

NORDVALLS



Our creative
label solutions
– great customer
benefit



Nordvalls' much appreciated label school

We teach our customers our most creative tricks. Read the participants' opinions. 12-13

The right label means so much...

Imagine what a tiny detail like a label can mean. In this magazine, we present some examples of how something that is often considered a side issue can still work wonders for sales, safety and information when viewed as part of the whole.

Norrlands Guld increased their sales by 400 percent despite the product itself and even marketing remaining unchanged. The label has been a major factor in the success.

Lidl reduced their losses of theft-attractive foodstuffs by 40 percent thanks to a new label we helped them develop.

LdB got a new design. A true bullseye which led to a positive development and strengthened the brand.

We have also changed to a new label. We practice what we preach. That's why we, too, have changed to a new label. Our new logo and brand identity have been in place for about a year now. But we have also made comprehensive changes to our product.

»A step towards our goal of becoming the leading and most customer-oriented player in our industry in Northern Europe.«

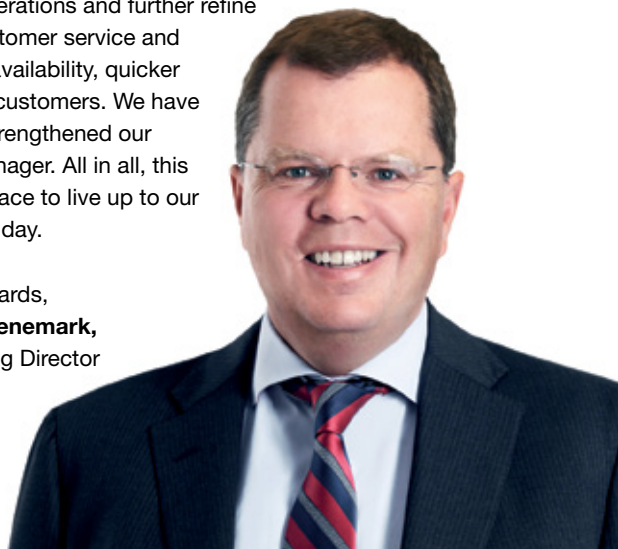
We have acquired Figosystem, a very competent colleague with production in Kungälv, as well as the German customer base from the company NN Etiketten with headquarters in Helsingborg. We have implemented a program to utilize coordination benefits between the plants in Sjöbo och Kungälv, something that went

very smoothly thanks to fantastic back-up and great commitment by our colleagues in both Kungälv and Sjöbo. Altogether, this is a step towards our goal of becoming the leading and most customer-oriented player in our industry in Northern Europe.

One company one name. Today, our appearance both internally and externally is under the brand of Nordvalls, and on 1 October all operations were merged to form one legal entity – NORDVALLS ETIKETT AB.

Our focus looking ahead is to fine-tune operations and further refine our processes. In spring, we merged our customer service and prepress departments to provide increased availability, quicker administration and improved service for our customers. We have invested in modern technology, which has strengthened our organisation and hired a new Production Manager. All in all, this means that we now have the conditions in place to live up to our motto: Quality in everything we do, day after day.

Best regards,
Patrik Jenemark,
Managing Director



Nordvalls' webshop

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| Edi | | |
| Utförande (sändare och/avskickare) Mettler-Toledo AB Virkesvägen 10 LST1/AVT SE 120 30 STOCKHOLM Tel / Phone: | Öfverlämnare (mottagare och leverörskälla) Nordvalls Etikett AB Solbräcke­gatan 5 SE 442 45 KUNGÄLV PARCEL | |
| Sändningsvikt: 12 kg | Ant Koll: 1 | Edi-nummer |
|  Sändnings-ID: (93)641 475 080 9 www.memnonnetworks.com | | |
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Nordvalls offers a wide range of freight labels for the most common freight companies and immediate delivery. If you need a special solution, we can assist you with this as well. We also supply a wide range of thermal transfer ribbons for quick delivery.

Customers can order around the clock, 365 days a year. We deliver freight labels within 48 hours and thermal transfer ribbons within five days.

To order freight labels and thermal transfer ribbons, please visit our webshop:

Fraktetiketter.se



NORRLANDS
GULL
EXPORT

New label quadruple the sales

Norrlands Guld – owned by Spendrups – is one of our strongest and most well-established brands and, counted in litres, definitely one of the leading beers in Sweden. In 2010 it was decided to give Norrlands Guld a thorough makeover with a new label from Nordvalls. The success was enormous with an increase in sales of over 400 percent in two years. Here you can read the whole success story.

