

Pulse Roll Label Products Ltd Exhibit at Label Expo Europe 2011



28 September - 1 October, Brussels

LABELXPO
Europe 2011

www.labelexpo-europe.com



Pulse Roll Label Products Ltd is attending Label Expo Europe 2011 with their brand new stand design. Look out for our new stand pictured above where you will receive a very warm welcome.

Our featured products at the show are:

Low Migration Inks & Varnishes - more details on page 6

UV Flexo Linerless & Peel and Read - more details on page 14 & 15

Digital Varnishes (HP approved) - more details on page 10

UV Screen Tactile Varnish - more details on page 13

For more information you can visit our website www.pulserl.com



www.pulserl.com
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About Us

Pulse Roll Label Products Ltd. has been supplying the label printing industry since 2001 and is part of the growing Pulse Group of companies incorporating Pulse Printing Products Ltd

Our portfolio includes UV curable and waterbased inks, digital varnishes, coatings, adhesives and special effect inks as well as cleaning solutions. With an international customer base, we are one of the fastest growing manufacturers of inks and varnishes in Europe.

Our market share in both domestic and export markets has grown significantly in recent years and we now have customers using our products around the world. They are representative of a wide variety of printing applications and include large corporations as well as small private companies with blue chip, end user approval such as P & G, Unilever, Bodyshop, ICI and all the major supermarket chains.

We maintain an extensively equipped research laboratory at our facility that is a key resource in developing new products and driving technical solutions for our customers. This is what we do best.

Our products are supported either directly from the United Kingdom or through our network of distributors around the world.





Environmental Statement

As a leading producer of UV curable and waterbased inks and varnishes, Pulse Roll Label Products Ltd understands its duty to operate to the highest levels of quality whilst respecting the environment.

This statement forms the cornerstone of our efforts to prevent pollution and continually improve our environmental performance.

We strive to:

- ◆ Meet and, where possible, exceed the requirements of all relevant environmental laws, regulations and other requirements.
- ◆ Assess and manage any significant environmental aspects of our operations.
- ◆ Monitor and minimise the levels of waste generated by our operations.
- ◆ Dispose of waste in an environmentally responsible manner, whilst reusing and recycling wherever possible or practicable.
- ◆ Work with our suppliers and customers to ensure they recognise and reduce the environmental impact of their products and transportation.
- ◆ Communicate our aims through this policy statement to everyone who works with us, to ensure they are all aware of their environmental responsibilities in relation to our operations.





Pulse Roll Label Products Ltd is a Total Solution company.

And here's why.....

From concept through to manufacture, we offer a full service guarantee to all our customers.

We have a dedicated and experienced technical team to support your sales and production departments as well as provide training and back-up for your press operators.

Our team is continually looking for new technical innovations and cost saving ideas.

We understand the current and the future environmental and packing legislative requirements.

We recognise that every penny counts and with our expertise we can help you minimise ink costs through controlling stock and waste reduction.

Let us help you through:

- ◆ Specific training modules.
- ◆ Identifying key performance indicators.
- ◆ Increasing machine performance.
- ◆ Creating a world beating Overall Equipment Efficiency performance.





Innovations

UV Curable Pressure Sensitive Adhesive

Here at Pulse Roll Label Products, our laboratory technicians have developed a special pressure sensitive adhesive for multi layer label assembly, or the manufacture of linerless label applications. It can also be used as a standard adhesive for many other applications. Our UV Curable PS Adhesive uses unique technology that can be processed by conventional flexo printing. Alternate technologies require the atmosphere be rendered inert by the use of costly nitrogen. UV curable PS adhesive cures in a normal atmosphere at ambient temperatures.

With our extensively equipped research laboratory at our facility we can offer a complete service that includes developing new products and driving technical solutions of adhesives and varnishes. Our comprehensive understanding of customers needs for the products they require at all stages of application, highlights why Pulse Roll Label Products is their preferred choice of supplier.

