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 Reed Business
Information®

March 2006

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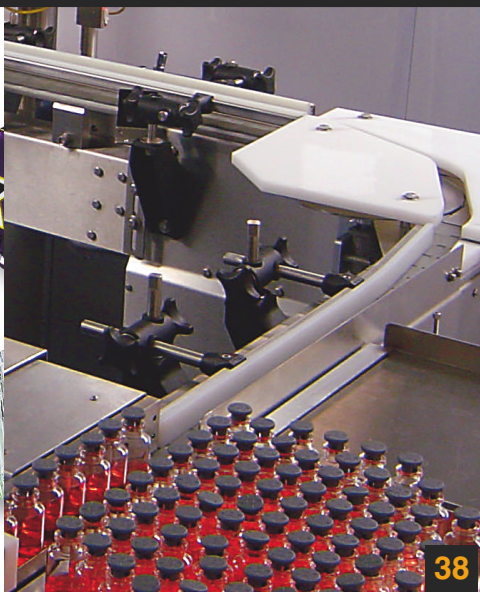
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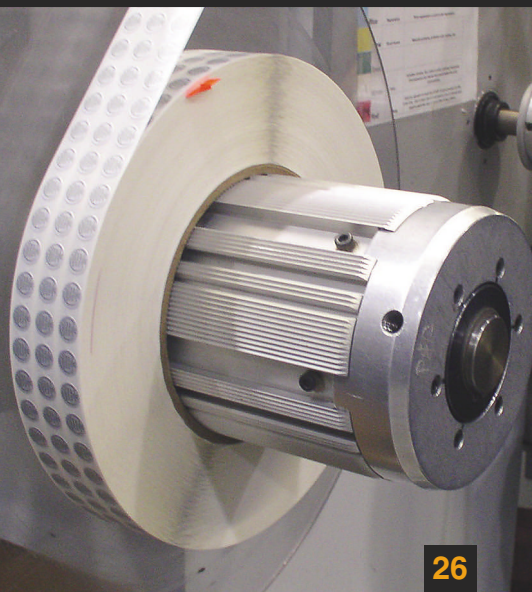
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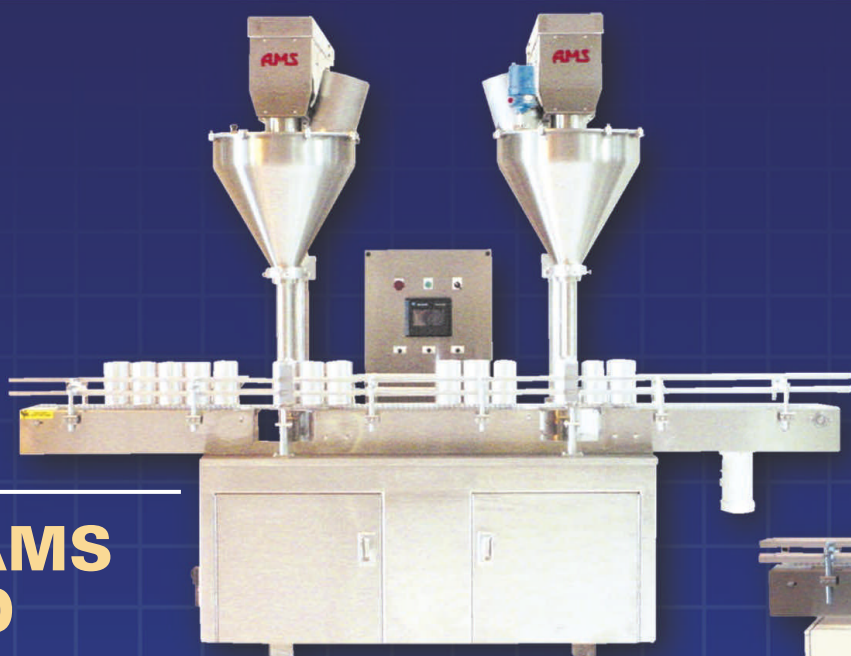
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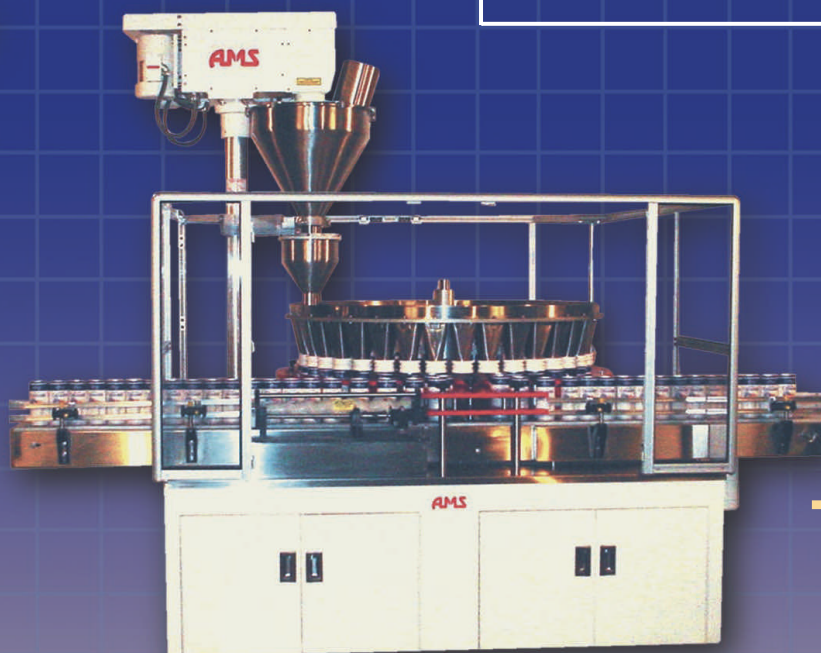
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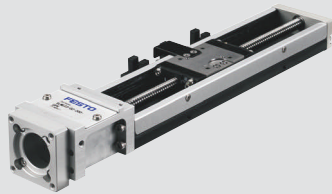
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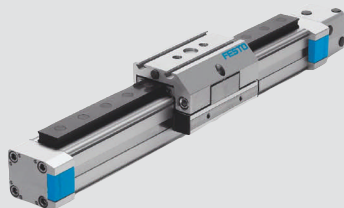


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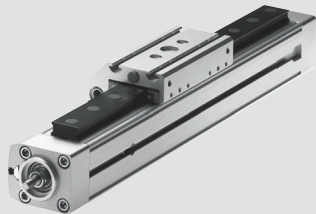


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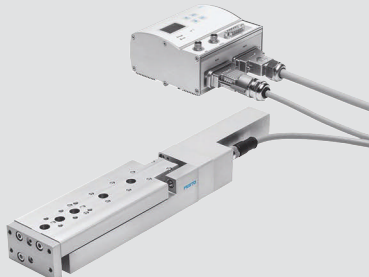


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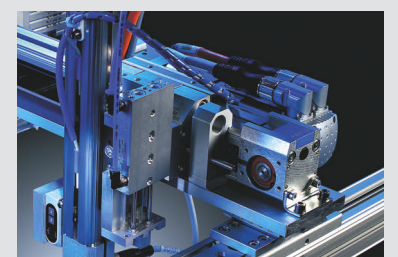


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design trends



'Zipper' bottle transforms wines' buttoned-up image

Playing off Italy's reputation for cutting-edge fashion design, as well as the country's boot-shaped appearance, labels for the new Bootleg Wine Collection from Seattle-based Click Wine Group use faux leather and zipper graphics to make high-quality Italian wines less intimidating for U.S. consumers. According to Click, the stylish new brand, created in partnership with Italian wine importer Small Vineyards, marks the first time that five estates from five different regions of Italy have come together under a single wine brand.

"Today, Italy's great wines are synonymous with romance, picturesque villas and rolling vineyards, displayed on dated and confusing labels," says Click. "Missing is Italy's current reputation for cutting-edge fashion, extraordinary design, racy cars and amazing architecture. We feel Bootleg represents Italian wines with a refreshing new look—a new Italy."

Launched last fall during New York's Fashion Week, the collection includes varieties such as Pinot Grigio, Sauvignon Blanc and Chianti from estates in Veneto, Friuli-Venezia Giulia and Tuscany, Italy, respectively.

Runway-ready, the wines are packaged in sleek bottles outfitted with full-body, shrink-sleeve labels from **Decorative Sleeves** (www.decorativesleeves.co.uk) that create the impression of leather, with a zipper running down their length. The Bootleg brand and wine type are listed on a panel in the style of a clothing label. The wines are also labeled "Made in Italy," which Click says is a mark of cachet in the design world.

According to Decorative Sleeves, to ensure a consistent shrink finish, it uses a high-shrink, 50-micron polyethylene terephthalate label stock. Special "delicate" inks are used in the gravure-printing process to produce the high-impact, leather-encased look and a 3-D effect for the zip and label areas. "The print specification also gives a tactile aspect to the sleeves, and accurate predistortion ensures that the zip remains perfectly vertical," the company adds. **Vetro Reno S.p.A.** applies the sleeves in Italy.

The wine collection is available nationwide at a suggested retail price of \$14.99 per bottle for the Bootleg Pinot Grigio, Sauvignon Blanc, Chianti and Southern Red. Bootleg Grand Tuscan sells for \$19.99.



Heinz puts the squeeze on condiment packs

New SqueezeMe! portion packs from Heinz Foodservice are giving Belgian and U.K. fast-food consumers a convenient and mess-free option for on-the-go condiment use. "Heinz SqueezeMe! allows consumers to control exactly where they squeeze their sauce—they can put exactly the amount they want on their food, again and again," explains Andy Jordan, innovations manager for Heinz. "Designed with today's hectic schedule in mind and for people who eat on-the-move, it is the ultimate food-to-go ketchup, as there is no mess or fuss, and each convenient pack contains the perfect amount of sauce."

Holding three-times the volume of sauce as traditional sachets, the packs are being offered in Belgium in a 26-mL (0.89-oz) size for Frites Sauce (sweet mayonnaise), Curry Gewurz (curry ketchup) and Ketchup. In the U.K., the packs are being used for Tomato Ketchup, Brown Sauce, Barbecue Sauce, Mayonnaise, Salad Cream and Tartare Sauce at a cost of 15 pence (17 cents) per pack versus the 10-pence (26-cent) cost of sachet portion packs.

In selecting the material for the Heinz-designed pack, the company worked with film supplier **RPC Cobelplast** (www.cobelplast.be) and film converter Bastin & Co. NV, both of Belgium. Heinz' goal, Jordan says, was to find a film construction that would allow for a high-quality print finish without compromising the product's nine-month shelf life, as well as one that would perform well on Heinz' continuous-band form/fill/seal equipment. The resulting structure is a lamination of high-barrier, coextruded polystyrene/ethyl vinyl alcohol/polyethylene.

The SqueezeMe! portion pack features the distinctive keystone shape used by Heinz for its labels. At the bottom of the pack is a simple, twist-and-tear opening device that consumers snap back and tear off to access the product. Graphics include the trademark Heinz logo and colors, flexo-printed on two sides in six colors.



Birds Eye updates veggie packs to comply with trans fat, allergen regs

In order to incorporate new trans fat and allergen details on its packaging in light of the January 2006 compliance mandates, Birds Eye Foods, Rochester, NY, had more than 500 labels and packages to update. Some stockkeeping units involved a change to electronic files, though many did not, with only film and printed labels to work with. With marketing strategy consultancy **Vertis** (www.vertisinc.com) help, the bags, cartons and labels were updated within nine months—record time, according to Birds Eye. Vertis scanned material and updated packaging graphics with the new mandatory Trans Fat and Allergen labeling statements. In addition to complying with the new food labeling, Birds Eye also revised the majority of its boxed and bagged frozen food packaging. The low-density polyethylene bag film structure wasn't

changed, though Vertis made trans-fat graphical updates directly to the negative film used in the flexo platemaking process. The cartons are made of an array of packaging materials, including coated and uncoated SBS and solid unbleached sulphate. The majority of the flexible packaging is flexo-printed, while the cartons and labels are offset-printed. The number of colors used on the bag film varies, depending on design, from four to 10 colors, with most of Birds Eye brand film packaging being in six to eight. Cartons are printed in four and six colors with most Birds Eye brand packaging using six colors.

The redesign project began in April 2004 and was complete in early 2005. Trans fat updates to items not redesigned were started and completed in 2005, the company tells PD. The packages describe the amount or absence of trans fat in the products and there is a statement added under the ingredient listing, describing any allergen contained in the product, such as milk, eggs, fish, shellfish, tree nuts, wheat, peanuts or soybeans.

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design trends beverages



Jones Soda sweetens Valentine's Day with new gift pack

In February, Jones Soda Co. started serving up love by the bottle, with its national launch of a limited-edition Valentine pack of specially flavored soda. Jones also sent 10,000 of the packs to troops stationed in Afghanistan and Iraq. The exclusive 2006 Valentines pack contains two bottles of Love Potion #6, a specially designed flavor that "captures the taste of love." Also included in the pink and red corrugated container is a Love Potion #6 lip balm, a CD sampler of songs by Sony BMG recording artists and a Jones Love Coupon Book. Nonprofit organization Operation AC handled

the delivery to the U.S. troops. The soda bottles and other offerings are seen through a heart-shaped window die-cut on the front panel, amidst red and pink Valentine-heart graphics. Inner inserts seat the bottles in a vivid red. **Victory Packaging** (www.victorypackaging.com) makes the corrugated carton and insert, which are offset-printed in four-color process and a special color, plus an aqueous coating and spot varnish. The carton's top sheet is .012 Ponderosa, laminated to E-flute. The graphics were created by Jones and **Felegance** (www.felegance.com).

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IMAGE 7000



IMAGE S8



IMAGE 5000



IMAGE 2000



IMAGE 4040



IMAGE 9000



Boston Beer teams chocolate with bock

The brewers at The Boston Beer Co. must have been thinking of Valentine's Day when they launched Samuel Adams® Chocolate Bock, a limited-edition chocolate beer that combines an exclusive blend of fine chocolate with hops, packaged in an intriguing new bottle. While candy is a traditional Valentine's Day gift, it's no surprise that beer enthusiasts would prefer a quality brew instead. The perfect gift for beer lovers, the unique, dark beer comes in a deep chocolate-colored bottle, emblazoned with a special Samuel Adams seal in pewter tones.

The brew is made with exclusive Scharffen Berger cocoa beans from Ghana, which are designed to enhance the aroma and flavor of the two-row, pale malt. Also included in the brew are Munich, caramel and chocolate malts, together with a hint of vanilla and Tettnang and Spalt hops, which combine to create a rich, dark, satisfying beer.

Packaged in a manner of distinction, Samuel Adams Chocolate Bock comes in a limited-edition, 750-mL amber bottle with a specially embossed pewter label and a pewter-toned capsule. Boston Beer says the package was designed internally. Topping the bottle is a crown cap similar to those used on other Samuel Adams' beers. Samuel Adams Chocolate Bock was made available in select off-premise outlets starting in February 2006 and carries a suggested retail price of \$14.99.

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design trends

New converting technology makes holiday snack-pack shine



Demonstrated for the first time on a holiday-themed potato-chip bag for Herr's® brand Crisp 'N Tasty All Natural Potato Chips, new IMPRESS™ embossing and laminating technology from **Printpack, Inc.** (www.printpack.com) brought a festive shimmer to snackfood shelves this past holiday season. According to Printpack, family-owned Herr Foods, Nottingham, PA, employed the new technology to bring unique

shelf appeal to its holiday-themed promotion.

In development for approximately five years, the proprietary IMPRESS technology involves printed graphics that are laminated in-register to images embossed into a separate layer. The reflective properties of the relief-detail layer work with the inks to further enhance the color, creating a shimmering effect with light, Printpack explains.

While information on the equipment and materials used to create the gleaming, metallized

snack bag is proprietary, Printpack says that the flexible film was reverse-flexo-printed in eight colors. According to the converter, challenges with the debut of this technology included issues with artwork setup and process control systems, "as with any 'new-to-the-world' innovation."

Advantages to IMPRESS include a unique, tactile shelf appeal. Herr's Crisp 'N Tasty Potato Chips bag was released last November in stores in the Northeast U.S.

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20,000-year-old ice water looks cool in a pouch

Wasatch Ice Water Co., Park City, UT, is bringing 20,000-year-old artesian water to market in a 16-oz, standup, flexible pouch from **Ampac Flexibles Converted Products**, a unit of **Ampac Packaging** (www.ampaconline.com). Wasatch is the first water to be marketed nationally in such a package, the company says. The contaminant-free water, reportedly created during the last ice age, offers both purity and convenience. Wasatch says it employs proprietary filling techniques at the water's source.

The proprietary, flexible pouch structure for its Park City IceWater™ brand combines polyethylene terephthalate and biaxially-oriented nylon with what's described as a coextruded, organoleptic inner layer. The inner layer is said to guard against compromising taste, odor and color but also protects against structural failure. Ampac's SmartSpout™ dispensing spout teams three components from **Sequist Closures**

(www.sequistclosures.com): a polyethylene base fitment with a spout, a silicone valve and Sequist Closures' EZ Turn tamper-evident cap. Ampac Flexibles uses an eight-color **Toshiba** (www.toshiba-machine.co.jp) sectional drive press to gravure-print the pouch graphics on front and back. The design features snow-capped mountain peaks in five colors with purple and white as the predominant scheme. Park City IceWater is available in retail outlets across the U.S.

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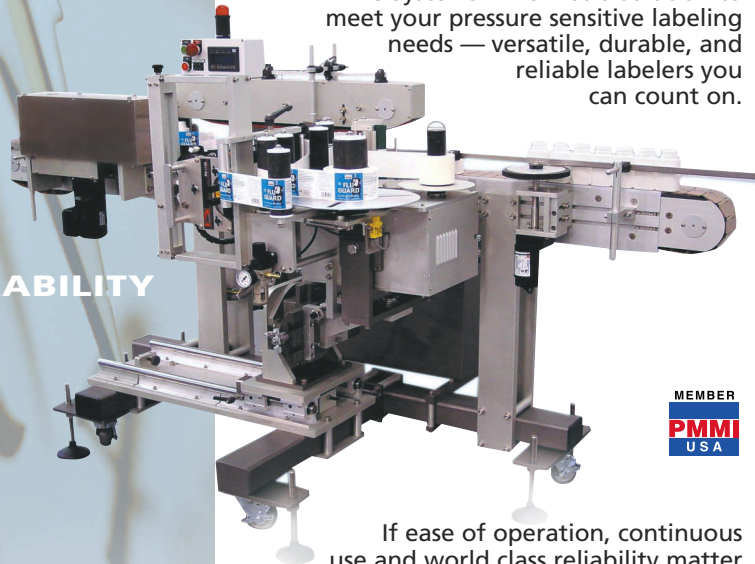
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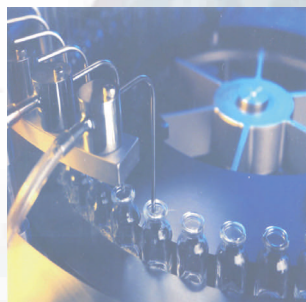
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comment

Mary Ann Falkman, Editor



Packaging managers play a high-profile role

Over time, packaging has become an even more important factor at consumer goods companies, especially the multinational companies. As a result, packaging is becoming increasingly relevant in the marketing strategies of these multinationals. This is at the heart of a study released in mid-February by UCIMA, the Association for Italian Packing and Packaging Machinery Manufacturers (www.ucima.it) and ICE, the Italian Institute for Foreign Trade (www.ice.it). The associations presented the study's findings on the day preceding the opening of Ipack-IMA, the Italian packaging show, in Milan. Packaging Digest attended the presentation.

Inside multinational companies, the role of the global packaging manager is fundamental. He is, in fact, responsible for the development of new packaging solutions on the basis of input received from the marketing department, on the one hand, and the requirements of production on the other. However, the study reveals that the breadth and depth of multinational companies' innovation in packaging is somewhat limited by the absence of a close relationship between global packaging managers and packaging equipment manufacturers.

Equipment manufacturers, considered by end users as essential in the field of packaging innovation, have difficulty anticipating the actual requirements of their clients, the study finds. This is due to a lack of an "advanced client culture," which goes beyond mere technical competence and know-how to include such things as an awareness of new trends in packaging, their customers' marketing needs and the demands of end-user consumers. Moreover, the relative absence of proactive behavior among equipment manufacturers prevents them from presenting their best offer to the best advantage.

Based upon the scenario drawn from the study, the opportunity emerges for the global packaging managers and equipment manufacturers to strengthen their relationships. This, in turn, would improve the effectiveness of the global packaging manager's role and, therefore, the extent of packaging innovation carried out by multinational end-user companies. It would also allow equipment manufacturers to build a more sustainable competitive advantage, based on factors that are not easy to imitate, such as a familiarity with their customer's production processes and related requirements.

For more information on the packaging study, or to receive a copy of a press release about the study, contact Tina Landi at a.landi@ice.it.

Mary Ann Falkman



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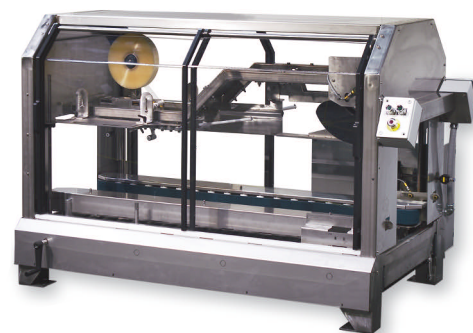
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new products spotlight

Cartoning, Casing & Sealing

Case sealers Suitable for most types of production facilities, the CS family of case sealers has a robust design with a small footprint. The fully guarded, stainless-steel case sealers are available in two base models, each capable of custom configurations. The CS25 seals a range of RSC or CSSC cases with p-s tape or hot-melt glue, at speeds of up to 25/min. The CS40 seals both RSC or CSSC cases with p-s tape at speeds of up to 40 cpm. Both machines can attain higher production speeds, depending on case size, the co. reports.

Pearson Packaging Systems, 800/732-7766.
www.pearsonpkg.com



Multipacker The Beverage Meridian® multipacking machine provides high output and application adaptability for beverage-can packing, the co. says. Standard features include a metric, stainless-steel design, left- or right-hand configurations and the ability to handle can sizes ranging from 8 to 16 oz. The machine can be configured for single-tier six to 24-can packs. Dual pitch provides pack speeds of up to 210 packs/min at low linear speeds to reduce wear. The reduced linear speeds also facilitate pack and flap handling at

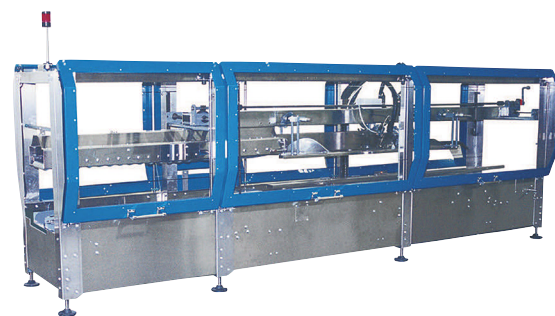


lower velocities and accelerations, providing more precise control. Guarding and controls are ergonomically designed for operator convenience. Standard models feature direct-coupled servos and belt drives providing automatic pitch changes on the transport during size changeovers. The machine has a compact frame, allowing it to fit most applications. Changeovers can be performed typically in 10 to 30 min.

R.A. Jones & Co., Inc., 859/341-0400.
www.rajones.com

High-speed case sealer The Model 536 case sealer is an all-mechanical machine that automatically paces case feed, folds all four flaps, applies adhesive and compression and securely seals RSC cases at speeds to 100 cases/min. Designed for continuous, high-speed operation, all machine actions are PLC-controlled and monitored by noncontact sensors, ensuring precision and workhorse reliability, the co. reports. Nonstop case feed keeps the line moving at maximum speed, while the sealer automatically indexes cases spaced or back-to-back. Machine is equipped with standard features, such as a stainless steel frame, electronically interlocked, gull-wing doors that stop the machine when opened, a touchscreen control center and rapid-adjust cranks for size changes.

A-B-C Packaging Machine Corp., 800/237-5975.
www.abcpackaging.com



Intermittent-motion cartoner Capable of reaching speeds of up to 90 cartons/min, the Eclipse™ intermittent-motion cartoner handles cartons up to 10×4½×12 in. Featuring a patent-pending, walk-in-style design for ease of operator interface, the machine is equipped with a new HMI and motion control package. Its 7½×4½-ft footprint is one of the smallest in the industry, the co. says. Changeovers do not require tools and can be accomplished in less than 15 min, the co. reports.

