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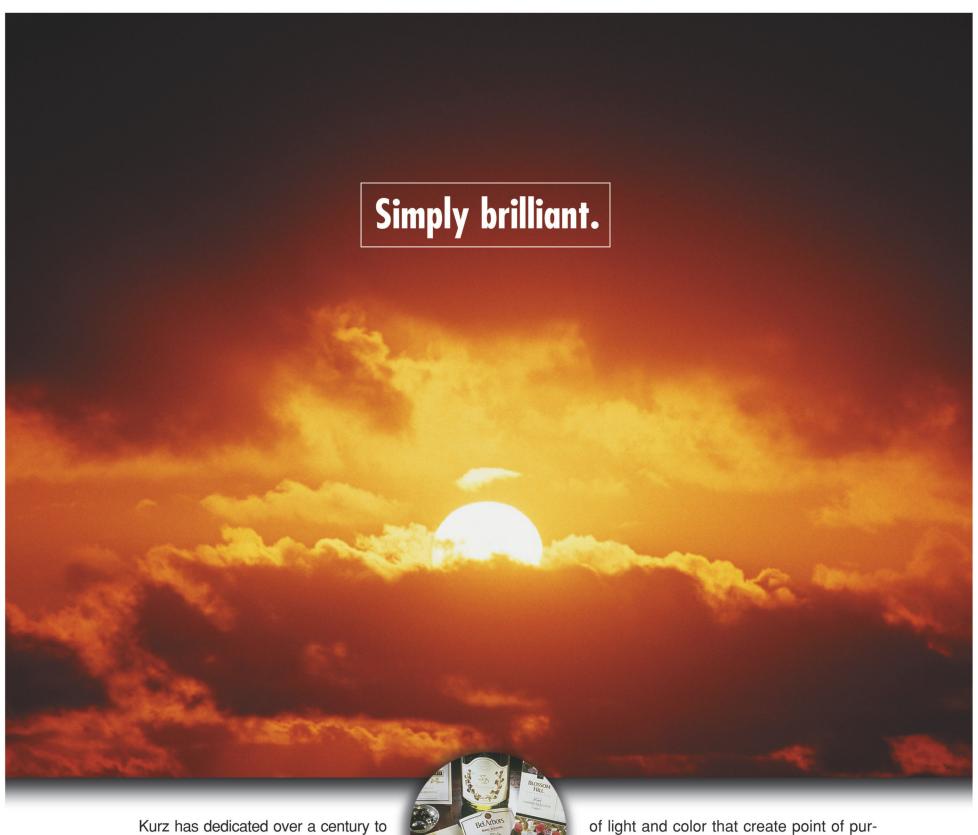
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features

30 Cover story: Marzetti dresses up jars with shrink-sleeve labels

Redesigned 15- and 24-oz glass jars and a new shrink-sleeve labeler perk up T. Marzetti Co., putting its lively bunch of produce dressings ahead of the pack. The labeler reaches speeds up to 160 bottles per min.

24 Contract packer pouches dry, granular products

Film converter and contract packer Flex Pack USA helps makers of dry products, such as sugar, Epsom salts and snackfoods, adopt sturdy, glossy, easy-to-use flexible pouches that showcase the products to their best advantage.

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Spray pump assembly works like an aerosol without gas propellants

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new technology

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web exclusives

New options in rigid and flexible packs

A new study from Packaging Strategies evaluates the different forms of rigid and flexible packaging and predicts which package structures, such as standup pouches or barrier plastic bottles, will likely impact the packaging marketplace for years yet to come. Go to www.packagingdigest.com/info/options



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design trends

P&G is 'pumped' with a new dispenser for Dawn foam

On its soapbox, Procter & Gamble is again launching a new product. This one, Dawn® Direct Foam™, is described as the first dishwashing foam that absorbs up to 10 times the grease of most competitive products. Changing the rules of fighting grease, the product, released in August, aims to break grease into tiny particles and absorb and lock them into the foam. To dispense the liquid product as a foam, the container features a specialized pump dispenser with an ergonomically designed collar. The 13.5-oz clear polyethylene terephthalate bottle holds enough product to provide 250 "pumps of foam," according to the label. The foaming liquid formula is available in three scents: Fresh Rapids™, Citrus Kick™ and Lime Surge™.

Provided by **Airspray Intl. (www.airspray.net)**, the one-touch pump helps create the bubbly, white foam. It's based on Airspray's water-resistant Table Top pump model and is fitted with an "engine" designed to handle surfactants. The well-researched Dawn product combines grease-cutting with long-lasting suds and the gentle, soothing properties appreciated by consumers.

The Airspray WaterGuard pump family is also suitable for applications such as handsoaps, baby washes, bath and shower washes, shampoos and conditioners and children's' products. P&G says that just a single pump of the bottle's dispenser will emit enough foam to clean an entire sinkload of dishes. The foam prevents the product from moving dish-to-dish and is advertised as using special solvents that lock the grease into the foam, similar to the way a vacuum cleaner absorbs dirt. In addition to the 13.5-oz bottle size, P&G will roll out a larger, refill size to supermarkets and massmerchandise outlets.



Shrink labels dress up vinaigrette bottles

Bottles of Stallone's Raspberry and Balsamic Vinaigrette dressings are now vibrantly decorated with handsome, heat-shrinkable, polyvinyl chloride sleeve labels from **Seal-It (www.sealitinc.com)**. The 12-oz bottles each feature a combination label that incorporates a tamper-evident seal with a horizontal, easy-open perforation. When the perforation is broken, the seal can be removed, while the label remains intact on the bottle. Gravure-printed in 10 colors, both the Balsamic and Raspberry vinaigrette labels are printed with a 360-deg image area and are roomy enough to incorporate beautiful illustrations of berries, grapes and scenes of Italian cities, as well as nutrition facts, ingredients, a UPC code and a brief history of Stallone's.





Shrink Labelers and Shrink Tunnels



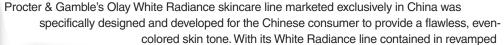
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Radiant redesign for Olay



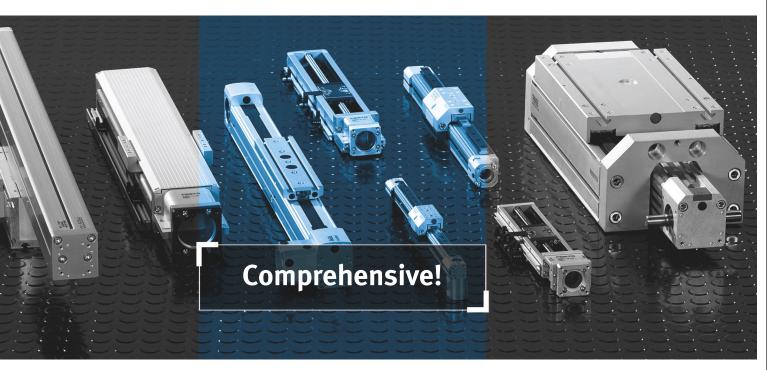


packaging displayed at the international HBA (Health & Beauty America) Expo in New York City in October, Olay has been recognized for strategically using packaging design as a key differentiator from the competition. Design agency LPK (Libby Perszyk Kathman) (www.lpk.com) helped the Olay brand team in China create a new visual system to leverage the brand's equity and ensure relevant messaging there. The results received a design excellence award in the mass skincare category in the International Package Design Awards (IPDA) competition during the HBA show. Responding to cultural preferences for simplicity in design and color, the Olay brand identity in China features simple, clean lines using white, platinum and a pearlesent color scheme for the packaging and what is described as small volumes of color to signal product differentiation. Bottles, a pump dispenser and an outer folding carton for the White Radiance line also include the use of iridescent

and pearlized printing inks that capitalize on a preference for refined yet quality esthetics, LPK notes. The design firm has a presence in China's Guangzhou province, so was able to collaborate with P&G quickly on the project.

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Kids clean up with crayonshaped bottle

"Clean" for kids now has a face and a body—in the form of Binny & Smith's Crayola Tip character, molded into a squeezable, foam-forming bottle for children's hand and body soap. Introduced last summer by Crayola licensee Shroeder & Tremayne, St. Louis, MO, new Crayola Squeeze & Squirt Foaming Hand & Body Soap comes in two fruity fragrances, named after Crayola crayon colors—Jazzberry Jam and Atomic Tangerine—in a 6-oz bottle that uses the smiley-faced Tip cartoon character to appeal to the dirt-prone, three- to six-year-old crowd.

"Parents are always looking for strategies to make getting clean more enjoyable for their kids," says Carla Schaeffer, brand manager at Schroeder & Tremayne, "and we were looking for a new way to translate Crayola's brand equities of innovation, interactivity and fun to help ease the process. Berlin Packaging's Studio One Eleven [www.studio111 design.com] came up with several dozen concepts that included weaving the personality traits of the Tip character into an interactive package."

The clear polyethylene terephthalate bottle, supplied by a proprietary vendor in China, is shaped like a crayon with a cylindrical body and tapered top, and incorporates tiny arms on the sides and feet at the base of the bottle. Bringing Tip to life is a full-body polyvinyl chloride label (also sourced from China) printed in six colors that uses graphics of a welcoming cartoon face, along with images of bubbles and the Crayola "serpentine, chevron and smile" design.

Best of all, the soap is easy for little hands to dispense, due to the its EcoSqueeze™ foamer cap from Emsar (www.emsargroup.com). The all-plastic cap dispenser, in a Crayola-brand yellow, allows children to produce a foamy soap by squeezing Tip's "belly," rather than by pumping the top.

Available in food, drug and other retail outlets, Crayola Squeeze & Squirt is priced from \$1.97 to \$2.99.

design trends



Avon celebrates lipservice with commemorative lipstick

Celebrating the 100th anniversary of the Avon Color line, Avon launches the 100 Commemorative Edition Lipstick in upscale, artful packaging provided by **Crown Risdon (www.risdon-ams.com)**. Providing all of the primary lipstick case components, Crown Risdon molds both the cap and the barrel-shaped base in a gold-beige acrylonitrile butadiene styrene (ABS) material, attractively finished in lacquered metallic gold, with an aluminum medallion debossed with Avon's special "100" logo on the crown of the cap. The cap is also

anodized in bright gold. The base's one-piece sleeve and collar in bright gold aluminum are debossed with the Avon logo on the shoulder of the collar. The customized Beyond Color lipstick also includes Crown Risdon's patented ColorTouch® elevating mechanism, which provides a smooth swivel operation for every use. The components for the lipstick case were manufactured and assembled at Crown Risdon's facilities in Barrie, ON, Watertown, CT, and Reynosa, Mexico.

Dispensing cap has kids flipping for ketchup

Ketchup's biggest fans now have a package designed specifically to encourage their creative condiment use. New Heinz Silly Squirts[™] ketchup from H.J. Heinz Co., Pittsburgh, gives kids a child-friendly bottle with a cool cap that has three flip-top dispensing nozzles, so they can "draw, double-double or splat" their ketchup on those hot dogs, burgers and French fries.

"New Heinz Silly Squirts helps moms achieve what they wish for most at mealtime: kids who want to eat what mom has prepared," says Wendy Beitsinger, senior brand manager for Heinz Ketchup. "Better yet, Heinz Silly Squirts' easy-to-squeeze bottle is perfectly sized for small hands to grip,

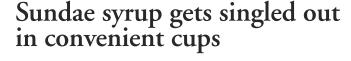
giving kids a feeling of independence and a sense that they can do—and create—anything."

According to a national survey by Heinz and Impulse Research (www.impulse-research.com) of 1,500 moms with kids at home, 20 percent serve ketchup every day of the week; 57 percent serve the condiment three or more nights per week; and 65 percent say that there are some foods that their kids just won't eat without ketchup.

To fuel this tomato-ketchup frenzy, Heinz introduced kid-friendly Silly Squirts in September in grocery and superstores nationwide. While Heinz declines to provide information on packaging materials and suppliers, some of its innovations are obvious. Departing from both traditional and new, inverted-bottle-style ketchup packaging, Silly Squirts is packaged in a slim, cylindrical, 20-oz clear-plastic bottle created especially, says Heinz, to be easy for little hands to grasp and squeeze. While the lower half of the bottle includes ribbed panels, the upper half provides room for a wraparound label displaying graphics of a personified tomato character with a ketchup bottle in hand.

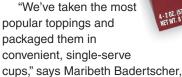
The CT white-plastic cap is molded with three different dispensing formats, each fitted with its own red flip-top. The "draw" option dispenses the ketchup in a thin line, allowing kids to create their favorite shapes and designs right on the food. "Double-double" dispenses two parallel lines of the condiment and "splat" results in a four-petal-flower design.

Silly Squirts 100-percent tomato ketchup is available for approximately \$1.99 per bottle.



SMUCKER

The J.M. Smucker Co., Orrville, OH, is portioning out indulgence with its new Smucker's® Sundae Singles™ individually packaged servings of sundae toppings in Hot Fudge and Caramel varieties.



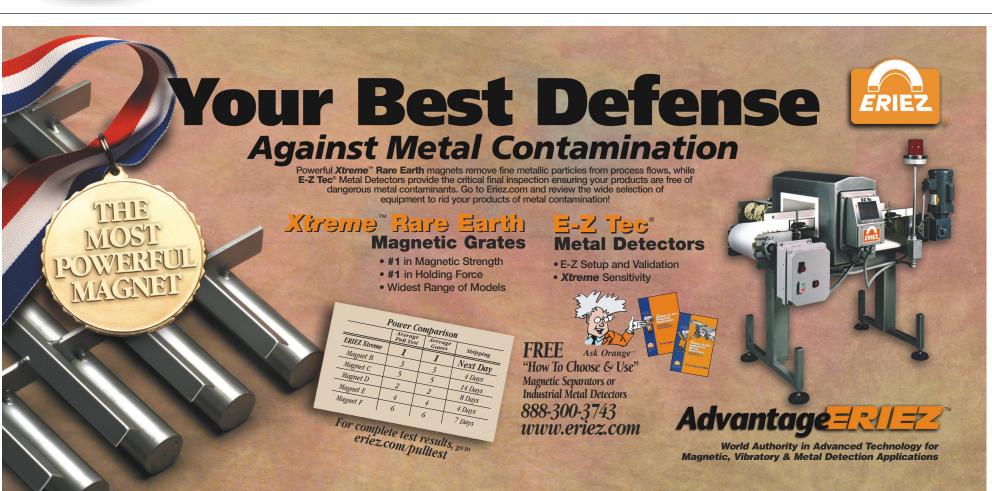
cups," says Maribeth Badertscher, communications manager for Smucker. "Whether served with ice cream or other snacks, consumers can enjoy Smucker's toppings with ease, anytime, anywhere."

Packed in 2-oz thermoformed portion cups from **Winpak** (www.winpak.com), the syrup can be heated in the microwave before being poured over a favorite dessert. A peelable film lidstock, printed with the product name, the variety and heating instructions, seals the cups.

The single-serve toppings—also recommended for use with fruit, pretzels and other snacks—are sold in four-packs in folding cartons supplied by **Caraustar Industries (www.caraustar.com)**. Richly decorated with photography of creamy ice cream covered with the decadent sundae syrup, along with an illustration and copy calling out the cup's microwavability, the cartons incorporate two die-cut panels on either side, providing a view of the unique products inside.

Available nationwide in retail grocery stores in the sundae topping aisle, Smucker's Sundae Singles are priced from \$1.99 to \$2.29 for a four-pack carton.







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design trends

Tailgaters toast to premium wine in single-serve PET

NEW UNBREAKABLE BOTTLE

BERINGER

Imagine it's tailgating season. You reach into the cooler, grab a cold bottle, twist off the cap and take a refreshing drink of... Chardonnay? This seemingly unlikely scenario is now a reality as Stone Cellars by Beringer introduces the first premium wines to be offered

nationally in unbreakable, single-serve polyethylene

terephthalate bottles. At one-fourth the size of a traditional 750-mL bottle, the 187-mL PET bottles easily go where glass can't, including sporting events, the beach, picnics and campgrounds.

The launch of the new Stone Cellars package comes at a time when wine has replaced beer as

Americans' number-one preferred alcoholic beverage, according to a recent Gallup poll. Stone Cellars recognizes the importance of creating consumer-friendly wines, and through its commitment to innovation, hopes to make wine even more approachable and convenient.

"To date, wine packaging hasn't really adapted to accommodate people's active lifestyles," says Tom Slone, the brand manager spearheading the project. "Our focus groups confirmed that people want the benefits of an innovative, shatterproof bottle and the portability of the single-serving size. Stone Cellars is

responding to that need, and most importantly, the packaging

doesn't compromise the award-winning taste of the wine. We were able to find an unbreakable, resealable bottle that is one-fifth the weight of glass, that is odorless and tasteless, and that maintains and delivers the quality of wine in an attractive package."

The PET bottle is produced at Field Manufacturing (www.fieldmfg.com), Torrance, CA. "We bought a Husky Model ISB125 machine from Husky Injection Molding Systems Ltd. [www.husky.ca] specifically to produce the Beringer bottle," says Field president Patrick Field. "Glass bottles have a knurled bottom, and Husky designed this into their molds, so our bottles have a similar bottom." The machine is a one-step system for the production of PET bottles that combines a preform-molding machine with a servodriven blow-molding machine. The pressure-sensitive labels, which are supplied by Collotype (www.collotype.com), are produced from 2-mil, metallized biaxially oriented polypropylene. They are printed on a seven-color rotary offset printer. An unidentified European company supplies the caps.

The Stone Cellars single-serve bottles are available nationwide this fall in many major grocery, liquor and wine shops, as well as on-premise locations, and are already receiving rave reviews from retailers. "At Food Lion, we are constantly striving to offer innovative products and a better grocery store experience," says Natasha Brinegar, the assistant category manager for wine at Food Lion, a chain of more than 1,000 supermarkets in the Southeastern U.S. and winner of the Progressive Grocer 2004 Retailer of the year award. "Stone Cellars by Beringer has come out with a unique wine bottle and package that fits really well with the growing trend for quality products on-the-go."

Stone Cellars by Beringer is made from premium California grapes, and the unbreakable bottles are affordably priced at around \$8 for the 4-pack and \$14 for the 8pack. Inspired by the wine cellars in Napa Valley, where Beringer Vineyards' winemaking began more than 125 years ago, Stone Cellars by Beringer offers four easy-drinking varietals—Chardonnay, Pinot Grigio, Cabernet and Merlot.

The bottles are being run at Meridian Vineyards winery, Paso Robles, CA, on a new packaging line installed specifically for this package. Beringer and Meridian are sister companies owned by Australia's Foster's Wine Estates.

