

NORDVALLS



New label
revives the
product



Two new digital printing presses in 2015

This will make Nordvalls one of the most modern printers of labels in Northern Europe.

Better for our customers, better for the environment and better for us!

Last business year was one of consolidation, in which our new organisation found its shape following the merger with Figosystem. It takes time to merge two companies and for all those involved to find their roles. Also with a partly new organisation where all the pieces slowly but surely have now fallen into place.

We are proud of our excellent geographical coverage with sales offices in Scania, Kungälv, Jönköping, Stockholm and Falun. This means that we are close to our customers and thanks to our national coverage can offer a service that we are the only label producer to provide.

In 2014, we increased turnover by almost SEK 10 million, making total turnover a quarter billion SEK. The operations we bought in Germany a year and a half ago have been developing well and we have now established an office in Germany that serves the large, and by us untapped, German market. Here we expect to capture market share and for it and to be an important gateway to other parts of Northern Europe.

»We will become the most modern printer of labels in Northern Europe, without doubt.«

The technology is also progressing at break-neck speed. That's why we recently invested SEK 20 million in two new digital presses that enable us to become one of the most modern printers of labels in Northern Europe.

Installation of the first press is in full swing at the time of writing, and will be operational by the end of January 2015. The second press will be installed in the second half of the year and put into operation in late 2015.

We see this as two important steps in order to consolidate our leading position in both the Swedish and Scandinavian label market, as in our coming home market in Germany and Northern Europe.

Efforts to shorten lead times and streamline production flow are moving forward with each passing day. Soon we will have reached our goal: to shorten delivery times by half compared with today. Then we will be both the most modern and the fastest! All this while maintaining quality and always with top service.

Best regards,
Patrik Jenemark, MD



More efficient work flows – faster deliveries

Aleksander Torén is our new Project Manager at Nordvalls' in-house prepress department. He most recently worked for Esko software company, which provides solutions for the printing industry and has twenty years of experience in prepress.

“The goal for us at Nordvalls is to streamline our workflows and offer the best possible service for you as a customer. We have always been at the forefront when it comes to investing in new technology and we will continue to hold that position. We will work on developing, optimising and standardising our digital workflows and systems, with special emphasis in prepress. This is a great and enjoyable challenge, which allows me to make an impact and a real difference.

For us, having a good dialogue with you as a customer is vital. We want you to feel you have stake in our continuous development and that it's easy for you to communicate your requests to us.

Can you give examples of current projects that you are working on?

“We have many exciting projects underway, such as getting our new digital press up and running and optimising the related workflow. This project is part of our vision to shorten the delivery time to ten days for conventional printing and five days for digital printing.

Another example is our online service Web4Labels, which was launched during the year but which we will get up and running ‘for real’ in the first quarter of 2015. In Web4Labels, you as a customer can keep track of your inventory and easily order stock items online. You'll get more details when everything is in place. In addition,

we are working on solutions to simplify the handling of files and proofs.”

What experience do you have from previous posts?

“I've been working with prepress since 1996, the last three years at Esko which is a software supplier to the printing industry.

I've always considered labels and combination printing especially interesting, as these are smart and advanced products. There are many pieces of the puzzle that must fit together to achieve a good result, making our work both fun and challenging.” ■



About Aleksander Torén in brief

Age: 40 years

Born and raised: in Värmdö

Position: Project Manager

Education: upper secondary school qualification in graphics

Lives: in Trelleborg with wife Charlotte and children Anton and Elin

In his free time: family, music and motorsports

Describes himself as: a curious analyst who loves a challenge

Best coverage means best service!

Nordvalls has excellent geographical coverage with sales offices in Scania, Kungälv, Jönköping, Stockholm and Falun. This means we are always near our customers. No other producer of labels has the national coverage and service we have.



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CUSTOMER CASE PÅGEN



Nordvalls' labels on

Pågen AB is Sweden's largest bakery, founded in 1878, and is behind many Swedish classics, including Lingongrova, Krisprolls, Gifflar and Hönökaka. Krisprolls in particular is a product that is very successful even outside of Sweden and is now sold in over 30 countries.