MGS Machine Corp.,
763/425-8808.
www.mgsmachine.com

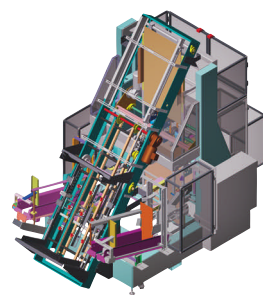


new products equipment



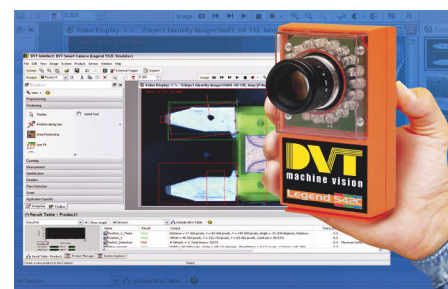
Bagging system The FAS SPrint SidePouch™ bagging system has been ergonomically designed for productivity in food packaging applications where daily washdown procedures are required. System can be used for hand-load or fully automatic operations at speeds up to 120 bag/min. Loading speed is adjustable for one or more operators, and a footswitch can be used for single-cycle bag indexing. Conveyor presents preopened bags ready for immediate loading from a 60-in.-wide load area, fills the bags and then carries them through an automatic bag sealing operation. Bags are then dispensed onto outfeed conveyors or for bulk packing. AutoTouch™ Control Screen stores settings for up to 50 jobs.

Automated Packaging Systems, 888/288-6224.
www.autobag.com



Bliss-box former The ABF 540V bliss-box former features an ergonomic body hopper that can be loaded from ground level. The machine also includes a Nordson ProBlue® pressurized adhesive system. A servo-powered mandrel, a stainless-steel frame and interlocked barrier guarding all come standard.

Adco Manufacturing, 559/875-5563.
www.adcomfg.com



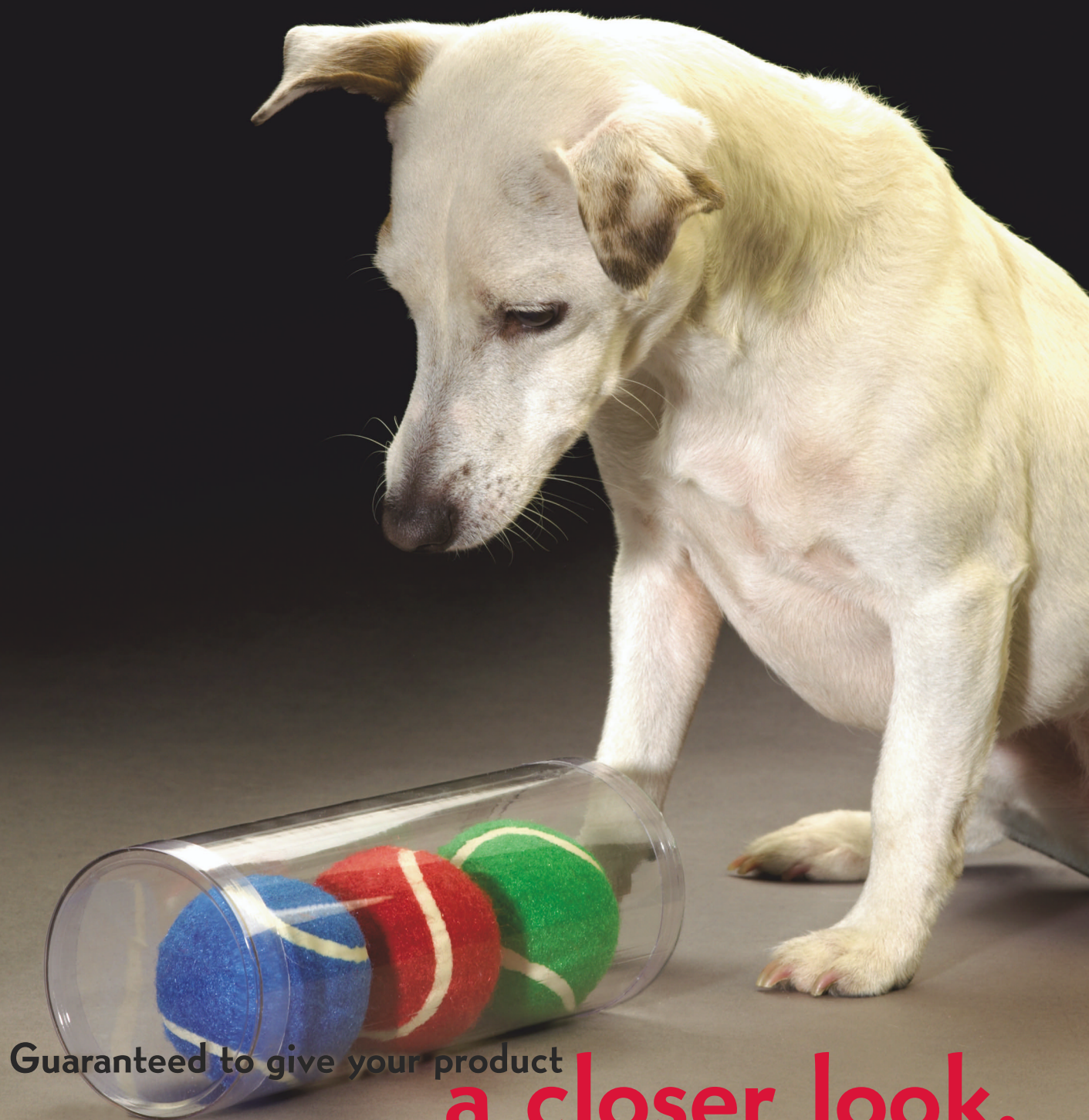
Vision sensor software

Intellect™ 1.2 software for DVT vision sensors features an improved, intuitive user interface, making inspection, precision measurement, counting and object-location applications easier. Helps increase object-sorting efficiency by allowing a single tool to identify and count multiple shapes and colors. Intellect 1.2 also includes faster image updates, customer drives for robotic applications, a preconfigured tool for label position and gross defect inspection. Communications enhancements in the new software are said to simplify data and image transfer, and provide browser accessibility and tight integration with HMI and other industrial software packages.

Cognex Corp., 877/264-6391.
www.cognex.com

Case erector The Model ACT case erector is said to provide efficient case opening features and fast changeovers. Servo-driven motions provide speed and efficiency in achieving positive case-blank handling and automatic changeovers. The system picks cases from the case magazine with positive vacuum grip on a major panel, transferring it to the case-erector station. A second servo-driven system grips the other major panel and rotates the case open. Capable of handling most types of RSC or HSC cases, it can achieve speeds of up to 20 cases/min. A manual changeover design is also available.

Goodman Packaging Equipment, 847/596-9000.
www.goodmanpkg.com



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new products applications



Foam cushions save drafting boards, tables from dings

Founded in 1950, Alvin & Co., a Bloomfield, CT-based importer, manufacturer and distributor of graphic arts products, drafting supplies, art supplies and office products, recently connected with **Sealed Air Corp.** (www.sealedair.com) in an effort to update its packaging.

In the past, Alvin & Co. used various sizes of corrugated cases to package each drafting table and drafting board separately. Paper dunnage was used for cushioning. This method, however, proved less than effective, as the company experienced damage rates ranging from 5 percent to 8 percent on shipments of the heavy products. The damaged products led to numerous customer complaints and a high volume of returns.

Philip Cebollero, principal of **Ameripak, LLC**, a wholesale distributor of packing and shipping supplies, approached Alvin & Co. to investigate new packaging options for the drafting boards and tables. After exploring a number of alternatives, Cebollero contacted Sealed Air to discuss possible packaging solutions.

The final result combined Instapak® GFlex® foam cushions produced by a SpeedyPacker® foam-in-bag system, an Instapak molding wheel and a preprinted, corrugated box.

The SpeedyPacker foam-in-bag system dispenses a controlled amount of Instapak GFlex foam that expands into a sealed film bag. The system is designed to dispense foam-filled bags in a variety of sizes. Once dispensed, the bag containing the expanding foam is placed into the Instapak molding wheel, which

produces molded cushions of an exact shape and size, offering precise, engineered protection. When the foam finishes expanding within the mold enclosure, the operator removes the finished cushion.

In addition to the molded cushions, the new package design includes a corrugated load spreader. This 1 3/4- to 1 5/8-in. piece of corrugated board is inserted between the drafting board and each molded corner cushion. If a drop or impact occurs, the load spreader keeps the thin edge of the drafting table from piercing through the corner cushion and distributes the weight of the table over more of the cushion surface.

Each month, AmeriPAK makes 1,600 to 2,400

Instapak GFlex foam cushions and delivers them to Alvin & Co.'s facilities in Connecticut and Texas. Since the corners arrive premade, Alvin & Co. employees spend less time preparing the packaging materials, allowing them to assemble more drafting boards and tables. This helped

Alvin & Co. increase productivity by 15 percent.

An additional advantage the foam cushions provide is their ability to be used with multiple drafting boards or tables. Eliminating the need for individual boxes for each board or table and moving to more standardized packaging led to an 8-percent reduction in packaging costs. Increased product protection also enabled Alvin & Co. to reduce labor in the returns department and reallocate other employees to the manufacturing line.

Sealed Air Corp., 800/568-6636.

www.sealedair.com

AmeriPAK, LLC, 877/725-7879.



Robot fixes fermenting packaging operations for brewery

PyraSier Bier GmbH & Co. KG, a Thalmassing, Germany-based brewery, brews and sells a variety of beers other beverages. Due to an increasingly competitive market, PyraSier decided to revamp its packaging operations. The company needed a packaging solution that would reduce cycle times and optimize processes. It decided on two six-axis KR 150 robots from **Kuka Robotics Corp.** (www.kukarobotics.com).

Equipped with pneumatic grippers, each robot works one shift three days per week. The robots have reduced floorspace requirements by approximately 1,614.5 sq ft compared to conventional operations, while costs have remained the same.

The process comprises one robot taking four crates filled with empty bottles from the roller conveyor, lifting out all 80 bottles and placing the bottles on a conveyor belt. Simultaneously, the second robot takes the same number of filled bottles from a belt, placing them in four empty crates and then putting the crates back on the conveyor system. The robots require just less than 10 sec to complete one cycle.

Periodically, bottles are positioned in the crates upside down, preventing the robot from gripping them. The robot compensates by moving at only 10 percent of its normal velocity after two failed attempts to grip the bottles. At the same time, it increases the pressure of its sturdy wrist. The robot can then engage its gripper hooks in the crates and lift them off.

Kuka Robotics Corp., 866/873-5852.

www.kukarobotics.com



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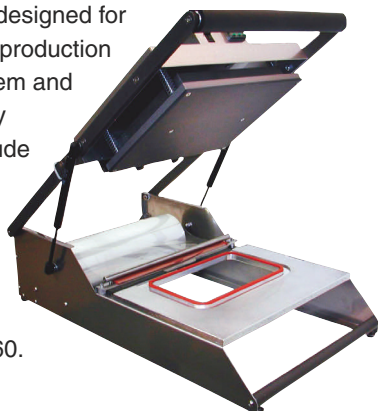
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new products equipment

Tray sealer The HS300 tray sealer is designed for new product development and low-volume production runs. Equipped with an easy-load film system and quick-change tooling, it accommodates tray sizes up to 10½×13 in. Other features include a rear film cutoff blade, high-wattage heaters for cold environments and a stainless-steel, anodized aluminum and plastic construction. A digital heat controller is optional.

Haug Quality Equipment, 815/479-1460.
www.haugquality.com



Label applicator The Model 151 print-and-apply labeling system integrates either a tamp, blow, air-tamp or smart-tamp label applicator with thermal-transfer and direct-thermal printers. The design incorporates a PLC and is available with RFID-enabled print engines. The label applicator provides flexible mounting, and can label from the top, bottom or side. USB, RS232, Ethernet, parallel and Twinax/Coax interfaces are available. It's compatible with a selection of print engines from Sato, Zebra and Datamax.

Auto Labe, 800/634-5376.
www.autolabe.com



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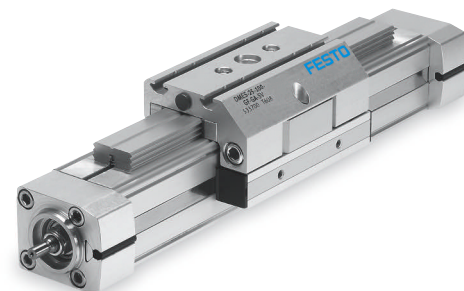
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DMES electric linear actuators are optimized for use with the co.'s MTR-DCI motor. The motor includes an integrated positioning controller. The DMES line is also available without an integrated guide mechanism, for applications with light-applied loads or those that already include linear guides. The compact actuators provide a feed force of up to 3,000 N, with a high load capacity and high mechanical torque. The lead screw is inherently nonbackdriveable, eliminating the need for additional braking mechanisms in vertical applications. The integral lead screw minimizes the risk of premature failure related to contamination from debris. An external metal sealing strip provides added protection from dirt and dust.

Festo Corp., 631/404-3173.
www.festo.com/us

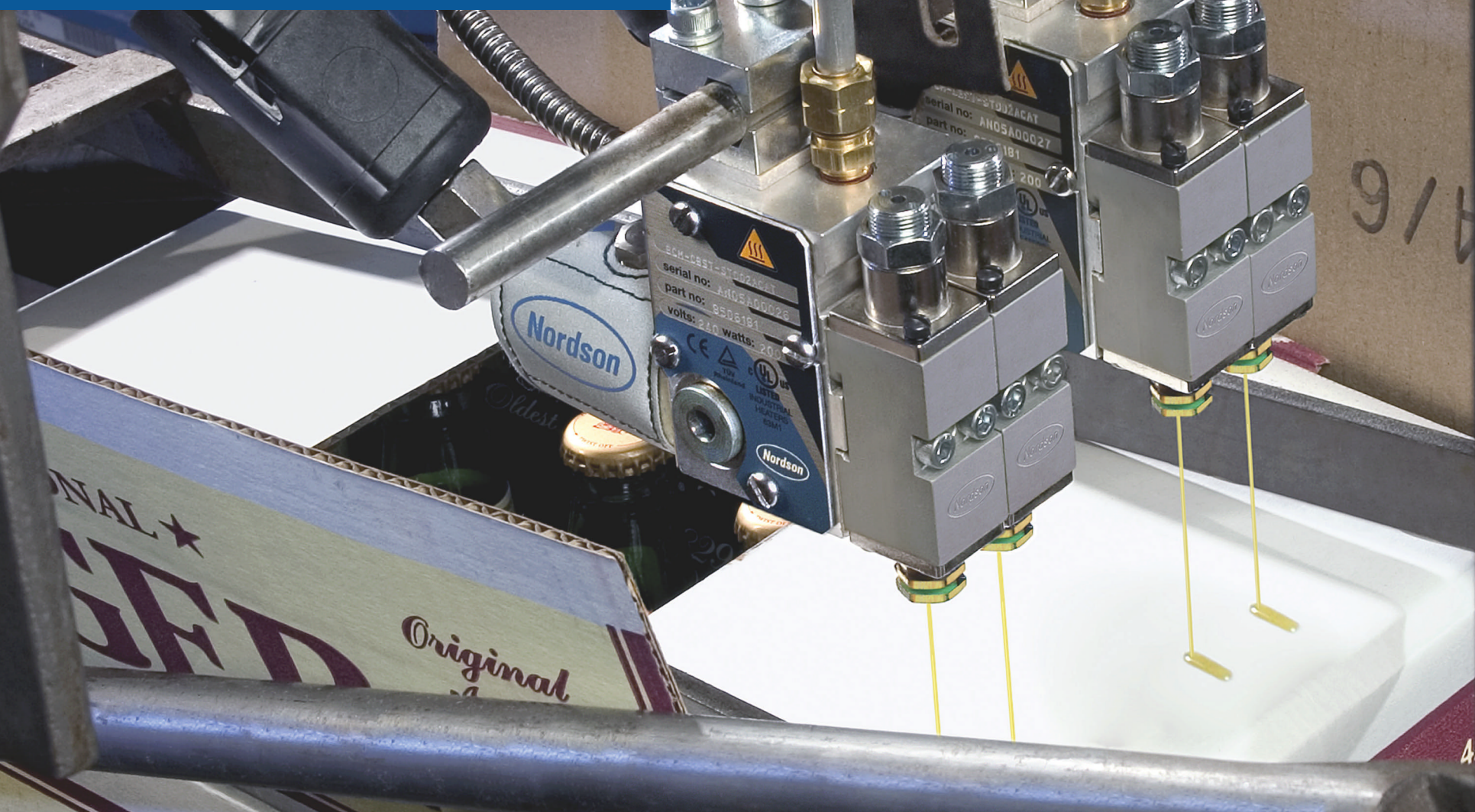
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new products materials

Film

PE film New Borstar® PE film grade combines a spectrum of mechanical properties and easy processing for packaging. Borstar FB370 grade offers new and improved packaging solutions to PE converters, the co. says. It is the only PE film grade that balances mechanical

properties, such as high stiffness, toughness, easy opening and down-gauging, with outstanding extrusion properties for higher production and packaging speeds, the co.

says. In addition to high stiffness and toughness, properties include easy opening in blends or coextruded film for industrial liners and excellent heat sealability in coextrusions for bags and pouches.

Borealis A/S, 908/850-6268.

www.borealisgroup.com/usa



PE resins The North American portfolio of linear low-density PE resins for industrial and consumer films extends with the commercial launch of six new DOWLEX™ PE resins and one new ELITE™ enhanced PE resin. The new products are manufactured using hexene comonomer. Film converters now have the opportunity to be more cost-competitive because of the ability to select products from a broader portfolio of resins, co. says.

The Dow Chemical Co., 989/636-1000.

www.dow.com

Bottles New 500- and 1,000-mL bullet round HDPE bottles are an alternative to glass bottles traditionally used for storage and shipment of specialty chemicals. Both size bottles are offered with either a flat or pressure bottom. The pressure bottom is designed to hold chemicals or products that can build internal pressure at low temperatures, which can result in bulging or distorted bottoms and/or loss of container stability.

Novapak Corp., 800/975-2784.

www.pvcc.com



Packaging film A new patent-pending, two-side-treated, coextruded polyester film makes it easier for converters and end users to manufacture standup pouches, the co. says. New, versatile, tack-sealable polyester Lumirror® PA30 is a symmetrical, transparent film that is modified on both sides for improved printing and laminating adhesion. Therefore, either side of the film offers two different performance capabilities. In addition, Lumirror PA30 can also be used to tack-seal to itself, or it can lap-seal the inside surface of a lamination to the outside surface.

Toray Plastics (America), Inc., 401/294-4511.

www.torayfilms.com

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new products materials

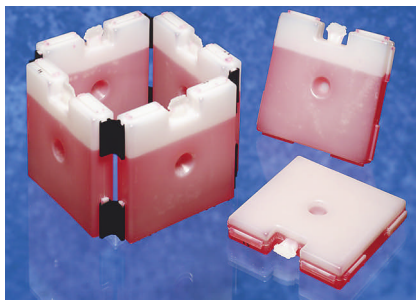
Fruit cases DEFOR® DuraCool™ containers are an alternative to the plastic foam containers commonly used by grape growers for long-term storage. They feature a proprietary coating that minimizes the absorption of SO₂ gases and moisture, allowing them to meet black widow fumigation and other long-term storage protocols. Unlike plastic foam boxes, DEFOR DuraCool cases can be assembled using existing case-erecting equipment, the co. reports. Shipped knocked-down, they require a similar amount of storage space that approximately 80 foam plastic containers would, the co. says. The cases can be printed with assorted graphics.



Intl. Paper, 901/419-7156.
www.internationalpaper.com

Thermal-control protection panel

The thermal-control panel is a new approach to thermal product protection. The panels are actually blow-molded bottles with tabs that allow them to be interconnected in a variety of ways. Inside the panels are special formulations of chemicals whose phase-change temperatures are at the optimum storage temperature of the product. If the product must be maintained within 35.6 to 46.4 deg F, the thermal control panel is filled with a material that undergoes phase-change at 41 deg F.



TCP Reliable, 732/346-9200.
www.tcpreliable.com

Jar A new, injection-molded, 100-mm low profile jar is suitable for heavy creams, body butters, shea butters and other similar applications. Its overflow volume is 240 mL, allowing it to contain up to 7 oz of product. It's available from stock in natural PP, white PP and crystal polystyrene. It comes in both regular and thick-wall versions, the latter giving it a flush-cap-jar-wall appearance. The jar can also be molded in an unlimited number of custom colors. PP caps are sold separately and are available in both lined and unlined and smooth and ribbed varieties.



Parkway Plastics, Inc., 732/752-3636.
www.parkwayjars.com

Container The new Option Pak oval container series is designed for wipes, powders and other sundries. Four container sizes are available—2, 4, 6 and 8 in. Lids come in towelette-dispensing, pour and combination configurations. Option Pak can also be manufactured in HDPE, PP or a combination of resins. Custom color matching, resin and orifice options can be accommodated.

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



Cases The Defender Case provides value-added protection for products or equipment with its high-density, homopolymer and double-wall construction. The Defender Case is water- and chemical-resistant allowing it to withstand weather and other harsh environments. Rear feet provide increased stability. The case can be customized with co. logos in its large logo plate area. Other features include an integral molded handle, a purge valve and a lock tab.

Flambeau Industrial & Packaging Group, 608/356-5551.
www.flambeau.com



Aseptic package The Tetra Wedge Aseptic Clear package is the world's first high-barrier, totally clear aseptic package, the co. says. It accepts both high- and low-acid foods, making pouch-style, shelf-stable packaging a new possibility for the dairy and soy industries. In addition, the size and shape of the package make it ideal for children's beverages. A special straw hole pocket guides the straw to the best position to puncture the straw-hole patch. Ergonomically, the Tetra Wedge Aseptic Clear is designed with smooth sides and no sharp edges, and its slim 6.75-oz design allows small hands to easily handle the product.

