

Press Release

Lenze at Labelexpo Europe: Scalable drive technology and end-to-end automation for the printing and converting industry

Hamelin/Barcelona, 28 August 2025: From 16 to 19 September, Lenze will be presenting its latest motion control and automation solutions for printing and converting processes at Labelexpo Europe 2025 in Barcelona in Hall 4, Stand 4E53. As an experienced partner for machine manufacturers, Lenze knows the challenges of the industry - from digital workflows and print-on-demand to sustainable packaging solutions. The demands on modern machine concepts are constantly growing: high-speed printing, customised production, the switch from plastic to paper and the ability to react flexibly to market changes are crucial today.

Lenze accompanies these developments with an open range of automation and drive technology that offers machine builders maximum freedom in the design of their systems - and at the same time supports the implementation of sustainable and legally compliant solutions such as the Digital Product Passport.

Modular machine concepts for maximum flexibility

At Labelexpo Europe in Barcelona, Lenze is presenting innovative technologies that holistically optimise the digital printing process from preparation to finishing. The focus is on automated engineering workflows that reduce manual work steps, shorten set-up times and make small batch sizes with a high number of variants economical.

"Our customers are under pressure to react ever faster to changing market requirements," says Jörn Krimpenfort, Global Segment Manager Converting & Printing. "That's why we support them in implementing modular machine concepts - with scalable drive technology, end-to-end automation and a standardised software platform.

This allows machine variants to be mapped flexibly, functions to be activated or deactivated as required and changes to be realised efficiently right through to ongoing operation."

Lenze's solutions enable end-to-end automation, which not only increases efficiency, but also increases investment security. Machine builders benefit from flexible concepts that can be seamlessly integrated into existing systems and at the same time offer scope for future expansions.

Powerful motion control for every machine requirement

These concepts are complemented by a powerful motion control range - suitable for applications from simple to highly complex.

The i950 servo inverter is ideal for machine builders who value precise movements, flexible motor selection (servo or AC), modular fieldbus and feedback systems as well as integrated visualisation and safety functions.

Thanks to the onboard PLC and the ability to activate functions directly in the machine, the i950 supports the development of modular machine concepts - efficient, scalable and future-proof.

Performance in harmony with energy efficiency: The Motor Drive System IE5/IE6 with i650 motec

Lenze also offers its customers well thought-out, intelligent and cost-efficient solutions when it comes to energy efficiency and system transparency. The new IE5/IE6 Motor Drive System combines the decentralised i650 motec frequency inverter with the m550 synchronous motor.

The motor is as easy to handle as an asynchronous motor but offers significantly higher efficiency thanks to the permanent magnet and precise control. The combination of motor, gearbox and inverter reduces motor losses by up to 60 per cent and offers an overload torque of 300 per cent.

The i650 motec has an integrated positioning function and a Logic PLC, ideal for format adjustments, lifting tables or film wrappers. The integrated energy recovery ensures additional efficiency.

About Lenze

Lenze is a leading specialist in drive and automation technology for machine and plant engineering. For more than 77 years, the company has been a pioneer in automation and a strong partner to its customers. Through the triad of electromechanics, electronics, and software, Lenze supports its customers in optimizing production and logistics processes, reducing costs, and lowering energy consumption.

The Lenze Group, headquartered in Aerzen, employs more than 3,600 people worldwide and is represented in 45 countries. Across the group, the company generated sales of 828 million euros in the 2023/2024 fiscal year.

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