UV Adhesive

Printing Process	Product Code and Title
UV Flexo	UVPSA001—UV Curable Pressure Sensitive Adhesive



Silicone Free Combi Opaque White

This ink is formulated to permit use as a first-down white for subsequent over-printing by flexo, letterpress and litho as well as screen inks or varnishes. White inks for screen printing normally include silicone compounds to enhance ink flow out and surface evenness. However, silicone additives often make it difficult to over-print with other processes such as letterpress, litho, flexography or varnishes. Our new white formulation means that customers will be able to successfully over print on a wider range of processes and materials.

Optimised for high opacity and whiteness, Combi SF can be used with a number of screens including Gallus and Stork. A wide range of substrates can be processed including coated/ treated PE/PP, PVC, Polyester and some foils, subject to recommendations.

UV Screen

Printing Process	Product Code and Title
UV Screen	SF012—UV Screen Silicone Free Opaque White





Universal Low Migration Inks—SLM

The SLM Series of UV inks and coatings offer a range of EuPIA food packaging compliant formulations featuring:

- Excellent shrink characteristics, more than 70% with good retained adhesion.
- Steam or hot air shrink.
- No requirement for primer or protective lacquer.
- Excellent adhesion on a range of other synthetic substrates such as PP, PE, BOPP coated paper
- Printing speeds of 150-200 m/min (dependant on lamps).
- Resistance to chemicals - good, subject to laboratory testing.
- Shrink Films- typically* PVC,PET,PET-G,OPS.
- Due to the diverse nature of different substrates it is essential that each grade/application is tested thoroughly prior to commercial production .

To achieve compliance it will be necessary to carry out a suitable evaluation. Please contact Pulse Roll Label for advice on this evaluation process. It must also be remembered that the manufacturer of the packaging and the filler are responsible for the properties of the food packaging and its compliance with legal requirements. *The packaging ink suppliers are not able to issue certificates or declarations of compliance which cover the legal responsibility of others in packaging chain.*

Note: It is important to note that the EuPIA Guideline recognises that the requirements are challenging and that there will be a need for a Continuous Improvement Strategy to control the potential migrants from packaging inks. It is envisaged that a significant period of time will be required in order to test, and where the required limits are not achieved, to generate an action plan that sets out a programme to ensure compliance within an agreed and manageable timescale.

Regulation

European Commission Regulation (EC) No 2023/2006 on good manufacturing practice (GMP) for materials and articles intended to come into contact with food. This has an annex referring to printing inks.

Regulation (EC) 1935/2004 requires, in Article 3, requires that materials and articles in contact with food, do not transfer their constituents to food in quantities that could:

- ◆ Endanger human health; or
- ◆ Bring about an unacceptable change in the composition of the food; or
- ◆ Bring about a deterioration in the organoleptic characteristics.





UV Inks

Our extensive range of UV inks include flexo, screen, and litho inks in both gloss and matt finishes.

They are suitable for all narrow web, printing applications including self-adhesive, in-mould, sleeve and wrap around labels and have been developed to achieve the highest print quality through extensive testing using various combinations of anilox, plates, UV lamps and doctor blades. We have developed our inks to be benzophenone, ITX and 4-MBP free.

UV inks are available in 5kg containers. This can be changed subject to customers requirements.

Printing Process	Ink Range	Comment
UV Flexo	HD	UV curing ink suitable for printing on paper, unsupported polypropylene, and other synthetic label materials.
	SLM	UV lo migration with excellent adhesion on a range of other synthetic substrates such as PP, PE, BOPP coated paper
	BB	Lower odour UV curing ink suitable for printing on paper, unsupported polypropylene, and other synthetic label materials.
	PM	Properties similar to BB range. Formulated using non migratory initiators as defined in the EuPIA guideline for food packaging and inks with migration of less than 10PPB
	SG	UV curing ink suitable for shrink films, OPP, vinyl, OPS.
UV Screen	UVS	UV curing screen ink suitable for printing on paper, unsupported polypropylene, and other synthetic label materials.
	SF Silicone Free Opaque White	For use on the majority of substrates and suitable for rotary screen or flatbed printing machines. Formulated to be a silicone-free, first-down opaque white, for subsequent overprinting by letterpress, litho, flexographic, screen inks and varnishes.



Waterbased Inks

Dedicated high performance Waterbased flexo inks for papers, films and thermal applications.

