



10 - 12 May · Bangkok
LABELXPO
SOUTHEAST ASIA 2018

The New Paradigm of Print

Harit Hiranyaphinant

Deputy Managing Director
Copack Co., Ltd.

Representative of TSGA

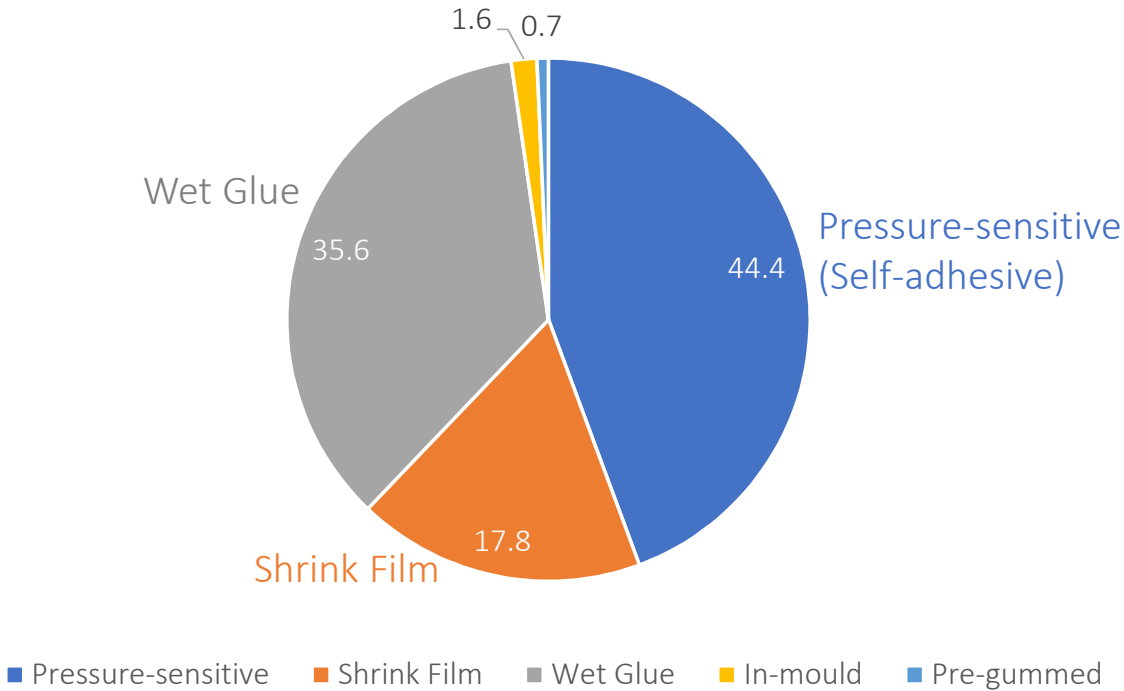
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TSGA
THAI SCREEN PRINTING & GRAPHIC IMAGING ASSOCIATION

The Overview of Label Printing Business



Global Labels Consumption by Types



Source: smitherspira.com, 2017

The Overview of Label Printing Business



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2018



Pressure-sensitive
(Self-adhesive)



Shrink Film



Wet Glue

2028

?

Know the present & Aware the future

ABSOLUT VODKA UNIQUE



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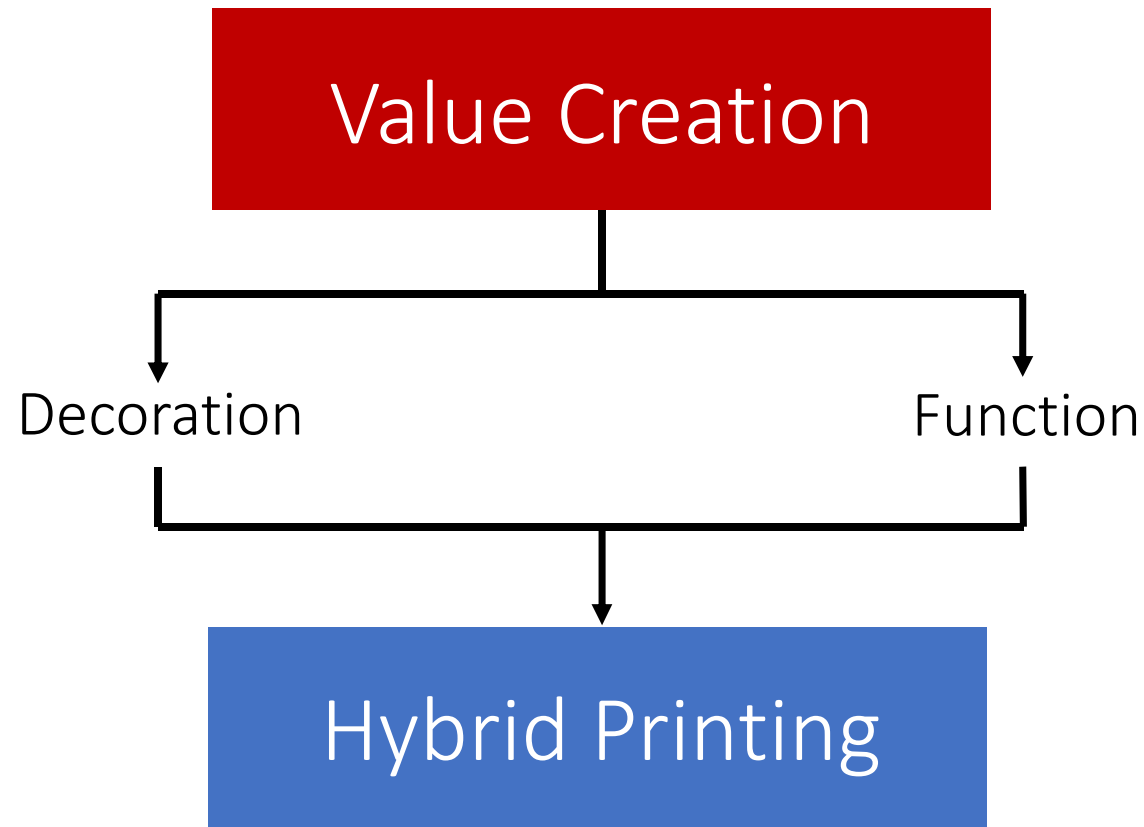


