![All4Labels — Global Packaging Group logo]

All4Labels

A fingerprint on a digital
and connected world.

We are **digital printing pioneers** who constantly bring new digital applications to the market.

2021

More than **60 digital presses** in daily use

2017

All4Labels celebrates 20 years of digital printing

2015

More than 20 digital presses in daily use

1997

Investment in our first digital label press

The purchase of our **first digital label press** in 1997 marked the beginning of our path towards digitization: a path that has defined our identity as innovators in this industry and put us one step ahead of the competition.

What we do defines us. Our work is **digitally orientated**, and we continuosly invest in this area so that we can have a deep knowledge in all aspects of it. This allows us to be a reference point for our stakeholders.

Digital printing has many strengths, but to achieve optimal results on all different types of material, we have combined it with conventional technology for a solution we call **Digibrid**.

We are always in a continuous learning phase. We listen to the needs of our customers and study to find the most suitable solutions to fulfil their requests.

This is how product solutions like **Label Intelligence Solutions** are created. We connect physical products with the Internet of Things so that our packaging can be used as an interface to a connected world.

There are various digital technologies that we use to make our products and that help define our digital DNA:

- toner-based printing technology for full-colour labels, sleeves and other applications for the food and home care markets
- inkjet combination machines for brightly coloured labels with a white or a no label look for cosmetic applications.

Digital DNA

Digitilization is in our **DNA**, it's our essence.

Our digital DNA

We have a digital DNA. A fact underpinned by our **forward-looking approach** that defines our identity in the packaging and printing industry.

Our real strength is not digital printing itself, but the **digital mindset** on which it is based. In a setting which is constantly changing, it is necessary to have an outlook that allows us to act in a conscious way within these perimeters.

For us, having a **digital perspective** means having an open-minded model to seize the opportunities of digital transformation and to integrate this knowledge into our work.

We are **constantly adapting and improving** with a proactive and positive attitude to always be the answer that our customers are looking for.

Digital printing, our long-term knowhow and what defines our identity

Digibrid: an approach that allows us to be flexible and adapt our work to the required needs, thanks to the combination of digital and conventional printing technology

Label Intelligence Solutions: our expertise for Serialisation, interaction and the digital supply chain

28
Production facilities

60+
Digital presses

520+
Annual revenue (mil/€)

3,000+
Dedicated employees

5,000+
Customers worldwide

Digital growth in label printing

Since 2014, the label market has grown by 23%. Due to its multiple benefits, **digital printing has been rapidly adopted by the industry.** The versatility and the quality offered ensures that this trend will continue to grow.

Versatility is one of the driving forces behind such high growth rates. This includes the use of hybrid applications, where the best conventional and digital printing technologies converge. This approach allows us to understand market needs and be flexible to adapt our work and the techniques we use.

When choosing the right label there are many different aspects to consider, from aesthetics and security/logistics to customer loyalty. There is no one-size-fits-all solution, it is always a combination to get the best out of two or more factors to best meet the customers' needs.
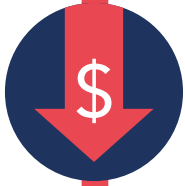
+23%
Label market growth

+106%
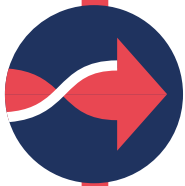Growth in digital label prints

Why digital?

Lower costs

- Wider and faster capabilities
- Easier to set up
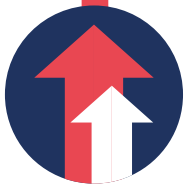- Plug & Play
- Automated workflow

More flexibility

- Local print facilities
- Fast to market
- Smaller print runs
- End-to-end local production
- Less transport

Consistent quality

- Colour accuracy
- High performance labels
- Regulatory compliance
- Dependable print results
- Inline inspection/analytics

Higher visual impact

- Embellishment options
- Hybrid runs with litho – 'digibrid'

Digital: advantages and its potential

The use of digital technologies enables us to draw on a **wide range of printing solutions** and respond flexibly to requests.

Digital embellishments

Digital technologies have the advantage of providing decorations and applying various types of coating effects on materials of different thicknesses:

- **cold foil** applications in various over printable options
- various refinements with **metallic colours** as well as **tactile** or **soft touch varnishes**
- digital metallic with **TMT** (Toolless Metallic Transfer), fine elements and possible tactile effects

Digital Colours.
Full respect of your
color identities.

Most of the world's leading brands use vibrant Pantone colours to express their uniqueness. Our expertise, combined with the latest digital and hybrid technologies, allows us to utilise a wider range of these colours.

- **Extended colour gammut** (CMYK+OVG+W) enables 98% of the target colour
- **High opacity white**, similar to screenprinting, without register deviation
- **High pigmentation colours** for brilliant shelf appeal
- **Precise colour matching & replication**

Digital Metallic

Metallic colours are a particularly interesting development in digital printing. It is possible to replace cold or hot foil with a highly shiny printed silver embellishment.