We offer a range of three specially developed waterbased flexo inks formulated to provide the optimum print performance. They offer excellent colour strength together with high resistance properties and can be used on a wide range of substrates. All products in this range are available in base mixing colours and as a four colour set for process work.

Waterbased inks are available in 5kg containers. This can be changed subject to customers requirements.



Printing Process	Ink Range	Comment
Paper/Board	RW	Our best selling ink range for all types of coated and uncoated papers. Offering the very best on press performance combined with excellent colour strength. Low viscosity, water reducible, high colour strength and excellent press stability
Top coated and uncoated Thermal papers	RT	Formulated specifically for printing on thermal papers. The RT series offers outstanding heat resistance on both coated and eco grades of thermal paper. Optimum resistance properties can be achieved without the need for press side additions. The RT series is low viscosity, water reducible with good heat smear resistance, high colour strength and excellent press stability
Film, Synthetic Materials	RV	Waterbased flexo inks for printing onto films, such as polyethylene, polypropylene, vinyl, foils etc. Low viscosity, water reducible with excellent adhesion, high colour strength and excellent press stability.



Ink Product Selector

Printing Process	Ink Range	Paper	Coated Thermal Paper	Uncoated Thermal Paper	Coated Label Stocks	Uncoated PP ‡	Shrink Films ‡	Low Odour	Food Packaging <	Low Migration
W/B FLEXO	RW	***	**	*	***	-	-	N/A	-	##
	RV	***	**	-	***	***	-	N/A	-	##
	RT	***	***	***	**	-	-	N/A	-	##
UV FLEXO	HD	***	***	*	***	***	-	-	-	-
	SLM	***	***	*	***	***	***	***	**##	##
	PM	***	***	*	***	***	-	***	**##	##
	SG	**	***	*	***	-	***	-	-	-
	SLM	**	***	*	***	-	***	***	**##	##
UV SCREEN	UVS	**	-	-	***	***	-	-	-	-

‡ In the case of all plastics- customer needs to check suitability or send film sample to our laboratory.

< Suitability for food packaging specifications can only be determined by the customer. Packaging ink suppliers are not able to offer certificates or declarations of compliance. Refer to our laboratory for additional information or support

Refer to LAB *** = Strongly recommended ** = Recommended * = Limited use - = Not recommended





UV Curable and Waterbased Digitech

A range of gloss and matt UV curable and waterbased flexo varnishes for use on digital inks with high adhesion, low shrinkage, high heat resistance, and unparalleled chemical resistance.

In the digitech range there is also a UV flexo primer. This primer enables in-line UV priming of materials rendering them suitable for overprinting of UV inks to accept digital printing. The use of a primer increases the range of materials it is possible to print with using the digital process. The digitech primer is formulated to work in conjunction with the digitech varnishes.

Digitech varnishes are available in 5kg containers. This can be changed subject to customer requirements.



Digitech Varnish Selector

Code	General Purpose
IV001	Digitech General Purpose Gloss Varnish
IV002	Digitech General Purpose High Slip Gloss Varnish
IV022	Digitech General Purpose Foil Blockable Gloss Varnish
IV008	Digitech General Purpose Matt Varnish
IV023	Digitech General Purpose Foil Blockable Matt Varnish
High Chemical / Heat Resistance	
IV003 *	Digitech High Resistance Foil Blockable Gloss Varnish *
IV004 *	Digitech High Resistance Gloss Varnish *
IV006	Digitech High Resistance Foil Blockable Matt Varnish
IV007	Digitech High Resistance Matt Varnish
IV012 †	Digitech UV Filter (UV Block) Foil Blockable Gloss Varnish †
High Slip Wine Label Varnishes	
IV014	Digitech High Slip Gloss Wine Varnish
IV018	Digitech High Slip Matt Wine Varnish

HP approved

† Undergoing HP testing

Digitech Primers

IV005	Digitech UV Flexo Gloss HT Primer for paper substrates
IV010	Digitech UV Flexo Gloss LT Primer for synthetic (non-absorbent) substrates
PX9008	Digitech UV Flexo Opaque White Primer





Metallic Inks

We are one of the only European ink companies to develop and manufacture our own metallic range of inks.