Norrlands Guld was first introduced in 1965 and has been brewed by Spendrups since 1989. This golden-yellow beer with the typical character of Norrland is targeted at those who want to meet up for a while after work, maybe at home watching a football or hockey game, without any frills. For those who don't want to put on a show or appear to be remarkable, but simply be themselves for a while.

A new look with a new label from Nordvalls

Claes Lindström is a Strategic Buyer at Spendrups and in charge of everything to do with the input materials, including the labels on the bottles. Mr Lindström tells us that it was during 2010 that he met representatives from Nordvalls at a packaging trade fair in Malmo and they began discussing new business opportunities.

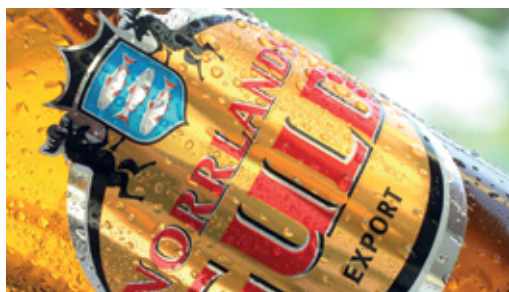
In April the same year, Norrlands Guld underwent a thorough makeover going from a bottle with a standard label and traditional cap to a completely new bottle with a twist-off cap and new label, made by Nordvalls. This makeover turned out to be a huge success. In two years sales increased by over 400 percent and that's keeping in mind that the marketing budget during this period remained basically unchanged. The huge success could thus be exclusively attributed to the new look of the bottle.

So what was the secret?

Mr Lindström tells us that over the last few years, Spendrups had decided to replace the traditional wet glue labels with PSL-labels on many of their products, including Norrlands Guld. PSL stands for Pressure Sensitive Labels and is the English



CUSTOMER CASE NORRLANDS GULD



» term for self-adhesive labels. It's simply a matter of putting more resources into the label and its design in order to increase the perception of quality.

For Norrlands Guld, Spendrups' design agency wanted to produce a label which would reflect as much as possible the feel of an old stamped sheet metal grocer's sign. The solution Nordvalls and Spendrups arrived at together was a label in PP-silver with a glossy surface and raised printing made using lacquer. This lacquer gave the

»**The huge success could thus be exclusively attributed to the new look of the bottle.**«

label the lustre and sense of quality that Spendrups was looking for. Mr Lindström says that all brands whose profiles are to be raised will be switching to the PSL-label in the future.

Hard fight on the shelves

On the shelves of Systembolaget (Swedish Alcohol Retail Monopoly) the fight between the brands is tough as the range of beers on offer has increased dramatically in recent years. It is thus a matter of setting yourself apart from the competition and catching the attention of consumers. When it comes to Norrlands Guld, this is achieved in part through the label's glossy surface. When you're then holding the product in your hands, you can clearly feel the raised printing which increases the sense of quality. Both Nordvalls and Spendrups are convinced that this label style has been a factor strongly contributing to Norrland Guld's success story. ■



Our three

Nordvalls Print

At Nordvalls Print, our main production plant and around 8,000 sqm large, we manufacture label solutions for the market segments Food and Beverage, Logistics and Transportation, Chemical/Technical, Wood, Paper and Pulp and Industry.

At our state-of-the-art pre-press department we make all the printed media by ourselves, thus we have control over the entire process, from design to finished label. We have 15 production lines, and we can print in various techniques: flexo, UV-flexo, screen, offset, letterpress and digital.



production facilities

Nordvalls Pharma

Just a few kilometres from our main production plant lies our separate pharma-unit; a production facility on 5,000 sqm. Here, all production for the pharmaceutical industry takes place, which in addition to self-adhesive labels also includes packaging inserts and inserts for our multi-labels as well as sachets.

At our pharma-unit, we meet the high requirements set by the pharmaceutical industry and all employees are trained in GMP*.

* Good Manufacturing Practice refers to guidelines which control the manufacturing, including packaging, of pharmaceuticals, foodstuffs and health food. This includes rules governing the training and responsibilities of personnel.



Nordvalls in Kungälv

Nordvalls in Kungälv is one of most modern flexographic printing plants in Europe with nine production lines on 5,000 sqm. Apart from self-adhesive labels, we also manufacture Tickets & Tags, seals and IML.

Nordvalls was the first company in the sector to obtain ISO 9001 quality certification. We are also ISO 14001 environmentally certified. This means that active quality and environmental work is permanently ongoing, followed up and improved.