Doing so has many advantages:

- **sustainable:** print only what you need to avoid foil waste
- **flexible:** all shapes, gradients and tactile effects - overprintable or a coloured metallic effect
- **shiny:** high-gloss metallic effect with fine details
- **convenient:** pay only for the area printed
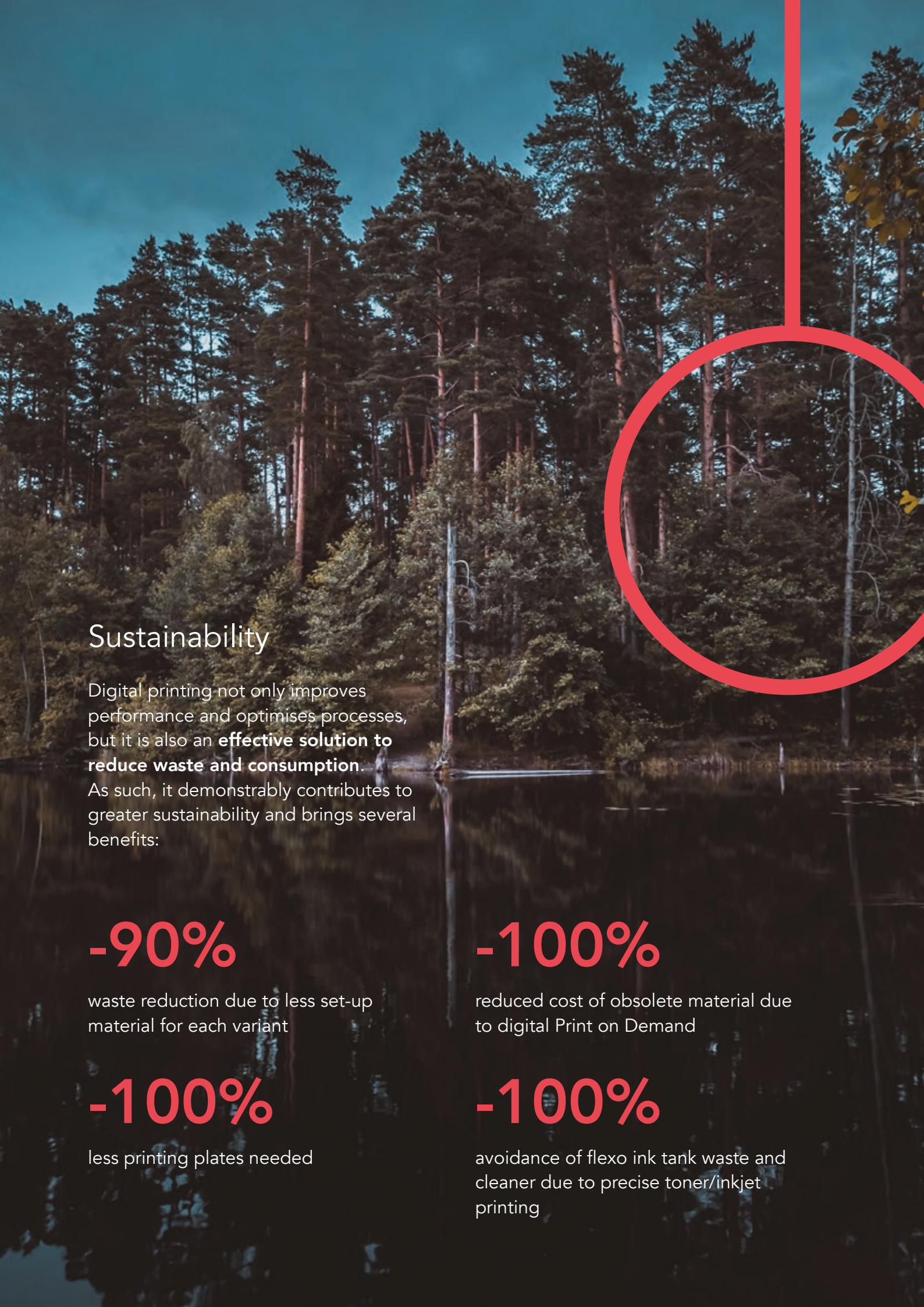- **perfect quality:** fine details and optimal quality

Variable Data Printing

One of the many advantages of digital printing is the ability to print variable data. **Variable data printing** enables millions of automatically generated unique designs – making each product individual. Each print can be specific and one-off, making it a great opportunity for intelligent and personalized packaging.

