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ice cream
in a **can!** 6

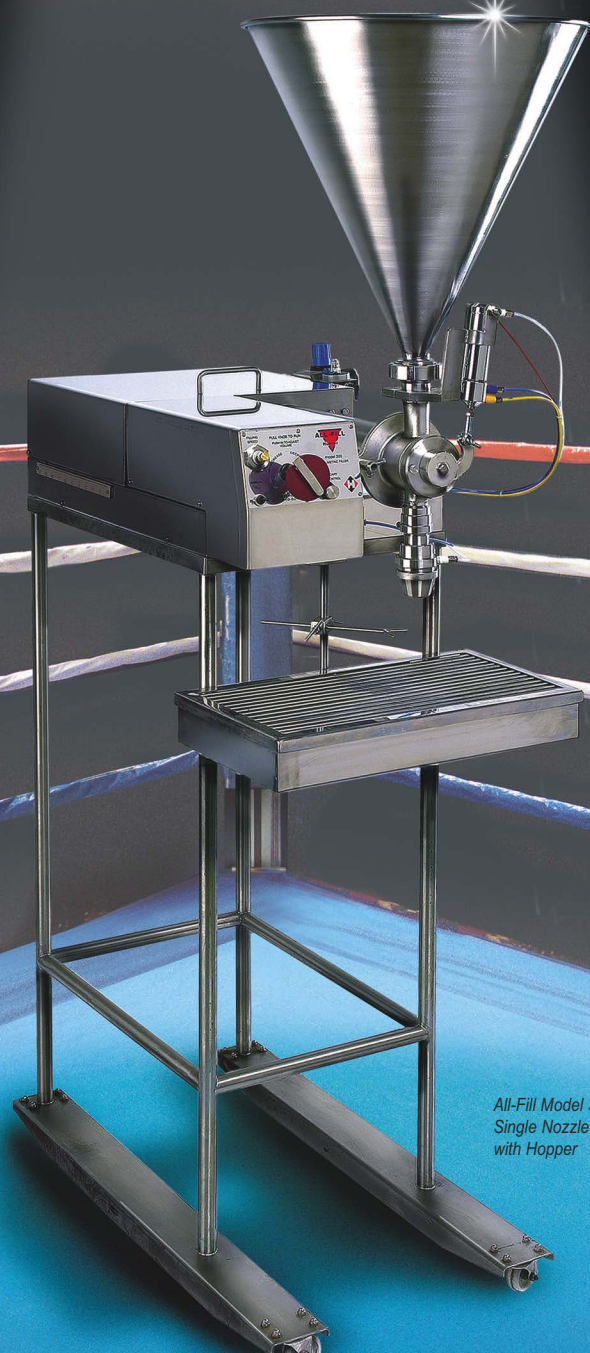


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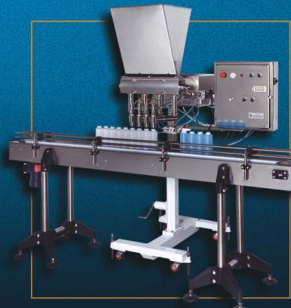
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34 Absorbent pad prevents 'fowl' leaks in chicken tray-packs

Boyer's Food Markets believes an ounce of prevention is worth a pound of cure, so adds thirsty pads to PET containers to protect consumers from accidental leaks of hot grease or juices from precooked meats, such as rotisserie chicken.

36 Tide rises with fresh, new detergent, shrink-labeled cap

Procter & Gamble's launch of Tide with Febreze Freshness laundry detergent includes bottles with new, predecorated, sleeve-labeled caps that provide more billboard graphics.

38 Pouch machine yields a harvest of liquid foods

A horizontal rotary fill/seal pouching machine at Harvest Pak Foods hot-fills processed liquid foods with ease into standup and pillow-style pouches at speeds up to 100 per minute.

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46 Packaging Summit makes its move

Co-locating with the Packaging Services Expo, the new Packaging Containers & Materials Expo and the new Packaging Summit conference program open in Chicago, May 16 to 18, at the Donald E. Stephens Convention Center.

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Featuring large film windows, some that wrap around two panel sides, luxurious gift cartons from E.& J. Gallo showcase bottles of brandy and liqueur and value-added premiums with splendid, offset-printed graphics with satin-like backgrounds.

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22 Smart Packaging: Solutions pour forth for beverages

Intelligent packaging enhances consumers' experiences with today's beverages.

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RFID market growth forecast

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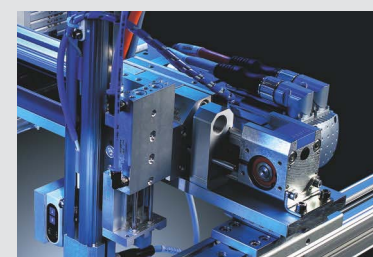


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design trends



Ice-cream cans eliminate the 'King Tut look'

Keeping new SheerBliss™ ultra-super-premium, all-natural ice cream fresh, serving-after-serving, are beautifully decorated, steel-anodized cans that eliminate freezer burn and make this gourmet dessert hostess-gift-ready. Introduced by SheerBliss Ice Cream, LLC, Hallandale, FL, in July, SheerBliss features unique, Pomegranate-based flavors and is the first ice cream to use steel-can packaging on a national basis, relates company president Gary A. Barron. "Since we were making the highest-quality ice-cream product, we wanted to protect its integrity. By using a metal can, we can ensure the longevity of the ice cream," he explains. "Longevity for ice-cream eaters is until you go back the second time. Most folks who buy a carton of ice cream will eat half of it and then throw the rest in the freezer. But when they go back and open the carton, the ice cream has freezer burn, so it has shrunk down and it's gummy in appearance. We have dubbed this the 'King Tut look.' But with a can, because it is not porous, the quality of the ice cream is maintained between servings."

Barron says that he and colleagues Siroos Asbaghi, Sean Cavandi and Ron Prupis selected SheerBliss's all-natural ingredients to appeal to a wide consumer base. Four of the line's seven canned varieties capitalize on what Barron calls the "anti-oxidant movement," using 100-percent pomegranate juice from POM Wonderful® as a main ingredient. In addition, the ice cream contains no corn-syrup solids, egg yolks, preservatives or artificial colorings or flavors, and is kosher-certified.

The ice cream is available in a 16-oz can, soon to be joined by a 27-oz size. The company also offers chocolate-covered pomegranate ice-cream bars in a single-bar carton and in a 3-pack. The unique, ice-cream cans are supplied by several manufacturers, including **Allstate Can Corp. (www.allstatecan.com)**, which prints the can body and lid using four-color-process litho printing. The can's elegant, upscale graphics were designed by the four SheerBliss partners in color schemes chosen to distinguish each flavor. All cans begin with a light-beige background and use the SheerBliss logo prominently on the front and embossed on the can lid. A band of color at the bottom of each can corresponds to colors used in illustrations of pomegranates, coffee beans and chocolate chunks that are used on the front of the can, depending upon the flavor. "The artwork is extraordinary," says Barron.

SheerBliss is being copacked at East and West coast facilities, and is being sold in more than 500 stores in the tri-state New York area and in California around Los Angeles. The 16-oz size retails for a suggested price of \$5.99 per can.

Drinkable breath freshener is convenient for 'close calls'

Designed for "the devilish, garlic-and-onion-loving, coffee-drinking, cigarette-puffing, beer-drinking, party animal" in everyone, new Close Call™ drinkable breath freshener in a handy, discrete, 1.69-oz "flask" is said to eliminate, rather than mask, bad breath odors with just a swish and a swallow. "Close Call is clinically proven to eliminate the smell of tobacco smoke, onion, garlic, coffee and other strong odors from your breath," says Barbara Longchamp, vp, marketing for Tasker Beverage Corp., Danbury, CT, the developer and marketer of the product. "Close Call's innovative, alcohol-free formula is a technological breakthrough that allows copper sulfate, a known safe and effective disinfectant, to be suspended in a drinkable liquid for the first time."

Available in select bars, convenience stores and drugstores, and via Tasker's website, www.myclosecall.com, Close Call is the result of 15 years of scientific development, Longchamp says. She adds that while its active ingredient, copper sulfate, is not entirely new to the breath freshener industry, in its drinkable form, it provides "unprecedented" reach to bad breath bacteria in the throat and upper respiratory tract.

Unprecedented, as well, is its primary packaging—a two-serving-sized, black polyethylene terephthalate bottle with a vibrantly printed shrink-band label, designed by **Wilkes Creative**. The bottle, supplied by multiple sources in North America and offshore,



was designed for convenience and portability.

"It fits nicely into purses and pockets for our on-the-go consumers," says Longchamp.

Graphics for the clever label, converted by **H&N Packaging (www.hnpack.com)**, play on the double entendre signified by the product name. "Close Call can mean 'kissing close,' as well as 'Whew, I didn't get caught smoking that cigar,'" says Longchamp. On the bottle's front panel, a deep-blue background carries a halo symbol, that represents "the sweet, charming, kissable, lovable me, which is the result of using this product." The back panel, in fiery red, carries a devil-horn illustration to depict the user's state-of-breath before consuming the product.

Targeted primarily at socially active young adults, the citrus-flavored liquid breath freshener is marketed as a cure for hangovers, as well. Longchamp says that retailers, which are selling the product for \$2.99 per bottle, have responded positively to the new product. "Retailers are always looking for new products to interest their customers," she says. "Close Call can provide them with incremental impulse sales with good margins and penny profit."

Mountain Dew MDX kicks into high gear with energized bottle



Pepsico's Mountain Dew hopes to bridge the gap between energy drinks and soda with the launch of a new energy soda it calls MDX. Pioneering a new category of energy sodas, MDX features the citrus flavor of Mountain Dew with a "power pack" of energy ingredients, including Ginseng, Guarana, Taurine and D-Ribose, all said to provide a high level of energy. MDX hit stores nationwide in November. The launch of the new product, in regular and sugar-free varieties, also marks the debut of a custom, single-serve, 14-oz polyethylene terephthalate bottle. The exclusive packaging, believed to be molded by **Ball Corp. (www.ball.com)**, which is the name stamped on the clear bottle's footed base, is convenient and portable and features a reclosable twist-cap in silver polypropylene. An easy-to-grip bottle, the container also highlights the cool, neon-green color of the beverage inside. A revved-up metallic film label, printed in black, green, red and silver, accentuates the slick theme, which is reminiscent of auto racing.

"Mountain Dew helped create the energy category, and MDX is the next logical step in our evolution," says Katie Lacey, vp-marketing, carbonated soft drinks, for Pepsi-Cola North America, Purchase, NY. "Consumers are increasingly looking for energy—witness the explosion of energy drinks—there is a great opportunity for an entirely new category. MDX satisfies the consumer who is looking for a boost of energy but refuses to sacrifice taste and refreshment." An MDX ad campaign kicked off with the debut of a national TV commercial during the 2005 World Series.

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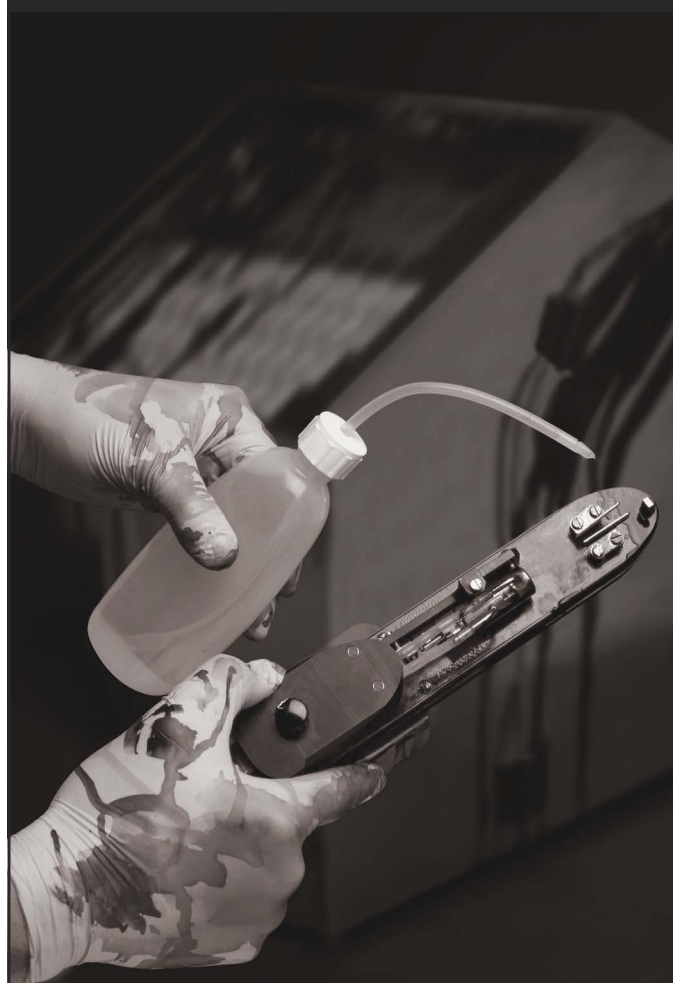
Now, there's toothpaste that foams

Ofresh foaming toothpaste has been introduced in the Pacific Rim. A regional market leader there, Ofresh chose a unique package for the unusual product and tops it with **Airspray's** (www.airspray.net) instant-foam-dispensing technology. Researched and developed in the U.S., the product represents a new concept in oral hygiene and dental care, and is marketed as a multiuse product (teeth cleaning, breath freshener and denture cleaning). BCF International, the agent for Ofresh, has introduced the brand in Asia, initially in Hong Kong, in leading retail chains, including Watsons, Circle K and UNY.

In mature categories such as toothpaste, consumers have responded well to the introduction of instant-foam variants. Airspray's one-touch mechanical polypropylene pump used with the new foaming oral hygiene toothpaste foams is based on the supplier's mini foamer often used to top small bottles and used in professional dental care applications, such as professional fluoride treatments. Ofresh may be the first foaming product in dental care. Available in 25-, 50- and 100-mL high-density polyethylene bottles, the tooth foam comes in Regular, Sensitive and Kids versions.



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High-tech syringes boost flu vaccines in Russia

An innovative sterile syringe for flu vaccine bound for Russia will be supplied in the next five years by **Gerresheimer Group GmbH** (www.gerresheimer.com).

A contract signed in Moscow with the Russian

pharmaceutical company NPO Petrovac Pharm calls for RTF® (ready to fill) syringe systems with rigid needles, produced in Gerresheimer's pharmaSystems Div. by Bänder Glas.

With prefillable, disposable syringes, Gerresheimer sees a key growth market particularly for sterile, all-glass syringes. NPO Petrovac Pharm, which cooperates technologically and scientifically in the field of influenza protection with European pharmaceutical companies, will reportedly use the syringes for a new generation of flu vaccines for which it is said to be commissioning a plant near Moscow. The syringes, filled with a precise vaccination dose, are to be marketed in Russia itself and in other areas of the CIS (Commonwealth of Independent States).

The RTF syringes are regarded as some of the most advanced and accordingly are achieving strong growth. On delivery, the syringes are prepared in accordance with all the relevant pharmacy standards and therefore are ready to fill. Processes such as siliconization, preassembly and sterilization are carried out by the system manufacturer in advance.

For the Russian market, the syringes feature a new needle system called RNS (Rigid Needle Shield), which replaces conventional elastic rubber covers often used with needles. The shield incorporates a plastic overcap that helps reduce the risk of injury.



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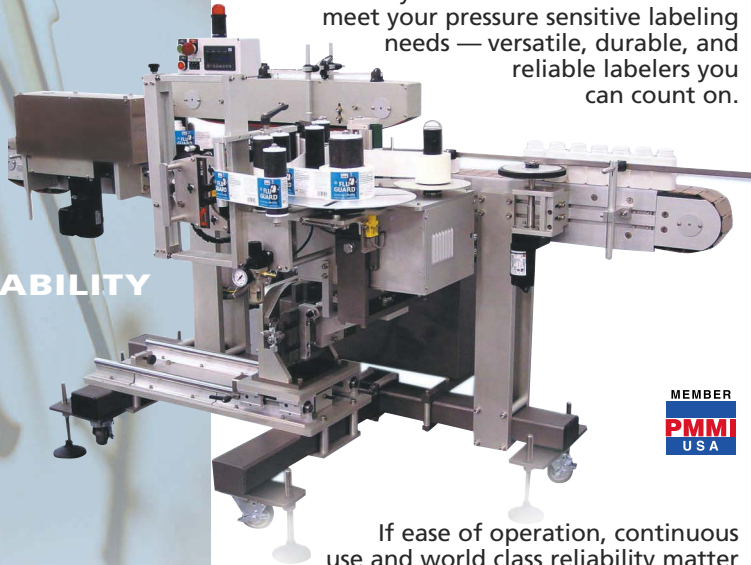
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design trends

Cool bottle delivers 'refresh-mint'



Sleek and simple, packaging for new Metromint® all-natural "mint water" from Soma Beverage Co., LLC, San Francisco, is as crisp and clear as the peppermint-infused water it holds. Available in select stores nationwide, Metromint was designed by husband and wife team and self-described beverageistas™ Scott Lowe and Rio Miura to take advantage of the natural cooling sensation provided by mint. "Not only does peppermint provide rapid refreshment and an instant cooling sensation, it also provides several all-natural benefits," says Miura. "Mint calms the nerves, soothes and revives the body, stimulates the brain, energizes the senses, increases the appetite, and aids in digestion."

"In addition, the natural menthol in Metromint freshens the breath, and can reduce inflammation in the nasal passages and clear congestion related to colds and allergies."

Metromint's ingredients comprise "pure, crystal-clear water," says Soma, along with mint grown in Washington State's fertile Yakima Valley. There are no sweeteners, calories, carbohydrates or preservatives used in the beverage.

Miura, who has experience in product and fashion design, created the recipe and the packaging for Metromint. She tells PD that in designing the tall, slim 16.9-oz bottle, she was attempting to convey "an urban feel that's hip, modern and fresh." She adds, "My background is in jewelry design and fashion, so I am always interested in creating something new and exciting that has never been done before."

The bottle is made from a clear polyethylene terephthalate supplied by a proprietary molder and is capped by a clear, breakaway, CT closure from **Alcoa Closure Systems Intl.** (www.alcoa.com/csi/). The label is made from a metallized biaxially oriented polypropylene, converted by **Brook & Whittle Ltd.** (www.brookandwhittle.com). Graphics include rows of aqua-blue dots along the left-hand side of the bottle and a stylized "m" at the top, center. A green peppermint-leaf illustration in the middle of the label identifies the water as having a mint flavoring.

According to Miura, Metromint has received an enthusiastic response from "thirsty kids, urban trendsetters, cubicle dwellers and soccer moms looking for quick refreshment." Last year, she relates, the product won one of BevNet's Best of 2004 new product awards. Next year will see the introduction of line extensions and new sizes. Metromint is priced from \$1.29 to \$2 per bottle.

Standup pouch makes baking a cake quick 'n easy

Sara Lee Bakery Group, St. Louis, has launched new Quick 'n Easy™ cake batter in a ready-to-use format. Packaged in a 1-lb, 3.5-oz standup, Doyn-style, gusseted film pouch, the premade batter comes in Chocolate and Yellow varieties and makes 12 cupcakes or one layer cake. All the consumer has to do is open the pouch, squeeze the batter into a cake pan and spread the batter evenly. The pouch has two cutoff options, depending on the end product. The user can cut across the entire top to squeeze out the product for a layer cake or cut off the top corner to pour into cupcake tins. Unlike other ready-to-bake cake kits, this one is not a dry mix but is sold in the refrigerated section of the supermarket, next to the cookie dough. Only available in select test markets (PD spotted the batter products in a Chicago-area supermarket), the



innovative squeeze-and-bake batter could be the first of its kind in the U.S., though refrigerated pour-and-bake cake batters have been winding their way through Europe, PD is told. Further product and packaging specifics are considered proprietary at the moment, says Sara Lee, which as of presstime, was still watching the product's market activity to see if it would expand distribution.

