

# P.E. LABELLERS: COUNTDOWN TO DRINKTEC 2013

Less than two months are left for the opening of the leading fair on technologies for the worldwide beverage industry



**F**rom September 16 to 20, the Munich Trade Fair Centre will host the 2013 edition of DRINKTEC. A worldwide event for which there are many expectations: P.E. LABELLERS decided to invest a lot in this opportunity. It will participate with a stand of almost 300 square metres. In a central position in Hall A5 (stand 315), with a virtually complete range of its labellers for the Beverage industry. P.E. LABELLERS will offer its clients three major innovations:

- Labellers for the total safety of operators, thanks to patented safety systems able to guarantee zero workplace accidents.
- The real modular labeller. Designed for all the needs of present and future use: the only labeller ready

for all possible future transformations and implementations. Designed for those who do not have clear ideas at the time of purchase, the modular labeller developed by P.E. LABELLERS is the only one really able to offer full freedom of choice at any time.

- Turning a hot glue labeller into a self-adhesive labeller is not a job for everyone, actually just for one ... only P.E. LABELLERS has been able to do it: ADHESLEEVE TECHNOLOGY.

In addition, our roll-fed labelling machines in the rotary (ROLLMATIC) and linear (ROLL-LINE) versions will be on display.

The entire sales force of the P.E. LABELLERS group will be present at the stand to greet customers and be at complete disposal to provide information about our label-



ling technologies and to present the new 2013 catalogue, complete with the whole range of Made-in-Italy labelling machines.

**CEDRAL TASSONI INVESTS IN P.E. LABELLERS' LINERLESS LABELLING MACHINE TO CONQUER THE U.S. MARKET.**

Tassoni soda lands in the United States with a new label specific for export.

Launched in Italy during the '50s, the iconic 18 cl Cedral Tassoni soda glass bottle became very popular in the '60s and '70s and will now have a label thanks to the new ADHESLEEVE technology. Ever since it was launched on the market, the Cedral Tassoni soda bottle, with its typical rough surface, has never had a label, as all the information was indicated on the crown cork.



Cedral Tassoni S.p.A. is a centuries-old Italian company, whose origins date back to the mid-1700s. In the past two years, it started the ambitious project to modernise Tassoni soda plants and production line, in preparation for expanding its in-

ternational markets. Tassoni Soda turned to P.E. LABELLERS' cutting-edge ADHESLEEVE technology to apply a label on its core product: the 18 cl Citronade bottle.

The application, requested to P.E. LABELLERS for exporting the product, is a wrap-around label made with a transparent heat shrinkable film to keep the tactile feeling of the citron skin and enhance the visibility of the classic citron colour. The bottle will keep its classic corrugated surface, even in the label application area, to recall the cedar fruit, and it will be enriched by the "Tassoni Soda" logo in relief. Therefore, the label will be oriented according to the logo by a sophisticated electronic system.

The water-based pre-glued adhesive labels make the container fully eco-friendly and recyclable. 🏠



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**LABELLING SOLUTIONS FOR EVERY NEED.**

**QUALITY AND CONVENIENCE THE SECRET LIES IN THE GROUP!**



ROTATIVE



LINEARI



Thanks to their wide range of rotary labelling machines and linear self-adhesive ones, P.E. LABELLERS and PackLab offer you the best labelling solutions for any container shape and size, for any production speed and for any kind of product with all the technologies available:

- Cold Glue
- Hot Melt
- Roll-fed
- Self-Adhesive
- Print & Apply System

P.E. LABELLERS S.p.A.  
pelabellers@pelabellers.it



www.pelabellers.com

PACKLAB SRL  
info@packlab.it



www.packlab.it

**drinktec**  
16-20 September 2013  
New Munich Trade Fair Centre

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