



Labels and
labelling technology
For your success

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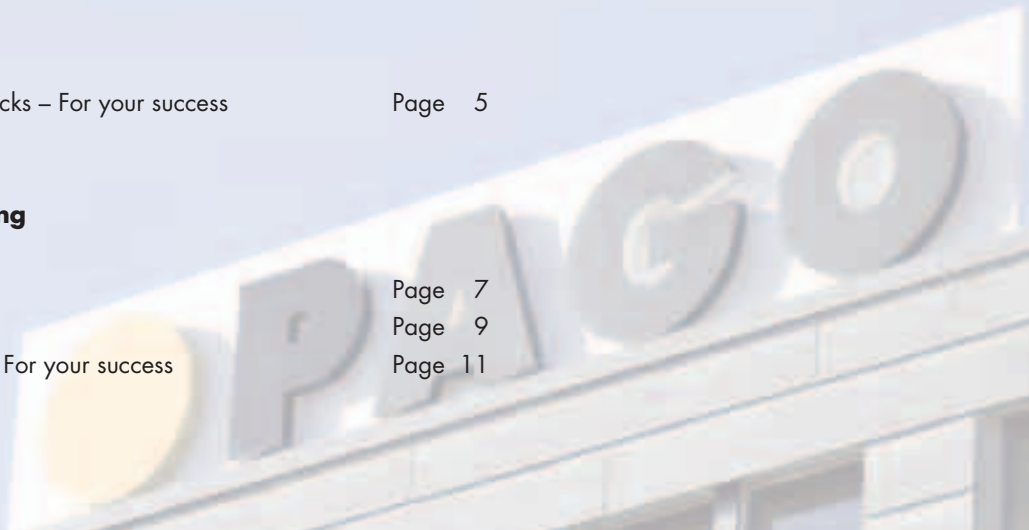
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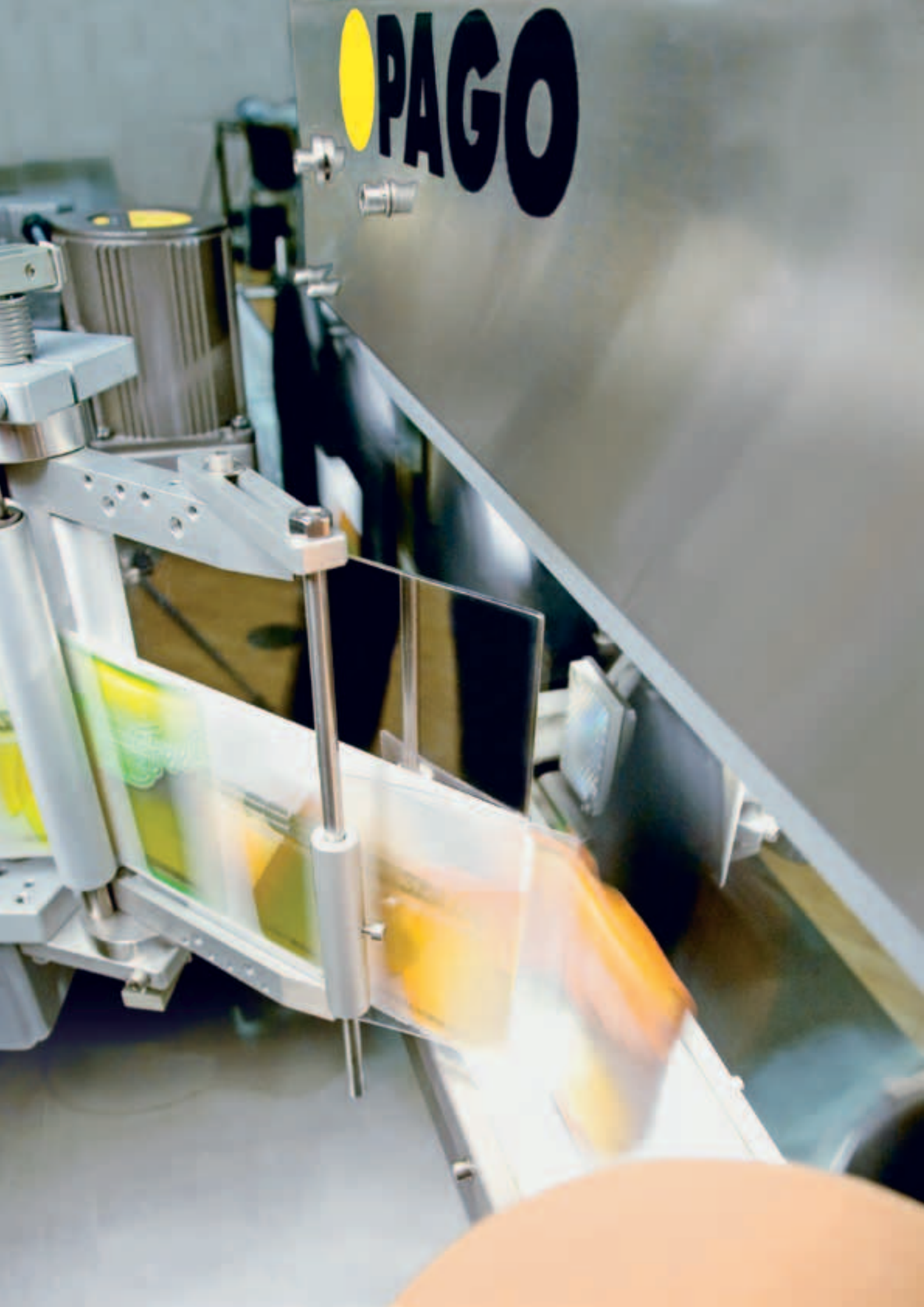
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 PAGO