We have developed a range of one part metallic inks that match and surpass benchmark products for stability and brilliance by as much as 40%.

Our metallic range is designed and manufactured by our expert research and development team. With a focus on press stability, pot life and brightness, an excellent range of UV curable and waterbased inks has been achieved.

Metallics are available in 1kg, 2.5kgs, or 5kgs containers.



Metallic Product Selector

Pulse Reference	Application	Description
RLM171-02/2.5	WB Flexo	871 Gold (Rich)
RLM173-02/2.5	WB Flexo	873 Gold (Rich/Pale)
RLM175-02/2.5	WB Flexo	875 Gold (Pale)
RLM177-19/2.5	WB Flexo	877 Silver (Standard)
RLM271-19/05	UV Flexo	871 Gold (Rich)
RLM273-19/05	UV Flexo	873 Gold (Rich/Pale)
RLM277-09/05	UV Flexo	877 Silver
RLM277-04/02	UV Flexo	Bright Silver (Standard)
RLM271-50/05	UV Flexo	Lo 871Gold (Rich)
RLM273-50/05	UV Flexo	Lo 873 Gold (Rich/Pale)
RLM277-50/05	UV Flexo	Lo 877 Silver
RLM3002	UV Screen	Bright Silver
RLM3018	UV Screen	877 Silver
RLM471-01/01	UV Letterpress	871 Gold (Rich)
RLM473-01/01	UV Letterpress	873 Gold (Rich/Pale)
RLM477-01/01	UV Letterpress	877 Silver

Stronger flexo silvers are available, please ask for further details





Varnishes

Varnishes are available in a wide range of viscosities, gloss levels, special effects and product resistances.

We offer a wide range of UV curing varnishes with a variety of finishes and resistance properties. These include high gloss, high slip, matt blockable, and scuff resistant with many more. We have developed our range of varnishes and inks to be benzophenone, ITX and 4-MBP free. The table opposite lists our most commonly used varnishes to help with your decision on which best suits your application. Our laboratory technicians are able to create bespoke varnishes to your exact specifications, giving you a competitive edge.

Unless the printed layer is a barrier to migration and there is no possibility of set off to the unprinted (food contact) surface, **standard varnishes are not intended for food packaging specifications.**

For applications where the material is not a barrier, or set off is possible, we recommend the use of Low Migration inks & varnishes (see list). Contact us for further details. It must also be mentioned that the Printer/Converter and Packer/Filler has legal responsibility to ensure compliance with the relevant legislation for food packaging.

Varnishes are available in 5kg, 10kg, 200kg drums and 1000kg IBC containers.





Varnish Product Selector

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Application	Description	Standard	Premium	Low Odour
UV Flexo	High Gloss	EL180	EL157 ⁽¹⁾	EL176
	High Slip Gloss	EL056	EL197 ⁽²⁾	EL183
	High Slip OB Gloss		EL059 ⁽³⁾	
	High Gloss Foil Blockable	EL158	EL239 ⁽¹⁾	EL222
UV Flexo	High Slip Matt	EL087		
	Matt Foil Blockable	EL228		
	Supermatt Foil Blockable	EL095		
UV Screen	High Gloss	EL992		
	Gloss Hi-Adhesion	EL910		
	Braille Tactile	RS250	RS260 ⁽¹⁾	
WB Flexo	Gloss Foil Blockable	AL300	AL100 ⁽²⁾	
	Matt Foil Blockable	AL520	AL527 ⁽⁴⁾	

1 = Whiter coating

2 = Glossier

3 = Proctor & Gamble (P&G) approved product

4 = Higher resistance





UV Release Varnishes

Peel and Read Varnish

We are thrilled to announce the development of our free radical UV flexo release varnish for peel and read booklet labels.

It has now had over three years in production and is of the high standard you would expect from us. With extensive blocking and ageing tests, the results have been excellent, showing the long term release is the same and in some cases, better than the standard cationic product. Usage of this product can be seen on some major high street brands like Castrol, Body Shop, Co-Operative,

A range of mid viscosity semi-gloss and matt varnishes with excellent release properties that offer good adhesion and resistance properties. They are suitable for use on coated paper and board and treated PE and PP substrates. Please ask our laboratory, for more detailed advice and recommendations.