Tesco's new package stars for skin cream

Tesco has launched the Skin Wisdom Age Delay line of innovative skin creams, exclusively created for the company by holistic therapy practitioner Bharti Vyas. The new creams are formulated to help defend skin against the first signs of aging. For the line's Revitalising Moisturizer, containing Vitamin C and SPF 12, Tesco required an effective dispenser that complements the product's high performance. So Tesco opted for the Magic Star dispensing system from RPC Bramlage-Wiko (www.rpc-wiko.de) for its



ingenious functionality. The pump mechanism precisely controls each dose of moisturizer and delivers a hygienic

application of cream or lotion. For the Magic Star line, the stylish 50-mL container, in a vibrant, clean, opaque white, decorated with a distinctive white and gold label, presents a compact shape and a large, transparent overcap.



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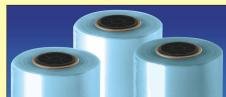
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comment

Mary Ann Falkman, Editor



Top 10 trends in packaging

on't you love "top 10" lists? Well, here's one from a recently released study from Packaging Strategies (www.packstrat.com): New Options in Rigid and Flexible Packaging. The list, put together by Omega Research
Associates, comprises 10 packaging technologies they believe will affect the packaging industry for years (see our online exclusive for the study's entire executive summary at www.packagingdigest.com/info/options). See if you agree with their choices.

Aluminum bottles: Used to package a disparate group of liquid products, its great potential market is beer. Aluminum is light in weight, chills quickly and provides an excellent barrier. However, its premium price may limit usage. Nonetheless, it has been well received and is expected to develop into a versatile, niche package.

Standup pouch: Arguably the most successful package since the polyethylene terephthalate bottle, it has become a mainstream package in Europe and the U.S. as the number of applications proliferate. The pouch has been helped considerably by the development of innovative closures and spouts that make consumer use convenient (see the Gleukos feature, p. 38).

Retortable pouch: Following an unsuccessful launch in the early 1980s, the retortable pouch has been more successful in recent years, due partially to consumer familiarity with standup pouches for dry products. Pouches for shelf-stable, thermally processed foods became a logical next step. The pouch is currently used primarily for tuna and petfood.

Barrier plastic bottles: Improved barrier properties enable oxygen-sensitive liquids to be packaged in plastics. With some success in food and beverage applications, barrier bottles' ultimate success will be based on beer packaging.

Easy-open cans: These were designed to make food cans more consumer-friendly and stop the erosion of market share to other packaging. The full-aperture lid has been most successful in the U.S.

Shrink labels: Currently the most dynamic segment of the label market, shrink labels can be partial or full-body and come in polyvinyl chloride, oriented polypropylene, oriented polystyrene and PET-glycol.

Blister-packs: Accounting for only 25 percent of the domestic pharmaceutical packaging market, blisters may see a dramatic increase as the pharmaceutical industry globalizes and standardizes its packaging.

Modified atmosphere packaging: As a method of retarding spoilage in fresh foods, MAP has enjoyed considerable success with meat packaging, but its growth is attributable to precut, washed salad greens and other produce.

Aseptic packaging: Moving beyond the juice box into PET and high-density polyethylene bottles, aseptics cost more than retorted or hot-filled containers, but the quality of the food is superior.

Bag-in-box: A mainstay of foodservice packaging for decades, its popularity in wine packaging has surprised many industry observers. Bag-in-box wines have significant shares of the market in Australia, Scandinavia and the U.S.

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The AD-2800 high speed, high-volume. roll-on applicator features precise placement of pressure-sensitive labels. Ideal for applying labels to flat and cylindrical products. The CPA-350 automates printing and application of pressure-sensitive labels. Userselectable application settings, and choice of print engines. Backed with QuickLabel's manufacturer-direct enduser service and support.

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Lifetime warranty sets the Pronto! family apart from other barcode printers. Low cost, full-featured printers are designed for retail display, shipping compliance, and product ID applications. The 8.6" wide model prints large product labels and increases throughput with multiple-up printing. The 400 dpi high resolution model prints graphics, logos, and small fonts. Backed with QuickLabel's manufacturer-direct technical support and end-use expertise.

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QuickLabel offers custom printing services. The *Quick*Print service offers fast turnaround and low minimum quantities by printing your labels with QuickLabel's digital color label printers. The QuickFlex service produces your labels with a variety of finishing options on 8 and 6 color flexographic presses.

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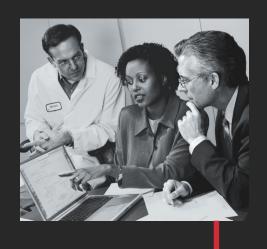
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A unique, patented clamshell from **First Choice Packaging Solutions**

(www.firstchoicepackaging.com) is making life easier for Phoenix Wireless, Inc., a major supplier of cell phone accessories, to market its products. The Virtuweld clamshell package incorporates a locking system that enables the back of the blister to manually snap into the front without sealing the two sections together. The Virtuweld uses dynamic retention to give a secure, undetectable seal. The stitching effect incorporated into Virtuweld designs completes the illusion that the blisters are actually sealed—without automation or additional costs. The system provides the best

of both worlds—the security and appeal of a welded clamshell with the benefits of being unsealed.

"Our customers like to take the cellphone accessories out of the package and look at them, and the Virtuweld clamshells allow us to place the products back into the packages and reseal them if the customer decides he doesn't want the products," says Mike Anderson, director

of marketing for Phoenix Wireless, Inc. "Generic clamshells are not fancy, and we wanted to update our packaging into something more upscale. The Virtuweld caught our eye, and

First Choice had a lot of interesting ideas about how to present our products."

Anderson couldn't be happier with Virtuweld. "We offer custom packaging to our big customers and, while the outside shapes of the clamshells are similar, First Choice will design a unique insert for each product. They

also help us on our logistics. For example, we use almost 35,000 clamshells a week, but we have very limited warehouse space. We order a three-month supply of clamshells at a time, but have them shipped to us on a weekly basis. First Choice keeps track of our usage and ships the clamshells as we need them."

The Virtuweld clamshell is suitable for a variety of consumer products in a wide range of industries, including electronics, hardware, automotive, do-it-yourself, leisure and cellular. The blister-pack can be thermoformed using most PET and PVC materials and is economical to run, the company says. Products have total security in the retail environment, without requiring staples, welding, bottlenecks or adhesive tools. Virtuweld clamshells can be customized or sold as stock items.

First Choice Packaging Solutions, 216/524-2200.

www.firstchoicepackaging.com



HIGH-SPEED LINE STAYS ON TOP OF FDA MANDATES

As the pharmaceutical industry continues to react to the numerous mandates and regulations set by the FDA, manufacturers must develop new solutions to meet new requirements. One such manufacturer, Dey, L.P., of Napa, CA, found itself in this situation after the FDA issued a mandate requiring all unit doses to be individually packaged with a bar code and an expiration date.

Dey's existing packaging operation produced cards of five blow/fill/seal-type vials. Having never packaged individual, overwrapped vials, the co. turned to **Sigpack Systems**, **AG**, (www.sigpacksystems.com) to integrate a high-speed line that would meet the requirements without reducing throughput.

A common operator interface is used throughout the system, facilitating efficient operation and maintenance training. Software lockouts prevent validation or traceability from being compromised. Individual lots containing tote bins of cards, each with five vials and their accompanying

packaging materials, are brought into the packaging room. There, a customized system separates and feeds the vials without cutting or breaking them. The vials are then hermetically sealed and wrapped, which requires a two-leg system that starts with Hoppmann (www.hoppmann.com) bowls and continues through HSL wrappers. The wrappers wrap 300 products/min.

A top-loading cartoner with an integrated carton former is designed to support Dey's carton formats, containing 25, 30 or 60 individually wrapped vials.



The output of both wrapping legs feeds into two collators, where a robot arm with a customized gripper toploads the vials into the cartons. After a leaflet is inserted, the carton is closed and case-packed. Cases are erected, bottom-glued with hot-melt adhesive and top-loaded in two layers. After being bar-coded for traceability, a corner label is applied and the case is automatically palletized. A Cognex (www.cognex.com) vision system verifies lot codes and expiration dates.

The packaging line can be changed over in 30 to 45 minutes, due to simple procedures and a limited number of changeparts. Operation requires three or four people per shift. Sigpack Systems, AG, a Bosch Packaging Technology Co., 41 (0)52 674 74 19.

www.sigpacksystems.com Hoppmann Corp., 800/368-3582.

www.hoppmann.com Cognex Corp., 800/264-6391.

www.cognex.com

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Indicator lights EZ-Light™ indicator lights for remotely indicating sensor status are designed for applications where the placement or distance of a sensor limits its visibility. The lights offer a bright, easy-to-see, two-color indicator light that mimics the sensor's own indicators. Compatible with most sensor types and brands, the lights integrate seamlessly into new and existing applications by connecting the sensor with a Y-splitter cable. They come in either nickel-plated brass, 18-mm barrels or thermoplastic, 18- and 30-mm T-style, right-angle models. The lights can accommodate either NPN or PNP inputs and suit DC operating voltages ranging from 10 to 30 v. Green and red LEDs are standard. Other colors are available. Banner Engineering Corp., 800/809-7043. www.bannerengineering.com

Heavy-duty photoelectric

Enhanced 50 Series of highperformance photoelectric sensors includes thru-beam, polarized-reflex, diffuse and clear-object models. The sensors have a rugged, rectangular enclosure, and flexible input supply 12 to 240 VDC/24 to 240 VAC. Output types, including relays, transistors and solid-state relays, ease integration. Features such as light or dark operation selection, gain adjustment and multicolor LED indicators are designed to reduce maintenance costs. All sensors are IP67-rated and are available with cabling choices of a built-in, quick-disconnect-style mini connector, a micro DC connector, a micro AC connector, a 71/2 micro AC pigtail connector or a 6-ft integrated cable. Matching cables and mounting brackets are also available.

Sensors The Cutler-Hammer

voltages range from 10 to 40 VDC, and AutomationDirect, 800/633-0405.

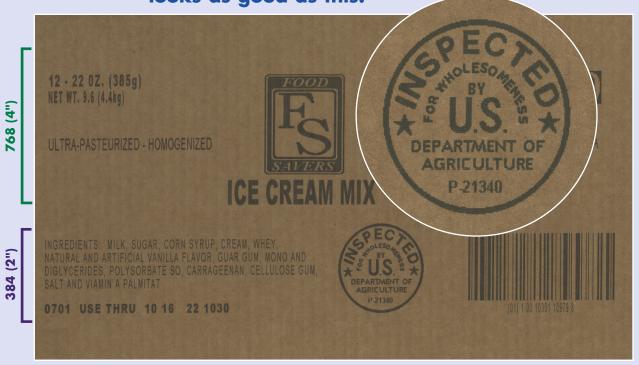
(EA • cabur

www.automationdirect.com

Power supply The IP65 single-phase switching power supply has a sealed aluminum enclosure and can withstand a variety of environmental conditions, including spraying or splashing water. ULlisted, the power supply can be mounted directly onto machinery frames because it doesn't require an additional protective enclosure. It has a 90-264 VAC/110-300 VDC input voltage and a continuous current of 5 A at 113 deg F. The power supply is suitable for food, beverage and pharmaceutical applications. **Automation Systems** Interconnect, Inc., 877/650-5160. www.asi-ez.com

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P-s labeler The Auto-Colt III p-s labeler can be equipped with a variety of options, making it suitable for numerous pharmaceutical and nutraceutical applications. Optional RFID components allow the system to apply and verify RFID tags on bottles and other item-level containers using the primary labeler. Integrating the Auto-Colt III with an overhead belt, pneumatic wipers and a rotary applicator, the system can label round containers with a partial-wrap label and orient the bottle to apply an outsert to the gap, with a tolerance of less than 1/16 in. The standard, servo-driven, stainless-steel labeler handles round, oval, square and rectangular containers from 1 to 14 in. in height and from % to 7 in. dia, at speeds up to 250 containers/min. Capable of wraparound labeling applications, it also can accommodate single- and multi-panel labels. Changeovers can be completed in less than 15 min, without tools, the co. reports.

www.njmcli.com

NJM/CLI, 800/432-2990.





Custom bagging systems The co. has expanded its custom engineering systems program to provide custom-designed packaging solutions that offer better integration and higher productivity than standard systems, the co. reports. Rather than have the packaging line adapt to the bagger, the co. is adapting the bagger to the unique requirements of the line. It has engineered a new platform that can be modified to accommodate multiple infeeds, delivery and takeaway conveyors, integrated counters and weigh scales, accumulating funnels, wide-bag designs, RFID applications and many other configurations. **Automated Packaging Systems,**

888/288-6224.

www.autobag.com

Package design life-cycle management A new design life-cycle management initiative for packaging in North America is available as an integral part of the Project Life-Cycle Management Solution for consumer product companies and private-label retailers. The initiative for packaging includes a suite of software and hardware that can streamline the package design and production process—from ideation through design, packaging and production—to produce significant savings in time and costs. In addition to efficiencies, Design Life-Cycle Management is a strategic tool that can accelerate the development of market-leading packaging innovations. A complete PLM solution is available to help to manage product design, packaging design, production and manufacturing that can be fully integrated into other key components. Key tools in the management solution are based around scope workflow products, the co. says. Components of scope include DeskPack, BackStage, PackEdge and WebCenter. Fully customizable to meet the specific needs of its clients, all solutions are modularly based, allowing for easy upgrades and additions over time as client needs change and evolve. Esko-Graphics, 413/583-4100.

www.esko-graphics.com

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Position controller The CJ1W-NCF position controller offers up to 16-axis, high-speed positioning using a single controller. Compatible with the co.'s compact CJ1 PLC, it eliminates the need for a separate positioning CPU and uses the co.'s high-speed, Mechatrolink-II high-speed network, communicating at 10 MB/sec. Individual positioning drives are linked to the unit using a single cable in a daisy-chain configuration. Both the controller



and the individual servo drives are programmed using the controller's software. Applications include packaging, material handling and manufacturing operations where quick, precise positioning of elements is required. **Omron Electronics, LLC,**

866/886-6766.

www.packaging.omron.com

Case sealer Offering tape and hot-melt adhesive sealing options, the co.'s top-sealing case sealer is designed for varying casesealing requirements. Built with two, independent sealing modules—one for tape, one for hot-melt adhesive—the sealer changes from one sealing method to another in minutes. Users unlatch the sealing module using quick-turn

clamps, remove the existing module and replace it with the alternate module. Cases can feed spaced back-to-back, and the metering-belt infeed automatically spaces each case for synchronized, inner-flap folding. The machine features a stainless-steel, welded and bolted frame with heavy-gauge components, and high-visibility, gullwing-style guard doors. Operation stops automatically when the doors are opened. Sealing speeds range from 10 to 45 cases/min. A-B-C Packaging Machine Corp.,

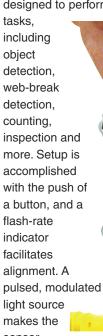
800/237-5975.

www.abcpackaging.com





The EZ-Eye™ miniature, pushbutton, photoelectric sensor is designed to perform multiple sensing



immune to most ambient light, including strobes, the co. reports. It has both NPN and PNP output transistors and infrared or red LED light sources. Higher gain adjustment is attained by tapping the button. **Tri-Tronics Co., Inc.,**

800/237-0946. www.ttco.com





Ink-jet printer Designed for primary package coding, the HPbased Jetpack1000 ink-jet printer features multiple time and date stamps, and lot number and incremental numbering capabilities. The printer also prints bar codes, graphics and logos at up to 12 lines/printhead. Compact Flash and Ethernet interfaces are available. Prism, Inc.,

770/455-4544.

www.prismincorporated.com





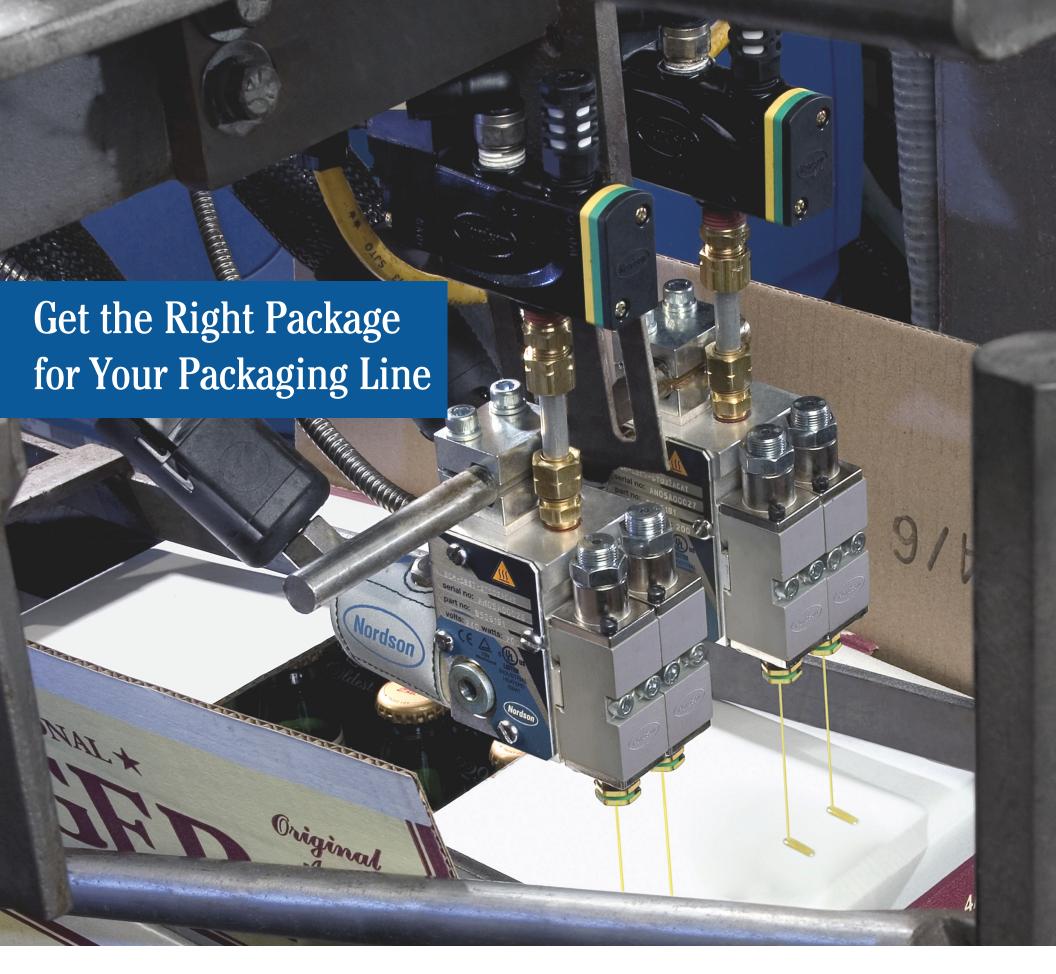


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Foil/Paper

Paper-based barrier material MultiFlex™ is a patented, paper-based barrier packaging material that is FDA-approved for direct food contact and is aluminum-free. Suitable for lidding, pouch and oil- and grease-resistant (OGR) applications, it's designed to preserve food product freshness by building a strong barrier to moisture and oxygen while sealing in natural aromas and flavors. Its aluminum-free composition allows for post-fill inspection and RFID compatibility. The material can accommodate virtually any printing application, the co. reports.