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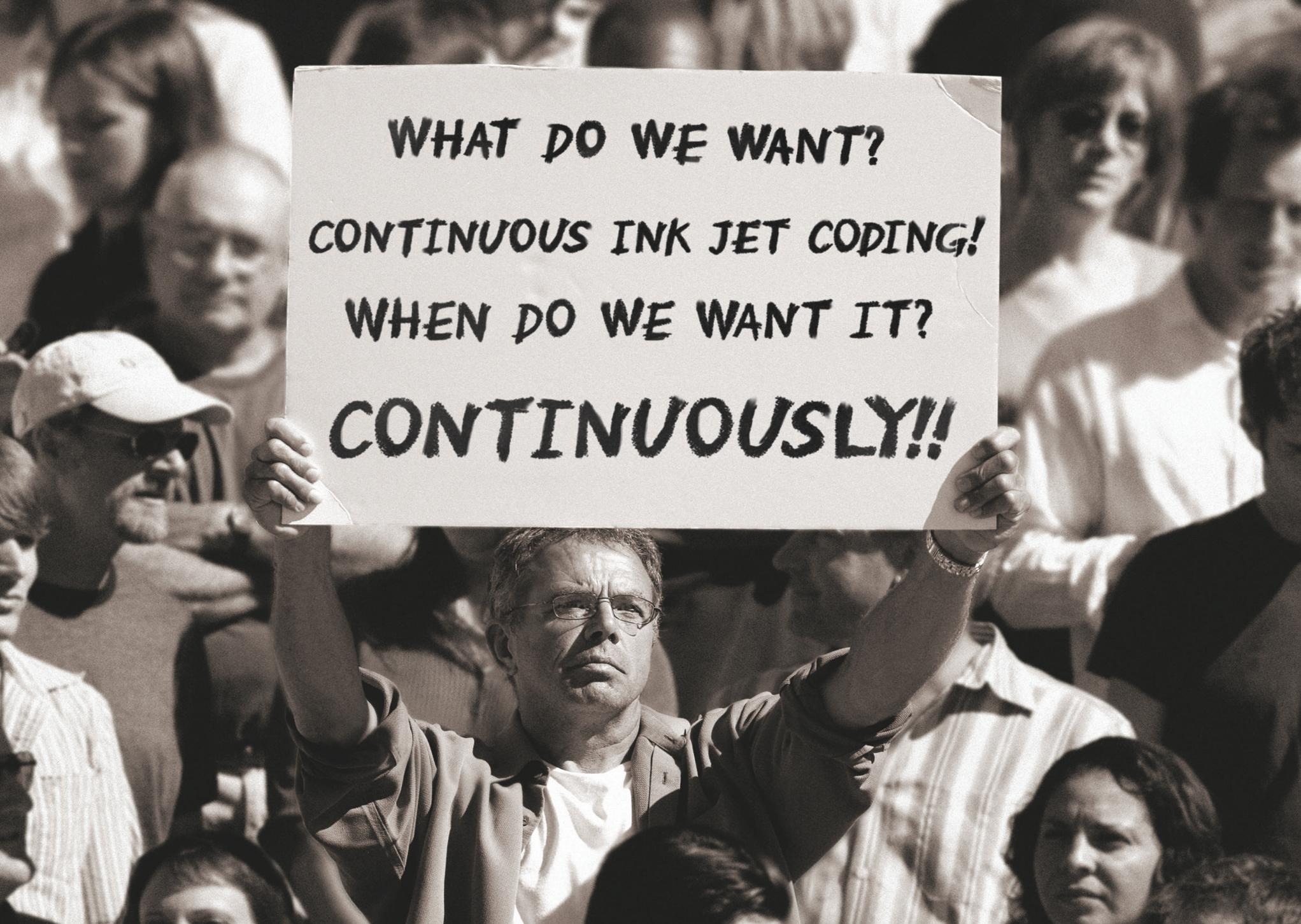
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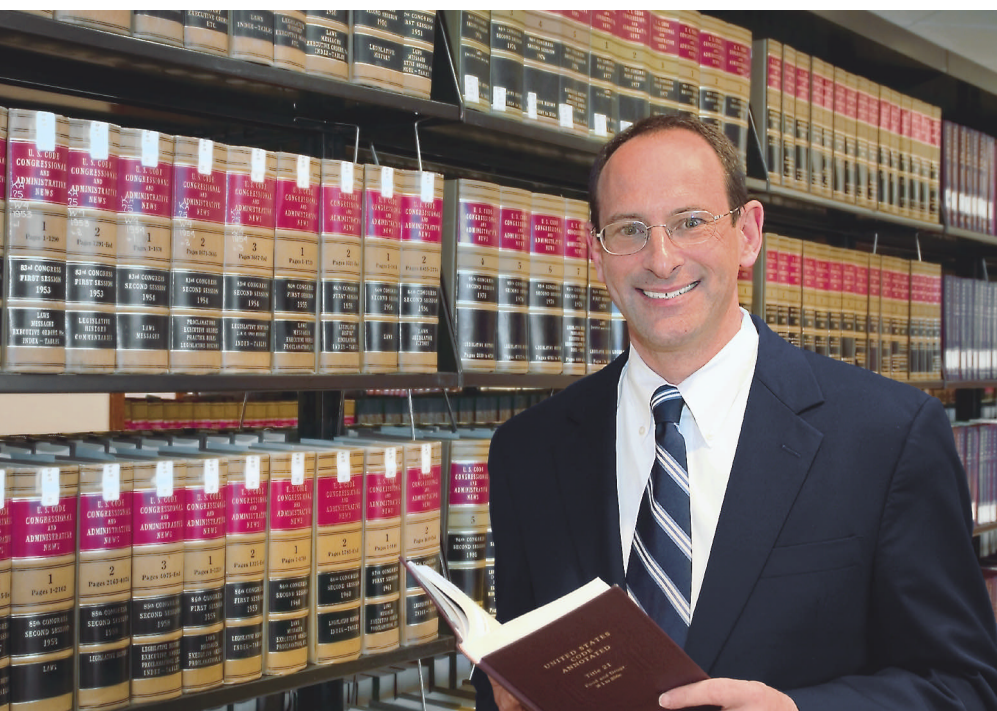
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Eric Greenberg, Attorney-at-Law

The Food Contact Notification program must be saved



The U.S. Food & Drug Administration has proposed to totally eliminate an invaluable engine of packaging innovation and business. If President Bush's budget gets passed as proposed later this year, packagers will lose the Food Contact Notification (FCN) program, leaving only the laborious Food Additive Petition process for gaining FDA approval of new uses.

The FCN program has been a boon to packaging research and development, a government program that combines efficiency, speed and protection of the public health in just the way one might wish. Its core advantage over the pre-existing Food Additive Petition process is that it imposes a 120-day deadline on FDA review of FCNs. This four-month review is short, and it is predictable, which may be even more important. With it, companies can file FCNs with FDA and know with a high degree of confidence that the substance being reviewed will be marketable just four months later. Armed with this knowledge, companies can budget, plan, project and sell.

Before the FCN program was instituted, the law called for FDA to review Food Additive Petitions in six months. If, because of a lack of staff or any other reason, FDA didn't get the review done in time—and frequently they didn't—the filer had no practical recourse. They just had to continue waiting, not knowing when the review would be completed. Just try sketching out a business plan for your division for the next quarter or next year with no idea whether you'll be selling your new product. The unpredictable timing can kill new product development before it begins.

Another advantage of an FDA-cleared FCN is that it is exclusive to the submitter. By contrast, the results of a Food Additive Petition become a published regulation.

Since the program began in 2000, FDA has reviewed and cleared about 540 FCNs (and counting) for all sorts of packaging materials and components. That's a lot of product innovations. These innovations have led to enhanced food-product protection, distribution and convenience. They have also

stimulated sales, revenues and jobs for the packaging and food companies that use them.

The FCN program is, in short, a commerce creator. It represents a clearing away of bureaucratic obstacles to the advantage of consumers and companies alike, even as it maintains the necessary protections of the public health. To eliminate it would cause colossal injury to the packaging industry.

An FDA official with detailed knowledge on the background of the proposal, but who requests anonymity, offers some useful insights.

According to the official, the Bush administration told FDA what its new priorities should be, and FDA translated those priorities into its budget proposals. In doing so, FDA tried to focus on areas that have the least impact on public health, says the official. That means that funds will be moved into programs that enhance safety and, in turn, moved out of programs that less directly implicate safety. Those in the latter category include the FCN program, but also research, cosmetics, dietary supplements and other fields. The FCN program has long been associated with relatively low-risk exposures to small amounts of potentially harmful substances, in contrast with, for example, direct food additives and food ingredients, to which people are usually exposed at higher levels.

Under the proposed budget, FDA will pick up more total full-time-equivalent employees and an increase of almost \$71 million dollars to bring its total budget of government funds to about \$1.55 billion (plus an additional \$402 million in "user fees" paid by, for example, filers of new drug applications).

But the emphasis in this new budget is on security, and in the process of rejiggering priorities, the FCN program will be cut, as FDA's food division, the Center for Food Safety and Applied Nutrition, shrinks a bit overall.

It's not that FDA officials don't like

the FCN program, says the official. They like it fine, and they know that industry likes it, as well. But the priorities are shifting away from programs "with the least impact on public health, and this is one," he says.

What will be left is the traditional Food Additive Petition process, which the official acknowledges is "slower and more cumbersome, but still protects the public health."

Has anyone floated proposals for streamlining food-contact substance reviews, even if the formal context is going to be the Food Additive Petition process? "We're open to any ideas people have for helping us achieve efficiency," the official says.

But don't wait until the budget gets finalized with the elimination of FCNs built in. Now is the time to contact your representatives in the U.S. Senate and Congress. Tell them of the value of this program to the packaging industries: how it clears the path for product innovation and R&D, how it creates jobs and revenue for U.S. companies and how losing it would mean a loss of all those advantages. Tell them in numbers if you can, quantifying in dollars the sales attributable to materials that came on the market under the FCN program, or the numbers of employees related to the materials or the capital improvements your company put in place to make or convert food-contact substances cleared onto the market under the program.

The FCN program is that rare bureaucratic program that was crafted with good sense, and now the packaging industry needs to fight to keep it.

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

The FCN program is, in short, a commerce creator. To eliminate it would cause colossal injury to the packaging industry.



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Lean label converting makes 'cents' for Estée Lauder



Through converter Topflight Corp.'s Operation Eliminate lean label-manufacturing program, Estée Lauder dispenses with the costs associated with inventory and purchasing, and enhances packaging flexibility.

Anne Marie Mohan, Senior Editor

In 1946, Mrs. Estée Lauder laid the foundation for her now-world-renowned cosmetics empire with a jar of skin cream developed by her chemist uncle "and the desire to bring out the beauty in every woman," relates the Estée Lauder website. Today the Lauder legacy has flourished from a single, unlabeled skin-cream jar to more than 9,000 skincare, makeup and fragrance products from 25 brands marketed by The Estée Lauder Companies, Inc., New York, NY.

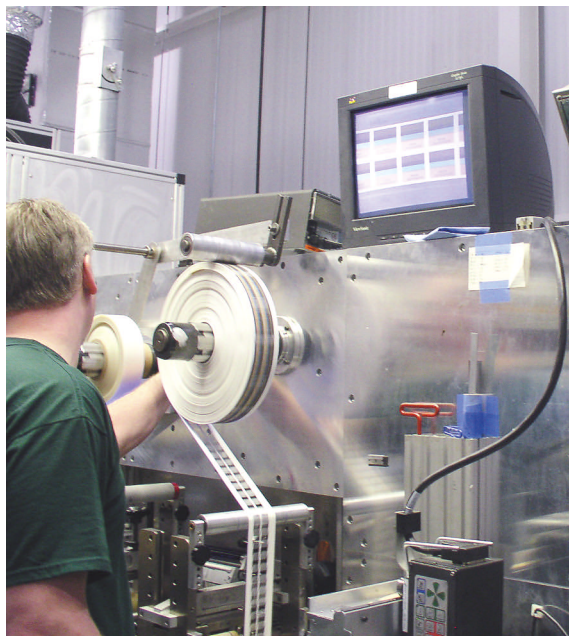
Among the brands offered by Estée Lauder are Aramis prestige fragrances and grooming products for men; Clinique allergy-tested, fragrance-free skincare items; Prescriptives custom-blended makeup and skincare products; Origins Natural Resources natural skincare, makeup and bath and body products; and designer fragrance, skincare and makeup lines from Tommy Hilfiger, Donna Karan and Michael Kors, just to name a few.

Given Estée Lauder's dynamic product portfolio, the need for a rapid-turnaround, cost-effective and flexible product-label manufacturing solution is vital. In 1999, the company transferred part of its label manufacturing responsibilities to Glen Rock, PA-based Topflight Corp. (www.topflight.com) to take advantage of the manufacturer's unique, lean supply-chain program.

Through Topflight's Operation Eliminate, Estée Lauder's pressure-sensitive product labels are converted in a dedicated manufacturing workcell driven by an ERP (enterprise resource planning)-to-ERP data interchange that utilizes real-time information to produce only the labels needed for Estée Lauder's next production run. Eliminating inventory and leadtimes, the program also makes

purchase orders, invoices, label usage transactions and price negotiations for new or changed labels, or "parts," a thing of the past.

Topflight, located in a 97,000-sq-ft manufacturing facility in Glen Rock, and with international affiliates in seven locations around the world, has accumulated a long history of engineering, design, printing and converting experience since it was established in 1943 as a precision machine shop. Topflight's competency in converting liner-backed, adhesive labels extends to high-speed flexo, gravure, letterpress, screen, digital and hot-stamp printing, as well as die-cutting,



Topflight performs label inspection in-house, eliminating the need for quality checks by Estée Lauder.

laminating and coating.

According to Nancy McHenry, Topflight's vp of supply chain, Operation Eliminate is the culmination of the company's efforts to reduce label-converting costs for many of its customers, including Black & Decker. "Being in a very competitive industry, Black & Decker drove us to eliminate costs, not transfer cost burdens," she relates. "With Estée Lauder, we realized that we could use what we had learned through our long association with Black & Decker and others and apply it to other customers, especially those in increasing competitive markets."

"In an industry such as cosmetics, the lifecycle of parts is getting shorter and shorter. Companies are constantly changing the verbiage and the look of their labels to meet regulatory requirements and to grab the interest of the consumer. They also make different versions depending on where they are selling things. There's just no way they can manage their labels the way they did in the past."

Estée Lauder's transition to Operation Eliminate took about six months, McHenry tells PD. During this time, Topflight standardized label specifications, materials, inks and colors where variation had crept in due to multiple suppliers; made trial runs; and obtained quality approvals.

Currently, Topflight handles several thousand parts for Estée Lauder. The parts consist mainly of shade, base and UPC labels that are fairly small—under 3 to 4 sq in.—and are flexo-printed in two to three colors. Although an average run length (produced to meet regular consumer demand) is about 10,000 labels, much larger runs may be produced for special promotions. According to McHenry, during heavier-production months, Topflight handles an average of 20 "less-than-one-day" leadtime orders each day and ships more than 2,000 orders per month to 100 packing locations.

Through Operation Eliminate's lean order flow, a data feed from Estée Lauder's ERP system is automatically transferred to Topflight's ERP system on a daily basis. "It's not just an automated MRP [materials requirements planning] 'dump,'" McHenry says. "Also included is data on the work orders and the finished products, which gives us

Continued on page 28



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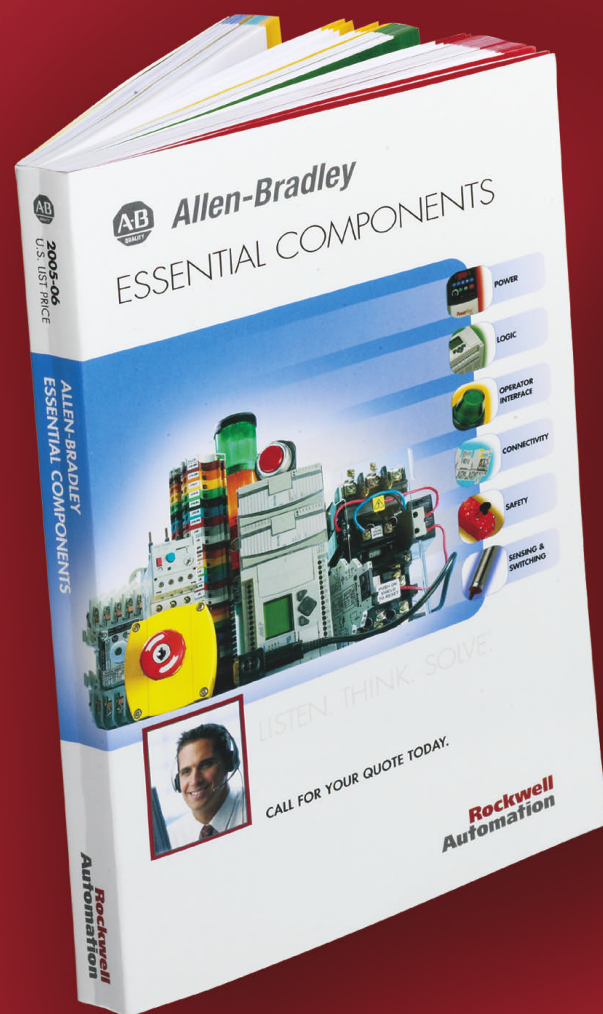
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Estée Lauder's **ISLAND MICHAEL KORS** fragrance carton combines tactile and visual sensations to link fashion to fragrance. Learn how at www.packagingdigest.com/info/kors

press plates and special inks, required to produce Estée Lauder's jobs. The main equipment is a 6.5-in., six-color flexo press, developed by Topflight, and a hot-stamp machine. A rewind station built

by Topflight and equipped with an inspection system converts master rolls into finished label stock.

The cell typically operates two shifts per day, five days a week, with three operators working in the cell during each shift. Three additional employees on the front end manage new and changed parts, and interface with Estée Lauder's production planners.

When new artwork is submitted by Estée Lauder, Topflight inspects it for print-to-die tolerance and point type, and plates are produced by the prepress department. Base material, adhesive and



A six-color flexo press stationed in the Estée Lauder workcell is used to print its p-s labels.

topcoat information is entered into the Topflight specification, and a PDF of the converted artwork is sent to Estée Lauder for approval. Finished labels are inspected on-site at Topflight, which checks the labels' rub, scuff, die-cutting/measurements, color accuracy and label copy.

Unique to the industry, Operation Eliminate uses average pricing wherever possible, which "cuts out negotiation costs for new and changed parts and eliminates the possibility of price 'creep up' within the contract period," says McHenry. "Many pressure-sensitive labels are only about a penny or two each. As our customers are making shorter runs, we're making

It's the strategic value of being able to change quickly that far exceeds the cost value.

deliveries that cost less than the customer's traditional cradle-to-grave purchase order costs (often about \$150 a purchase-order line). That clearly takes the opportunity for total cost reduction from haggling on the already beat-down price, to eliminating steps in ordering and using components in the supply chain.

She adds, however that the real value of Operation Eliminate is the way in which it eliminates steps in the supply chain, making label converting quicker and more flexible. "While we often describe Operation Eliminate in terms of costs, that's because purchasing usually looks at total costs in decision making," she says. "But it's the more strategic value of being able to change quickly that far exceeds the cost value. Think of that lean agility as the ability to continually maximize revenues in our rapidly changing, competitive world."

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RFID in packaging



Pacific Cycle rides faster with RFID

Tracking its large line of bikes and knowing how and where they're pedaling is a key aspect of Pacific Cycle's business. Its implementation of RFID technology is switching the biggest bike marketer in North America into high gear.

Lauren R. Hartman, Senior Editor

Pacific Cycle, which designs and markets more bicycles than anyone else in North America, owns the most recognized brands around, including Schwinn, GT Bicycles, Mongoose, Murray, Roadmaster and many others. The bikes are made in Asia and are shipped to the U.S. to Pacific Cycle's two main U.S. distribution centers in Olney, IL, and Vacaville, CA, and then to retailers, sporting goods outlets and independent bicycle dealers across the country. The Madison, WI, company also distributes the bikes worldwide to some 60 different countries through more than 50 international distributors, says Rick Castle, vp of planning and operation systems. All of this makes for a great deal of logistics handling. Tracking the bikes and knowing where they're going is a key aspect of Pacific Cycle's business, so it has invested considerably in precise product tracking.

A division of Dorel Industries Inc., a global consumer products company engaged in designing, manufacturing and marketing a wide range of juvenile, home furnishings and recreational/leisure brands, Pacific Cycle was a pioneer in meeting Wal-Mart's 2005 radio-frequency identification mandate program ahead of time. Wal-Mart's Top 100 Suppliers, of which Pacific Cycle is one, were required to tag all cases and pallet loads shipped to three of Wal-Mart's major distribution

centers in Texas by Jan. 1, 2005, in order to facilitate receiving, processing and inventorying of its inbound merchandise. Winning accolades from Wal-Mart as its Co-Managed Supplier of the Year in 2003 for inventory replenishment performance, Pacific Cycle implemented an RFID tagging program in September 2004 and is continuing its involvement with RFID in a big way.

Able to meet the basic guidelines and strategy requirements three months ahead of Wal-Mart's basic deadline (Wal-Mart later stated that all shipments from all of its suppliers must be RFID-enabled by the end of this year), Pacific Cycle had other goals for RFID. The January 2005 deadline was only a spoke in the wheel of the company's successful strategy to effectively use RFID technology on a broader basis. To get a handle on the project, the company says it wanted a scalable, RFID-based system that it could eventually use overall within its business environment to improve on how to deliver products to customers. RFID could also provide more visibility of tagged inventory in customers' supply chains, which would lead to reduced inventories and possibly cost savings.

RFID gives Pacific Cycle additional tracking abilities, lower deductions from retailers and the ability to know exactly where products are in the supply chain, according to Ed Matthews, Pacific Cycle's director of information systems and the company's RFID project leader at the time of the startup. No doubt, there are hitches and glitches along

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No bigger than the head of a pin, the RFID chips, above, are embedded in Pacific Cycle's RFID tags and labels.

the way in implementing the technology, Matthews has said, but getting a headstart on "meeting the mandate" allowed Pacific Cycle to gain valuable experience and knowledge.

"If you don't get into this now, you're going to be behind," he told attendees during a presentation at a University of Wisconsin Business Consortium RFID Conference last year.

But developing an infrastructure that can handle and interpret scanned RFID data, track products without human intervention and know exactly where products are in the supply chain and how long they've been there has been no small task, but it's now happening. Pacific Cycle is beginning to enjoy improved inventory turnaround and gains in solid knowledge of what's on the retail floor.

"Sales increase because you know where the product exists," Matthews says. "Product cannot be sold if it's in the back room."

Pacific Cycle says that's why it's so enthused about RFID. "By tagging products and pallets and reading the RFID information as the product leaves, Pacific knows what has been shipped," Matthews adds. The bikes shipped to Wal-Mart and a few other retailers each have their own RFID tag along with other identification. The tags can be read at multiple points in retailer distribution centers and in stores. The information can be sent back to Pacific Cycle, so that it can track the products.

The bike marketer focused on several processes to achieve its RFID goals. The first goal had to do with reorganizing the picking and shipment process. Explains Matthews, "RFID is used to post goods, issue the products and track what is going out the door. We also had to change the information process so that we understood what was shipped and could get the additional tracking points from our retail partners on when products arrived, as well as to track a

specific bike through distribution and out to the sales floor. With that information, Pacific can track products to see if they are received, as well as where they went through the supply chain and if their tags are 'read.'"

In April of 2004, when it began an internal pilot test of manually tagging bike products and "learning the physics," Pacific Cycle sent some limited shipments to Wal-Mart, Matthews remembers. "To distinguish between shipments heading to Wal-Mart with RFID tags and those that were not, we manually tagged products based on a ship-to number as well as a product number. We wrote a custom program that looked at the shipment and determined if labels needed to be

printed, and then printed the [RFID] tags with an RFID printer that could encode the tag with the information we put in."

Pacific Cycle then engaged partners to provide expertise in system design, label placement and encoding, software integration and technology selection and began working with several vendors. Some of the vendors include Zebra

Technologies (www.rfid.zebra.com), which provided R4M and R110Xi Series RFID tag and label printer/reader /encoders to begin producing the labels with tags, as well as RFID tags and more. Symbol Technologies (www.symbol.com) also supplied an RFID system of record management, including hand-held and fixed readers, RFID chips, tags, tag inlays and other systems that Pacific Cycle hooked into its Enterprise Resource Planning (ERP) system. SAP (www.sap.com) furnished its Auto-ID Infrastructure, which allows RFID-based supply-chain management and execution processes across the enterprise and Peak Technologies (www.peaktech.com) provided systems

Continued on page 34



An RFID tag is embedded into a shipping label, which is hung on the bike's handle bars. The tags are also applied to cases and pallets.

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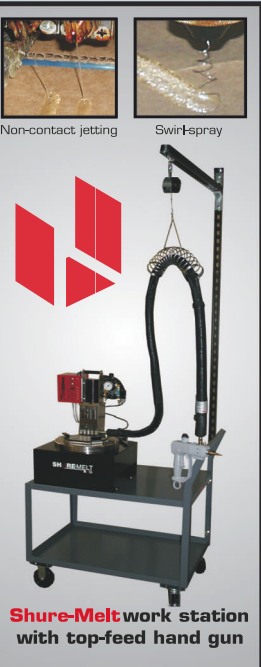
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Zebra was already a supplier to Pacific Cycle, so it stayed in touch to discuss RFID tagging compliance and what it entailed, recalls Matt Ream, senior manager of RFID systems at Zebra. "When they were ready to move forward with pilot testing the technology to comply with Wal-Mart's mandate, we put them in touch with Peak Technologies, a Zebra integration

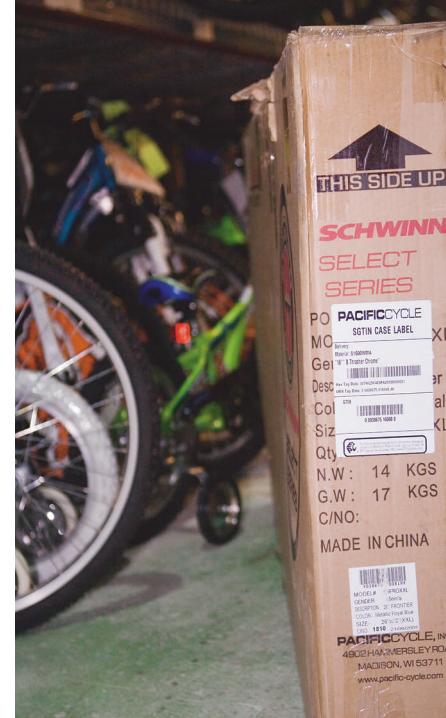
partner," notes Ream.

