

[INTRODUCTION]

[0:00:05] DC: It takes the right skills and the right innovation to design and manage meaningful print marketing solutions. Welcome to Podcasts From the Printerverse, where we explore all facets of print and marketing that create stellar communications and sales opportunities for business success. I'm your host, Deborah Corn, the Intergalactic Ambassador to the Printerverse. Thanks for tuning in. Listen long and prosper.

[INTERVIEW]

[0:00:31] DC: Hey, everybody. Welcome to Podcasts From the Printerverse. This is Deborah Corn, your Intergalactic Ambassador. Today, we are beaming to Italia. Beautiful Italy. We are speaking with Paolo Grasso. He is the results-driven sales professional with over 25 years experience in the printing industry. He is the current Sales Director at ACTEGA for ECOLEAF since 2021. He is currently developing the go-to-market strategy for this disruptive technology, a breakthrough for the sustainable, film-free, metallization, I'm going to have to practice that word, of labels. Bonjour no Paolo, although it's your evening, buona sera.

[0:01:18] PG: Bonjour, Deborah. Very good morning to you and to all our audience today. Glad to be here with you today. It's fantastic.

[0:01:27] DC: Me, too. We met at LabelExpo Americas a few months ago through an introduction from Claire Porter from The Bespoke Group. We spent quite some time discussing your product, ECOLEAF, and your associated sustainability claims. Now, listeners of this podcast know that I am very skeptical when it comes to this topic because there's a lot of misinformation and greenwashing out there. You do have a positive story to share. I'm really grateful that you made it through my sustainability interrogation, and we made it here. Moto grazie. Thank you very much for that.

[0:02:07] PG: Congratulations for your Italian. It's really good.

[0:02:10] DC: Thank you. Okay, let's start with, can you share a bit more about ACTEGA and how your company helps drive success for the printing industry?

[0:02:21] PG: Of course, with great pleasure, Deborah. Thank you for this opportunity. ACTEGA is a German company, although it's a multinational size, really present all over the world, active in chemicals. The core business is everything about the printing, let's say, when it comes to embellishment. Varnishes, primers, special effects in the post-printing process. On the side, ACTEGA has a very strong commitment towards sustainability. In the past decade, they invested a huge amount of money and efforts in developing new technologies, out of which ECOLEAF is one, let's say, from the European side. Another very predominant one is the Signite on the US side.

Both are aiming strongly to reduce, or let me say, totally eliminate chunks and chunks of raw materials, plastic, essentially, from the equation, from the way we are used to do things normally. ACTEGA heavily invests in sustainability, not only for itself, on its scope, one and two objectives for the company itself, but also on the scope three targets to support the industry, to get easy access to sustainability, which is today not only a buzzword, but it's really a must do. I was just last week at the Sustainability Europe Conference, where we discussed the PPWR.

[0:04:06] DC: What does that mean, PPWR?

[0:04:08] PG: Packaging. This is a new regulation from the European community, which is entering into force between 2025 and 2030. This sets really very high objectives into packaging and packaging waste regulation. This is the rule that every brand owner, printer, end of the day, the consumers will be involved with it, which means how much plastic has to be removed, how much recycled content has to be given to every new product, etc., etc. What I could experience there is a truly brand owners are on a hand, very happy that these rules have been set, because they make very clear the objectives, the targets, in the long term. But on the other hand, everybody needs to rush, because 2025 is tomorrow and 2030 is the day after tomorrow. We have to move.

[0:05:08] DC: Yeah. You're absolutely right. Of course, the brand is going to be thrilled about this, because they get to share with their customers, the consumers, "Look at us. We're doing something to be positive, have a positive impact on the world." But the disruption of supply chains and things like that, to your point, it's going to be here any moment in Europe. I always

try to tell the Americans, it starts there because you guys are really focused on sustainability in a way that the Americans who may not have ever experienced going to Europe can understand. You don't mess around with this. In America, we also, once it's a rule, or a law, or a regulation, we have to follow it. While it's not, we're just like, "La, da, la. Let's just do our thing."

You're right. Preparation is the most important thing, because you might need to source a new supply chain or a new piece of equipment, or you certainly need to change the messaging on your marketing and your website and all those other things. I think this is a perfect time for this conversation because you actually have a product that can help mitigate some of these sustainability worries. First, before we get into the meat of this conversation, I just do want to ask you where your passion for labels and packaging started.