Labels reduced

Theft and shoplifting is a big problem in Swedish grocery stores. One of those affected is the German grocery giant Lidl. They've had huge problems with losses caused by crime in their stores, mainly for products such as chicken, meat and cheese. They became fed up with this problem and started looking for a cost-efficient solution. They found it at Nordvalls.

Nordvalls' Roger Wilén met representatives from Lidl, who told him they had problems with losses in nearly all Lidl stores across the whole country. There were both organised gangs who stole large quantities at a time and occasional cases where someone dropped some merchandise into their handbag. They were looking for a solution which would put a stop to this problem once and for all. Roger Wilén had the answer: Nordvalls' labels with integrated alarm tag.

The stores were fitted with alarm gates and we began testing the alarm tags on one of the products that was particularly prone to theft, chicken breast fillets and whole chickens of the Gyllda brand, let out under subcontract to Guldfågeln. Now, about one year after having begun using alarm tags on Gyllda, we can say it has been a great success.

– The losses of Gyllda chicken and other meat

and cheese products have dropped by 40 percent since we introduced the labels with alarm tags, says Elin Aronsen Beis, Lidl's Packaging Manager. The aim is to introduce alarm tags for all meat products, this a solution that is here to stay.

How it works

In the case of Lidl, the label itself is an ordinary label printed in UV-flexo. Then an alarm tag is inserted between the label's front and backing sheets. This is done after printing, in a special machine at Nordvalls. Guldfågeln then applies the label to the packaging, before the chicken is delivered to Lidl, the end-client.

»Losses dropped by 40 percent thanks to alarm tags from Nordvalls.«

Losses!

The alarm tag can be compared to an RFID-tag* to a certain extent, but there is a significant difference. While the RFID-tag is a passive tag which uses the current in the signal of the reader, the alarm tag is active and contains its own power source. As a result of this, it continuously transmits a signal. If it passes by an alarm gate without having been scanned, it will trigger the alarm. Clever, isn't it!



Losses of 6 billion

Theft and shoplifting are the main financial problem for Swedish retailing. According to a study by HUI Research, commissioned by the trade and employers' organisation Swedish Trade Federa-

tion, criminal losses in Swedish stores amount to around 6 billion SEK annually.

In 2012, more than 60,000 cases of shoplifting were reported in Sweden, even though most cases of theft and shoplifting are never discovered. In recent years shoplifting has become considerably more organised, and nowadays is aimed at supplying goods for a second-hand market. In grocery stores, meat is by far the most commonly stolen item. Other highly theft-attractive goods are coffee, batteries, hygiene products and sweets.

A bright future for alarm tags

Criminal losses are a major problem for Swedish retailing. Nordvalls alarm tags are one of the most cost-efficient ways of reducing losses, and the alarm tags can basically be applied to any label. If it's a theft-attractive product such as Gyllda chicken in the case of Lidl, this is no doubt a good investment. Just ask Lidl. ■

* *RFID, Radio Frequency Identification, is a technology that uses radio waves to automatically identify objects. RFID consists of a microchip that contains a serial number (EPC-code).*

Three clever solutions

Three clever solutions for when the surface to attach labels on is limited. Maybe you want to include detailed product information or a few different languages on the packaging. But the surface on a regular label is too small for this. In this case, we have some clever and practical label solutions that are suitable when you want to include a lot on a limited area. Here you can read about three of our customers' solutions.



Booklet: Hammarplast Consumer

Hammarplast Consumer sells household and gardening products with functional design, including plastic storage boxes. In spring 2012, they launched a major marketing campaign in close to 100 grocery stores for one of Hammarplast's best-sellers in the Smart Box-line, to draw customers' attention to the product and also present the rest of the product range in a creative way.

In addition to eye-catching signs and pallet col-

lars, they were looking for a label solution to allow them a clever way of providing consumer tips and inspiration in form of both text and images. Nordvalls suggested its multi-label solution Booklet and Hammarplast immediately seized on this. Because by using this solution, they would be able to pull off both: to inform and inspire customers without needing to use that much material.

The marketing campaign was a great success; it generated lots of attention in stores as well as huge sales figures. Hammarplast, who is currently in the process of launching new concepts for their Smart Box-line, will be using Booklets again, in particular considering that products keep getting evermore complex and the need for information increasing.

Nordvalls Booklets are the ultimate label solution when the need to provide information is great – because they can contain up to 32 pages. The Booklets consist of the basic label itself and a set of sheets with one or more text pages which are assembled. You can choose to print in one or more colours, on one or more pages, and the set of sheets can be placed on the basic label any way you like.

