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Against the current tide of economic gloom, AVT enjoyed one of its best Labelexpo events for many years, securing significant sales for its cutting-edge technology and making inroads into new market areas, according to a company spokesman at the end of the show in Brussels.

“We welcomed hundreds of printers to the AVT stand during the four-day expo, and were delighted with the positive feedback we received on the company’s new solutions and wide range of vision- and color-based products,” stated Amir Dekel. He added: “We negotiated sales of 25 systems during the show, which equates to some \$2m’s worth of business, and have received a welter of enquiries since the doors closed, which we intend to convert into more business.”

AVT presented its full range of Quality Assurance, Process Control and color control solutions for presses and rewinders in Brussels, with additional exhibits on working demonstration around the exhibition on the stands of business partners, including Prati, Rotocontrol, HP, SMAG, Nilpeter, Iwasaki, Spilker, and Smooth Machinery.

Highlight of the AVT stand, and the most popular attraction was the well-proven PrintVision/Helios II 100% inspection platform with its complete workflow solution.

The latest innovative solutions included Braille automatic inline detection, which works in parallel with print inspection, detecting every fault in the Braille dots on pharmaceutical labels.

Color measurement and control solutions were demonstrated with the Microcolor/Mercury remote ink control for narrow web offset and the Ideal inline DeltaE color measurement ensuring color consistency all through the print run. Other highlights included job verification to the original PDF, and 100% verification of barcodes and variable data codes and numbers.

Capitalizing on the growing use of personal pocket communications, AVT showed ProMIS Communication to MIS systems and iPrint connectivity to iPhone/iPad mobile devices, both of which have recently been added as connectivity options to AVT inspection platforms.