

Global vision, development of local excellences and innovation: Ritrama strengthens the labelling industry at Labelexpo Americas 2010

Among its numberless self adhesives for labelling, Ritrama is going to stress innovative solutions, special adhesive papers and “no label look” films. No matter if labels are devoted to soft drinks, wines, spirits, foods, pharmaceuticals, cosmetics or industrial items: however it goes Ritrama encourages converters to increase their business and improve profitability

Ritrama, one of world's leading manufacturers of pressure sensitive materials, gets ready to land at Labelexpo Americas 2010 featuring one of the widest range of innovative and unpublished self adhesive materials for professionals of labels printing in various sectors. In order to support such a huge R&D and manufacturing effort, Ritrama is strengthening its presence in **North America, Latin America and the Caribbean** through an effective network of facilities, featuring the well established Ritrama Inc production and logistic platforms of **Cleveland and Minneapolis (USA)**, the brand new **Ritrama Chile** and the slitting and logistic centres of **Ritrama Costa Rica, Ritrama Guatemala** and **Ritrama Mexico**. A further confirmation of the global expansion strategy pursued by Ritrama in the recent years, that emphasize the key role played by the American markets.

Numberless are the new releases among the self adhesive materials based on natural and gloss papers, polyethylene, polypropylene, polyester and innovative solutions designed to help graphic designers to turn their ideas into reality. Among the leading actors the well established and extensive **Wine Range**, featuring a series of precious papers and films devoted to labels for hi-quality wines and champagnes, but at the same time Ritrama is also keen on innovation and dedicates its **Digital Roll Range** to all those label printers who're already running HP Indigo digital presses. Many other new and trendy products are included in the **Industrial Range**, such as the polyester-based face materials for hard-wearing, long-lasting applications. Last but not least the **Beverage Range** offer a wide choice of PP materials, including low thickness and high clarity adhesives for eye-catching effects, while the well-established but still impressive **Personal Care Range** may count on polyolefin-based face materials for squeezable packaging that combine high transparency and conformability.

*“Even if under pressure for decreasing runs, reduced delivery times, shrinking margins and growing requirements of customization, the labelling market is among those few sectors in printing to show a positive outlook for a further growth, also thanks to the achievement of digital printing – says **Ricardo Rink, CEO of Ritrama** – for this reason Ritrama is engaged in a strong development strategy, both in terms of products range and further expansion and qualification of its local manufacturing and logistic platforms worldwide. And the Americas represent and will be even more in the future a key market for our company”*

COME AND SEE RITRAMA AT LABELEXPO AMERICAS: HALL A – STAND 937

About Ritrama

Founded in 1962 by Arnold Rink, Ritrama spa is nowadays controlled by the Rink family. With its 750 employees, manufacturing plants and R&D in Europe, Latin America and Far East, a turnover in excess of 300 million EUR and the futurist logistic platform in the Italian headquarters near Milan, Ritrama is the main independent European manufacturer of self adhesive materials. Ritrama with 4 Product Divisions : Roll Label – Viscom – Graphics and Industrial is one of the Worldwide market leaders. Ritrama materials are applied in countless highly specialized and commodity industries, including visual communication, food and wine labelling, healthcare, offset and screenprinting, industrial labelling and anticounterfeiting..