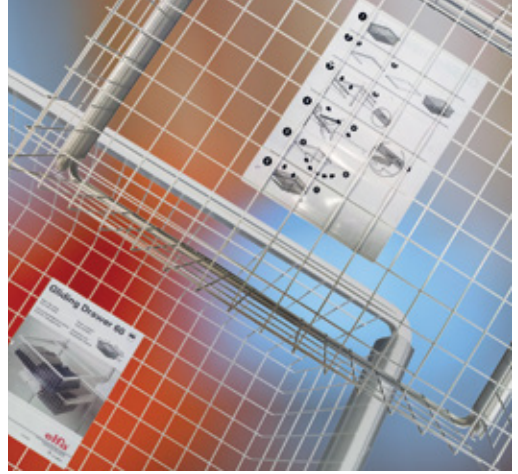
Triokett: Fresenius Kabi

The pharmaceutical company Fresenius Kabi in Norway manufactures an anaesthetic agent for Belgium and other countries, called Ropivacaine. This agent comes in a plastic vial and the label attached to the outside is extremely small (25 x 24 millimetres). At the same time, the need for information on the label is great.

Previously, they used a "regular" label on the product with a font size of 3.6 points. In 2012, however, requests came in to increase the readability of the label, which forced us to find a new solution. At the same time, the customer wanted to include as many as three languages in this small space.

At Fresenius Kabi, they first tried to create different versions of the original label to increase readability, but the space was simply too small. Instead, Fresenius Kabi and Nordvalls developed a new solution opting to use Nordvalls' Triokett – a label with three layers and five printable pages. Because the Triokett is stiffer than a regular label, no one was sure what the result would be like but it turned out beyond expectations. The solution was a great success and thanks to the great opportunities provided by Triokett, all the information required fit into the space available. The font size could even be increased to 5.2 points.

Nordvalls Trioketts have three layers with five printable pages – an optimal solution when the label is small and the need for information great. As in the case of Fresenius Kabi. The bottom, middle and top labels of Triokett are each printed separately and then assembled by a collating machine. In order to allow the Triokett to be opened and resealed, a special varnish is used between the layers.



Labels with printing on the reverse side: Elfa

In the beginning of 2010, Nordvalls was in talks with Elfa – a company that supplies shelving, hanging and crate systems. They were having difficulties in finding the right label material for a strategically important product: a wire basket with a very limited surface for applying labels on. They wanted to find a solution that allowed them to give the end consumer all essential information on a small area, while also saving costs for packaging material.

Previously, they had no instructions to accompany the product. Instead, consumers were referred to Elfa's website to read the instructions, which many did not do. The result was that the product kept being assembled incorrectly. Also, the packaging supplied with the wire baskets did not allow enclosing a separate instruction sheet.

Representatives from Elfa and Nordvalls joined forces and came up with the optimal solution: a label with reverse side printing on which to put the assembly instructions. The solution meant that Elfa could ensure that their customers would be able to assemble the wire baskets correctly, while Elfa saved costs thanks to less packaging material.

Nordvalls labels with reverse side printing is in itself quite simple. The label is often printed in UV-flexo using adhesive printing. But what you need to keep in mind is not to print on too large a section of the adhesive part, or in too many colours, so as not to spoil the adhesive substance. The label with reverse side printing is the optimal solution for those who want printing that can be read from both sides; a wire crate as in Elfa's case or maybe a window.



Do you want to learn

Then Nordvalls' Label School is the right course for you. For one day, we will go through all the stages and elements that are behind creating a label. Here, we help you understand how to create the right conditions, as cost-efficiently as possible, for recreating the idea the designer had in mind. We tell you more about our in-house prepress and the various printing methods that exist.

Application methods are also an important part of our labelling school. Here we show examples of how problems may arise and can be avoided from the very initial stage. In addition, we also teach you about basic chromatics and materials science. Did you know, for example, that there are more than 500 types of material to choose from?

Of course, we tailor the training to suit just your needs and requests. ■



This is what our customers have to say about Nordvalls'

Ulrika Svensson at Consafe Logistics AB

»I found it very interesting to find out about your extensive knowledge in regard to labels that are applied with an applicator; what to keep in mind and what problems may arise. I can imagine encountering this in our trade in the future.

It was also very interesting to get the chance to do a tour and see how the labels are manufactured – it really increases ones understanding for prices, waste, clichés and so on. I would have liked to get some information about the label materials per se, which are the most common ones and so on. Thank you for a nice and informative day!«

Annette Jerkerfält and Yvonne Ernst at QPharma AB

»We at QPharma think it was a rewarding day with many examples of what can go well and also wrong in both production and application. We learnt the importance of good communication between customer and printing house.«

Charlotte Lindeberg at Biogaia AB

»It was a rewarding day with a good speaker and very interesting information. And to wrap up the day, a very interesting tour of the factory. So thank you so much for having taken the time to educate us as customers.«

more about labels?