[0:06:38] PG: Oh, wow. That's a long story. But in making the long story short, I've been in the printing industry all my life, since school, really. Actually, since I went to college. After when I started work, my first job was in bookbinding equipment. I have always been into capital goods, investment goods equipment. After a bookbinding experience, I had a bit of a touch of tissue converting solutions and label printing. For many years, I've been working throughout Asia, selling printing presses for labels. That's where I learned my career on label printing and really, we didn't extend the know-how on offset, the flexo digital reviewer combinations, and so with a very wide range of applications.

Before I joined ACTEGA, I was for my last three years, I was a Global Head of Sales for OMET, which is an Italian press manufacturer. Very well-known on the American side as well. Then one day, I received a call from ACTEGA. They were looking for a new sales director to bring this product finally into market after so many years of R&D development. Thankfully, they thought of me. They understood the value of my experience. Number one, on a global scale, number two, really on the narrow web space, which is where equally plays today. Then we started.

In 2021, I joined them and I was really excited, because number one, ACTEGA is a multinational dimension. It's a corporate. Number two, we are a startup within this great group. Being part of, let's say, 25 people team, a very hardcore team is amazing because you have, let's say, all the strength of a multinational dimension, but with all the flexibility and the efficiency at the end of the day, on the market, of a family-owned, let me say, business. We got really the win-win

situation out of these two things. I have to say that we achieved some pretty nice results in these three years.

At the end, nobody is always happy, or we are never too happy. We would all like to get more. But now that converters and brands also behind the converters started to adopt the technology, and we see the acceleration year after year. It's really getting exciting.

[0:09:32] DC: I have to admit that my experience at LabelExpo was eye-opening, in the sense that in so many ways, being a print customer, a print buyer, I'm a consumer. I'm a user of the print, right? I didn't realize that there is years of science behind the fact that I open up a freezer case in the grocery store and there's a label on the package in there that didn't fall off. I mean, the ones on oil cans. I mean, those are a little more industrial. Every day, the science in the label side of things, the glues, everything that you do, I could not believe how important those adhesives are and the amount of research and development that goes into them. I want to thank you for doing that because I know when I am out in the world, the labels aren't falling off of things, which would be very simple.

I mean, think about the beer bottles just in the bar that sit in the water and they still stay on there, unless you purposefully peel them off, which I used to do all the time. I like to peel them off. Okay, let's get to ECOLEAF because that's what we're here to discuss. Now, on your website, it is described as mindful metalliz – I can't say it.

[0:11:02] PG: Metallization.

[0:11:03] DC: Metallization. I'm so sorry, everybody. Mindful metallization. A solutionary approach to label embellishment. Can you embellish on that for all of us who don't speak product engineer?

[0:11:20] PG: Yes, of course. Probably mindful is a very soft German marketing approach. I would say we could be much stronger on the message. Mindful means where people care really about a simple, although highly effective solution. We are a disruptive technology. Now, you need to think that to apply a thin line of silver gold or whatever metal effect on a typical label, only between 2% and 15% of metal flakes or metal pigments are left on the label. The balance,

which is normally carried on foil, polyester, metallized foil becomes waste. A second after it's been transferred onto the label, let's say the coverage on the label is 5%, means that 95% of your raw material stays on that foil and you throw it away.

Now, you take these per label, per country, per year, we are talking about an uncountable amount of millions of tons of plastic every year, which has to be produced, which has to be transported, and finally, it needs to be exhausted in a way. Now, how do you manage this waste? Depends if you are in Europe, if you are in US, or if you are in India. In many places, those foils get simply buried, or burned, incinerated. In some countries, this incineration is controlled and generates heat. But if you bury it, you lose it. It cannot be recycled, because it's a metallized plastic. It's a highly polluting, let me say, raw material. Really, more than 90% of that raw material becomes waste.

Until yesterday, there was no alternative. Yes, metallic inks were there, but the shine is not at all comparable to the quality of foils. I have to say, essentially, there was no alternative, okay? If there was, it means you have to sacrifice your beauty, your shine on the shelf, which nobody wants to do.

[0:13:36] DC: I think that's fair. There's a big difference between metallic ink and foil, for sure.

[0:13:42] PG: Exactly. Because what we do with ECOLEAF, we use the exact same quality of the pigments, which are produced from the foil industry. We do not apply it on a foil carrier, so we only transport those pigments. It's a very effective, efficient way to move around the world these pigments. Just to give you an example, with one kilogram of our flakes, we can cover the same surface where the printer would need three ounces of plastic foil to do the same. The ratio is one to 3,000 times. It's unbelievable, but it's easy to understand when we said a moment ago that more than 90% of your raw material is waste.

