

SWLABEL: China Leading Eco-Friendly in-Mold Label Factory at Eurasia Packaging



Jiaxing, Zhejiang Jul 14, 2026 ([Issuewire.com](https://www.issuewire.com)) - Regional Supply Integration and Industrial Exchange at Eurasia Packaging

Industrial packaging lines operating under continuous high-speed automation require precise material engineering to maintain crisp barcode readability and structural integrity. Maintaining this operational efficiency becomes complex when production managers must also comply with evolving regional standards for environmental safety and substrate recyclability. Finding manufacturing partners that deliver both high-precision coating and material stability remains an essential factor for long-term supply chain security. As a leading China-based eco-friendly in-mold label factory, [Zhejiang Shawei Digital Technology Co.,Ltd](#) demonstrated practical solutions to these operational demands during the Eurasia Packaging Istanbul exhibition. The international event provided an ideal venue for detailed technical exchange, highlighting specific advancements in substrate structures, precise chemical coatings, and specialized functional layers designed for automatic labeling systems.

The Eurasia Packaging Istanbul International Packaging Industry Fair represents a major commercial hub connecting European and Asian packaging supply chains. Held annually in Turkey, the exhibition serves as a significant platform where global material manufacturers, equipment suppliers, and converting experts gather to showcase new developments. Because Istanbul sits at a critical geographic intersection, the fair functions as a primary commercial gateway for suppliers seeking to enter markets across the Middle East, Eastern Europe, and the Commonwealth of Independent States. For specialized label material manufacturers, the event provides direct insights into local manufacturing requirements, regional automated machinery compatibility, and specific regulatory demands regarding adhesive safety and substrate recycling.

Technical Showcase and Field Engagement in Istanbul

During the exhibition in October 2024, Zhejiang Shawei Digital Technology Co., Ltd exhibited its specialized product lines tailored to the high-frequency demands of the Eurasian market. Marketed globally under the brand SWLABEL, the company focused its demonstration on four core categories: Thermal Paper, Thermal PP Synthetic Paper, Semi-glossy PP, and Cash Paper. Local converters and packaging distributors frequently look for these specific materials due to their widespread application in retail, logistics, and primary food packaging throughout the region.

The technical team from SWLABEL utilized the face-to-face environment to demonstrate its manufacturing and quality control standards. Exporting delicate chemical coatings requires specific packaging strategies to prevent edge damage and moisture ingress during long-distance maritime transit. Representatives shared comprehensive details regarding their export packaging protocols, including protective film wrapping, moisture barriers, and reinforced palletizing designs. Furthermore, the interactions allowed the technical team to evaluate local container labeling, automatic dispatch lines, and variable temperature storage scenarios, ensuring that future material batches match the environmental variables present in local operations.

Material Specifications and Production Capabilities

The performance of an automated packaging line relies heavily on the physical and chemical properties of its labeling substrates. To achieve consistent application speeds and reliable adhesion, materials must meet strict criteria encompassing environmental compliance, structural uniformity, and manufacturing precision. The following specialized technical dimensions illustrate how the factory transforms raw chemical compounds into stable industrial solutions.

1. Engineered Environmental Compatibility and Chemical Safety

Integrating environmental compatibility into industrial labeling involves specific chemical engineering rather than broad design changes. Within modern production lines, the choice of material directly affects both sorting efficiency and long-term recycling quality. The Semi-glossy PP and Thermal PP synthetic papers presented by SWLABEL are engineered with recycling-friendly properties, making them highly compatible with standard polyolefin recycling streams without causing contamination. Additionally, to comply with modern health, safety, and consumer regulations, the thermal paper line includes options completely free from Bisphenol A and Bisphenol S, reducing chemical footprint while maintaining thermal response stability.

2. Technical Foundation and Precision Coating Controls

The manufacturing foundation behind these specialized label materials relies on a 22-year history of

professional coating and slitting experience. Achieving high accuracy across large batches requires maintaining stable release force profiles and uniform printability under high-speed mechanical tension. Zhejiang Shawei Digital Technology Co., Ltd manages this by utilizing advanced multi-station coating lines that apply precise polymer and adhesive layers to various face stocks. This extensive production control ensures that whether materials are supplied as jumbo rolls, mini rolls, or custom sheets, the thickness remains precise within the technical tolerance. Such structural consistency allows the final converted labels to perform reliably on high-speed automatic application lines without wrinkling, edge lifting, or tearing.

3. Specialized In-Mold Labeling Development

Beyond conventional adhesive labels, the company's continuous investments in research allow it to function as an advanced [eco-friendly in-mold label](#) factory. In-mold labeling integrates the label directly with the container wall during the blow molding or injection process, removing the need for post-mold adhesive application. This technique relies on carefully balanced heat-activation layers and specific substrate rigidity to avoid distortion when subjected to molten plastic. The resulting single-material container simplifies downstream recycling processes, supporting circular economy practices in modern rigid packaging.

Market Value and Supply Chain Optimization

The technical insights gathered by SWLABEL during its participation in the Turkish exhibition have helped refine its formulation strategies for the Eurasian market. Industrial operators in this region require label materials that resist scratching during transit, maintain barcode readability under low-temperature storage, and display clean contrast for optical sorting systems. By adjusting adhesive tack profiles and top-coat characteristics, the company directly addresses these field requirements.

For international packaging buyers and distributors, procuring from an experienced manufacturer helps lower the risks associated with material defects and batch-to-batch variation. Standardizing supply chains with tested materials reduces production downtime caused by adhesive bleeding or inconsistent release liners. By offering verified material properties and clear technical data, Zhejiang Shawei Digital Technology Co.,Ltd assists its international partners in stabilizing their local inventory costs and maintaining consistent conversion quality.

Long-Term Material Partnership

As automated packaging systems become more technically advanced, the operational success of a labeling system depends on the underlying material engineering. The structural stability, chemical safety, and coating uniformity of the substrate dictate how well a label performs from the printing press to the retail shelf.

Zhejiang Shawei Digital Technology Co., Ltd remains committed to supplying consistent, technically sound material solutions to the Eurasian packaging sector. Through continuous field evaluation and rigorous quality management, the manufacturer supports the operational requirements of converters and brand owners alike.

For additional product specifications, technical data sheets, or to inquire about custom roll dimensions, industry professionals are encouraged to review the corporate portfolio at the official website:

<https://www.zjswlabel.com/>



Media Contact

Zhejiang Shawei Digital Technology Co.,Ltd

*****@shaweidigital.com

+86 15921745861

No.139,Lingfang road,Youchegang Town,Xiuzhou District,Jiaxing City,Zhejiang province, China.

<http://www.zjswlabel.com>

Source : Zhejiang Shawei Digital Technology Co.,Ltd

[See on IssueWire](#)