"We provided about ten XML-based, R110Xi printer/encoders and UHF Class 0 and 0+ smart tags," he says. "These were particularly well-suited to Pacific Cycle's needs."

The company also tested a variety of tag types and tag positions on shipping cases. Each bike got one RFID tag embedded into a shipping-identification label, printed with product-specific information and bar coding. But metal and water can be a problem with RFID setups, and bikes are mostly made of

metal, admits Matthews. "There can be some interference dealing with radio waves," he notes. "It took a significant amount of time to figure out the exact reader placement and how to mount the readers plant-to-plant. It was more complicated than we first thought."

RFID positioning has a unique setup at each of the DCs, and comprehensive testing helped Pacific Cycle overcome the positioning challenges. Both Peak and Zebra collaborated with their customer in these pilot efforts. Also, each DC has individual needs.



An RFID shipping label is manually applied to the bike's shipping container on the leading edge for optimum 'readability.'

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The tagging program went live in the Olney and Vacaville DCs in September 2004, when Pacific Cycle began shipping four products that incorporated RFID labels to Wal-Mart's DCs. "At that time, we chose four very hot products to track how long it took to get them through the supply chain and onto the retail floor," Matthews tells PD. Since it doesn't ship mixed pallet loads or mixed cases, Pacific Cycle didn't have to deal with tagging split-case shipments.

Ultimately, Pacific Cycle chose Symbol's UHF Class 0 tags with what's called a dual, dipole (antenna) design that eliminates the problem of read-orientation sensitivity to metal and other substances. An RFID chip is incorporated on the hang-tags added to each bike's handles and is manually applied to each bike's shipping container as well as to the pallets that hold the 15 to 20 units (shipping containers).

Peak's Automation Controller software, an internally developed RFID device controller solution for SAP users, was built in SAP's native programming language and handles RFID tag-printing and label-format maintenance.

"One goal was to tie all of the RFID data back to the SAP software so that we could use the information to improve our shipping and receiving operations in relation to our retail customers," Matthews notes. "The Peak Automation Controller was a critical component to the success of our rollout, as it allowed us to leverage our existing SAP infrastructure while seamlessly connecting RFID printers and readers to our application environment. The Automation Controller is also scalable and has the flexibility to adapt to the constant changes in RFID technology."

The printer/encoder software processes the RFID command and validates the tag. It programs the data and then—before printing the label—verifies the data to ensure that the chip is properly encoded with electronic product code (EPC) numbers and only then does it print the bar-code and human-readable information onto the

label. The labels identify objects and capture data using radio waves transmitted from the chips within. If a bad tag is detected, it's not verified, but instead is marked "VOID," and the printer issues a new tag.

The DCs were also outfitted with RFID label/tag readers on a couple of dock openings and sent loads of bikes through portal readers. When the cased products are moved by forklift through the shipping doors onto trucks, the tags on the pallets and shipping cases are identified by the readers supported by RFID antennas in the labels. The RFID pallet labels are encoded with delivery numbers and data that assign the pallets to a particular portal reader.

Most of the tags were placed on the leading edge of the cases, which has proven so far to "give the best reads," and this is currently done at the time of shipment, says Castle. "Where appropriate, the bikes are unitized and shipped on corrugated slipsheets," he says. "The quantity can vary by model and/or by customer. There's little or no automation involved."

The portal readers capture the information on the RFID labels as the loads are forklifted through a dock door

(Mart) on where the products' RFID tags have been read.

Integrating RFID technology automated several outbound delivery processes. "Pacific can use the information obtained to increase point-of-sale, gauge read-rate accuracy, determine how many tags are not received by retailers and use the technology in the goods-receipt process," says Matthews.

A payback may come as the RFID tags' accumulated identification information provides insight into

inventory turnaround. Matthews says he thinks tag pricing is also improving. "For mass quantities of tags, the prices are nearly ten cents apiece, depending on antenna configuration and the label size. Pacific was great at looking in the future and understanding what RFID can do," he points out. "Inventory is a large part of the working capital and lowering it and achieving better product availability to customers is a priority. Generation Two and other performance enhancements look promising for increasing read rates. So branch out as

you learn. It's like buying a PC: There will be better and cheaper ones, but you gain nothing if you don't get started."

More information is available:

Peak Technologies, 888/275-7325.

www.peaktech.com.

SAP, 888/727-1993. **www.sap.com.**

Symbol Technologies, 866/416-8545.

www.symbol.com.

Zebra Technologies Corp.,

847/793-2600. **www.rfid.zebra.com.**



Read about how Sea Smoke Cellars **TRACKS ITS WINE BARRELS** through **RFID** by visiting Packaging Digest's website at **www.packagingdigest.com/info/seasmoke**

and onto an outbound truck. The hand-held readers run a program into which warehouse staff members can input delivery information for products that would be going through a specific RFID portal. They can also scan the RFID-tagged products with the hand-held readers to gather information or perform unit-handling consolidations or other functions. As product passes the RFID portals, data is recorded and the information is sent to the SAP AII Infrastructure system, which determines a number of ways to handle the information.

Matthews says as of early 2006, the tag read rates were about 95 percent. "Each product has its own characteristics and must be tested both as it stands alone as well as in a pallet configuration to get the best read rates," he points out.

Shipments arrive at the DCs daily and are then shipped to customers as previously agreed to or when ordered, says Castle. At this stage, he points out, "not all materials are using RFID tags."

The shipments that are tagged can be scanned and the tags can be read by location in the supply chain. A report can be provided about RFID tags not being received by retailers. The data can be transmitted to computer software, which facilitates tracking the product to retailer DCs and, ultimately, to a store's display floor. Data feeds can be sent to Pacific Cycle from retailers (like Wal-

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Clear PET lets witch hazel shine

T.N. Dickinson's witch hazel, one of America's oldest, widely produced herbal remedies, moves from glass to a blow-molded, PET bottle that provides high clarity, durability and strength.

Lauren R. Hartman, Senior Editor

When T.N. Dickinson, a Baptist minister who had made a fortune in Civil War uniforms, began brewing and distributing witch hazel extract in eastern Connecticut back in the 1870s, he never could have imagined the astringent product would still be used as widely as it is more than 130 years later. Today, Dickinson Brands' witch hazel astringent, which is helpful in treating minor cuts, scrapes and insect bites, remains



For a new angle on **PLASTIC BOTTLES**, read how Tenneco Automotive launched its automotive treatments in tilt-necked containers, at www.packagingdigest.com/info/tenneco

the category's premier brand. Distilled from an American shrub that grows throughout the northeastern U.S., witch hazel was used originally to treat sore muscles, burns and other maladies. Dickinson's evolution from glass to plastic containers began originally with the adoption of vinyl bottles some time ago, but the company says those bottles tended to discolor over time. The East Hampton, CT-based company then moved on to polyethylene terephthalate containers that ended up varying in wall thickness. The problems ended with all-new PET bottles produced by Novapak Corp. (www.pvcc.com) in 8- and 16-oz sizes. The latest versions provide extreme clarity, durability, a light weight and cost-effectiveness, states Curt Strong, vp

Meeting filling-line requirements can also be critical to PET bottle success, Strong points out. "We also redesigned the packaging with a fresh, streamlined appearance," he says. "Many loyal customers expressed approval of our new packaging design. So we had to have bottles with a consistent wall thicknesses. We called Novapak to develop a prototype PET bottle as quickly as possible. Novapak was fast off the mark." Strong goes on to say that in less than a month of the project's startup, Dickinson Brands began test-filling initial prototypes of the new bottles.

Novapak uses a two-stage injection/stretch blow-molding process to produce the PET containers in which universal preforms are injection-molded on Husky (www.husky.ca) equipment in one step, which allows it to mold the bottles in small runs. Then the bottles are reheated and blown on Sidel (www.sidel.com) equipment in a second step, which Novapak says helps to control the PET's optical and physical characteristics. According to David Clelland, design engineering manager at Novapak's Eatontown, NJ, headquarters, the witch hazel bottle-redesign process began when a team from Novapak visited the Dickinson Brands plant in Connecticut to study its filling lines. Clelland says that the bottle design required fine-tuning. "You need information, such as the specifications of the line's bottle indexers, the type of filling nozzles used, the filling speeds, the pressure applied to the bottle by the capper and how the bottles will be labeled in order to design a compatible container," he explains.

Novapak selected a universal injection-molding



Latest bottle with blue tint (left) stands next to an antique witch hazel bottle from Dickinson's that dates back to the early 1900s.



The clarity of the PET, combined with the superior construction of this package, makes us confident that it will withstand the test of time.

even on outside corners where bottles can tend to thin out.

"We asked Novapak to add a slightly blue tint to the new bottle to complement our new seven-color label," adds Strong. Labeled front and back, the inside of the back-panel label shows through the bottle to the front panel, providing a splash graphic that serves as a background for the brand name and for slogans on the front. "When the bottle is filled, this creates a three-dimensional effect that highlights the pure, one-hundred-percent-natural witch hazel product," Strong continues. "The clarity of the PET, combined with the superior construction of the package, makes us confident that it will withstand the test of time."

Strong cites another benefit of the PET containers: "The bottles we receive are pristine," he says. "We purchase more than a million of the bottles annually and never see empties with scratches or abrasions. Rejects are virtually zero."

The reason, he speculates, is that the bottles are prevented from rubbing against each other during production, packing and shipping.

We purchase more than a million bottles annually and never see empties with scratches or abrasions. Rejects are virtually zero.

of Dickinson Brands, which distributes and markets the T.N. Dickinson's line of medicine cabinet essentials. Strong says that plastic bottles are preferable for their transparency, which connotes product purity and puncture-resistance, though not all measure up to the company's expectations. "We found that PET bottles from Novapak had the clarity, color consistency and strength we wanted," he adds.

preform to produce the 16-oz PET bottle with a prominent, recessed panel that's designed to accommodate a new witch hazel label.

To maximize bottle uniformity and quality, Clelland says Novapak uses a preform heating oven equipped with slotted shields that allow selected areas of the bottle preform to heat preferentially, causing it to inflate within the blow-mold tooling in a manner that produces uniform wall thicknesses,

More information is available:

Novapak Corp., 800/975-2784. www.pvcc.com.
Husky Injection Molding Systems Ltd.,
 905/951-5000. www.husky.ca.
Sidel Inc., 678/221-3000. www.sidel.com.

New PRISM Printer Features Advantages of Hewlett Packard Thermal Inkjet Technology

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PRISM Incorporated's newest HP-based printer, the JETPACK1000™, is designed to increase packaging production

efficiencies with a system featuring low profile print heads, flash card memory, ease of operation and low cost of ownership. Introduced in concept form at PACK EXPO Las Vegas last year, JETPACK 1000™ printers are now shipping.

Developed for inclusion in both packaging lines and OEM packaging equipment, the JETPACK 1000™ benefits from PRISM's extensive product experience as well as input from the company's distributor partners and their customers.

JETPACK 1000™ offers innovative low-profile, "low-on-the box" print head designs well-suited for box or primary package coding, including trays. Each compact, low-profile print head includes two HP cartridges and fits easily into packaging lines or OEM carton erector and filler equipment.

This feature-rich device prints alphanumerics, graphics and logos, multiple time/date stamps and expiration date functions, lot and incremental numbering along with all standard linear and 2D barcodes, providing the ability to print covert and overt marks for package security and tracking. Capabilities include both inverted and reverse printing.

Advanced HP thermal inkjet technology is used to create crisp, clear text. High-resolution, high-speed quality marking is done at speeds up to 500 fpm.

Resolutions of 150, 200, 300, and 600 dpi can be achieved across all print heads in the direction of product travel. Multiple print heads incorporating HP's new TIJ 1.0 or standard TIJ 2.5 technologies are available based on configurations required by the customer with a range of 1/8 in. to 4 in. of total print area.

To provide the label security required by pharmaceutical, food, and other packaging operations, the JETPACK 1000™ controller incorporates a system for secure job transfer via a removable compact flash memory card.

**The new PRISM
coders print with
environmentally-friendly
HP inks and are virtually
maintenance-free devices
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wearing parts.**

A production manager can compose the new label information on a PC, save it on the flash card, then insert the card into the shop floor controller to set up the next job without concern for operator error. Secure job data can also be sent to the controller via an Ethernet connection if a network exists. Once job data is entered in the controller, it is simply a matter

of pushing a button to load the job and initiate printing.

The controller included in the JETPACK 1000™ system is a simple-to-use touch pad interface—no PC is required. The controller can support up to two print heads on separate lines, printing different jobs, and can control these print heads from a distance of up to 50 feet.

PRISM makes its case for low total cost-of-ownership for the JETPACK 1000™ based on highly competitive initial purchase price, low maintenance costs—especially compared to continuous inkjet and piezo inkjet systems—a two year warranty, and low cost per impression.

The new PRISM coders print with environmentally-friendly HP inks and are virtually maintenance-free devices with no moving or wearing parts. The HP inkjet system also enables clean, reliable printing because print nozzles are part of the disposable cartridge that can be snapped in and out with ease—also eliminating the high cost of replacement print heads required by other systems. The self-contained ink supply eliminates the need for make-up fluids and messy handling. An optional bulk ink supply system is available to facilitate long run production.

The new JETPACK 1000™ is the latest addition to the JETPACK family of printers.

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Small-vial filling finesse

Integrated line runs 5- to 20-cc vials of vaccines and bacterins for the animal health industry.

Jack Mans, Plant Operations Editor

Biomune Company is a leading U.S. manufacturer of vaccines for the animal health industry. With headquarters in Lenexa, KS, the company produces more than 50 US Dept. of Agriculture-licensed products and serves customers in 37 countries. Its manufacturing sites utilize state-of-the-

art equipment and standard operating procedures in the production of live and killed vaccines.

In June 2005, Biomune installed an integrated packaging line consisting of a Model UT 36 rotary unscrambler, a Model VR2S-10 in-line monobloc filler/stopperer and a BT 15 dual automatic tray loader, all from **Cozzoli Machine Co.** (www.cozzoli.com), to run small vials ranging in size from 5 to 20 cc. The line is installed in a Class

100 clean-room. "Cozzoli wasn't highest or lowest on our list when we started thinking about this project," says director of manufacturing Bill Krehbiel. "We looked at several other machines, but we have three other Cozzoli machines in our plant, and we have had good experiences with them, so we decided to stick with Cozzoli."

Glass vials, which have been sterilized by hot air, are delivered to the line on trays, from which a worker

manually pushes them onto the rotary unscrambler table. The unscrambler delivers the vials single-file to a conveyor that transports them to the monobloc filler/stopperer. A slight plastic protrusion on the side of the conveyor near the monobloc unit causes any vials that have fallen over to drop off the edge of the conveyor into a bin.

At the entrance to the intermittent-motion monobloc unit, the vials enter a

Continued on page 40



The vial line starts with a rotary unscrambling table from which vials are single-filed to the in-line filler, which fills 10 vials at a time. Product is dispensed by positive-displacement piston pumps.



After filling, vials enter the stopperer, which inserts stoppers into the vials. The vials are then conveyed around the corner to the dual-tray loader.

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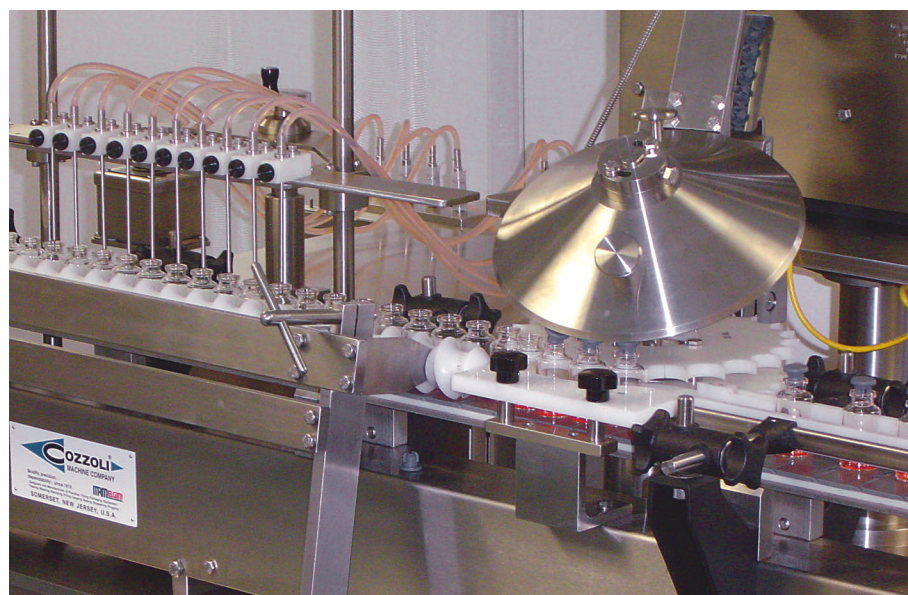
feedscrew mounted beside the conveyor. The screw extends through the filling zone of the unit and spaces and controls



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the vials for filling. The filler runs 10 vials at a time, and the feedscrew stops during the filling operation, holding the vials while the filling takes place. The

nozzles descend, creating a bottom-up fill. The nozzles rise in conjunction as the product is being dispensed, so as not to create any splashing or foaming. The feedscrew starts up again to discharge the filled vials and deliver the next group of vials beneath the nozzles. Each nozzle is served by a dedicated positive-displacement piston pump that includes a suck-back feature to eliminate dripping. Both fill volume and the amount of suck back can be adjusted manually to optimize the fill accuracy, which is typically in the 0.5-



After filling, vials are directed into a starwheel that rotates in synchronization with the stoppering wheel. The unit can insert regular stoppers and slotted lypholization stoppers.

percent range.

The feedscrew ends at the discharge of the filler, and the vials enter a starwheel that conveys them beneath the stoppering wheel. Stoppers are delivered from an overhead hopper down a track to the wheel. The rotating stoppering wheel picks up the stoppers, rotates in synchronization with the starwheel and pushes the stoppers into the vials. The unit can insert lypholization stoppers, which have a slot in the center and are pushed only part way into the vials (see photograph on p. 38) and regular stoppers, which are pushed all the way into the vials.

The filler/stopperer incorporates an upstream sensor to ensure there are enough vials on the conveyor entering the unit and a downstream sensor to detect unstoppered vials. The unit is controlled by an Allen-Bradley programmable-logic controller from Rockwell Automation (www.rockwell.com) that stores the recipes for all of the products run on the line.

Vials leaving the stopperer continue on the conveyor, which makes a right-angle turn and delivers them to the Model BT15 dual-tray loader. An infeed system directs containers onto the tray loader, where rows of vials are pushed onto three-sided trays. This unit also incorporates an A-B PLC, which counts the number of vials pushed onto a tray and diverts the vials to the adjacent tray when the first tray is filled. A worker then replaces the filled tray with an empty tray, and the process is repeated.

"The Cozzoli equipment is of high quality and built to last, and it is relatively simple to set up and operate, since most adjustments do not require tools," says Krehbiel. "Cozzoli also has an excellent service department, so if we do need service, they take care of us immediately."

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Distributed Intelligence Puts Processing Power Where It's Needed

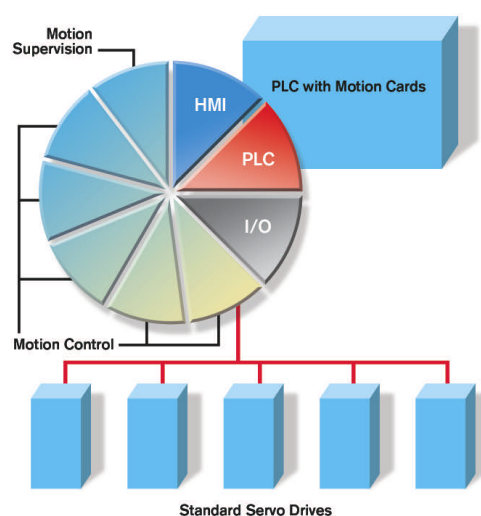
The Perils of Processor Overload

Machine design engineers are increasingly replacing mechanical motion systems with servo-based axis control to yield higher speeds, more productivity, and greater reliability. But as designers shift to more servo control with higher and higher axis counts, the limits of central-ized controls become a serious design issue. Since the processing power of the centralized controller is shared by all axes, a critical limit is reached where the controller can no longer handle an additional axis. It simply has no spare processing power for a new axis. The engineer then has the choice of moving to a more powerful processor, which is more expensive, or using two or more processors, which adds layers of complexity. For example, with the Rockwell Automation ControlLogix PLC, every additional processor requires its own distinct program and additional cross-interlocking logic programming. As the number of axes keeps increasing, the controls engineer plays a continual and expensive game of processor upgrades. Even so, the desire for more axes seems to outpace centralized processing power.

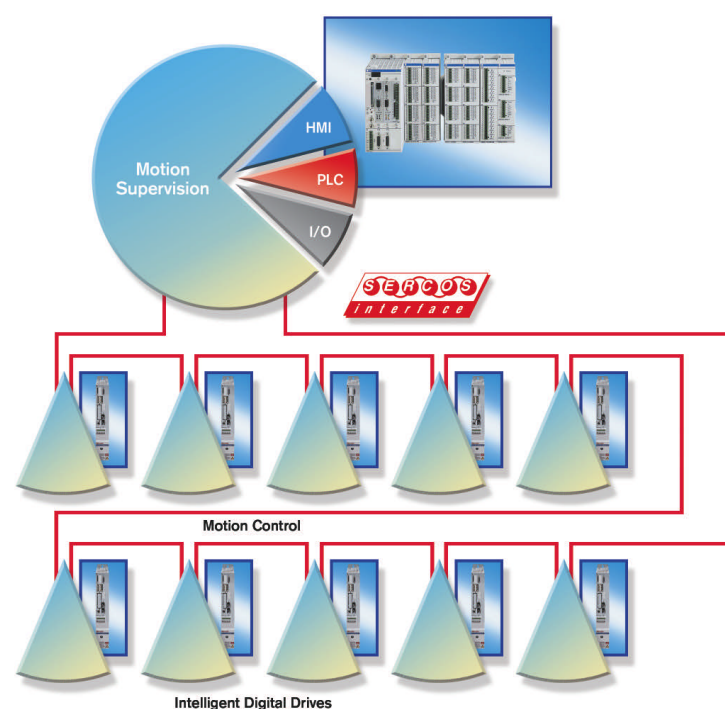
Intelligent Drives Take the Load

Rexroth's approach, distributed intelligence, solves the problem in a simple, elegant way. It moves the burden of controlling an individual axis to the digital intelligent servo drive, connected via SERCOS or fieldbus. Each of these intelligent drives is capable of closing the feedback loop and can handle such advanced functions as cam tables, absolute feedback, diagnostics, and high-speed registration. When

The growing demands of motion...



...are met through distributed intelligence.



Machines are becoming more motion-centric; as axes increase, machines can become more flexible and productive. Rexroth's distributed intelligence is designed around the motion-centric machine, so you can add more intelligent digital drive axes without having to upgrade or change the control platform.

you add a drive, you add more intelligence rather than sharing the fixed amount of a centralized system. The drive's intelligence also allows advanced diagnostics and predictive maintenance.

Distributed intelligence—specifically, intelligent digital drives—not only reduces the processing load on the controller, it changes the controller's role in motion control to a supervisory one. A single CNC or motion controller (packaging, printing, automation) can now handle up to 64 axes without performance compromises (for fully synchronized production lines in printing and packaging, up to 32 controls can be connected for up to 2048 axes of intelligent motion). An additional

benefit is the ease with which more processing can be added: simply add a new intelligent digital servo drive. You don't need to add additional expansion cards or functionality to the controller, or add in increments of 2, 4, 8, or 16 axes, like with Rockwell ControlLogix PLCs.

Distributed Intelligence Enables Better Machine Design

Adding functionality and intelligence in a drive-by-drive distributed fashion gives designers greater freedom in creating machines that give users more convenience and flexibility. Because processing power is no longer a critical issue, more servo-controlled axes are practical—along with the advantages of faster setup, greater precision, and higher reliability.



