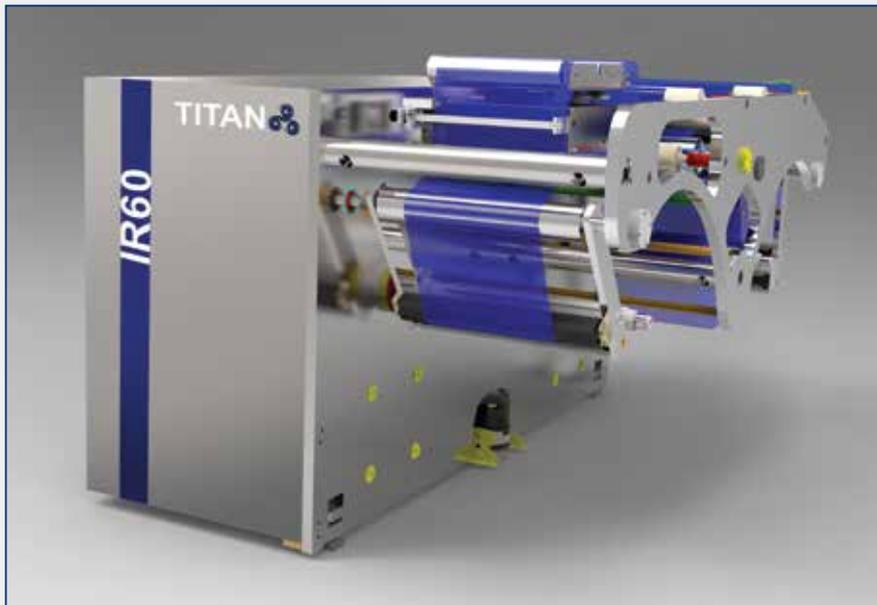


Atlas Converting launch range of Inspection Rewinder machines at ICE Europe



**New Titan IR60
Inspection Machine**

Atlas Converting Equipment Ltd. (UK) are proud to announce the launch of a range of Inspection rewriter machines to complement the Titan range of slitter rewinders.

The models IR60, IR135, IR165 and RR165 of inspection machines are designed to meet the market requirements for different web widths and offering superior reliability, quality and productivity.

The Titan series of Inspection machines will unwind, inspect and rewind material from 60cm (24") to 165cm (65") width material to improve the quality of the mother rolls that go into the slitter rewriter, eliminating the need to stop the slitter therefore increasing the slitting efficiency and slit quality.

Identifying defects in the web can be done either by a fully automatic 100% inspection system, manually using

stroboscopic systems or by entering multiple stop signals based upon the flag location. The machines are high speed, fully reversible and with the inclusion of splice table the operator can remove all defects greatly reducing waste and time. Barrie Homewood, Sales Director for Titan products says, "These inspection machines complement our range of Titan Slitter Rewinders and deliver enhanced slitter productivity and quality for our customers". He also states that, "real productivity improvements are seen when large diameter 'clean rolls' are supplied to the slitter rewriter."

The IR135 & IR165 Compact Inspection machines can also be used to splice together smaller mother roll diameters and deliver a larger mother roll again increasing efficiencies of the slitter.

In addition to above features the RR165 with its overhead web path can incorporate additional 'valued added' processes such as web laser perforation / scoring and other web treatments.

The range of Titan Inspection machines can process the following:

- Laminates
- Film
- Paper
- Metallised film
- Aluminium foil

To find out more about the range of Titan Inspection Rewinders, please go to www.atlasconverting.com/products

Focusing on Pakistan



Titan SR9-DT

With many years of serving the South Asia region, Atlas Converting Equipment Ltd are pleased to report on an increase in the recent number of machine installations in this region.

In particular, the range of Titan slitting & rewinding machines, has enjoyed considerable success in the Pakistan market, where machines at both ends of our ranges have been added to the existing install base.

Barrie Homewood, Titan Sales Director, commented, 'We are extremely pleased that this important market continues to trust in the proven performance of Titan slitter rewinders. I am also extremely happy that most of the recent installations and the projects in which we are discussing are with new Titan customers, who previously have mainly used machines from the Far East. It is very encouraging for us that customers have clearly identified the benefits in switching to UK built machinery. I also believe that our customers benefit from our professional local support, and that our partnership with Unique Sales Corporation is an integral part of the success of all parties involved'.



