

CARTES strengthens its global Embellishment Strategy with Hans Huijsing

The collaboration will support CARTES' continued international growth, with a particular focus on developing opportunities across the Benelux and Northern European markets.

MOGLIA (MANTOVA), ITALY — October 2026 — CARTES, a pioneer in laser die-cutting and a global reference in high-value label converting and embellishment, is strengthening its international development strategy through a new collaboration with Hans Huijsing, an experienced industry professional with a strong international background in the printing and packaging industries.

In his role as Strategic Consultant to CARTES, Huijsing will support the company in further developing business opportunities in selected geographical markets, with a particular focus on the Benelux and Northern Europe. He will also contribute his experience gained in international organizations including Konica Minolta and Xerox to further strengthen CARTES' value proposition in high-value label embellishment and support the company's relationships with customers and partners worldwide.

The collaboration builds on a strong foundation. For more than five decades, CARTES has combined continuous investment in R&D with exclusive and differentiating technologies to help converters create increasingly sophisticated and commercially valuable labels. The company's innovation heritage includes its pioneering work in laser die-cutting and the patented ILC (Invisible Laser Cutting) technology, while its latest developments continue to push the boundaries of embellishment. Among them is Jet D-Screen, CARTES' advanced digital embellishment solution, designed to deliver highly sophisticated tactile and visual effects while offering converters a flexible and efficient approach to premium label production.

CARTES' technology and market expertise are already recognized across numerous international markets, particularly in countries with strong wine, cosmetics and luxury industries. North and South America, France, Italy, Germany, Spain and Portugal represent established markets for the company, while the new collaboration will also support the further development of opportunities in highly demanding regions such as the Benelux and Northern Europe.

«At CARTES, we have always believed that our success is built together with our customers,» said Virgilio Micale, Sales Director at CARTES. «Our technologies are developed with a clear understanding of the challenges and opportunities our customers face, and our long-term relationships with converters around the world are a fundamental part of our growth. Hans brings valuable international experience and a strong understanding of the printing industry,



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which will further strengthen our ability to support our customers and develop new opportunities in markets where high-value embellishment has significant potential. »

The appointment is part of CARTES' ongoing commitment to combining technological innovation with a deep understanding of customer needs. By bringing additional international market experience into its team, CARTES aims to further communicate the business potential of advanced embellishment and help converters identify new opportunities for differentiation, premiumization and value creation.

«CARTES has an exceptional technology portfolio and a clear ability to translate innovation into real value for label converters. Its approach to embellishment, together with its long-standing commitment to R&D, makes the company particularly well positioned for markets where brands increasingly look for differentiation and premium label solutions», added Hans Huijsing. «I look forward to contributing my international experience and working with the CARTES team and its customers to develop further opportunities. »

About CARTES

Founded in 1970, CARTES is a global label machine manufacturer specializing in high-value-added products. Operating from its 12,000 m² headquarters in Moglia, Italy, CARTES offers a broad range of label finishing and embellishment technologies, including hot stamping, screen printing, digital embellishment, flexo varnishing, flat and semi-rotary die-cutting, embossing and exclusive laser technology. With more than 4,300 machines installed across 100 countries, CARTES is recognized for engineering precision, mechanical strength and continuous innovation.



From Left to right: Carlo Stefano Lodi, Hans Huijsing, Enrica Lodi and Virgilio Micale of CARTES

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