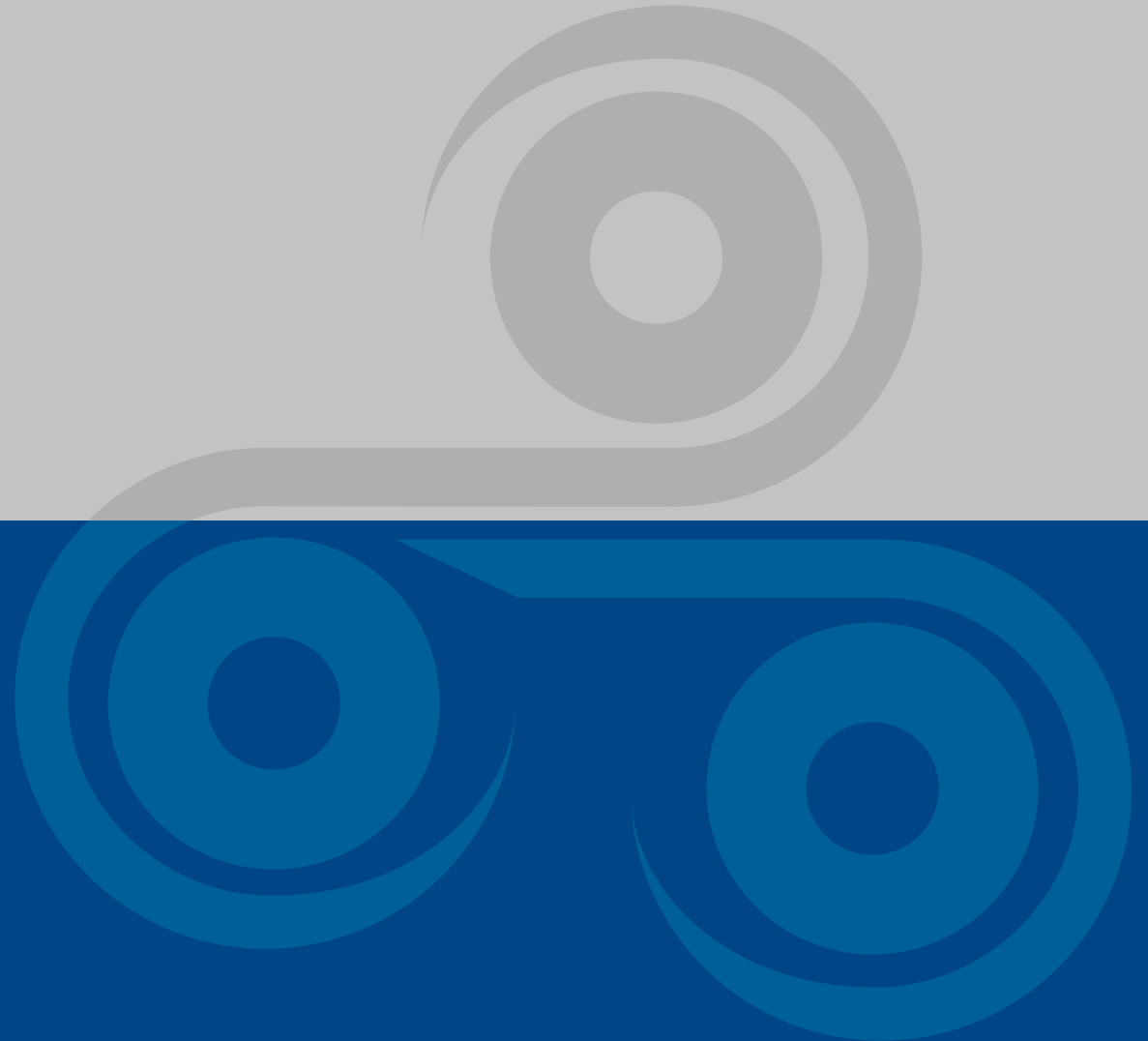


**ATLAS**   
**TITAN** 



***Rewind to the Future***





## Our Vision



**Alan I. Johnson**  
Managing Director

*To be recognised as the global leader in the supply of slitting & rewinding equipment in our chosen markets.*

*We will maintain this position by setting and achieving the highest standards in product innovation, quality and customer satisfaction.*

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## The Company

**Atlas Converting Equipment Ltd. was established in 1976 and is a world leading supplier and provider of solutions in slitting & rewinding technology and finished roll handling systems. The company has been awarded the Queens Award for Export Achievement on three occasions and its products are represented by two of the industry's world leading brands, Atlas and Titan.**

The Atlas and Titan brands have been at the forefront of slitting and rewinding technology for more than four decades. With more than 3,500 machine installations in over 80 countries, Atlas and Titan are recognised as global market leaders in the production of primary and secondary slitter rewinders.

