

NORDVALLS



Labels for all requirements



Safe and easy proofreading management

Nordvalls WebCenter simplifies proofreading management and also functions as an archive for your files. Page 5

Having the right label is getting ever more important!

Labels by Nordvalls more and more become our customers' and their products' "face to the world" in the shop and what makes them visible and leap out from the shelf.

In this edition of Nordvalls' customer publication, you can read about how the labels on BJÖRK & BERRIES new line White Forest are intended to reflect the products' exclusive and organic contents. The labels have a clean and exclusive design, with a velvety feel to the label itself.

Frutoso is a carbonated cider drink in various fruit flavours and a label meant to invoke thoughts of Brazil with sun, warmth, joy and music.

These are just a few examples of how labels play an important role in the image and identity of the product. Labels create the profile, but also recognition and familiarity.

At our prepress department we lay the foundations for what the final result will look like. Read about the work in this important department in the article on the next

page. There you can also read about how we make use of the internet to secure safe and efficient proofreading management via our WebCenter.

»Foundations laid for the future with the widest product range in the market, and soon the most efficient in the industry!«

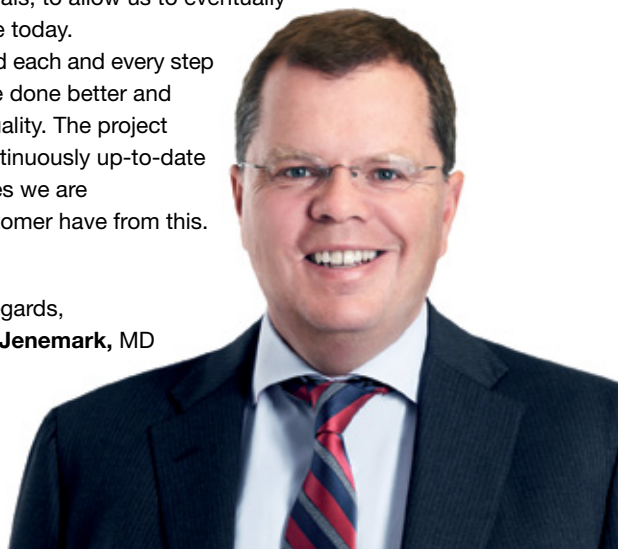
We constantly work on developing Nordvalls. Last year we completed the merger with Figosystem

in Kungälv and established operations in Germany. Now the foundations have been laid for the future and I am proud to say that we now have the widest product range in the market. We offer everything from neutral labels to advanced multi-labels and folder solutions. In this issue of Nordvalls customer publication, you can read in brief about all the different products we have in our range and what they can be used for. I never stop being amazed at just how much the right label can mean.

Development within Nordvalls continues and we have recently launched a streamlining project with bold but realistic goals, to allow us to eventually reduce delivery times by half of what they are today.

We are reviewing the entire organisation and each and every step in the work process. Looking for what can be done better and more efficiently, without compromising on quality. The project started just recently and you will be kept continuously up-to-date with the changes and streamlining procedures we are implementing and what benefit you as a customer have from this.

Best regards,
Patrik Jenemark, MD



This is Nordvalls' state-of-the-art prepress department

At Nordvalls we take care of the entire chain – from draft to finished product. We produce all printed media ourselves and thus have complete control over all steps in the process. This in turn means that we are able to maintain the highest quality and precision. In this article, we will take you on a tour beginning with when you send us a draft to when it's time for the label to be printed.

Somewhat simplified, you can say that the label goes through three steps at Nordvalls' prepress department; technical order processing, proofreading management and printing plate manufacturing. Everything begins with our hardworking technical order processing officer, Marie Olofsson. Marie is the important link between prepress, market and production and as a customer you have most likely been in contact with her. Marie is in charge of all drafts into which the customer or the customer's agency inserts the design. It is important that the design is done directly in the draft to guarantee there is enough space and that the margins are maintained. Ensuring things get right from the very start means that you as a customer is saved the cost of prepress having to make corrections afterwards.

