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One Foot in Labels, One Foot in Flex Pack: A converter's playbook for diversification

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Managing Director,
OPM (Labels & Packaging) Group

Weds 17th Sept 2025

Welcome to Labelexpo Europe 2025



Christopher Ellison - Managing Director
40 Years in Print | 22 Years in Flexible Packaging



A Little About OPM (Labels & Packaging) Group



- **Leeds Based Smart Site (62,000 sq. Ft)**
- **5 Flexo Presses, 1 Digital Press, 8 Finishing Lines & 1 Pouch Line**
- **50/50 Split between Labels & Flexible packaging**
- **€34 Million Turnover**
- **100 Employees**

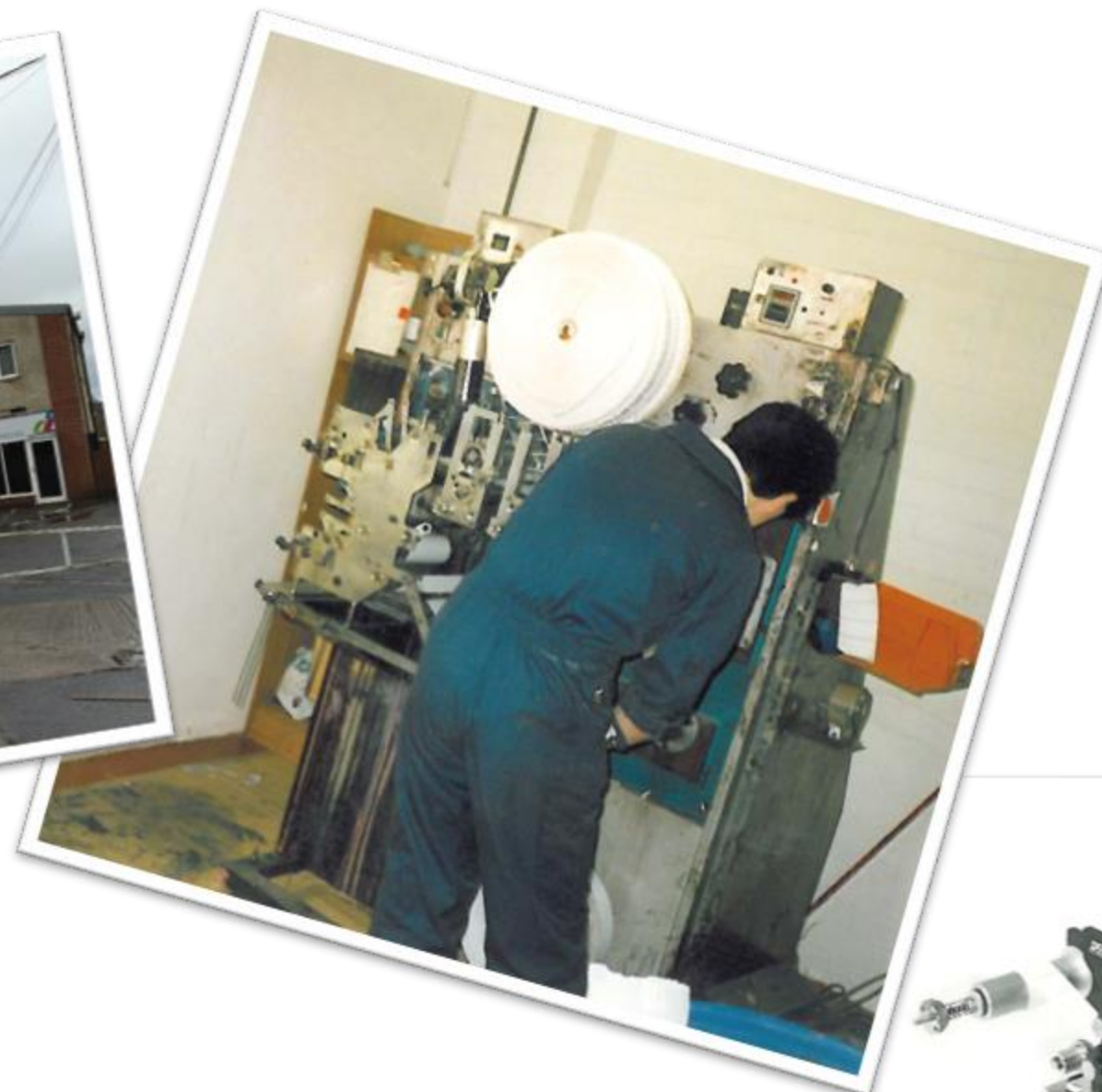


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...But It Hasn't Always Been this Way...



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1999: Where Our Evolution Began



Analysed our Strengths, Weaknesses, Opportunities, Threats
and looked at our customers wants.

The Packaging Journey Begins...

We asked ourselves: What else can we do with the same presses, people and passion?