Stora Enso, 715/345-8060.

www.storaenso.com

Spa tube An economical size, a shelf presence and increased decoration area were all considerations that went into the 2³/16-in.-dia TP-38-400 Spa Size tube. A member of the co.'s Super Tube line, the tube holds up to 13¹/2 oz and accepts a full-size, 2¹/6-in. standup dispensing closure. Decoration options include offset printing, screen printing, foil hot-stamping and labeling. Custom decorations can also be accommodated. **Tubed Products, LLC**,

413/527-1250. www.tubedproducts.com



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UV-printable paper Suitable for commercial printing, converting and labeling applications, YUPO® FPR 200 is specifically engineered for UV-hybrid, offset- and flexo-printing applications. It does not require a primer coating and achieves brilliant color reproduction and smooth surfaces, the co. claims. UV-printing applications on the paper are durable and produce no marking or streaking, says the co. Yupo FPR 200 facilitates the look of UV printing inks in a one-step process.

Yupo Corp. America, 888/873-9876.

www.yupo.com

Printed blister foil Offering

both flexo and gravure printing capabilities, the co. can surface-print very small runs of pharmaceutical and specialty food packaging. Pushthrough foil, both peelable and pushthrough child-resistant foils and paperbacked foils can be printed, and a variety of configurations and options, including two-sided and multicolor printing, are available. Overlacquers can also be applied.

Hueck Foils, LLC, 732/974-4100. www.hueckfoils.net

Cover stock Touché is a distinctive cover stock with a soft finish and sensual appeal, the co. says. Featuring new colors and enhanced performance, it's suitable for premium packaging applications, among others. It has a matte finish with a soft feel and can be used with offset printing, silkscreen-printing, stamping and embossing applications. Colors can also be customized to meet specific requirements. Touché is manufactured through a proprietary coating process and is said to be easy to convert and handle. It can be scored, folded, embossed, foilstamped, die-cut or glued, and it's compatible with UV or solventbased inks. FiberMark,

413/539-5273. www.fibermark.com

Conical bottle The Footed Conical PET bottle is available in 8- and 16-oz sizes. Adaptable for use with a selection of closure styles, including caps, pumps and sprayers, the bottle is suitable for personal care products. The stretch/blowmolded bottle exhibits a combination of impactresistance, stiffness and clarity. The 8-oz size is available with either 24/415

or 24/410 neck sizes; the 16-

oz size comes in 28/410 and 28/415 finishes. Novapak Corp., 800/975-2784. www.novapakcorp.com

Thermoforming films Easy Form

Pentaform® films, which are rigid vinyl films for faceseal blister and clamshell applications, allow for a broader, more forgiving temperature range during the thermoforming process, the co. says, reducing the potential for thermoforming problems. The film is suited for use in pilfer-proof, high-visibility and RFIDcapable packaging, as well as other products that require blister-pack, clamshell, two-part clamshell, club-pack and tray applications.

Klöckner Pentaplast of America, Inc., 434/293-7718.

www.kpfilms.com

Round bottle

The 250-mL PET Tapered Round bottle is suitable for a variety of personal care products. It's comes with either a 24/410 or a 24/415 neck finish, and it



can accommodate most flip-top, disc-top, pump-spray and lotion-pump dispensing closures. Custom sizes

Silgan Plastics, 770/243-5280. www.silganplastics.com



Rollstock The co. offers a line of heatshrinkable rollstock that can be cut into bands and used to seal containers and bottles, fulfilling FDA requirements for tamper-evident applications, the co. reports. Available in hundreds of layflat sizes, the rollstock can be ordered in clear, stock and custom colors, with or without print. Rollstock is gravureprinted in up to nine colors. High-shrink formulations are also available.

Ameri-Seal, Inc., 800/220-7981.

www.ameri-seal.com

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Sytec® RF4 shrink film is designed for wrapping poultry, seafood and sausage. Available with or without anti-fog capabilities, it's said to create strong, leakresistant packages. The film can stretch and "remember"



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Taking FDA's temperature in multiple ways



ow's the U.S. Food & Drug Administration doing? It's a question we ask in broad strokes now and then. To find an answer, you could—as we often do—examine enforcement statistics for whatever insights they offer. But what they tell us isn't always clear, and we need more than those statistics to get a sense of things. We last tried to glean insight into FDA's enforcement climate in August 2003 (see PD, August '03, p. 22).

More recently, for those of you who complain that federal regulators only pick on the little companies and give the big boys a pass, I give you Baxter Healthcare Corp. In October, FDA seized three types of Baxter infusion pumps because, FDA alleges, its "inspections revealed that the firm has continually failed to follow medical-device manufacturing requirements."

Time will tell whether Baxter deserves such severe treatment. However, we don't have to wait to observe that FDA likes high-profile defendants, since targeting them sends the message to all regulated businesses that FDA is not afraid to take tough action against anyone. And you can't help but notice that a nice, tough headline helps keep

scandals and dubious decisions off the front page, too.

In the Baxter case, the pumps under scrutiny are intended to dole out medication and solutions to patients. It turns out that FDA thinks that the pumps might shut down unexpectedly. FDA didn't just pressure Baxter to recall the pumps, and they didn't just threaten or talk mean to them. No, FDA pulled the trigger of one of its biggest weapons, getting a court order to grab up the offending devices.

A seizure is something FDA rarely undertakes. Only 25 seizures were reported in 2003 (the last year for which data are available), though that number was up substantially from 13 in 2002. As is typical, FDA says it asked for the court seizure of Baxter's devices only after less-severe efforts had failed

The agency asserts that the pumps were not made according to proper Good Manufacturing Practices (GMPs), and also that Baxter may not have informed FDA of some pump failures, which would be a violation of medical device reporting requirements.

Baxter says it has "developed an aggressive corrective action plan and remains in discussions with FDA concerning these issues." Its chairman

and CEO, Robert L. Parkinson Jr., says, "The quality of our products is our highest priority. We are committed to working with the agency and our customers to resolve these issues as quickly as possible."

Baxter is about as big as they come in the medical field, but it is by no means the only big device or drug company to be the target of serious FDA accusations. But, FDA isn't putting the company on an all-around hit list. Just a few days after announcing the seizure of the pumps, Baxter announced that FDA had approved a Baxter biological product, FlexbuminTM [Albumin (Human)] 25-percent Solution, which the company calls "the first preparation of human albumin to be packaged in a flexible container."

So FDA goes after companies big and small and in-between, but as to whether they're getting tougher, the purely numerical record is mixed. Its numbers are up more than 90 percent between 2002 and 2003 for seizures, as noted, and injunctions increased almost 50 percent, from 15 to 22. Criminal convictions decreased about 35 percent, from 317 to 206.

Inspections of food, drug, dietary supplement, medical-device and other facilities are the usual precursors to more serious actions, and they were up 21 percent, from 18,572 to 22,543. And when inspections find alleged violations, inspectional reports of violations—or FDA Form 483s—are the result, and those went up almost 9 percent, from 7,180 to 7,813.

Perhaps in the statistics for 2004 or 2005 we'll see an uptick in seizures, injunctions and prosecutions flowing from these increased numbers of inspections and Form 483s.

Recalls, voluntary but usually undertaken by companies under something resembling duress, were down about 8 percent, from 5,025 to 4,627. "Import refusals," in which FDA refuses admission of a product someone wants to import because it appears to be in violation of FDA requirements, were down almost 7

percent, from 32,654 in 2002 to 30,373 in 2003, though it's not possible to say why without more information. Controls on imports are a first line of defense against potential terror threats.

So if you are looking for an indication of FDA's overall status and health based on its enforcement statistics, it is a mixed bag. You have to look elsewhere to judge the agency's overall status and health, such as at the resignation of commissioner Lester Crawford only two months after being confirmed to the post (he had served as acting commissioner for about a year before that), with some reports hinting at a scandal involving the disclosures of his investments. And you'd have to note that his replacement, acting FDA commissioner Andrew von Eschenbach, was an almost immediate source of controversy for potential conflicts of interest because he said he would keep his position as director of the National Cancer Institute (which develops drugs that FDA then reviews for approval for sale).

You'd also have to look at the failure in recent years of FDA to properly prepare for vaccine needs, and the seemingly higher-than-usual number of problematic drugs whose FDA approvals are being re-examined. And, you'd have to consider the controversy over the FDA's failure to approve the contraceptive Plan B, despite its experts' recommendations, leading to the resignation of the agency's top women's health official.

So, how's FDA doing? Well, enforcement is up in some ways, and down in others. They go after big and small companies. And, they have a few messy scandals. In a nutshell, it's been a busy time at FDA.

Eric F. Greenberg is principal attorney with Eric F. Greenberg, PC, with a practice concentrated in food and drug law, packaging law and commercial litigation. Visit his firm's website at www.ericfgreenbergpc.com. Contact him by e-mail at efgreenberg@uhlaw.com, or by phone at 312/977-4647.

So FDA goes after companies big and small and in-between, but as to whether FDA is getting tougher, the purely numerical record is mixed.



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One of two semi-automatic fillers at Flex Pack, above left, fills 16-oz bags of powdered sugar. For 10-lb bags of white sugar, the company uses its new automatic filling machine, above right, that requires operator intervention only to feed bagstock. The machine uses gripper arms to hold the bags open, left, while sugar is dispensed.

Dry, granular products get pouched

Converter and copacker Flex Pack USA, Inc. helps makers of dry, granular products replace their paper bags and boxes with sturdy, consumer-friendly flexible pouches that show the brands in their best light.

Anne Marie Mohan, Senior Editor

bagmaking capabilities in-house.

even years ago, film converter Flex Pack USA, Inc. (www.flexpackusa.com), Orlando, FL, dipped its toes in the water of flexible film pouches, and found it quite inviting. At the time an established supplier of simple, lowdensity polyethylene film constructions for industrial use, Flex Pack initially supplied its customers with flexible pouches sourced from its U.K. operations. Not long after, it added copacking to its services, with semi-automated filling equipment. In 2003, when the trickle of customers wanting to switch to flexible became a flood, the converter made a \$5 million investment, bringing film production and

"About two years ago, we installed an extruder, a press, a laminator, a slitter/rewinder, a pouch-making machine and a fully automated filling machine," says Rod Ali, Flex Pack sales manager. "We brought these capabilities in-house because a lot of our customers did not want to get their pouches from a foreign supplier because of the turnaround time involved. Since we already had the infrastructure here to manufacture the pouches, it seemed like the best way to control our leadtimes."

Flex Pack specializes in manufacturing pouches and filling them with dry, granular products, particularly sugar. It also works with other food items such as salt, pepper and snackfoods, as well as

with nonfood items, including lawn and garden and pet-supply products, and pharmaceutical-grade Epsom salts. "Because of our equipment, we are open to a lot of different items that are dry granular," Ali explains.

s Flex Pack relates, the advantages of flexible pouches over other packaging formats for dry, granular products are many. During a visit by PD, Ali described a typical application, relating the details of a recent project that involved converting a 10-lb paper pack into a flexible format for a major supplier of granulated sugar products. (For complete details on Flex Pack's filmconverting capabilities, see PD, April '05, p. 60.)

"They were looking for a way to differentiate themselves from other clubstore sugar products and also to reduce chargebacks for breakage," says Ali.

"The ten-pound bag was an existing clubstore product, but it was in paper. Paper packaging is not very forgiving, and the sugar supplier was experiencing breakage problems. Flexible packaging was the next logical step.

"The only thing that we took from them was their existing artwork. Then we changed the package from a four-sided paper bag to a two-sided film pouch." The bag is a laminate of reverse-printed 12micron polyester/125-micron linear LDPE. Created to meet the strength requirements of the 10-lb pouch, the polyethylene comprises a proprietary blend of three layers.

Ali says that the film construction was also chosen for its excellent barrier properties. "Paper breathes very easily, so when sugar is in a paper bag, it gets hard," he explains. "The pouch we created provides a Continued on page 26

Another benefit of the film construction is its glossy, eye-catching appearance. Brightly printed in four colors, the bag includes a bottom gusset that allows it to

stand up on the shelf.

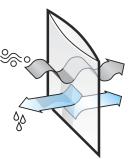




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very good barrier, so you don't have that exchange of oxygen going in and out. And, if the sugar does happen to get a little bit hard, you can always squeeze the bag to break the sugar down, without breaking the package itself."

FLEX PACK'S film extrusion and converting operations play a major role in its ability to be a full-source supplier of flexible pouch packaging. Learn about these operations at:

www.packagingdigest.com/info/flexpack2

Another benefit of the film construction is its glossy, eye-catching appearance. Brightly printed in four colors, the bag includes a bottom gusset that allows it to stand up on the shelf, providing more marketing impact. In addition, a reclosable Fresh-Lock® zipper from Presto Products

(www.prestoproducts.com) allows consumers to store the sugar in its original packaging, rather than transfer it to another container. "Every time you go to the cabinet to take this out, you see the product name, which reinforces the brand," relates Ali.

Due to its ability to both convert and fill the packaging in-house, Flex Pack was able to turn the finished product around within four weeks of being contacted by the manufacturer. "The typical converter does not have a graphics department," Ali says. "Usually, they would just buy film, print it and laminate it. Because of the way we have everything set up, we can go from graphics through production to finished product in four to six weeks. That's the amount of time it would take a typical converter to order film and have it delivered from the manufacturer. In fact,





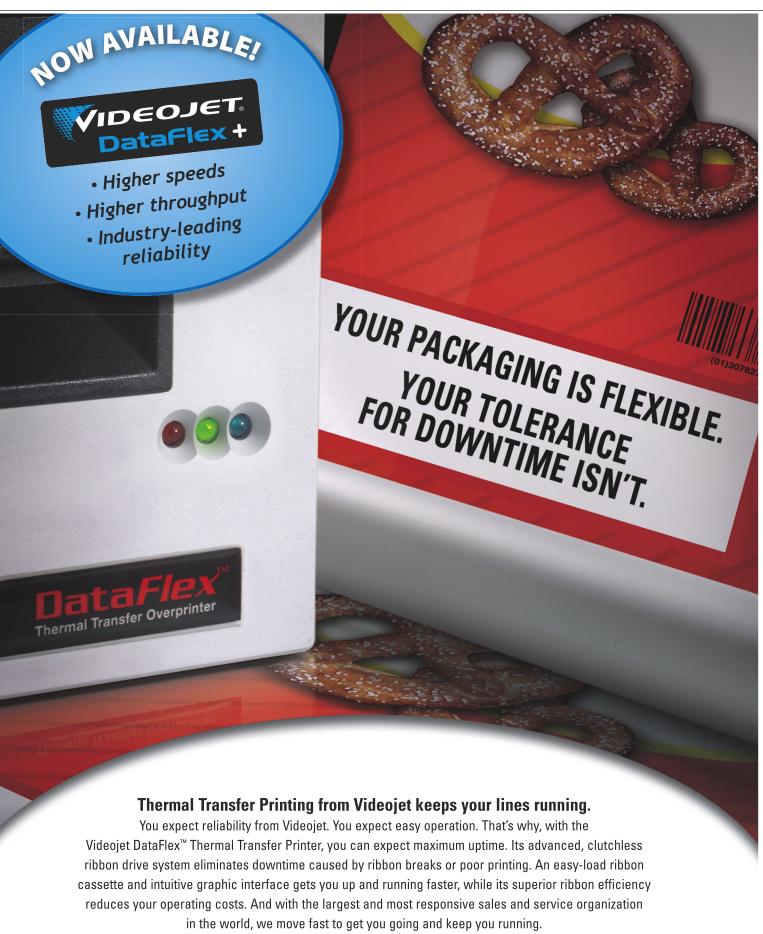
A new servo-driven pouchmaking machine, left, can create bottom-filled or three-side-sealed pouches at up to 4,800 bags/hr. The semi-automated auger filler, above, is used to fill short runs, nonwhite, granular sugar and other dry products in pouch sizes from 14 oz to 25 lb.

we've been known to turn around a job in two weeks—from the time we get the order in, to producing the pouches and filling them, and shipping out the product."

■ lex Pack's bagmaking equipment is housed with its converting division in a 75,000-sq-ft facility, staffed by 100 employees. Filling is done in a separate, 45,000-sq-ft buildingthe third since the company began supplying flexible pouches—that is run by 50 employees. "We do consider them two separate facilities because of the nature of the business," relates Ken Dorey, vp of operations for Flex Pack. "One is for manufacturing, and the other is for copacking the granular products. We could never realistically coexist in the same facility."

At the manufacturing site, Flex Pack uses two Freedom Series RSU-30 pouchmaking machines from Ro-An Industries (www.roan.com) to create the flexible pouches. With a 30-in. width, the machines are servodriven and can create up to 4,800 bags/hr of bottom-loaded or threeside-sealed pouches. Standard features include a touchscreen interface and job setup, with job data stored in memory for instant job recall. Flex-Pack uses the machine's zero-clearance punch and die to create handled pouches, while zippers can also be added in-line. Off-line, Flex Pack can add spouts using equipment it designed and built in-house.

In the packing facility, Flex Pack operates two AMS A100 semi-automatic volumetric auger fillers, which the company purchased not long after its began offering flexible pouches. The AMS Filling Systems (www.amsfilling.com) fillers are used for short runs, as well as for nonwhite sugar products, and can Continued on page 28



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operate at up to 30 pouches/min. Says Dorey, "AMS has always been very good to us; their customer service is superb. And the equipment is so user-friendly, that within a week, the operator can have full knowledge of the machine."

The fillers have an accuracy of ±1 percent and are versatile enough to fill pouches from 100 mg up to 50 lb, according to AMS. Flex Pack uses the equipment to fill product in 14-oz to 25-lb sizes, and seals the pouches with MPS 6000 and MPS 7000 sealers, both from Emplex (www.emplex.com). The pouches then receive a date code from one of two ink-jet coders—a Domino A100 or a Domino A200 series printer—from **Domino** Amjet (www.domino-printing.com/us/).