Linerless Varnish

Linerless labels have no release liner. Imagine a standard roll of tape, and you can envisage just how linerless labels function.

Here's how it works; the labels are wound on a roll that has the release coating applied to the front of the facestock. This prevents the adhesive, applied to the underside of the facestock, from sticking to the label below it on the roll.

From an environmental standpoint, it's difficult not to argue that this is a better labelling option. Not only is the amount of label waste significantly reduced, but so is paper consumption, freight, and storage costs, as well as the cost of waste disposal.

There are two options.

1. Print a free radical, release coating that can be printed on your own UV press. Then apply a hot melt glue in line or offline. It will release from the special coating and form a linerless label.
2. Use the same UV flexo release lacquer, then use our new UVPS adhesive on the reverse. This constructs the linerless label in line.

The low odour varnishes listed are Nestle list compliant (22/04/2010).

Release varnishes are available in 5kg containers. This can be changed subject to customers requirements



Product Selector UV Release Varnishes

PEEL & READ	Gloss	Standard	Low Odour
UV Flexo	Gloss Peel & Read Varnish	EL088	EL148
UV L/Press	Gloss Peel & Read Varnish	EL168	
UV Flexo	Matt Peel & Read Varnish	EL167	
LINERLESS			
UV Flexo	Gloss Linerless Varnish	EL165	EL149





Adhesives



UV curable adhesives for laminating and other applications.

We can supply adhesives for laminating, cold foiling and other special applications.

We are continually developing new products and are always happy to look at bespoke developments for individual customers.

For applications where the material is not a barrier, or set off is possible, we recommend the use of Low Migration inks & varnishes (see list). Contact us for further details. It must also be mentioned that the Printer/Converter and Packer/ Filler has legal responsibility to ensure compliance with the relevant legislation for food packaging.

Adhesive Product Selector

Pulse Reference	Application	Standard	Premium	Low Odour
UV Flexo	Laminating Adhesive	EL315	EL049	EL082*
	Laminating Adhesive OB	EL310	EL030	
	Adhesive Deadener	EL242	EL218	
	Adhesive Deadener OB	EL261		
	Cold Foil Adhesive	EL045	EL037	
UV Flexo / UV Screen	Pressure Sensitive Adhesive	UVPSA002	UVPSA001	

* Suitability for food packaging specifications can only be determined by the customer. Packaging ink suppliers are not able to offer certificates or declarations of compliance. Refer to our laboratory for additional information or support



Speciality Products

Inks and varnishes for special effects and special applications include fluorescent, phosphorescent, luminescent, pearlescent, metallic, scratch and sniff, release Braille and textured finishes.



Whether it's for a novelty effect or as a security feature, we can supply the special effect to give your product the edge. For example, luminescent waterbased and UV curable varnishes that glow coloured under UV light source are commonly used as security features, novelty effects and registration aids.

Speciality Products are available in 5kg containers. This can be changed subject to customers requirements.

Speciality Product Selector

Application	Code	Product
UV Screen	EL927	
UV Letterpress	EL229	
UV Flexo	EL295	Soft Touch Varnish (All have a matt finish)
WB Flexo	AL001	
UV Screen	EL028	
UV Flexo	EL025	Scratch 'n' Sniff Inks (Strawberry)
UV Letterpress	EL034	(Other scents are available)
WB Flexo	Also available	
UV Screen	EL039 (blue)	Luminescent / Invisible (OB)
UV Flexo	EL273 (blue)	(Other colours red/green/orange/gold are available depending on system.)
WB Flexo	AL007 (blue)	Please consult our technical dept)
WB Flexo	RLA3565 (yellow)	
UV Flexo	EL040	Multi-Shift (Chameleon)
UV Screen	EL026	
UV Screen	EL925 gloss	
UV Letterpress	EL243 gloss	RoughTex (Textured) Varnish
UV Letterpress	EL099 matt	
UV Screen	RS4003	Phosphorescent (Glow in the Dark)
UV Flexo	HD9001	
UV Screen	EL079	Magic Glitter Varnish Specialist glitters
UV Flexo	EL042	(copper, green, blue, red) are also available
WB Flexo	AL004	
UV Screen	EL904	Silver Pearlescent Varnish (gold and bronze are available)
UV Flexo	EL906	
WB Flexo	RW200	
WB Flexo	AL006	Non Slip Varnish



Food Packaging Regulations & Compliance

Regulation

European Commission **Regulation (EC) No 2023/2006** on good manufacturing practice (**GMP**) for materials and articles intended to come into contact with food (this has an annex referring to printing inks).