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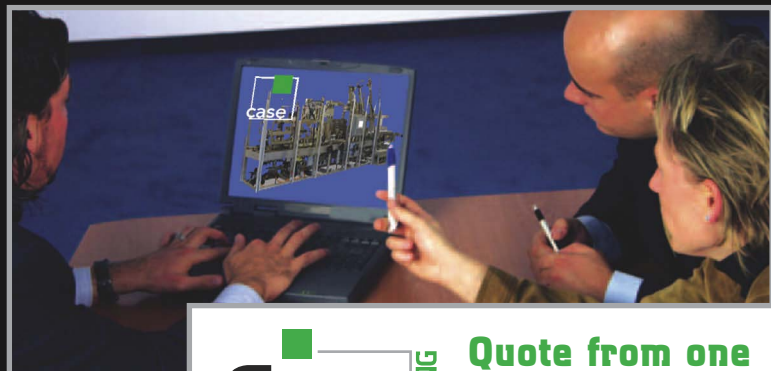
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Mary Ann Falkman, Editor



From RFID to the 'Internet of things'

Eye-catching, illuminated beverage containers are just one of many smart and interactive technologies described in our Smart Packaging feature in this issue (page 22). While these smart techniques are fun and exciting, most smart-label attention today zeroes in on radio frequency identification.

The U.S. smart-label industry, which includes electronic article surveillance (EAS), RFID and interactive packaging labels, is currently dominated by anti-theft EAS tags. However, starting in 2004, a number of industry mandates—most notably from Wal-Mart and the Department of Defense—forced consumer goods companies to utilize RFID labels on pallet and case loads. Despite the cost of RFID labels, companies had no choice but to comply. The increased use of RFID labels, in turn, allowed economies of scale to bring down costs on RFID tags, which serve as the brains of these smart labels. Standardization, along with improved manufacturing technologies, will continue to drive down the costs of RFID labels. By 2014, RFID labels, which were about 10 percent of total smart-label demand in 2004, will account for more than 85 percent of the market, while the share of EAS labels will drop sharply, according to a new study from The Freedonia Group (www.freedoniagroup.com).

Smart Labels reports that RFID labels provide several significant improvements over bar codes in identifying objects, with information storage capacity, interfacing with computer systems and non-line-of-sight reading among the most important. As a result, according to the study, many observers are predicting that the widespread deployment of RFID labels will lead to what is known as the "Internet of things." This massively connected network, or group of networks, will enable computers to automatically recognize and identify everyday objects, and then track, trace, monitor, trigger events and perform actions on those objects. At its most ambitious, the Internet of things will create communication and interoperability among virtually all products and individuals.

IDTechEx (www.idtechex.com) has also extensively researched the RFID industry to highlight new trends and forecasts. According to a new report, *RFID Forecasts, Players and Opportunities 2006-2016*, 600 million tags were sold in 2005 at a cost of \$1.2 billion and a total RFID cost (including tags, readers, services, etc.) of \$1.85 billion. The report claims that challenges, such as tag yield versus cost, will be resolved to grow the RFID market to almost ten times its 2006 value within the next ten years. The number of tags delivered in 2016, however, will be more than 450 times the number sold this year. More on the IDTechEx study is available as our web exclusive this month at www.packagingdigest.com/info/RFID0206. More white papers on the topic, as well as many other packaging-related topics, are available through a link on our home page, or directly at www.packagingdigest.com/whitepapers.

Mary Ann Falkman

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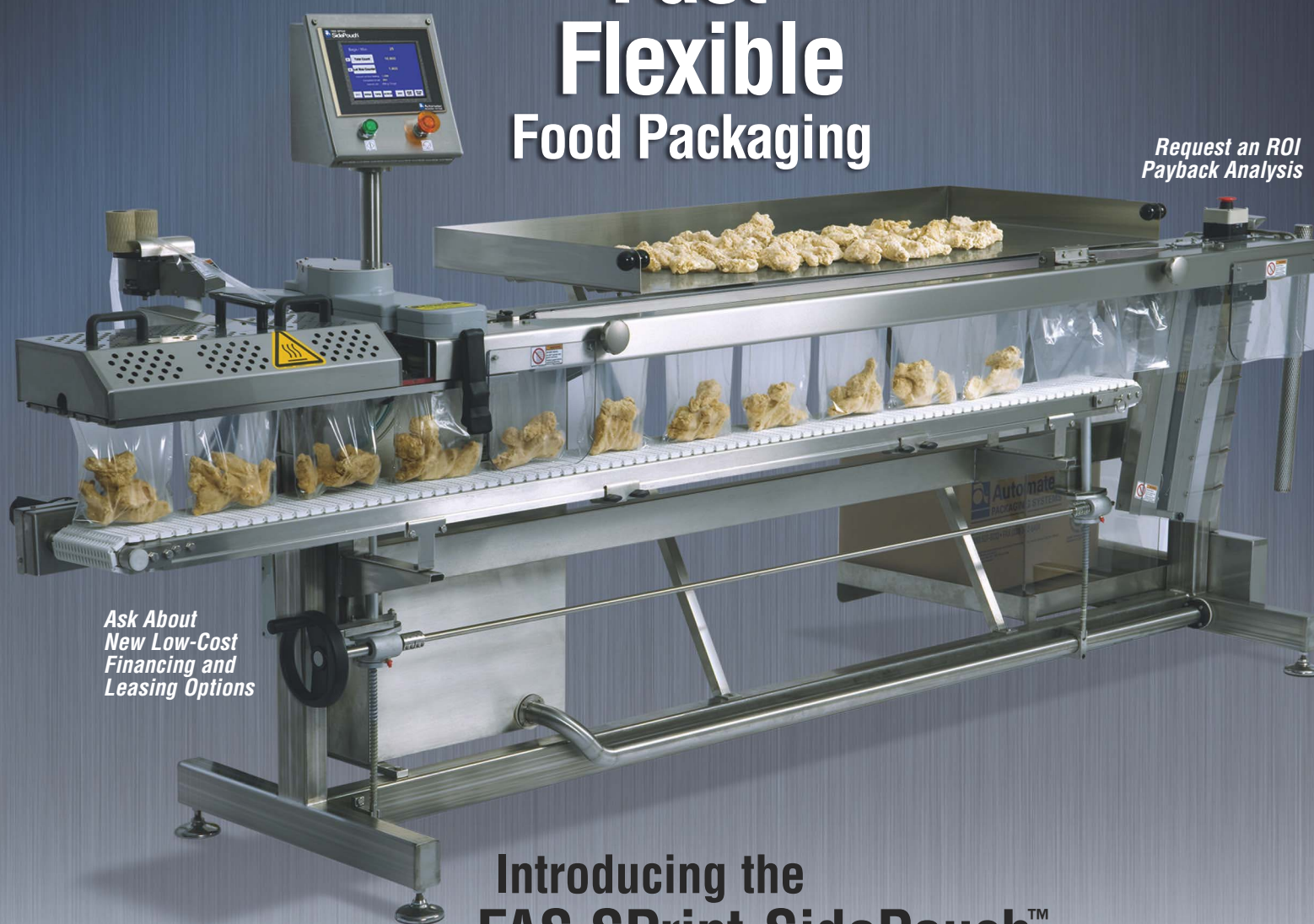


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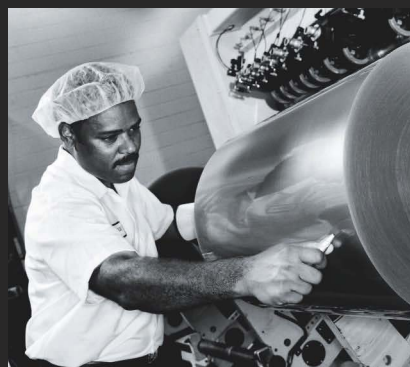


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FKI Logistex, 877/935-4564.

www.fkilogistex.com



Conveyor A new flexible screw conveyor for bulk foods, pharmaceuticals, dairy products and other contamination-sensitive materials meets 3-A sanitary standards. An innovative coupling design specific to the 3-A unit, that is positioned beyond the point at which material exits the discharge spout, virtually eliminates the potential of contamination, while allowing quick disconnection of the screw from the motor drive for washdown. The only moving part contacting material is a flexible inner screw that self-centers as it rotates, providing clearance between itself and the tube wall and creating a gentle, rolling action said to prevent separation of blended materials.

Flexicon Corp., 888/353-9426.

www.flexicon.com



End effector tooling Modular end effector tooling (MET) is an optimal solution in flexible modular automation. The MET product line can be easily configured to meet a variety of material handling applications. Based upon a modular concept with accessories, any MET system can be reconfigured, reused or interchanged between other units for maximum flexibility. The MET can be mounted to the robot in either end-mount cantilever style or a mid-mount configuration. Quick-disconnect air and electrical ports let you switch between various tooling in seconds.

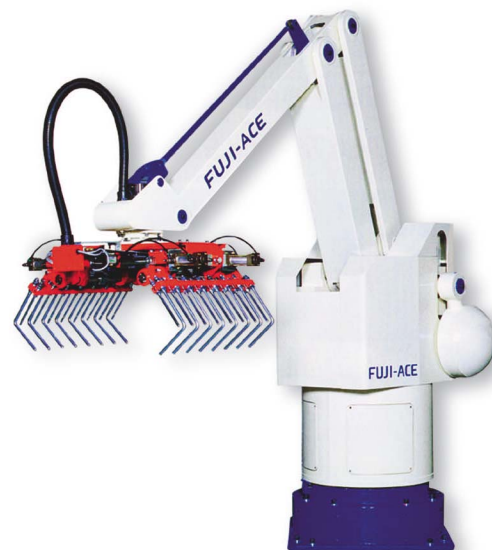
DE-STA-CO, 248/397-6700.

www.destaco.com

Palletizers The Fuji-Ace Series of palletizers is an efficient, high-speed alternative to standard, high-level and low-level palletizers. Developed to meet the varying capacity requirements of today's production lines, the versatile Fuji-Ace Series can palletize different sizes and weights of bags, boxes, cans and drums at speeds up to 1,600 cycles/hr. The palletizers are offered in many different models to fit a wide variety of needs. The Fuji-Ace robotic palletizer can handle different size boxes or bags simultaneously using an optional "B" axis for automatic adjustment of handgrip width. Additionally, all Fuji-Ace robots come equipped with four axes to assure maximum flexibility. The maximum payload of the Fuji-Ace series ranges from 220 to 441 lb (minus hand weight).

American-Newlong, 317/787-9421.

www.american-newlong.com



new products materials

Single-dose bottle A 200-mL PET bottle has been introduced to meet a mandate in Italy and other European countries that states that restaurants and bars must serve water and other beverages in sealed containers. In conjunction with Husky Injection Molding and cap producer Corvaglia, the co. has downsized the weight of the preform to less than half of what had been commonplace, which helps reduce production costs and environmental impact.

PET Engineering,
39-0438-403069.
www.petengineering.com



Insulated shipper The ThermoSafe® Durable Transport insulated bulk shipper is designed to keep bulk loads of bio-substances at refrigerated temperatures for up to 96 hr. The octagonally shaped system maintains 2-to-8-deg-C temperatures for four days under extreme ambient temperatures. The reusable container can hold bulk drums of liquid from 35- to 100-L capacities. Foam-in-place urethane insulates the PE seamless shell that weighs 190 lb when empty. The container is easy to maneuver by rolling on an optional, stainless-steel dolly.

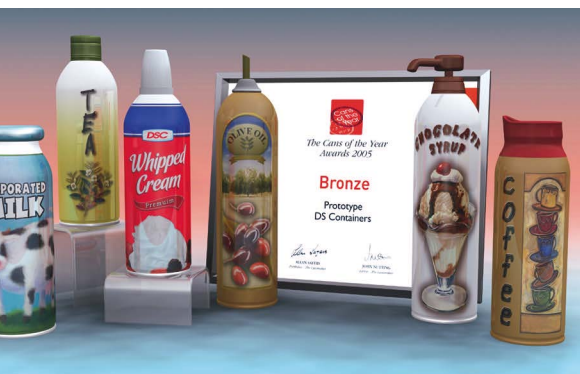
SCA Packaging NA, Thermosafe Brands, 800/323-7442.
www.thermosafe.com



Polymer-coated can

Developed initially for the aerosol market, a two-piece steel can is suitable for a wide range of liquid and viscous products, the co. reports. Made of polymer-coated steel, the interior lining is FDA- and EU-approved.

DS Containers,
630/482-7255.
www.dscontainers.com



Collapsible crates

Returnable plastic crates transport perishables and transfer work in progress. The collapsible crates have an intuitive, two-step assembly, a high cube utilization and a high return ratio, which can reduce handling, freight and storage costs, the co. says. SmartCrates™ are 48×40-in. GMA pallet-compatible and cross-stackable and allow layers of crates to interlock, thereby stabilizing the load. Reinforced corners and vertical walls increase stacking strength.

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new products applications



Bagger meets cookie output

Hot on the heels of an investment in its oven capacity to increase output of its Animals Biscuits and Mini Fingers cookies, Moreton, England-based Burton Foods, part of the Premier Brands group of companies, installed the latest ROBAG® 3f 180 Rotary Triple Jaw (RTJ) high-speed packaging system from TNA Europe Ltd. (www.tnarobag.com).

Having run three ROBAG 2Ci rotary, double-jaw systems to produce 25-g bags of cookies at 140/min for the previous three years, Burton was pleased with the technology, but hoped to find a solution for its increased capacity that could produce a "significantly higher quantity of bags, while maintaining reject levels less than one percent," relates TNA.

Last summer, Burton installed the new vf/f/s system, along with a TNA Delta 1 multihead weigher to pack the 25-g Animals Biscuits and Mini Fingers at a minimum speed of 200 bags/min, at the required reject rate of less than 1 percent. According to TNA, the system's stripper tube-closer system, open tube former and system integration guarantee high performance, low rejects and high efficiency for the fragile cookie products.

The ROBAG 3f RTJ is designed specifically for small bags and is capable of packing bags up to 180-mm wide. Burton's existing double-jaw systems provide the flexibility to produce bags in virtually any length and in widths up to 320 mm. All primary baggers feed bags to the ROBAG Rotary Flat Jaw multibagger.

TNA North America, Inc., 972/462-6500.
www.tnarobag.com

Slider-zipper pouch promotes petfood freshness

Pet-product provider Hartz® Mountain Corp. has groomed its 2- and 5-lb bags of Bonanza™, Vita-Vittles® and Classic™ petfoods to ensure product freshness and convenience. Working with Zip-Pak® (www.zippak.com) and Hayssen Packaging Technologies (www.hayssen.com), Hartz has introduced what Zip-Pak says is the first commercial quad-seal pouch to feature slider-zipper technology.



Produced with Hayssen's new Ultima SV vf/f/s machine, the pouch features a transverse direction (TD) Slider™ zipper from Zip-Pak. Because it is applied at the top, rather than on the side or front panel of the flat-bottomed, quad-seal package in the transverse, or cross-web direction, the TD Slider makes it possible to incorporate slider zippers on standup packaging, Zip-Pak explains. The enhanced platform for graphics and marketing messages also helps increase shelf impact, the co. adds.

Hayssen Packaging Technologies, 864/486-4006. www.hayssen.com
Zip-Pak®, a div. of ITW, 815/468-6500.
www.zippak.com

Yeast quality is on the rise with cellophane wrap

According to AB Brasil, a leading, Latin American producer of fresh yeast, it has cut water loss from its product by nearly 50 percent and has increased product quality and shelf life after replacing its waxed-paper packaging with cellophane. The company, part of Associated British Foods plc, now wraps all of its Fleischmann brand yeast in 360MSB cellophane from Innovia Films (www.films.ucb-group.com) that has also allowed the company to cut its energy costs by reducing its storage temperatures from 12 deg F to 23 deg F.

According to Innovia, the white MSB cellophane being used by AB Brasil is rapidly becoming the industry standard for yeast wrapping in Latin America. Manufactured from renewable wood pulp, the film is coated to provide a barrier to moisture and gas, and to control the amount of carbon dioxide and water produced within the pack during product stocking and distribution.

"Wrapping a live product like fresh yeast means protecting it from contamination while at the same time

controlling the amount of water and carbon dioxide it produces," says Clare McKeown, Innovia Films' market manager for Specialty Packaging Films. "It's a challenge requiring a range of technical packaging properties that few materials can match."

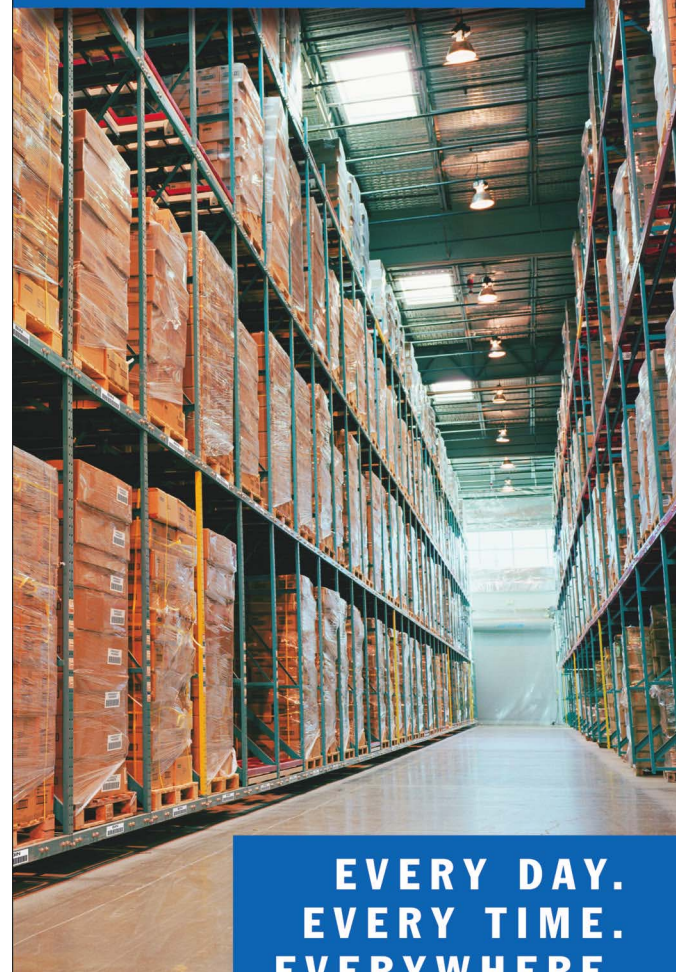


Another important feature of the 360MSB cellophane is that it provides a complete bacteriological barrier, which is essential, as fresh yeast is highly susceptible to a variety of external contaminants. McKeown adds that the film produces a good, strong seal without the need for excessive pressure or heat, so there is no risk of damage to the yeast during packaging, and it can be printed using conventional printing processes.