Flex Pack's newest filler is an automatic premade-bag filling and sealing machine from a proprietary supplier. Accommodating pouch sizes from 6.3×11.4 to 4.7×16.9 in.,

Contract packager index

The following contract packagers have an advertising message in this issue: Aldelano Packaging **Atlantic Packaging Compact Industries** Cup Pac Contract Packagers, Ltd. www.cuppac.com **EverWin International Corp. Filling Station Georgia Spice Company** LF of America, LLC Maple Island, Inc. Mid-Continent Packaging, Inc. New Century Packaging, Inc. P.J. Noyes Company, Inc. Pacer Technology/Super Glue QLC, Inc. **Raani Corporation** Ruspak Span Packaging Services, L.L.C. Stellar Manufacturing

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p. 65 www.aldelano.com p. 66 p. 66 www.atlantic-packaging.com www.compactind.com p. 66 www.everwin.com p. 66 www.TheFillingStation.net p. 66 www.gscblending.com p. 66 www.lfweb.us p. 66 www.maple-island.com p. 66 www.midcontinentpkg.com p. 65,66 www.ncpkg.com p. 65 p. 66 www.pjnoyes.com www.pacertechnology.com p. 66 www.qlc-labeling.com p. 65 p. 62 www.raani.com p. 66 www.ruspak.com www.cloudps.com p. 66 www.stellarmfg.com p. 66 www.superiorpackagingllc.com p. 66 www.tcxjuice.com p. 65 p. 66 www.them.net

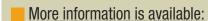
the machine includes some customdesigned elements that Dorey says were added to enable the filling of bags from 2 to 10 lb. The filler has a maximum operating speed of up to 50/min, depending on the size of the bag; 22/min is average with the 10-lb size.

Ali says it took Flex Pack some time to get used to using an automated machine, but adds that it provides many benefits. "In this industry, it is very unusual to have an automated filler," he explains. "While we are not the only company filling sugar pouches, many of the other companies use form/fill/seal machines. Our machine only takes preformed pouches, so we don't have to deal with any type of manufacturing during the filling process. This gives us a better pouch, in terms of the integrity of the seal, because you are actually forming it on a pouch machine, as opposed to on a filling line. You also don't have issues of contamination or dust getting into the seal area during filling."

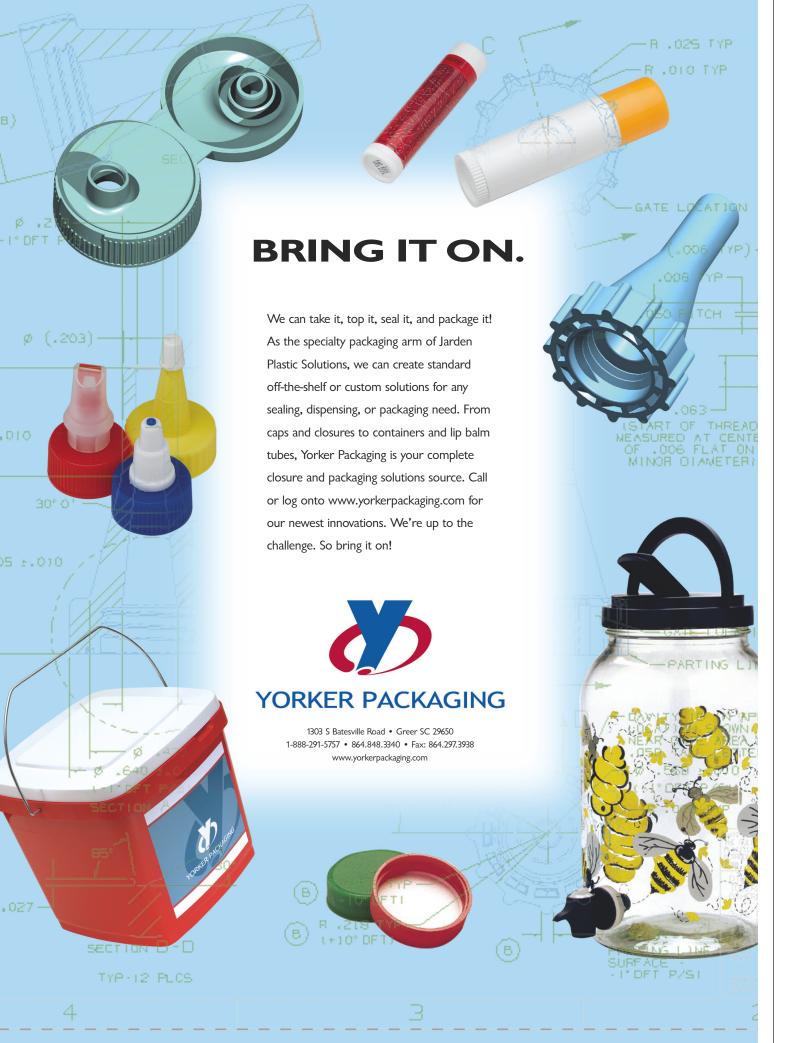
he process of filling the 10-lb bags—the only size presently being run on the new fill-seal equipment—begins when Flex Pack receives its daily shipment of 50,000 lb of white sugar. The sugar is delivered by three tanker trucks each day, which pull up alongside the Flex Pack facility and blow the sugar into pipes that carry the product through the roof of the building and into silos inside. As needed, a filter/receiver then sucks the sugar from the silos into a hopper above the machine, and the sugar is then gravity-fed to the filler. "The only manual operation we have on the machine is an operator feeding in empty pouches, and the machine does the rest," relates Dorey.

The eight-station fill/seal machine is computer-controlled and CAMdriven, which enables the operator to make adjustments to weight, seal temperature and other parameters onthe-fly. As the bags are delivered to the machine, suction cups and fingers hold the pouches, while air is blown into the bags, opening them to their fullest. As the pouches are being opened, they receive a date code on the bottom gusset. A sensor then alerts the auger filler that the pouches are ready to be filled.

Once the bags are filled, the gripper arms holding the bags widen while retaining their grip, effectively closing the bags so that the seal bars can seal effectively. Sealed bags then exit the machine on an outfeed conveyor.



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Marzetti dresses up with shrink sleeves

A new shrink-sleeve labeler at T. Marzetti Co. applies labels to updated 15- and 24-ounce 'soft-square' glass bottles of produce dressings at speeds to 160 per minute.

Jack Mans, Plant Operations Editor

. Marzetti Co. has had a line of superb dressings for produce for many years. However, there had not been many changes in the package design, or the flavor offerings, for some time. "After reviewing the situation, we decided that the line needed revitalization," says director of research and development Lou LeMoine. "This was a very large product line [it currently has 30 flavors and/or bottle sizes], so the first thing we did was evaluate each flavor to determine the items to be retained, the items to be updated to more contemporary flavors, and the items to be discontinued. Next, we evaluated the packaging.

"The dressings had originally been packaged in traditional mason jars with basic paper labels to provide a rustic look, but it became apparent that this packaging was out of date. We decided to change to a 'soft-

QUICK PAK, a leading provider of promotional packaging as well as assembly and fulfillment services, is using a shrink-sleeve labeler from **NAFM Engineering Services to apply** shrink-sleeve labels to a unique, small jar for haircare products. Read about it at www.packaging digest.com/info/quickpak

> square' glass bottle with distinctive, shrink-sleeve labels that are clear except for where there is printing or graphics, so the consumer can see the product. The labels also go over the top edge of the cap to provide tamper-evidence and

eliminate a separate tamper-evident band. Another feature that adds to the elegance of the total package is the smooth-wall metal cap with the T. Marzetti name embossed on the top."

o run the new bottle and labels, Marzetti installed a Model AW-400 high-speed, vertical, rotary shrink-sleeve labeler from NAFM Engineering Service (www.nafm.com) on an existing line. "The main reason we chose NAFM was the quality of their shrink-sleeve labeler. Their heat-tunnel system produced the smoothest and most uniform sleeve



application that we found in the industry," says plant manager Foster Hartman. "Our packaging engineers traveled to Yokohama, Japan, to the NAFM factory to test-run the machine prior to delivery. We were very impressed with NAFM's attention to detail and the overall quality of their machine. We have found their service in the United States to be responsive, and they helped us greatly in the startup of our new machine."

In this operation, filled and capped bottles are conveyed to the labeler, where they enter a lengthwise screw that extends beneath the labeling station and maintains the proper spacing throughout the labeling operation. Two rolls of labels for the bottles are mounted on horizontal shafts in a twin-unwind system

> We were very impressed with the labeler manufacturer's attention to detail and the overall quality of their machine.

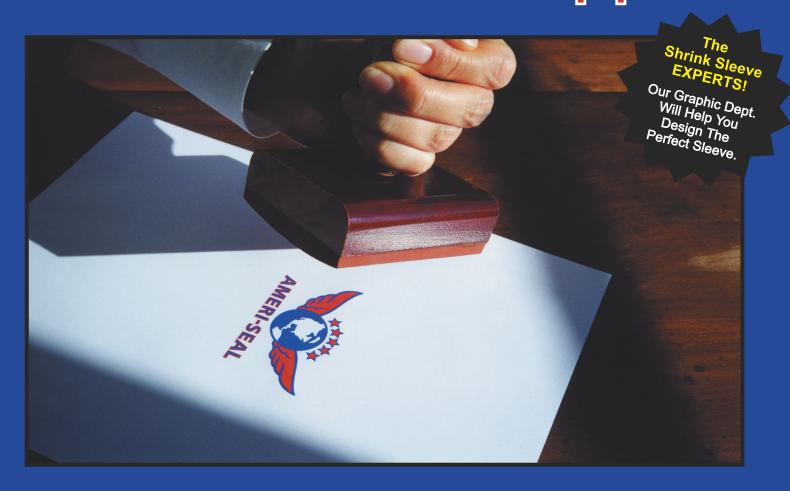
We have found their service in the United **States to be responsive,** and they helped us greatly in the startup of our new machine.

Two rolls of labels for the bottles are mounted on horizontal shafts in a twin-unwind system configuration. When the roll in use runs out of material, the labeler is manually switched to the new roll during a brief splicing stop.

configuration. When the roll in use runs out of material, the machine at Marzetti is manually switched to the new roll during a brief splicing stop. A variety of semi- and fully automatic roll-feeding systems for the AW-400 are optional.

n the labeling process, the labels are pulled over a roller and then make 12 vertical passes over upper and lower rollers to provide label accumulation to handle stoppages during label splicing and other momentary supply interruptions. The upper and lower rollers are normally about 8 ft apart, Continued on page 32

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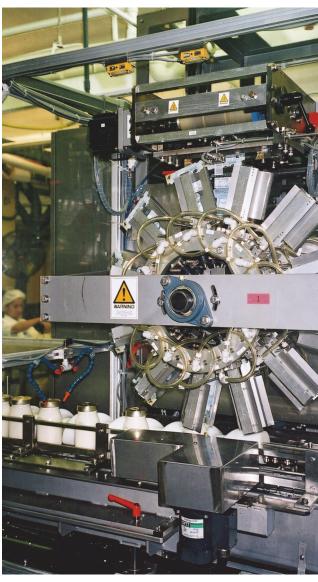
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providing a total of nearly 100 ft of accumulation. During an interruption, the lower rollers are pulled upward as the label web is used, and then slowly return to their normal spacing when regular operation resumes.

From the accumulator, the film is pulled over a bottom roller and then travels up the back of the machine through a refolding device that opens a tube of sleeves and orients the tube so that the graphics will be properly oriented on the front and back of the bottle, and the vertical seam will be on the corner of the bottle. This refolding device consists of two circular units mounted about 2 ft apart. The bottom unit opens the tube and eliminates the initial crease in the film. The upper unit creates a new crease in the film that will coincide with the corner of the bottle. The operator can also turn the film slightly at this point, so that the graphics on the sleeves will be perfectly aligned on the front and back of the bottles.

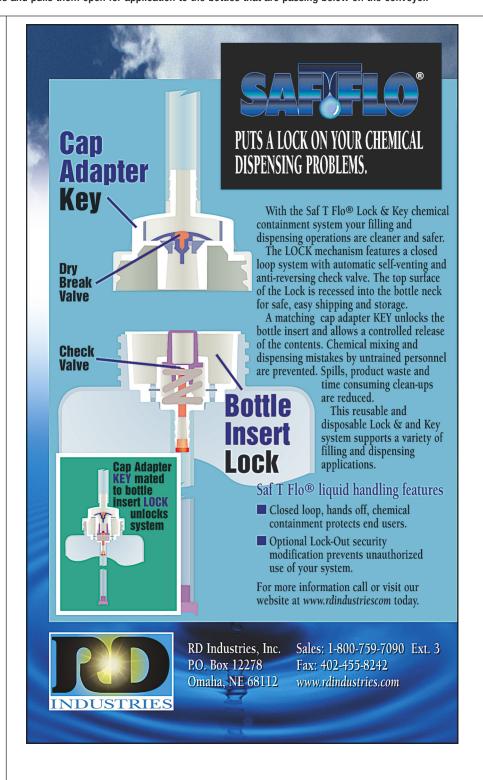
The film then passes through pinch rollers that close the tube into a flat web. The film travels through a vacuum box for tension and tracking control and then through a perforating unit, where a reciprocating blade cuts vertical perforations in the film where it passes over the cap, as well as horizontal perforations that will be beneath the cap when the label is applied. These perforations make it easy for the consumer to remove the tamper-evident section of Continued on page 37





Labels make 12 vertical passes over upper and lower rollers, left, to provide label accumulation to handle stoppages during label splicing and other supply interruptions. The tube of film is cut into individual labels by a reciprocating blade. The labels are then transferred to a vertically rotating turret, right, that accepts the sleeves and pulls them open for application to the bottles that are passing below on the conveyor.

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Bottles leaving the labeler move through a flail device consisting of rotating brushes on both sides of the conveyor that push the labels down to be flush against the conveyor surface.

the film over the cap. The film then travels over another roller and down into the application section of the machine.

As the film descends, the individual sleeves are cut apart by a reciprocating guillotine blade. The cut is triggered by a sensor that detects the clear section between the graphics on the sleeves. The individual sleeves are then transferred to a vertically rotating turret with 12 sets of vacuum grippers that accept the sleeves. As the turret rotates, the grippers pull the labels open, after which they are applied to the bottles as they pass below on the conveyor. Bottles leaving the machine move through a flail device consisting of rotating brushes on both sides of the conveyor that push the labels down to be flush against the conveyor surface. A sensor checks bottles leaving the flail device for missing or too-high labels and initiates an air-operated reject cylinder.

he machine features servo drives and microprocessor controls from Yaskawa Electric America, Inc. (www.yaskawa.com). The label cutter, label opener and transfer mechanism, as well as the vertical turret that transfers the sleeves to the bottles, are servo-driven. The labeler is interfaced through a color human/machine interface with a touchscreen. During operation, the current production data is constantly displayed, and malfunctions can be displayed as plain text and graphs. Settings and data for different jar sizes are stored in the computer and can be recalled by touching the screen, when changing to another jar size. Different bottle heights are accommodated by turning a handle on the back of the machine that activates a hoisting mechanism to raise or lower the machine.

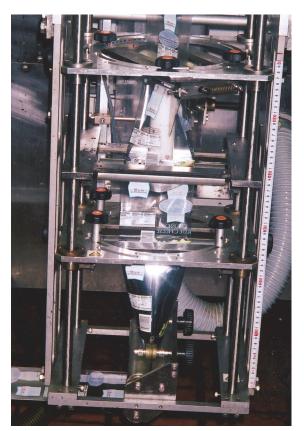
From the labeler, the jars are conveyed to a 12-ft-long steam tunnel that shrinks the labels firmly into place. The steam tunnel is equipped with tiny plastic steam nozzles, each with a toggle valve that must be turned on to admit steam. This enables the steam to be directed exactly where it is needed for optimum shrinkage of the label. For the Marzetti bottles, steam is directed to shrink the lower portions of the labels first and then shrink the upper portions as the bottles continue through the tunnel.

The seamed shrink-sleeve labels for the new jars are supplied by Salem Label-Seneca Printing (www.salemlabel.com). Marzetti's design firm provided a preliminary art file to Salem, which

digitally predistorted, imaged and applied a prototype label to the new bottle for review by the core Marzetti team. The new graphic design floats on the bottle, providing maximum clarity where there are no graphics or copy, enabling the consumer to get a true 360-deg view of the contents through the clear glass. The 50-micron polyethylene terepthalate glycol film is reverse-flexo-printed in eight colors utilizing digital technology from computer-to-plate printing plates. The design spans the height of the jar and the sidewall of the lid, meaning that the seamed shrink-sleeve label not only provides a floating design, but also serves the tamper-evident requirements of the container. With T. Marzetti's approval, Salem was able to work closely with Marzetti's marketing team, design firm and NAFM to meet the design print goals, material specifications and timing requirements for the project. This included the timely supply of test material and printed commissioning labels. Salem continues a synchronous working relationship with NAFM personnel to be sure the film and applicator are working at optimal levels. This communication helps ensure the smooth delivery of the label to the product jar, and its subsequent shrinking for the best finished appearance.

aint-Gobain Containers, Inc.
(www.sgcontainers.com) supplied the new soft-square glass bottles for these products, and Penn Wheeling Closure (www.p-wc.com) supplied the 63-mm, smooth-wall, continuous-twist caps.

Other than the shrink-sleeve labeler, the packaging line running the new jars required no other new equipment except for bottle-handling changeparts. Other equipment on the line includes a bottle cleaner from McBrady Engineering, Inc. (www.mcbradyengineering.com), a 21-head piston filler from Elmar Industries, Inc. (www.elmarworldwide.com), a 10-head Consolidated capper now handled by Pneumatic Scale Corp. (www.barry-wehmillerco.com), an Excel ink-jet printer from Videojet Technologies, Inc. (www.videojet.com) that prints a use-by date on the shoulder of the bottle just before it enters the labeler, a Hartness International, Inc. (www.hartness.com) case packer and a Marsh inkjet unit from Videojet that prints on both sides of the cases.



A refolding device opens the tube of sleeves and orients the tube so that the graphics will be properly oriented on the front and back of the bottle, and the vertical seam will be on the corner of the bottle.

More information is available:

NAFM Engineering Service, 714/974-9006. www.nafm.com.

Elmar Industries, Inc., 716/681-5650. www.elmarworldwide.com.

Hartness International, Inc., 864/297-1200. www.hartness.com.

McBrady Engineering, Inc., 815/744-8900. www.mcbradyengineering.com.

Penn Wheeling Closure, 800/999-2567. www.p-wc.com.

Pneumatic Scale Corp., 330/923-0491. www.barry-wehmillerco.com.

Saint-Gobain Containers, Inc., 765/741-7136. www.sgcontainers.com.

Salem Label Co.-Seneca Printing, 888/274-7465. www.salemlabel.com.

Videojet Technologies, Inc., 630/860-7300. www.videojet.com.

Yaskawa Electric America, Inc., 847/887-7000. www.yaskawa.com.

Shaped sports-drink pouch stands up to competition

Gleukos, Inc.'s new glucose-based beverage breaks from the pack in a flexible, standup pouch with a cap that eliminates leaks and spills. Electric graphics on a metallized film convey the drink's kicked-up amperage.

Anne Marie Mohan, Senior Editor

here's no sugar coating it: New GleukosTM sports performance beverage provides serious energy replenishment and hydration, according to its developer, Gleukos, Inc., Portland. Introduced in September in a custom-designed, 16-oz flexible standup pouch that provides equally unique functional benefits, Gleukos was created by former Nike employee Mark Jensen to address what he felt was a lack of energy-enhancing ingredients in existing sports drinks.