Regulation (EC) 1935/2004 requires, in Article 3, requires that materials and articles in contact with food, do not transfer their constituents to food in quantities that could:

- Endanger human health; or
- Bring about an unacceptable change in the composition of the food; or
- Bring about a deterioration in the organoleptic characteristics.

Responsibilities

Ink Makers

Commit to comply with the EuPIA GMP – *'Good Manufacturing Practices for the Production of Packaging Inks for use on the non-food-contact surfaces of food packaging and articles intended to come into contact with food.'* This defines the practices around ink formulation such as hygienic manufacture, raw material control, production processes, quality control, traceability, storage and delivery.

Follow Appendix 1- *'Selection scheme for packaging raw materials'* when selecting raw materials for inks.

Note: *'The ink manufacturers' responsibility is to supply products that are fit for the intended purpose as defined by members of the food packaging chain. They are not liable for any aspects of the production of food packaging once the packaging inks have left the manufacturing site. The manufacturer of the packaging and the filler are responsible for the properties of the food packaging and its compliance with legal requirements.'*

'The ink manufacturers are not able to issue certificates or declarations of compliance which cover all the legal responsibility of the entire packaging chain.'

All Others in the Packaging Chain

Need to take into account the application methods, designs, substrates and practical use of inks during the printing process that inevitably effect the final composition. In particular, UV curable products final composition is heavily dependent on the manner in which they have been printed and cured. Hence the responsibilities as outlined above.

Also have an obligation under the GMP Regulation EC 2023/2006 to monitor and document all materials in their manufacturing, process control, storage and delivery processes to ensure consistent product quality and full traceability throughout the whole supply chain.

In light of the regulations set out above, Pulse Roll Label Products Ltd strongly recommend that converters and fillers evaluate migration as part of a risk assessment to confirm the packaging meets the required limits.

Pulse Roll Label Products Ltd have been working extensively with testing laboratories*, and from the results of these studies we are able to offer products that have been designed to reduce migration. Current product lines include: -

- BB Series Low Odour UV Flexo Inks**
- SLM Series Low Odour High Adhesion UV Flexo Inks**
- PM Series Polymeric UV Flexo Inks**
- RLM Series Low Odour UV Flexo Metallic Inks**
- EL Range of Low Odour UV Flexo Varnishes and Laminating Adhesives**

To support this we are happy to offer a complete declaration of composition, to a test laboratory under a NDA.



Pulse Roll Label Products Ltd are continuing to evaluate new raw materials in order to be able to respond to issues that may arise surrounding the use of chemicals used in printing inks. However, we are well aware that food packaging manufacturers are continuing to use inks, varnishes and additives, plus manufacturing, traceability and storage processes which will result in **non-compliance to the EU regulations**. This has already resulted in adverse media publicity and full product recalls. Pulse Roll Label Products Ltd strongly recommend that only low migratory inks, varnishes and processes, **proven by the testing of the final package**, are used in the manufacture of food packaging.

Note: It is important to note that the EuPIA Guideline recognises that the requirements are challenging and that there will be a need for a Continuous Improvement Strategy to control the potential migrants from packaging inks. It is envisaged that a significant period of time will be required in order to test, and where the required limits are not achieved, to generate an action plan that sets out a programme to ensure compliance within an agreed and manageable timescale.

* Food Packaging Test laboratories- refer to the BCF website on http://www.coatings.org.uk/Sectors/Food_Packaging_Test_Houses.aspx

For further advice, please do not hesitate to contact us.



Current Export Market

In addition to our established UK market, we now have an ever expanding sales and distribution network globally, supplying products worldwide.



We have a number of distributors around the world. For more information on distributors within your region, please contact us at info@pulserl.com or telephone 0044 (0) 1454 272 433





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