When Marie gets the files she does a so-called "Preflight", which means she checks that images



Nothing but happy faces at Nordvalls' modern prepress department. Here we lay the foundations for a good final result, focusing on quality and precision.

»It is important that the design is done directly in the draft to guarantee there is enough space and that the margins are maintained.«

and typefaces are included and that the images are high-resolution. As a customer, you can knock ideas around with Marie to sound out whether a certain idea is feasible or not. She can even



Our hard-working prepress team



Linda Nilsson, Manager



Martina Hanström



Patrik Andersson



Adam Köpberg



Johan Thorsson



Magnus Palm



Marie Olofsson

» produce some basic dummies to demonstrate the various options available for a certain label solution. This may be, for example, different possibilities for opening a Triokett (Nordvalls' label with three sheets).

Once the Preflight is completed, the case is handed over to customer service for order registration. Then the order is sent to prepress and our experienced Mac-operators take over for proofreading management and to prepare the files for printing.

Preparing the originals for printing

The Mac-operators prepare the customer's originals for printing. Trapping is an important part of this, meaning eliminating white lines between colours by printing small areas of overlapping colour where colours touch. The Mac-operators use Esko software and also have access to all Adobe software. Linda Nilsson, Customer Service Manager, tells us that active measure are in place to constantly stay up-to-date with and at the forefront of the latest technology.

Once print adjustments have been completed, we print a hardcopy on photo paper. With the aid of profiles, adapted according to material, printing press and printing method, we achieve a result as close to the final product as possible. At our prepress department we can print out LEN files in screens, which means that we get a sample very closely resembling the final product.

Then the proofreading copy is sent to the customer, either via Nordvalls' WebCenter, e-mail

or mail. Once the proofreading copy has been approved, a so-called "Step & Repeat" is done, meaning the the files stepped out according to the punch arrangement to fill out the width of the material. This is done automatically, based on the information retrieved from Nordvalls' business system Cerm.

Printing plate production with the latest technology

When an original has been approved by the customer, the files are handed over to Emma Persson at the printing plate manufacturing section, except for digital prints for which the files are sent directly to our HP Indigo.

At the printing plate manufacturing section, our flexo printing plates and offset-plates are laser engraved. To add another step in the quality assurance process for screen prints, we have also digitalised the screen production. So nowadays we do not use film but laser engrave the screen directly in our CDI, which generates a higher quality and smoother workflow. Once the print-media is finished, it is time for the printing press. This completes the prepress work. ■



Nordvalls' WebCenter – smooth, quick and safe

With Nordvalls' WebCenter we offer you a smooth and safe solution for proofreading management. It accelerates production, benefitting us as well as our customers.

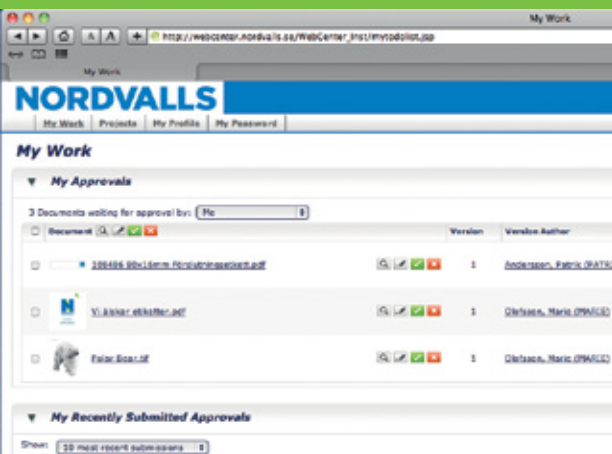
The advantages of Nordvalls' WebCenter are many, allowing you to colour-split, make changes in the colours, see trappings and insert

notes in the document. The system also serves as an archive in which you have access to all your previous files. Another advantage is that you receive regular reminders by e-mail when it's time to approve a proofread file.

