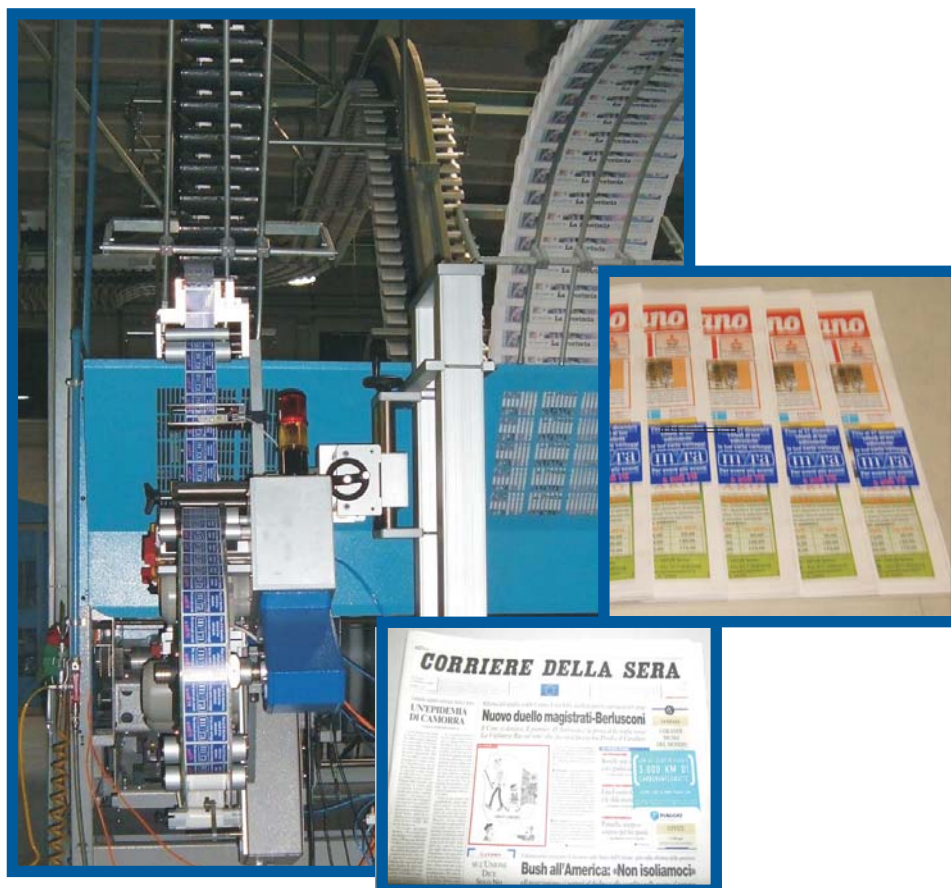


# Info

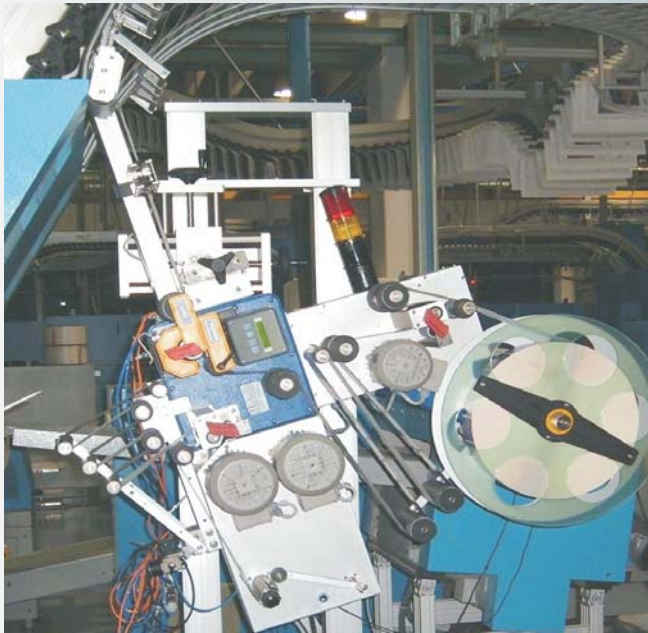
*"Your direct line <<  
with applications"*

# News



## **More Appeal with the News Pointer Label**

It's the solution "of the moment", the one applying a news pointer label on newspapers: just as any other label, it can be applied according to one's requirements on the first page or inside. It can be customised as far as shape and colour and it becomes a direct marketing tool, with a high degree of interaction with the reader: it can be used to advertise special offers, inviting get in touch by a phone call, a SMS or via internet, or as a voucher to be spent on a given occasion. To keep pace with the high performances of newspapers industry a Super labeller with Pacific Scientific motor is used, for outputs up to 1000 pcs/min. Two different solutions have already been developed in this sector: to apply labels on the first page (sol. 1) and to apply labels on internal pages as well (sol. 2).



*Solution 1:  
Super labeller with  
Pacific Scientific,  
motorized unwinder  
and electrical rewinder*



## >> *What?*

- SUPER with Pacific Scientific
- Products: labels of different size
- Output: up to 1000 pcs/min
- Sector: Publishing - Press Agencies
- Area: Switzerland (solution 2)  
Italy/Budria solution 1)

## >> *Where?*

- Newspapers

## >> *Why?*

ADVANTAGES for EVERYBODY

- the publisher, as the advertising income increases
- the advertised, as he can measure his investment
- the reader, as he gets his “bread and games”



*Solution 2:  
Super labeller with  
Pacific Scientific,  
motorized unwinder  
and suction device for  
backing paper*

*Jumbo unwinder with splice rollers for  
easier and faster joining of label reels  
without stop of the line, and for higher  
autonomy with reels over Ø 400 mm*



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