Pågen has been baking with love since the 1870s. Some 40 years ago, Krisprolls ventured out into the big, wide world and struck gold. The French in particular fell for the Swedish biscuit. Today, "Les Krisprolls" is one of the best-known brands in France and close to sixty percent of Pågen's krisproll are exported there. Sara Österström, Export Trade Marketing Manager, says that Sweden has a very good reputation abroad – it is regarded as safe and clean with high quality. Krisprolls contain pure ingredients without preservatives while also having a long shelf life.

Saving costs with the label

Nordvalls supplies mainly multi-labels to Pågen Krisprolls destined for export. Ahead of Christmas 2014, a gingerbread flavour was launched and

the Krisprolls bags for the Swiss market carry a duo-label (Duokett), with three printable pages, with a list of ingredients in German. The Krisprolls bag already had a French version but no German, which is required in Switzerland. The label solved this problem. This needs to be considered for each individual product, as it depends on the quantity produced. This time it was cheaper to make a label with a new language than to create new Krisprolls bags specifically for this market.

»One of the best-known brands in France.«





export success



»This time it was cheaper to make a label with a new language than to create new Krisprolls bags specifically for this market.«

That's exactly what Pågen did when Krisprolls were to be test launched in Japan a while ago. Pågen wanted to test the Japanese market, and it was more cost-efficient to make new labels than new packaging.

A label that inspires

Apart from the duo-label for the Swiss market, Pågen has also developed a multi-sheet label together with Nordvalls, of the Multikett model, with five sheets providing ten printable pages for text and images.

On the multi-sheet label, consumers are given tips on different ways they can eat their Krisprolls. Because this actually varies quite a



CUSTOMER CASE PÅGENS

» lot between different countries. Anna Bynke, Purchasing Manager for packaging and printed matter at Pågen, tells us:

“In Sweden we eat Krisprolls as a snack or with our evening coffee, preferably with butter or sometimes also with some spread, cheese or cold cuts. In France it’s most common to eat Krisprolls for breakfast and in England for lunch.”

Pågen also writes in the label’s folder that crumbling up your Krisprolls into your yoghurt for breakfast makes for a great change, as does serving them as tapas with a nice tapenade, as an ingredient in apple cake or to go with a fresh fruit salad. To mention just a few examples.

Sara and Anna explain that the growth strategy for Krisprolls is currently first and foremost to strengthen the position in those markets they are already established in. They agree on that the label and its contents can play an important role in getting more consumers to put Krisprolls into their shopping basket before other brands.

“Competition on the shelves is tough, especially from “private labels”, i.e. the retail chains’ own brands. Breaking into foreign markets is certainly no cakewalk. After all, it’s a question of getting consumers to dare try something new when they go shopping. Giving inspirational tips is one way of appealing to a larger target group and increase consumption among existing customers. The response has been very good”, says Sara.

Nordvalls is with you all the way

When a new design for labels is to be created, Pågen likes to use the advertising agency Thrilled. Nordvalls is always involved from the very start to provide input and good advice, in particular with regard to printing technology considerations, Anna says.

“I feel that Nordvalls is a very innovative and responsive supplier. We get very good input from you which makes the process smooth. You are present and come here when we need you. Being in good contact is very important to us and we feel like we have that with Nordvalls.”



»Pågen and Nordvalls have several exciting projects underway, e.g. a discount coupon in the form of a duo-label.«

Sara emphasises that Nordvalls’ labels play an important role in the overall product: they make the Krisprolls bags stand out on the shelf and catch consumers’ interest.

“Personally, I react more strongly when I see a product on which there is a label. It just makes for something extra, something that wasn’t there before and which makes the packaging look different to last time. It’s easy to change the appearance of a packaging with a label, if then it can also be opened and has several sheets you really get curious”, she explains.

In the pipeline...

Pågen and Nordvalls have several exciting projects underway together, such as for a discount coupon in the form of a duo-label for the Krisprolls bags. Discount coupons are a proven method to get consumers to test your products and a label with two sheets is especially suitable as the idea is to tear off the upper part of the label and keep it in your wallet for your next purchase. A smart and functional solution which allows you to have the discount coupon right on the packaging instead of separately.