Labelling solutions as building blocks: For your success



We want our customers to be successful. With that aim in mind, we take the best that we do in decorative and functional labelling and apply it to products worldwide. And we do so daily across a huge range of globally recognised brands.

We believe in benefiting our customers and adding value for consumers through the provision of economic, marketing-oriented and customised labelling solutions.

The core foundations of our business are brand-oriented consumer innovation, optimum quality and accessibility for our customers, and an innate respect for ethical values and ecological principles.

Our strategic strengths are created by our highly qualified staff and a broad spectrum of products and services.

Through a clear focus on business sectors in the international market and broadly-based support in individual domestic markets, we are in a position to satisfy the specific requirements of both local and global customers.

We are an international sales, service and marketing organisation with production at multiple sites which enables us to provide a uniform service for our customers, no matter where they happen to be.

As a manufacturer of labels and labelling we also have a wealth of experience in all aspects of applications engineering, a competence we deploy in partnership with our customers and on development projects in both labels and labelling technology.

The company innovation and development process, introduced group-wide, and supported by international product management, enables us to rapidly translate new ideas into practical, workable, and efficient solutions. For your success.

A handwritten signature in black ink that reads "F. Beglinger". The signature is written in a cursive, flowing style.

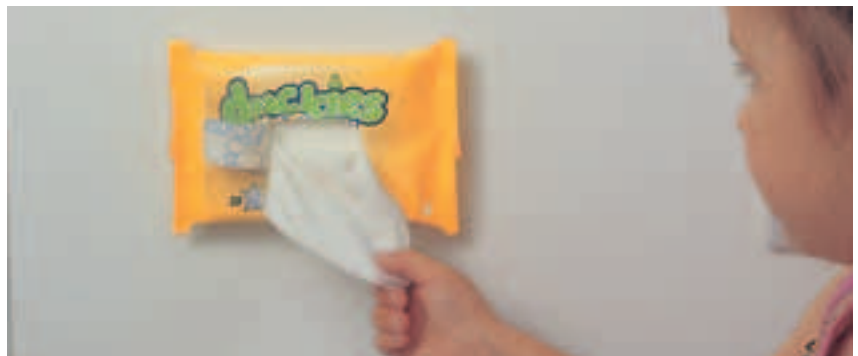
Fritz Beglinger
CEO Pago Group



Labels in everyday life

We come into contact with labels every day. Sometimes we do not even notice their presence or do so only subconsciously. Sometimes we perceive them as a decorative or functional part of the packaging. However, in daily life PAGO labels perform many important functions:

- They decorate and enhance products on-shelf and by doing so make an important contribution to influencing consumer choice at the point of purchase.
- They clearly convey the brand image and positioning of products for instance as local specialties or as international brands.
- They provide important information about the product, e.g. ingredients and nutritional value, notes on use, weight, use-by date, price and much more.
- They highlight special promotions, such as price campaigns or competitions.
- They protect the consumer through tamper-evident and other security features.
- They simplify package handling by offering convenient cost effective solutions for opening and resealing.
- They carry supply chain data in increasingly complex logistics processes and support the fast and secure flow of goods.