A purpose-built production unit located in Kempston, Bedford (UK), approximately 50km north of London also includes the company's research & development facilities, service and demonstration centres.

The UK head office is complemented by regional sales & service centres in Charlotte, NC (USA), Shanghai (China) and in Mumbai (India).

The aim of the company has always been to provide the highest quality service in all areas of its business which has enabled Atlas & Titan to establish long-term relationships with all its customers and stakeholders.

The company's future success will be based on understanding the changing needs of customers and the dynamics of the current business environment. Atlas will continue to develop its business and operations in order to support customers for many decades to come.

***'More than 3,500 machine installations  
in over 80 countries'***

## Quality & Reliability

**From the initial sales enquiry through to installation and start-up of all new equipment, Atlas Converting Equipment Ltd. strives to achieve the highest quality standards. Customers can expect:-**

- **Sales Process**

A team of people with specific technical and process knowledge working to match customer requirements with the correct technology.

Clear and pro-active communication enabling fast decision making and support through the complete sales process.

- **Project Management**

A dedicated personal contact providing reliable time schedules and co-ordinating activities between customers and the Atlas team.

- **Manufacturing**

Working to the latest industry standards and quality processes and in close partnership with the supply base to ensure the highest possible standards.

- **Automation**

Using the latest control technology to provide intelligent, accurate and reliable machine control for optimum productivity.

- **Process Knowledge**

Based on over four decades of experience and in excess of 3,500 machine installations, Atlas can share extensive experience with its customer base.

- **Guarantees**

All Atlas & Titan products are covered by comprehensive guarantees.

- **Continued Support**

The company's global network can offer the security required for continuous 24/7 operation throughout the life cycle of the installed equipment.



*'Highest standards'*





## Markets & Solutions

During its four decades of serving the requirements of the slitting & rewinding industry, Atlas & Titan have been at the forefront of changing technologies. From the embryonic days of the plastic film industry, through the challenging era of audio and video tapes, to the careful processing of photographic papers and films, all markets have been served.

Today brings new challenges in the development of more sophisticated materials used in electronics, aerospace, the automotive sector and new industrial and environmental products. Atlas is working closely with all these new emerging markets and is once again setting the standards in product innovation.



## Film

This ever demanding market requires machines which can process thinner and thicker film at higher speeds and wider widths. The evolving technology in solar films, LED screens and smart phones has created the need for more complex and higher quality film substrates.

With a trend towards more sustainable products, films are being made thinner and in some cases biodegradable and compostable, like BOPLA film. The latest technology available from Atlas enables these complex products to be processed in optimum conditions ensuring good quality rewind reels and minimal waste.

Atlas continues to be the world leader in the supply of slitter rewinders for the processing of plastic films and has installed the widest film slitters at 10m in width in four different locations around the world. In addition, Atlas has the fastest film slitters running at 1,500m/min at web widths in excess of 8 metres. The company has also built the widest slitter rewinders for CPP film at widths of more than 6 metres and BOPA film slitters at more than 5m in width.

Market demand for thinner BOPET film has increased substantially in recent years and the new range of Atlas slitter rewinders has been designed with the latest technology to enable processing this and other substrates such as BOPPK, PET-G and BOPP films, ensuring good quality finished rolls, maximising production and minimising waste.



## Flexible Packaging

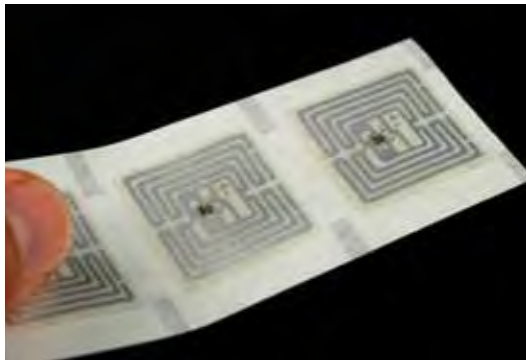


**The flexible packaging industry continues to show sustained global growth, whether moving from rigid to flexible packaging, in pursuit of cost reduction or as a result of the expansion of emerging markets demanding more refined packaging.**

The development of more sophisticated packaging materials requires more demanding applications such as shrink labels, the retort pouch market and the drive for sustainable packaging which ensures continued innovation and expansion.

Today's coatings such as clear barrier, multi-layer laminations and the move to thinner films all place higher demands on converting processes including slitting & rewinding. Titan has developed technologies to meet all these demands ensuring the end product is despatched to customers in first class condition.