Are you interested in receiving more training in using Nordvalls WebCenter? If so, we will be happy to help you. Contact our marketing coordinator Caroline Dahl for more information. You can reach her on 0046 (0)416-252 41 and at caroline.dahl@nordvalls.se

You can also contact the staff in our pre-press department if you have any questions or thoughts regarding artwork. The contact details can be found on our website www.nordvalls.se

Linda Nilsson is our Customer Service Manager and in charge of the prepress department. You can reach her on 0046 (0)416-252 47 and at linda.nilsson@nordvalls.se



Interview with Mats Antin, Graphic Designer at McNeil AB – one of the users of Nordvalls WebCenter

How long have you at McNeil been using Nordvalls' WebCenter?

I've been working at McNeil for one year and that's how long I've been using it.

How many of you at McNeil use the WebCenter?

Currently, I'm the only one using it.

Was it difficult to learn how the system works?

No, I don't think it was difficult at all. It's so well designed that you learn it quickly.

What are the advantages of using Nordvalls' WebCenter?

Generally, it's a very user-friendly system and it makes it very clear and obvious where the files

should be saved. The approval process is much smoother with your system than many others, with which you must sign PDF files and then upload them to FTP servers or send the files by e-mail.

You get a clear confirmation that it's been uploaded, so you never miss it. When sending e-mails with attachment, there's always a risk of the relevant person not being present or the mail not arriving for some reason. Another plus is that all history is stored in the web center, so you have access to previous files.

Would you recommend others to use Nordvalls' WebCenter?

Yes, for sure.

PRODUCT INNOVATION

Multi- labels with 45

May we present an innovation in Nordvalls' product portfolio, the multi-sheet label with reduce paper weight, down to 45 grams. This is a clear trend in the pharmaceutical industry, and now we at Nordvalls can offer this product. Let us present the benefits of lighter paper. We will also tell you about other important trends in the pharmaceutical industry.



Nordvalls has extensive experience and very solid knowledge when it comes to label solutions for the pharmaceutical industry. We have built up this operation over the course of thirty years, and today we are one of the leading players in Europe.

Since 2012 we have had a production facility covering 5,000 square meters in Sjöbo, fully dedicated to producing labels for the pharmaceutical industry – Nordvalls Pharma. Here we satisfy the industry's stringent requirements on hygiene, inspection and safety and all our staff are trained in GMP. At Nordvalls Pharma we also manufacture, apart from label solutions, PILs and sachets. Now, as mentioned, we can present a new product, multi- labels with 45 gsm paper.

Several benefits of lower paper weight

There are several benefits of 45 gsm paper. Lighter paper results in thinner sets of sheets, which makes it easier to apply the label. The

»Nordvalls provides number of different safety solutions. We'd be happy to tell you more about these.«

risk of interior tension which can lead to labels unfolding by themselves during or after labelling, is considerably lower with thinner sets of sheets. Multi-labels with lower paper weight are also easier to handle for you as a customer.

Using 45 gms paper can also lead to better-looking results if the packaging on which the label is to be applied is of a shape other than round. If, for example, you have a square tin, using a label solution with thinner sets of sheets works better as it is more flexible than, for example, 90 gsm paper. The label will follow the shape of the tin more precisely and not bulge out from the packaging.

gsm paper



Another advantage worth mentioning is that for large volumes shipping will be easier as these weigh less.

Important trends in the pharmaceuticals segment

Multi-labels with thinner sets of sheets are a clear trend in the pharmaceuticals segment, which Nordvalls now caters to. Another is multi-labels without laminate. At Nordvalls we push ahead with intense product development and a number of tests have been completed. Currently, we have a number of projects underway with regard to both multi-labels with lower paper weight and without laminate.