Labels in dynamic markets

Thinking globally and acting locally in the increasingly networked world of consumer markets and international product manufacturing present great challenges to production and trading companies all over the world. New demands have to be met daily in the areas of decoration, promotion, identification and logistics.

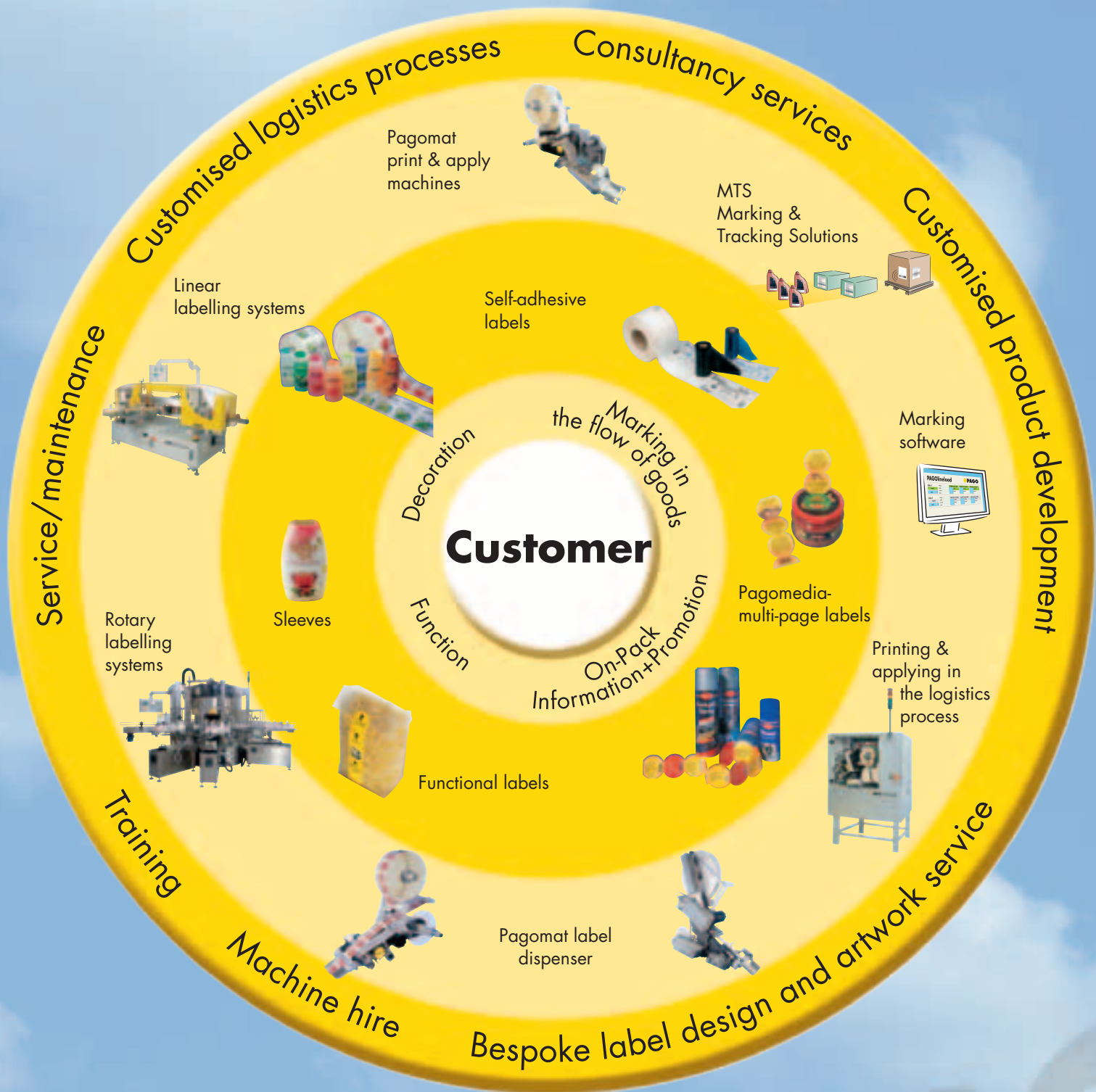
Optimum packaging – reduced costs

Functions such as identically branded packaging in different languages, country-specific marking, transparent logistics, the shortest possible product development cycles, quick reaction to new trends, and many others must be satisfied against an ongoing backdrop of cost sensitivity. All this can be accomplished through labels. Thanks to the continuous further development of materials, printing and application techniques, labels enhance the attractiveness of products, improve functionality, increase safety and simplify logistics.

Successful marketing – flexible production

The strength of labels resides firstly in their versatility as a marketing instrument and secondly in their high degree of flexibility in the production process. The application of widely varied printing and finishing techniques, sometimes in combination, permits a strong point of sale impact and guarantees worldwide uniform branding. Rapid changes of language or varieties, small lots and batches with short lead times reduce storage risks, permit just-in-time delivery and increase flexibility in production plants.





PAGGO

Labels and labelling technology – For your success

The Pago Group supplies a comprehensive range of products and services for customised labelling solutions to satisfy specific customer needs.

Label and sleeve specialties: Endless Combinations

An extensive selection of self-adhesive labels and sleeves offers a broad range of possible applications: decorative packaging, sales promotion mechanics, additional information on the product itself, optimisation of package functions or marking and identification of products.

Labelling technology – Dependable and designed for specific applications

