



## English Version

*For immediate release*

# Emsur Poland upgrades its die cutting capacities

*Emsur's plant located in Warsaw has set up a new die cutting line for the production of die cut lids and labels for the food and non-food market.*

Warsaw (Poland); October 25<sup>th</sup>, 2018

Emsur Poland has upped its production capacity by installing a new, high-performing Berhalter B 500 die cutting machine **for lids and labels that turns out top-quality products.**

This investment enables our Polish plant to offer a wider range of complete solutions for producers in our target industries: dairy, beverages, coffee and tea, household products and personal care and hygiene.

Before the arrival of this new machine, Emsur produced reel-fed lids and labels for customers using FFS packaging technologies. The new investment enables production adapted to **FS packaging machines** and responds to a growing demand for this type of packaging among customers.

One of the main advantages of die cut lids and labels is that we can create any shape tailored to the final product design, **helping products to really stand out the store shelf.** In addition, die cut lids have high barrier properties and can be printed in up to 8 colors using a variety of visual effects such as gloss / matt, soft and paper touch. An added plus is that the whole of the lid surface can be printed, **giving companies ample space to convey both their product information and promotional messages.**

The purchase of this new machine is a key element in the implementation of Emsur's development strategy, based on providing **high-quality products together with exceptional customer service while remaining competitive in the marketplace.**

“A new investment in Emsur Poland plant is a strategic step allowing us meet the expectations of **customers from the European market.** By extending our portfolio with new products, we are able to offer comprehensive solutions tailored to the variety of technologies used by our client and supporting them in **creating better products and added value.**”, said Joaquin Alcarazo, General Manager of Emsur Poland.



## **ABOUT EMSUR**

*EMSUR is the Grupo Lantero division dedicated to the manufacture of flexible containers for packaging solutions primarily designed for the food sector, with both rotogravure and flexographic printing, including QR and Ink-jet. Among others, Emsur has capabilities to produce FFS Lidding and in-mould labelling, VFFS and HFFS bags & pouches and sleeves, die-cut lids & stickers.*

*EMSUR employs over 800 people and it has 10 production plants across 8 different countries with a capacity exceeding 900,000,000 square meters. Its clients are spread all over 60 countries spanning the Americas, Europe, Africa, the Middle East and Asia.*

[www.emsur.com](http://www.emsur.com)

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