A top loader uses vacuum-cup end effectors to pick up wrapped bars and place them in rows and layers in cartons. Advanced tracking software is capable of picking the product out of a moving collation chain and top-loading the moving carton at speeds up to 400 bars/min.



Wrap, load the robotic way

Integrated packaging line at Chef Jay's Food Products incorporates advanced vision inspection and product tracking capabilities, as well as three robot arms to wrap and load protein bars into cartons.

Years ago in the heart of Las Vegas, a young chef began his culinary career cooking in hotel kitchens. Somewhere between the bright lights of the strip and flipping eggs on the graveyard shift, he decided on a career change that would better suit his culinary education. So, he cashed in his chips for a small muffin shop, where he began creating healthy-style baked goods for athletic clubs around town. Business was good, and soon customers called to request personal shipments of the chef's specialty health bar made of oats, raisins and honey. What followed was success greater than he could have imagined.

Jay Littman, head chef of Chef Jay's Food Products, recently upgraded from his muffin shop to a modern, 50,000-sq-ft facility. In this new location, Littman and his staff manufacture Tri-O-Plex™ super-protein bars, a variation of his original health bar. Unlike many of the other health bars on the



The wrapper's servo-driven infeed conveyor interfaces with the robotic placer to provide variable speed based on product flow as well as proper placement with incredible accuracy.

market, Tri-O-Plex bars are more than a trumped-up candy bar loaded with sugar, claims the company. The bars are high in protein and fiber and are made with real whole-grain foods. The company now produces 13 different flavors for health-conscious consumers, the body-building community and

international suppliers.

Growing production demands and a facility expansion led the company to implement more-efficient packaging machinery to replace its manual processes. Littman chose to partner with Doboy, Inc., a Bosch Packaging Technology co. (www.doboy.com) for his production needs based on a longtime relationship with Jim Neville, president of Nevco, Ltd. (714/535-0334), a sales agency for Doboy packaging machines. Doboy has been manufacturing and selling packaging machines since 1946. "The company's quality of equipment and commitment to service was the reason for my investment," Littman says. "Doboy really stands by its name. Any time I have a problem, they are there to fix it." Littman

adds that the final selling point was seeing the company's equipment demonstrated at a packaging-equipment road show it hosted. "Doboy could address all of my packaging concerns. They had everything I needed, from the horizontal wrapper, Continued on page 44



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the carton former and the carton closer to the robotic handling to place the soft, pliable bar into the wrapper, as well as



AMY'S KITCHEN wraps burritos with a Doboy flowwrapper and then loads them into cartons with a Doboy pick-and-place robot. Read about it at www.packagingdigest.com/info/amys

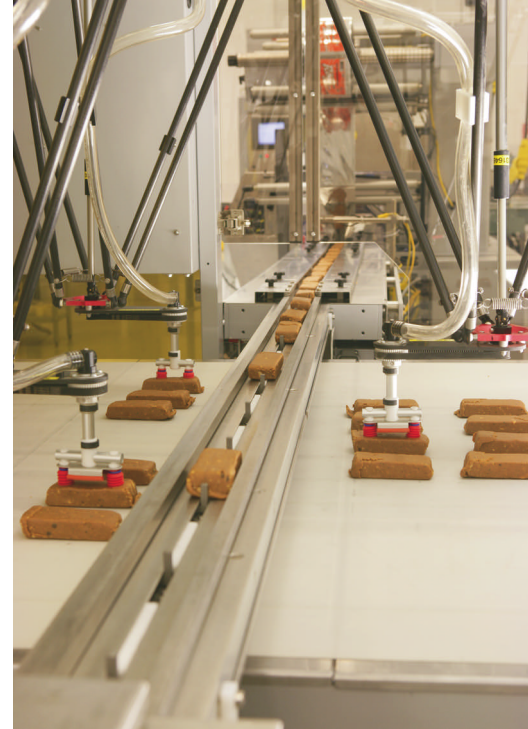
to load the bar into the carton once it is wrapped. Since I was working with one supplier for all of my packaging equipment, my time was spent more

efficiently dealing with all of the other aspects of getting a new facility up and running. Doboy even helped me to communicate more effectively with the supplier of the processing machines to make sure that handing of the bars from the extruder onto the conveyor of the robot is seamless."

Once the bars are extruded, they are conveyed to Doboy's robotic Delfi feed placer. Doboy engineers configured the Delfi feed placer with three robotic arms and an advanced vision-tracking capability to pick and place the bars

efficiently. Currently, the protein bars are picked and placed at 200 bars/min, although the Delfi reaches speeds of up to 400 bars/min, which allows for the growth potential that Littman has planned for the business' future.

The protein bars come to the Delfi feed placer in a dense, random order and orientation, and the advanced vision system eliminates the need to space the rows of product as required by most traditional systems, which often require more floorspace. Designed for delicate product handling, the Delfi's



Protein bars come to the robotic placer in a dense, random orientation; the advanced vision system eliminates the need to precisely space the rows of products.

vacuum-cup end effectors consistently pick up and place the protein bars directly into the moving lug chain of the wrapper, utilizing the advanced tracking system. Quite an accomplishment, Littman reports, regarding the capability of the robot and consistency of the bars. "Given the bars' stickiness, I am pleased with the accuracy of the product handling, plus the ease of changing between products and the minimal amount of cleaning necessary to maintain the equipment," he says.

From the Delfi robot, the bars are fed to a Doboy Linium 301 horizontal flowwrapper. "The flexibility of the Linium 301 wrapper and the Delfi feed placer provides the type of automation we needed," says Littman. Doboy's Linium 301 wrapper is a rotary-head, horizontal wrapper that offers the option of manual, semi-automatic or fully automatic feeding. The Linium 301's servo-driven infeed conveyor interfaces with the Delfi feed placer to provide variable speed based on product flow, and provides proper placement with incredible accuracy. The equipment also can accommodate multiple products that include 13 flavors of bars and two bar sizes—one standard size and one that is 50-percent smaller. "Definitely designed into the machinery to provide ease of operation, the changeover of both the Delfi feed placer and the Linium 301 is straightforward. It truly meets our needs for flexibility," says Littman.

Wrapped bars are conveyed to a top-loading Doboy Model 7520 carton/tray former that utilizes dual-forming heads. The unit forms two cartons at one time, while its independent shuttle motion ensures accurate glue placement. An automatic carton-demand photoeye monitors the backlog of formed cartons to provide the precise carton flow necessary, based on upstream demands. With the current production line, the cartons flow in one direction. As the product line grows, the option to form two cartons that could travel in opposite directions would permit service to two separate production lines.

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The carton closer, which runs at speeds up to 30 cartons/min, accepts random carton flow and accurately stages the cartons prior to the hot-melt glue-application process.

The formed cartons travel to a Doboy Presto top loader, where they are filled with rows and layers of wrapped bars. The Presto top loader also uses vacuum-cup end effectors that pick up and place up to 400 bars/min. Advanced tracking software is capable of picking the wrapped product out of a moving collation chain and top-loading it into a moving carton. The tracking software knows the exact location of the bars and the carton throughout the pick-and-place process, so only one collation chain is required. Utilizing one collation chain also offers a smaller-footprint robot. The Presto top loader is only four-ft wide by four-ft long. "The end effector's design is unique in that it can pick up almost any kind of product and place it precisely without marring it," says Jonathon Titterton, product line manager for Doboy. "It can group products and squeeze the rows together to optimally load cartons.

To conclude the process, the filled cartons enter a Doboy 840e Tri-Seal carton closer at speeds of up to 30 cartons/min. The Doboy 840e accepts random carton flow and accurately stages the cartons prior to the glue-application process. To ensure an accurate glue pattern, a Bravura hot-melt unit from Nordson Corp. (www.nordson.com) has been integrated. The pneumatic operation uses pump-up-style vertical compression and features safety interlocks for operator protection. The 840e Tri-Seal carton closer offers quick changeover, repeatability through four preset recipes and a smaller footprint than most closers on the market.

Chef Jay's has grown into a leading supplier of high-quality bars since its origin as a little muffin shop. The Tri-O-Plex bars are now shipped to major nutrition suppliers around the nation and parts of Canada, Australia and Europe. Health-minded consumers and body builders looking for a tasty, whole-grain food may sink their teeth into Chef Jay's super protein bars. Besides being low in calories and carbohydrates, the bars are also high in fiber and protein.

The Doboy automated system has provided Littman's company with extended flexibility for multiple applications, reports a pleased Littman. "The Doboy equipment is so versatile, that we are not limited to packaging only this kind of bar, or any bar for that matter," he says. Littman adds that, in

the future, he hopes to expand his line to a number of new products. Chef Jay's has already extended its brand name to

include Peanut Butter Rage™ protein bars and Chef Jay's™ high-protein soup in a self-heating can. Production is already in the works for a new protein cookie.

Opportunity looks bright for Chef Jay's Food Products. In part, thanks to Doboy's packaging system, the company can now package up to 240 bars/min, more than double the output of what used to require a number of workers to manually complete. "We like the flexibility of the new Doboy line and its ability to accommodate different

product shapes and sizes," Littman concludes. "This flexibility will allow us to add new product lines in the future, and we anticipate Doboy will be there with us every step of the way."

More information is available:

Doboy Inc., a Bosch Packaging Technology co., 715/246-6511.
www.doboy.com.
Nevco, Ltd., 714/535-0334.
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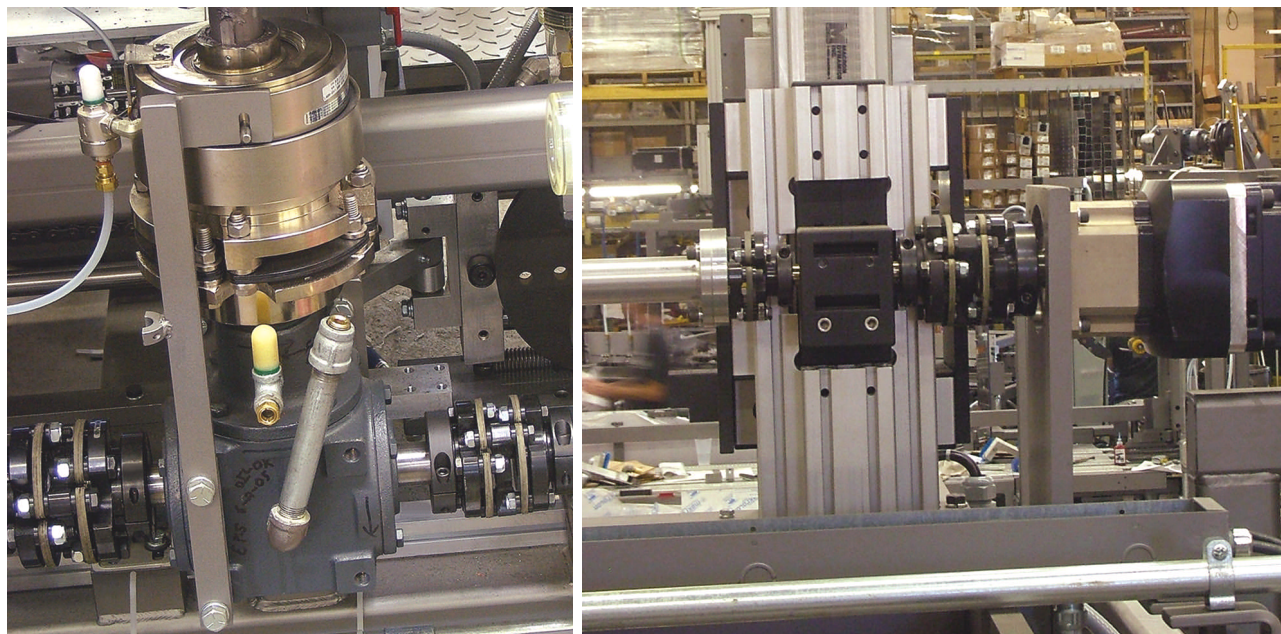
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A clutch mechanism on the vertical shaft of the gearbox, left, comprises a torque-limiting clutch assembly and a special coupler that allows an operator to stop and restart the feeding mechanism of a case packer as containers finish traveling through the system. Floating-shaft couplings on the partition inserter, right, are positioned on both ends of two gearboxes to equalize tension on timing belts.

‘Floating-shaft’ couplings minimize shock in inserters

Servo motors connected to backlash-free couplings damp-out shock and vibration from a partition inserter’s reciprocating and intermittent motion.

Newly introduced Model SF-400 partition inserters from **Wayne Automation Corp.** (www.wayneautomation.com) cycle once a sec and travel 38 in. vertically. Every up/down cycle accurately inserts solid fiber or corrugated partitions into cartons that hold bottles and plastic containers ready for shipment to the marketplace.

How do these Wayne inserters maintain repeatable accuracy 24/7 at these speeds? The answer is their robust, innovative design, which uses servo motors connected to backlash-free, Zero-Max CD couplings from **Zero-Max, Inc.** (www.zero-max.com). These couplings damp-out shock and vibration from the inserter’s vertical reciprocating

and intermittent motion and maintain insertion accuracy, cycle after cycle.

“To operate without problems, conventional vertical inserters require near-perfect fiber or corrugated partitions,” says Jay Bachman, vp of engineering for Wayne. “In contrast, the SF-400 inserters have designed-in features, including servo-drive systems, that help deal with less-than-perfect materials. Unlike conventional systems that rely on gravity during the insertion process, the SF-400 maintains complete insertion control from the time the partition is picked off the magazine until it is fully inserted into the case. This ensures correct partition placement into the case every cycle.”

Wayne Corp. has been building innovative packaging machinery for 30 years. The company is

widely known as a premier supplier of partition-handling equipment to the glass and plastic container industry. Its case-erecting equipment, for example, is backed by a guarantee to operate with a less than 0.125-percent material loss and efficiencies of 99 percent or better. With this reputation, the company strives to design its motion systems with components that will deliver with unfailing reliability.

The drive system for the SF-400 vertical-inserter mechanism is powered by an Allen-Bradley servo motor from **Rockwell Automation** (www.rockwellautomation.com) connected to a planetary-reduction gearbox. The motor transmits torque to the inserter via a “floating shaft,” Zero-Max CD-coupling configuration connected at both ends to gearboxes. These gearboxes are connected to two timing-belt drive-pulley gearboxes.

“The combination of both intermittent and reciprocating motion at 1,000 rpm [38 in. one-way travel for every 1-sec cycle] is very demanding on the

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Case erector assembles cases at a rate of 80/min.

system's drive train," Bachman says. "Torque loads are a big factor in this setup with cyclical peak torques approaching sixty percent of the motor torque with vertical-load lift up to 200 pounds. We needed a coupling design that would handle these forces, and one that we could position at both ends of the two gearboxes to equalize tension on both timing belts. We chose the Zero-Max CD 6F30-AC floating-shaft coupling.

"We have confidence in CD couplings and have incorporated them in our system designs for nearly ten years because of their unique performance features and dependability. They operate very well with servo motors and have become a key design element in our systems from the time we transitioned from air-cylinder actuation to servo drives. Servo drives are energy-saving and more reliable, and require less maintenance, and the use of the CD couplings are important contributors to those benefits."

The Wayne SF-400 coupling application is unique because of the 28-in. span from one coupling's outer connecting hub to the second coupling's outer hub. Also, this setup is a real test of each coupling's patented composite-disc design integrity, which has a rated torque of 800 in. lb. With features similar to other good coupling designs, the CD coupling has one critical difference: its patented, composite-disc pack design. There's nothing else like it in the coupling world, says Zero-Max.

While the CD-coupling disc pack transmits torque like conventional couplings, it does a better job of dampening backlash and shock without coupling fatigue, which can occur in a fast-moving, high-torque system like the SF-400. The disc pack at each shaft end resists fatigue through its patented, open-arm disc design. Made of highly durable, composite material, the disc pack absorbs shock from the servo motor's intermittent motion, while maintaining a zero-backlash condition.

Also, the coupling's disc design and hub configuration provide excellent support for the floating-shaft component without imposing excessive radial loads on the connected equipment and bearings. Precision machining of the coupling components also gives the connection good dynamic balance for smooth, quiet operation.

High speed is also a key feature of Wayne's VCE model case-erector systems, which assemble corrugated

cartons at the rate of 80/min.

Controlling motion in these systems with CD couplings is equally important as in Wayne's inserters. The VCE case erectors employ CD couplings mounted to gearbox shafts. Two are standard-

model 6F45 couplings that transmit horizontal, rotary motion and provide zero backlash during operation and also when the system's clutch mechanism is actuated. This clutch mechanism is positioned on the vertical shaft of the gearbox and is composed of a torque-limiting clutch assembly and a special Zero-Max CD coupler. This device allows an operator to manually stop and restart the feeding mechanism as containers finish traveling through the system to complete a case-packer run.

"Overall, CD couplings give our systems excellent performance and

service life since having replaced jaw and other type couplings a decade ago. The CD coupling was our first choice for the new SF-400, and it is very functional," Bachman says.

More information is available:

Rockwell Automation, 414/382-2000.
www.rockwell.com.

Wayne Automation Corp.,
610/630-8900.

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Turkey pack 'gobbles' up oxygen scavenger technology

Poultry processor opts for an invisible oxygen scavenger integrated into film pouches to boost the shelf life and freshness of its new sliced turkey to an amazing 55 days refrigerated. A first for sliced meat products, the thermoformed pouches are merchandised in resealable plastic tubs.

Lauren R. Hartman, Senior Editor

Foster Farms is a Livingston, CA-based poultry processor that prides itself on offering superior "down-home quality" and fresh, locally grown turkey and chicken. The processor says it's involved in everything from the hatching of its eggs to delivering the poultry to stores. Foster is also concerned about the care of its birds, disposal issues, the environment and the efficiency of its packaging operations. That's why it has selected

OS Films invisible oxygen-scavenging technology from the Cryovac

Div. of Sealed Air Corp. (www.sealedair.com) for the inner pouch packaging of its new, thin-sliced turkey. Packaged under modified atmosphere, the three new sliced-turkey products are contained in a formed film pouch holding 10 oz that's packed in a rectangular, rigid plastic tub with a snap-on plastic lid. The OS

Films material of the inner pouch helps remove residual oxygen, achieving oxygen levels that maximize freshness and promote the products' amazing 55-day refrigerated shelf life.

The first processor of its kind to utilize the oxygen scavenger technology, Foster Farms adopted the patented film in the fall of 2005, when it launched the new line of premium turkey in Honey, Oven Roasted and Mesquite Smoked varieties. "We have used the scavenger to enhance food safety and to control the level of oxygen throughout the shelf life of the product," confirms Norm Ramos, business manager at Foster Farms.

The product must be packaged under modified atmosphere conditions, points out Cryovac, because the reduced-oxygen levels achievable by the OS Films material are dependent upon a low residual oxygen concentration inside the package.

The inner film pouch incorporates a top web of OS2330, a 3-mil lidding film that contains the OS Film oxygen-scavenging polymer layer incorporated in the core layer.



The multilayer, coextruded, barrier sealant film is adhesively laminated to a reverse-printed, oriented polyethylene terephthalate (OPET) film.

Through a patented process, the scavenger is activated on-demand, by allowing an ultraviolet-wavelength light to penetrate through the sealant side of the film and into the internal, oxygen-scavenging layer. This is performed with Cryovac's Series SIS4104 UV light-triggering system.

The top web is heat-sealed to a bottom or forming web of Cryovac's T7050BZ film. The forming web is described as a 5-mil, multilayer, coextruded, barrier film that's thermoformed into a pocket. This web also provides an easy-peel

Continued on page 50



For a look at oxygen scavenger film technology for Flexplay Technologies' DVD PACKS, see www.packagingdigest.com/info/flexplay

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mechanism. Both the forming web and the top web include ethylene vinyl alcohol (EVOH) as the barrier layer.

At its Simpsonville, SC, plant, Cryovac converts the two film webs as rollstock that is later sent to Foster Farms' facility in Turlock, CA. There, the turkey is packed on a modified-atmosphere horizontal thermoform/fill/sealing system from Multivac (www.multivac.com), equipped with one of Cryovac's UV-light-triggering units. Positionable at the infeed or outfeed of a packaging

line, the UV-triggering system operates using a set of 80 germicidal UVC wavelength lamps (UVC radiation can be found in artificial sources such as mercury arc lamps and germicidal lamps such as these) to shine the UV light through the film and into the special, internal, OS film layer, activating the oxygen scavenger.

As the top web of film unwinds from a spindle on the t/f/f/s machinery's normal web path, it's diverted to the SIS4104 light-triggering unit, which activates the scavenger layer to start the

oxygen-scavenging process. After triggering, the web is diverted back into the normal web path to be fed into the rest of machine's packaging stations.

The sliced turkey is then loaded into the film, the headspace of the pouch is gas-flushed with nitrogen or carbon dioxide, evacuating most of the oxygen in the package, and the activated OS film is sealed to the bottom section of the package. A tab on



the formed pouch allows consumers to peel open the seal to access the turkey slices. The pouch can then be loaded into the outer tub. To ensure that the oxygen in the package is actually being removed, Foster Farms also installed a three-cell, off-line scavenger-verification system from Cryovac called the SVS system.

Only the top web of the package contains the oxygen scavenger, points out Tom Kennedy, business development manager for Cryovac's OS Systems. "There are several reasons for this. There is enough scavenging capacity in the top web to provide the desired benefits, and it was much easier to develop the triggering equipment for

We liked the fact that the film delays the oxidative deterioration of flavor and color...

the top web. If the bottom web were to be triggered, significant modifications to the packaging [equipment on the] line would be required between the unwind station and the forming station."

The third leg of the process, verifying that oxygen scavenging is actually taking place, is accomplished by the SVS scavenger-verification unit. According to Kennedy, the "go/no-go" quality-assurance inspection instrument and test procedure works with a proprietary, pressure-sensitive inspection label that's applied to the food-contact (scavenging) side of the OS Film after it has been "triggered" by the SIS4104 UV unit. The labeled film is then inserted into the modular SVS test instrument, which automatically queries the labels every five to 10 min. Test results are usually provided in less than 30 min.

According to Cryovac, the system works with the help of an oxygen-sensitive substance applied to the adhesive side of the label. When the

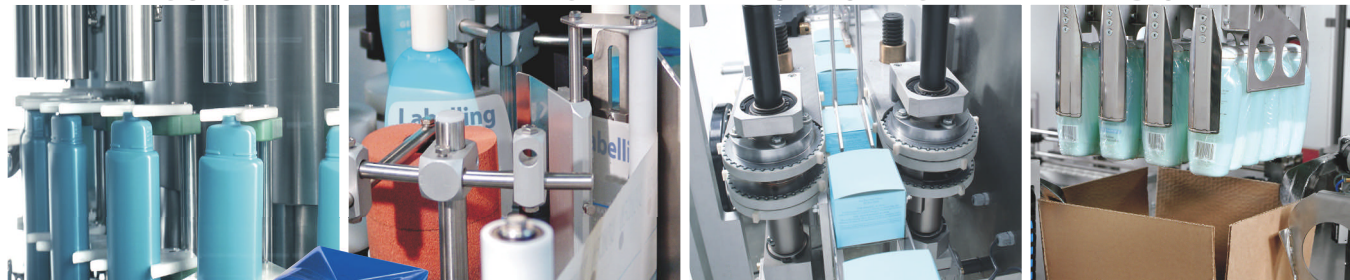


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label is applied to an activated oxygen-scavenging film, the oxygen concentration around the substance begins to decrease. Once the oxygen concentration reaches a certain "low level," the SVS equipment can expose the substance to light, causing it to fluoresce. The lower the oxygen concentration around the substance, the brighter the fluorescence appears. The SVS unit can be expanded to incorporate up to 12 cells, which allows a single verification unit to serve up to four packaging lines.

Says Kennedy, "The scavenging-verification system is set up as a QA sampling program, performed periodically among many thousands of packages, usually several hours apart." A positive result from the SVS system reveals that the film has received an adequate amount of UV light to activate the film and indicates that the film composition is scavenging oxygen acceptably.

Integral with the film and invisible to the naked eye, the "unseen" oxygen scavenger offers an alternative to oxygen-scavenging sachets, labels and coatings without altering transparency of the film, a feature Ramos says Foster Farms really wanted. The processor conducted multiple shelf-life tests before taking the package to market. Says Ramos, "We looked at scavengers incorporated within labels, but preferred not having anything a consumer could view as a foreign object placed within a package. We liked the fact that the OS Film delays the oxidative deterioration of flavor and color, so we use the OS material to maintain the integrity of the product throughout its shelf life."