For standard applications and customer-specific projects, the Pago Group designs, builds and installs innovative labelling technology. This ensures that labels are applied consistently, accurately, and reliably to packs in a continuous operating environment. Pago also offers the right software solution to drive the most appropriate labelling systems.

Comprehensive services

A wide range of specialised services rounds off the Pago Group offering. Services such as consultancy for customised label design and artwork handling, engineering, training, on-site service, machine hire, logistic processes designed to suit individual customer needs, intermediate warehousing for fast deliveries and much more – all available to our customers on request.





NIVEA

DIAMOND GLOSS
Shine Conditioner

diamond gloss

Gives you hair dazzling diamond shine and improves combability
Diamond Particles
+ BIOSOFT SYSTEM
MID TO LONG, SHINELESS HAIR

NIVEA

DIAMOND GLOSS
Glanz Shampoo

diamond gloss

Verteilt die funkelnde Diamant-Pol
+ BIOSOFT SYSTEM
LÄNGERE GLANZ

neu

NIVEA

DIAMOND GLOSS
Glanz Sprühkur

diamond gloss

Intensiviert die Haar
funkelnden Diamantglanz
+ BIOSOFT SYSTEM
LÄNGERE GLANZ

NIVEA

DIAMOND GLOSS

diamond gloss

Intensiviert die Haar
funkelnden Diamantglanz
+ BIOSOFT SYSTEM
LÄNGERE GLANZ

NIVEA

DIAMOND GLOSS

diamond gloss

Intensiviert die Haar
funkelnden Diamantglanz
+ BIOSOFT SYSTEM
LÄNGERE GLANZ

Labels for decorative packages

Self-adhesive labels are becoming increasingly important in the decorative packaging sector. The decisive factors here are high quality and an attractive impact at the point of sale, together with an unrivalled flexibility of use thanks to the practically unlimited design potentials.

As decorative elements, self-adhesive labels play a key role in markets where the main focus is on split second brand choices made by the consumer at the point of purchase.

Limitless decoration

Manufacturers of the most diverse products exploit the benefits of self-adhesive labels. Attractive labels in the 'no-label' look or with metallic effects represent just a small selection of the many possibilities.

A multitude of print processes and finishing techniques open up a huge variety of design possibilities and ensure an optimum effect on the finished product. For all requirements, applications and run sizes, PAGO has the appropriate production techniques.





