



etipack
COSMETICS

TECHNEWS

Wrap-around Labelling for unstable bottles of cleansing mousse



Customized System 3 for horizontal wrap-around labelling of unstable bottles



THE CUSTOMER

▶ MANUFACTURER OF PERSONAL CARE SOLUTIONS

The client is an historic Italian company, part of a large international group with over sixty years of experience in the production and marketing of personal care and wellness products. Its portfolio includes cosmetics, herbal products, health food, oral care items, and household care products, distributed through supermarkets, pharmacies, and perfumeries.

▶ THE CHALLENGE

Labelling unstable containers that cannot be handled with standard systems.

The client needed to **label cylindrical bottles of cleansing mousse** - 40 mm in diameter with two different heights - **characterized by instability** due to both the product's height, and the particular shape of the base. These features **made it impossible to handle and label them in a vertical station using traditional systems**. **The challenge was therefore twofold:** to find a solution capable of **effectively handling unstable products through horizontal movement** while simultaneously **maintaining high production speed without compromising the accuracy of the wrap-around labelling**.

► THE SOLUTION

Customized 3-System: precision and reliability in horizontal labelling of unstable bottles

To turn such a complex challenge into a stable and efficient production process, **Etipack chose to start from its own 3-System Series, a line specifically designed to handle horizontal Labelling of products that are unstable due to shape or contents.** This technology, already engineered to ensure stability and precision under critical conditions, was further adapted and **customized to meet the client's specific requirements.** The developed solution thus, combines the strengths of the 3-System with a series of targeted customizations, **ensuring reliable wrap-around Labelling even on bottles with shaped bases or grooved surfaces.**



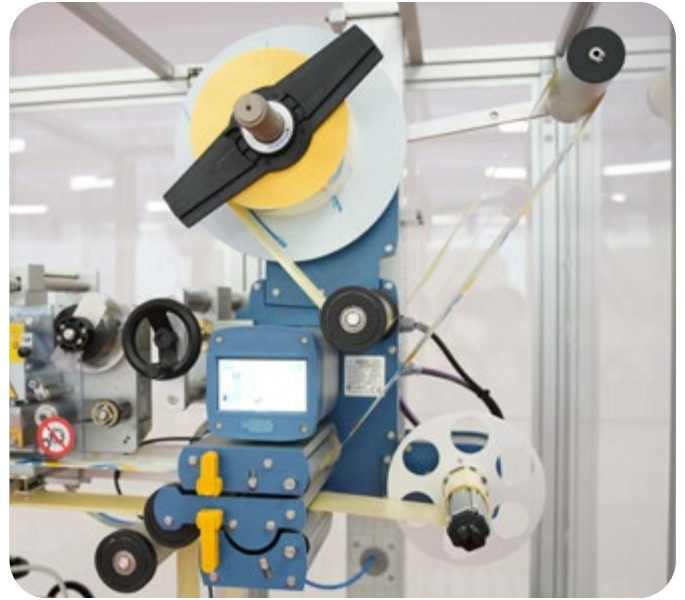
► CUSTOMIZED CONVEYOR BELT

The system is equipped with a **made-to measure roller conveyor belt** (2,000 x 218 mm) with an exit chute and extractor, designed for bottles with a 40 mm diameter.



▶ ENERGY 200 LABELLING MACHINE

The system is equipped with an automatic **Energy 200 Labelling machine** featuring advanced Etipack electronics, a **touch screen display**, and **control of over 50 operating parameters**, capable of applying labels up to 200 mm in width.



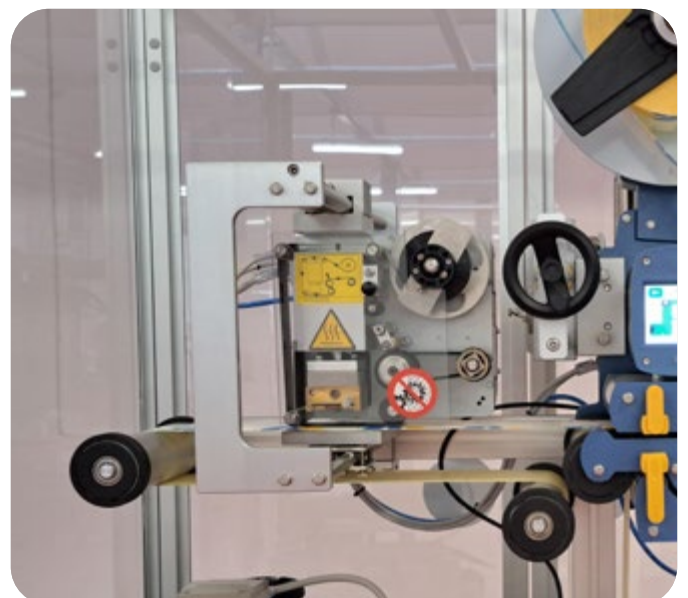
▶ PRODUCT ROTATION DEVICE

The **DRP** system enables product rotation, ensuring **smooth and uniform label application** without bubbles or wrinkles.



▶ LABEL AND VARIABLE DATA MANAGEMENT

A hot printer unit **allows variable data marking on the label**. Start and stop photocells ensure precise product and label pitch detection.



Custom Labelling to ensure reliability and efficiency on unstable and complex products.