While Foster Farms is the first commercial packager to adopt the award-winning, OS polymer-based, oxygen-absorbent film for easy-open, refrigerated deli-meat packages, Cryovac has had successful applications with several other customers' food and nonfood products already on the market (see PD, Sept. '04, p. 24 and March '02, p. 32).

Kennedy says the oxygen-scavenging OS Films technology can be delivered and produced in various formats, such as a fully coextruded film as well as a laminated format. Developed as a family of these films, they're not limited to one format or to food products. "We've been working for several years to continually improve the oxygen-scavenging performance and its triggerability," he says.

Ramos explains that the packaging is meeting Foster Farms' goals. "Customers continue to battle markdowns, so we strive to partner with them by investing in ways to extend shelf life and still provide great-tasting products."

We use the package to enhance food safety and to control the level of oxygen throughout the shelf life of the product.

Reusable and resealable, the outer tub is topped with an opaque lid that's almost completely covered with a colorful label. Provided by Presto

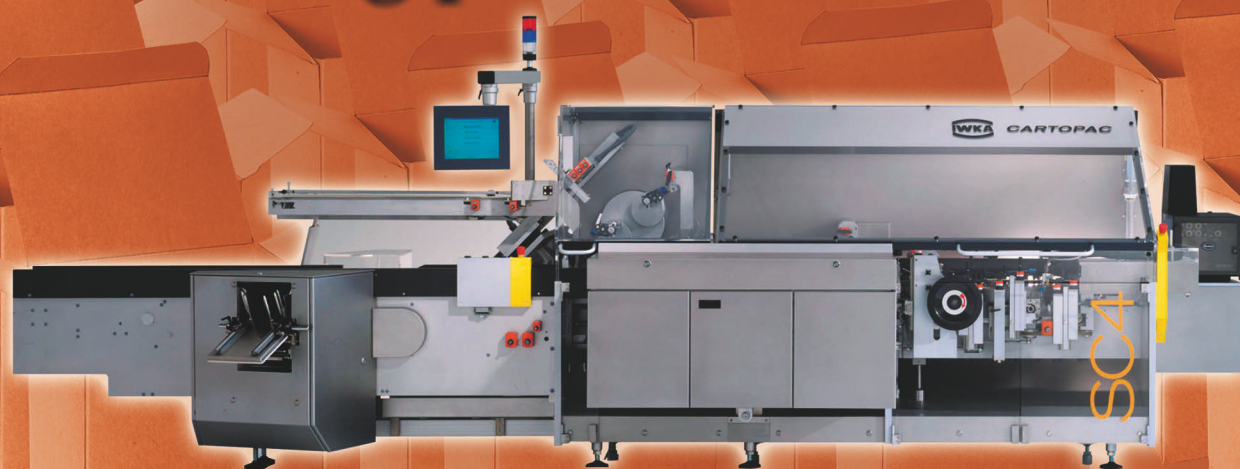
Products (www.prestoproducts.com), both the clear container and the lid are made of a polypropylene blend. The tub allows the turkey to show through the

clear pouch, which is a key advantage, he adds. "The film clarity is important [so that consumers can see the product]. The response to the new product line has been quite positive."

More information is available:

Cryovac Div., Sealed Air Corp.,
800/845-3456. www.sealedair.com.
Multivac, 816/891-0555.
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Presto Products, 800/558-3525.
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Diet pill package gets glamorous

Product marketer NxCare, Inc. brings beauty to weight loss with NV. Slim and sexy, the 'supermodel of diet pills' makes its debut in a custom-designed bottle and stylish carton, fit for the cosmetics aisle.

Anne Marie Mohan, Senior Editor

Dubbed the "couture diet pill" and the "supermodel of diet pills" at the Sundance Film Festival where it was recently marketed to celebrities and film executives, new NVTM Rapid Weight Loss dietary supplement from NxCareTM, Inc., Mississauga, ON, blends weight-loss and beauty benefits in a single product. To position its enhanced diet pill distinctively among the growing number of weight-loss solutions for women, NxCare made a dramatic departure from traditional nutraceuticals packaging by modeling its bottle and carton after more elegant and sophisticated cosmetics packaging.

"We wanted to create a unique presence in the category," says Greg Sanford, art director for NxCare. "That was really the driving force behind the cosmetics approach to the package. The category we are being placed in does not have anything like this in it."

NxCare is a nutraceuticals/healthcare products company that has primarily focused on muscle-building and fat-burning supplements for

We started with a search in the cosmetics industry, and we incorporated a lot of the techniques that we saw there into our packaging.

bodybuilders and power athletes since it was established in 2002. According to NxCare head of communications Rosalie Ward, the company has experienced rapid growth in its first four years and is on target to reach \$100 million in sales this year.

NxCare's first foray into weight-loss supplements developed specifically for women came with the introduction of SlimquickTM in 2005, which Ward says set the stage for NV. "The evolution of our

packaging began with Slimquick, which looks much more cosmeceutical than other weight-loss products that were out there," she explains. "NV has taken it to the extreme, with packaging that looks more like a fragrance bottle than a supplement bottle."

Advising its consumers to "Be sexy. Be confident. Be DesiredTM with NVTM," the dietary supplement contains three sets of ingredients, selected for weight loss, energy and beauty. The weight-loss "complex" includes green tea extract to enhance metabolism, the mild stimulant theobromine and hoodia gordonii, advertised as an appetite suppressant. The energy complex includes ingredients such as taurine and ginseng. "Lastly," says Trisha Enriquez, NV brand manager, "the most unique part of the whole product is the beauty complex, which includes ingredients like collagen, which you will find in a lot of beauty and cosmetics products for skin renewal, and antioxidants such as alpha lipoic acid, biotin and silica, which are good for hair, skin and nails."

"One thing that can happen to people when they are dieting is that they don't get enough nutrients, so they do need to take special care of their hair, skin and nails," she adds.

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More akin to packaging found at a perfume counter, NV's elongated, smoothly curving plastic bottle is the result of NxCare's collaboration with Custom Bottle/Lerman Container (www.custombottle.com), which Sanford says took NxCare's two-dimensional drawings and converted them into CAD drawings and prototypes for review before molding the final package. "The bottle itself went through quite a process," Sanford relates. "We started with a search in the cosmetics industry, and we incorporated a lot of the techniques that we saw there into our packaging. The bottle went through many stages of refinement, mainly because you have flat surfaces, convex surfaces and cylindrical surfaces that all kind of meld together."

As Ward describes it, the three-sided, red, polyethylene terephthalate bottle "almost looks like it was made from hot lava." She adds, "It looks like someone just took their hand and twisted the plastic around a bit while it was hot."

available in stores that include GNC, The Vitamin Shoppe, Vitamin World, CVS, Rite Aid and Wal-Mart Canada (Wal-Mart U.S. intends to introduce the product in April). NxCare also hopes to market the product in nontraditional nutraceutical outlets such as department stores and tanning salons. "We've even had a few retailers that have said they are interested in merchandising these products in the cosmetics area, in addition to the weight-loss section of their stores," says Ward. "This is pretty exciting, because retailers have never

moved this category over to that part of the real estate."

Enriquez believes the buzz behind NV, fueled by its Sundance debut (a two-page article in the Feb. 20 issue of *Star* magazine speculates that Britney Spears will be the official NV spokesperson), will open up a whole new door in the nutraceuticals category. "I think we will probably be seeing a lot of companies changing their direction in packaging," she says. "We will probably see a lot more higher-end packaging this year than we ever have before, just because of NV."

Adds Ward, "The article in *Star* is not true, but what we think is really interesting is that the product is already getting that type of hype, just from doing the Sundance seating. We haven't really even advertised the product yet."

More information is available:

Custom Bottle/Lerman Container,
800/4-Lerman.
www.custombottle.com.
Ellis Paper Box, Inc., 888/231-5419.
www.ellispkg.com.



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Packaging Digest's Rigid Packaging info channel at: www.packagingdigest.com/info/rigid

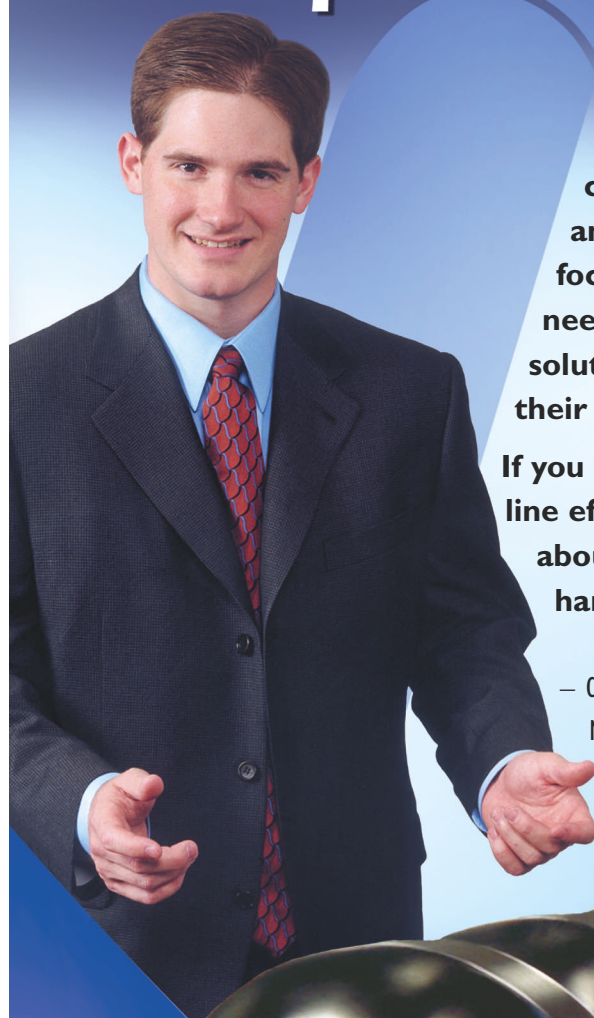
Spare and elegant, the bottle uses few graphics. On the front, a stylized NV in white type takes center stage, with the words "Rapid Weight Loss" in small type beneath. Another side of the container reads, "Refer to box or insert for supplement facts, directions and warning," also in white lettering. The product comes in 30-, 38- and 60-count versions, all packed in the same size container. Caplet count is indicated on the secondary carton in which the bottle is packed.

Currently, the bottle's roll-on cap is also made by Custom Bottle in red plastic, but will soon be replaced by a metal closure coated in a color-matched red. Says Sanford, "All along, the game plan was to use an aluminum cap to give the package more of a cosmetics feel, but there just wasn't enough time in terms of the launch to source it properly."

In the style of perfume, as well, the PET bottle is packaged in a folding carton converted by Ellis Paper Box (www.ellispkg.com) from .018 SBS offset-printed in five colors, including the NV custom red, plus an aqueous matte coating. The carton is similarly simple in its graphics, but includes full product information on the back panel. On the carton's two side panels are images of the supplement bottle, lit from behind—an effect that Sanford says was challenging to accurately render on press, given the subtleties of the highlights and shadows.

After its red-carpet rollout at Sundance, NV was launched at retail locations in the U.S. and Canada on Feb. 1. It is now

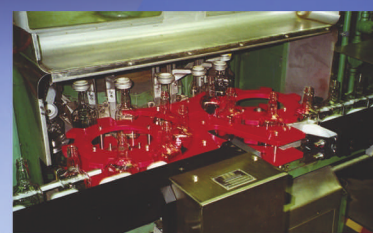
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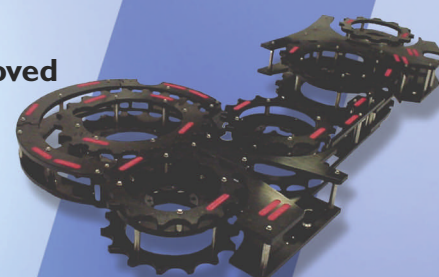
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Dry products fill neatly

Two new auger fillers fill dry products into pouches on a vertical form/fill/seal machine and into plastic bottles at Pelican Bay

Jack Mans, Plant Operations Editor

Starting from a hobby selling herb-based dip mixes in 1982, Pelican Bay Ltd., Dunedin, FL, has grown from a kitchen-table business into a sparkling, new 35,000-sq-ft production facility. Its extensive product line has grown to include a variety of mixes, including children's baking mixes, cookies, scones, breads, pies, cakes, cappuccinos, hot chocolates, holiday teas, summer sparklers, tropical fruit fizzes, Chai mixes, iced teas, lemonade, holiday beverages, fondue mixes, spices, barbecue rubs, stuffing, cheese spreads and dipping herbs. Pelican Bay Ltd. also offers private labeling, as well as custom packaging and blending

designed specifically for its customers' requirements.

Recognizing the need to upgrade its

packaging operations as production increased, Pelican Bay recently installed two lines equipped with auger fillers from AMS Filling Systems, Inc.

(www.amsfilling.com) to fill the dry products that Pelican Bay markets. A Model A-400E unit fills plastic jars passing beneath it on a conveyor, while a Model A-100 unit is installed on top of a Model EL80 vertical form/fill/seal machine from Key-Pak Machines (www.key-pak.com). Each filler is equipped with an Allen-Bradley programmable logic controller and an operator panel from Rockwell Automation (www.rockwell.com). Operating parameters for the many products that Pelican Bay runs, including the number of auger revolutions required for each product, are stored in memory and can be recalled by the operator. Operation of the auger in each unit is triggered by a signal and the



Auger fillers on both the bottling line, above, and the vertical form/fill/seal machine are equipped with programmable logic controllers and operator panel that store operating parameters for numerous products.

auger revolves the number of times set on the unit's control panel. Product is delivered to the fillers from floor hoppers by inclined screw conveyors that are turned on and off by level switches in the filler hoppers. During *Packaging Digest's* visit, the lines were both running sundried tomato dry mix.

The Key-Pak EL-Series of vf/f/s machines feature a dual-stepper-motor film-feed drive with a choice of either programmable logic control or personal computer-based control

systems for maximum flexibility and ease of operation and maintenance. The machines operate intermittently, with horizontal and vertical sealing taking place while the machine is stopped. A roll of film mounted on a spindle on the back of the machine is pulled through the machine by the motor drive system into the bag forming and filling section of the machine. On printed film, a sensor detects the location of artwork and ensures that the length for each bag will always be in perfect registration. A Model 4500 stainless-steel stamping printer from Bell-Mark Sales Co. (www.bell-mark.com) applies a date code to the film after it leaves the roll to mark every bag. The printer incorporates a stationary horizontal ink pad and a reciprocating arm with an applicator containing rubber type. The arm rotates down to pick up ink, and then rotates up against the film to apply the code date each time the f/f/s machine stops.

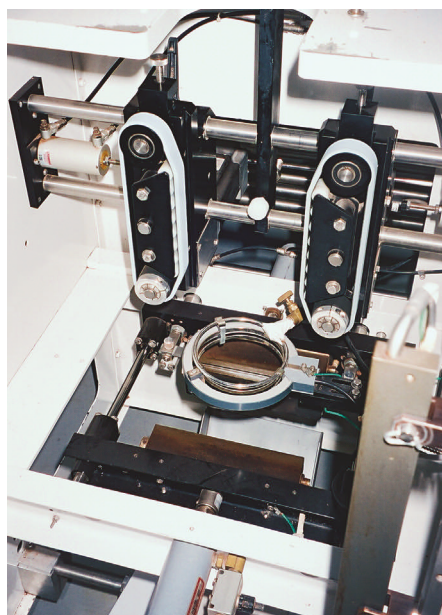
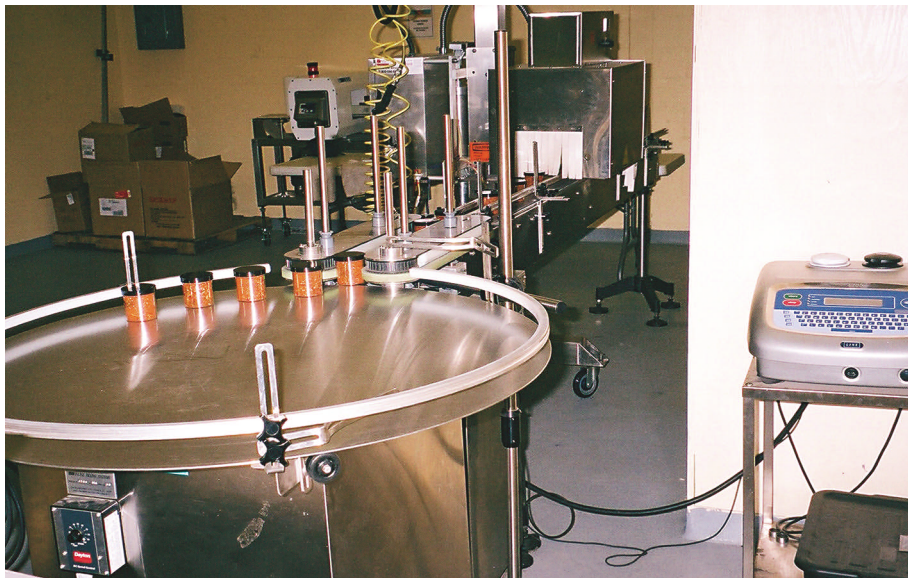
The film passes over a series of rollers at the top of the machine, which maintain the proper backpressure as the film moves through the machine. The film passes around a forming tube on the front of the unit, and a heat-controlled sealing die produces the vertical overlap seal. Two drive belts on opposite sides of the tube pull the film through the machine. The product from the filler drops through a tube to the point just above the sealing jaws where it discharges into the waiting, partially formed bag.

Next, the film travel stops, and the horizontal sealing jaws move in against the film and induction-heat a horizontal seal across the film. At the end of each sealing cycle, before the jaws disengage, a blade extends from the center of the jaws and cuts the bag loose. Bags discharge from the machine onto an inclined conveyor that transports them into a floor hopper.

In the bottling operation, which takes place in a separate room, the operation starts by manually placing bottles on a turntable that feeds the conveyor that carries them to the AMS filler. Bottles enter the filler



FLEX PACK USA, INC. operates two AMS semi-automatic volumetric auger fillers to fill pouches of granular products like sugar. Read the fill story at www.packagingdigest.com/info/flexpack.



Codes are applied to filled, capped bottles before the bottles discharge onto a rotary accumulating table, top. Vertical form/fill/seal machine operates intermittently, with horizontal and vertical sealing taking place while the machine is stopped, above left. Two vertical drive belts on opposite sides of the tube pull the film through the machine, above right.

through a feedscrew, and a finger holds them beneath the auger discharge. A photo eye triggers the auger operation, and when the bottle is filled, the finger retracts to release the bottle, and the cycle is repeated. The filled bottles are conveyed to a turntable, from which workers remove them and manually apply caps.

Workers pass the bottles manually through a metal detector from **Lock Inspection Systems, Inc.** (www.lockinspection.com), then manually apply tamper-evident bands and set the bottles on a conveyor that carries them through a steam tunnel from **Axon Corp., Div. of Pro Mach** (www.axoncorp.com) that shrinks the bands. The bottles then travel through an open-bottom unit that has belts on both sides that transport the bottles. A Linx 4900 ink-jet printer from **Diagraph, an ITW co.** (www.diagraph.com) applies a lot code and date to the bottoms of the bottles as they pass overhead. The 4900 can store 50 messages in memory and features automation of diagnostics and running parameters. The bottles discharge onto a turntable and are removed by workers. **Inline Filling Systems, Inc.** (www.fillers.com) supplied the turntables and conveyors in the bottling operation, including the indexing conveyor under the AMS filler and the side-gripper unit.

Foundation Packaging Inc. (407/349-5383) represents most of the equipment installed at Pelican Bay and assisted in the installation and startup.

"We've been very satisfied with both the AMS fillers and the Key-Pak form/fill/seal machine," says plant manager Greg Kathan. "Both machines run very well, and the AMS fillers are very accurate. A lot of our products, such as marshmallows, are difficult to run, and we've had no problems with the AMS and Key-Pak equipment."

More information is available:

Pelican Bay Ltd., 727/733-8399.
www.pelicanbayltd.com.
AMS Filling Systems, Inc.,
 610/942-4200. www.amsfilling.com.
Axon Corp., Div. of Pro Mach,
 919/772-8383. www.axoncorp.com.
Bell-Mark Sales Co., 973/882-0202.
www.bell-mark.com.
Diagraph, an ITW Co., 636/300 2000.
www.diagraph.com.
Foundation Packaging Inc. 407/349-5383.
Inline Filling Systems, Inc.,
 941/486-8800. www.fillers.com.
Key-Pak Machines, 908/236-2111.
www.key-pak.com.
Lock Inspection Systems, Inc.,
 978/343-3716. www.lockinspection.com.
Rockwell Automation, 414/382-2000.
www.rockwell.com.

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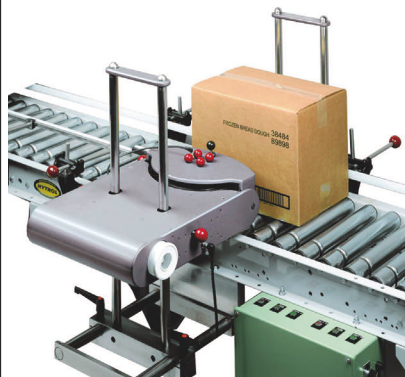
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package design

Small package, big advantages

Canister of 20 tea bags helps Tetley USA introduce a range of specialties efficiently while promoting messages of freshness and good taste.



Bernard Abrams, Contributing Editor

Some tea purveyors are avoiding price increases by downsizing packages. Tetley USA is starting smaller, but thinking big. Since late last year, the Shelton, CT, company has been selling a series of eight Tetley® specialty, green and herbal teas in a 20-bag canister that it expects will result in several competitive advantages. The round canister, made to an approximately 3-in. dia, holds circular, tagless tea bags. Tetley dubs it the “new fresh can” prominently on label copy; an ink-jet code on its base suggests a two-year shelf life. This is easy to accept. The canister and tea bags are produced in England through the marketer's parent, the Tetley Group, a Tata enterprise, to exacting specifications.

All canister components are made by **Sonoco Products Co.** (www.sonoco.com). The body is a double-ply paperboard consisting of 375-micron and 500-micron recycled board with a lacquered, 90-g/m² paper label, offset-printed in up to six colors. The metal end is tinfoil with a tin coating and an external lacquer. A coated aluminum foil/paper liner has integral pull-tab seals on the other end. The low-density polyethylene friction-fit closure preserves the tea's freshness after the consumer removes the liner.

To date, there are eight Tetley teas in the 20-bag canister. The specialty teas are English Breakfast, Earl Grey and Chai, plus a honey lemon green tea. The fruit and herbal teas, all caffeine-free, are Orange/Peach and Rooibos with vanilla and pear flavorings, Natural Chamomile and Pure Peppermint. Not only are the teas differentiated by label design, done internally by Tetley, but also by color coding of the closures, simplifying shelf stocking.

Though it's still too early to predict a roaring success, “initial feedback from retailers has been very positive,” *Packaging Digest* learns from Dana Johnson, senior vp and general manager of Tetley USA. “We've also been receiving very encouraging consumer responses” following initial sales in supermarkets in the Washington-Baltimore area, he adds.

Since that time, the canisters are starting to show up in other parts of the northeast and as far south as Florida.

The canister is an addition to the cartoned Tetley teas in these locations, Johnson says, and adds to the total facings within a given store. Their compactness serves as a distinct advantage in this kind of situation.

“At the same time, the twenty-count package puts us in a situation of having a quantity that is logical without downsizing our cartons and keeping our pricing competitive,” he notes. “In the specialty tea area, some companies have been reducing their packages to sixteen and eighteen counts. So this canister is very useful from several merchandising perspectives.”

Another one of these is the introductory mailing targeted at tea drinkers, using the 20-bag canisters to demonstrate the freshness of the teas, the faster infusion through ultra-porous paper and the reclosure.

Johnson explains the rationale: “It's sturdy enough to survive the handling through a direct-mail approach, it's a nice size for a sample, and it's an attractive pack” from a consumer's perspective.

Compactness is part of its point-of-sale appeal. At just over 3 in. high, the



For a look at a unique canister created for **PEPPERIDGE FARM'S** Whims mini cookie clusters and ‘waves,’ go to www.packagingdigest.com/info/whims

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depalletization equipment, since the canisters are supplied inverted on pallets and are separated by slipsheets. This machine, supplied by BHL (www.bhl-uk.com), transfers canisters from pallets directly to the conveyor for air rinsing prior to filling.