We only sell the printer what exactly they need to apply on their label and of the same quality. You don't lose the shine. This is extremely important for brand owners because everybody knows they have to be better sustainable year after year, but at what cost? Price is one. The other is, do I look okay for my consumers at the shelf? Am I sexy enough to sell my product in the competition, in a crowd competition, like we see in the supermarket, right? Everybody wants

to look more shiny, but they know that, unfortunately, shine was not sustainable, until yesterday. Today, with ACTEGA ECOLEAF, this becomes possible. We deliver back a hope, and not only a data on sustainability.

[MESSAGE]

[0:15:28] DC: Are you looking to elevate your game, take your bottom-line customer relationships, and events to the next level? Then, I want to work with you. I'm Deborah Corn, the Intergalactic Ambassador to the Printerverse. I engage with a vast, global audience of print and marketing professionals across all stages of their careers. They are seeking topical information and resources, new ways to serve their customers and connect with them, optimize processes for their communications and operations, and they need the products and services and partnership you offer to get to their next level.

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[INTERVIEW CONTINUED]

[0:16:29] DC: I'm not a printer, so this sounds a little complicated to me. I'm hoping that we can just take the process, bring it down to explaining it to basically, a print customer. Do you need a special unit to put in a press to use ECOLEAF? Is it literally come on sheets, like some of the foil rolls? How do these flakes get to a printer and what do they need in order to stick? I'm assuming some primer might be needed, or something for it to stick to, yeah?

[0:17:06] PG: Correct.

[0:17:07] DC: I'm sorry, I got one more question. I want you to include any considerations about the paper that you might use to make it all stick.

[0:17:15] PG: Yeah, yeah, yeah. Very good point, Deborah. In fact, ECOLEAF is essentially made out of two components. One is a piece of hardware, which can easily be retrofitted onto

any existing, or new narrow web label press, normally a flexo inline machine, but it could be a hybrid digital, it could be an offset. I mean, we have several solutions. After the printer buys this unit, which is essentially a coater, a 100% coating sleeve with metal flakes on the entire surface, they will buy consumables.

Now, the consumables are two types. One is the primer, as you mentioned it, we call it a trigger imager. It's the varnish, which acts like an adhesive. This is easily printable by a standard flexo plate with the standard analog stroller in a standard flexo station. There is no change versus, let's say, cold foil process, for example, for a printer, so super easy to use. Then, of course, there are those metallic flakes, which we deliver on consignment to the printer, so they got nothing to pay. They will only pay after they effectively use it. They pay per use. If they cover 5%, they are going to pay for 5%. If they cover 50% of their label, they're going to pay for 50%. So, extremely cost-effective, too.

Easy to integrate. Saving, as I mentioned, tons of reels of foils. Somebody may say, "Well, I don't care about the environment. My supplier can take it back and do something with that." Okay, fine. Although, I don't want to comment too much on that, because you produce something, which you have to transport around the world. One second after you used it, 90% or more of that raw material cannot be utilized and becomes waste. 90%. It's outrageous. Forget that for a moment.

As a printer, where you earn also a lot is on efficiency, time to market. Because you don't have these spoils. You don't have these reels to take from the warehouse, move them to the machine, do the setup, registration, and when the reel is over, you have to stop, you have to change over the reel, change to a new reel, reset the registration position. There is where you generate waste. Every time you stop a press, you generate waste. End of the day, if we're looking into real production environment, we see how much machine time, operator time, end of the day, efficiency, they earn.

To be able to deliver and therefore, to invoice one more job every shift, I think nowadays has a great value. Even if you would not care about the sustainability aspect of that, just think about your pockets, because it has no price. Where I can increase my machine efficiency, without

investing in a new machine, a device, etc. By selling one extra, or maybe more jobs every day, or every shift, that really has no, I would say, it's priceless.

[0:20:46] DC: It works with coated and uncoated paper?

[0:20:49] PG: It works primarily for coated papers and films. On uncoated substrates, the issue is that it's not about ECOLEAF, it's about the flexo application. When you print our adhesive, our trigger image on an uncoated paper with a flexo plate, the absorbency of the substrate is too high. You will get some transfer of flakes, but it's probably not enough shiny to get the desired quality. In that case, what you can do as a plan B, and it's sometimes very nice, also as a final effect is to use a flatbed, or rotary screen-printing technology. Again, a standard part of the printing process that label printers are very used to do.