This is, as mentioned earlier, one of several exciting projects we have in the pipeline together with Pågen. Nordvalls look forward to continued good cooperation! ■

Nordvalls VMI solutions make label management

Easier, smoother and safer

Easier, smoother and safer label management. That's something many would appreciate, not least when production demand comes in waves and it's hard to predict the trend.

You can achieve this by letting Nordvalls manage your label stocks with a so-called VMI solution. This a demand-driven process in which we manage your label stocks from start to finish.



* VMI stands for Vendor Managed Inventory

“The benefits of VMI are manifold,” says Liselott Widerström, Nordvalls’ expert on the subject. “Our customers always get the right product in stock and full control over the flow.”

Thanks to the new technology, it is now possible to make a VMI solution as effective and smooth so that can basically be adapted to everyone’s needs.

With demand-driven flows, the supply of labels becomes faster and more reliable and at the same time less capital is tied up in stock. Another advantage are lower administration costs.

“These fully automated processes give you full

»Together, we drive costs out of the supply chain!«

control of your label stock, while together we drive costs out of the supply chain,” concludes Liselott Widerström. ■

Our Sales Manager Liselott Widerström will be happy to tell you more about our VMI solutions: 0046 70 25 86 900, liselott.widerstrom@nordvalls.se

Full steam in Germany

Nordvalls is making a bigger effort than ever to drive exports, and the outlook for us in Germany is very good. Operations have gathered pace and we have now strengthened our position as a leading player in Northern Europe. Our German sales office is located in Rinteln, outside Hannover, and is manned by an experienced sales team.

“Our German customers today are mainly from the food industry, the chemical engineering industry such as paint manufacturers and other manufacturing industries, says Agnetha Åklundh. We mainly supply highly processed products to the German market, but of course also provide simpler and unprinted labels.

One of our major clients is a leading food company for turkey and chicken products, based in Oldenburg in north-western Germany. For them, as for many others, flexibility is a very important factor when it comes to getting the raw material in time. The food industry is a seasonal industry and as a supplier of labels you must react quickly.

The label must also be durable to withstand transport and tough physical conditions in the shop. The front of the packaging label must be eye-catching to capture the interest of the consumer in the grocery store, and stand out among all competitors. You have to live up to all these requirements, which Nordvalls does.

The wide range in our product portfolio is one of our main competitive advantages, allowing us to always be able to meet the customer's requirements. We understand the culture and speak

»Flexibility is a very important factor for success!«

the language, which is a fundamental prerequisite for success in the

German market. Customer service is also an important strength of Nordvalls'; we offer a comprehensive overall solution where we are happy to provide input at the initial stage of a new project.

Our Sales Manager for Germany, Norbert Schwick, is on hand to provide technical support and we offer VMI solutions* to ensure that the customer gets the right product at the right time.

Combined with our high printing quality, this means we gain the trust of the, often demanding, German customers. ■

* VMI = Vendor Managed Inventory



Experienced sales team on hand



Agnetha Åklundh
– Sales Manager Export and KAM

Agnetha has worked in the packaging industry since 1998 and started at Nordvalls in 2014. Before that, she had been working for an industry colleague in the position of Senior Key Account. Agnetha also has extensive international experience in global companies such as Avery Dennison, which will come in useful for Nordvalls' growth plan in Europe.



Norbert Schwick
– Sales Manager in Germany

Norbert Schwick has 25 years' experience in the label industry. His first employer was a manufacturer of labels, package inserts and packaging solutions for the pharmaceutical industry. Later he worked at Strålfors, as a Sales Manager for eight years, with primary focus on labels for the beverage industry. Norbert has solid technical knowledge of labels as, before focusing on sales, he was a printing machine operator.



Gaby Reiche
– Indoor Salesperson in Germany

Gaby is our Indoor Salesperson for the German market, stationed in Nordvalls' head office in Sjöbo. Gaby is originally from Lage in Northern Germany but has lived in Sweden for 25 years. She has always worked with customer support where languages have been vital, mainly German. She has had varying tasks and worked in the butchery industry, construction industry and various trading companies.