Handling well on high-speed packaging lines, the film wraps 500-g packs of the Fleischmann yeast at 65 packs/min. Its wide heat-sealing operating window, controlled slip and lack of resistance to coating also results in reduced knife wear, Innovia says.

Innovia Films, Inc., 770/970-8212.
www.films.ucb-group.com

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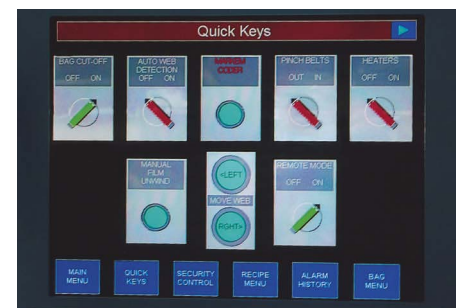
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NJM/CLI, 603/448-0300.
www.njmcli.com



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The SmartDate® 5 thermal-transfer coder offers OEMs the ability to integrate coder controls into the touchscreen of the OEM equipment, providing seamless integration of coding operations with bagging, the co. says. One controller manages the packaging line and coder so there's no need to bounce between separate control panels. Users need only learn to use one set of controls. The thermal-transfer coders are suitable for use with vertical and horizontal f/f/s machines, flowrappers, labelers and cartoners. They work with flexible materials and applications in snacks, confectionery, pharmaceuticals, cosmetics and baked and frozen food sectors.

Markem Corp., 866/263-4644.
www.markem.us

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Laser coder The 3410 100-w laser coder for high-speed, harsh environments provides quality coding on a wide range of packaging materials, the co. says. Prints graphics, characters and bar codes on rubber, plastics and other materials traditionally difficult to mark. Capable of producing letter-quality script at more than 2,400 ft/min, the 3410 is equally productive on personal care, pharmaceutical and industrial-component packaging lines. A mobile, IP65-rated, stainless-steel cabinet protects the electronics, the cooling system, and the laser and optical components. Articulated arm adjusts to fit in hard-to-reach areas, and the compact marking head codes in most orientations.

Videojet Technologies, Inc.,
800/843-3610.
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Case erector Compact R350 case erector reaches speeds up to 35 cpm. Easy to use, the machine erects and bottom-seals RSCs, HSCs, CSSCs and cases with integral dividers, the co. states. Seals with tape or hot-melt adhesive. Has a low-level, vertical magazine that makes case blanks easy to load. An intermediate-frame model is also available for large case sizes.

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Pearson Packaging Systems,
800/732-7766.

www.pearsonpkg.com



Hot-melt applicators NC-Series hot-melt adhesive applicators deliver flexibility, performance and durability, the co. reports. Suitable for light-duty, low-volume applications to medium-speed, high-volume case sealing and product assembly, the applicators feature solid-state controls, accurate RTD temperature sensors and a thermostatic temperature control that helps to optimize system performance. The units feature a reliable, air-operated piston pump and can operate with up to four hoses/guns. Tank capacities range from 12 to 40 lb. An operator interface is available across an entire range of melt-applicating units.

Shure-Glue Systems, Inc.,
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www.shure-glue.com

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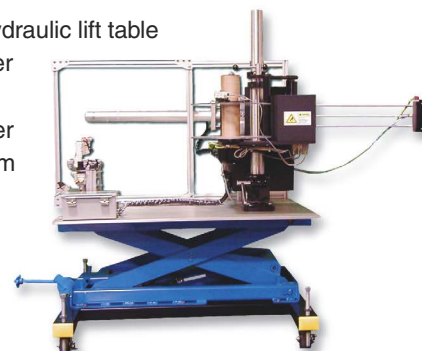
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Adjustable pallet labeler Little David™ LS-800 pallet labeler has an adjustable, hydraulic lift table that can accommodate a variety of pallet sizes. The LS-800 also offers an adjustable tensioner available with a manual, hydraulic foot pedal or an electric device to raise and lower an entire platform where the pallet rests as needed, depending on the height of the pallet. The tensioner can access varying pallet sizes, heights and different labeling positions. In addition, the system can also print variable data such as time, date, serial numbering, weight, bar codes and logos on-demand, to prevent operators from waiting until a pallet has been skidded to print the finished label. Also has protective guarding and a Lexan® enclosure.

Loveshaw Corp., 800/572-3434.

www.loveshaw.com



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Eric Greenberg, Attorney-at-Law

Preparing for threats takes practice for governments, too



As it turns out, there has been more disaster preparation underway by the government than we knew. As far back as late 2004, government officials from state and federal agencies have been working together to anticipate terror attacks on the food supply and practice their reactions. The effort appears to have been a valuable preparation tool.

Of the many tragedies wrought by last year's Hurricane Katrina, several were of a political nature. We discovered, disastrously, that our state, local and especially federal officials were not sufficiently prepared to respond to this disaster, nor were they able to respond quickly or effectively enough once it arrived. This led many to believe that they also might not be prepared to address terror attacks.

Ideally, one would hope that these government bodies are prepared to act quickly to communicate with one another, coordinate their efforts, have the right people and equipment available and put these tools to work immediately to identify the nature of the problem and

prevent as much damage as possible. Because terror might strike the food supply at any time, government agencies and companies have been focusing attention on preventing and minimizing the damage, especially since 9/11.

In September, we described the Strategic Partnership Program Agroterrorism Initiative announced last July (and we criticized the fact that it took four years since the 9/11 attacks to put it together—see PD, Sept. '05, p. 26). That initiative combined the U.S. Food & Drug Administration, the U.S. Dept. of Agriculture, the Department of Homeland Security, the Federal Bureau of Investigation and states and private industry to “protect the nation's food supply from terrorist threats.”

Now comes word of a Food Security Surveillance Assignment that was led by FDA back in October and November of 2004. The report on it appeared in December 2005 (no idea why it took so long, but the concern may have been security; some details of the action are still not being made public). The assignment

helped assure that relevant government bodies were ready for trouble.

For six weeks in late 2004, FDA's local district offices combined efforts with officials from 44 states and Puerto Rico to examine five food commodities considered at high risk for intentional contamination. The report on the project does not name the foods.

The effort built on information gathered under the 2002 Bioterror Act's new requirements for food-facility registration and prior notice of food imports. For example, inspections of food facilities were undertaken as part of the effort, and these included some facilities that were new to the Official Establishment Inventory. Also, more than 9,000 notices of importation were examined. Those notices had been filed under the Bioterror Act's requirement of prior notice of imports, and many of them were for the five commodities of interest. When this review resulted in what was considered a “high-risk” entry, specific follow-up inspections were assigned to FDA districts. More than 270 samples were collected and tested for a range of microbiological and chemical agents. All were negative, by the way.

This exercise, FDA is convinced, helped in a variety of ways. The agency noted, “While it is difficult to measure the level of deterrence that this assignment afforded, there was clearly a significant increase in food defense coverage, awareness and preparedness achieved by the preventive activities of state inspectors at multiple and targeted points in the food distribution system and through the communication with industry.”

It is extremely encouraging to hear that all the relevant governments had thought through what might happen and practiced responding to such disasters. A crisis calls for swift action to be taken by multiple levels of government and industry as well. Don't underestimate the value of the kinds of exercises you

sometimes see on the evening news when emergency responders simulate chemical spills or airport disasters. “Table-top” crisis management simulations force regulators and others to think about how they would respond to such an event, how they'd communicate with the industry and the public and with each other, how they would gather information, and what they would do from moment to moment.

These simulations are often the most relevant experiences government officials have to draw on when a real crisis strikes. They provide not only dry-run practice in gathering information and taking remedial action, but they also strengthen the bonds between and among the different levels of government—federal, state and local—as well as affected industry, which inevitably have to work together to combat a crisis.

One reassuring feature of this assignment is its apparent success at using information gathered from industry, such as the food establishment registration information and prior notice of food import, as tools to achieve the goal of protection. It's good to see this information used as an effective tool, rather than as a wasteful and burdensome bureaucratic irrelevance.

Another important byproduct of these thoughtfully designed preparatory efforts is mutual trust and familiarity among those government officials. Exercises like these help build that trust and familiarity, and those bonds, in turn, could make the difference between effective disaster response and a confused mess.

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@uhlau.com, or by phone at 312/977-4647.

Because terror might strike the food supply at any time, government agencies and companies have been focusing attention on preventing and minimizing the damage.

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Smart solutions pour forth for beverage delivery

At first a trickle, now a flood of intelligent packaging solutions are being introduced to enhance consumers' experiences with beverages. From nonspill dispensing caps for kids' drinks to eye-catching, illuminated containers, these packaging technologies are providing new opportunities for interactivity and convenience, as well as enabling new beverage formulations.

Anne Marie Mohan, Senior Editor

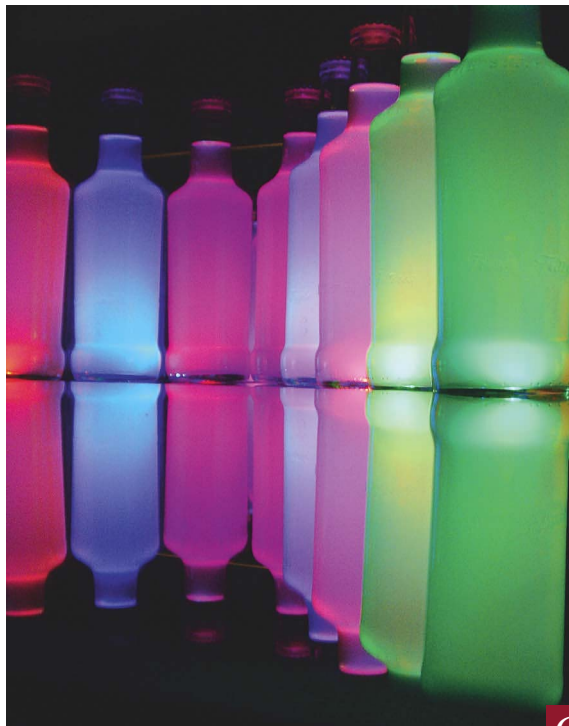
In the past 20-plus years, the beverage market has evolved from boring to booming. Pre-1980s, consumers' beverage choices could be counted on less than two hands; milk, coffee, carbonated drinks, tap water, tea, sugared kids' drinks and alcoholic beverages comprised the lot. Most beverages were packaged in large volumes for home use, or were sold as mixes for preparation by the consumer. Canned beers and sodas were meant for consumption in one sitting.

With introductions such as single-serve milk bottles, aseptic juice boxes for kids, bottled water and ready-to-drink tea and juice containers in the 1980s and 1990s, not only did the scope of beverage choices explode, but also their occasions for use. Today's beverage options address every age group and an endless number of "need states," or reasons for use, such as refreshment, fun, hydration, celebration, indulgence, health and more.

Continuing its evolution, the beverage industry is now testing the marketing potential of intelligent packaging. Enhanced package designs, as well as new materials and components that interact with the consumer or the beverage, are being introduced that provide greater convenience and enjoyment, and encourage the growth of new beverage categories.

Nutritional additives kept fresh with 'wedge'

Developed jointly by Ball Packaging Europe (BPE) (www.ball-europe.com) and Degussa FreshTech Beverages LLC (www.freshcan.com), new FreshCan® Wedge technology is a patented delivery system that enables dry ingredients, such as vitamins, to be dispensed into a canned beverage when the can is opened. "FreshCan technology is 'pulling the tab' on a completely new market segment," says Dr. Ralf Jäger, vp of marketing and sales for Degussa. "We



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believe that it is the biggest breakthrough in beverage packaging since the ring-pull itself. It paves the way for a paradigm shift in how we think about what can be delivered as a beverage product."

Last October, the first commercial application of the wedge became available with the launch of the new Defense™ Vitamin & Mineral Supplement

beverage line (A1) from New York-based Brain Twist, Inc. Offered in Natural Orange and Lemon Lime flavors, Defense combines zinc, pectin, calcium, Vitamin C and Vitamins A, B2 and E in a beverage formulated to combat the germs that cause the common cold and flu. FreshCan Wedge technology was selected for use with the product to maintain the effectiveness of the drink's vitamins and minerals.

Explains Dr. Stewart Gibson, an independent research scientist who evaluated the beverage, "Scientific studies have clearly demonstrated that vitamins are not stable in normal beverage products and that the longer they stay in contact with liquid, the weaker they become. Such sensitive substances begin to degrade and lose potency almost immediately when mixed with the liquid beverage at the time of production. In addition, shelf life and exposure to light promote further loss of their potency."

Defense is packaged in a traditional, two-piece aluminum can holding 14.5 oz of the beverage. Inside resides the FreshCan Wedge, a two-compartment, polypropylene device containing 10 mL of dry ingredient (A2, p.26). Cylindrical in shape and having a total volume of 25 mL, the wedge is activated by a change in pressure. Explains Jäger, "Opening of the can results in an immediate drop in pressure inside the can. Because of its special design and construction, the wedge cannot adjust to this sudden pressure drop, so its lid pops off immediately. The contents of the wedge are then automatically released into the beverage where they dissolve, and the beverage is ready for consumption."

In its earliest development in the late 1990s by BPE (then Schmalbach-Lubeca), the wedge consisted of a device fixed to the bottom of the can. Through many iterations based on prototypes produced by RPC Bramlage GmbH (www.rpc-bramlage.de), the wedge evolved into a floating, watertight component

that is designed to move away from the opening of the can during beverage consumption. Meanwhile, in 2000, Degussa (then SKW Trostberg) began developing ingredient formulations to fill the wedge. Degussa also worked with partners to engineer an automated filling system to insert the ingredients into the wedges, as well as a wedge-insertion machine to put filled wedges into beverage cans. In 2001, Ball licensed the wedge technology to Degussa.

So far, Defense, which Brain Twist president and CEO Larry Trachtenbroit says has paved the way for the company to create a “whole new platform of functional beverage products,” has received an “overwhelming” response from consumers and retailers. The product is being sold nationally in 7-Eleven stores and via Amazon.com, as well as in select retail stores in the Northeast at a suggested retail price of \$2.49.

Degussa adds that other potential applications for the technology include milk drinks or sports and energy drinks, which can be enriched with vitamins, probiotic additives or trace elements.

Spill-proof cap eliminates mess, puts kids in control

Custom-designed to appeal to kids' passion for juice, while meeting parents' needs for less mess, a healthier juice alternative and greater convenience, new Waddajuce™ all-natural juice (B) uses a proprietary, spill-proof beverage cap and eliminates the heat seal under the closure, making it easier for kids to grab and go. The brainchild of Jordan Kerner, founder and CEO of Waddajuce LLC, Westport, CT, with help from Snapple founder Arnold Greenberg, the juice-packaging concept mimics a sippy-cup style, but has been modified into a kid-friendly sports cap “in order to be attractive to kids of all ages,” notes Kerner.

Waddajuce, in Apple, Orange, Wild Berry and White Grape varieties, was launched last October in an 8-oz polyethylene terephthalate bottle (supplied by Zuckerman-Honickman [www.zh-inc.com] and molded by Ball Corp. [www.ball.com]) that is topped by the proprietary cap. While two previous versions of the package, launched in August 2003 and April 2004, “were spill-resistant,” says Kerner, “the current version, through a lot of hard work, is truly spill-proof.”

The patented, triangular-shaped plastic cap is fitted with a silicon valve that provides an airtight bond between the cap and bottle and controls the flow of liquid. A seal on top of the spout prevents air from entering, eliminating the need for a heat seal under the cap, while a removable overcap keeps the cap sanitary until use.

Central to the operation of the cap is the silicon valve, which is supplied by Forest City Technologies (www.forestcitytech.com). The valve restricts juice flow until pressure is applied either through sucking or squeezing of the bottle. This is made possible by a cut in the valve that, when activated by air pressure, allows the juice to flow. Explains Kerner, “Silicon is the only material that has a memory and goes back to its original form as such.” The cap with valve is manufactured by Euro Moulds, Inc. of Mississauga, ON.

Kerner adds that the elimination of the heat seal under the cap makes the beverage even more manageable for younger consumers. “It allows a child to easily remove the seal [on the cap] and drink, without help from parents, but at the same time keeps



the vacuum, which ensures shelf-stability,” he says.

The beverage, packed by Castle Co-Packers of New Kensington, PA, provides nearly 20-percent more liquid than a typical apple juice box, Waddajuce LLC relates, but contains only 50 calories, 14 g of carbohydrates and 13 g of sugar. Additionally, the juice delivers 100 percent RDI of Vitamin C, 10 percent of calcium, 10 percent of four essential B vitamins and purified water to help in hydration. Waddajuce is available through the company's website (www.waddajuce.com), as well as in select retail outlets in the Northeastern U.S. for \$1.49.

Illuminated bottles brighten beverage-marketing options

A new packaging concept from U.K.-based Cognifex Ltd. (www.cognifex.com) is shining a fresh

Defense is paving the way for Brain Twist to create a whole new platform of functional beverage products.

light on brand marketing. Using a tiny, electronic unit with an LED and silicon chip, with a self-contained button-cell power source, Cognifex has found a way to illuminate plastic and glass beverage bottles for marketing and promotional purposes (C).

Says Bryn Griffiths, cofounder (with engineer Jon Duncan) and managing director of Cognifex, “Brands are finding it harder to get dialogue with consumers. Consumers are being bombarded with commercial messages, and market fragmentation means there is more choice than ever before. Brands can try and shout louder than their competitors, using large advertising and marketing spends to cut out any noise their competitors are making. But we realized that most brands can't afford this, and so they have to behave differently.

“We set ourselves the challenge to come up with the next big packaging innovation for the drink industry so that brands *could* behave differently. Illuminating containers is about behaving differently; it's about differentiating yourself from everyone else and interrupting the time-strapped consumer in ways they least expect.”

In development for three years, the Cognifex unit is designed to fit on the bottom of a standard-sized

beverage bottle and can be triggered in a number of ways. These activation methods could include manual depression of a switch, pulling of a tab, removal of the cap or lid with a special opener, an infrared (IR) signal, magnetic switching or an external radio-frequency (RF) signal. Once triggered, the LED will illuminate the bottle and its contents for a predetermined period of time.

According to Griffiths, the bottle can be illuminated in almost any color, including red, white, blue, green, yellow and even ultraviolet (UV). “Ultraviolet is perfect for illuminating UV-sensitive labels in darkened environments,” he says. Combinations of colors can also be used—for example, red fading into

blue, fading into white—as well as flashing or pulsing patterns. In order to transmit properly, the light must be able to pass through the bottle, so clear containers are optimal. Likewise, the bottle's contents must be able to transmit light, not absorb it, advises Griffiths.

Depending on what the brand owner is trying to achieve with the illumination effect, the Cognifex device can be designed to function for anywhere from a few minutes to several months. For example, Griffiths relates that units for beverage bottles that are activated upon opening have been designed to run down after about 30 minutes “because there's no requirement for the devices to illuminate once the beverage has been consumed.” For on-shelf marketing purposes, he says, the unit could be designed to provide a pulsing effect for up to six months.

Another possible application envisioned is for sweepstakes or promotional campaigns, where bottles could be illuminated remotely to indicate a winning package, or winning bottles could emit a different color than regular bottles.

While the technology is not presently in commercial use, Griffiths says that Cognifex is involved in ongoing discussions with a number of beverage brand owners and hopes to launch the first application later this year. Brand owners opting to use the technology will be provided with a license and with mass-produced Cognifex units (sourced from the Far East), designed to the brand owner's color, time and activation specifications. The devices can then be attached to the beverage packaging during bottling.

