

Press release - for immediate publication

API Transfer Technologies plays key role in industry-first 'MYTHOS' collaboration

Waalwijk, 18. November 2025 – **Leading European manufacturer of Hot Stamping (metallic and pigment) and Cold Transfer products API Transfer Technologies has joined forces with A B Graphic International (ABG), Tomlinson, Berkshire Labels (part of the Asteria Group) and Studio Parr to create MYTHOS - an ambitious innovation project that celebrates craftsmanship, creativity and technical excellence within the label and packaging industry.**

Created from a shared commitment to pushing the boundaries of print and finishing, MYTHOS brings together five companies, each a specialist in their field. The result is a stunning collection of six luxury label samples inspired by the rich storytelling and timeless elegance of Greek mythology. Each is designed to demonstrate the very best of what can be achieved through collaboration, precision and innovation.

The initiative, led by Tomlinson, a renowned specialist in precision die-making, was designed to create industry-leading samples that would set a new standard for luxury label production. Building on more than a decade of successful partnerships, the five companies combined their respective strengths across design, materials, tooling, foiling, printing, and finishing to realise a bold creative vision.

Each label in the MYTHOS series was embellished with API Transfer Technologies Hot stamping foils, ranging from satin, matt, gloss, pearl and holographic, to achieve stunning depth and reflectivity. The performance of the transfer products were pushed to the maximum and resulted in stunning foil embossed and foil textured finishes.

The artistry of the MYTHOS labels is matched by the depth of expertise behind them. Tomlinson, established in the 1920s and the UK's oldest independent die-maker, supplied a range of high-quality brass dies, including micro-textured, sculptured, flat, bevelled, fluted, embossed, debossed, and multi-level designs.

Each label in the MYTHOS series was printed by Berkshire Labels using an HP Indigo WS6800 digital press, before being finished on a Digicon Series 3 - ABG's flagship modular finishing system.

The ABG Digicon Series 3 configuration used on the project featured a comprehensive setup designed to achieve the highest standards of visual and tactile impact. It included an unwind and corona unit, a Big Foot foil and emboss

unit (50 tonnes) for premium hot foil and embossing, two full rotary flexo units, a turn bar and over lamination, a half turn bar, a high-speed flat-bed screen unit for varying varnish build heights, another Big Foot foil and emboss unit, as well as die cutting, stripping and twin rewind capabilities. This combination of technologies enabled the application of multiple foil types, intricate embossing and debossing effects and precise layering of finishes to produce labels that are both visually striking and technically sophisticated.

In addition, Berkshire Labels, with over 40 years of manufacturing expertise, combined digital and traditional printing to deliver unmatched precision and quality.

And finally, Studio Parr, the UK-based creative agency, brought the concept to life through bold, Greek mythology-inspired designs, expertly balancing artistry with technical execution.

“The MYTHOS collection is a celebration of everything our industry stands for - collaboration, creativity and excellence in execution,” added Matt Burton, ABG’s global sales director. *“It’s not just about what you see, but about the process, precision and passion behind each label.”*

MYTHOS represents a new benchmark in luxury label design, a testament to the power of imagination, innovation and collaboration. API Transfer Technologies provides embellishments solutions to enhance your designs with the use of our large range of transfer products, offering a metallic reflective finish to add value and a touch of luxury to your packaging.

Further info: www.apitransfer.com

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Involved Companies:

A B Graphic International (ABG)

<https://abgint.com/>

Tomlinson

<https://tomlinsonlimited.co.uk/>

Berkshire Labels

<https://asteriagroup.eu/location/berkshire-labels/>

Studio Parr

<https://www.studioparr.co.uk/>

Press Images:



Caption:

All MYTHOS samples on an ABG Digicon Series 3 Big Foot foil and embossing unit.



Caption:

The MYTHOS labels at Labelexpo 2025 on the API Transfer Technologies wall of the ALDUS™ exhibition stand.



Caption:

The MYTHOS labels at Labelexpo 2025 in one of the API Transfer Technologies display cases at the ALDUS™ exhibition stand.

People:



Caption:

Kenny Gilmour, Managing Director of API Transfer Technologies

About ALDUS™:

ALDUS™

Headquartered in Sydney, Australia, the ALDUS™ GROUP is an internationally operating network of specialised companies in printing, packaging, labelling, coding and precision engineering. With over 430 employees and 14 locations around the world, including in Australia, New Zealand, the USA, the UK, the Netherlands, Italy, Spain, and Poland, the group embodies global expertise, local presence and cutting-edge technological competence.

www.aldus.com.au

About API Transfer Technologies



API Transfer Technologies is a global manufacturer and supplier of premium hot and cold stamping foils for decorative and functional applications. With a strong focus on quality, technical support, and customer partnership, API Transfer Technologies helps brands elevate product appeal and production efficiency worldwide.

As part of the ALDUS™ GROUP, the company offers innovative foil solutions for packaging, labelling, and print enhancement across traditional and digital platforms.

www.apitransfer.com