With the screen, you can deposit higher volume, higher thickness of that trigger image. The consequence is that you could also build up the image. You can create a 3D doming effect on the surface, which simulates an embossing effect. Now, on open papers or open substrates, you will simulate an embossing effect. If you think about the same application on a non-embossable substrate, such like a film, for instance, you can get an embossed effect on something that normally could not be embossed. That's also a technical plus, which they might like to consider.

[0:22:26] DC: The unit that fits on to the press, is that a single-function unit? Meaning, it can only be used for ECOLEAF, or can you also use it for some of your other furnishes, or adhesives, or no? Just for this use.

[0:22:39] PG: That is needed for the ECOLEAF application. What is important to highlight here is that it's an add-on. Normally, we install it on reels, so it does not occupy, it does not steal any process in the press. If you use it, the web comes out of the flexo station, let's say, goes into the ECOLEAF to take the pigments and goes back into the next flexo station, where it cannot straight be varnished, over-printed, or whatever finishing converting process they need to do. When you don't use ECOLEAF, it stays idle on top of the press and your machine stays standard as it was before installation. It's not bothering at all.

[MESSAGE]

[0:23:29] DC: News from the Printerverse delivers topical sales and marketing insight along with plenty of printspiration one time a month to inboxes everywhere. Our contributors cover the industry and the future of print media and marketing with strategy for strengthening your customer relationships, better targeting of your prospects, and practical advice for helping your business grow. Printspiration is just a click away. Subscribe to News from the Printerverse at printmediacentr.com. Print long and prosper.

[INTERVIEW CONTINUED]

[0:24:05] DC: Before we get into the actual claims, I would like you to define sustainability, however you see fit. Then, can you share an overview of the process that your company goes through to back up any claims that you are making?

[0:24:25] PG: Well, sustainability is a buzzword of the day, and many companies are even abusing that, unfortunately. I like very much the French definition of sustainability, which is *durabilité*, which means it has to last. It helps to last, and I believe, that it's for the planet in this case. We as human, we are arrogant enough to think that we will save the planet. I believe the planet will save itself without the humans. Where we have to focus is to save ourselves as humans from the problems that we created in the past, let me say, probably 100 years, not very long ago. Now, we are under big issue, big problem, and we need to find a solution using our intelligence.

In this, as I said, ACTEGA invests a lot, not only for itself as a company, but to help customers and the industry to achieve their target. Scope three targets. ECOLEAF comes in the picture, and at the very beginning, I was not even with the company yet, but at the very beginning, a customer told us, "Look, whatever you say about sustainability, you don't prove it. You cannot simply claim that your system is sustainable, because how much, in which way?" We hired an external, independent company in Europe to certify with a full LCA, a cradle to gate, because we are not able to control what will happen to the label once it's in the hands of the consumer. That is totally out of our control. But from cradle to gate, we were able to analyze the entire process of manufacturing a foil, that's what we complete to, and ECOLEAF entire scope of chemistries, and the application and final application of the label.

Now, from the LCA, it appeared that on a 10% average coverage of a label, which is a good average for, let's say, wine oils and spirits and whatever embellished labels we find on a supermarket, so on a 10% coverage, taken as 100, let's say 100%, what would be the consumption of foil? ECOLEAF turns out to be five times lower. We are 20% in emissions compared to foil. We are one-fifth of that, which is massive. Really massive. Then we did another analysis where we say, okay, there are certain situations where the foils can be reused, because the design allows to turn them 180 degrees, or maybe you can use narrower stripes with multiple parallel stripes to produce the same label. In many cases, a foil saving is applicable in the real life. There, assuming you are able to achieve 50% of foil saving, with ECOLEAF, we would still be half in terms of emissions. To the best scenario of foils, we can still be 50% lower.

Now, we have an LCA, and those are values which we are happy to share with our customers. I keep telling the printers that one of the key advantages of ECOLEAF if you are interested in your scope three targets on sustainability, is that we can transfer you these values from the ECOLEAF application. Let's say, you will install your solar panels, buy your electrical vehicles, do any improvement in your factory, but when it comes to this single unit that you as a coffee maker, as a wine producer, as cosmetics, a manufacturer, whatever you do in your life, if you sell a million labels, you save X grams of CO2 emissions. But if next year you're going to sell a billion labels, you're going to multiply these grams. And because it's on the single unit, the saving is on the single unit, the more you produce and the more you're going to save, so there you go. The positivity effect is generated.

