

FOR IMMEDIATE RELEASE

## Smart Label Expands Digital Label Finishing with a ROTOCONTROL ECOline RDF

*Sustainable production with alternative printing materials and an outstanding price-performance ratio were key factors in purchase.*

LINAU, Germany (May 26, 2020) – German printer Smart Label is expanding their digital label converting and finishing production with a [ROTOCONTROL ECOline RDF 340 machine](#). The sale was led by André Klinkow, ROTOCONTROL Western Europe Sales Manager.

“The investment and capacity expansion with ROTOCONTROL’s ECOline RDF converting and finishing system for digitally printed labels with embellishments was necessary to provide even faster response to our customer requests,” said Martin Rose, Production Manager at Smart Label. “Sustainable production with alternative printing materials and an outstanding price-performance ratio were also key factors in our decision.”

A flexo printing unit, cold foil, laminating, semi & full-rotary die cutting, and 100% label inspection are features of Smart Label’s ECOline RDF 340 machine for servo-driven digital label converting and finishing. The ECOline RDF provides finishing and embellishment from labels printed on their HP-Indigo digital printing press.



The ROTOCONTROL ECOline RDF converting and finishing system for digitally printed labels

Based in Hosena, Germany, Smart Label GmbH provides a range of printing services including prepress and production in flexographic, book, offset, screen and digital printing. The company accommodates customers by offering small to large print runs, customizable with special material requirements with the highest quality standards.

Watch a video of the ROTOCONTROL’s ECOline RDF [here](#).

### About Smart Label GmbH

Based in Hosena, Germany, Smart Label GmbH is a print manufacturer providing a range of services including prepress and production in flexographic, book, offset, screen and digital printing.

Smart Label can process orders individually, from small quantities to personalized products up to the largest runs, according to customer requirements and the highest quality standards with state-of-the-art equipment, stringent quality control, and highly-motivated employees.

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### **About Rotocontrol International GmbH**

ROTOCONTROL, a wholly owned subsidiary of EMT International ([www.emtinternational.com](http://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 facilities 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. A large customer support team is based at both facilities providing 24x7 remote service. ROTOCONTROL is the partner of choice in the finishing of label products.

### **Meet us at the Finish Line**

[www.rotocontrol.com](http://www.rotocontrol.com)

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