Safety solutions combined with serialisation for higher traceability are another trend worth mentioning in the world of pharmaceutical. This is very much on the table right now as the new EU-directive will become effective in a few years, which means that all pharma companies

must label each individual packaging with, for example, a data Matrix-code combined with a unique number. A Data Matrix-code is a two-dimensional bar code that may contain a lot of information in the form of both text and digits. The legal requirements will thus be even further tightened with regard to pharmaceuticals to keep counterfeit drugs away from the legitimate distribution chain. Nordvalls provides a number of different safety solutions. We'd be happy to tell you more about these! ■

For more information about our multi-labels with 45 gsm paper and other pharmaceutical products, contact our Sales Manager Jörgen Nilsson. You can reach him on 0046 (0)416-252 17 and jorgen.nilsson@nordvalls.se



Jörgen Nilsson

CUSTOMER CASE SF BIO

Sweden has one of the greatest densities of cinemas in the world. Well over 15 million cinema visits annually are made in Sweden, a number which has remained relatively stable for the last twenty years. SF Bio is to many “top of mind”, which is not such a great wonder considering it is Scandinavia’s leading cinema operator. An important part of the moviegoing experience at SF Bio is the cinema ticket and these have been printed at Nordvalls in Kungälv for more than 20 years. Let us tell you more.

The cinema ticket – part of the experience

SF Bio operates cinemas in 22 locations in Sweden with more than 32,000 seats and 234 screens. In Norway, the affiliate SF Kino runs ten facilities with 67 screens in nine locations. Nordvalls, who have long experience in producing tickets, supplies all cinema tickets for SF Bio in both Sweden and Norway.

Mattias Lannegren is in charge of cinema tickets and the point-of-sale system at SF Bio and has been the liaison officer for Nordvalls since 10 years now. The individual cinemas order their tickets directly from Nordvalls. Mattias explains that SF Bio and Nordvalls enjoy very good cooperation together. The basis for this excellent cooperation, according to Mattias, is high quality, quick delivery, good personal relations and the fact that Nordvalls is ISO 9001 quality certified and ISO 14001 environmentally certified.

How tickets developed

Cinema tickets at SF Bio have developed over the years. At first there were only tickets for



cashpoint printers but by the end of the 90s the Biomat self-service machine entered the market and became a huge success. SF Bio was the first operator in Scandinavia to launch the Biomat. This meant that one more type of tickets was required, as these differed from those used in



cket ience at SF Bio

»SF Bio was one of the first operators in Sweden to switch to system printed tickets in direct thermal printing.«

the cashpoint printers. SF Bio has been buying two types of tickets from Nordvalls ever since. SF Bio was one of the first operators in Sweden to switch to system printed tickets in direct thermal printing.

At SF Bio there are no separate receipt printers these days but the receipt is printed on the ticket, so it's the same ticket material for the receipts and these are also ordered from Nordvalls. Mattias thinks this is a smooth and cost-efficient solution as they don't need separate printers for receipts.

The ticket – a messenger

“We don't show movies, we provide an experience” is SF Bio's message and the cinema

ticket is an integral part of that. Over the years, the appearance of the tickets has changed; in the 90s they had different colours and carried various movie stills. For the purpose of building the brand, however, it was decided to use only the pink brand colour and the company logo as theme on the tickets in the 2000s.

On the back of the tickets, the space is used for promoting SF Bio's other products, such as Bioklubben, Konferens & Event and gift vouchers. Popcorn and softdrinks, too, of course as they're part of a visit to the cinema. SF Bio has also periodically sold advertising space on the back.

Cinema goers see the ticket as an important part of the experience and the attendants tearing the tickets at the door is to many a moment they don't want to miss. Many parents also let their children help tearing the ticket when going through the door. It is also common for cinema goers to save the ticket as a souvenir after their visit, and some are even avid collectors of cinema tickets. ■

At Nordvalls in Kungälv we have a long tradition of manufacturing tickets and tags. We provide specially designed tickets in various formats for operas, theatres, arenas, cinemas and museums as well as for league games, individual events and major championships. You can also order parking tickets, logistics tags, transport tickets and queue numbers.



Tickets & Tags

The systems are normally based on printers which can handle direct thermal or thermal transfer. To get your tickets to stick out, we offer printing with up to eight colours including enamel, distributed over the front and back.