This is how Nordvalls pr



Knut Nilsson produces colour samples with ease in our Perfect Proofer.



With Perfect Proofer, we get real close to the hue in the colour comparator.

As a producer of labels and specialty print products, Nordvalls pursues ongoing efforts based on environmental awareness throughout the entire organisation. We bear in mind environmental considerations in each decision we make and at all levels in the organisation. Here we'll tell you about our environmental work and, in particular, about our state-of-the-art colour kitchen – in which we today work with much environmental awareness.

Nordvalls has been ISO 14001 certified since 1998, an internationally accepted standard that forms the foundation for establishing environmental management. When we make changes to our operations, we issue a change request and always pay attention to whether it will affect the environment.

Nordvalls' most important environmental objective

Nordvalls' most important environmental objective is to reduce the amount of combustible waste every year and to replace chemicals that pose a high risk with regard to the interior and exterior environment. Our efforts to achieve these objectives include reducing waste on intake. Risk assessments have been made for all chemicals that are used in the operations, and all new chemicals are risk assessed and approved by our Safety Engineer before being implemented. These must be clearly marked and placed in fume cabinets. As

far as possible, all handling of chemicals should take place in the fume cabinets located at every printing press. Cloths containing chemicals are disposed of in separate LOTS-containers, which are also placed next to each printing press. For us at Nordvalls it is extremely important that chemicals are not harmful to our staff or the environment.

Keeping thorough track of chemicals usage

Nordvalls is affiliated with Chemgroup, through which we direct all purchases of chemicals. In this web-based service, we have also uploaded all our safety data sheets. All employees have access to Chemgroup and thus access to the safety data sheets for all chemicals used in the operations. This way, we can get a comprehensive overview of our chemicals management, are recommended good products and can reduce the number of chemicals in our operations.

With regard to transports, we use only major haulers with environmental programmes in place.

protects the environment



In our Colorsat Match we mix the colours based on recipes archived in data system.



With our equipment for colour mixing we save huge amounts of colour.

Major benefits for the environment with Nordvalls' state-of-the-art colour kitchen.

In addition to our regular environmental work, we have installed state-of-the-art equipment in Nordvalls' colour kitchen to save colour and ink and thus reduce any negative environmental impact. The equipment comes from the Dutch company GSE Dispensing and Nordvalls is the only printer of labels in Sweden today to have this.

The equipment consists of two parts, the so-called Perfect Proofer which to some extent resembles a miniature press, but is actually a manual hand anilox roller with a UV lamp where we produce colour samples.

The second part of the equipment is Colorsat Match, where the colour is mixed based on the recipe we enter. All recipes are archived, allowing us to easily look up which colour shade a particular customer likes. Nordvalls' experienced colour mixer Knut Nilsson tells us about the equipment's advantages.

Hello Knut! Can you tell us which are the benefits of this equipment from an environmental perspective?

"There is truly a great environmental benefit. Before, we basically had to start from scratch

every time and mix the colour directly in the printing press when we wanted to produce samples. We had a theoretical recipe and made adjustments accordingly, which could result in us having to discard large amounts of colour.

In our printing presses of the MPS brand we mainly make highly processed labels, often with a large number of colours. The smallest amount of colour we were able to mix in our MPSs to allow us to run the printing presses was 2.5 kilos. Sometimes we had to discard 10-15 kilos of colour for just one job to produce a new PMS colour, sometimes even more. With Perfect Proofer a decilitre of colour is enough to produce a sample! As you can see we now save large amounts of colour, which is a great advantage from an environmental perspective."

Are there other benefits with our Perfect Proofer and Colorsat Match than purely environmental ones?

"It's not unusual for our customers to want to test different colours at first. We often get requests for shades that are not similar to any of those in the colour chart. Our Perfect Proofer allows us to test our way to exactly the colour a customer wants, with no hiccups in the process. This brings us even closer to the shade in the colour comparator. So there are both environmental and quality benefits with our colour mixing equipment." ■

New labels strengthened venerable beer brand

In autumn 2014, the traditional Melleruds Utmärkta Pilsner was given a wonderful new label design which Nordvalls co-developed together with the customer Spendrups.

