



ZELLER + GMELIN



**Sales Meeting 2025
Metal Decoration**

EXPERTLY DONE.

Agenda

+ Look back 2024

+ Outlook 2025

+ Case Study Italy



2024

EXPERTLY DONE.

2024

Discover the Metal Family

- ✓ **MetalDry O30 (premium line)**
- ✓ **MetalCure U30 (premium line)**
- ✓ **MetalCure U31 FCM (premium line)**
- ✓ **MetalFlash U531 FCM (premium line)**

- ✓ **Uvalux U37 (general line)**

Metal

End of life April 1st 2025

Uvalux L9-U3

Uvalux U3



Outlook 2025

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OPV



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2025

Overprint varnishes

UV varnish for coating units (gloss)

UV varnish for coating units (matt)

LED UV varnish for coating units (gloss)

LED UV varnish for coating units (matt)

UV varnish for offset units (gloss)

UV varnish for offset units (matt)



Case Study Italy

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Italian

Metal Deco Market

Inside Informations presented by Fulvio Abbate

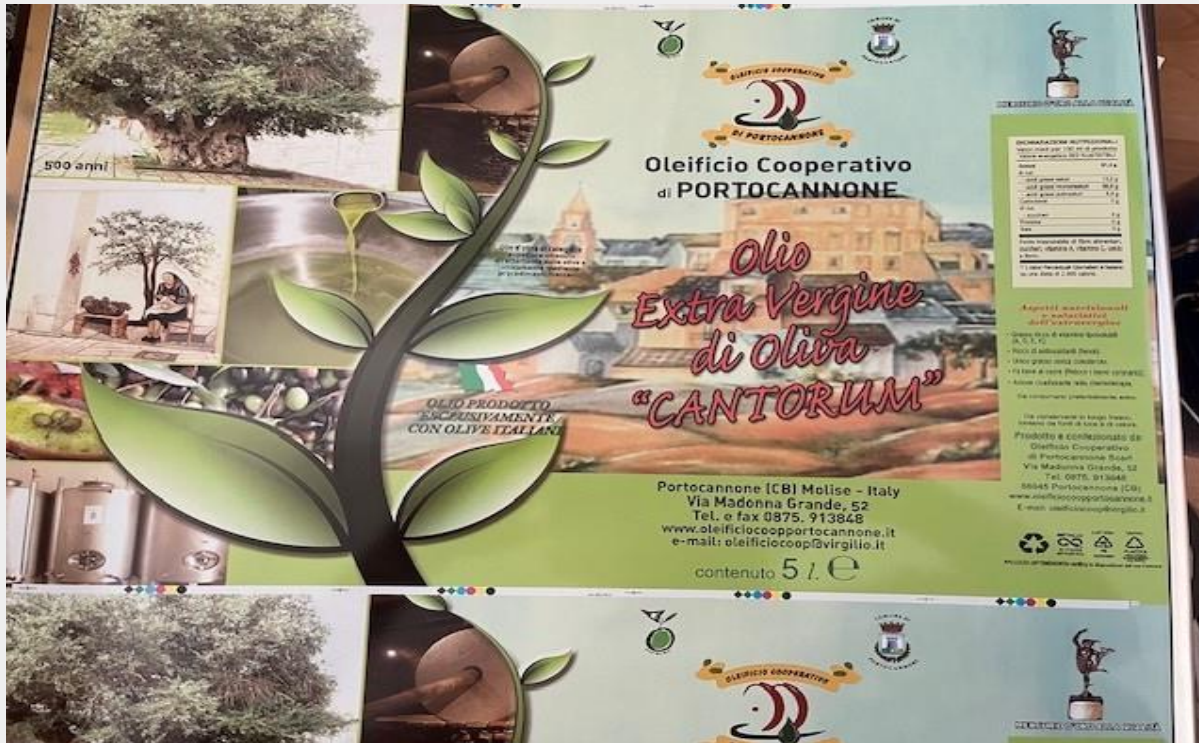
Italian potential customer

- In Italy there are approximately 20 printers for Metal Deco. There are multinationals and private companies.
- Eviosys, Guala, Metalscatola, Falco, Trivium, Silfa, NewBox, ASA Group, Pelliconi, Astro Group, Alplast, Fanti, Ocm, Ferlatta, Metalcolor, Italtin, Crealys Group, Lecchese (Metalprint), Massilly Group, Sta Litolatta, Lithoprint, Tecnocap, Silgan
- The main sectors are: general line, aerosols, crown caps, screw caps, long caps
- Of all the customers I contacted, only a few gave me the opportunity to talk to and/or try out inks or varnishes
- Falco, Pelliconi, Sta Litolatta, Ocm, Metalcolor, Alplast, Trivium.
- Long caps, crown caps and screw caps still use conventional inks and varnishes, while in other areas UV and LED are being used

Falco Test

L3-U531S1101-D020
L3-U531S1201-D020
L3-U531S1301-D020
L3-U531S1401-D020
LY-7G100FCM

METALFLASH® FCM LED U531 YELLOW
METALFLASH® FCM LED U531 MAGENTA
METALFLASH® FCM LED U531 CYAN
METALFLASH® FCM LED U531 BLACK
UVAFLEX® FCM LED GLOSS LACQUER



