



### A3Ple Industrial Partners Perspective

#### An interview with Peter H. van Leeuwen

CEO LID BV and Managing Director LabelTech BV

Peter van Leeuwen is founder of the LID Group of companies and has over 30 years experience in the conversion of Self-adhesive Papers and Plastics and Non-Adhesive Labelpapers, Cardboards and plastics.

*(interviewed by Diana Gaspar – UNL)*

#### What were LabelTech's reasons for joining an EU-funded project?

This is the first project LabelTech (LT) has joined. We were triggered to it by the interest we have to innovate within the domain of Printed Electronics. For this we needed a good setting with competent partners combined with a structured way of working. Within the framework of FP7 we could join the A3Ple project and this gave us a good start to develop our knowhow and skills to trigger innovation using our printing competence and use this for new products the EU-Funding rules.

#### What are the benefits and drawbacks of participating in a EU-funded collaborative project, especially from a perspective of an industrial institution?

There is the obvious gap between the Academic & Institutional way of thinking and doing. A theoretical concept or a way "how to" at a desk or in a lab is completely different from the installed practice. This takes imagination and flexibility on both sides to workout practical solutions under which "Modelled" results can be scaled up under an Industrial regime.

The Benefits are of course the input from the Academia & Institutes to the Industrial Partners, e.g. like LabelTech, the Drawbacks are the lack of depth in the understanding how industries work to make money. Especially in innovation this means that "a product" coming from innovations and development needs time to "mature" and grow in volume (market acceptance) and this means that Industries can only go forward when the investments are low or there is little risk to take e.g. again low investments. This means that Academia and Institutions need to think in terms of what is "backbone" installed on the Industrial workflow as a starting point.

#### What are the objectives you would like to achieve within the framework of A3Ple?

Best of course would be to ideally get all results done as described under the DoW. However the project is pretty complex and covers many areas. To us there are a multiple of objectives to achieve, e.g.:

- The skills to make certain Electronic Functions using our installed Printing Equipment
- Organize Quality in Printing Electronics
- Organize Production-flow
- And last but not least possible get revenue out of the 3 above mentioned achievements

#### What will you consider to be a big success in the project for LabelTech? And for A3Ple?

The main success for LT will be if we can get a concepted product to bring to market. However there are many sub-results that can also contribute to the success of LT and A3Ple overall.

The success for A3Ple is in the progress of the innovation if this leads to "working demonstrators". However this project has with many aspects to cover. I would personally consider the success for A3Ple overall if we can, as a consortium, look back at a successful corporation between partners leading to demonstrated functions even if these are subsystems of the described "Demonstrators".

#### Do you consider an integrated project and specifically A3PLE an adequate instrument in creating an innovation-driving interface between research and industry?

Absolutely ! This is the way to work. However the quality of the partners = there need and motivation to drive forward the innovations is key. Within A3Ple I experienced this as TOP !

I hope LT will have the same experiences in other possible projects e.g. under Horizon-2020.

A3Ple is SME focused collaborative project funded by the European Community's 7th Framework Programme under grant agreement n° 262782 (APPLE).

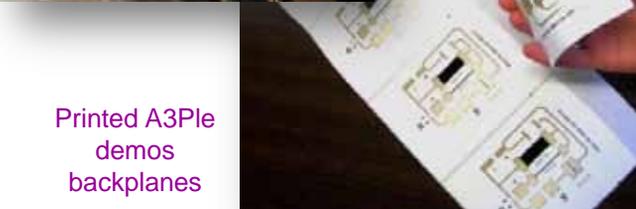
### Your main work is devoted to labels industry. How do you see the future of applications there?

I am very optimistic about this. Labelling means that we pass information to the world around us. So human interact with the information on the labels and this drives them to do something. Under the A3Ple we innovate the way we can incorporate “interaction” with the surrounding environment and log- later- pass on information back to either a system or a human “user”. This is done by making Electronics on a printing press-platform giving direct entrance to doing this combined with label-making.

In my opinion label making in future will combine “looks & functions” leading to Smart-labels (RFID) and Sensing-systems in labels. It will take some years but the future is clear. Many applications will develop from this base we tried to develop under A3Ple.



LT printing facilities being used in A3Ple



Printed A3Ple demos backplanes

### The Company

Industrie & Diensten BV / LabelTech (LT) PIC 984675713  
LabelTech BV is part of the Label Industrie & Diensten Group.

The Group in total is per definition an SME with an international orientation and strong drive on innovation. The innovation is concentrated in the LabelTech part of the organization.

The LID-Group is within the Benelux provider of Labels & Labelling in general with focus on specific market-sectors like Pharma & Healthcare (Care & Cure), Chemical, Logistics, Industry in general etc.

LT activities focus on and consist of development of production-technology based on Coating, Printing & Converting with , (New / To be developed) Production Equipment & Production-technology of, (New / To be developed) Materials, Compounds and Components for, (New / To be developed) Demands & Markets

All production technology is in principle based on Roll 2 Roll based production-stream including :

- Cutting & Shaping - Hard Dies and Laser Dies
- Coating & Printing - UV & Water based Flexo, Rotary Screen and Water based Inkjet

### The History

“A product is what it does” and labels are products that deliver either Full-Color and Shape or Simple One-Color Information in text, barcoding or more recently “bits & bytes” housed in chips & circuitry.

Digital technologies has brought into the game various influences in “How and What to convert into Which”. These questions became the business-domain of LabelTech BV and its Team.

LID BV was founded in 1987 by Peter H. van Leeuwen with his vision to become a leading player in the field of “(decoration & information) Labelling”. Since 2004 LabelTech BV, founded as an “institute” to implement the impact of digital technologies into the (label) conversion and label application, has an R&D Focus on the development of Intelligent- & Smart Labels in particular and Printed Electronics in general. Within this field LabelTech has extensive experience in the integration- and the implementation of “Electronics” in and onto paper, cardboards and plastics and conversion into Smart labels and smart tickets in particular.

### Key persons involved in the project

P.H. van Leeuwen – CEO LID BV and Managing Director LabelTech and R.R.R. Lindeman – Technical Director LabelTech BV. Ron Lindeman is since 1988 Technical Director within the LID Group of companies and has over 30 years experience in the conversion of Self-adhesive Papers and Plastics and Non-Adhesive Labelpapers, Cardboards and plastics.

In the LID-Group there is a wide spread of experiences in the related field of coating, printing & conversion.

Both Peter van Leeuwen & Ron Lindeman are responsible for the LabelTech operation within the LID-Group and have large experience in the design and conversion of RFID-based inlay-systems and labels for application of RFID within large rollouts throughout Europe and have been working with (Printed) Electronics

A3Ple is SME focused collaborative project funded by the European Community's 7th Framework Programme under grant agreement n° 262782 (APPLE).