To increase the high-quality feel, the wet-glued labels were replaced with self-adhesive ones without for that reason sacrificing the rustic feel and historic values that are the brand's core. The result was, just like the beer, excellent.

The year was 1904 when Melleruds Brewery in Dalsland tapped the fist barrel. Until 1954 sales were good, but as a result of a negative period for all breweries in the mid-1900s, operations were shut down. In 2011, Spendrups breathed new life into the brand. Melleruds was exactly what the big brewer was after, which was a proper Swedish lager combining tradition with genuine craftsmanship.

"It's fun working at a beer brewery these days. There's a lot going on in the industry and consumers are more curious than ever, not afraid to try new flavours. Melleruds Utmärkta Pilsner is one of many exciting new products from us. The beer is fresh and has a distinct bitterness, which is fully in tune with the times", explains Mikael Mossvall, Product Manager at Melleruds. Spendrups began testing the market for the product in 2011, and as the response was good it was launched a year later to a wider audience.

Rustic label with quality feel

With the new labels for Melleruds, they wanted to emphasize the rustic feel that the brand represents and thus chose a slightly thicker paper material. As mentioned earlier, wet-glued labels were replaced with self-adhesive ones to increase the high-quality feel, says Mikael: "The brand stands for a solid impression, with a high perception of reliability and historic values from the early 1900s. The new, self-adhesive labels bring out these values very well, both with regard to design and performance. They can withstand condensation better than wet-glued labels and we avoid the problem of the labels coming off at the edges."

A successful comeback

Sales of Melleruds Utmärkta Pilsner have been very good in 2014. The product was launched at the Systembolaget and is now available in 300 stores across the country. Mikael explains that there are three fundamental factors when it comes to labels and other packaging material: function, quality and design. "I think Nordvalls has succeeded very well in supplying products that meet these three requirements and we at Spendrups are very happy with both the labels and the cooperation." ■

»The new labels bring out the rustic feel that Melleruds represents.«



MELLERUDS
UTMÄRKTA PILSNER



ÖLET BÖR DRICKAS VÄL KYLT
ANNO 1904



MELLERUDS
UTMÄRKTA PILSNER



ÖLET BÖR DRICKAS VÄL KYLT
ANNO 1904



MELLERUDS
UTMÄRKTA PILSNER



ÖLET BÖR DRICKAS VÄL KYLT
ANNO 1904

Nordvalls invites to Guldbaggen

Yessiree, we had the chance to play a small part in Sweden's most glamorous and celeb-packed gala – Guldbaggen – held at Cirkus arena in Stockholm on Monday 26 January. Because we printed the tickets. Birgitta Bergström, Production Manager at Garbergs, the advertising agency behind the invitation, tells us more.

What's the idea for the Guldbaggen tickets 2015?

“The idea for the invitation varies from year to year. This year, it was to pay tribute to Swedish movies from 2014, designing one ticket per film that opened during the year and has the chance to be nominated. The invitation comes in an envelope which reveals 50 cinema tickets when opened – one for each movie. The tickets are linked to a real event being held in the Film House on 20-22 February, when all nominated movies will be shown during one movie marathon. The tickets can then be used for admission – but those who have not been invited are also welcome. About 2,000 tickets were sent out as invitations.”

How did you get in touch with Nordvalls?

“I got a tip from SF Bio, who you supply tickets to, to contact you.”

What do you look for when deciding which printing house to work with?

“Quality and price and, indeed often service, too, as well as personal contact.”

Have you been happy with your cooperation with Nordvalls?

“I am very pleased! Your quality and level of service are high and you are able to deliver at short notice.”

Would you consider using Nordvalls again?

“Yes, absolutely, if we have similar productions in the future.” ■

»I am very pleased! Your quality and level of service are high and you are able to deliver at short notice.«



Need 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 tickets.



Bliw



INGREDIENTS: Aqua, Sodium Laureth Sulfate, Sodium Chloride, Cocamidopropyl Betaine, Sodium Lauryl Sulfate, Sodium Lauroyl Glutamate, Parfum, Citric Acid, Farinosum Flower Nectar, Phenoxyethanol, Benzoin

Sorteras som plastförpackning.
CEDERROTH SE-194 27 Upplands Väsby.
FI-02230 Espoo. NO-3164 Revetal. DK-3540 Lyngø.

