

Press Release

POLAR is very satisfied with the 2009 LabelDays

In June, POLAR was presenting innovations for the label market

About 60 customers from 15 countries (mostly from Europe, but also from North and South America) were welcomed at the 2009 LabelDays where they informed themselves about the complete line of POLAR products for the production of labels. Special emphasis was placed on three innovations:

- With the SuperClamp the Hofheim-based company has redefined the cutting quality! This option allows to obtain a cutting accuracy of +/- 0.1 mm, without any tedious manual preparation of the ream after every cut, even when dealing with difficult plastic materials and working with the full clamping height.
- The LabelSystem SC-25 was welcomed by revenue seal manufacturers because of its minimum format of 14 x 40 mm. Industrial label customers are praising its high productivity of up to 1.8 million labels / hour, as well as the possibility of log banding.
- The DCC-M counter pressure die cutting machine has especially convinced the in-mold label producers with its convenient operation, utmost die-cutting precision and enlarged format of up to 250 mm.

Michael Neugart, Managing Director of POLAR, said: "We had all the big label customers here in June, with just one or two exceptions. The label industry, which has always had particularly high standards of productivity and quality, has long been regarded as a driving force for technology. The positive response of the visitors to our new and existing products was therefore a tremendous boost, and although, in view of the current economic situation, we were not expecting major deals straight away, we have so far sold over € 3 million worth of machines. The customers said we had chosen a good time for POLAR LabelDays. Practically every visitor discovered new ideas for increasing both productivity and quality."

Please visit our website at:

www.polar-mohr.com



On the SC-25 LabelSystem two stacks of labels can be banded at the same time, which results in a very high level of productivity.