Mr Mark Miles,
Regional Sales Manager

Merit Packaging, (Karachi) partnered with Atlas Converting Equipment Ltd to install an SR9-DT with the capability to incorporate a laser perforation system for the recent expansion of their Flexible Packaging business unit.

Macpac Films, added a Titan ER610 machine to its production facilities in 2016 to satisfy the need for smaller and narrower reels. Ehtesham Maqbol, Plant Director, told us "we have many years of positive experience with the Atlas range of machines, the Titan range was completely new to us, the demonstrated proof of Titan's capability to produce narrow (25mm) rewind reels would allow us to meet our customer's latest requirements".

Hamza Colour Labs, currently running numerous slitting & rewinding machines from the Far East, trusted their next investment to Atlas Converting Equipment Ltd with the purchase of a Titan ER610. Commenting on the order, Mr Mark Miles, Regional Sales Manager said, "we are fully confident that the ease of operation, efficiency and rewind quality will contribute a significant benefit to Hamza Colour Labs and will be the start of a long and successful partnership".

Looking at the region in general, Mr Barrie Homewood, Sales Director for Titan products said, "Atlas Converting Equipment is honoured to be involved in a number of key projects in the Pakistan market and would like to thank its growing base of current and future customers for the to partner with them. Along with our key partner, Unique Sales Corporation, Atlas Converting Equipment will continue to do everything possible to be a preferred supplier in the South Asia region by supplying our customers with products that add value to their business".

Opening Ceremony at OPP Film El Salvador

Atlas Converting had the pleasure to participate in the official inauguration ceremony at Oben Holding Groups' newest BOPP production plant located on the outskirts of San Salvador in El Salvador.

The celebration was hosted by Yamal Zaidan, CEO of Oben Holding Group and attended by Salvador Sánchez Cerén President of El Salvador, Vice President Oscar Ortiz, together with regional dignitaries, Oben Senior Management, suppliers and invited guests.

The plant is a significant investment within the region and is strategically located to service both the local and Central American as well as markets in USA, Mexico and in Canada.

With two Bruckner biaxial lines in operation, the plant has a capacity of 70,000 tons of BOPP film per annum. Atlas have installed and commissioned a total of 5 slitters to process the plant output comprising 2 Primary CW1040 Slitters at 8.9M wide, 1 Secondary CW5400 Slitter at 4.5M wide to process both plain and metallised films and 2 Duplex ER610 Slitters at 1.65M wide.

Mr Zaidan commented, "This plant is unique in its kind in Central America and it will be servicing the growing demand of BOPP films in the Central America and the Caribbean regions. We are also able to offer better response times to the groups customers in Mexico, USA and Canada"

Commenting on the opening, Group Technical Director Mr Erik Sosa said, "We had the great honour of having El Salvador's President Mr Slavador Sánchez Cerén join us for the celebration of the start of our new film production line. We are sure that this is a good sign for the future".



**Opening Ceremony
at OPP El Salvador**

The CW range of Primary and Secondary slitters incorporate the very latest technology designed to maximise efficiencies and productivity....

Atlas Converting enjoy a long association with the Oben Group, having supplied six slitters to the groups' production sites in South and Central America.

Atlas Sales Director, Mr Stan Braycotton commented, "we have a long standing and very strong relationship with OPP Film and hope to continue this in the future. With the ongoing development of our Primary Atlas Slitter Rewinders, we remain focused on helping our customers improve their reel quality and productivity".



**Mr Peter Barnes,
Regional Sales Manager**

Triangle Plastics Inc add another Titan ER610 to their fleet of slitter rewinders



**ER610 at
Triangle Plastics**

Triangle Plastics Inc, based in North Carolina are a supplier of flexible packaging films used in the construction of packaging for markets including Food, Cosmetic and Pharmaceutical, Wholesale and Retail packaging.

Operating over two shifts per day reliability and productivity are two key requirements for Triangle Plastics Inc, therefore the correct choice of slitting machine is vital to their success.

Triangle Plastics Inc have a number of slitter rewinders including machines from Kampf, Parkinson Technologies and Deacro but for their last two purchases they selected the Titan ER610 from Atlas Converting Equipment.

Talking about the selection of the two Titan ER610 machines, Mr Eric Martin, Owner of Triangle plastics said, "We installed our first Titan ER610 in late 2015 and the second in 2016 and may take another in the future." Eric and his staff have been impressed with the features of the Titan ER610 that include the ability to save job settings for consistently repeating orders and the ease of use of the machines.

