



**TECHNEWS**  
**WRAP-AROUND  
LABELING ON  
CYLINDRICAL JARS  
AND BOTTLES**



# Automatic application system for self-adhesive and decorative oriented labels on cylindrical products such as jars or cosmetic bottles



In collaboration with our distributor [Allround Bv](#)

## THE CUSTOMER

A contractor specialized in the cosmetics industry that manufactures for large international companies.

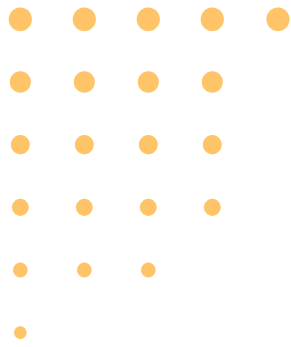


## THE SOLUTION

**Special labeling System 1**  
Turning with vision  
system for orientation  
and cap reading.

The customer needed to apply labels with a high degree of precision and faultless such as air bubbles or ripples. Application perfection is a must for consumer products: products for the shelves need to be eye-catching to encourage choice. In addition to accuracy, a second need was to orient the labels with respect to a well-defined point on the cylindrical jars or bottles. To achieve the goal, Etipack developed a customized system to apply a wrap-around label with orientation in relation to the cap or to other reference such as a brand or mark.





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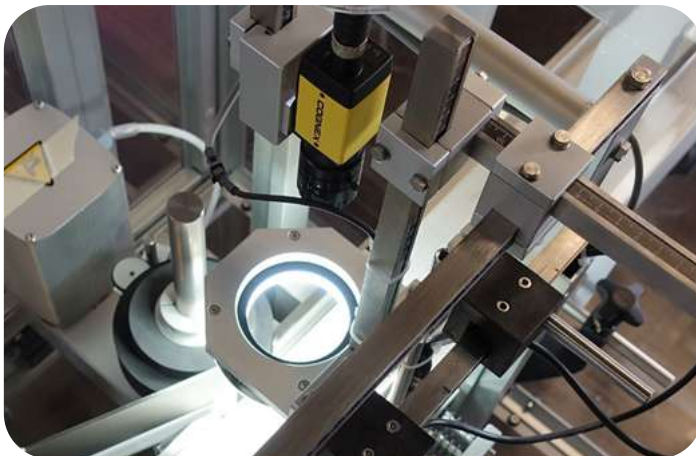


**45**  
pcs/h

Production capacity  
(25 pcs/min with  
orientation)

## SYSTEM 1 TURNING

To perform proper label application, the system features a three-roller device that rotates the product, enabling wrap-around application of the label while orienting it according to the cap.



## VISION SYSTEM

One of the features of the machine is the presence of a special vision system with a circular illuminator designed specifically to read the position of the cap or a defined point of each cylindrical product. Its purpose is to perfectly position the self-adhesive label so that it is oriented according to the packaging cap.



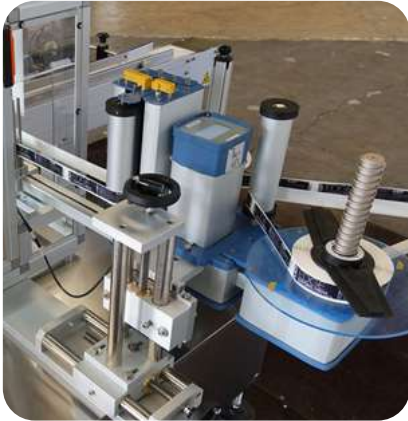
## ESCAPEMENT SYSTEM

It enables the flow of products to be properly managed by allowing the product to be labeled to pass through and holding subsequent products in the queue for the time required to perform the rotation and wrap-around application.

## 3-ROLLER ORIENTATION

To enable product rotation during labeling, the machine is equipped with a 3-roller opposed roller system. A large-diameter motorized roller and two opposed rollers connected to a pneumatic cylinder capture the product and perform rotation.



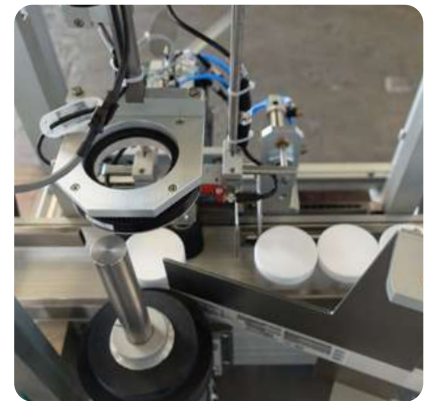


## ENERGY 200

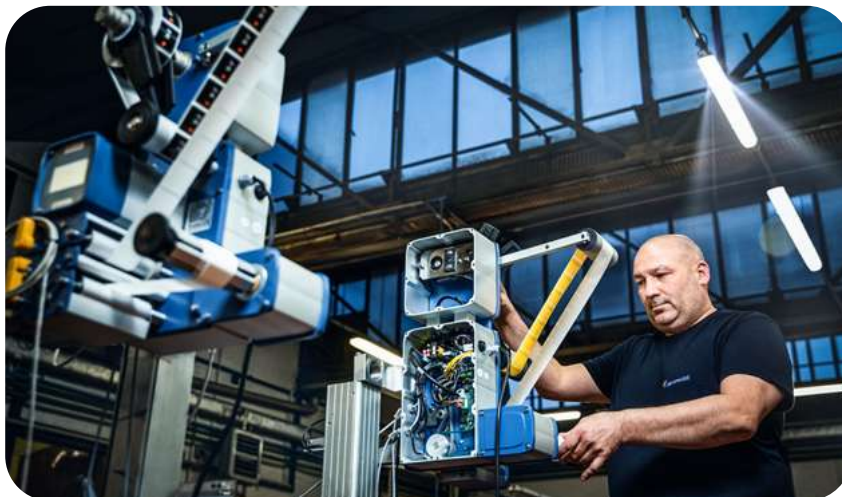
Product labeling is performed by an Energy 200 labeling machine. Equipped with feedback stepper motor drive, it achieves a dispensing speed of up to 50 m/min. It features a capacitive sensor inside the reel to detect the end of the backing paper.

## THE RESULTS

The system allows the customer to handle wrap-around labeling of 3 product formats with maximum flexibility and accuracy, solving processing difficulties typical of cylindrical products such as defects like air bubbles and label orientation. With the integration of a custom vision system and an orientation system, the machine enables the application of wrap-around labels that can be oriented based on the position of the cap or a desired point.



Products can be labeled at speeds of 45 pieces per minute in the case of non-oriented products and 25 pieces per minute in the case of orientation.



## 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.

 [etipack.it](http://etipack.it)

 [marketing@etipack.it](mailto:marketing@etipack.it)