"The answer was glucose," Jensen explains. "The most simplified form of energy the body can use,

The first example of this spouted standup pouch from Kapak was introduced last year for the 500-mL Energice sports drink from the Ascendia Div. of THE JEL SERT CO. Read about it at www.packagingdigest.com/info/energice

glucose requires no digestion. It is instantly absorbed by the bloodstream

and muscles, giving athletes immediate energy.

Gleukos is made from pure cane sugar that is transformed from fructose to glucose in what the company calls a "special refinement process." Each 8-oz serving of the drink (each pouch holds two servings) provides 17 g of carbohydrates and 70 calories, meant for consumption "before, during and after activity to elevate, maintain and restore the body's natural glucose levels."

Gleukos is currently available in two flavors— Lemon and Punch—at participating 7-Eleven stores nationwide; Gleukos, Inc. says that new flavors, including Peach, Melon, Berry, Orange, Lime and Citrus, will be introduced about every two months.

n designing the beverage package, Jensen envisioned an innovative format that could sprint ahead of competitive sports-drink packs in functionality and ease of use. The result is an hourglass-shaped standup pouch from Ampac Flexibles—Converted Products, a div. of Ampac Packaging, LLC (www.ampaconline.com) that is easy to hold and can be conveniently slipped into a pocket during activity. According to Jensen, the pouch is 80percent lighter and takes up 50-percent less space than rigid beverage bottles.

"Packaging for the competition in this category is big and bulky," says Jensen. "We wanted a slenderlooking, lightweight alternative. We also feel that graphics are everything. The ability of the package to showcase what is inside the pouch is an important element." The pouch is made from a proprietary, foil lamination gravure-printed in black and silver, accented with stimulating, neon colors that match the beverage flavor.

Making the pack spill- and leak-proof is Ampac Flexible's Smart SpoutTM fitment/valve combination, which consists of a polyethylene-based fitment with a



ability of the package to showcase what is inside the pouch is an

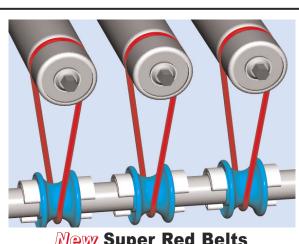
important element.

spout and a silicone valve, combined with Seaquist Closures' (www.seaquistclosures.com) EZ Turn Cap.

Thirsty consumers can access the beverage by squeezing the product through the spout, or by placing their lips around the spout and drawing the liquid up through the valve. If the pouch is inverted when the consumer is not drinking the beverage, the valve holds the product inside the pouch, while keeping out air and contaminants.

Before Gleukos could go to market, however, there were several packaging challenges that had to be addressed. To meet Gleukos' marketing requirements, Ampac engineers had to design a pouch that could stand up on the shelf despite the taller profile and Continued on page 40





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narrower base. "We had to make sure that the height-to-width ratios could hold the required sixteen ounces and still be stable enough to stand up at retail without any point-of-purchase assistance," says Craig Rutman, director of sales and marketing, Ampac Flexibles, Minneapolis.

Another challenge involved mating the fitment to the pouch. The sloping-shoulder design of the pouch "flares in" at the top, resulting in a very limited gap in which to insert the fitment assembly. To work within this very tight insertion tolerance, Ampac modified its Hensen Packaging Concept (www.hensen.de) spout inserter. This enables the mandatory leak-proof seal—created by applying a heat source on the two opposite sides of the material/base assembly—to be formed.

■o meet Gleukos' high-quality graphics requirements, Ampac prints the pouchstock on a gravure press, Toshiba's (www.toshiba-machine.co.jp) Sectional Drive GSN 120 (acquired by Ampac with the recent purchase of Kapak Corp. [www.kapak.com]). When the eightcolor press was installed in the Minneapolis facility in 1999, it was the first of its type in the U.S. According to Rutman, the press comprises new technology that relies on a shaftless (sectional) drive and hollow, reusable cylinders, to dramatically reduce costs and bring gravure quality to an affordable level.

"On a traditional gravure press, there is a main drive shaft that drives all color stations simultaneously," Rutman explains. "Regardless of the number of stations that are actually being used, the entire press has to be shut down at the end of each job and all the stations cleaned.

"The new Toshiba press has been designed so that each station has its own servo-drive system. This gives the plant significant scheduling flexibility and a dramatic reduction in downtime."

Rutman estimates that the cost of engraving cylinders for the sectional-drive press is approximately 25-percent less than that for traditional gravure cylinders. Each cylinder for the Toshiba press is encased by a steel shell, which is then covered with a layer of copper. To create a cylinder for a job, the top layer is engraved and plated with chrome. When it is time to reuse the cylinder, the chrome layer and the etched part of the copper are stripped. Then, the copper is rebuilt to the correct cylinder

diameter and is reetched and rechromed.

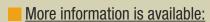
"Up until recently, high-quality gravure printing was used for longer print runs to justify the high cost of cylinders," relates Rutman. "The new technology makes high-definition printing [175-line/in. resolution] cost-effective for a variety of flexible packaging applications.

For the Gleukos
label, Ampac uses four colors printed
with a solvent-based ink from INX Intl.
Ink Co. (www.inxinternational.com) and
cylinders etched by Southern Graphic
Systems (www.alcoa.com/sgs/). Rutman
says the main challenge in successfully
reproducing the stunning graphics
designed in-house by Gleukos, Inc. was to
match the background from flavor-toflavor. "We did a lot of production work
upfront," he explains. "We optimized the
files to make sure we got consistency in
the background. Once we did that, we
were able to print fairly easily.

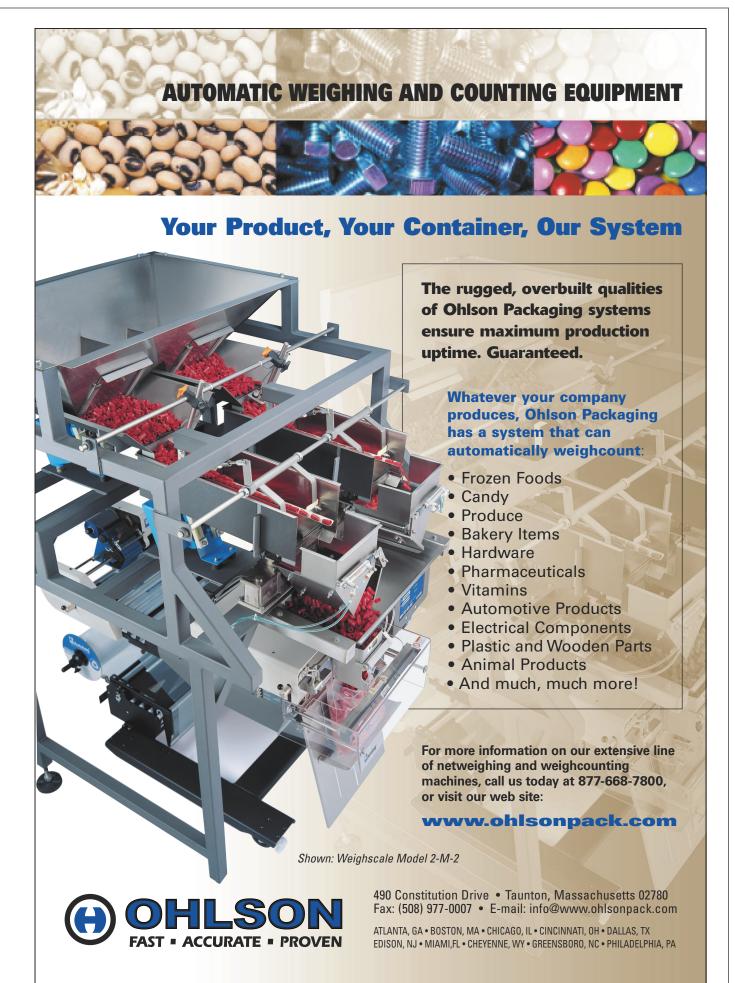
"Graphics are a critical component of most consumer packages—even more so when a marketer is trying to launch a new product and get consumer attention in a highly-competitive category such as beverage."

The final challenge in producing the unique standup pouch for Gleukos was ensuring that it could be filled at commercially acceptable speeds at the contract packager, The Jel Sert Co. (www.icebars.com) in West Chicago, IL. To accommodate filling, the spout's base has been engineered with a patent-pending, molded feature that allows the pouch to slide onto parallel rails positioned on either side of the fitment. This allows the flat, flexible pouches to be moved through the filling process easily and efficiently.

reated for a new age and a new consumer, Gleukos' packaging advises athletes: "Don't hit the wall, go through it." With its innovative format, shape, dispensing cap and graphics, Gleukos likewise goes beyond existing barriers.



Ampac Flexibles—Converted Products, a div. of Ampac Packaging, LLC, 513/671-1777. www.ampaconline.com. Hensen Packaging Concept GmbH, 49 - 4231 - 98 47 0. www.hensen.de. **INX International Ink Co.,** 800/631-7956. www.inxinternational.com. **Jel Sert Co., The,** 800/323-2592. www.icebars.com. Kapak Corp., 952/541-0730. www.kapak.com. **Seaguist Closures**, 262/363-7191. www.seaquistclosures.com. Southern Graphic Systems, 502/637-5443. www.alcoa.com/sqs/. Toshiba Machine Co. Ltd., 81-(0)3-3567-2167. www.toshiba-machine.co.jp.





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need in food packaging while offering customers the added appeal of containers made from nature. An incentive that's translating into increased sales for retailers, who have shown a measurable improvement in sales in just three

months after the packaging debuted. Find out more about the success of NatureWorks PLA packaging. Visit www.NatureWorksPLA.com or call 1-877-423-7659.



Have your tableware, and eat it too



While not technically edible, a new line of disposable cups, plates and bowls from leading grocery retailer Coop Italia uses corn-based plastic resin to set the table for sustainable packaging.

Anne Marie Mohan, Senior Editor

ustomers of Italian grocery cooperative Coop Italia are eating up new disposable tableware products made from corn-based plastic resin from NatureWorks LLC (www.natureworksllc.com). Introduced in April, the new line of store-branded cups, plates and bowls made from NatureWorks® polylactide (PLA) polymer resin have shown phenomenal sales growth, with 2 million plates and bowls and 4 million cups sold to-date.

"Our customers have embraced the concept and have expressed their interest with repeated purchases," says Ulisse Pedretti, environmental issues manager at Coop Italia. "We have seen a steady increase in sales of this product line over the summer, and we expect to double sales by the end of the year."

Available for the first time in Europe as a retail product, the tableware was introduced as part of Coop Italia's eco-logici brand, which was launched in 2000 and primarily includes food items, as well as 11 different nonfood items. Pedretti explains that products under the eco-logici brand name are "created with respect for the environment today so we will have a clean and livable environment in the future." He adds: "The tableware made from NatureWorks PLA is one of the few nonfood items we have labeled with our eco-logici brand because it meets our standards for providing an environmental benefit."

Made from corn, NatureWorks PLA is the first commercially viable biopolymer derived from an annually renewable resource that performs equal to or better than traditional resins, relates NatureWorks LLC. Packaging made from PLA is 100-percent nature-based and will degrade in industrial compost facilities (see PD, July '02, p. 20 to learn more about the process of creating PLA).

oop Italia's first foray into PLA packaging took place in early 2004, when it began replacing the expanded polystyrene trays used for its fresh cheese products with three sizes of clear trays made from PLA in some of its stores. Explains Stefano Cavallo, NatureWorks' business development manager for Southern Europe, while the trays have been a success with consumers, their

adoption by Coop Italia's supermarkets has been gradual, with only 50 percent presently using the packaging. "The reason that all of the stores are not yet using the trays is because the packaging is not a storebranded product. Therefore, it is up to each individual store to decide if they want to use it," he says. "Today, the goal for Coop Italia is to have one-hundred percent of its stores using the PLA trays by 2006."

Coop Italia also test-marketed another PLA packaging format, offering organic tomatoes in a

We have seen a steady increase in sales of this product line over the summer, and we expect to double sales by the end of the year.

snap-lid punnet from produce and ready-to-eat salad marketer Il Melograno for a limited time. The test found that the process of introducing such packaging through Coop Italia's supply chain is long and complicated due to the large number of suppliers the cooperative works with. For example, there are four different vendors that supply Coop Italia's storebrand salad products alone. Despite this complexity, however, Cavallo relates that the group has plans to switch from polypropylene to PLA packaging for fruits and vegetables in 2006, with a total of 200 metric tons of PLA on order for the project.

In the meantime, Coop Italia has launched into all of its 1,200 grocery stores the private-label eco-logici tableware line to provide greater visibility to its eco-friendly efforts. The drinking cups, in a 200-mL size, are clear in appearance and are packaged in quantities of 25. Designed for use with cold beverages only, the cups are available at the same cost as the previous, EPS version.

The eco-logici plates and bowls, available in bundles of 15, are opaque in color and measure 21 cm (8.3 in.) dia, with the bowls having a 3-cm (1.2in.) depth. Because the plate and bowl products are

designed to accommodate hot foods up to 176 deg F, a more lengthy production process is required, resulting in a higher cost for these products. Explains Cavallo, "While drinking cups can be produced at the same rate as traditional plastic cups made of polystyrene, plates and bowls made of PLA are produced at a very low output. In order to have a plate with a certain heat-resistance, you have to crystallize the polymer, which means you have to cool it down slowly, resulting in 50-percent less product in the same time period." He adds that the installation of more efficient cooling equipment can reduce the time it takes to make a plate or bowl from PLA.

Italian converter ILIP, a division of I.L.P.A. s.r.l (www.ilip.it), Bologna, Italy, supplies all of Coop Italia's PLA-based packaging, including the trays for its cheese products, and the tableware.

he timing of Coop Italia's unveiling of its new PLA tableware could not have been better—spring 2005, on the cusp of the summer alfresco dining season. The timeliness of the launch, coupled with the cooperative's extensive advertising of the new ecologici products in specialty publications, produced stellar results. Cavallo relates that in their first month on the market, more than 500,000 cups and 400,000 plates and bowls were sold. In the following month, those numbers more than doubled.

Cavallo surmises that the popularity of the products is due to the fact that they are made from a renewable resource—a feature that is becoming ever more desirable to consumers given the world's present dependence on petroleum. "Tableware made from NatureWorks PLA gives consumers a wholesome, natural choice. It is as convenient, sturdy and economical to use as regular plasticware, with the added advantage that it is made from a renewable resource," he says.

More information is available:

NatureWorks LLC, 952/742-0400. www.natureworksllc.com. ILIP, a division of I.L.P.A. s.r.l., 39 051 6715411. www.ilip.it.



NatureWorks PLA applications expand

Ever since NatureWorks, LLC (formerly Cargill Dow, LLC) unveiled its first global-scale manufacturing plant for its NatureWorksTM polylactide (PLA) polymers in Blair, NE, in April 2002. packaging applications for the annually renewable plastic resource have sprouted across Europe and have sprung up in the U.S. To learn more about PLA's progression as documented by Packaging Digest, go to: www.packagingdigest.com/info/natureworks



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After the tote and cassette are in place on a pallet and the product is blended and pumped from a nearby tank, a hose is connected to the filling valve in the top of the collapsed liner, far left. Then, the operator starts the pump for a 330-gal fill. As the liner fills from the bottom up, near left, the operator has time to go to work on other tasks.

Reusable tote doubles as a tank for baking agents

Amarna Company saves 'dough' by shipping baking release agents in 330-gal, corrugated intermediate bulk containers. The move also slices handling and filling time and 20 percent in shipping costs.

Lauren R. Hartman, Senior Editor

hen John Starr bought the Amarna Company in 1998, his goal was to revolutionize release-agent technology for the baking industry. Release agents help keep baked and dehydrated products from sticking to baking surfaces. Typically, they're based on mineral oil, canola oil or soy oil, which tend to form a hard buildup that carbonizes on baking surfaces and require mechanical removal. A chemical engineer, Starr took a fresh

look at the Amarna product, which has actually been around since 1979 and cooked up a longer-life, shelf-stable formula.

His patented process allows lecithin and mono- and diglyceride compounds that aren't usually compatible with water to be incorporated as the active ingredients in a water-based mix. The formulation, called Amarnakote, incorporates an antibacterial substance that inhibits the formation of yeasts and molds. The powerful cleaner also has the ability to remove organic buildup in baking and dehydration applications, allowing customers to reduce cleanup and sanitation time.

Operating out of a new, highly automated manufacturing facility in Delta, CO, Amarna now receives most of its raw chemicals to produce the release agents in 330-gal, reusable corrugated bulk containers or intermediate bulk containers (IBCs) from Weyerhaeuser's SpaceKraft business (www.SpaceKraftUSA.com). Starr says the containers considerably reduce

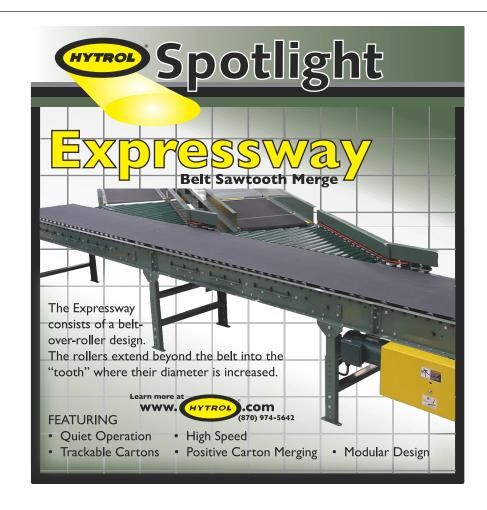
handling time on Amarna's end. The filled containers are stacked two or three high in the company's warehouse.

"At our request, we have the chemicals shipped in SpaceKraft 330-gallon totes," he says. "They allow our suppliers to ship the equivalent of five 55-gallon drums in a single pallet space."

L.A. HEARNE also uses corrugated IBCs to ship dried beans instead of using 100-lb bags, cutting labor and material use and increasing handling efficiency. Read about it at www.packagingdigest.com/info/hearne

easuring approximately 46×46×41 in., the IBCs save Amarna time, space, handling and shipping charges, Starr acknowledges. They each are made with an outer corrugated shell, an inner food-grade film liner supplied by Scholle (www.scholle.com) comprising two plies of polyethylene and one ply of nylon for added strength. The liner is part of a corrugated cassette inserted into the shell. A corrugated B-flute, self-locking top cap is also included. SpaceKraft produces the outer corrugated shell using a patented process in which eight plies of 69# liner board and 36# A-flute corrugated medium are continuously wound into a seamless, smooth container that eliminates the Continued on page 46







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An operator sets up the 330-gal container's outer shell on a pallet. The totes hold product mixed in two stages.

manufacturer's joint and provides a seamless container with superior stacking strength. An added benefit of the eight plies is a stronger container that inhibits bulging.

marnakote is mixed in two stages. Two local companies supply most of the chemicals Amarna uses to produce the release agents, furnishing them in the 330-gal IBCs. In the first of the mixing stages, an operator forklifts a lined IBC filled with ingredients to the mixing line to a spot next to a 1,300-gal stainless-steel tank. The

operator then connects a stainlesssteel dispensing line to the tote's 2-in. dispensing valve located at the bottom and starts a pump that dispenses the liquid chemical product into the mixing tank.