Aware the future

Hybrid Printing is the key



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Case Study – Absolut Vodka Unique



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ABSOLUT VODKA UNIQUE

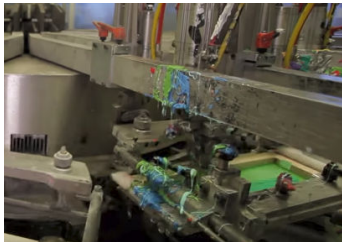


Aware the future

Case Study – Absolut Vodka Unique



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Silkscreen



Flexo / Letterpress

Digital Print



Spray Painting

Value Creation

Decoration

Source: "4 Million Unique Absolut Bottles" on Youtube by Absolut

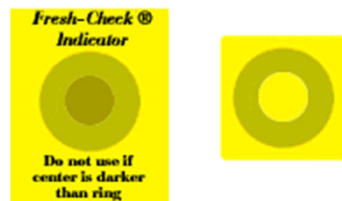
Capture the future



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Case Study – Time Temperature Indicator (TTI)

- Time Temperature Indicator (TTI) is a smart label that shows the accumulated time-temperature history of a product



Fresh-Check®



Topcryo (Cryolog)



Traceo (Cryolog)

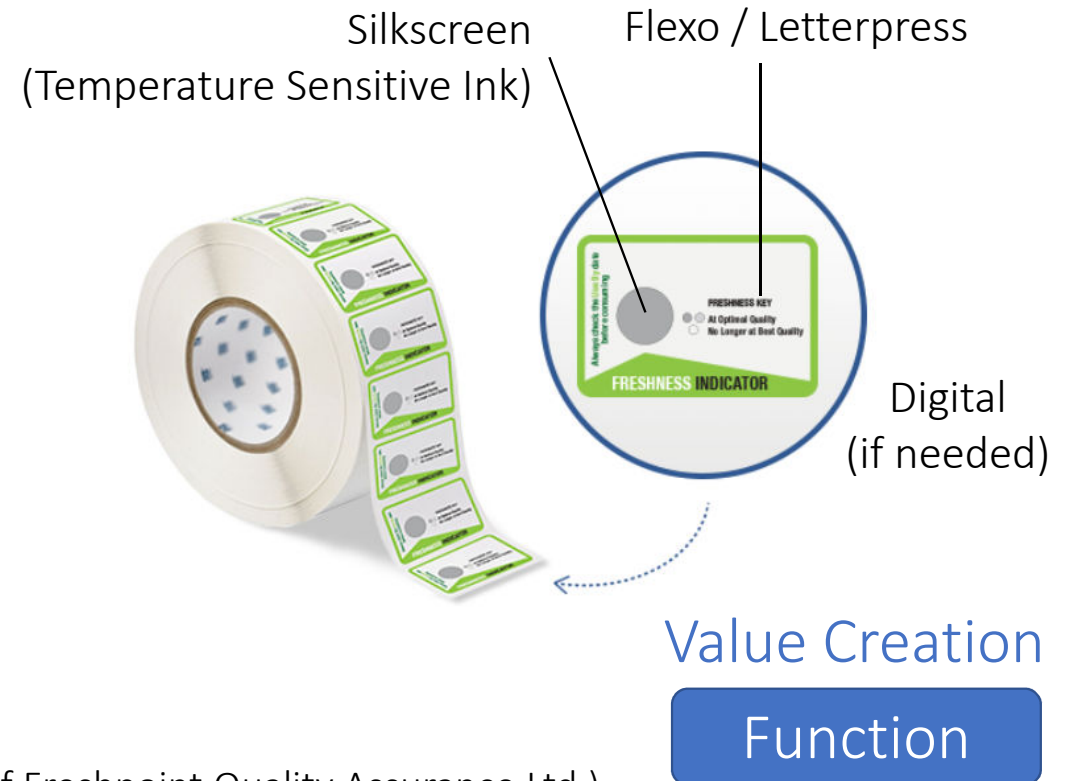
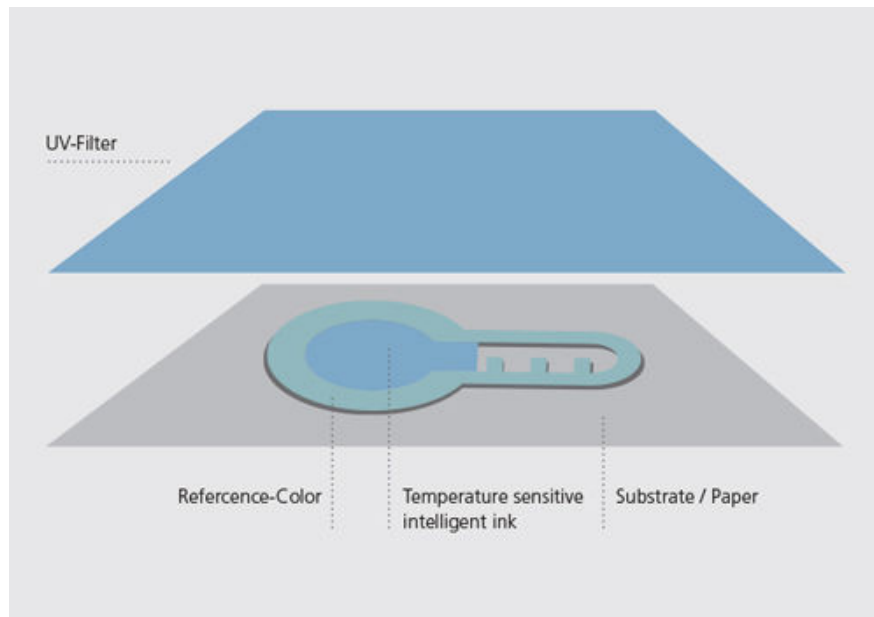
Source: Robertson, Gordon L (1993). *Food Packaging: Principles and Practice*. New York: Marcel Dekker. p. 375

Case Study – Time Temperature Indicator (TTI)



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Freshpoint



Source: www.freshpoint-tti.com (A patented technology of Freshpoint Quality Assurance Ltd.)

Capture the future

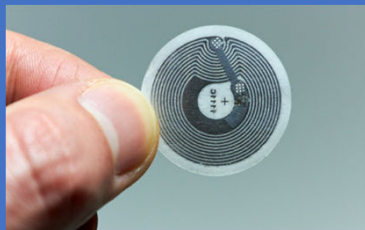
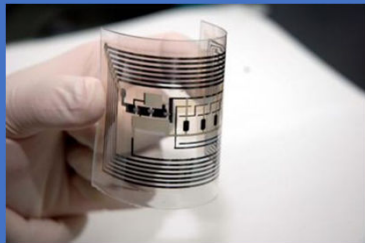
New Generation of Labels