Loacker

CREMKAKAO

Fragrant wafers con crema al cacao
Knusprige Wafer mit Kakao-creme
Crispy wafers filled with cocoa cream
Gaufrettes croustillantes fourrées crème au cacao

Net Wt. 6.18 oz



PAGOmedia for versatile on-pack promotion

The pressure of competition is placing increasingly stringent criteria on the sales promotional impact of packaging. Point of sale advertising has a direct influence on a rapid decision to buy. But traditional advertising potentials are severely restricted by the lack of space. That is why packaging and labels are particularly important marketing instruments.

Multi-layer and multi-page label solutions

Pago offers a range of multiple page and multiple layer label solutions which offer versatility and practicality to the consumer through the large amount of space available for information. The PAGO Group range includes: labels to unroll, Leporellos, booklets, crossed or wrapped folders, even comprehensive information such as competitions, winning codes, recipes, stickers, tattoos, give-aways, flat goods samples and many other gimmicks that can be compactly packaged and applied even to small or round products. Pagomedia labels combine the promotional benefits of the label with those of a compact information booklet.





nanoForm
nanoCar Cabrio

nanoForm
nanoCar Autolack
nanoFinish

nanoForm
nanoCar Autolack
nanoBase

nanoForm
nanoCar Autolack
nanoBase

nanoCar Autolack Base

Wichtige Informationen:

Das Produkt ist ein hochkonzentriertes Nano-Lack, das für die Anwendung auf lackierten Oberflächen geeignet ist. Es bildet eine dauerhafte Schutzschicht, die die Oberfläche vor Verschmutzung, Kratzen und chemischen Einwirkungen schützt.

Anwendung:

1. Die Oberfläche gründlich reinigen und trocknen lassen.
2. Das Produkt in einem Abstand von ca. 30 cm auf die Oberfläche sprühen.
3. Die Oberfläche mit einem sauberen, weichen Mikrofasertuch abtupfen.
4. Das Produkt in einem Abstand von ca. 30 cm wieder aufsprühen und abtupfen.
5. Die Oberfläche für ca. 10 Minuten trocknen lassen.

Wichtig: Das Produkt ist nicht für die Anwendung auf Kunststoffen, Gummi oder anderen empfindlichen Materialien geeignet.

nanoForm
nanoCar Cabrio

nanoForm
nanoCar Cabrio

nanoForm
nanoCar Cabrio

PAGOmedia for comprehensive on-pack information

Comprehensive product information on the one-hand, and extremely small packaging surfaces on the other, call for efficient packaging and label concepts.

Multi-page and multi-layer label solutions

Pago supplies a choice of multi-page and multi-layer label solutions that stand out through the presence, quite literally, of multiple pages and the large surface available to display information. As labels to unroll, Leporellos, booklets, crossed or wrapped folders, they enable extensive information to be provided about usage and safety, multilingual texts, differentiation between varieties, small series and much more. Pagomedia multi-layer labels are a cost-effective and user-friendly alternative to re-packaging and package leaflets. They can even be applied automatically to extremely small products. Thanks to the being fixed to the product, Pagomedia multi-layer labels make a significant contribution to consumer security at the point of product use.





NEU
Einfaches Entnehmen

Charmin
soft & Sensi

Testen Sie auch das
Charmin Toilettenpapier
Charmin Toilettenpapier 0172006

Fausche Toilettenpapier - Ungewöhnlich weiches und leichtes Toilettenpapier
Typ 1000

NEU
Einfaches Entnehmen

Charmin
soft & Sensi

Labels and sleeves for enhanced functionality

Functional labels improve product handling, helping them to achieve greater recognition and therefore generate stronger customer loyalty.

Reclosure

Pagoclose reclosable labels provide consumers with an important extra benefit. The packaging remains the storage container, protecting contents and freshness.



Tamper-evidence guarantee

Tamper-evident labels and sleeves indicate unopened packaging. They reinforce customer confidence, so displaying the producer's concern for the purity of the product.

Multipacks

Self-adhesive labels and sleeves are also used for the low cost linking of several products into price pointed multipacks. This is an efficient possibility for special POS campaigns.