Concludes Griffiths, “Consumers are becoming increasingly adventurous; they want fun and to be entertained, and they want premium and indulgent products. Illuminating a container will differentiate a product from the masses on the retail shelf, increase sales volumes and provide the consumer with a positive experience. Packaging must get busy consumers' attention and then shout ‘Buy me!’”

Straw system makes milk drinking fun

According to a recent study by The Milk Processor Education Program (MilkPEP) (www.milknewsroom.com) that surveyed 300 schools in the St. Louis area to learn what it takes to make milk a more popular choice among American school children, when kids are offered a variety of milk flavors, such as vanilla and strawberry, in colorful, kid-friendly packaging, they choose milk more often. Long hoping to achieve just such a response, Peter Baron, founder, inventor and director of Unistraw Intl. Pty. Ltd. (www.unistraw.com), Australia, has been engaged for the last seven years in perfecting a milk-flavoring solution that is mess-free, convenient, Continued on page 24

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Officially introduced at Germany's Anuga food and beverage tradeshow last October, Sipahh® milk-flavoring straws (D) employ the patented Unistraw® system, which enables flavor "beads" to be dissolved in a beverage as the liquid passes through the straw. The system has three elements—a straw, filters and flavor beads—that together eliminate the drawbacks found with previous flavored-straw products, Baron says.

The system's first component, the straw, is made from transparent, recyclable, food-grade PP, mixed with a food-grade plasticizer/toughener that prevents the straw from cracking or splitting. The straw measures approximately 0.26 in. dia and is 7.08 in. long. Also made from food-grade PP, filters heat-welded into both ends of the straw use a patented cone shape that allows an optimal flow of liquid through the straw, while keeping the company's UniBead flavor beads inside.

Each straw holds approximately 4 g of UniBeads, which are 0.08-in.-dia, round beads that can be dissolved into a beverage to add flavor, vitamins or other ingredients. The UniBeads are manufactured at Unistraw's facility in New South Wales, using processes and equipment developed by the company. Likewise, straw assembly and filling is accomplished through machinery designed by Baron with help from

machine design specialists. The patented Unistraw Filling Machine is a "state-of-the-art, fully automated and patented machine that produces products based on the Unistraw system at a rate of approximately 200 per minute," relates the company.

While the company's Sipahh milk-flavoring straws are now being produced in-house by Unistraw, David Levin, marketing director for the company, says that future applications will also involve the licensing of the Unistraw technology and manufacturing equipment to external organizations. "The U.S. is one such market where Sipahh will be produced on Unistraw filling machines under license," he says. The product is expected to launch in the U.S. in select markets this year, he adds.

In Australia, Sipahh hit the retail market in October in Chocolate, Strawberry, Banana and Caramel varieties. "Sipahh tastes great and offers a unique, fun milk-consumption experience for kids," says Levine. "Sipahh contains natural colors and no artificial flavors or preservatives and adds only a half-teaspoon of sugar to a glass of milk." Packaging formats include a 10-pack canister for supermarkets, a 3-pack for C-stores and single straws for sale in schools.

Levine relates that since its introduction, Sipahh has experienced "an incredibly strong start." He adds, "Locally, we're currently experiencing week-on-week

growth, and causing the milk-flavoring category to grow by more than twenty-five percent. Naturally this has delighted retailers, who continue to put their promotional weight behind the brand."

Other applications envisioned for the Unistraw system include the delivery of vitamins and other nutrients, nutraceuticals and bioactive ingredients or pharmaceuticals into beverages.

Color-changing coffee lid is a hot item

Another innovation of Aussie origin, the Color Changing Disposable Lid (E) from Smart Lid Systems™ (www.smartlidsystems.com) provides consumers with a visual indicator of product temperature for beverages in paper or polystyrene coffee cups. Infused with a color-changing additive,

the Smart Lid coffee-cup lid goes from "coffee-bean brown" to glowing red after being placed on a cup containing a hot beverage.

"As the takeaway-cup market evolves, the distinction between thermally insulated cups, once the domain of foam cups alone, is fast becoming blurred," says Nick Bayss, managing director for Smart Lid Systems. "Paper cups now feature corrugated portions, thermal retardants and all manner of thermal barriers, which means that end-users can no longer judge the temperature of their beverages by touch. So,

how do they currently test the temperature? With their mouths! With the Smart Lid System, a consumer can tell straightaway that their coffee is hot just by looking at the lid, making the color-changing lid the safest lid on the market."

A further visual indicator ensures that the lid has been placed securely on the cup. When the lid changes color, a dark ring forms around its edge if it is attached to the cup properly.

The lid is made from virgin high-impact PS, which is mixed in the cold-pellet state with a color-changing additive from Matsui Intl. (www.matsui-color.com) that has been approved for food contact by the U.S. Food & Drug Administration. For manufacture of the lid, Smart Lid Systems has secured a 20-year licensing agreement for the Australia and Asia Pacific region

with Rema Industries & Services (www.rema.com.au), an Australian-based manufacturer of disposable plates and cups. Bayss

relates that manufacturers in both Europe and the U.S. have also expressed interest in the system, but there are no agreements currently in place.

Regarding the style of the smart lid, because there is no retooling of equipment required to produce it, the lid can be manufactured in either flat or dome styles, and in virtually any size. For test-market purposes and for launch at the end of Q1-06, Rema has been

Continued on page 26



Packaging must get busy consumers' attention and then shout 'Buy me!'



For news on other smart beverage-packaging solutions, such as self-heating and self-cooling cans, as reported by Packaging Digest, visit www.packagingdigest.com/info/smart06

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producing the lids in 8-, 12- and 16-oz sizes for use with paper or foam cups.

According to Bayss, while the lid can be designed to change color at virtually any temperature, Smart Lid Systems has found that a range of 100 deg F to 113 deg F, from when the lid begins to change color to a full color change, best reflects the average serving temperatures of hot beverages. As the lid cools, it gradually returns to its initial brown color.

Another aspect being promoted by

When kids are offered a variety of milk flavors in colorful, **kid-friendly packaging**, they choose milk more often.

Smart Lid Systems is the lid's potential as a marketing tool, whereby an advertising message could be printed on the lid that would only appear once the lid changes color. For example, text

printed in brown ink on the lid or on a clear sticker applied to the lid would only be visible when the lid was in a hot, or red, state.

To gauge consumers' reactions to the



A2

color-changing technology, Bayss says that Smart Lid Systems tested the lid in a variety of large cafes in its hometown of Sydney, and "the response has been overwhelming." He continues, "Of the cafes surveyed, extremely high percentages of respondents said they thought the concept was fantastic and is required by the industry, and a high percentage said they would take the product on once it is released."

While Smart Lid Systems' first foray into color-changing packaging is focused on coffee, Bayss says that there are many more potential applications for the technology, as consumers continue to purchase more and more takeaway foods and beverages. "At this stage, we are planning on exploring the takeaway soup market in particular," he says.

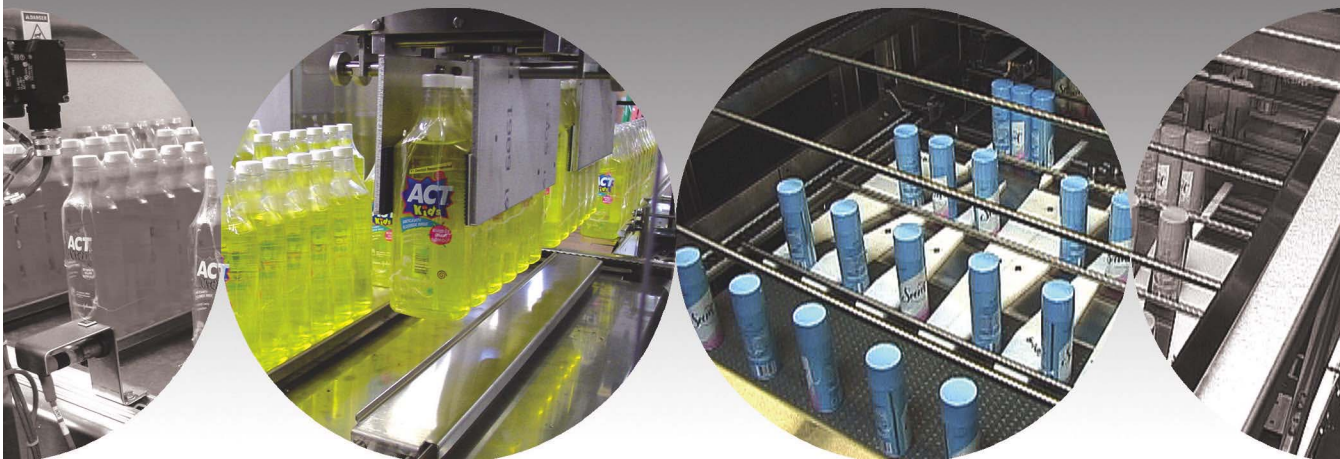
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Blister machine speeds PEZ packing

Dispensing with manual equipment, PEZ Candy, Inc. works to custom-design a highly automated blister-packing system with specialized infeed and pick-and-place systems to handle its trademark rolls of fruit-flavored candies.

Anne Marie Mohan, Senior Editor

As much a part of the American landscape as is baseball and apple pie, PEZ® novelty candy and dispensers from PEZ Candy, Inc., Orange, CT, have been entertaining both children and adults for more

than 50 years, using themes and characters that reflect current, popular trends. Some of the candy company's latest three-dimensional dispenser creations include Star Wars collectibles, Chicken Little figures and Nascar helmets.

Just as PEZ has followed pop culture with its dispenser styles, so too has it evolved its packaging options to suit new distribution channels and provide consumers with a greater product selection. Last year, the company invested in a new, automated blister-packing line from Koch Maschinenbau GmbH (www.koch-maschinenbau.de), supplied by its exclusive North American distributor Action Packaging Automation, Inc. (www.apaiusa.com) that provides greater speed, flexibility and cost-efficiency in the production of various candy and dispenser blister-pack combinations.

The story of PEZ dates back to 1927, when Viennese confectioner Eduard Haas introduced a peppermint candy as an alternative for smokers. The compressed breath mint was marketed in a dispenser shaped like a cigarette lighter and took its

name from the German word for peppermint, "pfefferminz." In 1952, Haas brought his product to the U.S., but initial sales were slow. In 1955, he reintroduced the

candy in fruit flavors and packaged them in a new dispenser that doubled as a child's toy. Among the first PEZ character dispensers were Santa Claus and Mickey Mouse. Today, PEZ candy

and dispensers are available in more than 60 countries worldwide, with more than 3 billion of the candies consumed each year in the U.S. alone.

At PEZ Candy's Orange location, approximately 150 employees work to produce the wrapped candies and package them along with the dispensers—sourced from China, Austria and Slovenia—for sale in supermarkets and mass merchandise, drug, convenience, toy and gift

stores throughout the country. The 96,000-sq-ft facility houses full processing capabilities for the trademark 3/8-in.-long, brick-shaped candies. Packaging equipment includes machines to overwrap the candies in 0.29-oz rolls with foil and paper, as well as those that produce film bags holding a dispenser and candy, film overwraps for candy rolls and blister-packs for candy and dispenser combinations.

Until last year, PEZ Candy was using several blister-sealing machines, along with preformed blisters, to create its carded combination packs. In 2002, it began



Blister-packing begins when product is fed from a bulk hopper via a stepper feeder, above, to a customized infeed lane. Designed with four infeed lanes, the system can accommodate up to four different flavor varieties simultaneously.

searching for an alternative to the labor-intensive system. "We wanted to increase our output and reduce our material costs by producing our own blisters," relates Mark Morrissey, chief operating officer for the company. "The main requirements for the equipment were that it could form six blisters per cycle at sixteen to eighteen cycles per minute, as well as provide quick changeover and automation of the candy placing."

The challenge faced by machine manufacturers was to devise a way to orient and feed the 2.3-in.-long candy rolls to the machine from several bulk hoppers, as

Continued on page 30



To view a video of the Koch blister-packing system in operation at PEZ Candy, Inc., visit: www.packagingdigest.com/info/PEZvideo



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well as create a pick-and-place transfer system to load different combinations of rolls into the blisters, while maintaining the required speed. "Koch was the only company that would take the responsibility to build the infeed," relates Morrissey. "With the blister-sealing machine, we were manually putting the candy rolls and dispensers into the blisters. We wanted to automate the new system as much as possible to increase output."

After an initial meeting at the PACK EXPO International 2002 tradeshow in Chicago, PEZ Candy and Koch met several more times over the next year and a half to create an infeed and pick-and-place solution around Koch's KBS-PL (Pallet Linear guide) high-capacity blister-packing line.

The final system was installed in March 2004 and was in production the following month, producing blister-packs containing one dispenser and three rolls of candy, or packs with candy only, in seven-, eight- and 10-roll varieties. According to an estimate by John Wojnicki, sales manager for APAI, the final system comprises approximately 30-percent standard Koch machinery and 70-percent custom automation.

The blister-packing process at PEZ—which, during a recent visit by PD, involved placing three different varieties of candy and one dispenser into a pack promoting DreamWorks Animation LLC's computer-animated film Madagascar™—begins with Koch's automated candy-roll infeed system. Designed with four infeed lanes, the system can accommodate up to four different flavor varieties simultaneously. To begin the process, unoriented product is dumped into four separate bulk hoppers equipped with stepper feeders.

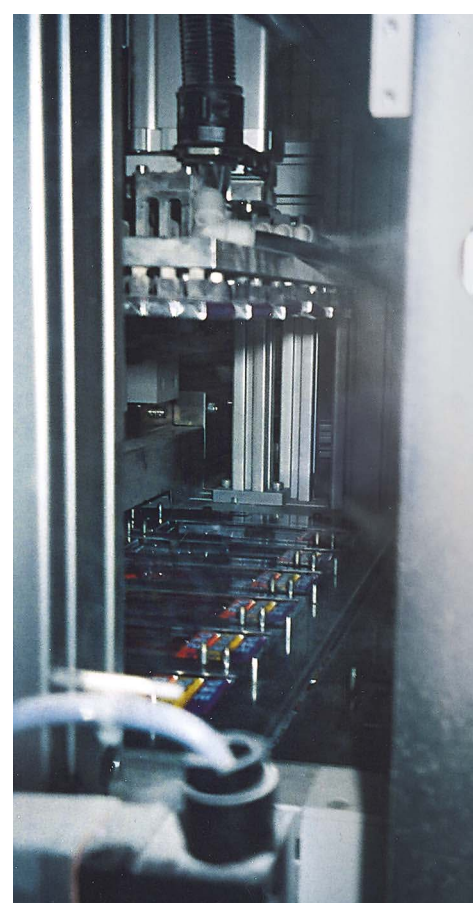
From this nonoriented state, product is delivered via the stepper feeder to a feed belt in a flat position. The rolls then travel end-to-end on the conveyor belt past a vision system from Cognex




(www.cognex.com) that determines the orientation of the candy rolls by inspecting the direction of the print on the package. Incorrectly oriented rolls are diverted to a turning station, where they are rotated to the correct position and reintroduced into the line.

Next, the product in all four lanes travels in a straight line to a stacking station that accumulates the required number of rolls (up to 10) and flavor varieties for the current job into a horizontal position. Once released, the collated rolls travel through a condensing conveyor and to the pick-and-place station, where they are transferred into the blister.

Meanwhile, blister-film is guided into the machine from rolls and is preheated in preparation for forming. According to Morrissey, PEZ uses polyvinyl chloride film from a number of suppliers in thicknesses of 10 and 12 mil for the candy-pack blisters and deep-draw, candy and dispenser packs, respectively. The film is

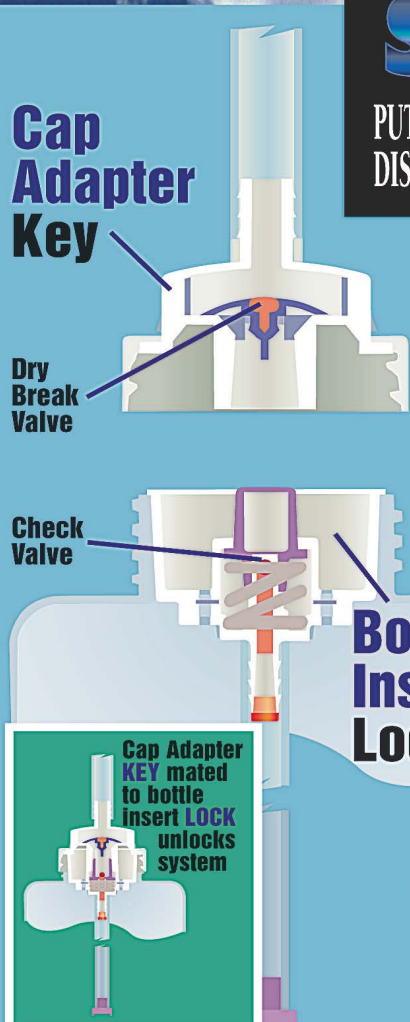


Product, above left, travels to a stacking station that accumulates the required number of rolls and flavors. They then travel through a condensing conveyor and to the pick-and-place station, above.



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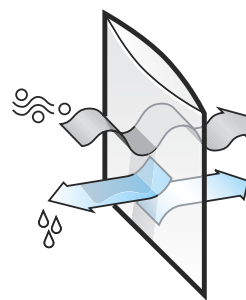


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then advanced via the forming station. As it is advanced, the film is formed into a blister and released onto a tracking system, where it is slit in longitudinal and transversal direction into six lanes.

Next, a hole-punch mechanism punches a hole into the blister that matches the size of a hole die-cut in the blister-card that will allow the finished product to be hung on a peg for display. Blisters are then picked by grippers and placed into individual trays, or "pallets."



Dispensers in bulk hoppers, above left, are placed into the blisters manually. Blister-cards, above, are placed upside down on top of the blister before being sealed.

A sensor checks for the presence of the blisters in the trays.

The trays then advance to the automatic infeed, where the candy rolls are placed into the blister. After being filled, the trays convey past an operator, who manually places a dispenser into the pack. If the pack will contain candy rolls only, the trays go directly to the card-placement station, where blister-cards are placed upside down on top of the blister. PEZ uses preprinted blister-cards made from .016 SBS and measuring 9.5 in. long and 3.5 in. wide, from several suppliers. Next, the trays advance to a sealing station, after which the product is picked from the conveyor and discharged from the machine.

The Koch system is controlled by the TwinCAT PLC and motion-control software system from Beckhoff Automation (www.beckhoff.com). The software operates on a PC running Windows 2000 with a color-touchscreen operator control.

While Morrissey cannot comment on specific improvements in PEZ's blister-pack productivity and costs realized as a result of the installation of the Koch system, the line has definitely met the company's requirements for speed, automation and minimal changeover time. With its custom-designed, automated infeed system, the line delivers properly oriented candy rolls in a variety of combinations, with blister-packing speeds of 16 to 18 cycles/min. And, Morrissey says, changeover, which requires only a change in the plugs used to determine the size of the blister, is just a five- to 10-minute process.