We offer various options for customising digital packaging:

- Mass customization
- Personalization
- Versioning & multi SKUs
- Special editions
- Seasonal versions

Sustainability

Digital printing not only improves performance and optimises processes, but it is also an **effective solution to reduce waste and consumption**.
As such, it demonstrably contributes to greater sustainability and brings several benefits:

-90%

waste reduction due to less set-up material for each variant

-100%

less printing plates needed
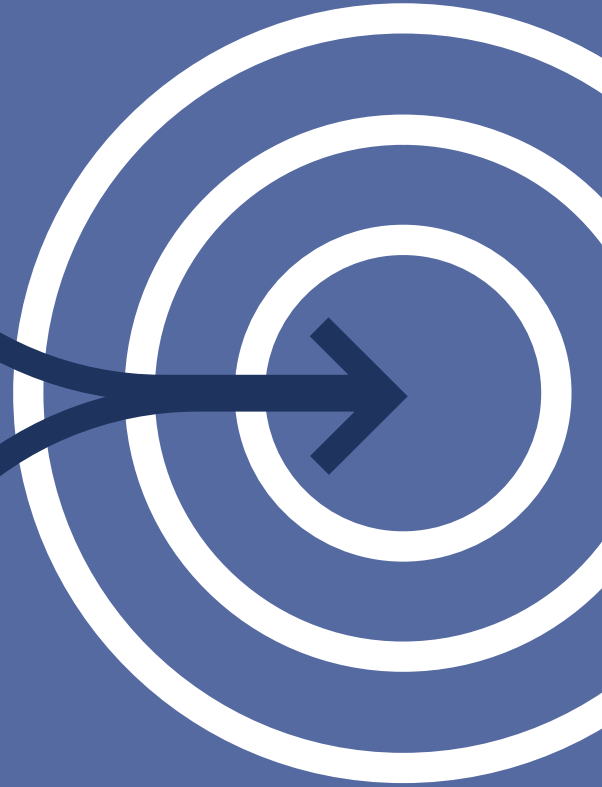
-100%

reduced cost of obsolete material due to digital Print on Demand

-100%

avoidance of flexo ink tank waste and cleaner due to precise toner/inkjet printing

Digital Printing

Traditional Printing

" There is no one-size-fits-all solution, it is always a combination to get the best out of two or more factors to deliver the best option. **"**

Digital applications

Currently, digital applications are taking place on a large scale and they enable:

1. Consumer engagement – at the point of sale and beyond
2. Product security through anti-counterfeiting
3. Treatment compliance for medical applications
4. Supply chain optimisation and reduced time to market
5. Easier regulatory compliance

1.

Engaging consumers

Consumer engagement is becoming more and more challenging. Digital printing can help make an impact: first in-store and then post purchase on the packaging with coupons and seasonal promotions.

Digital solutions also offer more **flexibility** in making information visible before purchase: packaging can reflect changing requirements, such as current FAQs, reviews and new ingredients.

In-store, consumers can use their mobile phones to directly access loyalty programmes and **augmented reality (AR) experiences**, as well as receive daily tips and social content. Content like this can be easily **tailored** to specific geographic areas or customer groups.

Customer engagement does not end after the purchase, but **continues on-pack**: content can be adapted to meet the needs of a specific consumer group (e.g. the visually impaired or people with a low literacy level), to connect with local support groups or to improve the way a product is used (e.g. shelf life, instructions).

It is also possible to make direct links to e-commerce and entertainment.

2.
Resisting counterfeiting and improving security

With an estimated 10,000% increase in counterfeit goods over the last two decades (accounting for around 7% of world trade), digital printintig has a critical role to play for brand owners and consumers alike.

Digital printing can increase product security through security features such as barcodes, special security inks or blackmarking. **Serialisation**, in combination with Label Intelligence Solutions, can make individual packaging traceable throughout the supply chain.

In addition, brand owners can prove **authenticity**, prevent grey market sales and conduct product recalls more easily. An additional benefit comes from the ability to monitor campaigns – including promotion compliance by retailers.

3.
Improving medicines

For the consumer, digital printing can make medicines **safer**, **more convenient** and **easier to approach**: shelf life is clear and repurchasing/stock keeping is simpler. Yet it also enables access to symptom and dosage checking, straightforward multilanguage options and extra information that can explain key facts in more detail than the label alone.

Furthermore, the presence of more coherent and accessible on-pack information helps to avoid healthcare professionals hearing "But I read on Google that..."; for this reason, there are also substantial benefits for professionals. Anti-counterfeiting is also considered an issue of primary importance here.

4.
Transforming the supply chain

Understanding what happens in the supply chain and beyond is a key element of productivity.

2D codes (QR or datamatrix), secure QR codes and hidden codes/ watermarks can all help to track batches or individual items all the way through the chain and post-purchase phase.

With these tools you can analyse different retailers' performances and then enhance CRM so that you can make a stronger, more personal relationship with your customer.

The flexibility of digital printing means that changes can be made quickly and different ideas can be tried out to see what works best. Industries must be even more agile and digital is the solution to working with a more customised perspective.

5.
Complying with regulations

As regulations continue to change and grow, digital printing allows a rapid and cost-effective response to the challenges presented. Across a product's entire lifecycle, users can be assured that they have an authentic, safe and compliant product.

Compliance with food regulations is particularly important. Digital applications with low-migration inks are suitable for direct food contact and can handle a wide range of food, confectionary, household and personal care prioducts.

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