Theft protection

Labels with integrated electronic protection technology are ideal for securing products against theft.

Protection against copying

Visible, or concealed, printed elements, special material features or integrated RFID elements guarantee the originality of the product and make counterfeiting more difficult.



Reliable product handling

Sleeves with special structural lacquer enable Braille and other tactile indicators to be used; their better grip also makes for optimised product handling. Full body sleeves are also used as protection against light or fragmentation.





CRISTAL
Flower

Spring

COCO

Pearl
red

Sleeves for full body decorative and sales-promotional packages

Sleeves offer a large and attractive surface area for product decoration, especially for contoured packs and containers with special shapes. Sleeved products stand out for their individual on-shelf appearance. Full body shrink sleeves combine efficient decoration with a secure tamper evident seal.

Customised 360 degree decoration

Thanks to the latest printing and finishing techniques, attractive design can be enhanced with the finest optical effects. For Pago sleeves, all kinds of effective design elements can be used such as the metallic look, matt/gloss effect, three-dimensional inside printing, relief lacquering for tactile surface structures and much more. Moreover a wide choice of sleeve materials including special effect films are available. A combination of these features provides many options for effective decoration of product packages with distinctive shapes.

Promotional sleeves for effective sales promotions

The enormous adaptability of sleeves makes them an ideal packaging instrument for promotions. Combi and multipacks can be put together easily. The whole film surface can be used effectively for appropriate advertising messages.

At the same time product add-ons or useful additional mechanics can be integrated into the sleeve. These promotional items are potentially a permanent feature of the decorative sleeve package.





Labelling technology for product decoration

The Pago Group develops, designs and manufactures a range of individual labelling devices, labelling systems and complete labelling and identification facilities in a choice of model types and performance classes. Pago labelling technology permits the efficient and reliable application of all kinds of decoration, promotion and functional labels onto the widest possible range of products and package shapes.

PAGOMat labellers

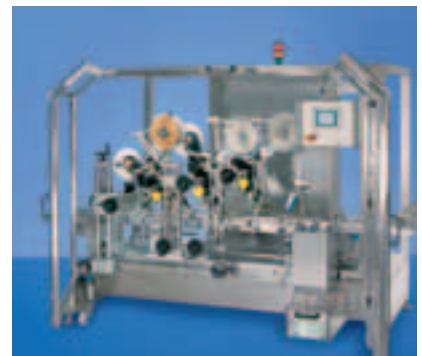
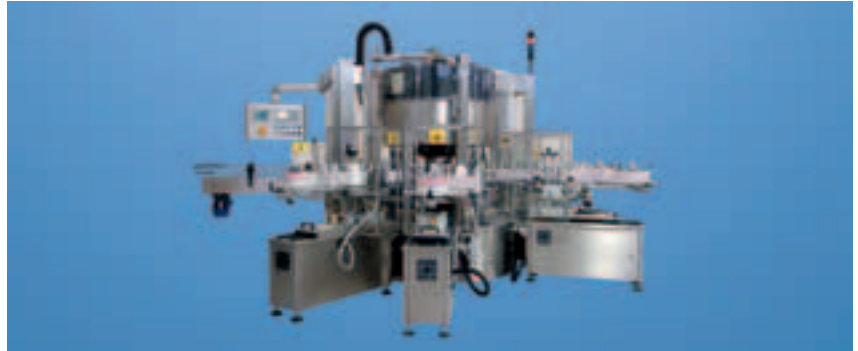
With a broad range of automatic labelling machines, Pago has the right Pagomat industrial labelling solution for every application and every performance category. The automatic labelling units are integrated into Pago labelling systems or directly into the customer's own packaging or bottling lines.

Labelling systems which satisfy every criteria

With a wide selection of standardised and customised linear and rotary labelling systems, Pago systems meet the demanding needs of all producers in respect of flexibility and performance. For home care products, personal care products, pharmaceuticals, food and beverages – in short for the widest range of products, containers shapes and requirements Pago has the right labelling technology.

Ongoing technology development

Several different competence centres within the Pago group are constantly at work on new developments in the field of labelling technology. New statutory provisions and changed requirements in a particular field are permanently reviewed and implemented in new, dependable and efficient labelling solutions.