Apart from that, the line's other functions are checkweighing on Mettler-Toledo (www.uk.mt.com) equipment, bottom-coding with a Series A small-character ink-jet printer from

Domino Amjet (www.dominoamjet.com) and reinversion prior to manual packoff.

The dedicated packaging line is adequate for present demands, since the canister was sold for more than a year in the U.K. and Canada before its U.S. debut. Growing demand may change that.

Dana Johnson suggests that as demand grows on these shores, Tetley may add some specialty and herbal teas to the mix.

That may make the small canisters the next big thing.

More information is available:

BHL, 44 1942 405300. www.bhl-uk.com.
 Carnaud Metal Box, 44 1274 846200.
www.carnaudmetalboxengineering.com.
 Domino Amjet, 800/444-4512.
www.dominoamjet.com.
 Eurocan, 44 1903 810110.
www.eurocanltd.com.
 IMA North America, 215/826-8500.
www.ima.it.
 Mettler-Toledo, 800/638-8537.
www.na.mt.com.
 Sonoco Products Co., 800/576-6626.
www.sonoco.com.

canister becomes an easy take-along for consumers who are traveling.

In addition to variety-specific descriptions of each tea under the copy line "Simply a Better Cuppa Tea™," on the canister's label, a separate, interactive box solicits comments by thanking the consumer and providing an 800-number and an e-mail address.

The filled canisters are shipped to the U.S. from Tetley Group's manufacturing/packaging facility in Eaglescliffe, eastern Yorkshire. The line combines engineering ingenuity following "expensive and complicated equipment proposals from two potential suppliers," Tetley factory technical manager Russell Sturman informs PD.

The solution is built around a tea-bagging machine already in use, made by IMA (www.ima.it), featuring two-up filling at 90 bags/min. With this machine, stacked tea bags feed through twin collation tubes sized to process the round tea bags. Engineers designed a conveyor delivering empty canisters two at a time to a cross pusher that moves them under the collation tubes.

"We approached Sonoco," Sturman explains, "for a contact on a machine supplier for equipment to close the canisters. That supplier, Eurocan [www.eurocanltd.com], suggested that we purchase canisters with the membrane and lid already in place, fill the canisters from the bottom, then apply the metal base to the canisters." So Tetley had Sonoco provide the canisters with the liners and closures in place.

Integrated into the line after the filling phase is a seaming machine acquired from Eurocan, which reconditioned and modified the equipment for Tetley's needs.

Designed originally for metal cans, the seamer is the Carnaud Metal Box Model 334CRS. A rotary, turret-style machine, it double-seams between the steel base and the canister's flange.

Also necessitated by the canister's adoption is the installation of automated

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Dispenser tubes The Dispenser Tube is a new way to add high-precision dosage to the convenience of a tube. The new Dispenser Tube incorporates the co.'s SP343 airless pump with a fashion collar and a preassembled cap, to a soft, plastic tube. The neck of the tube is adapted to the co.'s Snap On system, where the pump is easily snapped into place rather than being screwed on. This combination of features, delivered as one component to the customer, optimizes packing and filling productivity on existing tube-assembly and filling equipment, the co. says.

Rexam Dispensing Systems, 914/251-8420.
www.rexam.com



Closure system The VISEGRIP II™ closure system utilizes an improved, low-profile design that ensures safer handling and transport of products. The flange is installed using a mechanical insertion process, providing more security with a light-gauge steel-drum construction. Seal is achieved when the plug is tightened into the flange. A visual indicator verifies a proper seal. The improved, easy-to-use design protects better, the co. says, and eliminates gasket rupture, cutting or shearing when the plugs are tightened.

Rieke Packaging Systems, 260/925-3700.
www.flatoutworksbetter.com



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Emulsion polymer Airflex EF9100 is an emulsion polymer that is inherently oleophobic and is suited for paper and paperboard applications that require grease- and oil-resistance. Water-based and environmentally friendly, the polymer also exhibits good solvent resistance and good water holdout, the co. reports, and it has received FDA clearance for direct and indirect food contact. The emulsion is nonblocking, repulpable and recyclable. It can be applied as either a clear or pigmented coating, through a variety of methods, including size press treatment, rod or blade-metering surface coating, printing, spray application and curtain coating. Substrates coated with the emulsion can be dried by conventional methods such as infrared or air-flotation systems. Applications include auto parts, hardware and cement packaging, as well as dryfood and petfood packaging and use as quickservice wraps and containers.

Air Products Polymers, LP,
800/345-3148.
www.airproducts.com



Tins A line of Clear Window Silver Tins in 4-, 6-, 8- and 16-oz sizes are seamless and deep-style, with rolled safety edges on both the cans and lids. The window is made of polystyrol, a variation of polystyrene that can be screen-printed or p-s labeled. If the product within is UV-sensitive, the windows can be protected with a UV inhibitor to promote product freshness. Applications include candles, cosmetics, candy and confection and other solid or granular novelty items.

O.Berk Co., 908/851-9500.
www.oberk.com



Swab applicator A plastic ampule has a newly introduced swab applicator. The large-surface-area tip is a molded plastic component with a specially designed foam applicator adhered to the plastic. A variety of foams can be offered, depending on the composition of the customer's formula and the nature of the application. Many of the foam tips can also be offered in different configurations for specific applications.

James Alexander Corp., 908/362-9266.
www.james-alexander.com



Mailer The XPAK PE bubble mailer provides critical product integrity and security with its superior strength, tamper-evidence and ease of loading, the co. says. Extremely lightweight, XPAK is easily customized to perform as a reusable, resealable mailer. XPAK was engineered to combine the best attributes of other packaging options into one efficient design. It is a suitable alternative to small boxes and cartons and surpasses heavier mailers with significant savings on postage and labor, the co. claims.

Polyair, 888/765-9247.
www.polyair.com



Additives OnCap™ thermoplastic additives for the health and beauty packaging industry include nucleating agents, PlastOne™ concentrates, slip agents and UV absorbers and inhibitor concentrates. These concentrates enhance the performance of thermoplastic parts, improve manufacturing efficiency, and enable smooth product transitions, the co. says. All OnCap additive concentrates are available in single-component formulas, which improve one area of performance, as well as in multicomponent formulas that combine two or more performance and process additives in one masterbatch.

PolyOne Corp., 866/765-9663.
www.polyone.com

Resin An advanced ARCEL® 730 moldable foam resin features reduced bead size. This innovation enhances performance and expands the range of applications for this interpolymer packaging material. ARCEL combines the toughness of PE with the processability of polystyrene and delivers value to the entire supply chain by reducing packaging size and improving space and cube efficiency, the co. says. Conversion to ARCEL 730 is seamless from a tooling and physical-properties perspective because the smaller beads contain the same polymer base as previous versions of ARCEL.

Nova Chemicals Corp., 412/490-4000.
www.novachemicals.com



Bottle The mold-available, 8-oz PET Foamer Round bottle's neck finish specifically suits AirSpray Intl.'s T1, G3, WRF3 and WRT4 pump foam-dispensing closures. The preform from the 8-oz Foamer Round is also available for producing other stock or custom shapes, such as P&G's Continuous Clean Noxzema face wash.

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

Coatings The Nomar™ Series of abrasion-resistant coatings meets market requirements for nonscuff performance of corrugated shipping containers. When shipping items as small as a box of cereal or as large as a dishwasher, the coatings can eliminate common abrasion that occurs between the inside of the shipping containers and the packaged items while in transit, allowing for scratch-free goods that are ready for sale upon arrival, the co. says. Nomar Series coating are environmentally friendly due to their water-based composition, are FDA-approved and are glueable with most water-based and hot-melt adhesives.

Michelman, Inc., 800/333-1723.
www.michem.com

Inks Uvisleeve is a UV-curable, flexo shrink-sleeve ink that delivers the advantages of UV printing to the flexo shrink-label market. Uvisleeve, a new addition to the UVivid family of UV flexo and rotary screen inks, has been designed to shrink to the highest level of any ink in the market, while maintaining the same high-quality HDUV (high-definition UV) print characteristics of all UVivid inks, the co. says. Uvisleeve also features excellent printability, which allows for higher production speeds and low odor chemistry, making it suitable for use with food and beverage products.

Fujifilm Sericol USA, Inc.,
913/342-4060.
www.fujifilmsericol.com

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new products materials



Bottles The Bartolo PET cylinder is a 250-mL bottle with a 24/410 neck finish, featuring a gentle, convex profile. When topped with a 2-in.-wide, disc-top dispensing closure, the bottle can stand on either its base or its head. Stock bottles are available in clear or cobalt blue versions. Other colors, including dark green, light amber and white, are available upon request.

Alpha Packaging, 314/427-4300.
www.alphapac.com

RFID labels The co. is the industry's first converter to offer a 100-percent performance and delivery guarantee for rugged, reliable RFID labels. The guaranteed performance and delivery offer, coupled with the lower order amount and per-unit price, enables users to enter a risk-free pilot program for inserting RFID technology and real-time product tracking capabilities within the supply chain.

R and V Group, 423/648-5454.
www.randvgroup.com

RFID packaging RFID technology's ability to store a unique serialized number can be used to track-and-trace packages. Case- and pallet-level tagging has been an important step in developing RFID technology. However, tagging at the product level is the key to serving the supply chain, according to the co. The co. has developed integrated packaging to address known performance and reliability issues currently associated with converted label solutions. This integration provides the additional protection the tags need in order to be reliable as well as harder to defeat, the co. says.

O-I, 419/247-1388.
www.o-i.com

The Scoop Seal technique is the most unique package on the tube market today. Not only is the seal attractive, it is also useful. The ergonomic design provides you with the perfect grip to squeeze all of the product out of the tube. The design is all compact, which allows more space in each tube tray and pallet, maximizing your storage capacity without compromising your product volume.

Scoop Seal™



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A Division of the Sirius Machinery Group
230 Industrial Parkway, Branchburg, N.J. 08876 USA
Phone: (908) 707-8008 ♦ Toll Free: (800) 526-5074
Web: www.nordenmachinery.com



Carafes A new, 3-in.-tall, 128-oz, insulated carafe provides an easy way to transport coffee, tea, ready-to-eat soup, etc., while maintaining premium product quality. The unique inner liner maintains a constant temperature and can insulate liquids for up to three hours after filling. The carafe features a 3-in. screw-top mouth that can be prefilled and poured out with the same amount of ease. Its reinforced plastic carrying handle is designed to make pouring trouble free. In addition, large corrugated side panels introduce marketing and advertising opportunities, as well as promotional campaigns.

Intl. Dispensing Corp.,
410/761-0070.
www.idcdispensing.com

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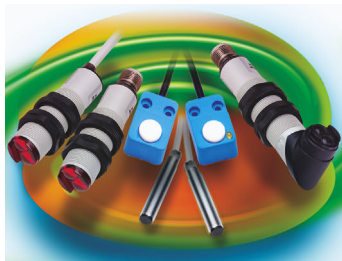
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new products equipment

Ultrasonic sensors The UHZ ultrasonic sensor series is available with an 18- to 30-VDC input-supply range and PNP or NPN transistor outputs. The UHZ Series has a maximum sensing distance of 300 mm, is IP67-rated and features electronic protection from short circuit, overvoltage and reverse polarity. The UHZ series is sold as a throughbeam pair. The FARS series includes 18-mm, nonmetal, tubular diffuse sensors featuring background suppression. The MQ Series, an AC diffuse photoelectric design, has a unique, 90-deg optic package. Fits in a standard, 18-mm mounting bracket or mounting hole. These 20- to 250-VAC sensors with background suppression feature an M12 disconnect. The 8-mm, tubular, stainless-steel HEE/HER Series consists of throughbeam sensor pairs in a choice of 10- to 30-VDC or PNP or NPN transistor outputs.

AutomationDirect, 800/633-0405.
www.automationdirect.com



Wireless capabilities Wireless Ethernet connectivity is available for the co.'s current lines of production printers and print-and-apply labeling systems, including the 6405 RFID printer. The wireless capability enhances RFID and bar-code labeling flexibility in industrial packaging and labeling operations, among others, by virtue of its ability to be transported to various locations within a facility and operate remotely without wired connections. A wireless flash card for the co.'s AP5.4 RFID printers is also available, allowing users to increase their wireless range to 200 ft indoors.

Avery Dennison Printer Systems, 215/728-8054.
www.ris.averydennison.com



Orienter system The free-standing Model NEROE rotary orienter accepts incoming containers directly from an existing customer pass-through conveyor by means of a feedscrew and infeed starwheel. The starwheel smoothly transfers the containers to platforms on the multistation orienting turret. Each container is transferred into its individual orienting station, which descends and captures the container at the neck finish to give the container full axial stability. With the container fully captured, sensors detect discriminating features for orientation. If the sensors detect that the container is correctly oriented, the container continues through the turret without further action. If the sensors determine the container to be incorrectly oriented, the lower mechanism rotates the container based on the number of side surfaces and required discharge orientation.

New England Machinery, Inc., 941/755-5550.
www.neminc.com



Linear motor The BLMFS5 low-profile linear motor features a steel-core forcer coil said to provide high force per unit volume to 377 N (85 lb) and peak force ratings to 1,500 N (339 lb). Unlimited travel length is enabled by stacking magnet tracks and high-energy rare-earth magnets used in magnet track for high acceleration capability. Optional water cooling is available for high throughput. Suitable for pick-and-place, high-speed, point-to-point motion, assembly and general automation applications, the series of flat linear motors is based on an iron-core design in which the compact, moving forcer coil assembly contains Hall-effect devices and a thermal sensor.

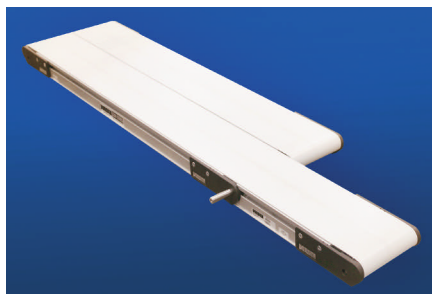
Aerotech, Inc., 412/963-7470.
www.aerotech.com



Hand-packing station

This hand-packing station is designed for cos. that require more throughput than manual case erecting, packing and sealing can provide. An integrated system, it provides operator comfort by reducing lifting, reaching, stretching, bending and twisting in the packaging operation. Efficient and durable, the Expresspack combines a Combi CE-10 case erector, a custom hand-pack station and a 3M-Matic™ 120af case sealer into a cost-effective workcell. The modular design of this system allows the end user to operate the erector or sealer as a standalone unit by releasing Q.D. fittings.

Combi Packaging Systems, LLC, 330/456-9333.
www.combi.com



Conveyor ESP is a program that gives extra attention to building conveyors with unique dimensions and characteristics beyond the dimensions of regular conveyor platforms. Needing a twin-belt conveyor to best perform the customer's application, the co. designed the system around its 2200 Series conveyors with the drive motor located in the center of the longer conveyor. This design element was key because it combined the conveyors into a twin-belt arrangement, allowing for one less drive motor and requiring less space for the conveyors. The bearings on the 2200 Series conveyor are now installed into a newly redesigned blind housing hole instead of a through hole. This protects the bearings from premature damage or corrosion, adding strength and longevity to the conveyor, the co. says.

Dorner Manufacturing, 800/397-8664.
www.dorner.com

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Laser coders Featuring a third-generation head that operates at temperatures up to 95 deg F, the 7000 Series of scribing CO₂ laser coders has a modular design and an intuitive user interface. The coders are designed for high product throughput and do not require external cooling. They can be easily integrated into most manufacturing applications, the co. states, because of their modular design comprising a controller, a cable and the laser head. The coders' IP rating makes them suitable for industrial environments. The controller cabinet is constructed of stainless steel, and the head features an aluminum body with an FDA-approved coating. The design provides easy access to safety features with an emergency stop button and dedicated power and shutter control keys on the face of the controller. An iTouch user interface is standard and features a 12-in. color touchscreen with WYSIWYG display and QWERTY keyboard, intuitive icons and one-stroke access for variable message editing.

Imaje USA, 770/421-7700.
www.imaje.com



Automation upgrade program

The Telemecanique® Modicon® Advance program offers three levels for upgrading automation systems, based on a facility's maintenance schedule and budget. It offers simple, phased or complete migration to Modicon PLCs and software, the co. reports. The customer identifies which type of upgrade best fits its situation. Partial migration is a single-step upgrade to a Modicon Quantum™ processor while retaining 984 Ladder Logic software. The upgrade offers improved processor reliability, faster speeds and increased communication throughout the operation. Incremental migration is a three-phased approach that migrates a system to a Modicon Quantum processor, IEC 61131-3 Unity™ software and upgraded, remote I/O and wiring. This upgrade also includes a conversion from 984 Ladder Logic software to a Unity Quantum PLC or a Unity Premium PLC, as well as all user documentation. Total migration is a complete, single-step switchover to the components featured in the incremental migration process.

Schneider Electric, 800/392-8781.
www.telemecanique.com



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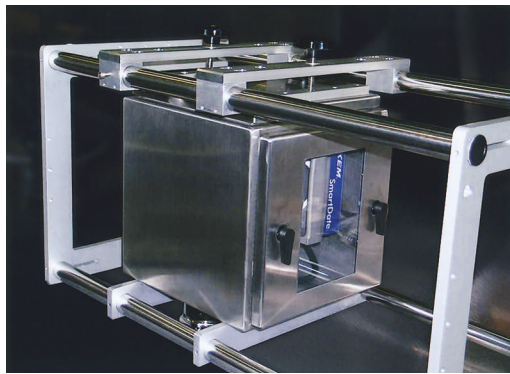
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Vision sensors

PresencePLUS® P4 AREA vision sensors are designed to inspect the presence and shape of defined areas. They can perform multiple analysis functions simultaneously, at speeds up to 10,000 parts/min. The P4 AREA 1.3 offers 1280×1024 pixel resolution for advanced, high-resolution inspections. The sensors combine Binary Large Object (BLOB) and grayscale tools to capture and analyze images and render pass-fail judgments. Dynamic thresholding self-adjusts the sensor to compensate for degradation in light sources.

Banner Engineering Corp.,
888/373-6767.
www.bannerengineering.com



Coder enclosure A washdown enclosure is now available for the co.'s SmartDate family of thermal-transfer coders. The unit comprises a stainless-steel enclosure that surrounds the printhead and features a removable cover that's easily installed prior to washdown, making the coder watertight, a stainless-steel control-box enclosure with a hinged door that's large enough to hold the control box and the optional SmartTouch™ portable control system, and watertight cable entry ports. A dual-support bracket assembly with custom-fit window end plates and diverting rolls is also included. A heater to prevent condensation from forming inside the printhead is optional.

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

Carton-closing tools The co.'s line of carton closing tools features manual and pneumatic designs capable of driving fasteners in stick and roll configurations. The c.561 Series of top staplers includes four models, each with a capacity of 150 staples. Users can adjust the depth of drive to any of five positions and can change between 5/8- and 3/4-in. lengths. The staplers can be used with multilayered, corrugated material and are said to reload quickly and easily. The a.560 Series top stapler has a lightweight design. All mechanical parts are made of metal, and the tool housing is made of high-impact, fiberglass-reinforced nylon. The series also includes a bottom stapler and an industrial stapler, which can be used for closing specialized packaging applications such as trays, lids and flatsheet materials, among others. Designed for staple lengths of 5/8, 3/4 and 7/8 in., it has a capacity of 100 staples.

Josef Kihlberg of America, Inc., 315/452-9575.
www.kihlberg.com

Bulk bag filler An all-new bulk bag filler features a pivot-down filling head that enables the operator to connect empty bags at floor level and resume filling operations rapidly. Known as the Swing-Down™ bulk bag filler, the patent-applied-for design eliminates the need to climb steps, reach overhead connection points or risk injury associated with operation of conventional bulk bag fillers, the co. says. The unit simultaneously lowers and pivots the filling head, stopping it in a vertical position that places the bag inlet-spout inflatable connection, inflator button and four bag-loop latches within arm's length of an operator standing on the plant floor. A remote console or wall-mounted panel houses controls to manipulate the filling head, inflate the bag, open a flow control valve or start and stop a feeding device. Optional vibratory decks deaerate and densify material in the bag at preset points to create solid, stable bags. After filling, the controller deflates the spout-connection collar, releases the loop latches and raises the fill head to disengage the spout. A latch mechanism automatically resets the latch after releasing the bag loops, repositioning it as the filling head pivots to a vertical position. The filler comes standard with a carbon-steel construction with an industrial finish. Stainless-steel versions are available for food, dairy and pharmaceutical applications.

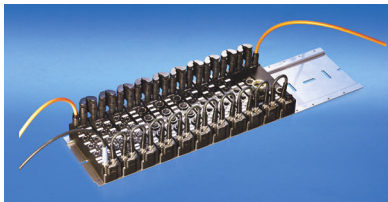
Flexicon Corp., 888/353-9426.
www.flexicon.com

Machine-mounted I/O accessories

New ZK1020 IP-Link bridge connectors and ZS5300 I/O mounting rails help simplify installation of the Fieldbus Box I/O. Suitable for applications that require rugged, IP67-rated I/O terminals mounted outside of a cabinet or directly on machines, the connector accessories are for high-density, side-by-side Fieldbus Box I/O mounting where modules are from 0 to 5 mm

apart. Beyond reducing the amount of exposed cables, the connectors integrate standard IP-Link fiber and resist shock and vibration. Made of 1.5-mm-thick stainless steel with pre-cut M3 threads to attach to the I/O modules, the mounting rails can save time and simplify Fieldbus Box extension-module installation. Can be mounted on machines with M5 screws and comes in 500-mm-long increments.

Beckhoff Automation, LLC, 952/890-0000.
www.beckhoffautomation.com



Ink-jet printer

The 1310 ink-jet printer is designed to start and stop without the need for cleaning. Its automated backflushing nozzle minimizes downtime by automatically cleaning itself at startup and shutdown, including after idle periods. It's capable of printing seven types of bar codes, alphanumerics, expiration dates and serializers for consumer packaged goods, food and beverage, pharmaceutical and contract-packaging applications. The printer's equipped with a simple user interface and a text-editor software package, and a dual CompactFlash™ memory card eases setup, backup, cloning and upgrading. Other features include a heated printhead, a built-in pump and electric printhead shutoff valves.

Videojet Technologies, Inc., 800/843-3610.
www.videojet.com



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new products equipment



Rotary shrink labeler The COMAG I.S.LA is an integrated rotary shrink labeler. It features a thermo-shrinking system integrated within self-contained cylinders on a rotary carousel, eliminating the need for, and floorspace required by, traditional shrink tunnels, the co. says. Label application and sleeve-shrinking are handled in one self-contained step. Label shrinking is facilitated by steam inside individual cylinders mounted on a high-speed, rotating carousel. The system achieves repeatable labeling, regardless of bottle shape and size, up to speeds of 48,000 bottles/hr, the co. says.

Polypack, Inc., 727/578-5000.
www.polypack.com

Permanent magnet motors, drives

The ECOHEART family of high-efficiency, permanent motors and drives is targeted at OEMs that are designing customized drive systems. Compared with conventional induction motors, this permanent magnet technology achieves 10-percent higher efficiency because the internal power loss is reduced by 50 percent, co. reports. The volume of the motor is reduced by 50 percent and weight by 35 percent due to high-performance magnets and a new method of winding the stator. ECOHEART achieves low torque ripple, low vibration, low acoustic noise and much reduced harmonics, the co. claims.

Hitachi America, Ltd., 914/524-6615.
www.hitachi.us



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www.intrapacgroup.com



Sleeve wrappers, bundlers

The redesigned and upgraded DAMARK B Series of shrink-sleeve wrappers and bundlers can be configured to produce either bull's-eye or full-enclosure-style packages using PE shrink films. The following improvements have been implemented: 14-in.-dia film rolls can be used; unrestricted access to film feeds is provided; a single-motion film thread is now standard; and new infeed and outfeed conveyors are being used on all 24-, 34- and 44-in. wrappers.

