

Technology and innovation at the heart of success

Italian finishing technology company reports exceptional results from the Barcelona show

www.cartes.com

Cartes has reported exceptional results from Labelexpo Europe 2025, confirming 15 machine sales and generating more than 1,000 customer leads from over 100 countries during the Barcelona exhibition.

The global leader in label embellishing, finishing and laser converting technologies displayed seven advanced machines across 550 sqm of exhibition space with a team of 50 professionals. The show welcomed over 35,000 visitors from 138 countries.

"The level of engagement we experienced in Barcelona exceeded expectations and confirms that converters worldwide are seeking approaches that deliver measurable production value alongside precision, speed and flexibility," stated Enrica Lodi, chief marketing officer at Cartes.

Technology highlights from Labelexpo Europe 2025

- GT368WSSHJRH — The most complete label finishing line worldwide, in-



GT363VJL

tegrating eight printing, embellishing and converting units with multiple accessories to deliver everything from blank face stocks to premium labels in a single pass. The "Oro del Sol" label produced on this system will be submitted to several international competitions.

- **GT365WHSSR** — A compact yet highly modular configuration, delivering the highest finishing accuracy within a reduced footprint.
- **GE363VJL "Jet D-Screen"** — A multi-award-winning platform that combines CARTES' proprietary digital finishing technology with laser die-cutting, turret, and cobot automation. This

configuration provides a fully automated, toolless solution for premium label production from infeed to delivery.

- **GE363WJR** — A double-bar digital finishing configuration, completed with semi-rotary die-cutting and enhanced by the exclusive Air Gap and Image Distortion Systems.
- **GE362WL-DUAL** — The fastest laser converting system developed by CARTES to date, equipped with the patented Invisible Laser Cutting (ILC®) and the unique lifetime unlimited laser source.
- **GE361L-STAR** — A compact, cost-effective laser converting solution that en-

sures reliable performance and incorporates the lifetime unlimited laser source.

- **GE364VHWR** — A versatile finishing system designed for short, medium, and long runs, delivering consistent quality and simplified operation.

Virgilio Micale, global sales manager at Cartes, commented:

"Visitors particularly recognized Cartes for its ability to combine digital finishing with patented laser technology and modular platforms. These are the pillars that allow our customers to differentiate in the marketplace while optimizing operational efficiency." ■

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