PAGO SYSTEM 428

PAGO SYSTEM 428

WIKITEST
SERIES
0058

WIKITEST
SERIES
0058

DP

MTS Marking & Tracking Solutions

System solutions for marking in the flow of goods

Marking & Tracking Solutions provide customised solutions for industrial marking and identification in the supply chain and for product tracking and tracing. The PAGO performance range comprises labelling and coding technology, standard and individual software, ink ribbons and other consumables together with an extensive choice of services.

High software expertise

Pago MTS supplies modular software building blocks for label design, data and database management, ERP link-ups and drives for all kinds of identification devices. Our software development enables us to guarantee customised project management and implementation in the customer's own production environment.

Multi-stage marking

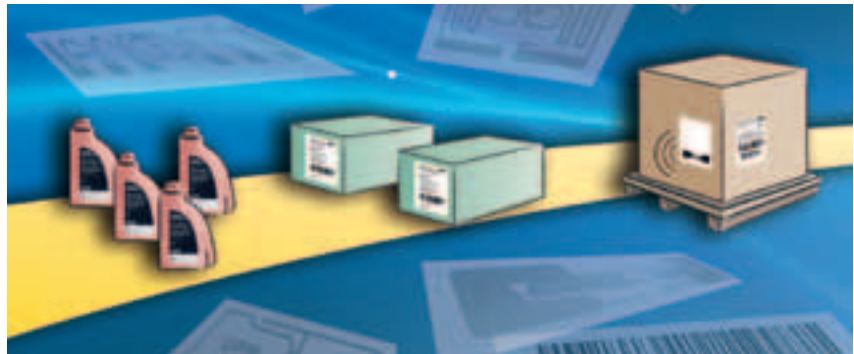
For multi-stage goods marking, PAGO produces network solutions using proven industrial labelling technology, software to drive any identification devices and supplementary auto-ID products.

Safe goods traceability

For Tracking & Tracing we provide complete solutions consisting of adaptable software modules, the very latest data transmission technology, powerful labelling and coding technology and RFID components.

Extensive services

Services ranging from expert analysis, consultancy and project management to hotline support give our customers a high level of protection of their own investment. A big service network with hardware and software specialists rounds off our comprehensive offering for industrial networked marking in the flow of goods.





Development of the business

Since its inception in 1896, the original company has grown constantly to become the international group with more than 1,100 employees as we know it today. This dynamic business is in the majority ownership of the Saluz family.

- 1896 Foundation of the company in Switzerland, development from label mail order trade to label production
- 1950 Sale of labelling systems
- 1959 Production of self-adhesive labels and extension of rotary and sheet-fed printing
- 1978 Foundation of Pago Germany
- 1979 Development of labelling machines under the Pagomat brand
- 1989 Foundation of Pago Holding
- 1991 Foundation of Pago France and Pago England
- 1997 Foundation of Pago Italy
- 1998 Foundation of Pago Sisteme de etichetare Romania
- 2002 New branch establishment for sales and customer service in Vienna, Austria
- 2003 Production of sleeves
- 2007 Formation of Pago International
- 2008 Group structuring with business units
- 2009 Foundation of Pago Labelling Romania
Participation in Pago Salee Printing Thailand

Management structure fit for the market

Pago International is responsible for the strategic focus and management of the group and covers the interests of all customer markets and of the Pago

Business Units. The management structure assures intensive know-how transfer within the group and between the business units. Market-driven business development and innovation promotion are our top priority.



Pago International Management Committee members from left to right:

Fritz Beglinger Delegate of the Board of Directors CEO, **Peter Huber** CFO, **Emanuel Schäpper** Head of Corporate Marketing, **Andreas Hofmänner** Head of Business Units Switzerland and Austria, **Manfred Macht** Head of Business Unit Germany, **Dirk Lautenschlager** Head of Business Unit Product Decoration International, **Urs Schwenk** Head of Business Unit Labelling Technology and Customer Services



Pago International Board of Directors from left to right:

Markus Schildknecht Chairman, **Fritz Beglinger** Delegate, **Rodolfo Saluz** Vice-Chairman, **Susanne Jussen** Member, **Martin Wettler** Member

● PAGO Group Member Companies



For details of further sales and service partners for labels and labelling technology, please consult www.pago.com

Organisation and partner network

The business activities of the PAGO Group are structured into seven business units which cover the PAGO domestic markets and product-related specialisations. The business units are

responsible for development, production and sales of their own product range. Local sales and service organisations, internationally active key account managers and a broad network

of partners and representations ensure the best possible expert service for customers operating at both a national and an international level.





