**OCTOBER 2015**

**What a successful Labelexpo Europe 2015!**

**OMET fully expressed its potential for the label and packaging business encountering the appreciation of many converters and signing important orders**

Nine demos a day stirred up OMET’s stand and gathered crowds of visitors to watch live 3 presses tailored to the needs of today’s label converters and fully covering the requests of a variegated and dynamic market such as the one of labels and packaging printing.

The big news was, of course, the **iFlex 370mm (14’’)** label press at its first time at a show. Whoever assisted to the demos on iFlex could but appreciate the simplicity of operation, a child’s play we would say, and the high quality results obtained with no effort at all and with just one gear per flexo unit! Pre-register, register, job change were performed in a flash and with the greatest attention to the reduction of costly wastage of material and time. Novelties like iLight, laser-assisted pre-register system, QCDC, Quick Change Die cutting by means of a trolley for the slide in/out of the heavy die-cutting cylinders, iVision, camera-assisted system for the immediate set-up of the perfect register, astonished the public and showed how **simplicity can be the key to success.**

Next to iFlex, the **XFlex X6 Offset, flexo + offset with sleeves hybrid press** captured the attention of the audience already operating in the flexible packaging business or tempted to enter it. The XFlex X6 Offset is the most complete and only press mixing flexo and rotary offset in 530mm (21’’) width whose multi-technology and multi-application approach can handle medium to large volumes of filmic labels, shrink sleeves, IML labels, flexible packaging and carton boxes with the certainty of the least quantity of waste and **the highest quality output in one, single passage.**

To complete such a valuable picture, OMET presented the **XFlex X6 Digital** with flexo + digital **JetPlus** combination to satisfy needs of short runs printing and heavy job rotation, and **delivering the most elevated quality and highest productivity.** The XFlex X6 Digital, firstly presented in Drupa 2012, is a fully operational machine already installed in the market with great satisfaction of the printers. Thanks to the perfect integration of the flexo and digital workflows, and adding in line further finishing and converting technologies, like screen printing, UV lamination or cold foil, the converters that choose to rely on XFlex X6 Digital can profit, as necessary, of a flexo press, of a hybrid flexo + digital combination machine, when the need is to print sampling or variable data with short delivery times, or of the digital 4-color unit JetPlus (expandable) to print 100 percent digital. Three solutions in one under the sign of the maximum flexibility and versatility to face any request in the label and packaging business.

Many orders were signed during the Show and more orders are expected to come in the next few weeks. It is shared opinion among OMET’s Staff that this Labelexpo Europe marked an unprecedented success for the company after all the enthusiastic comments overheard on the stand.

**Marco Calcagni, sales and marketing director of OMET, comments this success:**

“The visitors to our stand, all of the highest level and well informed on the technology available on the market, showed a real interest in our offer of presses and appreciated its completeness and our innovation-oriented approach. In every edition of Labelexpo, we have brought new solutions that immediately turned out positive for the market. This year it was the turn of iFlex, by far the most attractive flexo printing machine in Brussels: the ideal press for modern label converters looking for operational simplicity, costs reduction and high quality results.

“In addition, we were the only company to offer a digital solution already tested on the real marketplace and inserted in-line on one of the most reliable presses ever built and with multiple installations worldwide, the XFlex X6.

“If we look at the whole offer of OMET today, comprising the 3 machines at the show, the XFlex X4 and the Varyflex V2, we can affirm that OMET has a solution for every need, or can design one, thanks to its **expertise and long experience in the business**”.

*P.S.: a curiosity: the little robot* ***iHelp*** *helping the operator on iFlex is not going to replace human skills but could be a valid support to quicken the job changeover and relieve partially the operator from some heavy work. It is not a press gadget. Ask our sales team for more information* at comm@omet.it !

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