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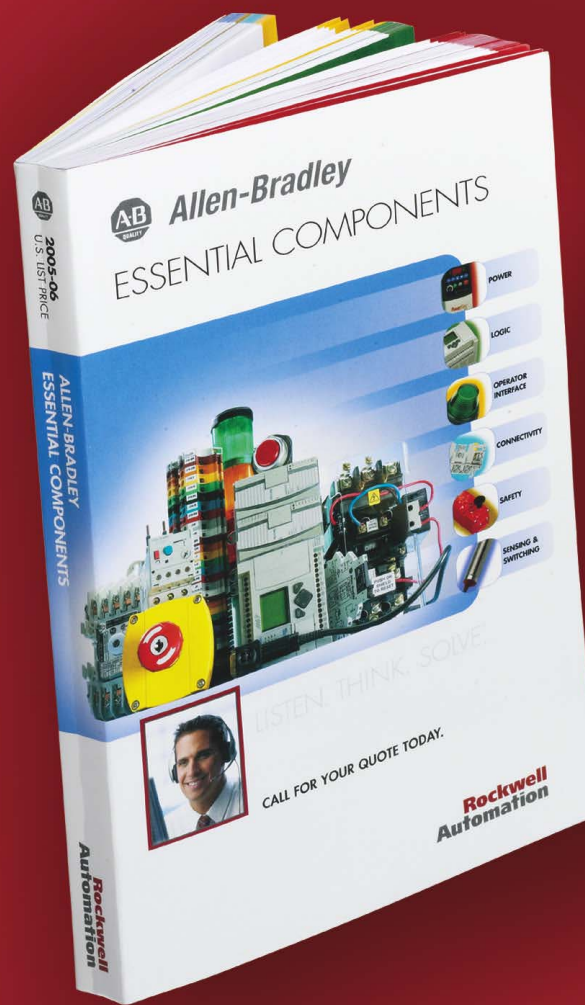
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Absorbent grease pad soaks up the benefits

Favoring prevention as the best cure, Boyer's Food Markets, based in Pennsylvania, moves to a highly absorbent pad that helps prevent hot grease from leaking out of its rotisserie chicken tray-packs.

Lauren R. Hartman, Senior Editor

An ounce of prevention is worth a pound of cure. Boyer's Food Markets has taken that phrase to heart by making a packaging improvement to its plastic, dome-shaped rotisserie chicken containers that helps prevent grease from leaking out, which could put customers in a "fowl" mood. Founded in 1949 in Orwigsburg, PA, Boyer's operates 17 locations throughout Eastern and Central Pennsylvania, all of which emphasize its dedication to giving customers extraordinary service. Because its supermarkets strive to please customers instead of seeing them take flight, Boyer's added Hot-Loc™ absorbent pads from the Cryovac Div. of Sealed Air Corp. (www.sealedair.com) inside of the chicken trays.

Customer safety and product protection are

paramount, says John Boyer, president of real estate and vp of operations for Boyer's Food Markets. He also heads the company's corporate safety committee. "Awareness of safety is extremely important," he says. "Preventing something from needing to be cleaned is better than doing something about it after the fact."

The domed, two-piece polyethylene terephthalate containers are highly protective, but the chicken inside had been vulnerable to shifting around in shopping carts and in grocery bags, which could cause any hot grease inside to leak out, should the container tip. Developed in response to retailer requests, the Hot-Loc pads absorb excess grease, fat and juices from hot, pre-cooked foods, such as rotisserie chicken, fried chicken, roasts, loins or ribs, resulting in cleaner packages, case displays, floors and front-end checkout stations.

Enclosed in PE film, the pads are constructed with a polymer skin capable of withstanding temperatures up to 180 deg F under store deli heating lamps for a duration of 12 hours. The pads "drink in" liquids through patented, one-way "valves" located on their bottom layer. These hundreds of tiny valves absorb the juices only through the bottom of the pad, which helps keep the meat from drying out. Microwave-safe, the pad locks in moisture and liquids during reheating and has what Cryovac describes as an enclosed fluff pulp matrix originally developed for Cryovac Dri-Loc pads.

Available in clear and black and in a variety of sizes and absorbencies, the pad can be used in all sorts of



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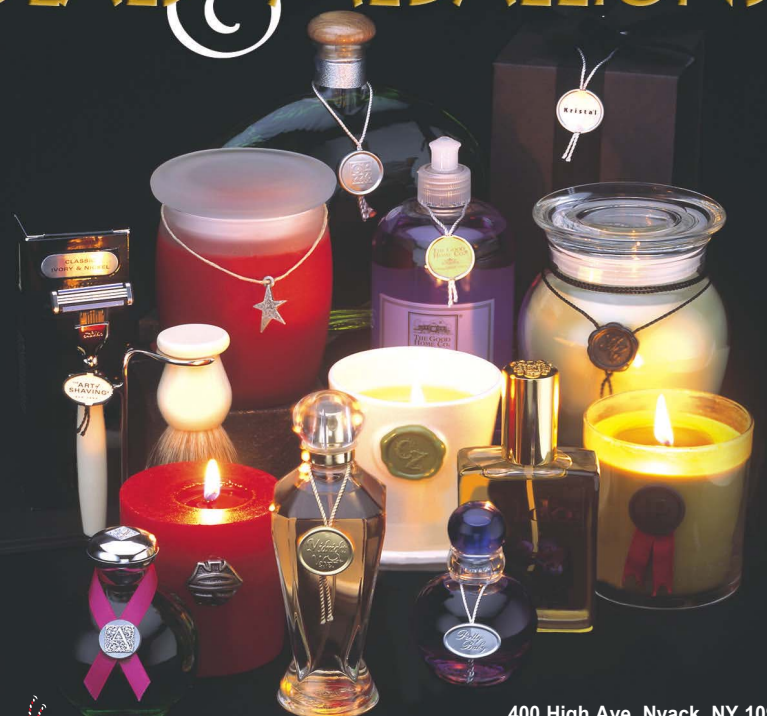
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Shoppers find the chicken packs in displays with warmer lighting, above. Since adding the pads, the stores have reported no rotisserie chicken-related incidents. The pads are added to the base trays in store delis, right.

heated retail display cases. Complying with applicable U.S. Food and Drug Administration regulations, the pad can be used in rigid or flexible containers.

Mike Tomek, sales representative for Sealed Air's Cryovac Food Packaging Division, says Cryovac shipped Boyer's a case of the pads to trial at one store location for a month. After monitoring the product, the company decided to adopt Hot-Loc across all 17 of Boyer's Food Markets locations. The pads are added to the chicken packages in the store deli department.

Since adding the Hot-Loc pads, Boyer's says it has had no rotisserie chicken-related incidents. The pad film

Deli managers are receptive to the pads, and store customers have provided positive feedback.

enclosure is strong and durable and the sealed edges prevent juices and grease from leaking out.

According to John Boyer, the results exceeded all expectations. Deli managers are receptive to the pads, and store customers have provided positive feedback.

John Boyer says he doesn't just work for Boyer's Food Markets; he's also a customer. "As an end user, I see the results of the pads from the other side," he states. "There's no pool of grease at the bottom of the container when I get home, yet grease removal doesn't take away from the flavor or moisture of the meat."

Boyer's Food Markets originally used



clear pads, and then switched to black pads in May of 2005. "Black is invisible to the customer and makes a much nicer presentation," says John Boyer. For Boyer's, the absorbent pad is a valuable asset. "It adds a minimal cost to the package, but we think

about what one accident could be worth. You cannot put a price tag on customer safety," says John Boyer. Dedicated to providing excellent customer service, the company, through its safety committee, continues to ensure a safe environment for customers.

More information is available:

Cryovac Div., Sealed Air Corp., 800/845-3456. www.sealedair.com.

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Rising tide for shrink-labeled cap



Procter & Gamble launches Tide with Febreze Freshness in predecorated, sleeve-labeled caps that offer more billboard space for graphics.

In August 2005, Procter & Gamble introduced the latest addition to its best-selling Tide liquid laundry detergent line: Tide with Febreze® Freshness. To help the new product stand out on store shelves, P&G features it with a glossy, shrink-sleeve-decorated cap highlighting the familiar Febreze logo. Working in partnership with P&G, Multi-Color Corp. (www.multicolorcorp.com) helped develop the distinctive shrink-sleeve-decorated cap.

P&G wanted to use a decorated cap to attract shoppers' attention and distinguish Tide with Febreze Freshness from other Tide products. Multi-Color was involved in early discussions for the project in late 2004. Use of injection in-mold labels was an option, but the capmaker lacked the necessary capabilities. Since Multi-Color offers multiple decorating

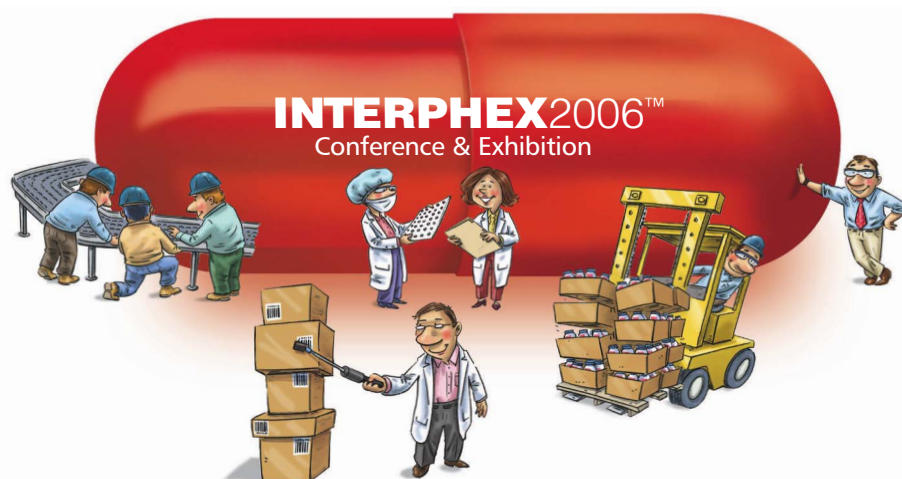
technologies, they suggested using shrink-sleeve labels. Shrink sleeves would provide the graphics, product protection and quality look the project desired.

Shrink-sleeve labels are one of Multi-Color's main product lines. However, this project presented several challenges. The caps had to be predecorated because the two plants producing Tide with Febreze Freshness



To read about how shrink labels are produced for haircare products at **QUICK PAK**, go to www.packagingdigest.com/info/quickpak

did not have shrink-sleeve application capabilities on their filling lines. The predecorated caps would have to withstand travel through the cap-conveying system and the torque applied during capping.



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Multi-Color's product leadership group handles new product development and provides technical support during qualification testing. Based on the results of line trials, they determined that predecorated caps could work using a specially designed shrink-sleeve label.

"We were working on several aspects of the project simultaneously," says Philip Albenice, technical representative. "While our primary focus was to develop a product that would work for this application, it also had to be a product that would fit our production capabilities. Our goal was to design an innovative shrink-sleeve label that we could produce efficiently."

The accelerated timeline for the project presented another challenge. P&G planned to launch Tide with Febreze Freshness in August, and its production schedule called for

Our goal was to design an innovative shrink-sleeve label that we could produce efficiently.

packaging to be ready in June.

"We were confident we could deliver a product that would meet their needs and their schedule," says John Voelker, vp of sales for Multi-Color. "We met with Procter & Gamble in late January and presented our plan for the project. We would handle everything in-house—product development, prepress, production and the actual decorating. Being able to handle the entire project made a big difference."

The entire Multi-Color team pulled together to make the project a success. Product leadership would continue product development and provide technical support. Laser Graphics Systems, Multi-Color's prepress facility, would produce the color separations and printing cylinders. The sleeves would be printed and finished at Multi-Color in Scottsburg, IN, and applied at **Quick Pak** (www.quick-pak.com), Multi-Color's packaging services division.

Quick Pak was uniquely suited for the Tide with Febreze Freshness project. A leading contract-packaging services provider, it adapts production capabilities to meet specific customer needs. Many of its fulfillment projects require manual assembly, which was an important factor during the early phase of this project.

The initial line trial of the decorated caps for Tide with Febreze Freshness took place in March 2005. The trial used samples hand-applied at

Quick Pak. "The trial was to gauge the robustness of the shrink-sleeve-labeled cap," says Francene Lord, director of sales at Quick Pak. "The results confirmed that we had a product that would meet Procter & Gamble's expectations."

One plant began producing Tide with Febreze Freshness on June 1 and required 2 million decorated caps. The caps spotlight the Febreze logo and match the background color of the labels for each of two product scents

available. The product went into full production and launched on schedule. The new cap developed for Tide with Febreze Freshness is unique to the marketplace. Decorated caps open up a new area on a container for graphics.

More information is available:

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Fill/seal pouch machine handles two pouches simultaneously at speeds to 100 pouches/min. Ink-jet printer applies date and lot codes.



Pouch machine runs liquid food products

A horizontal, rotary fill/seal pouch machine at Harvest Pak Foods runs a wide range of hot-fill food products and pouch sizes to meet industry needs.

Jack Mans, Plant Operations Editor

A new pouch fill/seal machine is opening many doors for Harvest Pak Foods, Ft. Myers, FL. Dedicated to the production of high-quality, processed foods that are sterile for two years or more without requiring refrigeration, Harvest Pak began production in 2005. The company produces a wide range of hot-fill liquid food products under its own brand name and contract packs them for other companies. Products include smoothies, baby foods,

flavored water, oatmeal, soups, sauces and cocktail mixes packaged in clear, foil, retortable, boil-in-bag and microwavable structures.

"I've been in the food industry for many years, and it became apparent to me that pouches are where the growth will be for food products," says Harvest Pak founder and president Jeffrey Rinz. "Pouches have numerous advantages over cans and jars and, in many cases, will ultimately replace them." Advantages of pouches over bottles and cans cited by Rinz include the fact that pouches cost less to make and have tremendous savings in freight costs, both empty and

filled, and in space requirements. "I can store a million pouches right next to my machine. It would



For more information about fill/seal operations, click on <http://www.packagingdigest.com/info/formfill>

fill my warehouse to store that many cans or bottles," says Rinz. He also says pouches have much less environmental impact. Most importantly, he says, food in pouches tastes better. "All of our products are hot-filled rather than retorted, so they don't have any

Continued on page 40

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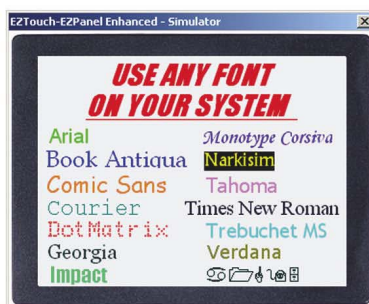
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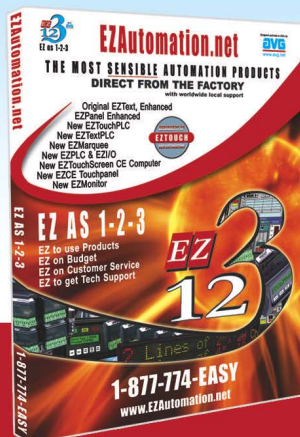
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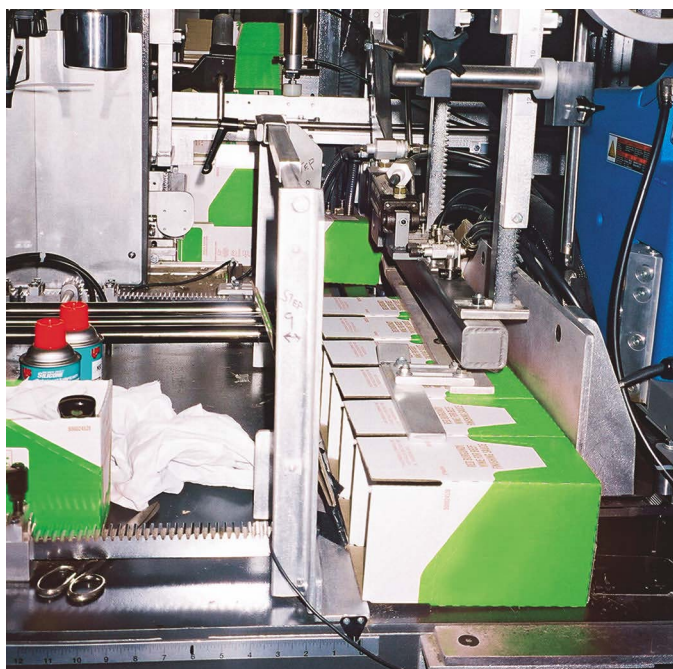
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Carton erector, left, picks knocked-down cartons from the feed magazine, erects them and seals the bottom flaps with hot-melt glue. Top sealer, above, closes top flaps and seals them with hot-melt glue.

burned flavor. All in all, there are really no negatives about pouches; everything is positive," he concludes.

In late 2004, Harvest Pak installed a Model TT-9CW pouch filler/sealer from **Toyo Jidoki Co., Ltd.** (www.tyj.co.jp). **Chori America, Inc.** (www.choriplg.com) is the exclusive global marketer for Toyo Jidoki pouch packaging machinery. "We had tried another machine, and it didn't work out," says Rinz. "Then I heard about the Toyo Jidoki machine and called Dennis Calamusa to get more information." Calamusa is founder and president of **ALLIEDFLEX Technologies, Inc.** (www.alliedflex.com), which is a North American sales representative for Chori, and sold Harvest Pak its machine. "Dennis took us to see a Toyo Jidoki machine in operation, and it looked perfect for our needs," says Rinz.

The intermittent-motion, rotary model TT-9CW fill/seal system runs premade standup and pillow-style pouches at speeds up to 100 pouches/min. Available in different material configurations, the multilayer pouches typically are 3 to 5 mils thick and incorporate foil, aluminum oxide or silicon oxide as an oxygen barrier. In some instances, they also incorporate an oxygen scavenger to absorb free oxygen in the pouch.

The pouch machine can accommodate up to a 750-mL fill volume and can run a wide assortment of closures, including caps, spouts, pull rings, laser-scored tearnotches and resealable zippers.

Preformed pouches are delivered to the machine in two boxes sitting side by side, and the machine picks up two pouches simultaneously with grippers on the sides of the pouches. All subsequent operations are also done to two pouches simultaneously while the machine is stopped.

At the first station, a Linx 4900 ink-jet printer from **Diagraph, an ITW co.** (www.diagraph.com) applies a lot code and date to the back of the pouch. Auto flush at startup and shutdown combine with Auto Power-down ensure trouble-free startups with the touch of a button. The unit can store 50 messages in memory and features automation of diagnostics and running parameters.

At the next station, the grippers move toward each other, and vacuum cups pull the pouches open. Cone-shaped plastic elements then descend into the tops of the pouches to ensure that the tops are fully open. Next, the pouches enter the fill station, where pistons discharge the product, which is filled at 200 to 220 deg F. The quantity of fill is determined by the length of the piston stroke, which is set from the control panel, but each piston has a knob for fine-tuning.

The grippers then move outward to pull the tops of the pouches closed, after which the pouches pass through two top-sealing stations, where the tops are

heatsealed at about 340 deg F. This is followed by two seal-cooling stations, where chilled water circulates through the cooling heads to cool the seals to about 60 deg F. The grippers then release the pouches onto the takeaway conveyor. "The TT-9CW isn't an easy machine to operate, and it took us a while to learn all of its idiosyncrasies, but Dennis gave us a lot of help with the installation, startup and training, and now we dominate the machine," says Rinz.

The discharge conveyor is sized to provide at least three minutes residence time to ensure that the hot product has time to sterilize the inside of the pouches. They then enter a vertical, spiral hydro-cooler from **Cloudy & Britton, Inc.** (www.cbife.com), where 60-deg-F water cascades down over them and cools them to about 75 deg F. The hydro-cooler consists of a conveyor mounted on a rotating vertical shaft. The pouches enter at the lowest level and are transported to the top, where they discharge. Cooling requires from 20 to 40 min, depending on the size of the pouches, so the cooler has an adjustable-speed drive that the operator adjusts to maintain the pouches in the unit for the required time.