When the bulk tote is empty, the pump shuts off and the operator disconnects the dispensing line, returning the empty container components to the warehouse. Here, the inner film liner is removed for disposal and the operator collapses the corrugated outer shell for storage.

Many of the container components can be reused later to package final product. The operator simply retrieves the corrugated tote from storage, sets it up on a pallet and drops a new, sanitary liner cassette into the box to be refilled.

Once a premix tank has been filled with the Amarnakote formulation and it has been blended, the release-agent compound can be pumped into intermediate storage vats. From there, the mixture is pumped to a second 1,300-gal, stainless-steel mixing tank where additional ingredients are added to produce one of three basic Amarnakote formulations (Amarna recently developed a release agent designed specifically for manufacturers of particle board).

Amarna maintains precise production histories on each stage of each batch on the side of the Continued on page 47

U.S. bulk packaging demand to rise to \$7 billion in 2009

According to a recently published study compiled by Cleveland-based industrial market research firm, The Freedonia Group, Inc. (www.freedoniagroup.com), U.S. demand for flexible bulk packaging is predicted to increase by 3.4 percent per year to \$7 billion in 2009, creating a market for 6.2 billion lb of raw materials, of which some 60 percent will be plastics.

Growth will decelerate from the pace of the 1999 to 2004 period, as price increases from raw material costs moderate. Nonetheless, overall advances will benefit from healthy outlooks for manufacturing and retail activity.

Products offering a combination of cost benefits and increased performance efficiency are expected to see the best growth, Freedonia says, adding that the products will often supplant a variety of alternative formats, both flexible and rigid. The study also says the fastest growth is anticipated for film wrap and flexible intermediate bulk containers (IBCs). The demand for IBCs is expected to leap 5.6 percent annually through 2009, with growth also attributable to a rise in manufacturing activity and advantages of low cost, versatility and excellent performance for the shipping and storage of bulk, dry-flowable products.

Additionally, demand for plastic shipping sacks and plastic strapping will outpace the industry average, with the expansion coming at the expense of paper and steel counterparts, respectively. Plastic shipping-sack demand will be driven by solid opportunities in the agricultural and horticultural markets.

Film wrap accounted for 30 percent of total flexible bulk packaging demand in 2004 and is anticipated to remain a growth segment, the study indicates. Gains here will again be the result of heightened manufacturing activity as well as growing needs for the bundling and protection of goods during warehousing and distribution. Demand will also be influenced by retail trends, particularly the popularity of home centers, clubstores and other mass retailers, the study points out. Nondurable goods markets, such as food and beverages, chemicals, agricultural and horticultural products, paper, textiles, rubber, plastics and petroleum products, represented more than 70 percent of demand in 2004. They will expand in line with the industry average through 2009. The best gains are anticipated in the food and beverage, and smaller nondurables markets based on favorable product shipment growth as well as performance advantages over alternative flexible and/or rigid bulk packaging products. Plastic will remain the leading flexible bulk packaging material, with demand far outpacing other materials through 2009.

The U.S. Flexible Bulk Packaging Demand study, published in June 2005 at 282 pages, is available from Freedonia for \$4,200

More information is available:

The Freedonia Group, Inc., 440/684.9600. www.freedoniagroup.com.

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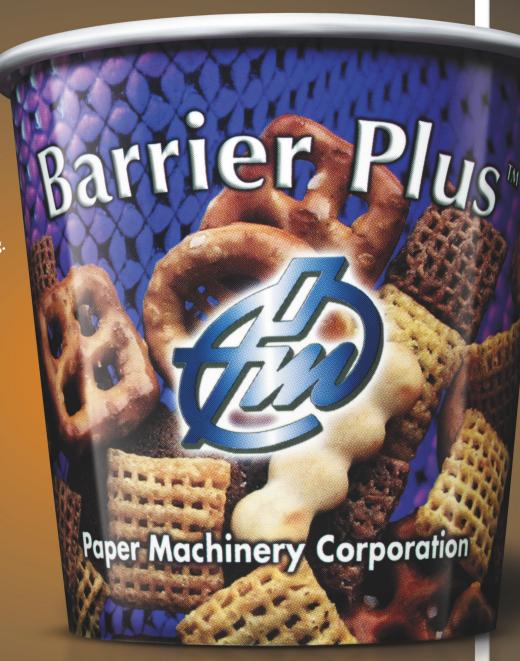
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production tanks. "We're meticulous about our record-keeping," Starr points out. "Every batch of Amarnakote is tested for purity at an outside laboratory. When we ship Amarnakote to a customer, we know the entire history of its blending, including the ingredients used, who supplied them, when they were received and all other critical data."

ccording to Starr, the equivalent of a tanker truck of Amarnakote leaves the facility each day in totes. Filling the IBCs is quick and easy, he reports. "A single operator can set up, fill, close and label eighteen 330-gallon containers a day," he says. "That's nearly equal to a 6,000-gal tanker."

The empty IBCs are set up in the warehouse. An operator positions the outer corrugated sleeve on a corrugated pad and places them on a standard pallet. The operator then opens the liner cassette and installs a quick-disconnect fitting on a valve on the liner. The liner cassette is then inserted in the bottom of the corrugated shell, before a drain fitting is aligned with a hole in the outer shell. Next, the corrugated outer shell is squared up on the pallet and the operator forklifts the empty container to the production line.

An automatic metering discharge pump and a 2-in.-dia, stainless-steel hose dispense release agents from the final mixing tank. The operator connects the hose to the filling valve in the top of the collapsed liner, and then starts the pump for a 330-gal fill. Starr says that filling the SpaceKraft totes is quick, clean and efficient. "SpaceKraft is a simple, well-designed system. The liner opens gently as the bottom-up fill proceeds and doesn't require attention by the operator." When filling is completed, the operator disconnects the filling line, caps the liner's filling valve and forklifts the filled IBC to the warehouse.

There, the operator places a corrugated overcap onto the container sleeve and labels the container with a lot number, a batch code and a date code. Then, the operator pulls a film shroud over the container and straps it securely to the pallet.

Starr explains that in order to gain the greatest benefits using Amarnakote release agents, they must be applied with a

specially developed MicroPulse spray system. While testing the new release-agent formulations, Amarna learned that the technology for applying Amarnakote to the baking surface was critical to its performance. Amarnakote has different characteristics than oil-based release agents, says Starr. "It's not viscous, it doesn't require atomization during application and it doesn't require high pressure to apply. The less of it applied to a baking surface, the better it performs."

To address Amarnakote's fluid dynamics, Amarna developed the MicroPulse spray system that can spray specific areas of bun pans, bread pans, waffle griddles and large ovens with a high degree of accuracy and with exceptional economy."

nstalling a system at one bakery prompted an Amarna technician to hit on the idea of pumping the Amarnakote agent directly from a SpaceKraft tote to the bread line, where a new MicroPulse spray system was installed.

There wasn't much spare room for the tote to fit next to the bread line," Starr says. "But there was space just outside of the baking room, a short distance from the bread line, so the installation crew simply installed a food-grade plastic line from the tote to the spray system on the line and used a pneumatic, double-diaphragm pump to supply the release agent from the container."

Wherever possible, Amarna installs trial and permanent MicroPulse systems using a remote supply of product from the IBCs. Says Starr, it's the watery consistency of Amarnakote release agents that makes this arrangement practical.

"We're sold on the SpaceKraft containers," he sums up. "Before, we shipped products exclusively in fifty-five-gallon drums. Now, we ship more than sixty percent of our products in the bulk containers. Customers also like them."

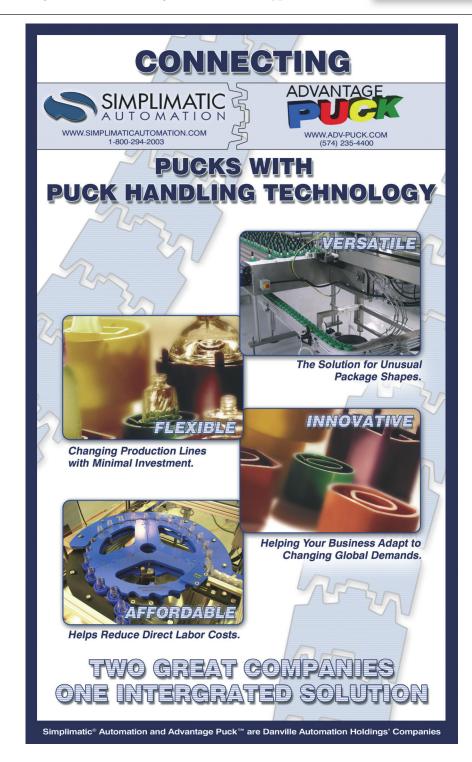
More information is available:

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Filling the totes is quick and easy. Top, an operator opens the cassette into the shell before installing a filling-valve fitting on the liner. The loads are capped, shrouded and strapped and can be stacked three-high.





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Fishery reels in RFID label compliance

While it has until 2006 to comply with Wal-Mart's RFID mandate, Beaver Street Fisheries is already part of the first wave to use a compliance-tagging system that meets the label requirements. The results have netted early advantages.

Lauren R. Hartman, Senior Editor

eaver Street Fisheries, Inc., Jacksonville, FL, is a big fish in a big pond. As one of the nation's top importers of frozen seafood, Beaver Street imports nearly 1,000 containers of seafood and meat annually from more than 50 countries. The products include shrimp, lobster tails, fish fillets, whole fish and other seafood. With warehouses and a seafoodprocessing plant that occupies two city blocks, Beaver Street, a Wal-Mart supplier for many years, currently ships about 270,000 cases of frozen lobster tails, snow crab, breaded jumbo shrimp and more to Wal-Mart each month.

While Beaver Street isn't one of Wal-Mart's "Top 100" suppliers, and doesn't have to comply with Wal-Mart's requirement to put radio frequency identification (RFID) tags on pallets and cases it ships to the retailer's distribution centers until

Read more about **RFID** in the consumer goods supply chain, as retailers demand RFID tagging from suppliers and as companies struggle to understand this evolving technology and the role it will play in their future: www.packagingdigest.com/info/rock-tenn

January 2006 (the Top 100 suppliers began tagging shipments in January 2005), Beaver Street challenged itself to exceed expectations and become part of the "first wave" anyway.

The seafood supplier, which has relied on bar coding for some time, met Wal-Mart's mandate more than one year ahead of schedule.

While Beaver Street sees bar coding as coexisting with RFID for the immediate future, a driving force behind the company's move to RFID technology early on was its desire to improve operating efficiencies. Integrating RFID tags into its system and business processes as of November 2004, the fishery began tagging cases of products in three different lines that are bound for Wal-Mart's Perishable Foods Distribution Center in Cleburne, TX. Although the products represent only about 5 percent of the stockkeeping units it ships to Wal-Mart, Beaver Street remains optimistic about its early move to deploy RFID technology.

or the initial project, however, the company evaluated different types of tags, antennas, readers and printers that could be used to meet Wal-Mart's mandate. It began working with Zebra Technologies (www.rfid.zebra.com) and its premier equipment partner and authorized RFID specialist, The Danby Group (www.danbygroup.com), which also coordinated with RFID software solutions provider Franwell

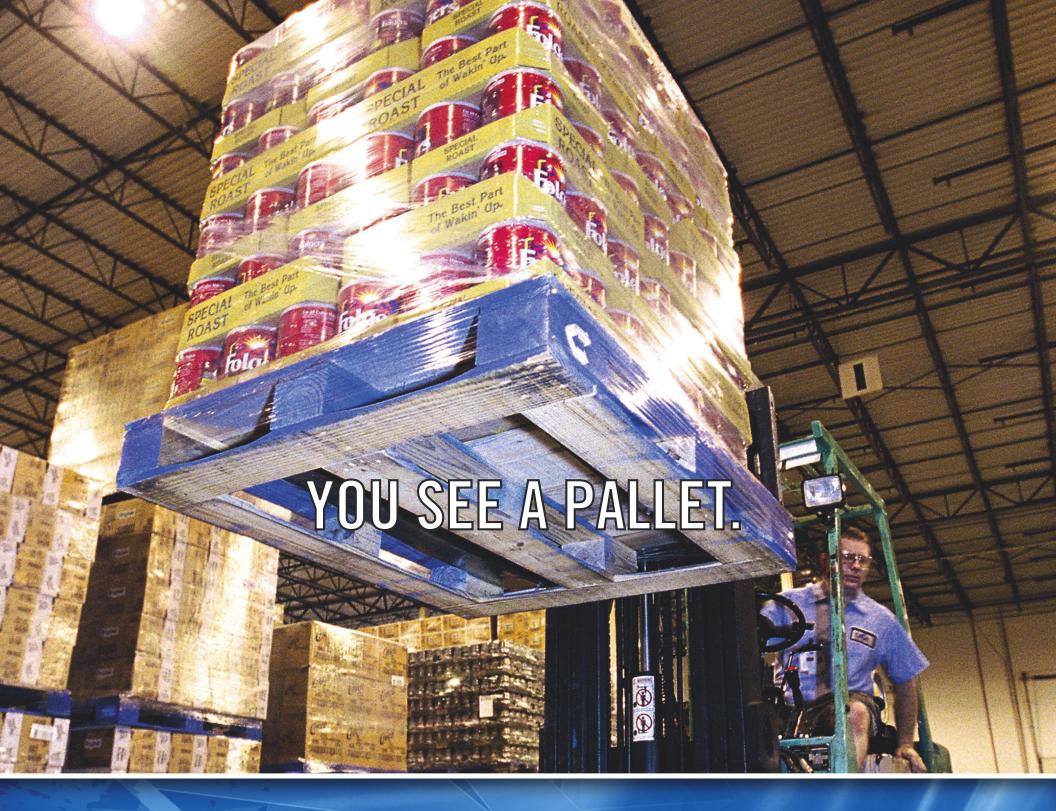
are applied to cases of frozen jumbo breaded shrimp, catfish nuggets and frozen snow crab clusters. These items sent to the Wal-Mart DC currently comprise about 5,000 cases per month out of a possible 400,000 cases a month, the company reports. The amount of cases tagged has remained the same since the implementation of the project, Beaver Street tells PD, but the mix of products shipped can change from time to time.



Beaver Street Fisheries personnel use a portable, cart-mounted RFID-tag printing/encoding station on a slap-and-ship basis to generate smart labels for cases of frozen seafood that it ships each month to a Wal-Mart distribution center.

Inc. (www.franwell.com) in implementing the project. Soon, it set up an RFID lab and conducted several pilots to test label and tag options before incorporating RFID into exiting business processes. After it completed the tests, it began to establish an implementation phase, which included setting up compliance stations to encode tags using Zebra's R110Xi III smart label printer/encoder. The tags

With the help of its suppliers and packaging team, Beaver Street developed portable and mostly manual tagging stations for Phase One. Zebra recommended its R110Xi III printing/encoding system for its flexibility. The system prints 4×6 -in. labels, which the fishery uses, as well as other sizes, including a $4\times2^{1}/_{2}$ and a 4×10 -in., freezer-grade Continued on page 52



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We see RFID as an automation-enabling technology that will allow us to further automate...business processes and bring a much higher level of efficiency and overhead reduction.

Speedy case-packing lines are now being outfitted to apply RFID tags in-line, as part of the second of Beaver Street's three-phase RFID tagging initiative.

label. Helping to cut costs, Framwell and Danby devised a concept of mounting the compact tagging system, along with a reader and antennas, on a cart that could be easily moved around the warehouse.

"The cart we built is designed for companies that require a heavy-duty, moisture-resistant enclosure," says Beaver Street's chief information officer Howard Stockdale. "It runs with two printers at one time and can be connected to any network."

With tags in place, the cases are then validated through two Symbol DC-200 and DC-400 RFID portals from Symbol Technologies

(www.symbol.com). Currrently, Beaver Street has two sets of portals that it has configured so they can be moved around the building and can be used to test in different areas. The DC200 portal units each contain an RFID reader, two 3-ft-tall antennas, status indicators and motion sensors.

o far, Beaver Street has obtained four of the Zebra standalone systems and one R1110Xi III PAX 4 print engine. Beaver Street also followed Wal-Mart's guidelines to get started. "They have the best guidelines and follow EPCglobal specifications," Stockdale says.

Along with the smart label printer/encoder, Franwell, whose specialty is implementing RFID systems, provided its rfid>Genesis™ software, which was brought in to merge the label printing/encoding operations with Beaver Street's existing warehousemanagement system data to encode the tags and send instructions to the tag printer/encoders.

Prior to the RFID project, when the company depended on bar codes to identify its products, its operation involved workers with hand-held bar-code readers manually scanning shipments to be sent out or received.

"Now, we're the only frozen seafood company that volunteered to meet Wal-Mart's compliance requirements by January 2005," says Stockdale. "We made a decision to be proactive with RFID. We knew we had to start early to get a firm grasp on the technology. We have a small staff, but RFID is just one project in many that we have. We see RFID as an automation-enabling technology that will allow us to further automate our business processes and bring a much higher level of efficiency and overhead reduction to our company."

To say Beaver Street has grown is an understatement. Owned by the Frisch family since 1950, the fishery started out as a fresh-fish store, named for its original Jacksonville location on West Beaver Street. It has developed into a \$350-million operation and has experienced an explosive expansion in a short amount of time, from packing 600 cases of seafood a day to 3,300 a day in just three years (see PD, July 2005, p. 24). The company also has an impressive set of tray-wrapping lines that output a whopping 2,400 trays of case-ready fish/hr.

Another of the company's first steps in Phase One of its three-phase RFID initiative was to find the right tags and labels for the products and to learn how to reliably encode and apply them onto corrugated shipping cases and pallets—a basic slap-and-ship approach. Having no previous experience with RFID, the company contacted Zebra, which also recommended the help of The Danby Group, which has experience with both RFID and compliancelabeling systems. The Danby Group, in turn, contacted Franwell, which helped Beaver Street

develop an order-confirmation application to validate orders and compare the read data from the RFID portal with the customer's order.

While the project sounds like it runs swimmingly, it wasn't without a few challenges. Beaver Street's IT department was already involved in two other toppriority projects, and the packaging team faced the task of how to properly label the products while overcoming inconsistent read rates, due to the density and moisture differences of each package. And since the facility is a fishery, moisture is omnipresent; the company wasn't sure how moisture would affect the tagging process.