[0:29:12] DC: There are so many different countries. I mean, just looking on your website, you've got plants all over the place, North, South America, Europe, everywhere. I'm not sure if they're all making ECOLEAF, but they're all under your umbrella. I'm assuming there's no way to create one set of regulations for everything unless you go for the most strict regulations to overcome, and then everybody else just benefits, even if it's not something that they're being asked to do, or regulated to do at this moment. Is that correct?

[0:29:43] PG: Very correct. Very correct, Deborah. Totally. In fact, luckily, I have to say, as you mentioned, ECOLEAF was born in Europe and not on the US side, for example. Because here

in Europe, we are, I believe, the most strict in terms of regulations. Again, last week on the discussion panel for the PPWR, a lot of US brands and printers were asking questions about when is that coming to the US, and what is the US government doing? Essentially, they are looking, watching out to the European community, how we will succeed and where we will fail because for sure, some mistakes will pop up, whenever you are the first one in the row. Hopefully, they will soon, they hit over and create some copy base of the regulation.

I believe, Asia will follow because Asia is today in a big way, the factory of the world, where, unfortunately, the rules are still high in many aspects. But because they also want to save themselves, the air which they breathe, the water they drink, is the same one where they live, so they will also take it over. I believe, being Europeans here, we have a win point really for being the first.

[0:31:10] DC: Yeah. I mean, I follow everything that's going on over there, knowing that eventually, it's going to come over here and try to help people not be blindsided by it, and they will be. I think you made an excellent point. Obviously, there are countries that we don't have transparency with as far as understanding what they're actually doing. But when that thing hits a shelf, that's when the transparency comes to light, because it's going to be those stores that are not going to be putting things on their shelves if they're not sure if there's going to be fines associated with it, or they can't prove where the pulp from the paper came from, or they can't – there's some sustainability claim on it that can't be verified, or a symbol, or something.

I mean, once it starts becoming a real thing, I mean, it is in many ways, but I think to your point, no one has actually been like, “Aha, we've got you Nike. Aha, we've got you Nabisco.” They need some big, giant company who's going to do something – I'm not saying they're doing it purposefully. I'm sure their printers are doing the best they can, but something's going to slip through the cracks. Once they go after that person and everybody sees what the penalty is, or the aggravation that everybody went through, it's going to be like, “Huh. Maybe I should just buy an ECOLEAF unit and take this out of my thinking about anything.” Because a lot of brands do like to use embellishments.

I mean, if you just walk into a grocery store, or a liquor store, or any high-end store, whether it's a Bloomingdales, or Macy's, or Hermès, or Chanel, or whatever it might be, sorry French people, I think I said Hermès wrong. Was it Hermès, Hermès, Hermès?

[0:33:02] PG: Hermès.

[0:33:04] DC: Hermès. Okay, sorry French people. That's when it's really going to matter, and it's best to be prepared for that. Along those lines, there are a lot of buyers and marketers and designers who listen to this podcast, so why don't you share with them some of the benefits of using ECOLEAF, and is it available in the United States?

[0:33:28] PG: It is. I start from the last question. It is available in the United States. We already have one installation at the moment, which is serving a huge, let me call it like that, brand in the cosmetics space of a FMCG cosmetics products. But really huge one. It is available. Now to the designers, we say we are all buyers with our eyes. We are really like birds. We are attracted by anything that shines, and there comes high varnishes, gloss, tactile, haptic effects, and metallization, of course. That's where we were saying, you cannot really – many brands have tried to substitute foils using inks. But then, they look gray, they look matte, they lose the shine.

Either you change completely your company policy, and you switch to a fully neutral, natural look like zen packaging, and then people needs to like that. Or if you want to be noisy on the shelf, you have to use metallization. Metallization of quality and it has to be reflective. It has to be shiny. Eye-burn catching. ECOLEAF helps in this direction because it maintains the quality of a foil, but adding the sustainability and the simplicity of use of an ink because at the end of the day, the printer will use a standard flexo station to apply the ECOLEAF wherever they like.

ECOLEAF can be over-printed, and when you do that digitally, it looks fantastic. Now from a designer perspective, you all know that in the foil industry, you have a swatch book, where you can choose your colors, or normally out of 100 available colors, the printer will only say, “Yeah, but we keep on stock 10, 20 maybe.” If the designer says, “Ah, I like this red, but can I get something in between these two reds?” The answer is no. It simply does not exist. It's not available.