300 ml



7 310618 429029



bliw

**SMULTRONDRÖM
MANSIKKAPAIPKA**

*Moisturising soap
with nectar extract*



A dream of wild strawberries

We designed these lovely labels together with Cederroth AB for the Bliw soap brand.

Cederroth was looking for new ideas on how to make use of the Bliw bottle's shape and its transparent contents, in order to create a different special version with an exciting 3D feel. Inspiration was drawn from a Polish vodka bottle, on which you could see an image in the rear of the bottle when looking at it from the front, which lent the bottle some nice depth.

Together with Cederroth's marketing and packaging development department and design agency Silver, we began going through options for a background theme with a matching front that would go well together. A number of tests with colours and effects were carried out before we arrived at the final result – a fresh and summery dream of wild strawberries in playful colours.

»New label made for a virtually new product.«

This is how we did it

To achieve the effect on the rear label, we used a transparent material on which we started with a reverse 4-colour print, i.e. what is seen on the rear if you look at the bottle from the front. Then we "locked" this with white screen colour to be able to print the rear side text. In order to further enhance the 3D feel, the front label was printed in UV-flexo and screen. The result came out really well and has been greatly successful in both Sweden and Finland, where the product was launched. ■

About Bliw

Bliw was launched in 1968, and was the first liquid soap available in shops at the time. The formula, shape and colours have developed over the years. In 2013, the line was upgraded with wonderful scents and beautiful colours with an elegant design to provide inspiration for the bathroom and kitchen. A newly designed pump bottle in PET was launched at the same time, continuing the Scandinavian design.

Norway's leading pharmaceutical company buys our labels

Weifa AS is Norway's leading pharmaceutical company for analgesics with well-established brands in pain management such as Para and Ibox. Weifa also supplies dietary products and medications for colds, afflictions of the respiratory tract and wound healing. The pharmaceutical manufacturer has been a customer of Nordvalls since 2004. Weifas Sourcing Manager Halvard Stridsklev tells us about the labels and cooperation.

Hello Halvard! Can you tell us about the products you buy from Nordvalls?

“To us, the labels serve two important functions; they should make visible our products in pharmacies and in shops and communicate important product information to consumers. To do this, we buy three types of products from Nordvalls: ‘normal’ self-adhesive labels for our range of nutritional supplements, multi-labels of the Multikett model used for our pharmaceutical packaging where the pills are in a can, as well as package inserts for our blister packs. Multiketter are in increasing demand as the requirements for information and readability for customers are growing.

By using multi-labels on certain products, we avoid having a separate package insert in the box but can have a label with all the information right on the can instead, which saves us a lot of money.”

How is cooperation between Nordvalls and Weifa going?

“The cooperation is going very well. We feel your

customer support has a very high service level and a high degree of flexibility. We also get quick response when it comes to making corrections. Thanks to Nordvalls' internal improvement work and LEAN-measures, we are now very satisfied with lead times and delivery precision. We value our relation with Nordvalls very highly.”

»Quality is crucial to us, we never compromise on that.«

Which requirements do you as a pharmaceutical company put on us as a supplier of labels?

“We put requirements on suppliers' product quality, service, delivery reliability and delivery precision. These requirements are based on the pharmaceutical industry's GMP regulatory framework as well as ISO 9001 and ISO 15378. We also test our suppliers for eligibility and do audits to check they live up to our requirements. Most important to us is quality, we never compromise on that. Of course, it's also important that prices are competitive.

Furthermore, we want to work with suppliers



who have the ability and will to further develop their products and solutions. One of our core values is that innovation should be a driving force, as we are constantly developing new products and solutions and we want our cooperation partners to do the same.

In addition, it is very important to have a sound financial standing and that we can feel fundamental reliability and long-term prospects in the relation. We believe Nordvalls lives up to these requirements.”