But it wasn't long before Beaver Street discovered that moisture was only an issue in the loading of trucks. "It's not that bad because the facility is designed to handle [issues with moisture]," Stockdale explains. "We have had no problems with tag reliability in our freezers. We are still in a pilot mode, and are continuing to learn every day. Some challenges early on were about tag quality, but that has improved immensely, as well as printer firmware improvements that have started to give us more successful tag encoding yields at print time. There were a host of other challenges, such as reading the tags on certain products, depending on pallet configurations, and working with the metal on forklift trucks, which can deter RFID tag reading."

As the cases arrive at the warehouse from the processing area, they're palletized, and the palletized loads are then separated according to destination. Pallets bound for Wal-Mart are further separated according to those to be tagged with RFID labels before the loads are sent to freezer storage. Continued on page 54







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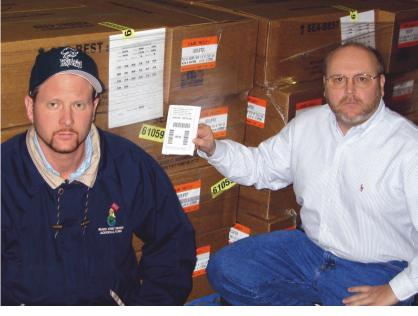
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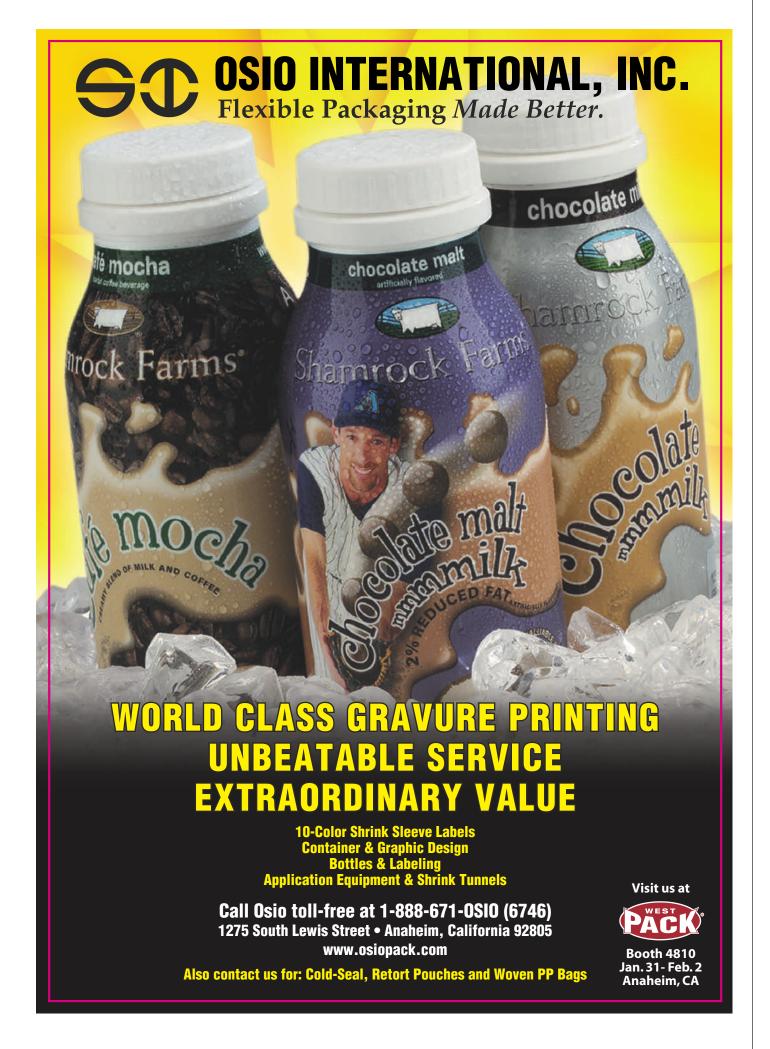






in front of RFID-tagged shipments of seafood heading to a Wal-Mart DC.

Beaver Street's Jason Acosta, programmer/analyst, left, and Howard Stockdale, CIO, pose



During the RFID tagprinting/encoding tests, Beaver Street evaluated various labelplacement options and types of electronic product code (EPC) technologies (the company uses tags from local supplier, Donnick Label Systems [www.donnick.com]). The EPC/RFID tags were applied by hand to the cases, and the pallets were issued an RFID tag. For the EPC tags to be applied to the subset of cases and pallets of frozen seafood for Wal-Mart, the R110Xi printers encode RFID inlays embedded within the label material.

In addition to providing multiprotocol printing, the R110Xi IIIs each combine two key functions for complying with RFID mandates: printing standard bar-code labels and encoding data into a passive RFID transponder embedded in the label. The R110Xi III incorporates the strengths of Zebra's Xi printing/label-application platform with a ThingMagic RFID reader module, which offers the flexibility needed for a simple upgrade path to EPC Global's Gen 2 protocols, to which Stockdale points out his company will be converting soon. It also conforms to protocols such as EPC Class 1, EPC Class 0, Matrics 0+, ISO18000-06, and Philips UCODE 1.19. A software download allows the system to be field-upgradable to encode the new Gen 2 tags.

Stockdale says the inlays currently used by Beaver Street employ UHF Class 1 EPC technology. The printer encodes the inlays embedded within the label material and prints the label in a single pass. The printer also validates that the tags are readable before they're encoded. If a tag is unreadable, the system will automatically imprint the word "void" on the unreadable tag, and a new label is encoded and produced (Wal-Mart will soon require EPC Class 1, Gen 2 RFID technology when specifications are in place and compliant products become more readily available).

"The R110 printers are great because they can encode both Class 0+ and Class 1 tags," notes Stockdale. "We're in the process of firing up our first [Zebra R110] PAX 4 in-line print engine." The company will use it as part of its next phase of tag implementation, in its in-line printing/encoding system that will automatically apply 4×10-in. corner-wrap labels to shipping cases.

To ensure the printed, encoded tags are still readable after they are applied to the cases, Beaver Street's staff passes the tags through one of the portal readers. This process is also done before the tag is applied. If the tag responds to signals from the shelf antennas on the portable system, and is valid, it can then be applied to a case. Stockdale says the company continues to test different pallet configurations and tag

placements on the cases. The pallet configurations currently shipped to Wal-Mart with RFID tags can also differ, he says.

The density and moisture content of each package of frozen fish aren't identical, and this has made read performance inconsistent and occasionally resulting in unreadable cases. So Danby worked with Beaver Street to develop an orderconfirmation application with the rfid>Genesis software to process data from the portal readers and compare the items with the order, which was held in an SQL server database. "Danby and Franwell helped us early on and did an outstanding job," Stockdale adds. "And Donnick produces some of the best RFID tags in the industry."

Meeting its compliance requirements ahead of time, Beaver Street is positioned to expand its tagging processes as necessary and can move to Class 1, Gen 2 technology without an investment in additional printing equipment.

ays Rich Bruce of The Danby Group, "Beaver Street has gone from managing shipping with a clipboard to employing cutting-edge RFID technology.'

The company's second phase of the project is designed to make RFID

We are still in pilot mode and are continuing to learn every day.

tagging more efficient and costeffective by moving it in-line.

The third phase, which is expected to get under way some time in the next two years, is where the company expects to begin using the data generated from a full implementation of RFID throughout its product lines.

"Our second phase of in-line processing is getting off the ground now," Stockdale tells PD. "There will be much more to follow on this soon. Phase Two [involves tagging] in-line, which will bring much more efficiency and will allow us to apply RFID tags to cases and pallets without handling the products twice, which is what we did in Phase One. Phase Three will involve integrating our warehousemanagement system [WMS], and that is where we expect to see a return on our investment. In this phase, we will also be working with RFID in business process re-engineering, receiving, shipping, some inventory control and traceability capabilities. It's a journey, not a destination at this point."

Stockdale adds that he is also looking beyond compliance to find ways to improve Beaver Street's internal operations with RFID. Options include the use of shipment data collected via RFID to automatically create a bill of lading and advance-ship notices for electronic data

interchange (EDI) transmission.

"There is not a whole lot of efficiency to be gained by just doing slap and ship," Stockdale admits. "And there's no real slam dunk ROI that is served up on a silver platter with RFID. We're exploring how we can apply RFID to different areas. We're extremely excited about its potential. It just takes time to get there."

He goes on to say that Beaver Street will explore the use of RFID to track cases and pallets at its seafoodprocessing and packing plants to improve inventory management. In addition, the company may explore the involvement of its network of suppliers to apply RFID tags at the source, leveraging information on the tags to meet legal data requirements, such as method of catch, country of origin and

date codes. Stockdale says the company has implemented a test with its Nassau subsidiary to tag products shipped from the Bahamas to Jacksonville. He also plans to use a ZebraNet remote printer monitoring and control capability to generate smart labels for the job. If the test proves successful, the same approach could be tried with other partners in overseas packaging facilities so that the products could be labeled on-site. This would allow Beaver Street to track all product received, inventoried, converted and shipped from the corporate facility using RFID.

"We have a lot of visions about what we can do with the technology," Stockdale sums up. "It's very powerful, but requires changes to business processes and software engineering. We like to be proactive, not reactive

especially when we are talking about business-critical requirements. To a degree, we expect internal benefits later. Our goal is to achieve compliance up front and lay the groundwork for ROI. We hope that this helps our case with Wal-Mart, but we have accomplished the goals we set [for ourselves]."

More information is available:

Zebra Technologies, Intl., 800/423-0442. www.rfid.zebra.com. The Danby Group, 800/262-2629. www.danbygroup.com. Franwell, Inc., 800/639-1615. www.franwell.com. Symbol Technologies, Inc., 866/416-8545. www.symbol.com. **Donnick Label Systems,** 904/786-7301. www.donnick.com.



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Complex pumping cap sprays a mist

A complex assembly machine at Davlyn Industries utilizes 10 vibratory bowls and three indexing monoblocs to assemble a complex pumping cap that sprays a mist like an aerosol can without utilizing gas to propel the product. The key to the cap is a piston that forces product to a pressure of 90 pounds per square inch into the cap's rubber bladder from which the product is dispensed without any propellants.

Jack Mans, Plant Operations Editor

lternate Packaging
Solutions supplies
nonaerosol spray packages
to the consumer products
industry. Several years ago,
APS acquired the patents
for a pumping system it
calls Twist-N-MistTM that sprays a mist like an
aerosol can without requiring propellant gas
and without pressurizing the container. To
operate the sprayer, a user grasps the bottle to
which the sprayer is attached and twists the cap.
This activates an internal piston that forces

product in the container up into a rubber bladder, which will develop an internal pressure of up to 90 lb/sq in. The user then presses the sprayer on the top to dispense a fine mist. The sprayer can be equipped with different spray tips for different products and/or spray patterns. Initially, the sprayer will be manufactured with a 51-mm finish.

"The patents for the sprayer were originally issued in the early 1990s, and we picked them up a few years ago and decided to develop them into a commercial package," says APS president Richard Harris.

"Following several years of development, new patents have been issued for a significantly improved version of the original sprayer. The big advantage of the Twist-N-Mist is that it gives the consumer the advantage of a continuous spray without the environmental concerns of an aerosol. It will spray in any position and can be used with a variety of bottle designs. The sprayer will

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initially be available only with a fifty-one-millimeter finish, but there's no reason it can't be produced in other finishes in the future."

APS contracted contract manufacturer Davlyn Industries, Monroe Twp., NJ, to produce the cap, and Davlyn ultimately hired **TurboFil Packaging Machines, LLC (www.turbofil.com)** to design and build the machine to assemble the cap.

"We contacted a number of companies, but none of them except TurboFil came up with an acceptable





Pucks are used to transport the caps through the entire assembly process. Each indexing monobloc consists of five to seven assembly stations designed to add parts to the traveling puck. The monobloc shown in these photos is the second in the system.





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This is the last monobloc in the system. The stems, which are the only component supplied in a roll, are inserted at this station, as well as an internal component and the overcap.

proposal," says Davlyn corporate manager Scott Pangborn. "This is an extremely complex cap with eleven components, and the other companies proposed an operation where the caps would be assembled semi-automatically. This would have been very slow and expensive and was not acceptable. Taking my initial concept, TurboFil came up with a design for a completely automated assembly process that looked very promising, so we contracted with them.'

This decision was not based on faith alone. "We've worked with TurboFil before, and they've always done an exceptional job for us, so I knew they would produce a good system," says Pangborn. As it turns out, his faith was totally justified. "TurboFil built an impressive operating system," he says enthusiastically.

As shown on the drawing on p. 58, the system incorporates three discrete, but interconnecting and synchronized, indexing, rotary, cap-assembly monoblocs, which are connected by a conveyor, 10 vibratory bowls and a web feeder to automatically unscramble and/or feed parts to the monoblocs. Pucks transport the caps through the monoblocs and from monobloc-to-monobloc on the conveyor.

Some components are attached to the top of the

cap, while others must be inserted on the bottom, so the monoblocs are required to pick up a partially assembled cap, invert it so a component can be placed into the bottom, and then turn it back right-side up for transportation to the next assembly step.

ontrolling and integrating the multitude of components is a challenge, and TurboFil contracted with Festo Corp. (www.festousa.com) to develop the controls and automation for this complex series of operations. At each station, the machine must inspect the assembly of each part before the next part is put in place. This is accomplished by strategic placement of a variety of sensors at each station to make sure that each part is properly seated and/or inserted. Complicating the assembly is the fact that each component requires a specific action. Some of the parts are small and difficult to

handle. Some must be

accurately assembled

with minimum

tolerance. Some

must be engage, which requires a special pneumatic linear rotary actuator. It was also necessary to be able to turn assembled parts in order to place subsequent parts both from the top and the bottom. These operations were facilitated by the use of Festo's special high-speed, high-accuracy pick-and-place units. It was also necessary to control the three monoblocs to act like one

lesto manufactures many of its own automation components in addition to PLCs, and these were included in the control package. As part of the package, Festo wrote the control logic for this system utilizing DeviceNet communication protocol, which, in this case, allows communication with 200 I/O points. Other major components of the control include a touchscreen operator interface and an emergency-stop safety module.

machine. For this, Festo used its own PLC, which is

based on Allen-Bradley protocols to synchronize the

speed of the three machines.

Each indexer consists of five to seven assembly stations designed to add parts to the traveling puck. Each of the three indexing stations is equipped with Festo manifolds, input modules (16 inputs each),

output modules (eight outputs each) and a communication module, as well as linear and rotary actuators, high-speed pickers, grippers, air jets, vacuum generators and sensors. Each indexer incorporates an Allen-Bradley Powerflex 40 variable-speed controller from Rockwell Automation

(www.rockwell.com), a safety contactor, a safetygate monitor and a DC motor controller. When the system is turned on, the controller verifies that air pressure is present and all actuators are in home position, and it then progresses sequentially through the initialization process. Each indexer initializes

individually, but all three must be initialized for the machine to run. As part of the startup, the operator can select all indexers to run simultaneously or run

The system integrator was essentially a partner with us in this project. Their programmer was excellent, and they delivered quality parts on time. They really helped us out, and I'm very satisfied with them.

them individually, select which parts will be assembled and turn the bowl feeders on or off. This is done through the Festo-supplied operator panel.

Operation of all assembly stations is dependent only on CAM signals, which indicate the beginning and the end of the working cycle, and sensors that verify that parts are present. An assembly station will not add a new part if the previous part has not been assembled. To prevent possible damage to the Continued on page 58

Statement of Ownership, Management and Circulation

- 1. Publication Title: PACKAGING DIGEST, 2. Publication Number 0030-9117, 3. Filing Date: 10/01/2005, 4. Issue Frequency
- No. No. of Issues Published Annually: 12, 6. Annual Subscription Price: USA \$119.90; MEX \$148.50; CAN \$160.90; FOR \$226.90.
- CAN \$160.90; FOR \$226.90.

 7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4) REED BUSINESS INFORMATION, 8878 S. Barrons Blvd., Highlands Ranch, CO 80129-2345,

 8. Complete Mailing Address of Headquarters or General Business of Publisher (Not printer),
 REED BUSINESS INFORMATION, DIVISION OF REED ELSEVIER, INC., 360 Park Avenue South,
 New York, NY 10010, 9. Publisher: STEVE REISS, REED BUSINESS INFORMATION, VP, PUBLISHING DIRECTOR,
 2000 Clearwater Drive, Oak Brook, IL 60523, Editor: MARY ANN FALKMAN, EDITOR, REED BUSINESS
 INFORMATION, 2000 Clearwater Drive, Oak Brook, IL 60523, Managing Editor: LAUREN R. HARTMAN, SENIOR EDITOR, REED
 BUSINESS INFORMATION, 2000 Clearwater Drive, Oak Brook, IL 60523,
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- Average No. Copies Each Issue a. Total Number of Copies (Net Press Run) 105,049 105,152 b. Paid and/or Requested Circulation (1) Paid/Requested Outside-County Mail Subscriptions 101,410
 Stated on Form 3541. (Include advertiser's proof and exchange copies) (2) Paid In-County Subscriptions Stated on Form 3541 (include advertiser's proof and exchange copies) (4) Other Classes Mailed Through the USPS c. Total Paid and/or Requested Circulation 101,41 [Sum of 15b. (1), (2), (3) and (4)].
 d. Free Distribution by Mail (Samples, complimentary and other free) 101.376 (1) Outside-County as Stated on Form 3541 (2) In-County as Stated on Form 3541 (3) Other Classes Mailed Through the USPS 2.136 e Free Distribution Outside the Mail (Carriers or other means) 850 f. Total Free Distribution (Sum of 15d and 15e) g. Total Distribution (Sum of 15c and 15f) 2,986 104,362 2.437 103,847 h. Copies Not distributed i. Total (Sum of 15g and h) j. Percent Paid and/or Requested Circulation 105,223 97.7 105,152
- (15c divided by 15g times 100) 16. Publication of Statement of Ov Publication of Statement of Ownership
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Each bowl feeder is programmed to stay on as long as parts are not detected in the vibratory track for that feeder. When parts are detected, the feeder will turn off. The feeder turns back on again when parts are not detected, and the cycle repeats. Backup sensors are installed on the conveyor between indexers, and if a backup is detected, the system will finish the current working cycle, and then stop the machine operation and power off the machine.

Several emergency-stop conditions will stop the machine. A manual E-stop button will disconnect power to the machine, which will stop all the operations and also shut off the air supply. Mechanical clutches on each indexer will disable the indexer having the problem and will stop that indexer and power off the other indexers



The system to produce the pumping cap, right, incorporates interconnecting and synchronized indexing, rotary, cap-assembly monoblocs with 10 vibratory bowls and a web feeder to automatically unscramble and/or feed parts to the monoblocs. The machine, left, which includes four bowl feeders, is the first monobloc in the system.