The pouches discharge onto a conveyor from which workers manually pack them into shipping cases. Harvest Pak has installed a Model CE-900-STD case erector from **Southern Packaging Machinery Corp.** (www.spmc.biz/) that picks knocked-down cases from the feed magazine, erects them and glues the bottom flaps with hot-melt glue.

Filled cases are pushed into a Packomatic™ 1023 automatic side-belt case sealer from **Smurfit-Stone Packaging Systems** (www.Smurfit-stone.com). This unit automatically closes the top flaps of the cases, and then seals them with hot-melt adhesive. Both the case erector and the top sealer incorporate hot-melt glue systems from **Nordson Corp.** (www.nordson.com).

More information is available:

ALLIEDFLEX Technologies, Inc., 941/923-1181.

www.alliedflex.com.

Chori America, Inc., 201/750-7051.

www.choriplg.com.

Cloudy & Britton, Inc., 425/775-7424.

www.cbife.com.

Diagraph, an ITW co., 636 300 2000.

www.diagraph.com.

Nordson Corp., 770/497-3700. www.nordson.com.

Southern Packaging Machinery Corp.,

305/245-3045. www.spmc-biz/

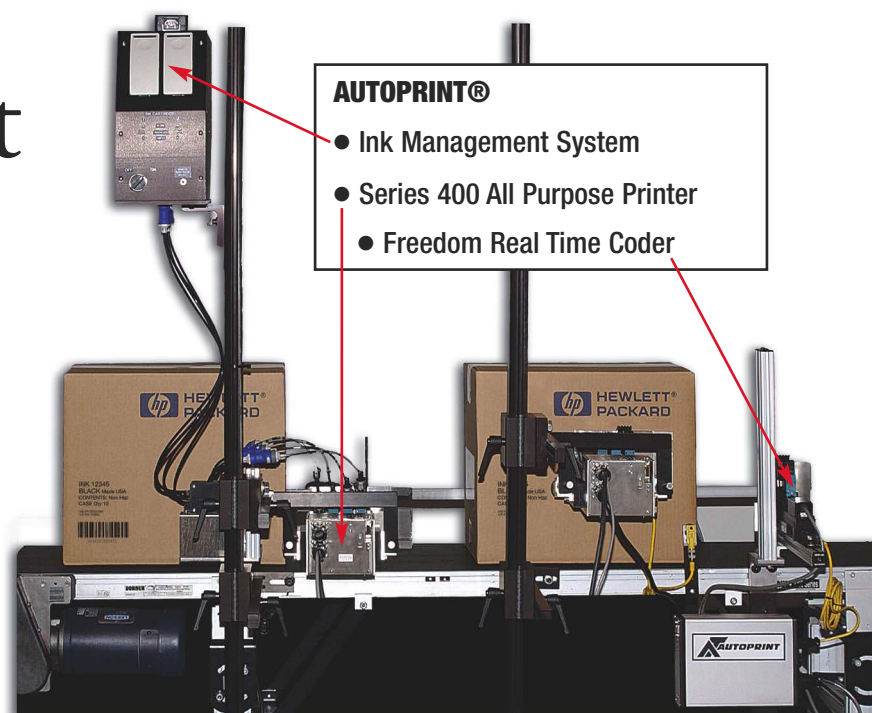
Smurfit-Stone Packaging Systems, 407/843-1300.

www.smurfit-stone.com.

Toyo Jidoki Co., Ltd., 03-5447-2596. www.tyj.co.jp.

Hewlett Packard Inkjet Technology enables AT Info's Package Identification Systems

Turnkey solutions provide higher quality, lower cost than traditional systems.



AT Info has introduced two new printers, the AUTOPRINT® 400 and the AUTOPRINT Freedom Printer along

with the new AUTOPRINT® Ink Management System for 2006. Shown publicly for the first time at the Northwest Food Processing Expo in January, the new products expand AT Info's family of AUTOPRINT turnkey solutions that feature Hewlett Packard thermal inkjet technology. The products are designed to make high-speed, high-resolution printing of package identification easy and affordable.

The new AUTOPRINT® 400 Series Printer is a high-definition, on-demand industrial printer that meets FDA and Global Trade GTIN specifications for grade "C" or higher UPC or UCC barcode verification. It features four HP cartridge print heads for printing alpha-numeric text, barcode symbologies and graphics up to 2 inches high and 40 inches long at 600 dpi resolution. It prints ingredients on unit boxes and package identifiers on shipping cartons, including product descriptions, ingredients, quantity, country of origin, use-by-dates, traceability codes and barcode symbologies—all in compliance with supply chain requirements and at speeds up to 480 fpm.

The new printer is modular and flexible. It can be configured to print messages up to 8 inches high and 40 inches long on shipping cartons. A Windows driver and WYSIWYG software make for easy set-up and use and facilitate on-demand, inline variable data printing. This digital printer even forecasts the

cost of each print message beforehand.

Compared to traditional carton ID systems, AT Info calculates that the AUTOPRINT® 400 offers 2-4 times the print quality of older inkjet systems—a critical factor in successful bar code scanning—and costs half as much in labor and materials as label and ribbon systems.

It is a cost-effective alternative to lower-resolution contact, inkjet and labeling devices which are often slower and expensive to operate and maintain.

The AUTOPRINT Freedom Printer is a single head printer that uses standard HP inkjet cartridges to print 1, 2, 3 or 4 lines of alpha-numeric text in a ½ -inch high print path. It is a high-print-quality (600 dpi) solution for printing variable information including production lot, time and serial codes and customer use-by-dates in real time on both unit boxes and outer shipping cartons of food, pharmaceutical and personal care products. The compact AUTOPRINT Freedom Printer fits on package production lines or in OEM cartoning and case forming machines. It is a cost-effective alternative to lower-resolution contact, inkjet and

labeling devices which are often slower and expensive to operate and maintain.

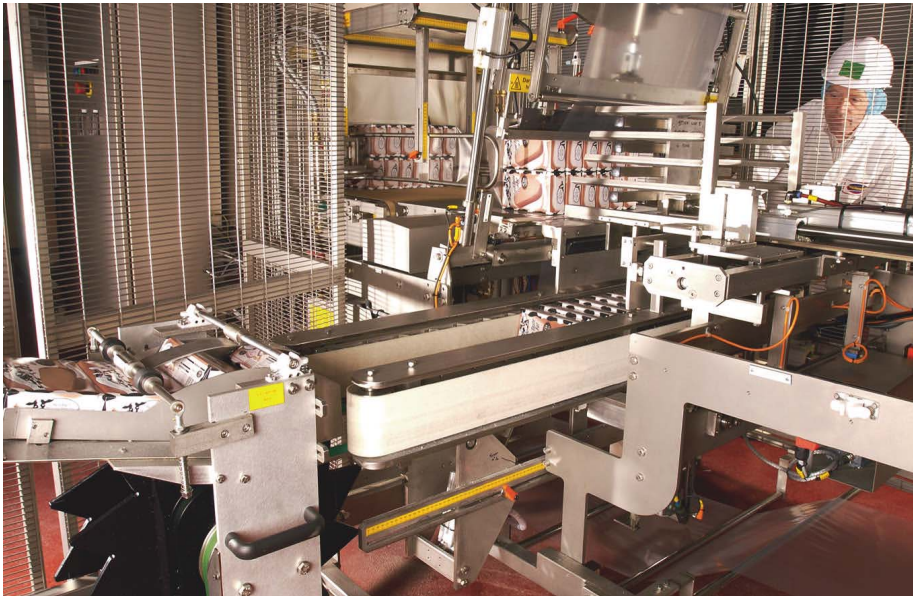
The HP inkjet print heads on both the AUTOPRINT® 400 and AUTOPRINT Freedom Printer are robust and reliable with no wearing parts. They use eco-friendly water-based HP inks that bond securely to paperboard and corrugated substrates without bleeding out for crisp, clear printing.

The new AUTOPRINT® Ink Management System increases capacity, up-time and profit for high-volume packaging lines. The 700 ml ink supply system works with any AUTOPRINT 3, 4 or 6-head thermal inkjet printer. The system uses HP's economical new bulk ink supply and AT Info's automatic ink replenishment capability minimizes operator interventions. The two-cartridge replenishment system regulates ink flow to the print heads, switches automatically to the full cartridge when the other is empty and indicates the empty cartridge for change-out. These features facilitate longer, uninterrupted production runs that increase labor efficiency and production output and reduce costs.

AT Info offers a complete line of automatic printing centers, in-line coders and tabletop printers for identifying unit boxes, cards, pouches and shipping cartons. All are engineered for high performance and low cost of ownership.

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Cartons of ice lollies, or ice cream novelties for various Nestlé brands, left and right, above, are handled on a new type of shrink wrapper that relies less on tension and heat energy and more on the efficiency and improved design of the shrink tunnel.

Shrink wrapper is the cherry on the ice cream

Some of the U.K.'s favorite "ice lollies," or ice cream pops, are being shrink-wrapped in a new, £7-million plant addition at Richmond Ice Cream in the U.K. on a system that saves energy and is durable at 40 deg C.

Lauren R. Hartman, Senior Editor

The Richmond Foods' ice cream plant in Leeds, England, flowraps and cartons assorted Nestlé brand ice cream "lollies," or what folks in the U.S. know as ice cream pops. In fact, Richmond now owns several of the Nestlé brands, including Fab, Milky

Bar, Rowntrees Fruit-Pastil and Mr. Men, as well as many private-label products marketed in U.K. supermarkets, which are produced at the Leeds plant. After they're flowrapped, the ice cream pops are cartoned and the cartons are counted and collated before they're snugly wrapped in clear film for distribution in seven different formats. All of this is performed at speeds up to 450/min. The wrapping is

accomplished by a single Europack Starwheel shrink wrapper from Bradman Lake Group (www.bradmanlake.com).

While many conventional shrink wrappers first loosely apply shrink film around a product and then send the wrapped item through a shrink tunnel that tightly shrinks the film to fit, the Europack system applies shrink film to products so that the film just fits, without actually applying any tension. This is achieved primarily by the geometry of the sealing jaw. As less film is applied, less heat energy is required to shrink Continued on page 44

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the film around the product. This, coupled with improvements Bradman Lake made to the tunnel design, has

packed on the new stick line, with capacity of two million "lollies" a week. A high-volume operation, the packaging line produces 27,000 lollies/hr and does so in a 40-deg-C environment. Durability of the equipment was critical, and the requirements were demanding, explains Richmond Ice Cream's technical project manager Graham Royle. In addition to being able to handle the entire production line's output, the wrapping equipment has to accept cartons containing 3, 4, 6, 8 and

24 ice pops and pack them into 6×1, 6×2 and 3×2 carton configurations.

"This [number] may increase to meet new retailers' demands," Royle says. "The system needs to make rapid changeovers, with downtime kept to a minimum. We also needed machinery that's robust, versatile and dependable."

Royle goes on to say that at first, Richmond considered stretch wrapping the cartons, but couldn't find machinery that

would fit into its budget or its production space. Then, Richmond looked at shrink-wrapping equipment, received proposals from various vendors and after initial trials, made a few visits to existing equipment users. It ultimately selected the Europack. A right-angle shrink wrapper, the Europack Starwheel machine is available in stainless steel and can be customized according to user specifications.

In operation, a single lane of layflat cartons is fed into the machine and a starwheel uprights them, one by one, before they are counted. The proper collation of cartons then moves forward, is raised and held to make a two- or three-layer format, and then the group is film-wrapped and pushed into the shrink tunnel by the following pack. The clear film absorbs heat in the shrink tunnel chamber and the packages

We can make rapid changeovers with downtime kept to a minimum. We also needed machinery that's robust, versatile.

pass through quickly, in just a few seconds, so the required low temperature of the ice cream is maintained.

Machine control and line interface is, like all Bradman Lake Group machinery, provided by an Allen-Bradley touchscreen from Rockwell Automation (www.rockwellautomation.com). The only change parts required are starwheel parts for the different package formats. Other machine adjustments are made by handwheels with digital readouts. Changeovers are made in 15 to a maximum 30 minutes.

"The Europack Starwheel machine has done what we wanted right from the start," concludes Royle. "It's versatile, very dependable and just keeps running without any problems."

More information is available:

Bradman Lake Group, 704/588-3301.
www.bradmanlake.com.
Rockwell Automation, 414/382-2000.
www.rockwellautomation.com.



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resulted in smaller, more efficient heat chambers.

Richmond's own top-selling ice cream brand, Skinny Cow, is also

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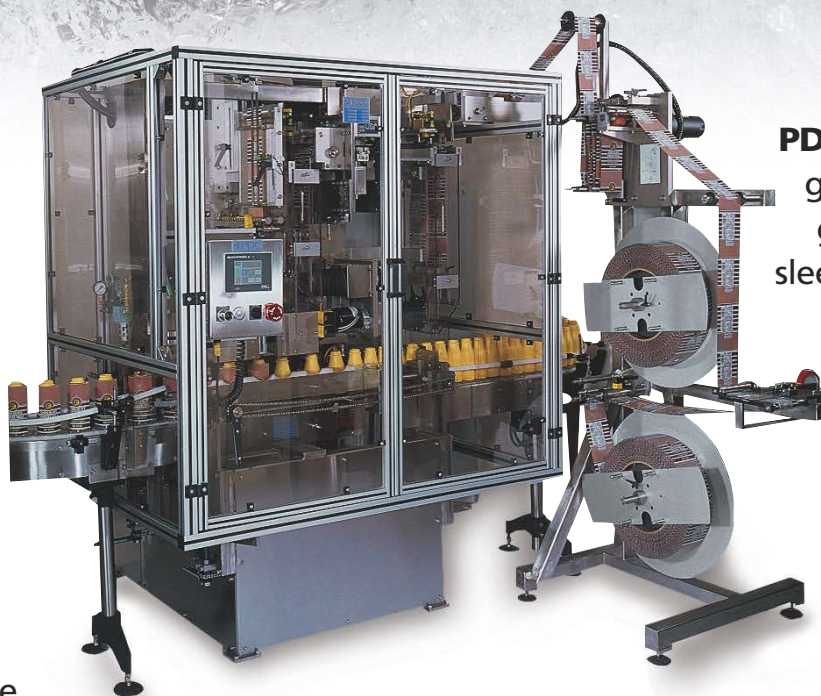
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Packaging Summit to make inaugural run



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Two shows and one conference program come to the Donald E. Stephens Convention Center May 16 to 18.

Co-located with the Packaging Services Expo, the new Packaging Containers & Materials Expo and the new Packaging Summit conference program open this spring. The Packaging Services Expo, which made its debut last year, focuses on contract packaging and related services. The Packaging Containers & Materials Expo will emphasize not only containers and materials, but also closures, pumps, fittings, label materials and technology. The conference program includes sessions addressing packaging ideas, innovations, advancing technologies and contract packaging services.

During the shows' venue, the World Packaging Organisation will announce its 2006 WorldStar awards recipients, and the Institute of Packaging Professionals will present its AmeriStar awards.

Cooperating associations for the Packaging Services Expo include the Contract Packaging Association and the International Safe Transit Association. The new Packaging Containers & Materials Expo is held in cooperation with the Closure Manufacturers Association, the Flexible Packaging Association, the Glass Packaging Institute, the Paperboard Packaging Council, the Tag & Label Manufacturers Institute, the National Association of Container Distributors, the Tube Council and IMPEE, the Mexican packaging association. The show and conference are organized by Tarsus Group p.l.c., in cooperation with Landon, Farrey & Associates.

The conference program opens Tuesday morning, focusing on Consumer Drivers & Solutions, with three, hour-long seminars and a networking lunch. The sessions then divide into two concurrent tracks for the afternoon, with four different topics each. Wednesday's morning schedule is the Global Track, with three seminars, two concurrent sessions and a working lunch. Three sessions in the afternoon address Strategies in Sustainable Packaging. Three seminars on Thursday morning cover Contract Packaging and Services. A full description of all sessions and speakers is available at www.pkgsummit.com.

Preregistration, which ends April 3 for both shows, is \$45, on-site registration is \$55 and nonexhibiting supplier registration is \$500. A Packaging Summit Gold Pass, which allows access to both shows and all conference sessions, is \$1,050, or \$895 for IoPP members. Group packages are available, starting at \$735 for nine or more people from the same company to \$945 for three to five people from the same company. Any half-day session is \$350. Registration is available at www.pkgsummit.com.

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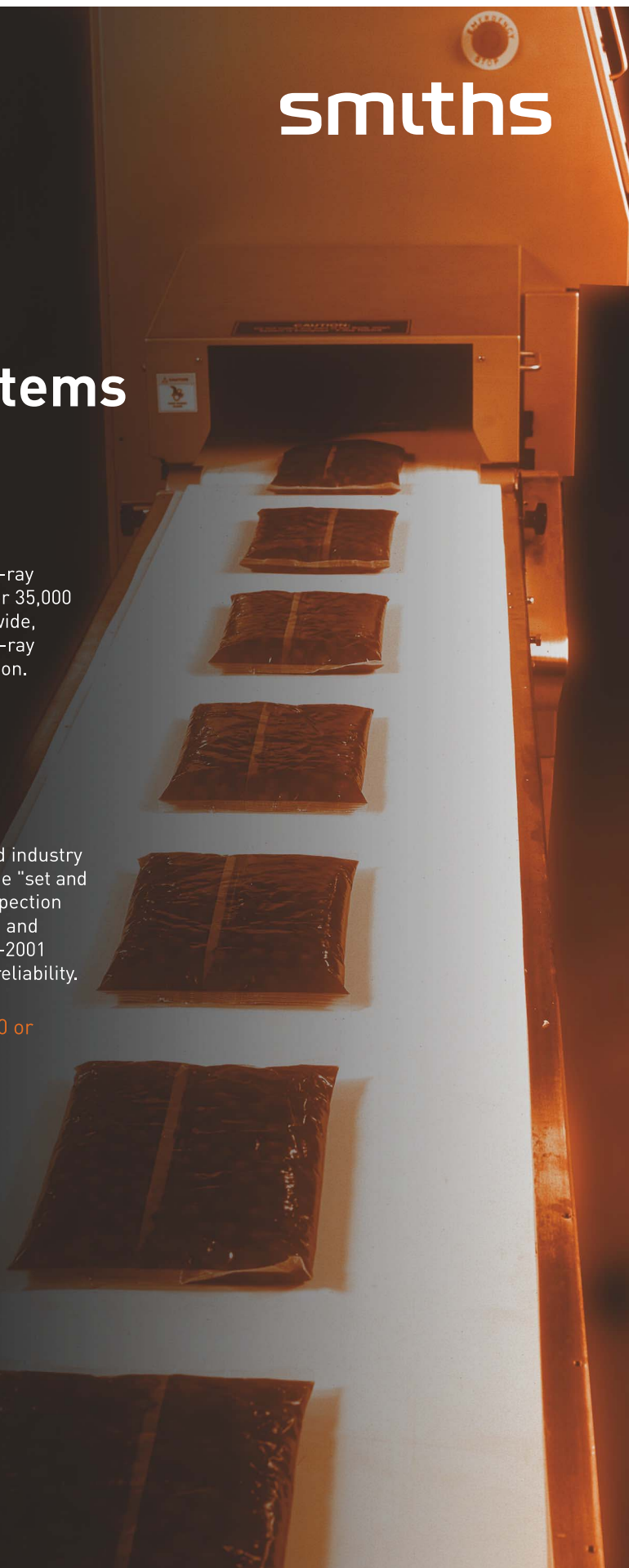
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Windowed gift-packs lift spirits

E. & J. Gallo Winery unveils holiday gift cartons showcasing bottles of brandy and liqueur with large film windows to make spirits bright for consumers. Intricately designed graphics and ample product visibility aim to attract loyal buyers and lure new ones.