With ECOLEAF, the beauty of over-printing on demand is that any designer would be able to go on press for the signature, for the final signature to say yes, now you can go and run, and still tell the printer on the press, make it a little bit greener, a little bit bluer, whatever he likes as a tone. The printer can change that digitally online, on press. That becomes, let's say, the new color, the new standard of colors. This flexibility is available, and again, a game changer, if you think about, because the designer has the total freedom to choose, until the last minute when the product gets printed on press.

[0:36:32] DC: What are the sustainability claims they can share with their customers?

[0:36:37] PG: The claims, I believe, is number one, these label carries no plastic. If the label is made of plastic, then you cannot say that, but then say, a lot less plastic. So, it's a plastic reduction. Dramatic plastic reduction. To be backed up with the values of our LCA, as I explained before, so this is not just a claim like, yes, we reduced 1 gram or 1 ton of plastic. But no. You will be able to know exactly how much was removed, and it's a lot. It's really a lot.

[MESSAGE]

[0:37:17] DC: Like what you hear? Leave us a comment, click a few stars, share this episode, and please subscribe to the show. Are you interested in being the guest and sharing your information with our active and growing global audience? Podcasts are trending as a potent direct marketing and educational channel for brands and businesses who want to provide portable content for customers and consumers. Visit printmediacentr.com, click on podcasts, and request a partner package today. Share long and prosper.

[INTERVIEW CONTINUED]

[0:37:50] DC: I think of sustainability as more than just one thing. If anybody out there is relying on, "Okay, we're going to use recycled paper, and that's the one thing we're doing to be more sustainable." Or, "We're going to move from offset printing to digital printing, and we won't use plates, and therefore, we're being sustainable." I agree with that. Those are all things that make a company more sustainable. But there's a bigger picture to it as well. I really believe that as we move forward and as more specifically, the Gen Z'ers who are already in the marketplace, not

just as consumers, but as professionals. I mean, marketers, designers, and things like that. These are the things that they want to hear that are contributing to the biggest sustainability picture of any business.

For example, somebody might have ECOLEAF and might be making sure that they are not using as much air-conditioning or things like that. Wonderful. Those are two things you can count as a sustainability story. Now I look at another business. Ah, they have solar panels, and they have electric cars, and they have ECOLEAF, and they're minding their emissions from chemicals, or air-conditioning, whatever it might be. Fantastic. Now, I go to the next one who's offsetting all their carbon and giving money to charities. I'm just saying that all of it contributes to a sustainability story, and everybody has to start somewhere. How do people get samples? Are you selling these units through distribution? Sometimes European companies use distributors in the United States, although people do know your company very well. Most importantly, how can they get samples?

[0:39:44] PG: It's very simple. We come on our website. We distribute, of course, in the United States, but also in Asia, through ACTEGA directly. We have already some partnerships with OEMs. For instance, with ABG in UK, which is also a global player, but we are aiming to work with every other supplier, maker of printing machines, because at the end of the day, the label converter needs to be able to buy equally either directly from ACTEGA, or when you're just buying a new machine, as we are an integration to the new machine, they will probably buy directly from the OEM supplier. We make the process very simple.

For every sample, just drop us a message in the show note below and you get it. We produce specific samples for every industry so that you can have a life for like label. Let me add here one very interesting thing. We are available as ACTEGA Germany to run free of charge one of your samples. If you have an idea that your specific label might be ideal to be converted into an ECOLEAF, and you want to see how it looks like and get a streamline at the LCA of that label to understand what will be the saving out of producing this label using ECOLEAF, we will do it free of charge for you with great player. I think it's a unique opportunity.

[0:41:20] DC: Excellent. Well, thank you so much for your time and for bringing a viable product to the market that, what does it take to take a look at something, right? As Paolo said, the links

are in the show notes to get samples, to reach out to him or ACTEGA or find your distribution person, whatever you might need. Again, just thank you so much and for everybody out there, until next time, print long and prosper.

[END OF EPISODE]

[0:41:52] DC: Thanks for listening to Podcasts From the Printerverse. Please subscribe, click some stars, and leave us a review. Connect with us through printmediacentr.com, we'd love to hear your feedback on our shows and topics that are of interest for future broadcasts. Until next time, thanks for joining us. Print long and prosper.

[END]

Mentioned in This Episode:

Paolo Grasso: <https://www.linkedin.com/in/paolograsso/>

ACTEGA: <https://www.actega.com/>

ACTEGA/ECOLEAF: <https://www.actega.com/emea/en/products/technologies/ecoleaf/>

ECOLEAF Video: <https://youtu.be/dYMQi3baDFI>

Request ECOLEAF Samples (Worldwide): <https://www.actega.com/emea/en/services/samples/>

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