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As part of the control package, the system integrator wrote the control logic for the entire system utilizing DeviceNet communication protocol, which, in this case, allows communication with 200 I/O points.

after the cycle in process is finished. Similar actions occur when the air supply is not present on one of the indexers, a puck is missing on one of the indexers or one of the indexers has been overloaded. All E-stop conditions are displayed on the operator interface, where the operator can determine the cause of that condition.

"Festo was essentially a partner with us in this project," says TurboFil general manager Eli Uriel. "Their programmer was excellent, and they delivered quality parts on time. They designed and built the main electrical cabinet and supplied all the components in it. They really helped us out, and I'm very satisfied with them."

More information is available:

Festo Corp., 631/435-0800. www.festo-usa.com. Rockwell Automation, 414/382-2000. www.rockwell.com. TurboFil Packaging Machines, LLC, 718/543-2441. www.turbofil.com.

new productsmaterials

sample it!

Lidstock Flexi 6818 is a peelable lidstock that's designed for thermoformed PET trays. It comprises heat-seal-coated polyester coupled with metallized, white OPP. While providing good barrier properties, the co. states, the lidstock offers the ability to produce two-sided prints. The front side can be used for high-end consumer graphics, while the back side can feature print that can be



held in register with the front-side artwork. Copy on the reverse side does not show through the front facing. The structure features the co.'s Flexi-Free™ solventless technology, and it has been engineered for superior sealing and machinability, the co. says. Flexi 6818 can be sealed around the face of the tray, leaving a corner exposed to grab and pull for easy product access. Other traits include tear- and puncture-resistance. Applications include consumer goods and solid or semi-solid products, such as food items or household products.

Flexicon, an Ampac Co., 847/639-3530. www.flexiconinc.net

Plastic containers Imedge®

Squares provide product protection with a break-tab on the container. Available in four sizes ranging from 8 to 48 oz, they offer the graphics capabilities and look of in-mold labels. The containers have a tamper-resistant, space-saving design that gives premium products shelf impact, the co. says. Markets include prepared salads, sliced deli meats, fresh and dried fruits and vegetables.

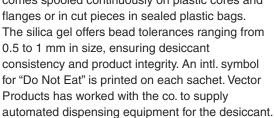




Gabletop closure The Delta TwistCap is a direct-injection-molded closure for gabletop cartons and features a spout with an overcap. It is made from PE, facilitating seamless integrations onto the co.'s Tetra Rex cartons, with no exposed, raw paper edges. The spout features a pull-tab with a novel, spiral-shaped crease, allowing the consumer to open the tamper-evident plastic membrane seal with minimum effort. Its wide and tall design provides for steadier pours and reduced product gulping.

Tetra Pak Intl., AB, 612/362-8621. www.tetrapak.com

Desiccant Vector Products, Inc.'s SurDry™ is a high-quality desiccant designed specifically for automation, the co. says. Suitable for most nutraceutical applications, it's available in sachet configurations, in various sizes and compositions. SurDry comes with 100-percent silica gel, 50percent silica and 50-percent carbon combinations, or molecular sieve. The desiccant comes spooled continuously on plastic cores and flanges or in cut pieces in sealed plastic bags. The silica gel offers bead tolerances ranging from 0.5 to 1 mm in size, ensuring desiccant consistency and product integrity. An intl. symbol for "Do Not Eat" is printed on each sachet. Vector Products has worked with the co. to supply



Azco Corp., 973/439-1428. www.azcocorp.com

RFID kits The co. offers 10 RFID starter kits to assist first-time users in complying with RFID mandates. The kits include bundled hardware and software, along with the co.'s Smart Therm™ labels. They also include components from many of the major manufacturers in RFID, including Alien Technology Corp., Sato America, Inc. and Zebra Technologies Corp., among others. Each kit includes varying components and supplies for a variety of RFID needs.

The Kennedy Group,

440/951-7660.

www.kennedygrp.com

Novelty packaging The CON Series is a group of containers used for products ranging from electronic components to fishing lures. Translucent



containers, they are attached by a tether and can be engraved with company names or logos. ClearView Plastic tubing is available in flexible PETG or rigid PVC. Available in several different diameters and lengths, the tubing can be customdesigned for specific needs. A line of sleeve web can be used for odd-shaped products that require protection during shipping. The series comes in three different strengths, in flat sheets or sleeves, and in a selection of colors.

Caplugs, LLC, 888/227-5847. www.caplugs.com

Protective film Novacel 9377 is an adhesive film without solvents that is designed to protect automobile exteriors during transport and storage. It features

an adhesive film with a polyolefin basis and is said to maintain its protective capabilities for up to six months in outdoor conditions. The film is supplied in 650-ft rolls and can be manufactured in widths from 11/5 to 110 in. Custom printing of logos, trademarks, advertisements or technical information can be accommodated. Novacel, 33 (0)2 32 82 72 33. www.novacel.fr





new productSequipment

Pharmaceutical inspection system Vantyx[™] is a high-performance inspection system for tablets, capsules and softgels. Using Key Technology's Spatial Color Analysis (SCA)[™] technology, it achieves



100-percent, in-line inspection at full production speeds, the co. reports. Vantyx is capable of verifying product color, count, shape, position and the presence of print. It rejects foreigners, color errors, shape defects and missing doses, ensuring product conformity. The system is FDA 21 CFR Part 11-compliant and is designed to meet GAMP 4 requirements. It can be embedded within other packaging machinery, such as blister-pack thermoformers, flatbed printers and slat fillers, or it can stand alone as a bulk-to-bulk inspection system. The unit can inspect up to 10,000 individual tablets, capsules or softgels/min, or as many as 360 blister-packs/min. The system can also be equipped with two to six high-resolution color cameras, each equipped with a dedicated image processor.

Symetix, a business unit of Key Technology, 800/941-3701.

www.symetix.com

Pharmaceutical packaging equipment

A range of tablet and capsule packaging machines and packaging lines are available, designed specifically to meet the needs of the pharmaceutical industry. The lines include bottle unscramblers, desiccant inserters, tablet/capsule counters, filters, tube fillers, liquid filler/cappers, cottoners, capping systems, labelers, induction sealers, capseal banders, cartoners and more. Custom designs can be accommodated, and all machines meet GMP requirements, the co. reports.

CVC Technologies, Inc., 877/282-7333. www.cvclabeler.com

Plate magnet The Xtreme Rare Earth Plate Magnet improves the strength of other magnets, including other rare Earth plate magnets. It's suitable for use in angled chutes or suspended above conveyors to remove ferrous metal contaminants from bulk materials. The co. offers free magnet pull testing to verify magnet strength.

Eriez Magnetics, 814/835-6000. www.eriez.com



Ergonomic conveyor The latest addition to the DynaCon line of conveyors, the Ergonomic Tilt conveyor system features a modular design. Suitable for light- to medium-duty applications, the conveyor is customized for specific applications. The design tilts the conveyor to a 15-deg angle and installs a low-profile section, the co. explains. Conveyor sides are lowered to about 1/6 in. above the belt.

Dynamic Conveyor Corp., 800/640-6850. www.dynamicconveyor.com

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Sealing system Patent-pending, the NAS low-temperature sealing system is capable of sealing most PE films at approximately 200 to 220 deg F. Film buildup issues are eliminated by the low sealing temperature, the co. reports, reducing maintenance and increasing seal-bar and seal-bar heater life. The seal bars, which can also seal polyolefin, PVC and bubble films without changeparts, are available in all Model HTS vertical wrappers and Model AS sleeve wrappers. **Nalle Automation Systems, LLC**, 865/777-9477.

www.nalleautomation.com

Adhesive dispensing guns

LA 820 RC electric liquid adhesive dispensing guns maintain consistent bead length in high-speed,

intermittent production, regardless of linespeed, the co. says. A reduced cavity design provides sharp adhesive cutoff to help eliminate stickers. An elongated nozzle allows positioning close to carriers to increase production flexibility. Independent stroke adjustment for each gun also adds flexibility for patterns using multimodule guns. The



guns' compact profiles contribute to quick installation and easy servicing.

Nordson Corp., 800/683-2314. www.nordson.com



X-ray inspection system The Series 10 X-ray inspection system features an intuitive touchscreen interface with a 15-in. color display. Constructed for harsh operating environments, it's configured for automatic product setup and has a hygienic, stainless-steel design with smooth surfaces that eliminates bacterial traps, the co. reports. A quick-release conveyor belt simplifies sanitation and maintenance, and the unit's compact footprint minimizes the impact when integrating with existing production lines. Various reject options are available. The unit is rated for either IP65 or IP69K washdown standards and detects contaminants such as metal, stone, glass, bone and high-density plastics.

Mettler-Toledo Safeline, 813/889-9500. www.metaldetection.com



Vf/f/s machine

The Model EL-1200 produces flat-bottom, side-gussetted, standup packages and standard pillow-packages on the same machine. Features include quick tooling and program changeovers, a stepper-motor film-drive system and a PLC with a color touchscreen interface that eases program selection from a list of various bag and product combinations. The vf/f/s machine can produce standup packages measuring 12 in. across the front and side, using a maximum 25-in.-wide web. It makes pillow-style pouches up to 12×18 in. The system is suitable for applications such as coffee, snack chips, nuts, candy, cake mixes and sauces, among others.

Key-Pak Machines, 908/236-2111. www.key-pak.com

newsmakers

MOVERS & SHAKERS

Rexam Dispensing Systems appoints Craig J. Zezima to vp sales, North America. He served previously as gm of TricorBraun, Northeast Region, and also has

retiring Nick Shreiber.



Craig J. Zezima Sales, North America



Dick Braatz VP of Manufacturing FKI Logistex



President and CEO Tetra Pak

served as global business development manager at Precise Technology. Tetra Pak appoints Dennis Jönsson to president and CEO. He steps in for the

Sonoco makes M. Jack Sanders vpglobal industrial products, effective Jan. 1, 2006. Sanders succeeds Ronald E. Holley, who is retiring after 41 years of service with the co. John M. Colyer becomes div. vp and gm-industrial products, North America.

FKI Logistex adds Dick Braatz as vp of manufacturing for the co.'s North American business unit.

Pro Mach, Inc. promotes Mack Greene to president of the co.'s End-of-Line Business unit, and Peter Vilardi is promoted to the position of director, marketing for the unit.

Orion Packaging elevates Glen Greene to vp and gm, where he assumes responsibility for all areas of the co.'s operations.

Beckhoff Automation hires Tim Blaeser as product training director at the co.'s Burnsville, MN, hq. He teaches topics including TwinCAT software programming in the areas of maintenance, PLC Basic and Advanced Numerical Control (NC).

Rohm and Haas Co. makes Cheryl Martin its North American Region gm for adhesives and sealants. She joined the co. in 1988 as a senior scientist and

most recently was director of financial planning. She succeeds Mark Douglas, who was appointed vp and procurement director.

B&H Labeling Systems appoints Joe Kennedy to the position of director of market development. With 20 years of experience, he most recently handled sales for Domino Amjet. Guillermo de la Fuente Prieto is added as Mexico parts sales manager.

Atlantis Plastics, Inc. names Kevin J. Keneally vp and gm of its Stretch Films Business unit. Most recently vp of sales and marketing for Pliant Corp., his experience includes a period with Amoco Chemical in its Polymer Div.

ACS Group promotes Mike Mueller to the position of Asia Pacific sales manager. Chris Schaafsma moves into Mueller's old position of systems contracting manager. Orbis Corp. adds Pete Budney as vp of marketing. Prior to joining the co., he was a product marketing and development manager for Brady Corp.

Shorewood Packaging names Brad Tackaberry gm of the co.'s display business. Tackaberry joined the co. in '96 and most recently served as the director of manufacturing for North American and Asian gravure operations.

Watlow Electric Manufacturing Co. adds Chris Eichmann as vp of sales, Sam Sked as codirector of North American sales and Scott Voumard as global demand and operations planning manager.

H&N Packaging, Inc. makes Jerry Decker president. Harland America appoints Fred McMahon as a sales and marketing executive. His previous experience includes stints with Krones and New Jersey Machinery. Consolidated Container Co. names Jeffrey M. Greene president and CEO, succeeding Stephen E. Macadam, who resigns.

West Pharmaceutical Services, Inc. appoints Don McMillan to the position of president, North America, Pharmaceutical Systems Div.

Keller Crescent Co. hires Jennifer Fritz as an account executive in the Packaging Div. Izze Beverage Co. hires Jim Randall as its Western div. vp of sales.

Koch Equipment appoints Wigberto Nunez to the position of processing equipment specialist. Apriso, Inc. adds Chris Brecher as executive vp, worldwide food operations. Mark Del Grande is appointed vp of global alliances, and Don VanderBeke is named senior vp, services & support, and chief customer officer.

BUYING & SELLING

Cloud Packaging Solutions, LLC acquires MultiPack, LLC, a designer, manufacturer and converter of paper, laminate, nonwovens and other textiles. FKI Logistex sells its White Systems unit in a management buyout with Management Capital, LLC. Pactiv Corp. sells most of its protective and flexible packaging business to AEA Investors, LLC, for approximately \$530 million. The acquired business now operates as Pregis Corp.

Assa Abloy Identification Technology Group acquires Milan, Italy-based Tag Technology.

ACCORDS

NJM/CLI makes Inrumec, Inc., based in San Juan, Puerto Rico, its sales representative in Puerto Rico. Sidel, Inc. and Simonazzi Co. merge to form the

Illachroma Labelling Group, a supplier of wet-glue and film-wrap labels, and Spear, a supplier of clear-film p-s labeling services, merge their European operations under the name IlloSpear. Spear continues to operate as an independent co. and is responsible for supplying IlloSpear products in North and South America. MDC Engineering of Sarasota, FL enters into a joint venture with Kansas City, MO-based VC999 Packaging Systems. The two cos. will work together to manufacture a fully validatable, small-format rollstock packaging machine with features designed specifically for the medical device industry. PolyOne Corp. makes Atlanta-based Nixxsar Corp. its representative for Geon® vinyl specialty resins in the Southeastern U.S.

CHANGING OF THE GUARD

Sun Chemical realigns its North American businesses around three distinct markets: publication, packaging and commercial. In doing so, the co. names Chris Parrilli as president, North American Printing Inks and Mark Levin as president, North American Commercial Group. Richard Pettifor remains president, North American Packaging Inks. Stora Enso's Global Specialty Papers group realigns, combining the sales forces of its Label Papers and Technical Papers businesses into one

HAPPENINGS

Independent Carton Group welcomes Lake Forest, IL-based Colbert Packaging Corp. as its 19th

KUKA Robotics Corp. opens its Fox Valley Technical College training facility, a 10,000-sq-ft training center in Appleton, WI, to teach customers 27 different programming, application and maintenance classes. **Systech Intl.** moves its European hg to a new location in Hull, U.K. The new facility is double the size, allowing the co. to better support its European customer base with engineering and demonstration capabilities.

Key Technology, Inc. launches its new pharmaceutical business unit, Symetrix, and makes Richard Hebel its gm. Most recently director, marketing and business development for the co., Hebel brings more than 30 years of marketing and engineering experience to the new unit.

CLARIFICATION

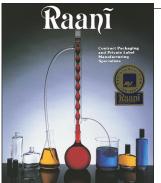
In the article "Printing Drug Labels in-house proves to be a healthy option," in the July '05 issue, the organizer of the WestPack tradeshow is Canon Communications, LLC, which can be reached at 310/445-4200 or online at www.canontradeshows.com.



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AMS Filling Systems has added a high speed, continuous motion, tamping rotary filler (A-700-33) to its product line. Crafted for the moist tobacco industry, the system is available in various pocket numbers to achieve different fill rates. The filler offers

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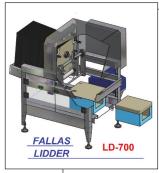
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Fallas Automation Inc., www.fallasautomation.com

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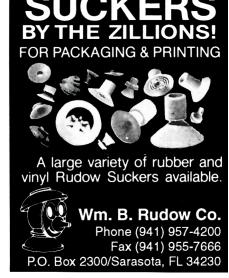




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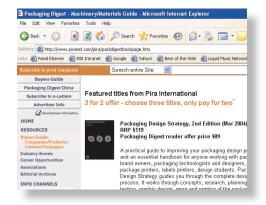
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New drugs, formulations driving U.S. packaging market

The U.S. market for pharmaceutical packaging will grow by nearly a third between 2004 and 2011, driven by the increasing demands placed on packaging by biologic drugs and novel drug delivery formulations, according to consulting firm Frost & Sullivan.

New Advantage® packaging by Bayer combines professional, user-friendly look

Veterinarians and pet owners alike will soon see a new look for the dog and cat flea-control line of products they've trusted for nearly a decade. In an effort to further differentiate its Advantage product line from over-the-counter and international products, Bayer Animal Health will launch redesigned packaging beginning in October 2005.

Beverage firms boost tea sales by promoting its health benefits

Now many consumers are starting to consider tea, especially green tea, a health drink. Though research on specific health benefits still is preliminary, beverage companies are boosting tea sales by playing to that perception.

Five global design firms are creating new bottles to revive Coke's fading image

A multicolor prototype bottle called Love Being is hardly the kind of packaging you would expect from straitlaced Coca-Cola. But with soda sales sagging, the company is showing some new verve.

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PACKAGING DIGEST® (ISSN 0030-9117) (GST# 123397457) (C.P.C. Intl Pub Mail #053-1537) is published monthly by **Reed Business Information**, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. **Reed Business Information** is a division of Reed Elsevier Inc., is located at 360 Park Avenue South, New York, NY 10010. Jim Casella, CEO, Jeff Greisch, President, Chicago Division, John Poulin, Senior Vice President, Finance. PACKAGING DIGEST® is a registered trademark of Reed Elsevier Inc. used under license. Periodicals postage paid at Little, CO 80126 and additional mailing offices. Circulation records are maintained at **Reed Business Information**, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. Telephone: 303/470-4445. **POSTMASTER: send address changes to PACKAGING DIGEST®**, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345. Publications mail agreement No. 40685520. Return undeliverable Canadian addresses to: Deutsche Post, 4960-2 Walker Road, Windsor, ON N9A 6J3. E-mail: subsmail@reedbusiness.com. Rates for non-qualified subscriptions, **including all issues**: USA, \$92.90 1-year, \$158.90 2-year; Canada, \$133.90 1-year, \$228.90 2-year (includes 7% GST, GST#123397457); Mexico, \$123.90 1-year, \$210.90 2-year; foreign surface, \$174.90 1-year, \$298.90 2-year; foreign air \$226.90 1-year, \$402.90 2-year. Except for special issues where price changes are indicated, single copies are available for \$10 USA and \$15 foreign. Please address all subscription mail to: PACKAGING DIGEST, 8878 South Barrons Blvd., Highlands Ranch, CO 80129-2345.



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