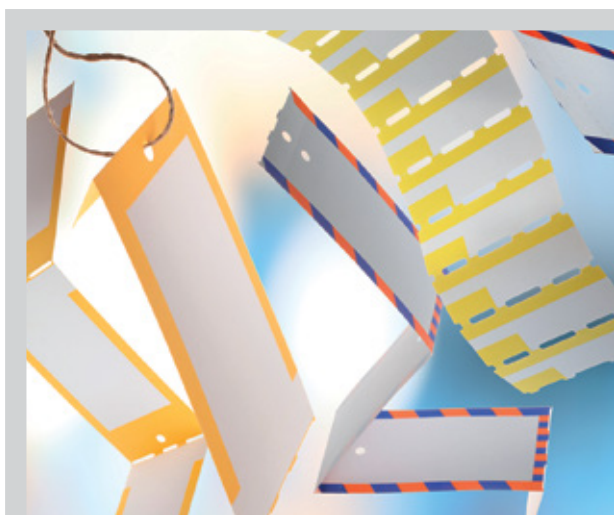
Great returns from an environmental perspective

Tickets and tags are also much used in production facilities, when you don't want adhesives involved in the process, such as when sorting boxes, sacks and dollies. It is common to treat all these products as recycled paper, which is of great benefit from an environmental perspective.

Security features to guarantee authenticity

We can apply various security features to the tickets to prevent forgery. An example of this are coatings that can only be seen in UV light. Another is for the print to be activated at a certain temperature. This allows you to carry out spot checks by pressing the thumb on the print to make it appear. Another security solution is using print that only becomes visible when scratching it with a coin. As you can see, there are many possibilities!

We'll help you produce tickets and tags adapted precisely for your line of business. Contact us today for more information! ■





Theatre, concert and cinema tickets

We supply specially designed ticket materials in various formats for operas, theatres, arenas, cinemas and museums.

We also print and stock neutral tickets for various system providers, so that their end customers can order directly from us. We take care of all administration and distribution to the respective end users following an established plan – making it easy and convenient for all parties!

Tickets for sports and arena events

We provide tickets for league games such as hockey, football, handball and for individual events and major championships. We can print four-colour images on both the front and the back.

As a sports club, you can easily send us your club logo, the sponsor's logo and any images, our prepress department will produce a printable original if you wish.

Parking tickets

You can order parking tickets in various formats from us which work in parking meters: Cale, Stelio, DG4 and Hec. In addition, we also print tickets for boom gates.

We paginate in-line, thus printing a continuous number sequence on your parking tickets.

Logistics solutions without adhesive

At Nordvalls in Kungälv we produce "logistics tags" for

mail management all around Europe. Logistics tags are a good alternative if you are looking for an information carrier that is not self-adhesive.

For many areas of usage you do not need glue/adhesive, which often makes the product more environmentally friendly, increases its operational reliability and reduces the purchase price. Our tags can consist of both paper and plastic material.

Transport tickets

We supply magnetic cheques for taxi companies. This card is in the standard format CR80. The magnetic strip is recorded with information about invoicing address or travel credits, and can be used as, for example, promotional gifts during corporate events. The magnetic cheque is swiped through the card reader in the taxi.

Travel tickets for bus and train

In the transport segment we also provide travel tickets for bus and train in various formats. These can be thin tickets on rolls or cards made of somewhat thicker paper. Tell us what you need and we'll produce it!

Queue numbers

We have long experience in printing queue numbers and today we export to all over the world, via major system providers.

If you have any questions call us – and we'll tell you more!



Refreshing news which

We at Nordvalls have long experience in producing labels for the beverage industry. One of our customers in this segment is Frutoso International – an innovative cider manufacturer with a passion for Brazil, founded in 2012. That same year, its founders contacted Nordvalls to design and produce their labels. The product launch became an instant success and this spring will see new and exciting flavours launched. We are very happy to go along on the journey; a journey which began in Rio.

Behind Frutoso International are two creative guys whose main focus was to develop tasty, fruity beverages with links to Brazil, where they spent a lot of time and even lived for some time. To them, this is a country with a rich culture, cheerful music and dance and a populace with a great zest for life – something which has been inspiring them for a long time.

So this is where the idea was born about a beverage that could capture the spirit of the new Brazil – “the Brazilian happiness” – which the founders wanted to convey to the Swedish consumers. The idea was developed with the aid of domestic players in the Brazilian beverage industry to form the product line available today – Frutoso Beverages (Bebidas de Frutoso).