»We work with suppliers who want to further develop their products and solutions.«

What do you think about Nordvalls Pharma – our separate production facility for pharmaceutical labels?

“Nordvalls Pharma is a very modern facility, systematic and orderly. When I was there for the official opening in August 2012, I got the impression that all procedures and processes were in place and that you meet the requirements the pharmaceutical industry and we as a customer.”

What are the trends in the pharmaceutical industry with regard to packaging/labels and in which way can Nordvalls help with future projects?

“Right now, we are waiting for upcoming solutions with regard to serialisation and tracking. New EU-directives will come into force in a

couple of years, which will affect all companies in the industry.

The directive is based on the desire to stop the counterfeiting of drugs, which is currently a huge international problem.

The EU-directive means that every individual pharmaceutical packaging must carry a unique serial number to verify that the product is genuine. The serial number must be on the primary packaging – such as the label. I have been informed that Nordvalls can supply various security solutions combined with serialisation for increased traceability. We will soon begin to take a closer look at such solutions, which we find very interesting.” ■

Nordvalls' label school visits APL

In November, Nordvalls paid a visit to the pharmaceutical company APL in Umeå, the town of birches, to hold a label workshop!

A good 20 happy and curious attendees with various backgrounds – operators, mechanical engineers and staff from APL's quality department and materials administration – attended, split up into a morning and afternoon session.

As usual in Nordvalls' label school, we covered the long journey of labels from idea to finished product, and all the challenges on the way. This also included materials theory, repro, colour theory and printing techniques. Tips and tricks for label application were also provided.

We took the opportunity to ask Ingela Hägglov, Group Manager at APL, what she thought about the day's activities.

Why did you want to attend Nordvalls' label school?

“Because we deal with labels on a daily basis but there are very few courses on this subject. Our purchasing department in Gothenburg had previously received an invitation for Nordvalls' label school, and we thought it sounded interesting.”

What expectations did you have on the workshop?

“None at all, actually. I just wanted to know a little more about what many regard as ‘just a label’, but which I know is something very complex as I work with them.”

But would you still say the label school met your expectations?

“Absolutely! It exceeded them! The overall picture was nothing but positive; everyone was very happy, and even if some parts went into great



detail, it was very rewarding and educational. It gave you a different perspective of labels.”

Which parts of the label school were most useful for you?

“The information about different materials and possible reasons for any problems.”

Would you recommend others to attend the course?

“Absolutely!” ■

More customers about Nordvalls' label school:

Susan Hamsis, Procordia Food AB

»This was a fantastic course which gave me a lot. It was well-structured and wide-ranging enough to catch the interest of all attendees.«

Eva Svantesson, Repligen Sweden AB

»All parts were very well covered. I now have a much better understanding of the process from ordering a new label to the finished product.«

Niclas Syde, 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 theory the best. There is more knowledge to obtain here.«

Åsa Wik, Omega Pharma Nordic AB

»I think Nordvalls' label school was a very good workshop. I work in the supply department at Omega Pharma Nordic and did not have much technical knowledge about labels, so this was very enlightening.

Particularly interesting was the part about different printing techniques, which comes in very useful in my daily work. I would definitely recommend attending Nordvalls' label school.«

Olle Carlgren, Bona AB

»Thanks for a very good and appreciated label workshop. It gave us many new ideas, cleared up many questions and provided more knowledge about Nordvalls.«

Ulrika Svensson, 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 one's understanding for prices, waste, plates 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!«



Nordvalls' label school visited the pharmaceutical company APL in Umeå.

Kristina Andersson, Omega Pharma Nordic AB

»Overall, I thought the workshop was rewarding. It was a good mix of subjects and went into just about enough detail. The course leader had very good answers to our questions.

I really think attending this workshop is good, both for those who don't know much about labels as well as those who already work with them. Thank you so much!«



**Then Nordvalls' Label School is the right class 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 department and the various printing methods that exist.

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

You are welcome to sign up at: caroline.dahl@nordvalls.se

The course is free of charge and we provide lunch. After the course is finished, we offer a tour of our production facilities for those who are interested.

The next chance will be in spring 2015! We can also provide customised courses to suit your company. Get in touch and we'll tell you more!

