



**TECHNEWS**  
**MULTI-FORMAT  
LABELLING  
FOR HOTEL  
PRODUCTS**



# Customised labelling system for hotel courtesy bottles in different formats

Accuracy in labelling is crucial, especially in the hotel and cosmetics industry. Proper application of labels not only adds a professional and high-quality appearance to products, but also conveys a perceived sense of care and attention to detail to guests. Among these details, courtesy products play a key role. Etipack designed a customised labelling project to ensure accuracy and distinctiveness for a variety of hotel courtesy refill bottles.



## THE CLIENT

The labelling system was developed with the industry's need for accuracy in mind, and to accommodate special requirements in terms of versatility and precision specified by the customer, a Greek manufacturer of cosmetics and hotel supplies.



## THE CHALLENGE

Processing of different bottle formats and multiple label applications in a single solution

Among the specifications of the project, the first requirement referred to the capacity to label cylindrical and rectangular containers of different sizes using the single solution. The second requirement was for the precise application of the labels considering the particular shaping

of the products, which are distinguished by a protrusion that is necessary in order to fit them into dispensing holders. This particular conformation made it necessary to orient the bottles in a specific position to allow the labels to be applied in the exact spot.

## THE SOLUTION

System 5/2 modular equipped with three labelling machines, to process up to up to 5 bottle formats with various label applications.

To meet all requirements, Etipack designed a customized automatic labelling system Sistema 5/2 Modular equipped with 3 labelling machines to perform different label applications depending on the format.

By selecting the preset recipes, the system allows the different bottles to be managed by applying self-adhesive labels on the side and back of rectangular products and from one to two labels on cylindrical products supplied by the production line. An optimal solution for customers seeking efficiency without compromising on quality.



### PRODUCT CONDITIONING SYSTEM

In order to properly accommodate the products coming from the line, a conveyor belt with tailored guides and a conditioning device is integrated at the system inlet.



**50**  
pcs/min

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Production speed  
(Cylindrical products)



### 3 ENERGY 200 LABELLING MACHINES

The system integrates 3 Energy 200 labellers equipped with energy-saving functions and a touch screen display to manage start/stop delays and the entire machine setup (more than 50 parameters), which also allows customised settings to be saved for each label format.

They are equipped with an internal capacitive sensor to detect the end of the label reel. They integrate friction rewinders to rewind backing paper up to 250 mm (280 mm as label reel diameter).



### CONTROL PANEL

Graphical colour touchscreen display with intuitive operator interface developed by Etipack with pictures and icon technology. It offers simplified machine and user settings management. It also provides graphic display of alarm positions



## CYLINDRICAL BOTTLES

### Application of two front/back labels and optional wrap-around

**Label design:** the system is able to apply two labels on two opposing sides of the cylindrical bottle, ensuring uniform aesthetic coverage.

**Absolute precision:** thanks to high-precision sensors and an advanced control system, labelling is flawless, without smearing or misalignment.



## PRODUCT PRE-ORIENTATION

To manage the bottle shape, the product is oriented by means of a customised station with opposing rollers and rotating device. The first Energy 200 labeller accurately applies a label in the area below the protrusion that exists on the package.



Orientation is initiated by means of a colour photocell that uses the transparent side strips of the product as a guide. The device also allows extra format change and wrap-around labelling.

## FRONT LABELLING

The product is conveyed on the belt to the second Energy 200 labeller, which applies an accurately positioned front label thanks to a customised applicator with pads and oscillating gated rollers.





## SQUARED BOTTLES

Front and side (corner) application of a label and optionally front/back

**Label Design:** on square bottles, the system applies labels while ensuring perfect alignment and a harmonious visual appearance.

**Flexibility and Adaptability:** the machine is designed to allow quick and easy processing of different bottle formats.



## LABELLING

A 3rd Energy 200 labeller is dedicated to the accurate application of a label on the side and corner of the product.



## ANTI-BUBBLE DEVICE

On the application blade, a specific applicator device is installed to prevent any imperfections, such as wrinkles or bubbles, from forming while applying the label.

## END-OF-APPLICATION ROLLERS

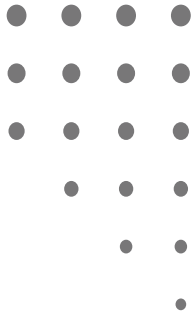
To ensure proper adherence of the labels, a set of rollers with sponges is installed in order to complete the application of the labels on the different products.



## RESULTS

High flexibility in handling different formats with maximum precision and labelling control.

The engineered system offers an optimal solution for labelling needs within the hotel industry, ensuring precision, efficiency and high-quality aesthetics for bottles of courtesy products. Thanks to the custom-made design, the system offers a high degree of flexibility while ensuring that each label is applied with the utmost accuracy. This precision standard is particularly relevant for hotel cosmetic products, where every detail contributes to creating a memorable experience for the guest.



## 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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