► THE RESULTS

Thanks to the developed customizations, and the capabilities of the System 3 Series, **the client achieved a stable and efficient production process, with safe handling of unstable bottles and precise wrap-around label application.** Testing on two types of cylindrical bottles ($40 \times 40 \times h150$ mm and $40 \times 40 \times h182$ mm) demonstrated the **ability to maintain a speed of 70 pieces per minute, a high result for this type of product.** This productivity, particularly significant for items that are difficult to label vertically, increased efficiency without sacrificing quality. Additionally, the ability to handle products of different sizes and the overall robustness of the system ensured a reliable, scalable solution suitable for high industrial rates.

The System 3 has proven to be the ideal choice for the cosmetics sector, combining precision, adaptability, and performance, while strengthening Etipack's role as a key technological partner for companies aiming for excellence in quality standards

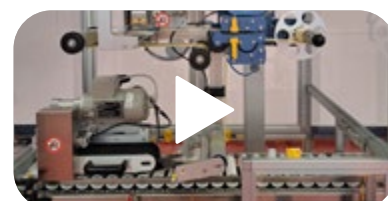
PRODUCTION SPEED



70 PCS/MIN

for both formats with a 40 mm diameter.

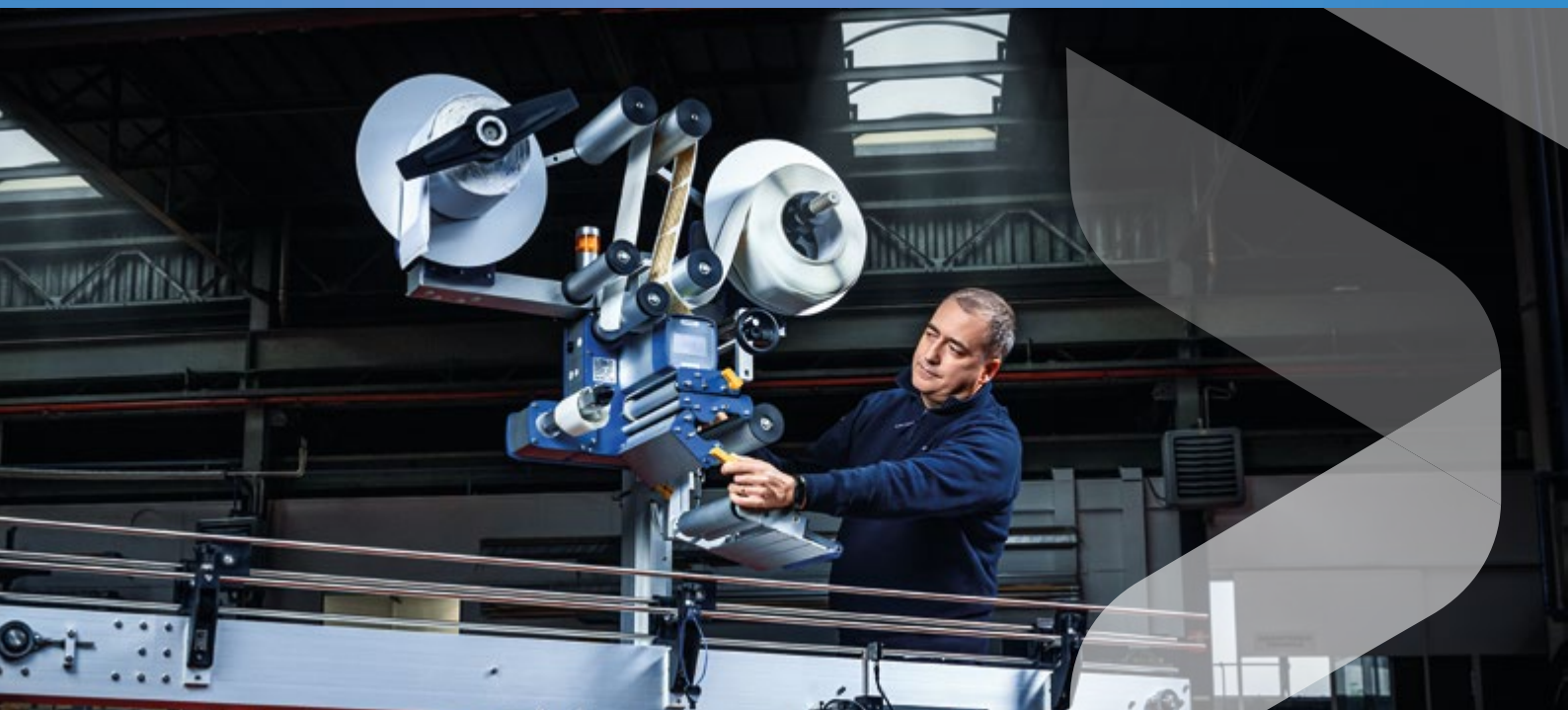
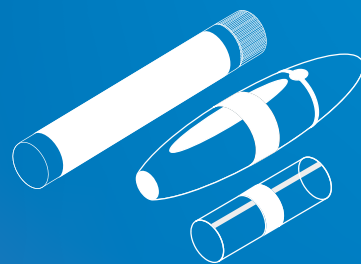
[WATCH VIDEO](#)



Have a cosmetic project in progress?

We design modular, high-performance labeling systems that meet the most demanding standards in the cosmetics industry.

Contact us to find out how we can meet your production needs.



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 an international company and **member of the Possehl Identification Solutions division** under the German Possehl Group.



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