

Press Release

January 2020

Premium Hybrid Digital – Digital printing with premium finishing

January 2020, CCL Label enters a new digital era. The digital printing revolution for sleeves has just begun. Not just with the well-known benefits, this time digital sleeves will stand out in the market with additional premium finishing options.

With the world moving to shorter time cycles, the need to use more sustainable ways of manufacturing, digital printing is positioned looking to be the solution of the future. A more economical way of producing (e.g. by producing short runs), as well as new promotional opportunities, will rise up and thereby increase sales volume by using additional embellishments.

„Each product will be a unique design – a key factor of success“, describes Kostas Mazarakis (Director Marketing & Sales) the CCL innovation. „CCL has over 80 digital printing presses around the world. This makes us the perfect partner in using digital technology for your product.“

Advantages:

- Better total costs of ownership
- Getting to the market faster: shorter time cycles, faster project realisation
- Customization: opportunities now come with packaging options that help manufacturers stay close their consumers on a more personal level
- Sustainability: A staggering 25% of inventory (on average) gets destroyed every year.

Consumer behaviour drives change. In a world where everything is available anywhere, anytime means frequent change: complex designs, multiple versions and grabbing market opportunities faster, require permanent customization. By adding additional finishing effects, CCL offers more than just one reason to go on board of the digital revolution.

CCL Industries:

Worldwide over 22.000 employees in 170 production facilities, on 6 continents and in 40 countries. The turnover 2019 is over \$ (CAD) 5 billion.

CCL Label creates innovative packaging solutions for life. Serving the packaging and promotional industry for over 60 years. A global speciality packaging pioneer, CCL is the largest label company in the world and provides Home & Personal Care, Premium Food & Beverage, Healthcare & Speciality, Automotive & Durables and Consumer markets. The company is divided into 4 reporting segments: CCL Label & CCL Container, Avery, Checkpoint and Innovia.

www.ccllabel.com

www.cclind.com

CCL Label Sleeve Solutions

Contact person:

Nicole Orsingher | Marketing Sleeve Europe

Telephone: +43 5576 7111 79 | norsingher@cclind.com