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Why We Took the Leap

We didn't need to reinvent the wheel, just reconfigure it!



Market Saturation

480 label printers in UK (1999)



Margin Pressure

Prices driven by market, not by expertise



Opportunity Identification

Growth in short-run packaging for emerging brands



Strategic Entry

Entered flexible packaging via sachets



Market Pivot

Shifted focus to niche: premium labels & flexible packaging



Competitive Advantage

Operated in a space with few competitors

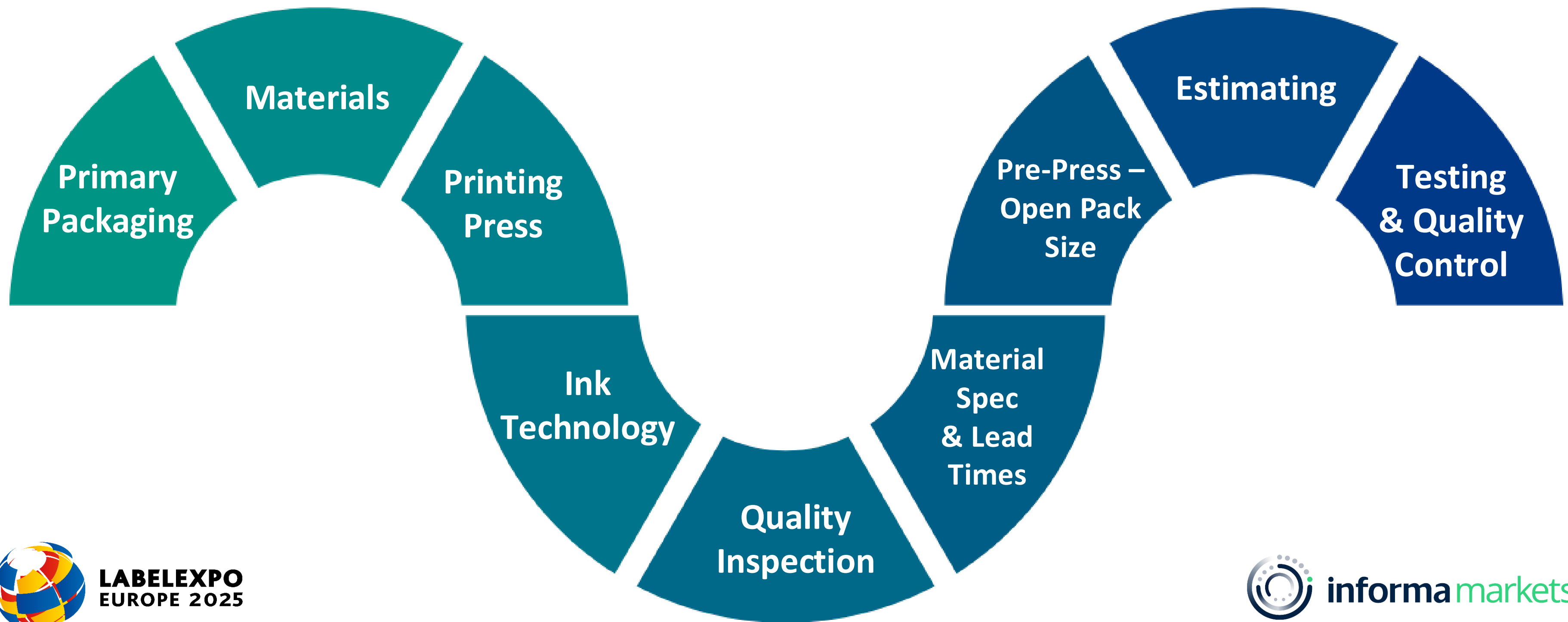


Focus on Quality

Committed to premium packaging and label production

The Steep Learning Curve

Surprise, Surprise, It looks the same but it's very different!