Frutoso is a carbonated cider beverage made of apple wine with various fruit flavours and low alcohol content. The target group are “social experience seekers” and “prestigeless hedonists”



make us long for Rio

and according to the founders, the cider is perfect on sunny days when the craving for something refreshing sets in, best enjoyed cold in nice company, preferably in an “after beach” setting. In short, Frutoso is the drink that makes us long for Rio.

The cider is currently available in the flavours Coconut, Pineapple (Stevia), Strawberry/Lime (Stevia) and Pear Lime. Frutoso is the only cider product in Sweden that comes in coconut flavour and was also the first on the market with a cider drink sweetened with the all-natural Stevia plant.

The new flavour for this year is Lime/Mentha, which according to Frutoso will go perfectly with the summer sun.

The label in focus

Labels are an important stage in the brand building process. In order to find a suitable supplier of labels who could meet Frutoso's requirements on high quality and quick delivery, the market was scanned and Nordvalls was chosen.

– It didn't take long before we realised that you met our requirements and now we have developed a close relation with Nordvalls, says one of the founders.

On part of Frutoso, it was vital that the design that was developed represent what the brand stand for and that the design allowed product in the product line to be unique while also being part of one and the same family – “The Frutoso Sugar Skulls Family”. Seeing Frutoso should evoke thoughts of sun, warmth, joy and music – getting thirsty to put it simply.

– Apart from Frutoso being a very tasty and refreshing drink, we realised early on that the design is extremely important in order to distinguish the drink from other products in the

market. As we had decided to use glass bottles, the label became pivotal in reaching out to our customers. I think that Nordvalls' process works very well; from the time you submit the initial design to the finished labels being delivered on the delivery date agreed on.

Thumbs up from consumers

Competition from other cider and RTD products is merciless. Buy offering high-quality products with innovative flavours and having a unique brand identity, Frutoso International has managed to set itself apart from the pack. To also be the first player to offer a cider beverage with Stevia flavouring has been another contributing factor in the success. The founders explain that they are very pleased with the result and that Nordvalls has helped develop a product they are proud of.

– We have received incredibly positive feedback from customers, who think that Frutoso's products are appealing with the imagery they employ. The high quality of the labels play a major part in this. ■

**Ready to drink*

»Seeing Frutoso should evoke thoughts of sun, warmth, joy and music – getting thirsty to put it simply.«

Liselott Widerström, Frutoso's contact person at Nordvalls says:

”It was in 2012 I was first contacted by Frutoso International, who requested a quote for a smaller batch of labels to test the Swedish market for their new line of cider drinks. In order to limit the initial costs, we chose digital printing to begin with.

As sales grew, so did the need for labels which led us to switch to UV-flexo as printing method. This, in combination with screen print, allows us to raise the design of the labels even more.”





Nordvalls' labels on BJÖRK & BERRIES new line White Forest

The ecoluxury brand BJÖRK & BERRIES launched White Forest in autumn 2013 – a completely new line in new packaging consisting of perfume, body care products and products for the home which contain natural and organic ingredients of the highest quality.

The labels, well they come from Nordvalls. What BJÖRK & BERRIES were looking for was a clean and exclusive design with a soft, almost velvety feel of the labels. To achieve this, we chose to put a matt finish on top of white screen print. We added the details in gold-coloured screen colour. The result

looks great! BJÖRK & BERRIES and Nordvalls are very pleased with the outcome.

Contact us if you want to know more about what options there are for your products to be highly visible and stick out on the shelf. We have the technology and expertise to make you succeed. ■



Labels that match your needs

At Nordvalls, you can get everything from simple information labels that are printed and carry information as part of the logistics flow, to highly processed decorative labels that are an important part of marketing your product. We print these in one of our state of the art presses, where we are able to print with up to 500 mm width and 9 colours combination print in Flexo, UV Flexo, Offset, Screen, letterpress, digital and hot and cold embossing.

We also offer digitally printed labels, multi-labels that contain 3 to 32 pages, Tickets & Tags, safety labels with variable codes, holograms and other packaging materials.