Titan has been part of Atlas Converting Equipment Ltd. since 1981 and is a world leading brand of secondary slitter rewinder technology for flexible packaging materials, plastic film, label stock, laminates and paper in web widths up to approximately 2250mm.



## Labelstock

**The market for label materials continues to evolve to meet demands for new technologies such as RFID and smart labels. The requirement for tamper-evident technologies in the pharmaceutical industry has led to the development of more intelligent labelling, requiring even more careful processing.**

The advent of holographic technology has also created a dramatic increase in the use of security labelling for which both Atlas & Titan can provide speciality slitting solutions.

Atlas is a world leader in the supply of slitter rewinders for the labelstock industry for all combinations of both paper and filmic materials, covering all market segments. Generally, Atlas provides solutions for the primary labelstock sector and Titan slitter rewinders meet the demands of the regional distribution centres.

Solutions available include shafted duplex rewinders for large rewind reel diameters and shaftless rewinders for filmic products. Through the use of the latest technology and precise web control, these machines process pressure sensitive adhesive label materials to the highest quality.

*'Four decades of serving markets  
and providing solutions'*



## Product Innovation

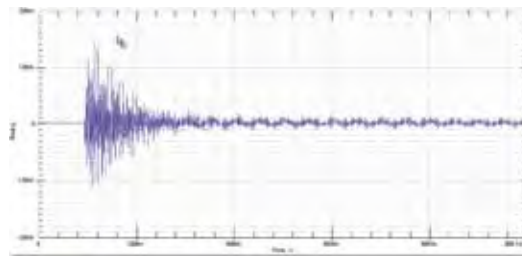
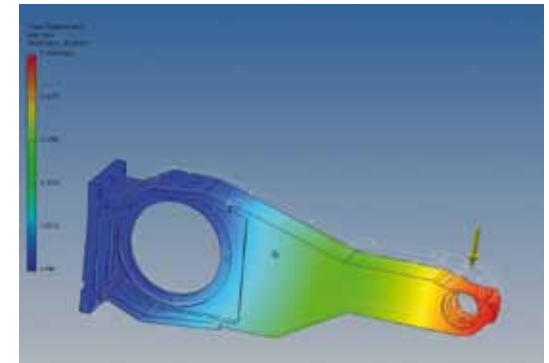
**Atlas and Titan are leaders in product innovation for slitting & rewinding technology and solutions for finished roll handling systems. Both brands have set a benchmark for new products and development of solutions within their respective markets for over four decades.**

The company is committed to continued investment in Research & Development enabling new products and technologies to be realised supporting customers for future steps in productivity, automation and reliability.

Investment includes new facilities for:

- **The latest 3D-CAD design systems**
- **Updated FEA (Finite Element Analysis) capability**
- **Demonstration centre for material testing and trials using the latest process technology**
- **Vibration measurement and analysis systems**

Understanding the needs of the customer is key to any development. Atlas is committed to continuously develop its application and process knowledge base in addition to training its employees and customers to optimise their skills for future business requirements.



*'Innovation distinguishes a leader  
from a follower'*



## Customer Support

**The Atlas customer support team provides a wide variety of services to enhance customers' operations throughout the life cycle of all Atlas and Titan equipment.**

Atlas & Titan service is deployed from its head office in the UK or via skilled service engineers based in regional sales & service centres in North America, China and India.

This enables technical assistance to be available 24/7 on a global basis to help customers when it matters most.

### **Services include:**

#### **Spare Parts**

Atlas can offer assistance in identifying the correct part, supplying 100% guaranteed, genuine spare parts via stock held in regional locations around the world.

#### **Service Support**

24/7 support via experienced engineers. Teams of service engineers are available to provide local support at the customer's site as and when required.

#### **Remote Connection**

All Atlas & Titan slitter rewinders can be supplied with the capability for remote connectivity via a secure network which enables engineers to provide diagnostic support on equipment.

#### **Retro-fits**

Support is available to extend the life of existing installations by upgrading equipment, removing obsolescence, improving productivity and also improving safety of machines.

#### **Machine Relocation**

In today's ever changing world of business, operations are expected to be increasingly flexible and dynamic. Atlas can assist by providing a full service for relocation, commissioning and start-up of existing equipment.

#### **Training**

The Atlas service team has many years of cumulative technical and process knowledge. This enables tailored training packages to be provided at the customer's production site or in-house at Atlas.

Atlas and Titan can offer a lifetime of support working in partnership with customers' production & technical staff to ensure optimum productivity for future business performance.