Plexpack Corp., 800/265-1775.
www.plexpack.com

Scalable HMI operator terminals

The Exter™ configurable, scalable HMI series features an intelligent design that encompasses esthetics and user-friendliness, the co. states. The new series features ergonomics, a Windows CE.NET Version 4.2 platform with an Intel Xscale processor (PXA270) and a persistent storage manager that keeps data safe during power-failure interruptions. New Information Designer software permits quick and easy HMI system configuration and requires less than 10 min to initiate an application. Each operator terminal can act as both a service and a client in a network and is web-enabled. Applications can be created by pointing and placing onscreen. The software illustrates what a real application will look like and allows instant testing in an off-line simulator.

Beijer Electronics USA,
847/619-6068.
www.beijerelectronics.com



Digital signal analyzer A small, rugged dynamic signal analyzer is built on the co.'s reconfigurable I/O hardware. The cRIO-4408 DSA is a 24-bit, eight-channel data-acquisition device for making high-accuracy sound and vibration measurements from integrated electronic piezoelectric sensors. Works for in-vehicle or embedded-machinery monitoring applications in harsh environments. Offers communication through standard 10/100 Ethernet and built-in analog and digital anti-aliasing filters that automatically adjust according to the sampling rate.

National Instruments, 800/258-7022.
www.ni.com



XML-enabled and RFID printers The co. has earned authorization from Zebra Technologies to provide Zebra's complete range of XML-enabled label printers and RFID printer/encoders. Extensible Markup Language increasingly is becoming the standard for business-to-business and application-to-application transactions and can eliminate print servers and middleware by providing a direct connection to ERP, WMS and similar business process applications, the co. says. XML-enabled printers include narrow- and wide-web thermal-label printers, RFID smart-label printer/encoders, and the co.'s exclusive smart label printer-encoder-applier.

Weber Marking Systems, Inc., 800/843-4242.
www.webermarking.com



Semi-automatic case former Little David CF-5 case former seals up to 15 cases/min, depending on operator performance and range of case sizes. Most changeovers are tool-free, requiring less than a minute. PLCs help eliminate jams. The machine folds and holds the bottom flaps of all RSC corrugated cases, from double-wall to recycled material, and can withstand industrial environments with a heavy-duty, all-steel construction. Can be used alone or with any case sealer; legs slide and lock in place to adjust to any sealer height.

Loveshaw Corp., 800/572-3434.
www.loveshaw.com



Cottoner The Cotton Star automatic cottoner can provide up to 120 inserts/min of cotton, rayon or polyester. With feedscrew indexing, it can be quickly changed over without tools to handle other bottle sizes. The cottoner can be set to produce inverted, U-shaped insertion lengths from 2 to 9 in. Its designed for dependable performance and easy maintenance, the co. says.

Capmatic, Ltd., 514/322-0062.
www.capmatic.com

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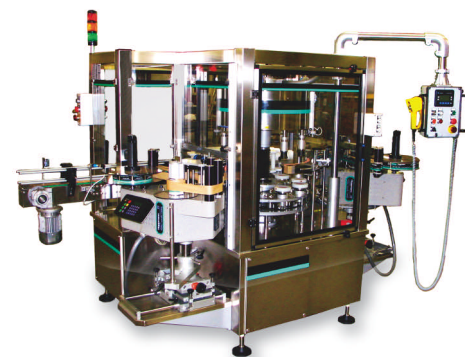
Monitoring modules

The XM-160 Series of overall machinery protection modules can be deployed as either standalone monitors or as part of a broad, networked solution. The intelligent, distributed I/O modules are designed to detect system deterioration, providing maintenance departments with the intelligence necessary to correct issues before productivity is impacted. Linking maintenance tools into control architecture, the modules can be deployed on an open-standard, industrial bus, allowing plant engineering and maintenance personnel to



continuously monitor and protect critical plant-floor assets. The modules can be integrated via DeviceNet with other XM protection modules, PLCs, distributed control systems and condition monitoring systems and display devices. For standalone applications, the series includes a comprehensive alarm

logic/channel. The monitor also supports the linking of up to two XM-441 expansion-relay modules.
Rockwell Automation, 800/223-5354.
www.rockwellautomation.com



Rotary labeler

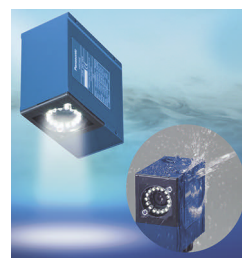
The removable cam M3 rotary labeler is a fully synchronized system designed to allow for maximum flexibility with minimal changeover time, the co. reports. The M3 system consists of a removable cam that allows the cam movement to be changed within minutes. It also includes high-speed L500A Series applicator heads, with features such as Auto-Teach, dual-nip rollers for push-pull effect, a dual micro-processor controller and a high-torque stepper drive. A continuous, closed-loop encoder feed ensures accuracy, the co. says.

Hoppmann Corp., 800/543-0915.
www.hoppmann.com

Vision sensor

The LightPix AE20 is an integrated lighting, CCD color camera and CPU vision sensor that can be programmed using the co.'s AETOOL software. LightPix offers six interchangeable inspection packages, which include color judgment, color area, color pattern matching, measurement, edge detection and peak detection, with connectivity to the co.'s PLC and HMI. A robust, aluminum IP67 construction and an optical red LED for easy height adjustment make this system dependable in harsh environments, co. says.

Panasonic Electric Works Corp. of America, 908/464-3550.
<http://pewa.panasonic.com>



Connector clamps

Metric, aluminum two-way and base-plate connector clamps are available in a black, powder-coated finish or a natural color with a matte shot-blast finish. The clamping bores are machined and designed for metric tubing types GN 990, DIN 2391, DIN 2395 and DIN 2462. Clamp fastener assembly choices include socket cap screws, hex cap screws or adjustable levers. Applications include tube mountings for machine guards, mounting supports for labeling or bar-coding heads and more.

J.W. Winco, Inc., 800/877-8351.
www.jwwinco.com



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Step motor/driver package

The IP65-rated αStep AS Series with dust- and splashproof capabilities is a hybrid step motor and driver package designed to never lose synchronism, according to the co. A new embedded rotor-position sensor monitors performance to prevent loss of motion. A splashproof seal is added to the redesigned size 23 (60-mm) and 34 (80 mm) AS Series metal connectors to achieve IP65 protection. A protective, earth-ground terminal is installed on the metal connector to the motor case. The 60-mm-sq AS66A and AS69A motors develop 170.0-oz-in. and 280.0-oz-in. holding torque, respectively. The larger, 80-mm-sq AS motors develop 280.0-oz-in. (AS98A) and 560.0-oz-in. (AS911A) holding torque.

Oriental Motor USA, Corp.,
800/418-7903.
www.orientalmotor.com

Smart couplings

The IndentiQuik™ Series of smart couplings enables users to exchange data between the two halves of a coupling using contactless RFID technology. Data can be exchanged from the product side, such as rigid containers or bag-in-box applications, to the interrogator on the equipment side. The interrogator can then be used to write product data to the RFID tag incorporated into the packaging fitment. The couplings also allow data to be exchanged before the two halves are connected, providing an additional level of security. The couplings are said to prevent misconnections due to operator error or out-of-sequence connections, save time by automatically processing documentation and prolong equipment life by protecting against the use of harmful media that could disable or destroy equipment. Power supply voltages from 8 to 25 VDC can be accommodated. Communication is facilitated by a standard RS-232 interface or an optional RS-485 interface.

Colder Products Co., 800/444-2474.
www.colder.com

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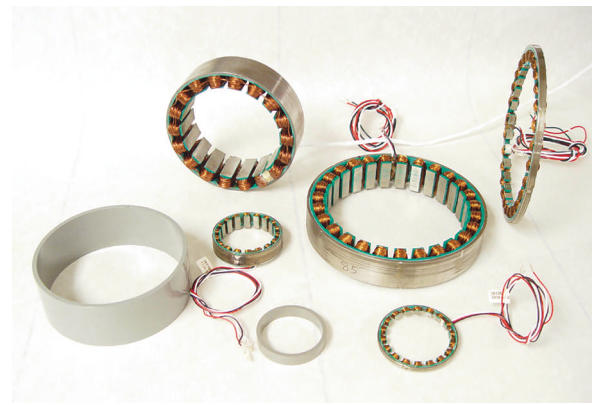
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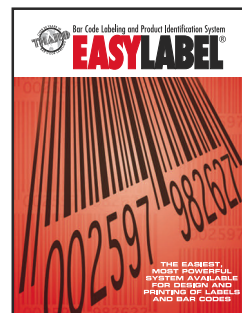
brought to you fresh every morning by the Packaging Digest editors and Lexis-Nexis.

Expanded motor line The ULT motor line now comes in sizes up to 355 mm dia, with 200-mm through-holes. The motors are suitable for direct-drive systems in precision inspection and metrology. Recent applications cover satellite scanning and tracking systems as well as unique medical devices. These direct-drive, frameless motors connect to standard, three-phase, brushless amplifiers or digital drives. They also feature a low-profile axial height with a 10:1 ratio between the diameter and the length. The Rotor hub can be quickly customized to integrate with a customer's mechanics. Large through-holes make the frameless motors suitable for systems requiring a passage for cables, optical components and lasers.

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Easy to use, the PA1200t requires minimal adjustment to changeover from applying labels to the top or side of a product. The PA1200t/b was designed to apply labels to delicate products or products with curved or uneven surfaces. The Tamp Pad delivers the label right above the product and the label is blown the rest of the way on. The PA1200t and PA1200t/b can use a Zebra Z4Mplus, Datamax I-Class or Tharo H-Series printer.

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Packaging is prominent at Interphex show



www.interphex.com

Pharmaceutical packaging machines and materials star in a prominent role at the March 21 to 23 show in New York City.

This year's pharmaceutical industry show brings the latest technologies from 800 exhibitors, guidance from the industry's most knowledgeable people at the conference program and a chance to network with peers. Interphex 2006 comprises four major segments: facilities, outsourcing & contract services, information technology and manufacturing/processing. Key pavilions include Packaging (sponsored by *Packaging Digest* and the Healthcare Compliance Packaging Council), Process Automation & Controls (sponsored by *Control Engineering*), RFID (new this year), R&D, Contamination Control, the International Pavilion and the Rockwell Automation Partner Pavilion.

Each morning begins with a keynote presentation from 8:45 to 10 a.m. The conference program begins at 10:15 a.m. each day, and several sessions involve packaging-related topics. A preconference workshop on RFID for Life Sciences is scheduled for the Monday before the show. Show hours are 10 a.m. to 5 p.m.,

Tuesday and Wednesday, and 10 a.m. to 3 p.m. on Thursday. Registration for exhibits-only is \$75. For the conferences, a one-day pass is \$495, and the full program is \$1,095. For information on the conference program and the show, visit www.interphex.com or call 888/334-8704.

The following exhibitors have a marketing message in this issue:

Bosch Packaging Technology—419, p. 47.
Cozzoli Machine—619, p. 12.
Eriez Magnetics—A2129, p. 48.
Hitachi America—569, p. 39.
Image USA—2224, p. 8.

Klockner-Pentaplast—1611, p. 14-15.
Lowry Computer Products—E2660, p. 4.
Polypack—P2373, p. 40.
Rockwell Automation—A2037, p. 27.
Tagsys—E2756, p. 21.

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All Fill appoints Sam "Buddy" Pennisi manager of research and development.



Doug Herr
National Sales Manager
Bobst Group

Bobst Group USA promotes Doug Herr to national sales manager, Folding Carton business; he has been with Bobst for 29 years.

Dennis McGrew becomes the new president and CEO of **NatureWorks LLC**, following the retirement of the former president, Kathleen Bader. McGrew had been vp and chief marketing officer.

George Reynolds joins **Avery**

Dennison RFID as vp of sales & marketing; he locates at the company's Atlanta Technical Center.

Eric Beringause joins **Alcoa**

Consumer Products as president of the consumer products business within Alcoa, Inc.; he had been a senior vp at Novartis.

Colder Products promotes Rick Garber to vp of marketing to oversee the co.'s global marketing and sales support. Garber had been the smart technology business unit manager.



Eric Beringause
President, Consumer Bus.
Alcoa Consumer Products

Cousins Currie, Ltd. names John Tzanis as general sales manager; Michael Scott is welcomed to the company as manager of export sales.

Dainippon Ink & Chemicals, parent company of Sun Chemical Corp., appoints David Hill as president and CEO of Sun.

DE-STA-CO appoints Scott Peters to director of sales for North America, responsible for development and implementation of sales plans and strategy.

Ken Murtagh has been named regional sales manager of **Novapak Corp.**

Cryotech Intl. (formerly VBS Intl.) welcomes Vince Avillion as regional sales manager for Alabama, Arkansas, Georgia, Louisiana, North and South Carolina and Tennessee.

PolyOne Corp. appoints Dan Kickel as vp and general manager of its Polymer Coating Systems business.

Robert Palmisano joins **New Jersey Packaging** as sales and marketing manager; he has 19 years experience in



John Tzanis
General Sales Manager
Cousins Currie, Ltd.



Michael Scott
Manager of Export Sales
Cousins Currie, Ltd.

printing and packaging.

Amcor Flexibles appoints Jerry Bennis as vp, strategy-Americas; he had been vp-sales & marketing for U.S. healthcare business. Tom Cochran joins Amcor as vp, sales & marketing for the U.S. healthcare market.

Brian Marvelley is the new president and CEO of **Battenfeld Gloucester Engineering Co.**, a plastics extrusion division of the SMS group. Harold Wrede becomes chairman, while also retaining his duties with Battenfeld Chen in China.

SamSys Technologies appoints Tom Dzierk as president and CEO; he is a veteran in the bar code/Rfid and supply chain industries.

Don Kane joins **Curtis Packaging** as senior account executive for cosmetics and personal care products.

Alcan Packaging Cebal's Tubes

America welcomes its new management team of Jean-Pierre Falies, general manager; Andy Bolto, vp sales and



Jerry Bennis
VP, Strategy-Americas
Amcor Flexibles



Tom Cochran
VP, Sales & Marketing
Amcor Flexibles

Continued on page 70



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Continued from page 69

marketing; and Jacques Pidol, director, operations and



George Dettloff
President & CEO
SKF USA

continuous improvement.

George Dettloff becomes president and CEO of **SKF USA**, succeeding Sten Malmstrom, who retires after 32 years with the co.

Thomas Lockwood, PhD joins **Design Management Institute** as president, succeeding Earl Powell who is retiring.

Strong Brands has named Laura Belocas, a veteran in the wine and spirits industry, national marketing director.

i4design, the branding div. of Capps, has hired Jim Goodell as its first-ever CEO. Based in San Francisco, he will also oversee the Chicago and New York operations.

Lacerta Group, Inc. appoints Joseph A. Iannone as regional sales manager.

DMI, a contract manufacturer/packager, promotes Michael Spinapolice, Jr. to vp-product development. Peter Wood will lead product and market development for **Tidland** slitting systems and accessories.

ON THE MOVE

Novamelt, which specializes in pressure-sensitive adhesives, is expanding its distribution to include the U.S. The product line had been sold exclusively in Europe.

Bradman Lake GmbH moves to an 1,800-sq-m factory in Dietmannsried, Germany, which includes 1,200 sq m of



Dietmannsried, Germany Factory
Bradman-Lake GmbH

engineering workshops and 600 sq m of office space.

Eriez is expanding its Erie, PA, plant, which serves as

its world headquarters. The expansion should be completed by November.

Phoenix Closures opens a 200,000-sq-ft plant in



Newport, TN Manufacturing Facility
Phoenix Closures

Newport, TN—its third manufacturing facility.

Barry-Wehmiller Design Group is expanding its

pharmaceutical and biotech consultancy operations in the mid-Atlantic region and relocating to a new, larger facility in Philadelphia.

Premier Industries.

Daicel Chemical Industries, Ltd. and Topas Advanced Polymers jointly announce the acquisition of the cyclic olefin copolymer (TOPAS®) business of Ticona, a wholly owned subsidiary of Celanese Corp.

Alpha Packaging announces the acquisition of Yorkbridge Packaging Northeast, a PET bottle manufacturer in Bethlehem, PA.

ACCORDS

Teledyne Technologies has acquired Benthos and TapTone. TapTone will operate as an independent business unit of Teledyne and will be known as Teledyne TapTone.

CELEBRATING

Contract Packaging Association announces that it has signed on its 100th corporate member. The association has more than doubled its membership since the beginning of 2005.

HAPPENINGS

Pharmaceutical packaging industry veterans Jeff Scheminger and Ed Mazur, formerly of Lakso/DT Packaging Systems, have formed a new company, **LDS Assembly Systems**. Scheminger serves as president,

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Mazur as vp of sales & marketing, and Ken Flinkstrom joins the company as business unit manager of integration and rebuild services.

The **Packaging Machinery Manufacturers Institute** has reorganized its internal operations into four business units: Industry Services, Market Development, Member Services and Tradeshow.

Pride Packaging, a minority-owned consumer and industrial packaging products co., opened for business in January at its Bloomington, IL, headquarters. Officers are Orlando Martinez, chairman; Lisa Slater, CEO; Paula

Baughman, vp-business development; Jim Morris, executive vp; and Amy Vogel, vp-client services.

Flint Group is the new name for the holding company created by the merger in late 2005 of European-based XSYS Print Solutions and U.S.-owned Flint Ink Corp.

World Wide Packaging, Inc. creates a new Plastic Tube Div., to be headed by Jeffrey Hayet, newly appointed vp.

CALL FOR ENTRIES

DuPont Packaging, in cooperation with Campden and

Chorleywood Food Research Association in Gloucestershire, England, and Food Products Association in Washington, DC, announces its call for entries for the Nineteenth DuPont Awards for Innovation in Packaging. Entries need not include a DuPont product to be eligible. Entry forms can be found at <http://packaging.dupont.com/>. Deadline for submission is May 5. Winners will be announced and presented their awards on Friday, Aug. 11 in Philadelphia.

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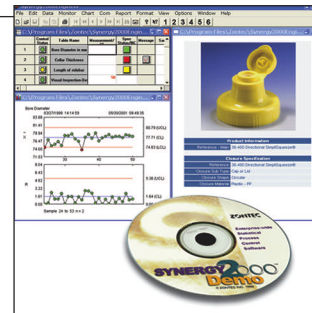
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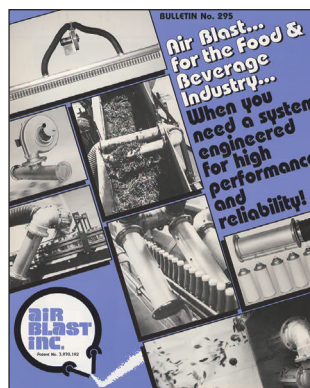
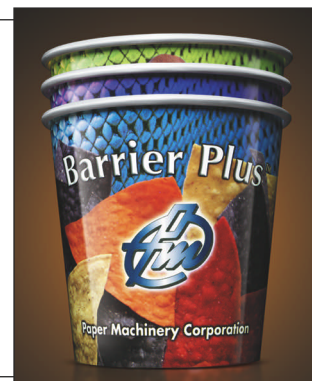


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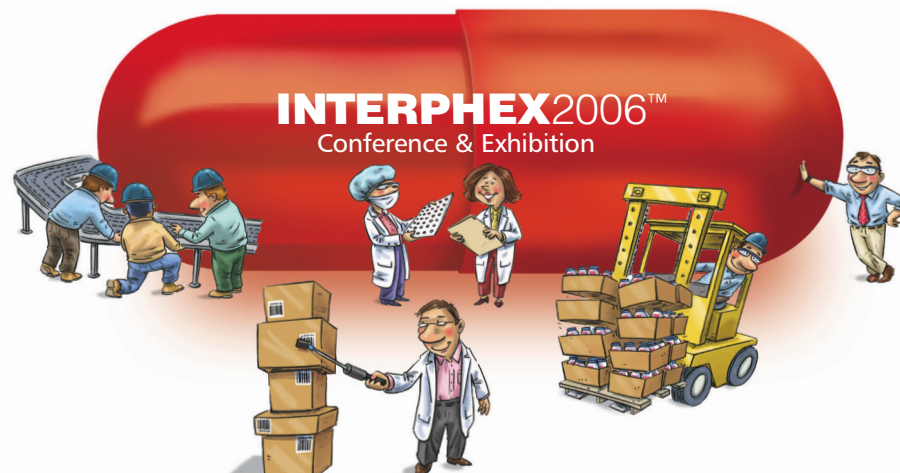
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**A Call to Action!!**

The U.S. Food & Drug Administration has proposed in its 2007 budget to totally eliminate the Food Contact Notification program, leaving instead the laborious Food Additive Petition process for gaining FDA approval for new uses of materials, which Legal Editor Eric Greenberg says would "cause colossal injury to the packaging industry (see **Legal Impact**, p. 24)." The real action will be in Congress now. An industry coalition has been formed by the **Society of the Plastics Industry** (**www.socplas.org**); see the top news item on their home page. For anyone who wants background information or wishes to express their views to FDA, contact FDA's Office of Budget Formulation and Presentation at 301/827-5001 and ask for Patrick McGarey or Gary Claywell.

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March 21-23 Interphex 2006.

*Jacob K. Javits Convention Center,**New York. 888/334-8704.**www.interphex.com*

March 27-30 Material Handling &

Logistics Show and Conference (NA

2006). *I-X Center, Cleveland.**704/676-1190.**www.na2006.org*

March 28-29 Smart Labels USA

2006. *Westin Copley, Boston.**305/572-7831.**www.smartlabelsusa.com*

April 3-5 2006 Take it Back!

Conference. *Bally's Las Vegas Hotel,**Las Vegas. 301/345-4237.**www.raymond.com*

April 18-21 Dimensions.06.

*Crowne Plaza Hotel, San Antonio, TX.**517/333-3437.**www.dimensions-info.com*

April 20 Innovation of Beverage

and Brew Packaging Seminar.

*23F, Dacheng Building, Beijing.**0086 10 6642 2042-241.**www.pdcchina.com.cn*

April 24-26 Fuse Brand Identity

& Package Design.

*The Waldorf Astoria, New York.**212/661-3500. www.iirusa.com*

May 16-18 The Packaging Summit

2006. *Donald E. Stephens Convention**Center, Rosemont, IL. 262/782-1900.**www.pkgsummit.com*

May 17-19 18th Intl. Brand

Design Conference.

*Marriott Chateau Champlain,**Montreal. 617/338-6380.**www.dmi.org/branddesign*

June 6-8 EastPack 2006.

*Jacob K. Javits Convention Center,**New York. 310/445-4200.**www.devicelink.com/expolepack06/*

June 27-30 ExpoPack Mexico 2006.

*Centro Banamex, Mexico City.**703/243-8555. www.expopack.com.mx***newsbytes**Visit **packagingdigest.com/bytes** for these top headlines in the packaging marketplace.**PACK EXPO International space going fast**

With more than 1,100 exhibitors already registered to occupy more than one million net square feet of space, PACK EXPO International 2006 has sold 90 percent of available exhibit space for the upcoming show.

Healthy eating creates dilemma for the food industry

A new report says that food companies are facing a business conundrum in the wake of the consumer stampede towards healthier eating: continue going against the grain with high-margin, not-so-healthy products or deliver healthier foods at smaller margins.

Sunkist sees potential in marketing sliced fruit

Confronted with consumers who would rather peel open a snack bag than a fresh orange, Sunkist Growers, Inc. will announce a plan to fight back with a line of grab-and-go cut fruit.

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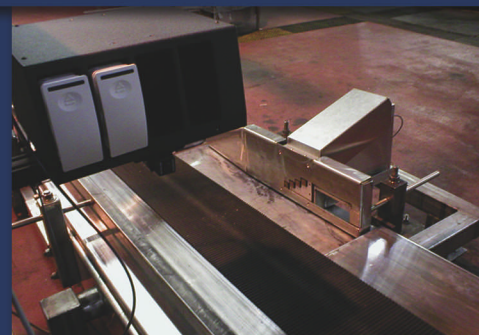
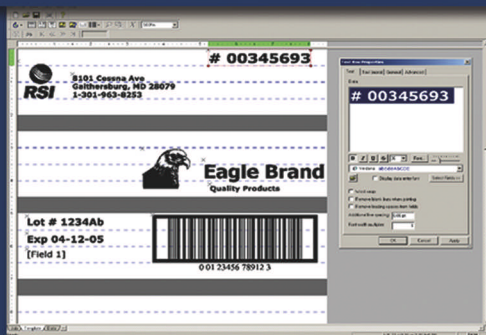
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