

Innovative new printing technology makes its debut in Germany.



ROSKILDE, Denmark—September 7, 2010—The X-label Group has joined forces with Nilpeter and Stensborg to integrate HoloPrint, an in-line holographic printing technology, in X-label printing presses.

HoloPrint is a brand new high-speed Nano Imprint Lithography ([NIL](#)) printing process, where micro and nano scaled peaks and valleys are made by very precise mechanical deformation of a soft flexo printed lacquer and a subsequent photonic process to stabilize the print. This technology achieves good speed and high register, high-resolution holographic print, at combination presses.

Compatibility with our existing machines, quality, speed and environmental concerns are some of the key elements to why we chose to be first user of the HoloPrint technology, which enables X-label to perform holographic printing in-house.

“It will help us meet the increased demands for new innovative label development and increased flexibility that is required to serve all our customers’ flexible packaging needs e.g. pressure-sensitive labelling. After all, we are a sales-led company”, said X-labels managing director Jan Oberbeck.

“We can design and place the holographic print exactly where the clients wish and link each to their own hologram. The fact that we have total control of the workflow and can print to demand also adds to the overall security. These are all important benefits that convinced us this was the right investment”, say Karl-Friedrich Michel, Director Production & Technologies at X-label.

X-label operates globally with sites in Erfurt and Lübbecke, Germany, St. Petersburg, Russia, Blois, France, and together with Sancoa Int. in the US. Installation of first unit will take place in Erfurt. The HoloPrint unit will work inline to produce high quality filmic labels for Beauty and Healthcare products.

“At Nilpeter we see a great potential for the decorative and security features of this brand new printing principle – HoloPrint. It offers the designer new opportunities and the printer more diversification routes. The world is all about shelf-appeal and adding value to the

product identification – HoloPrint is one more level of flashy effects and protection of property combined”, says Jakob Landberg, Sales & Marketing Director at Nilpeter A/S.

“We are very excited about the partnership with X-label and Nilpeter. Today HoloPrint, as a market ready product, is a milestone for us and it is a fantastic example of interdisciplinary development between different companies”, says Jan F. Stensborg, CEO of Stensborg A/S adding, "we also look forward to deliver holographic mastering to HoloPrint".

X-label was founded in 1991 at its present site in Erfurt. It is an independent company and has 450 employees. X-label is a fast and efficient customer driven group, which is leading in quality, innovations and supply chain solutions of pressure sensitive labels, shrink sleeves labels and printed tube laminate for the personal care, beauty care and household products sectors, as well as the beverage market. For more information about X-label please visit www.x-label.com.

Nilpeter creates superior value for label and packaging printers. Combining nearly 100 years of engineering expertise with in-depth, global industry knowledge, we deliver outstanding flexibility, quality, and cost effectiveness. With major production facilities in both Europe and the USA, subsidiaries, branch offices, and agents in 65 countries, Nilpeter is a global printing partner, supplying complete printing solutions to meet your local needs quickly. For more information about Nilpeter please visit www.nilpeter.com.

Stensborg is co-inventor on HoloPrint. It is a Danish company founded in 1992. Activities are focused on the printing industry, in particular the areas of Security & Brand protection. Facilities include a sophisticated Class 10,000 clean room containing state-of-the-art equipment for production of tools, prepress and holographic mastering. Read more on www.stensborg.com

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NOTE TO EDITORS: For additional information visit Stensborg's [HoloPrint website](http://www.stensborg.com), or call Stensborg at (+45) 4677-5930.

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