*'Support for life'*





## Environment & Sustainability

**It is the policy of Atlas Converting Equipment Ltd. to pursue strategies within its operations, product development and commercial activities to assess and minimise a negative impact on the environment.**

The company also adheres to the principles of sustainable development and expects a similar commitment to environmental responsibility from its suppliers and contractors.

### Product Development

All Atlas & Titan development projects take into consideration the environmental impact of the equipment and also the impact of customers' materials.

This is reflected by:

- Lower energy consumption to run equipment through the use of regenerative technology
- More compact machine design reducing the 'footprint' of the equipment and requirements of global logistics
- A reduction in use of electrical cables on all equipment

- A more responsive substrate tension control, enabling converters to process thinner and more sensitive materials
- The latest technology ensuring a reduction of waste materials during set-up & production of all Atlas & Titan equipment

### Operational

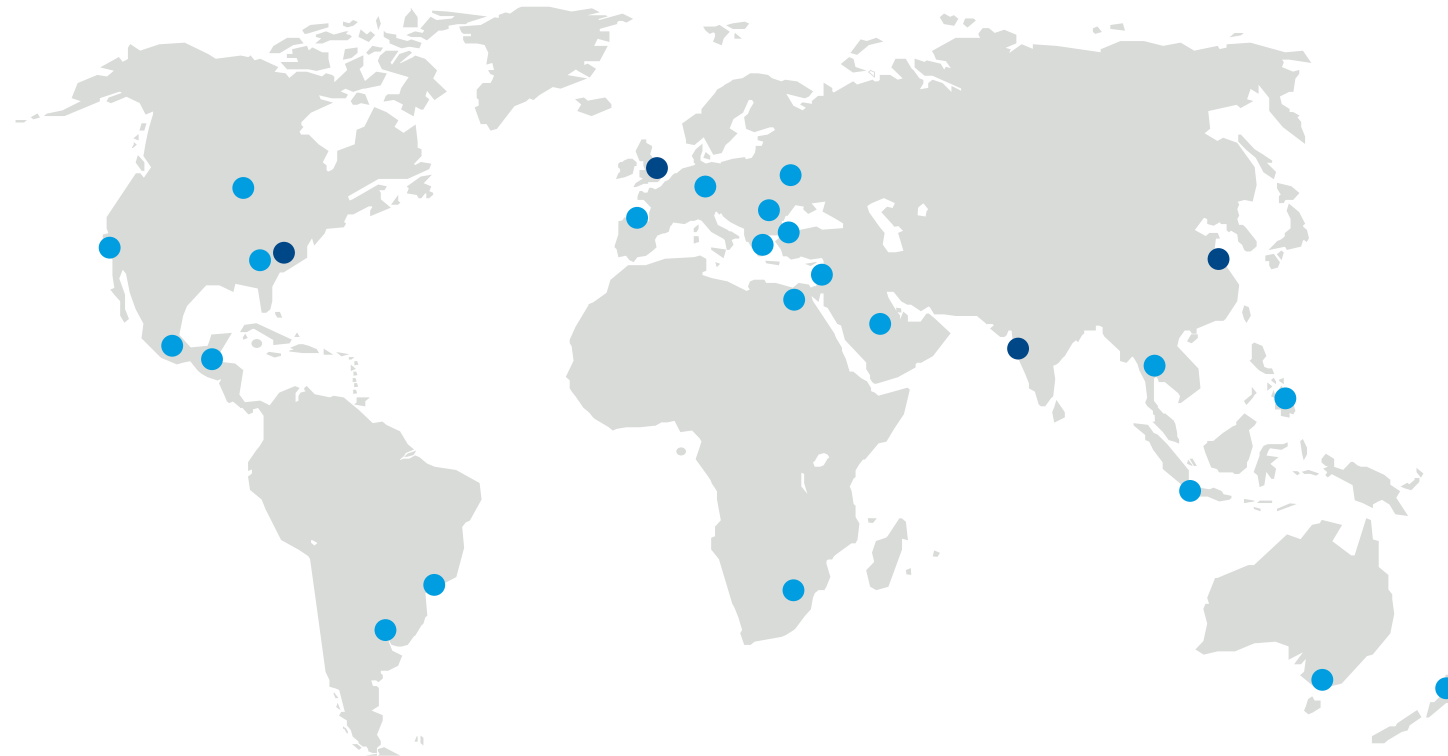
Atlas Converting Equipment Ltd. will continue to improve all processes to reduce waste within its business and to recycle materials generated in its day to day operations, whenever possible.

The company's management team is committed to promoting a continued focus in all areas of business to respect the environment and by training all employees to achieve this.

*'Atlas is committed to reducing the environmental impact of its business'*

## Global Presence

- Sales & Service Centre
- Sales Representation



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