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ROTOCONTROL Unveils New Corporate Branding

LINAU, Germany (October 18, 2017) – ROTOCONTROL revealed its new company branding and displayed a wide variety of finishing machines at this year's Labelexpo Europe in Brussels. The world's largest event for the label and package printing industry also gave EMT International, the Wisconsin-based manufacturing company who acquired ROTOCONTROL in May 2017, the opportunity to personally meet many customers, partners, and members of the company's global agent network.

The Finish Line

ROTOCONTROL's stand at Labelexpo Europe 2017 named 'The Finish Line' made a visually impressive appearance with the company's new corporate look. With an emphasis on the word Finish, the new brand draws parallels to the sporting world, urging label printers and converters to finish strong, on top, and in control, at a crucial part of the printing process.



Successful exhibition

"As anticipated, we had a very good showing in Brussels and secured a number of new bookings," said Marco Aengenvoort, Managing Director of ROTOCONTROL International GmbH. "Visitors responded well to our new company branding and understood the link between our high-performance finishing equipment and the high-performance athletes. We look forward to rolling out more campaign elements in the near future."

Live demonstrations

Four finishing machines ran live demonstrations on the ROTOCONTROL stand that drew lots of attention from show visitors. On display was the BL 440, built with register laminating, labeller function and a curved booklet option for high-speed production of booklet labels; the DT 340, integrated with a new semi-automatic dual turret, a specially designed backside die cutting unit and a delam/relam function for finishing and converting of digital labels; the RSC 440, with a WorkflowLink and the new fully automatic slitting system RotoCut featuring less set-up and changeover times; and a RSC 540 wider width high speed (600m/min) slitter/rewinder integrated with an AVT 100% automatic inspection and quality assurance solution.

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Customer Appreciation

The BL 440 was presented courtesy of TEA Adhesivos Industriales, a European leader of high-end label printing, who acquired the finishing machine in July to expand into booklet label production. Representatives from the Spanish label printer were present during the entire show, personally demonstrating their new investment.

The fully modular, DT 340 versatile finishing machine was also presented courtesy of Hagmaier Etiketten & Druck, a German family-owned printer based near Stuttgart, who acquired the machine in May to advance in existing markets and open new opportunities to meet special customer requirements.

Post-show activity

ROTOCONTROL will be in Green Bay, WI, USA later this month for the MPS Flexo Innovation Open House, along with MPS, Green Bay Packaging, Kodak, and EMT International, bringing the innovation of Labelexpo Europe 2017 to the North American market.

The event takes place on October 26 and features presentations and a table top event at the historic Lambeau Field, home of the NFL's Green Bay Packers, as well as live demonstrations of the MPS EF printing press and the ROTOCONTROL RSC 440 inspection, slitter/rewinder at the MPS / Green Bay Packaging Demo and Applications Center. More information and free registration is available on the [MPS website](#).

About Rotocontrol International GmbH

ROTOCONTROL, a wholly owned subsidiary of EMT International (www.emtinternational.com), designs and manufactures leading-edge finishing machines for label inspection, slitting, rewinding, die cutting, overprinting, digital and booklet printed labels, for converters in the narrow web industry. Available globally, ROTOCONTROL offers machines from smaller basic rewinders to feature-rich, sophisticated models with multiple options featuring S-Drive servo technology enabling maximum web control for the most delicate film and foil materials.

With production facilities, sales, and service in Germany and the USA, ROTOCONTROL maintains the highest level of product quality through ease of use, absolute control and flexibility with a focus on operator safety and efficiency. ROTOCONTROL is the partner of choice in the finishing of label products.

Meet us at the Finish Line

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