Each customer is unique, and so is the solution. Contact us and let us know how we can help you as our unique customer!



Multi-coloured label

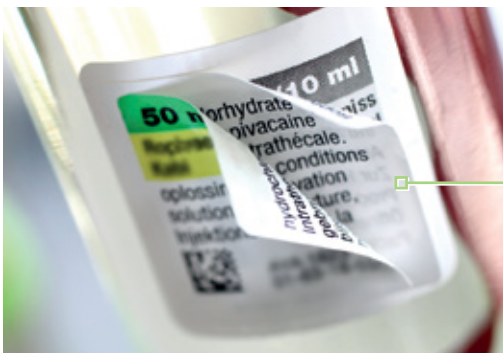
If you are looking for interesting decor and profiling, check out our multi-coloured labels. This type of label is a best seller, as it stands out on the shelf and grabs the consumer's attention.

Digital printing for test print

At product launches, it is often a good idea to test the package's ability to grab the consumer's attention. That's when we make test runs, to allow you to test your idea on decision-making groups and test panels.

Duo- and trio-labels

Our duo-labels Duokett and trio-labels Triokett are suitable for products that must have space for more detailed text. Such as information or different languages, can be opened with flaps and be resealed.





Multi-labels

With our smart multi-labels – Multiketter and Booklets – with adhesive carrier, you get space for very detailed product information and various language versions even though the label surface is limited

Package inserts

Package inserts are another important product range in our portfolio. A package insert is often enclosed with medicine, and contains information on how the pharmaceutical product works and how it should be used.

Labels for pharmaceuticals

Labels for the pharmaceutical industry are and have long been a core activity of Nordvalls. In our separate 5,000 square meter production facility, we have gathered all our label and packaging solutions, which are produced in accordance with the very stringent demands placed by the pharmaceuticals industry on hygiene, quality and safety. >>



OUR PRODUCTS



» Sachets

You can also order sachets from us. These are clever little packaging solutions to use for hand-outs or for standard sales of articles such as compresses and creams.

Alarm tags

Our alarm tags consist of a completely “normal” label, printed in, for example, UV-flexo. Then an alarm tag is inserted between the label’s front and backing sheets. Nordvalls’ alarm tags are a sustainable and cost-efficient solution to theft and shoplifting.





In Mould Label (IML)

In Mould Label (IML) is a way of attaching labels to packaging, in which the labels are moulded on with heat instead of applied on the packaging with adhesive.

Seals

Seals are a type of product which is seeing strong growth. They are a good way of sealing packagings, while also creating space for advertising messages.

Non-printed and pre-printed labels

Our product line includes non-printed and pre-printed labels that can further be printed in thermal transfer printers. This can be printing information such as text or barcodes when the product is packaged or priced.



Stocked goods

Freight labels

Nordvalls offers a wide range of freight labels (standardised freight labels, STE) for the most common freight companies for immediate delivery. To order freight labels and thermal transfer ribbons, please visit our webshop: Fraktetiketter.se

Thermal transfer ribbons

At Nordvalls we have all the ribbons you need for printing in a thermal transfer printer. Thanks to our long experience in label production, and because we constantly update our knowledge through cooperation with manufacturers of applicators and materials, we can guide you in the selection of the right thermal transfer ribbon for you.

Warning labels

Nordvalls supplies warning labels. Contact us for more information! ■



At Nordvalls we master all types of printing methods there are in label manufacturing!

Flexo: Suitable for simpler print jobs (especially for eco-materials).

UV-flexo: With our HD-flexo, we can produce up to 9 colours with practically offset-quality.

Screen: Provides blanket colour relieflike, blank and expressive print.

Offset: Provides high-quality print in up to 8 colours and is a suitable printing technique for larger runs.

Sheet-fed offset: Offset specifically for sheets.

Digital: Does not require printed media. Provides offset-quality for smaller runs.

Letterpress: A safe technique particularly suitable for production of pharmaceuticals and multi-labels.

Combi: A combination of the various printing methods.



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