



High Speed Labeller for inline applications

5m/s system set to revolutionise on-press labelling

We discovered a labelling system in Toronto designed specifically for high speed, inline applications. Installed primarily on Canadian and US newspaper presses, the PDFM Labeller can apply promotional labels onto a web at speeds of 5 m/s.

The PDFM delivers the highest dispense speeds in the industry and, with advanced web tension controls, provides consistent and accurate label placement. Separating the unwind hardware from the labelling head means that all of the motor vibration and label weight is kept away from the label application point, greatly increasing accuracy at higher speeds. The labeller has a very compact footprint, allowing it to be mounted in small spaces whilst still providing easy operator access. It's built for high speed and high volume; like other North American machines, it's designed to last.

Most US customers run fanfold or box labels on their PDFM to minimise downtime and hardware cost. Boxes of labels are spliced together to enable continuous feeding. They can be placed at any angle to the labeller and will run from some distance away if space around the machine is tight.



Typical applications

- Fake handwritten labels like a sticky note which says "Thought you should look at this".
- Label on newspapers which are delivered to hotel rooms which say "Compliments of the Hotel".
- Multi-layer coupon labels with a peel-off top layer which the recipient can remove to see what they have won or how much discount they qualify for on the next store visit. Advertising flyers for local stores employ these quite successfully in the States. The labels have variable print so there are a number of low value discounts/prizes and a couple of "special" ones.
- Labels for credit card mailings. "Choose your own design. Pick a label from here and apply it here to see what your card will look like".
- "Call to activate" labels. These are bigger labels - almost as big as a plastic card. The PDFM is ideal for these applications because it can handle the larger labels; normal labellers might have to slow down to apply a label that large.
- Promotional or branding labels. For example, Crest and Colgate scented labels so that the consumer could smell the toothpaste!
- Game tokens applied to packaging for fast food companies.



More information on our Website

The easiest way to appreciate the benefits of this new way of labelling is to watch the video on our website:

* video removed 2015 - webmaster *

A brochures for the PDFM (and its sister, the mini-labeller) can also be viewed and downloaded.

If you would like any further information or have any questions, please give me a call.



Kind regards,
Lindsay.

Lindsay Orr
t: +44 (0) 1727 899 900
e: lindsay@uniquefinishing.co.uk w: www.uniquefinishing.co.uk

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