Lauren R. Hartman, Senior Editor

Gifts are a physical expression of our feelings for others, and today consumers put more effort than ever into finding just the right gift for that special someone. They also expend an equal amount of effort in the packaging of those gifts for

maximum effect. That's why E. & J. Gallo Winery, Modesto, CA,

Designed for the 2005 holidays, the entire package, except for a large, clear-film window on the front, is made of paperboard, though what looks amazingly like a silk liner inside is actually *trompe l'oeil* printed graphics. Atlantic Packaging Group (www.atlanticpackaginggroup.com), a specialty packaging converter, was recommended to E. & J. Gallo for its expertise in designing and producing windowed packages—just what the winery was looking for.

The development of the new gift-packs was a cooperative effort between E. & J. Gallo's in-house design department, which developed the carton graphics, CAG Design (www.cagdesign.com), which worked on prepress preparation and Atlantic

Packaging Group, which produced the tuck-top/automatic-bottom cartons and the paperboard inserts.

The holidays are the time to create unique, eye-catching and often spectacular packaging, and packagers mainly want their holiday offerings to be remarkable because in the holiday shopping season offers such a rich opportunity to confirm the loyalty of existing customers and to attract new ones to their product lines.

For E. & J. Gallo, which markets its wines throughout the U.S. and in more than 90 foreign countries, making it one of the largest winemaking operations in the world, the holidays are especially important. Still a privately owned family business, the winery has a diverse product portfolio, encompassing a wide range of libations, fine table and sparkling wines and distilled, wine-based spirits and beverage wines. Known worldwide for its extensive selection of distilled spirits, E. & J. Gallo's E&J Brandy is one of the top revenue-generating brandies in the world. The spirits are sold under the name E&J Distillers. But the



For more peeks at distinctive cartons, visit the Carton, Case **INFO CHANNEL** on PD's website at www.packagingdigest.com/info/carton

is now showcasing bottles of its distilled spirits in what it's calling "Big Window" gift packaging.

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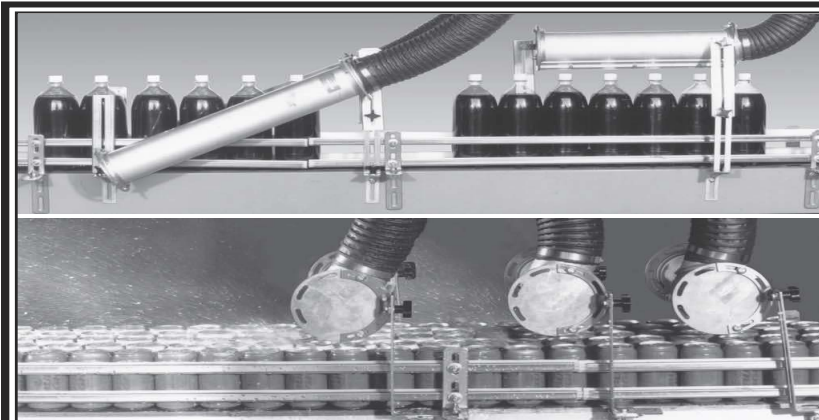
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fact that "distilled spirits" isn't the first thing that comes to mind when consumers hear the name "Gallo" was part of the company's motivation for developing spectacular holiday gift packaging for three of its distilled spirits product offerings.

Robert Chin, senior marketing director for the company's spirits portfolio, says that more stockkeeping units were added to the spirits line's holiday packaging choices in 2005, to offer more gift choices for existing customers and to attract new customers to the spirits line in general and to certain products in particular. For the 2005 holiday season, Gallo prepared single-bottle packages and "gift-box," packaging that displays the spirit bottle in an eye-catching, decorated carton that differentiates it from other bottles on the store shelf and creates a ready-to-give, wrapped "present." E&J VSOP Brandy and a collection of Cask & Cream bottles were chosen for this treatment.

While all of the new gift-packs had to be eye-catching, the one for E&J XO Limited Release Vintage Reserve Brandy, a newer, premium, limited-release brandy introduced in 2004, is probably the most upscale, because it had to present the highest quality to support the image of its contents. Each carton contains a 750-mL bottle of brandy or liqueur.

Available in states that allow such combination gift packaging, a group of gift sets goes a step further with

special treatments and includes value-added premiums that the winery says were designed to create a thoughtful gift that projects a quality image for the spirits. The bottle of E&J XO, for example, comes with a pair of brandy snifters etched with the E&J brand logo, while E&J VSOP includes a vintage-style, metal pocket flask that's similarly engraved. Cask & Cream Liqueur features a glass mug etched with the Cask & Cream logo.

The packaging project began with E. & J. Gallo presenting Atlantic with the bottles, the premiums and its package objectives. "Their guidelines were very simple," explains Jim Brown, Atlantic Packaging Group's vp of sales and marketing. "[Gallo] asked us to develop a package that offers maximum product visibility, holds the bottles and premiums securely and is easy to assemble and load." It was critical to E. & J. Gallo that the gift bottles be highly visible through the cartons instead of being portrayed through the graphics alone. It decided to offer the VSOP Brandy and the Cask & Cream Liqueur in a multipanel windowed package, and to present the upscale XO brandy in a dark, rich, classic-style package that matched its brand image with a single, die-cut, oval window on the front panel of the carton.

Both E. & J. Gallo and Atlantic Packaging Group went for a very dramatic look for the packaging. The

packaging team set out to develop five structural designs for each package using the criteria. Able to work with various paperboard folding materials, such as SBS, recycled and clay-coated paperboard and litho-laminated corrugated, Atlantic Packaging stocks its own paper and paperboard in rolls that range in caliper from .010 to .032.

Combining strength and visibility, the "Big Window" gift cartons are made of .024 SBS and incorporate sturdy film inserts made of heavy-gauge polyvinyl chloride or acetate (depending on the package) that form the full-panel windows in oval or near-oval-shaped, die-cut openings in the cartons. For some of the packages, the PVC film (provided by Klöckner Pentaplast [www.kpfilms.com]) is also scored and folded to wrap around two of the carton panels to promote viewing of the bottles from multiple sides.

Once E. & J. Gallo saw prototype samples of the 2005 gift-packs, it says it found the dramatic brand presence it was looking for.

Carton exteriors for the two brandy packages team solid lines broken by embossed gold accents, while the premiums within nestle within specially printed, scored and perforated paperboard inserts that appear to be drapes of soft satin cloth on which the premiums appear to be floating. Cartons for E&J XO and Cask & Cream secure the bottles and premiums in place with the use of flaps die-cut into the printed inserts and a flap that slips



Left, prepress operations include trapping to ensure that fine serifs on smaller typefaces aren't lost. Above, finished knocked-down cartons and paperboard inserts are shipped for assembly at E. & J. Gallo as separate pieces for loading.

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over the bottle necks. The premium glasses or mugs are fitted under the die-cut flaps and their bases are inserted into the die-cut slots. The VSOP Brandy pack's metal flask premium sits in a die-cut paperboard pocket of the insert structure, secured firmly at the neck by a nearly invisible, transparent plastic tie.

To spike sales of the packs, E. & J. Gallo's design department created striking, distinctive and deep color schemes that differ for each SKU. Graphics for the Cask & Cream Liqueur appear in a rich brown, pearly beige and gold scheme that uses a visual representation of the creamy drink swirling on both the outer panels and the insert portions to attract shoppers. The design for E&J VSOP Limited Brandy tempts consumers with a glitzy royal blue and metallic gold palette. A bright red band on a shiny black background, accented with gold elements and red or gold type, complements the E&H XO Vintage Reserve Brandy carton.

While each graphic design is unique, all of the designs exhibit a family resemblance that leverages the E&J brand identity with subdued elements, sophisticated typefaces and fluid visuals. Atlantic Packaging Group prints and die-cuts the "satin" paperboard inserts on .014 SBS, laminated to F-flute corrugated, which it says is strong enough to hold the filled bottles and premiums securely, yet offers a smooth printing surface. E. & J. Gallo says the reproduction of satin is so accurate that it even prompts shoppers to pick up the package for a closer look.

Jim Brown, vp of sales and marketing at Atlantic Packaging, points out that adding the large film window requires special equipment. In a single pass on a Kohmann (www.window-patcher.com) window-applicating machine, the window film is die-cut, creased and punched, which prevents the window film from awkwardly bunching when the SBS carton board is later folded during carton erection. Then, the film is glued over the window opening in the carton and adhered to the flat carton blank.

Notes Brown, "Even with the special equipment, there are several things going on at once [during this process], and only experience can prepare you for what can happen."

It was the task of CAG's imaging services group, which maintains a state-of-the-art prepress facility in the same building as Atlantic Packaging Group, to digitally prepare the sets of graphics for printing and to produce printing plates directly from final computer files. This isn't as straightforward as it sounds, attests CAG's imaging manager Stuart Swan. "The blue 'satin' graphics for the VSOP package are actually created by combining spot colors—three blues, a purple and a black. The interior uses of two blues and a purple."

Both Brown and Swan have high praise for the Gallo designers' printed simulation of a satin lining, which was developed using photography of draped

Brown says. "To oversimplify, the process involves printing, blind embossing, die-cutting and windowing in that order. Each step has its own registration and quality-control challenges."

Throughout the project, which took about four to six weeks to complete, computer files were exchanged, hard proofs were sent express mail and questions were asked and answered by phone, so the distance between the winery in California and the converter in

Connecticut seemed rather transparent. After a few visits for progress reviews and final press approval, the spirits packages came together according to E. & J. Gallo's high standards. Specific sales results are not yet available, says Tony Cole, director of E. & J. Gallo's supplier development group, but the company has seen pleasing indications. "In the markets we serve, the sets have been well received," he says. "Sales indicate our goal of attracting new buyers seems to be working."

More information is available:

Atlantic Packaging Group, 860/889-1344.
www.atlanticpackaginggroup.com.
Bobst Group, 973/226-8000.
www.bobstgroup.com.
CAG Design, 203/913-3338.
www.cagdesign.com.
KBA North America, Inc.,
 717/505-1150. www.kbavt.com.
Klöckner Pentaplast of America, Inc.,
 540/832-6000. www.kpfilms.com.
Kohmann GmbH & Co. KG, 49 2104 91460.
www.window-patcher.com.



Here, the film window (on the roller) is scored and affixed to the finished carton blank by a special window-application machine.

material and then translating it into computer graphic images.

Using a 56-in.-wide KBA (www.kbavt.com) Planeta press, Atlantic Packaging Group offset-prints the XO Brandy carton in six custom colors and the insert in three. The Cask & Cream carton is printed in four-color process plus an extra bump of black to achieve the desired effects. Each carton also features a metallic gold ink accent color, and is UV-coated as a final finish.

One imparticular challenge arose over the gold printing on the XO carton. Lettering on the lower corners of the carton's front and side panel has very fine serifs. The serifs and the gold framing around the window required special trapping to .004 in. to achieve perfect register.

The gold framing, the E&J logo at the top of the front panel, an "Aged 7 Years" emblem below the window and the XO logo on the lid are all blind-embossed on a Bobst (www.bobstgroup.com) die-cutter/embosser. Atlantic also blind-embosses the VSOP pack's E&J crest, logo and gold "railroad track" accents that run around the top and bottom edges of the VSOP carton and the logo on five of the panels of the Cask & Cream carton.

As they have with other projects, Atlantic Packaging and CAG worked in close cooperation to achieve the desired outcome. "There were a lot of steps involved to achieve the final result,"

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Continuous band sealer The Emplex MPS 14000 high-speed continuous band sealer is designed to seal most styles of heavy-duty bags, including gusseted, multiwall and laminates. Capable of speeds up to 1,500 in./min, the system provides 25 in. of heat and 10 in. of vortex air cooling. Vortex air cooling is controllable by the user. The unit comes with a removable sealing module that facilitates quick changes of Teflon bands and quick access for cleanout and preventative maintenance. Digital controls allow the operator to control sealing temperature, speed and pressure. An all-stainless-steel version is available.

Plexpack,
416/291-8085.
www.plexpack.com



Cartoner The QMAX 1000 cartoner offers a range of standard features, including a smooth, dual-head rotary feeder with an upstream magazine. The magazine offers an opposing-vacuum carton-opening system for difficult-to-open cartons. The cartoner also provides a multipitch capability and rapid, 3D changeover, and features a quick-change length system. Allen-Bradley controls and Nordson Pro-Blue hot-melt applicators are standard.

Quantum Packaging Systems, Inc.,
905/238-9815.
www.quantumpackaging.com

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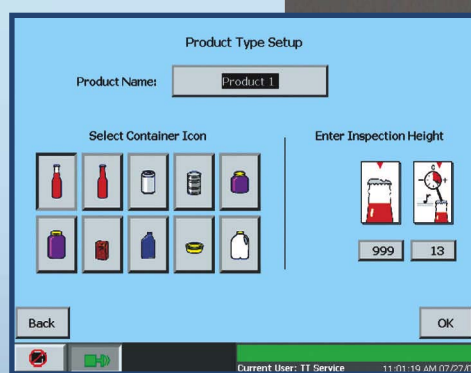


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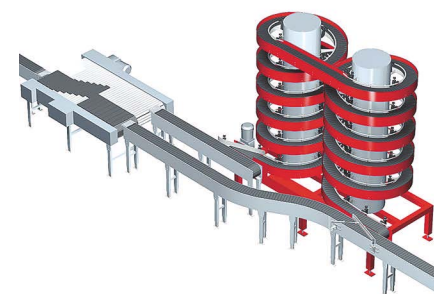
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Container Types

- ▶ Cans, jars, bottles, jugs, cartons & cases
- ▶ Plastic, PET, metal, aluminum, glass
- ▶ All types of closures



Accumulation buffer The vertical accumulation buffer combines two or more spiral conveyors for up and down movement. Effectively using overhead space for dynamic storage while preserving floorspace, the buffer system can handle most conveyable products, including bottles, cans, pails, bags, bundles and wrapped and unwrapped items. Suitable for applications needing extended time for cooling, drying or curing, the buffer can also take up surges between manufacturing processes and during short packaging-line interruptions. Products can be merged back into the main packaging line directly from the buffer, although external merging devices may be needed depending on the product and speed of operation.

Ryson Intl., Inc., 757/898-1530.
www.ryson.com

P-s rotary labeler

Equipped with quick-release bottle plates, the Master labeler can apply p-s labels to the front, back and neck of bottles at speeds of up to 150 bottles/min. Available with quick-release bottle plates, the system is suitable for labeling cylindrical and shaped containers (square, oval, etc.), and it can apply the labels using either cold glue or p-s label stock or a combination of both. A PLC facilitates automatic adjustment of the labeling stations and the labeling head. Plate rotation is servo-driven.

P.E. USA, Inc.,
513/771-7374.
www.pe-us.com

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Checkweigher The TSC 350 16x checkweigher is a drag-chain-style scale that's designed for large-quantity, in-motion weighing of rigid, semi-rigid and stable products ranging from 5 g to 10 kg, in high-production packaging lines. The design comprises 16 individual lanes, offering conveyor speeds of up to 300 ft/min and weighing at speeds up to 5,600 units/min. Capable of weighing, classifying and rejecting up to 16 items simultaneously, it utilizes two strands of Nylatron® flat-link chain to convey product across the weighing portion of each scale. The unit's multitasking operating system can switch between individual weighing tasks, distinguishing between each weightment and combining 16 lines, allowing them to run parallel. Integrated scale



controls are housed in a standalone industrial enclosure and can receive, interpret and display weights from each loadcell on all 16 lines simultaneously and independently. The checkweigher can be configured to handle virtually any shape or size package and is suitable for applications including, but not limited to, paint, adhesive, insecticide, butter, sugar, cookies and more. It's built with all-stainless-steel components and comes in various configurations to meet application-specific requirements. Other features include a selection of reject options, light displays and alarms, among others.

Thompson Scale Co., 713/932-9071.
www.thompsonscales.com

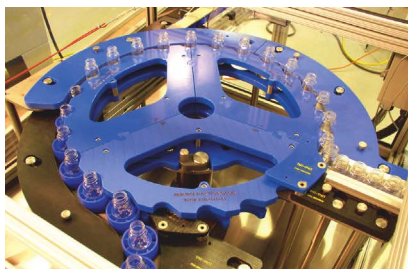
Intelligent drive The Telemecanique® Altivar® 71 variable-speed AC drive can control up to 700-hp motors. Dual microprocessors and motor control algorithms provide torque performance and speed regulation. Designed to be operator-friendly, the



drive has a large, easy-to-read, customizable LCD that uses plain text and features a navigation wheel that allows users to scroll through menus. A quick-start menu includes macro configurations to

facilitate commissioning. Integrated Modbus® and CanOpen protocols ensure low-cost integration into any device-level network, the co. reports. PowerSuite software provides configuration, monitoring and diagnostics through an Ethernet or Bluetooth wireless connection. An integrated oscilloscope function detects operational drift on machines. The drive meets IEC, EN, CSA and UL 508C standards and is suitable for material handling, packaging and other applications.

Schneider Electric, 847/397-2600.
www.us.schneider-electric.com



Rotary puck inserter

A rotary puck inserter operates at up to 300 units/min. Pucks enter an infeed starwheel and are transferred to a main turret starwheel where inserters place the container into the puck. They're then transferred onto a discharge conveyor. Change parts can be easily removed.

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www.simplimaticautomation.com

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new products equipment

Robot controller The EC-201 palletizing robot sports the new FA01 controller. Specifically designed for Fuji palletizing operating systems, the FA01 controller doubles the palletizing recipe memory, houses a centralized location for servo amplifier parameter settings and reduces spare parts. It supports a new teaching pendant with added safety features, interchangeable plug-and-play servo amplifiers, a palletizing-specific touchscreen for easy programming and monitoring and a port for off-line program backup.

American-Newlong, Inc., 317/787-9421.
www.american-newlong.com



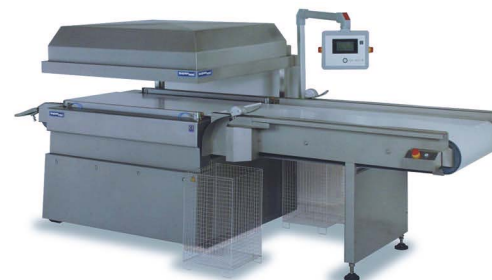
Hot-melt labeler The Anker Roland HS15 labeler is suitable for the application of hot-melt, wraparound labels onto round and contoured containers. The labeler features an adjustable label magazine and tool-less changeover, saving time when changing label size and shape. It's constructed of stainless steel and has a robust, vibration-free design to prolong life and increase efficiency, the co. says.

KHS, Inc., 262/797-7200.
www.khs-inc.com



Vacuum-packaging system The Supervac vacuum-packaging system is a new, in-line design and sealing technology that's engineered for low maintenance costs. All models offer a stainless-steel construction for sanitation. Its patented expansion cushion increases output with short evacuation times. Its double bioactive sealing technology eliminates leakers, providing perfect seals, the co. says.