Label School

Fredrik Ljung at Santa Maria AB

» Thank you for the presentations and thanks for a good and informative day. I learnt several things I wasn't fully aware of before, which I will benefit from in the future.«

Niclas Syde at McNeil AB

» I think it was a great day. It was useful with all the information about how different conditions affect the label materials. I also think it was useful with some repetition of everything to do with printing and prepress. Personally, I liked material science best. There is more knowledge to obtain here.«

Susanne Ljungström at Nordic Drugs AB

» Nordvalls Label School is a very good class, giving us an overall picture and better understanding of the production of labels.«

For more information and to sign up, contact our Marketing Coordinator Caroline Dahl. You can reach her on 0046 416 252 41 and at caroline.dahl@nordvalls.se

A warm welcome to Nordvalls' Label School!

Enchanting packaging

LdB, today owned by Cederroth, has created a unique position in the Swedish market with products recognised by most women. The first products in the LdB-range were launched in 1945 and today it's one of the best-selling skincare brands in Sweden. Did you know by the way that LdB stands for Lait de Beauté, meaning beauty milk in French? Because the recipe comes from Paris. In 2011, a journey was set out on to vitalise and modernise the brand, and Nordvalls was invited to join this exciting journey as the supplier of labels.

The new brand platform, the aim of which was to occupy a position in the market as more “chic & cheerful”, also involved creating a completely new packaging design for LdB's basic and special edition product ranges. The aim was to communicate a modern, feminine and playful brand with products that bring joy. Jonas Ingmarsson, Head of Packaging Development at Cederroth, says that the reason behind this strategy was that the previous design did not properly harmonise with the message they wanted to convey. The communication concept was “an enchanting scent” and so the purpose was to strengthen this.

In connection with the relaunch, Cederroth also elected to streamline the LdB-range and

focus on the articles with the biggest potential. In May 2012, the new design was launched.

Labels that appeal to all the senses

Nordvalls got involved at an early stage of the design process for the new labels. The aim was for the illustrations, depicting flowers, fruit and butterflies and such, to become more emotional,

»Flowers, fruit and butterflies and such, to become more emotional, get more depth and appeal to all the senses.«



get more depth and appeal to all the senses – but above all to portray the enchanting scent. Richard Tillblad, the Designer and Illustrator behind the new design, tells us that a completely new artistic idiom was used and that Nordvalls contributed its own solid knowledge of various printing techniques to recreate the desired design.

Combination printing with 3D-feel

Nordvalls chose combination printing consisting of screen and flexo with very fine details in screen, something which requires a very high level of printing expertise. For the deodorant line, cold foil technology was added. As Cederroth was in search of a 3D-feel, screen was the obvious printing method to use in this case as it builds up vertically and provides a relief, just like with raised printing. The biggest challenge was LdB's special edition Sweet Wonderland. First of all, they were looking for an extra 3D-feel to give the impression of the butterflies taking off from the

bottle. Secondly, there were plenty of thin lines and a distinct golden hue added around the text on the front of the packaging. Here they played a little extra with combinations of screen and flexo to recreate the desired design.

Both Cederroth and the design agency were very happy with the print. Mr Ingmarsson thinks that all label manufacturers can manage the technical part, but it's not just about making a perfect label but getting all of them to look as if they come from the same family and creating brand awareness. Nordvalls met this challenge.

A stronger brand today

In hindsight it turned out that the new design was a spot-on. Maria Holmlund, Marketing Manager for the skin care segment at Cederroth, tells us the development of the LdB-range has been very positive since launching the new design and the first special edition Sweet Wonderland became a huge sales success. ■



Labels and
much more

At Nordvalls, we have worked for over a century, and we can say that we have been good at what we do. Today, we are so much more than labels. Shrink Sleeves, PILs, sachets, Tags, seals and wide product labels. We have a wide product range and creative ideas. We love challenges.

Nordvalls

We are Sweden's leading label company and our goal is clear: To become Northern Europe's leading company in the label industry.

But what still matters to us the most is having good and close cooperation with you as a customer.

Because without satisfied customers, we'll never achieve our goal. That's why we do everything to make you happy!

Your challenges are our daily proposition.

Welcome to challenge us!

Sweden's leading label company.



NORDVALLS

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