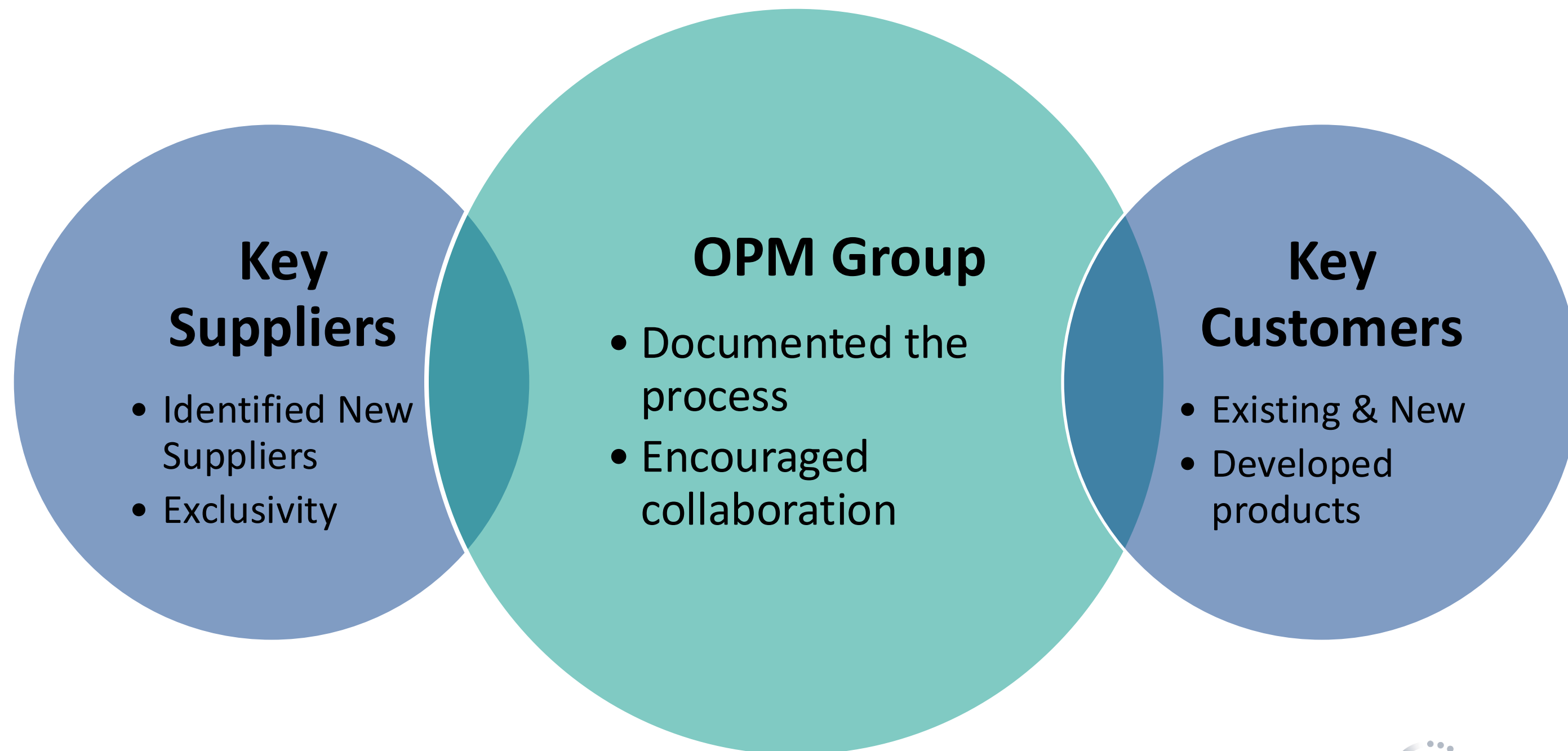
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How Did We Fix It?

Strong Collaboration is key



Why Now Is the Time...

SUSTAINABILITY

Mono-Materials
Recyclable Films
Solvent Free Adhesives



CONVENIENCE

Resealable Pouches
Sachets
Portability



E-COMMERCE

Durable
Lightweight
Smart Packaging



FOOD SAFETY

Barrier Films
Migration Resistant
adhesives & inks



DIGITAL PRINTING

Personalisation
Seasonal Campaigns



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What You Can Make...

These aren't just new SKUs, they're new conversations with your customers

Stand Up Pouches



Sachets



Shrink Sleeves



Flow Wrap



Lidding Film



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Why It's Worth It...



INNOVATION LEADERSHIP
Be the first, not the follower



MARKET RESILIENCE
Broaden Your Exposure



CAPACITY UTILISATION
Fill Press Time



CUSTOMER RETENTION
One Stop Shop



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Frequently Asked Questions...

01

Do I need new presses?



02

Is it expensive to start?



03

Will my team cope?



04

What is the biggest challenge?



05

Is it worth it?



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Make Your Future Flexible

**Diversification isn't just a strategy
It's survival!**



Your Potential Partners - Presses

See them here at Labelexpo to explore the possibilities...



Stand: 3D55 (Hall 3)



Stand: 5E43 (Hall 5)



Stand: 3E73 (Hall 3)



Stand: 5E25 & 5D21 (Hall 5)



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Your Potential Partners – Finishing, Inspection & Converting

See them here at Labelexpo to explore the possibilities...



Stand: 5B33 (Hall 5)



Stand: 3E41 (Hall 3)



Stand: 3E67 (Hall 3)



Stand: 4E34 (Hall 4)



Stand: 5D31 & 5DE1 (Hall 5)



Stand: 5D37 (Hall 5)



Martin Automatic

Stand: 4D37 (Hall 4)



Your Potential Partners – Materials

See them here at Labelexpo to explore the possibilities...



Stand: 3C64 (Hall 3)





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**THANK YOU FOR
LISTENING**