

## All4Labels OPENS NEW CENTER OF EXCELLENCE (CoE) TO DESIGN THE LABELS AND PACKAGING OF THE FUTURE

*The new global hub for innovation aims to be the place where different talents can develop and share ideas and projects for Industry 4.0*

Salerno, November 11<sup>th</sup> 2021 - **All4Labels**, a leading label manufacturer, is opening **today its Center of Excellence (CoE)** in Salerno. As a pioneer in digital printing solutions, and a global partner for packaging solutions, All4Labels is focused on fostering new ideas and knowledge among talents, customers, universities and start-ups. Its goal is to develop sustainable products and technologies for Industry 4.0.

The new Center of Excellence aims to undertake new R&D investments over the next 5 years, totaling approximately 3 million euros each year. The new hub will be an open ecosystem, designed to promote and support innovation both inside and outside of All4Labels, strengthening the company's leadership in the market and seeking to become a model of growth for all companies.

AI, IoT and biomimetics will steer co-development for **new interactive and functional packaging** solutions. The aim is also to achieve a **higher level of digitization, leading to the creation of new business models that have the potential to inspire labeling and packaging sectors worldwide.**

Reflecting the culture and values of All4Labels, the CoE will focus on personal development and growth – empowering the talents of its employees. It is intended that the new physical space will be managed by a high-level scientific and technical team, which will **develop patents and ensure the protection of intellectual property.**

*“At All4Labels, mentoring and developing talents is and has always been one of our primary goals, enabling people to make a difference and be part of our DNA for success. With the CoE we want to equip and stimulate specialists to conceptualize, create and prototype the best and most sustainable packaging solutions, keeping in mind the needs of the consumer of the future,”* said Günther Weymans (COO) during the inauguration event. *“We pursue excellence in everything we do, and the CoE is further evidence for that. All4Labels wants to succeed in being a pioneer in the industry, helping to boost innovation within Industry 4.0.”*

Consistent with the All4Labels philosophy, every single action at CoE will also be guided by respect for **sustainability principles – one of the most important pillars of the company's operating model.** All4Labels **rethinks labeling and packaging and innovates with a view to the circular economy.** This includes considering different regional regulations on recycling, promoting dialogue, and sharing ideas with the entire value chain.

About All4Labels

*All4Labels – Global Packaging Group is one of the world’s leading label companies and a pioneer in digital printing solutions. It serves local and multinational companies in different industries, offering some of the sector’s most innovative solutions via a one-stop-shop for pressure sensitive, shrink sleeve and security labels, as well as flexible packaging solutions. All4Labels focuses on key growth areas for its customers and is a strong partner thanks to a global network of 29 production sites and more than 3,000 employees.*

About Triton

*Since its establishment in 1997, Triton has sponsored ten funds, focusing on businesses in the industrial & technology, services, consumer and health sectors. The Triton funds invest in and support the positive development of medium-sized businesses headquartered in Europe.*

*Triton seeks to contribute to the building of better businesses for the longer term. Triton and its executives wish to be agents of positive change towards sustainable operational improvement and growth.*

*The 48 companies currently in Triton's portfolio have combined sales of around €17.7 billion and employ around some 100,800 employees.*

*For further information: [www.triton-partners.com](http://www.triton-partners.com)*

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