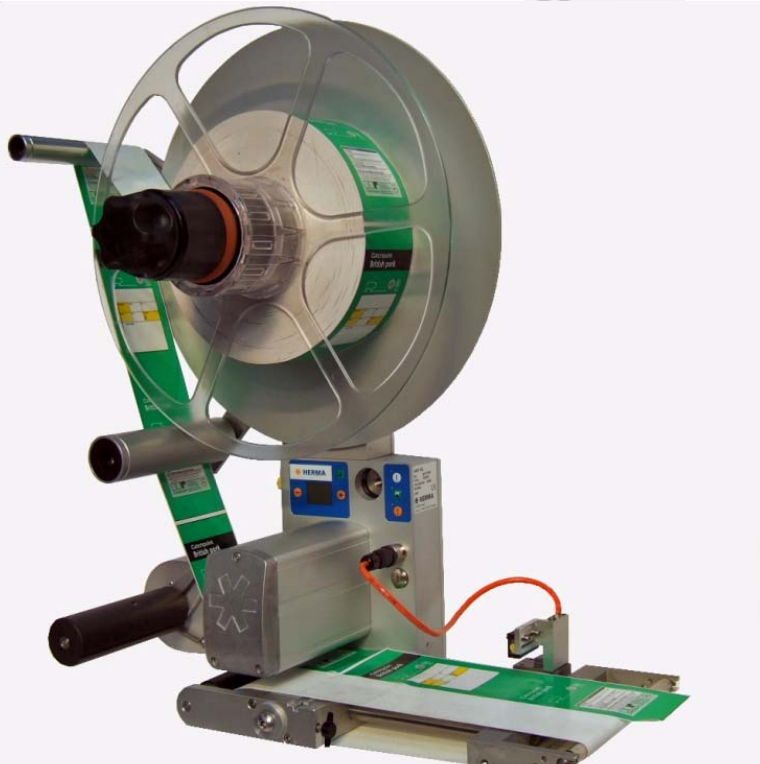
Applied by a Schleuter machine at 220 tubes per minute.



Other packs can be labelled using the same technology.

- The Herma 400 with Catchpoint technology uses standard operator controls and offers Packers the same “Dual” flexibility.

Catchpoint clear plastic labels can be reverse printed to protect the colours. Pictured, 50 micron white PP printed by X Label.



What Information can you access?

- The Catchpoint web site www.catchpointlabels.com provides further general information and has links to environmental data of growing commercial importance. To quote Stuart Rose the CEO of Marks and Spencer; “there is no plan B”.
- We have general presentation materials for in house training and customer presentations.
- Application films include both the “Delford” based technology and that introduced by Label Aire in the USA.
- Some conversion video’s are available, but these may be restricted by confidentiality.
- Application enquiry documentation tailored to linerless.
- The key personnel in our partner companies, covering materials, coatings and conversion equipment, who are the experts in this field.