Pelliconi Test

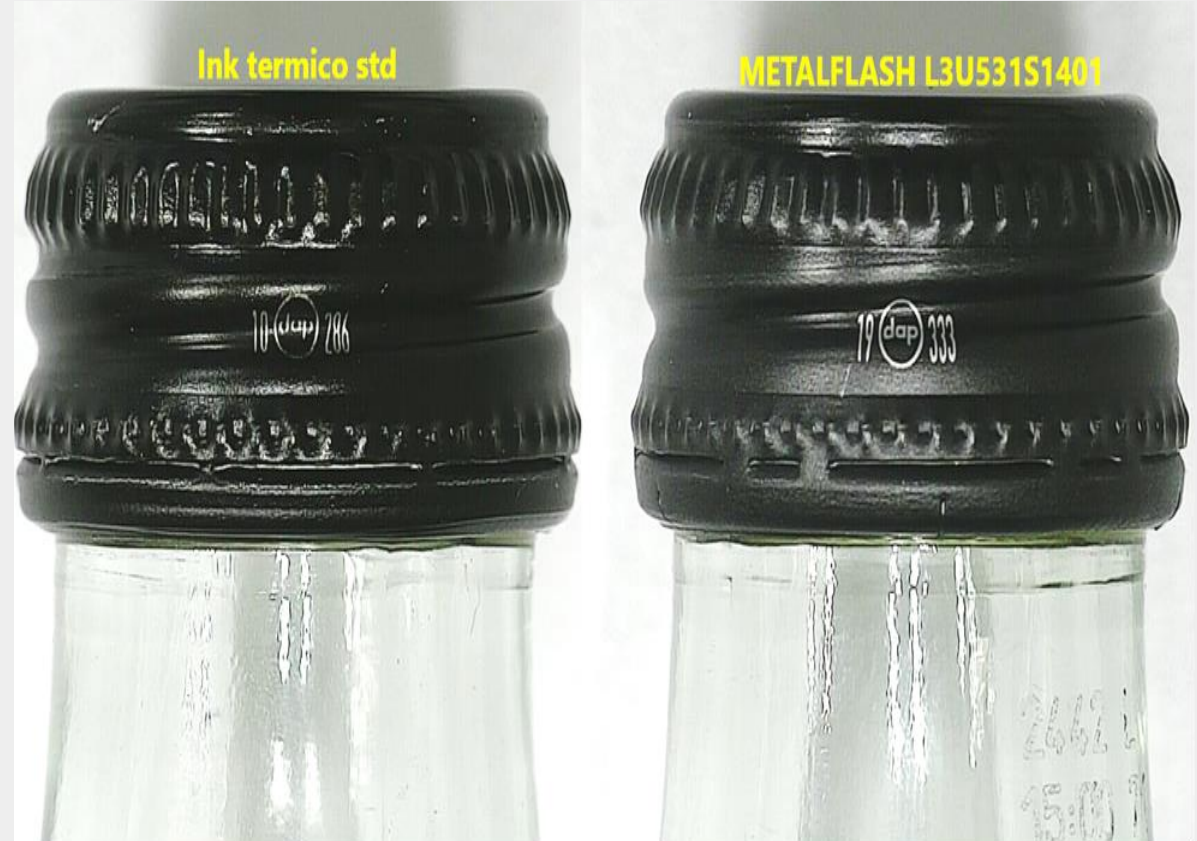
L-U531P30001
L3-U531S1401-D020
LY-7G100FCM

METALFLASH BLUE REFLEX
METALFLASH® FCM LED U531 BLACK
UVAFLEX® FCM LED GLOSS LACQUER (not yet tested)



Ink termico standard

METALFLASH L3U531S1401



Our Inks and Varnish

Our LED inks are very good, we are lower in density than some competitors, but I think it is just a matter of getting them right.

As for the LED overprint varnish, we are very competitive in both price and quality.

I was able to pick up on some problems customers had with certain products.

As far as testing is concerned, the product that gave me the opportunity to go in and do some testing is overprint varnish.

If for colors, it is very difficult to get in because many do not have the need to change, for varnish it is a different matter.

In Italy, the cost of energy is very high, so many companies are investing in UV and LED lacquers to replace the traditional hot-air ones.

Unfortunately, the same results cannot yet be achieved with LED varnish as with thermal varnish.

If for general line, oil cans, industrial aerosols the quality of LED Varnish is accepted, for crown caps, screw caps, cosmetic aerosols (the famous promotional ones) the quality is not accepted.

Consider that the customer is not waiting for us, in Italy as in Germany, there are all the ink manufacturers, local and multinational.

They already have all the products they want, plus some manufacturers supply inks, lacquers, and varnishes.

If a customer consumes 10 tons of ink, he consumes 50 tons of varnish and the same amount of white.

In the end, the secret to the small success I had is luckily contacting customers when they had new projects or problems with other suppliers.



Questions and Answers





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Thank you for your attention