Talking about the reliability and productivity of the two Titan ER610's he said, "Productivity has increased by 80% and our ability to service our customers has also increased by 85%. The consistency of the machines from one run to the next is excellent giving our operators increased confidence in using the Titan machines."

The service and support from the Atlas Converting Equipment team and next day parts availability are also highly rated by Eric and his team. "The relationship we have with all the Atlas team is excellent, their customer service is the best in the business and the support we receive is on a level that makes you comfortable during the buying process."



**Mr Bill Cowan,
Regional Sales Manager**

Poligal expands its fleet of Atlas Primary slitter rewinders

Atlas Converting Equipment are proud to announce the continuation of its long established partnership with Poligal by supplying another Atlas CW1040 8700mm Primary Slitter Rewinder for Poligal's latest BOPP expansion.

The new machine was commissioned in a new green field site in Wroclaw, Poland, which includes a 40,000 ton per annum Bruckner film line. The latest purchase by Poligal results in the company having now invested in all three machines of the latest Atlas CW platform. Last year (2016) saw Poligal Portugal add an Atlas CW3600 3250mm slitter rewriter to its production facility, following the installation of a Bobst Vacuum Metaliser. During the previous year, Poligal Poland also installed an Atlas CW5400 4800mm slitter rewriter as part of it's product expansion, when a Reiffenhauser CPP line was commissioned.

Stan Braycotton, Atlas Sales Director, commented, "in addition to it being an absolute pleasure to be associated with Poligal, our longstanding relationship and success in continuing to supply this world leading company is an exact example of what we aim to achieve as a business". This latest addition to the Atlas fleet of primary slitter rewinders brings the total number of installed machines to eleven across Poligal's three sites. Mr Braycotton also added that, "in continuing our on-going support to the installed machines we will continue to work with the teams on-site in maintaining and where relevant upgrading the older machines to ensure they continue to meet the Poligal's requirements for increasing productivity and package quality".



CW1040 installed at Poligal



***Mr Stan Braycotton,
Sales Director - Atlas***

New global customer support telephone support system launched



availability of a trained technician with the skillset for that specific machine.

Speaking at the launch of the new system, Frank Odogu, Customer Service Manager for Atlas Converting Equipment Ltd said, "This new system will help us provide a much more flexible and faster response to a customer request for emergency technical support, especially outside of normal office hours".

The new service is available to all customers to use to ensure they receive the support they need to get their machine back on line with the minimum of delay.

Machines in warranty and those covered by an Atlas Converting Equipment Ltd service contract have access to the system free of charge, for machines outside of warranty or not covered by a service contract there is a scaled charge applied to the system.

Frank Odogu went on to say, "This is another example where we are focusing on the continual improvement of our customer service offer. By including this service free of charge to the existing benefits of a service contract we are adding real value to our service contract offering".

Customer Support Workflow



*Mr Frank Odogu,
Customer Service Manager*

As part of a never ending quest to improve technical support to customers around the world, Atlas Converting Equipment Ltd have launched a new 24/7 customer support telephone system.

The new Atlas Service Gateway for Remote Technical Support uses a global telephone system that has one contact number from anywhere in the world and routes the call a trained technician at one of our service centres around the world. The routing of the call will be determined by many factors including, whether the time and day of the call coincides with a service centre that is open, the machine type and the

Major BOPP film producer upgrades aging Atlas CW960

In 2016 a major Atlas Converting Equipment Ltd customer based in China and BOPP film producer made a significant investment in upgrading one of its fleet of aging Atlas slitter rewinders as part of a program to improve the quality and consistency of its final packages and reliability of the machine.

With a fleet of five Atlas CW500's that are fed packages processed on a 6 metre Atlas CW960, the decision was taken to upgrade the Atlas CW960.