Our strengths – your benefit

Product development through close cooperation with our customers is the basis for system solutions with added customer value. Our customers benefit from the following four special strengths of the Pago Group.

Expertise

Many years of experience and highly trained staff are the basis for the highest level of professional expertise.

Label printing:

- Complex artwork handling
- Mastery of different printing technologies
- Customised logistics and delivery concepts

Labelling technology:

- Extensive knowledge of the requirements of particular fields, markets and customer groups
- In-house development departments
- Big service network

International operations

Pago's well-organised international structure ensures close proximity to customers and expert advice:

- Pago businesses on the national home markets
- Sales and service branches in many other countries
- Global network of partners and representations
- Specialised internationally active key account managers

The force of innovation

All development projects focus on customer benefits. Pago's innovation drive is made possible by:

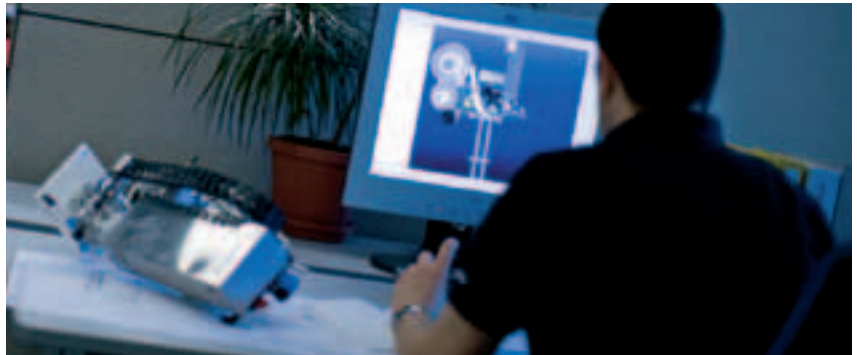
- In-house research and development teams
- In-house laboratories
- Specialised competence centres
- International product management

- Customer involvement in development projects

Security

Security of supply for our customers and the operational security of our products are part of the overall concept which makes Pago a reliable partner:

- Mutual backup possible between the different sites
- ISO certification
- GMP certificates
- Machine development processes based on GAMP directives
- Globally networked service centres and partners





Mission statement and code of conduct

Mission statement

The core competence of the Pago group is the provision of labelling solutions that enhance the successful market presence of our customers' products. As a performance leader Pago is a byword for innovation and quality and is guided by the norms of economic performance. We strive to exceed the expectations of all our stakeholders and also to match our interests to their needs.

- Our customers receive high quality products and services at a price which is right for the market.
- Our staff benefit from a well-structured working environment with high job security.
- Our shareholders receive appropriate compensation for their invested capital.
- We acknowledge our shared responsibility for the assurance of a stable society, protection of our environment and support for the weak and needy.

Code of conduct

These values define our action and our business practices:

- **Credibility**
We act honestly in a manner which inspires confidence and with a sense of responsibility.
- **Fairness**
We avoid injustice, respect human dignity, create a working environment free from discrimination and harassment, provide appropriate remuneration and do not tolerate child labour.
- **Professionalism**
We do everything possible to create added value for our customers. We are aware of their needs and deploy our expertise for their benefit; we develop innovative solu-

tions and offer outstanding service. Through exemplary management and constant in-service training we encourage professional conduct.

- **Transparency**
We promote a constructive and open dialogue and enable our partners to clearly understand our action.

- **Integrity**
Our conduct is guided by high ethical principles; we comply with the laws, accept our responsibilities and take no unnecessary risks.

- **Humility**
We respect our fellow human beings, take criticism seriously and assess our own performance, while paying tribute to the contribution made by other people.



**International**

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