



# TECHNEWS

## LABELING FOR HANDS SANITIZER GEL BAGS



# Custom labeling system for applying top and bottom labels to hand sanitizing gel pouches



In partnership with our agent  
for Lombardy Area  
Massimo Ferrari

## THE CLIENT

U.S. company **leader in cleaning, disinfection and hygiene solutions** for the hospitality, food and beverage, retail, hospital and janitorial industries.



## THE SOLUTION

**Custom 4/2 system equipped with two Strong 200 labellers and two print units for graphic layout and variable data printing**

The customer was looking for a system to apply a top label and a bottom label on refill packs of hand sanitizing gel. The need was in particular to **apply two different label formats** on a product characterized by a **soft and transparent surface**, and to **print graphic and variables data** on the surface of the labels, before application. In order to achieve this goal, Etipack designed a **special 4/2 System**, capable of allowing the **above and below application of labels in two formats** on the product, integrating **two thermal printing modules** for label overprinting.





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15  
pz/min

Production capacity

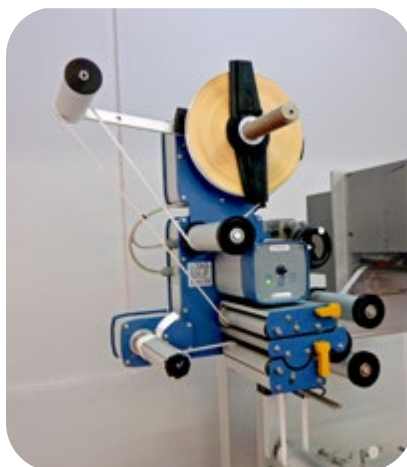


## PERFECT APPLICATION ON IRREGULAR PRODUCT

A major challenge was to design the system in order to achieve a high-quality application on a product with particularly complex characteristics to manage: uneven surface, instability, soft surface, and transparency.

## STRONG 200 LABELLERS

The two upper and lower labelling machines, with stepper motor, apply labels with an application speed of up to 20 m/min. They are equipped with a belt rewriter, for the recovery of **backing paper up to 180 mm** in diameter, and with an internal capacitive **sensor for end-of-reel control**.



The **upper labeller** is equipped with an **adjustable long dispensing terminal for a 20 x 40 mm label** separation from the backing paper and its application on the product.

The **bottom labeler** incorporates a paper rotation unit to allow a **140 x 120 mm label** to be oriented at 90°.



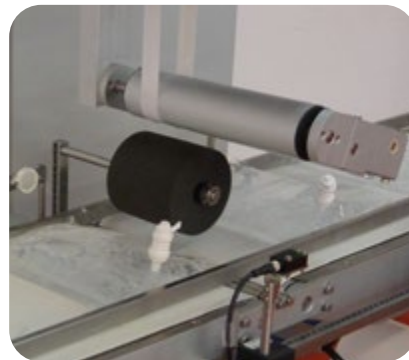


### START SENSORS

They enable accurate and reliable detection of transparent packaging

### ROLLER APPLICATOR

It acts on the irregular surface of the product facilitating the label application



### PRINT UNITS NOVEXX PEM 6"



The system integrates **two PEM Novexx Solutions industrial print engines**, that enable precise and secure label printing. They cover a **printing width of up to 160 mm with a resolution of 12 dots/mm (300 dpi)** and are equipped with a "ribbon saving" mechanism. The printing unit located in the upper labeling station is dedicated to **variable data overprinting** on the smaller label. The unit placed in the lower labeling station, is programmed to perform the **graphic layout printing**, together with the printing of **variable data**.



### ABOUT ETIPACK

Etipack SpA designs, manufactures and sells industrial systems for labelling and coding with self-adhesive labels, feeders and pick and place machines for product distribution and handling. Since 1978 a leading company in its sector in Italy, and one of the largest in Europe, Etipack is today an international group consisting of subsidiaries and affiliates.



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