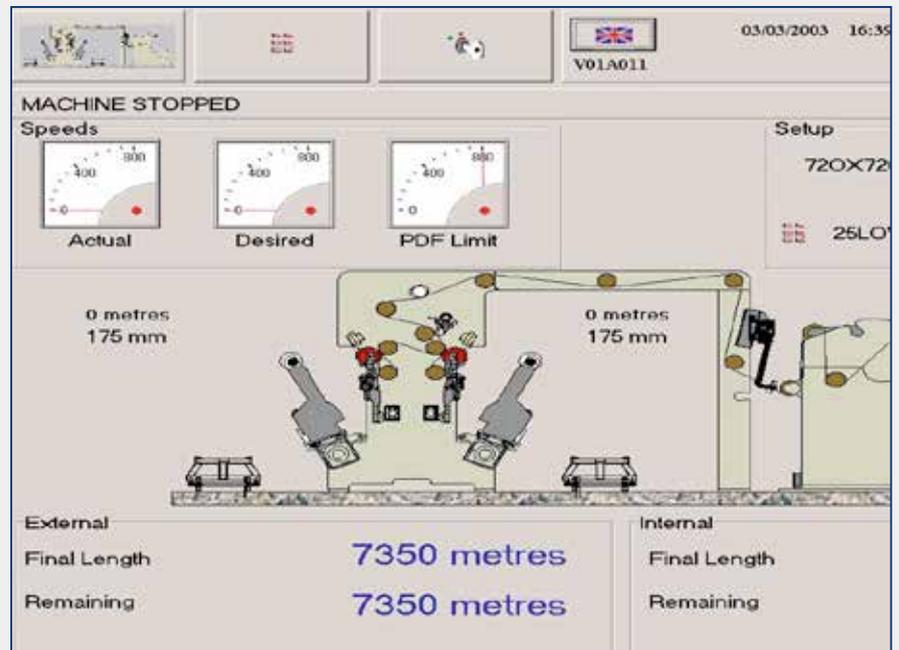
With a focus on ensuring that the Atlas CW960 remained reliable in the delivery of consistently high quality large packages to the Atlas CW500's, attention was centred on improving the operational control systems as well as the rewind arm and knife positioning systems.

The Atlas CW960 was originally supplied in 1995 and was then at the forefront of primary slitting technology processing 6 metre wide BOPP film. Twenty one years later the original QNX operating system is no longer supported and both the industrial computer that ran the QNX operating system and process logic controllers are all obsolete and no longer supported by the suppliers.

The risk of one or more of these components failing and bringing production to a halt was significant so the decision was taken to upgrade the machine.

The focus for the upgrades was centred on:

- Upgrading the PLC's from S5 to S7 which will reduce the maintenance requirement and improve winding control.
- Upgrading the Industrial PC from the obsolete QNX operating system to a Windows 7 based industrial PC



Typical System Upgrade

- Upgrading the knife positioning system
- Upgrading the rewind arms positioning system and installing positive lock units into the rewind arm bases to enable larger capacity packages to be processed
- Replacing the rewind arm cables to improve the reliability of the machine.

Commenting on the project, Mr Kevin Murphy, Upgrade Sales Manager for Atlas Converting Equipment Ltd said, "It has always been our policy to support our customers with upgrades to protect them from component obsolescence and allow their machines match the productivity of more modern machines without the cost of buying a new machine".



Mr Kevin Murphy,
Upgrade Sales Manager

Atlas reaches out to customers as part of a global brand audit



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As part of a market research program to support the development of a new website development program Atlas Converting have just gone through an internal and external brand audit. Talking to employees at all levels throughout the business and several customers around the globe.

Marketing Manager Phil Nichols said, "It is very important for people to understand why Atlas Converting Equipment Ltd could be a viable supplier of their next slitter rewinder. The best way to build that trust is to understand both how we perceive ourselves in the market and how our customers view us and ensure that what we share with the marketplace is helpful in them understanding the value that we can add to their business."

The customer interviews was conducted with customers in North America, South America, China, India and Europe.

Commenting on the interviews, Phil Nichols added, "The interviews with our customers has been really well supported and has delivered some very interesting facts about their relationships with our company and why they selected Atlas Converting Equipment as their partner in the first instance and what they are looking for from us in the future".

The overall summary from the interviews highlight the quality of the Atlas and Titan slitter rewinders, plus the exceptional service from the customer support teams, combining these two, product and people assets has created a really strong bond between Atlas Converting Equipment Ltd and its customers.

Barrie Homewood, Sales and Marketing Director for Titan products said, "This was a really useful exercise for us and goes to prove that our long standing business focus of developing really great products and having a really highly skilled and customer focused aftersales support team deliver real value for our customers and we will continue in this direction".



Mr Phil Nichols,
Marketing Manager

Events 2017 / 18	Venue	Dates
FTA Infoplex	Phoenix, AZ	01 - 02 May 2017
Chinaplas	Guangzhou	16 - 19 May 2017
BOPET Conference	Cologne	26 - 27 September
Plastimagen	Mexico	07 - 10 November
Arabplast	Dubai	07 - 09 January 2018
Plast India	Gujarat	07 - 12 February 2018