Reiser, 781/821-1290.
www.reiser.com



RFID starter kit The Gen2 RFID Pilot Express program includes a turnkey RFID hardware and software package that facilitates the launch of pilot RFID programs, using new, EPCglobal Gen2 protocol, in 30 days or less, the co. reports. Contents include an MP9320 v.2.8 multiprotocol reader, antennas, a light stack and other peripherals, Gen2 software and sample Gen2 tags from Texas Instruments. The kit also comes with RAPID, the co.'s RFID Application Programming Interface for Developers and a quick-start guide.

Samsys Technologies, Inc., 877/367-4342.
www.samsys.com



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Intelligent RFID reader The IF5 RFID reader has been enhanced with IBM's WebSphere RFID Device Infrastructure (WRDI) software. Developed for RFID device manufacturers that need an embedded, open-standards-based software platform to provide automatic RFID data collection and reporting from remote locations, the software allows the reader to route data to an IBM RFID WebSphere Premises Server and control RFID printers. It gives the reader edge-server capabilities, including the ability to perform on-board decision making, reducing network traffic by filtering incoming data from external RFID tags and sending only pertinent information upstream. The reader can also integrate and reconcile RFID information with data used in other parts of the business.

Intermec Technologies Corp., 800/347-2636.
www.intermec.com

Electromagnetic clutch/brake

The Smooth-Start™ UniModule electromagnetic clutch/brake provides consistent, smooth starting and stopping performance throughout its entire torque range, the co. reports. Suitable for conveyor lines, including unit-handling conveyors, where starting

and stopping at full torque can cause conveyed items to slide or tip, the Smooth-Start unit enables operators to tailor clutch/brake

torque to their application's specific starting and stopping requirements. Factory-assembled, the unit is NEMA C-face-compatible and automatically adjusts for wear. It can be paired with the co.'s CBC-300 clutch/brake control, which features two independently adjustable channels, allowing the clutch and brake torque levels to be set independently.

Warner Electric, 800/234-3369.
www.warnerelectric.com



RFID printer Paxar Americas, Inc.'s Monarch® 9855™ RFID tabletop bar-code printer is designed to print and encode the RFID smart labels required by several major retailers and the Department of Defense. The printer automatically writes to RFID chips embedded in thermal-transfer bar-code labels. It tests the chip, writes to the chip and then prints human-readable and bar-code data. The printer can operate at speeds up to 12 in./sec.

Paragon Data Systems, Inc.,
800/211-0768.
www.paragondsi.com

RFID encoder/appliator Designed for tagging cases of consumer goods, the 800 Series of high-speed, RFID encoder/appliators is capable of increased speed and throughput, the co. says. EPCglobal Gen2-compliant, it's capable of tagging up to 100 cases/min, and it facilitates flexible tag placement to accommodate varying positioning requirements. It's built to integrate with existing software, systems and equipment and handles most form factors of RFID tags, including the application of on-pitch inlays. The unit features remote status and configuration reporting capability, and it's adaptable to operate in harsh environments.

Markem Corp., 866/263-4644.
www.markem.com/rfid



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The CheckMate™ headspace gas analyzer tests packages with very low headspace, providing reproducible testing and documentation of vials, vacuum packages, shelf-stable adhesives, transdermal patches and implantable devices. It eliminates operator fault caused by misreadings that typically result from humidity, ambient air pressure or temperature, the co. states. Once-a-year calibration intervals and a self-diagnostic program make the system operator-friendly. It's designed for flexibility and cost-efficiency, as it accommodates a variety of package formats by requiring test-sample volumes of only 1 to 2 mL. Self-diagnostics and an internal date-logger can store up to 10 different setup programs and ensure cGMP quality-control traceability. The system logs, sorts and prints data on up to 2,400 test results to analyze oxygen content in packs produced on different machine lines, or on packages containing different types of product.

PBI-Dansensor America, Inc., 201/251-6490.
www.pbi-dansensor.us



Sealing system

The Hanagata Z-Series automatic L-sealer can be integrated with a Vision Series shrink tunnel to seal up to 40 packages/min. The intermittent-motion L-sealer is compact in design, produces fully enclosed, shrink-wrapped packages and features quick product changeovers through hand-crank adjustments. Its user-friendly, text-driven control panel stores up to 10 different product parameters, and a pinch roller gently pulls the shrink film ahead of the seal bar, virtually eliminating film breaks and downtime. The stroke-limiting, adjustable seal-height centers the seal for enhanced product appearance and faster speeds. A guillotine-style seal-head creates consistent seals, the co. says. Applications include videotapes, printed materials, knockdown cases and a host of retail



packages. Two models are available to accommodate varying product sizes.

Arpac Group, 847/678-4081.
www.arpac.com

Compliance kit

The EPC Gen2 DoD compliance kit is designed to enable suppliers to achieve DoD EPC compliance in less than 14 days, the co. reports. Intended as a low-cost EPC Gen2/Gen1 solution, the kit includes a multiprotocol, EPC Gen2 and Gen1 Class 1/0 integrated reader with a USB/Serial port connection to a host PC and fully functional, EPC Gen2 and Gen1 Class 1/0 software that allows it to program and read tags with DoD EPC codes. The kit supports common interface standards, including J2EE, JDBC, FTP, XML over TCP and Microsoft.NET, among others.

SmartCode Corp., 404/581-5501.
www.smartcodecorp.com

Shrink wrapper

The Contour™ Series S-50 shrink wrapper features a flexible, servo-driven wrapping wand that maximizes size-range capability, increases film control and places film. An exclusive film-cutter assembly feeds and cuts film in lengths ranging from 20 to 56 in. The wrapper's scalable, patent-pending heat tunnel's heat and airflow management capabilities ensure bull's-eyes and minimum graphic distortion, the co. says. Capable of speeds up to 50 cycles/min, depending on the application, the wrapper is available as a standalone unit or can be integrated with a tray packer. Options include a dual-spindle side film stand and compatibility with registered film.

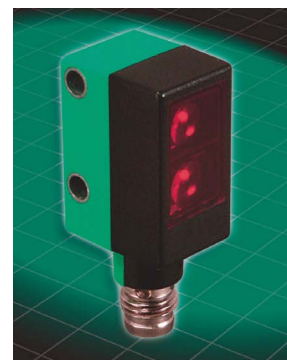
Douglas Machine, Inc., 320/763-6587.
www.douglas-machine.com



Photoelectric sensors

Available with adjustable sensing ranges or tamper-proof, fixed ranges, ML6 photoelectric sensors operate at ranges from 20 to 120 mm, detecting targets while ignoring background objects beyond a precisely defined cutoff range. Contained in a 14×18×33-mm housing, the sensors include 4-in-1™ technology, which allows for four output configurations from one sensor. Configuration is automatically selected based on the connected load. The sensors are equipped with cross-talk immunity and, for background suppression, have a low sensitivity to color. They detect white and black objects to within 10 percent of the same distance. Small and sharp visible-red light beams aid in sensing small parts.

Pepperl+Fuchs, 330/486-0001.
www.am.pepperl-fuchs.com



Case packer

The Versatron 939s APT case packer is specifically designed to handle difficult-shaped containers. It's equipped with several features that allow it to pack reverse-tapered bottles, flasks, unstable bottles, personal-care containers, locking shapes, trigger bottles and other, nonround products. The design incorporates servo laning, a low-pressure infeed, smooth transfers and power-grid active product transfer capabilities, which provide gentle handling and facilitates low maintenance. The unit also offers soft-catch technology and servo indexing of cases.

Standard-Knapp, Inc., 860/342-1100.
www.standard-knapp.com



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Rigid Containers

Reusable plastic container The Ropak Industry Standard family of containers is built on a 45×48-in. footprint and comes in 25- and 34-in. heights. Engineered to be lighter in tare weight than standard Ropak containers of the same footprint, the containers have a capacity of 1,500 lb. The 25-in. version offers 19.7 cu ft of storage volume; the 34-in. offers 29.2 cu ft. They can be equipped with one or two hinged drop doors on the 48-in. side and feature four-way forklift access. Each side offers four label openings for bar codes or other contents. The containers have a closed-deck base, and an optional cover is available. Collapsible for storage when empty, the containers can be stacked up to six-high when filled. They're RFID-ready and recyclable.

Linpac Materials Handling, 888/209-7052.
www.linpacmh.com



Tube closures Heavy-duty tube closures can be used to seal and secure shipping tubes. Produced in plastic, wood and steel, they're available for tubes ranging from 1½ to 60 in. dia. The closures also provide a secure, tight fit to ensure product remains in the tube throughout the shipping and handling process, the co. states.

Badger Plug Co., 800/959-0832.
www.badgerplug.com



Aerosol packaging Two new slim can sizes expand the co.'s North American steel aerosol collection. Now available in 45- and 49-mm dia, the cans are suitable for use with cosmetic and personal care products. Said to provide durability, cans are shaped using the co.'s proprietary blow-forming process. High-quality lithography is available to enhance the cans' appearance. They come in heights up to 7¼ in.

Crown Aerosol Packaging, an affiliate of Crown Holdings, Inc., 215/698-5260.
www.crowncork.com

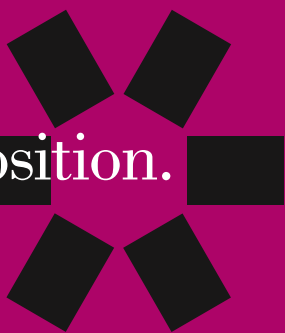


Plastic box Designed originally for packaging prescription pharmaceuticals, a styrene box comes in a variety of sizes and colors. It can be custom-decorated and features an ergonomic shape that eases removal of small items. Applications range from pharmaceuticals and daily supplements to jewelry, nuts and bolts and scientific research materials.

Continental Packaging Solutions, 888/676-5277.
www.continentalpackagingsolutions.com



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STRAIGHT TALK ABOUT DUPONT™ ZONYL®

These days, rumors often travel faster than the truth, and misinformation can spread with alarming speed.

That's why we at DuPont are taking action to set the record straight about an issue important to our customers and to consumers.

CONSUMER ARTICLES MADE WITH ZONYL® ARE SAFE.

That's not just our opinion. Independent scientific research and over 30 years of consumer use support the safety of our products.

Of course, in today's fast-paced media and Internet world, dispelling rumors and addressing misinformation requires more than facts. It calls for a commitment to defend, to inform, and to advocate.

Our commitment to you and the Paper Packaging Industry is a sustained effort to set the record straight. And to remind you, our valued customers, why you can continue to trust DuPont to provide the most effective grease and oil-resistance solutions. Solutions backed by comprehensive testing and a firm commitment to safety. Solutions that will provide new and innovative products and technologies to help keep your business sustainable, now and in the future.

For additional information and updates, please visit
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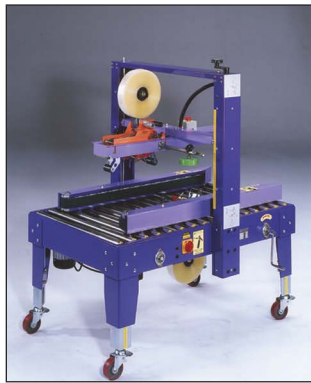
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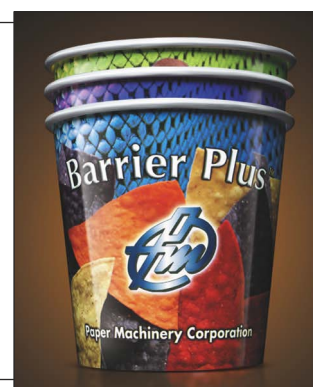
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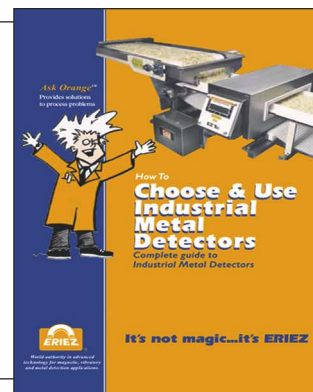
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Signatrol, Ltd., 44 1684 299 399.
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Thermal-transfer printer The 55sst Thermal Express versatile, high-speed, thermal-transfer printer generates fixed and/or variable data on a range of flexible packaging materials. Capable of operating in either intermittent or continuous modes, it offers quick mode conversions. A patented ribbon-handling system allows it to maximize print quality while achieving high throughput. Operating at speeds of up to 1,000 mm/sec in continuous-motion mode and 600 mm/sec in intermittent-motion mode, it produces real-time data such as UPC, lot and production codes, expiration and sell-by dates in-line, as products are packaged. Text and graphics, including an array of 2D and RSS bar codes, can be printed with a resolution of 300 dpi. Three different user interface options ease operation. In addition to a standard PR4 color touchscreen, the unit can be equipped with a PR3 color, hand-held interface. Both options enable operators to recall images from memory and handle simple editing functions at print time. Or, the printer can be connected to a PC or a network, enabling remote operation, monitoring and diagnostics of the print operation. The interface offers eight different languages and can accommodate multilevel password protection for security.

Norwood Marking Systems, 800/626-3464.
www.itw-norwood.com



RFID transponders The Tag-it™ HF-I line of RFID transponders is expanding with new memory, data protection and form-factor options. Now offered in both 256- and 2,048-bit-memory versions, the line provides new tracking and authentication capabilities. The new platform includes password-protected write functionality, said to be a first in the market, giving RFID application designers the flexibility to choose the optimum memory and level of security for each case. Designers can select levels ranging from factory-locked, unique IDs to user-programmed password locks with decommissioning or kill functionalities. The transponders are available in chip and inlay varieties, in a selection of antenna configurations for integration with paper, PVC and other substrates.

Texas Instruments, 800/962-7343.
www.ti.com

Revolving ball knob The revolving ball knob has a long-shoulder design and comes with inch or metric mount threads. Designed for applications where a comfortable, friction-free palm grip is required, the product can be mounted on handwheels, crank handles and various other turning or steering mechanisms. The knobs are produced from black phenolic plastic, with a steel-threaded spindle and a black oxide finish. Ball knobs with internal threaded shafts are also available.



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MOVERS & SHAKERS

Bradman Lake Group appoints Simon Wheatley to the position of chief executive. Wheatley joined Bradman Lake Ltd., the British arm of the international Bradman Lake Group, in March 2003 as sales and marketing director

Smurfit-Stone Container Corp. names Nina E. Butler to succeed Curtis A. Barton as vp, environmental affairs, effective upon Barton's retirement April 30, 2006. Butler joined the company in 1996 as environmental counsel and currently serves as senior environmental counsel, with responsibility for a wide range of transactional and compliance matters.

The Ampac Flexibles—Converted Products division of Ampac Packaging, LLC, announces the addition of three new account managers. Kenneth L. Pouliot reports to Robert L. Biddle, president, Ampac Flexibles, Converted Products (Chicago), and will be responsible for sales in the Northeast. Matt Conlin and Steven R. Herlehy report to Craig Rutman, director of sales and marketing, Ampac-Converted Products (Minneapolis). Conlin and Herlehy are responsible for sales in the Midwest and East, respectively.

Hoppmann Corp., a member of Shibuya Group Companies, names Gary Marsh vp of sales. Marsh has been active in the material handling business since 1979, working first with parts feeders and assembly machines. Marsh is one of the new officers of Hoppmann, along with president Mark Flanagan; executive vp and secretary Kazuhiro Miyamae; executive vp Horstmar Schober; vp, manufacturing Mike East; and vp, finance Marianne Slusher.

The Dow Chemical Company

announces that Jeff Wooster has been named senior value chain mgr, food and specialty packaging for plastics. Wooster will be primarily responsible for developing strategic business relationships and expanding business opportunities for Dow's innovative portfolio in the packaging industry. Prior to his new position, Wooster served as the applications technology leader for food and specialty packaging.

Piab Vacuum Products appoints Brian Punt to the position of packaging segment specialist. Punt will be responsible for overseeing all packaging-related account activity with a focus on helping customers optimize their vacuum systems and ensure the most productive and energy-efficient solutions. For the past 10 years, Punt has served as the West Coast regional sales mgr. for PIAB.

BUYING & SELLING

SATO announces a definitive agreement to purchase Checkpoint System's Bar Code Systems (BCS) businesses, with operations in North America, Asia Pacific and Europe, including its hand-held labeling solution in the U.S. The price will include approximately \$8.6 million in excess of net book value, and total consideration for the business is expected to be approximately \$40 million, payable in cash.

Sonoco sells its folding cartons business to Caraustar Industries, Inc. The business produces a variety of paperboard cartons and packaging from its single manufacturing facility in Charlotte, NC. It has approximately 130 employees.

sales staff

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sreiss@reedbusiness.com

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Classified/Info Showcase

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Funds raised for Packaging Hall of Fame memorial

More than \$11,000 in fundraising support was collected as a result of the Packaging Hall of Fame™ awards ceremonies, held September 26, 2005 at the Las Vegas Hilton Hotel. Proceeds from the event will be used for the design and construction of a permanent Packaging Hall of Fame memorial to be located at Michigan State University's School of Packaging.

Forecast shows the U.S. having the largest energy drinks market by 2009

The concept of caffeine-based energy drinks originated in Japan and Thailand. Although Asia Pacific remained the leading region with a 58.1 percent share of global volume in 2004, its market share is expected to decline. The North American region holds the next largest share—14.7 percent—and has seen impressive volume gains. The U. S. is expected to become the largest country market by 2009.

Canadian Food Industry delivers nutrition labels to information hungry consumers

The new labels, introduced by the federal government in 2003, show the amount of calories and 13 core nutrients on most food packages. Companies had until December 12 to include the labels on their products. There are some minor exemptions from the labeling regulations including single ingredient products such as fresh fruit and vegetables and raw meat and poultry that are not ground.

web focus

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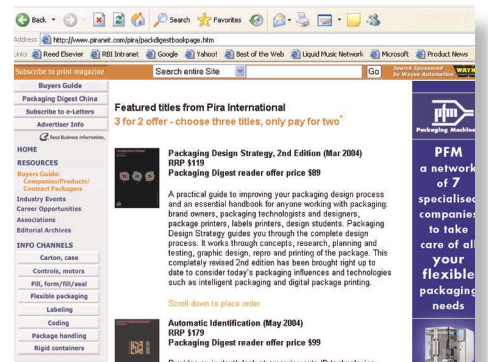
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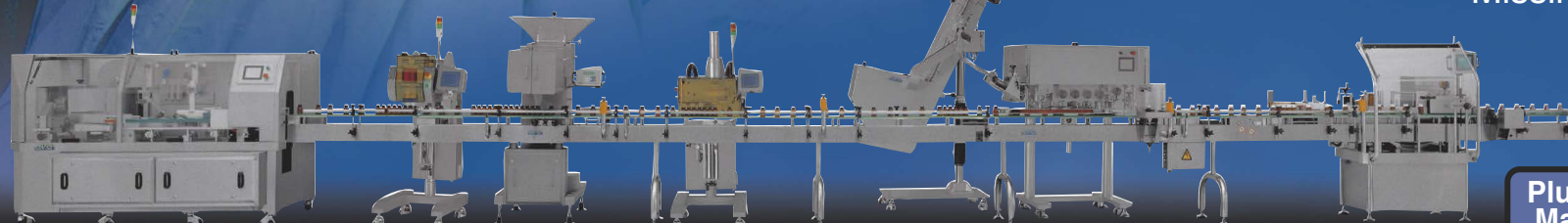
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