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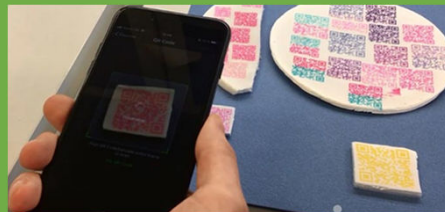
SMART LABELS

- RFID
- NFC
- TTI (Reversible)
- TTI (Irreversible)



GREEN LABELS

- Linerless
- Edible



SPECIAL FUNCTION LABELS

- Braille
- Easy-grab
- Scent



Summary



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- Pressure-sensitive, shrink film, and wet glue labels are still here.
- Be prepared if the new paradigm has come.
- Hybrid printing is the key to create value to the new generations of labels.

The Future of Label Printing 2021



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**THE FUTURE
of
LABEL PRINTING
2021**

By the year 2021, the printing industry will completely change!!! so will label printing.
**Why the year 2021?
What will be changed?
How is the change coming?**

Find the answers at the first ground breaking seminar led by Gurus of the printing industry and Young printing analysts who will reveal the answer about the coming changes in label printing by the year 2021.

This seminar is brought to you by
TSGA (Thai Screen Printing & Graphic Imaging Association)
with the patronage of Label Expo-SEASIA

- May 11th, 2018
- 09:30 am – 01:00 pm
- Amber 3, BITEC
- THB 500 / person
- Thai Session





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Thank You for Your Attention

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