

ROTOFLEX



COLOURS FOR YOUR PACKAGING SUCCESS



Both our products and our services have just one goal: To completely fulfil your wishes and requirements. Talk to us, if you place importance on guaranteed quality, and products and services adapted to your needs, in the areas of gravure and flexographic printing inks, colour concentrates and coatings.

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canadean

LIQUID PACKAGING CONFERENCE 2012



30-31 OCTOBER 2012, BRUSSELS, BELGIUM • WWW.ARENA-INTERNATIONAL.COM/LIQUIPACK

Arena International and Canadean are extremely proud to present the launch of LiquiPack, a conference full to the brim with strategic direction and consumer insights which will bring together key industry players.

You have the questions. We have the answers:

- Learn what steps you must take to ensure real progress in an industry driven by continuous shake-ups
- Fulfil consumer expectations with cost effective packaging technologies
- Get ahead of your competition and network with the crème de la crème of the beverage industry
- Increase your profits through effective innovation

Speakers include:

- **Francesco Leone**, VP Global Categories and Operations, Arla Foods
- **Oliver Sperber**, Head of Packaging Development, Pepsico
- **Dr Klaus Stadler**, Director Environment & Water Resources Europe, The Coca-Cola Company - Europe Group
- **Cristina Silva**, Head of Packaging Innovation, Development Manager and Marketing, Unicer Cervejas S.A
- **Dirk Uyttenhove**, General Manager, Sodastream International BV

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Protect and serve

Rotoflex specialises in the manufacture of solvent-based flexographic and gravure printing inks. The company also offers its customers invaluable advice on legal, regulatory and conformity issues surrounding the use of inks and varnishes in flexible food packaging.



Rotoflex is committed to promoting food safety and encourages collaboration throughout the packaging supply chain.

The requirements for inks and varnishes used for food packaging have steadily increased. Regulatory issues, conformity work, and answering questions related to legal stipulations and raw materials used in formulations is now part of the daily routine at Rotoflex.

As a medium-sized company, it is important that Rotoflex answers these complex questions competently and quickly. In order to keep the knowledge required for this up to date, the company is actively involved in national and international associations and networks.

Conformity work

Rotoflex is committed to food safety, and gives consumer protection top priority; therefore, conformity work is of vital importance. Apart from adhering to legal framework conditions, Rotoflex has a self-imposed obligation to adhere to rules and principles established by the European Printing Ink Association (EuPIA).

The obligation to prove legal conformity of the finished food packaging lies with the packaging manufacturer, and can only be determined and documented by analysis of the end product by an accredited institute. The problem with this is that many companies are involved in the manufacture of food contact materials, and the necessary information regarding the conformity work to be carried out is rarely passed on efficiently within the supply chain.

As a manufacturer of printing inks and coatings for food packaging, Rotoflex is both a supplier and a recipient of information in this process. The company is committed to making conformity work as transparent as possible for its customers. For instance, it should be clearly visible which elements of the work have been completed and guaranteed by the company, as well as the remaining work that has been delegated.

Rotoflex only considers raw material suppliers if they can prove, in writing, that their materials satisfy national

and European legal requirements. Thankfully, the view that this type of bureaucracy should and must be completed before introducing a new raw material is slowly being adopted, and the will to cooperate is noticeably growing, even among raw material manufacturers. This helps Rotoflex to develop a clear strategy with regards to migration analysis and conformity work.

The general conformity work for Rotoflex products was checked for inconsistencies by external specialists. The subsequent suggestions influenced the company's current general conformity work, and were accepted by customers and the authorities.

Migration analyses

Migration involves the transfer of low-molecular packaging components – such as additives, softeners and monomer parts of the polymer – from the packaging material to the product. As soon as new raw materials are introduced into printing ink formulations, it is necessary to check their migration behaviour. Rotoflex not only calculates the maximum possible migration of a material into the food; it also carries out migration analyses of its own products according to a precisely defined grid.

Based on the results of these studies, existing products are optimised with regards to migration; the results also influence the development of new products.

Customer benefits

Rotoflex provides its customers with all the necessary information to fulfil the legal requirements laid out in EU Commission Regulation 10/2011 and the Swiss Ordinance on Materials and Articles in Contact with Food, proving that, with a consistent strategy, even a medium-sized operation like Rotoflex can carry out first-class conformity work.

The company places value on reliable partners on the supplier side, as well as competent analysis laboratories that not only produce data cemeteries, but rather share expertise and are prepared to participate in the supply chain.

Rotoflex is convinced that compliance with the demands and expectations of the consumer, and legislative policy is only possible through effective collaboration. Through its proactive conformity work, the company continues to make an important contribution to food safety. ■

Further information

Rotoflex
www.rotoflex.ch

