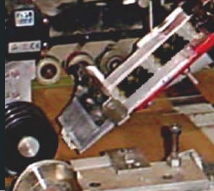




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Printers offer positive patient ID

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Pharma packaging demand to hit \$11 billion by 2010, study says

These and other pharma trends are the focus of a new study from The Freedonia Group that can be found at www.packagingdigest.com/info/pharma06



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design trends beverages



Aroma-infused cap 'flavors' water

Sniffing out an emerging trend in smart packaging, Aroma Water, LLC, Haverford, PA, has introduced the new Aroma Water™ line of 100-percent-pure water products "flavored" through the use of an aroma-infused bottle cap. The second such application known by PD of **ScentSational Technologies' (www.scentsationaltechnologies.com)**

Encapsulated Aroma Release™ technology for bottled water—the first being NutriSystem, Inc.'s release in 2004 of the Aquaescents™ sports bottle line—Aroma

Water contains no sweeteners, sodium or calories, but relies on the cap's aroma to provide the sensation of flavor.

"Since approximately ninety percent of taste is from the sense of smell, consumers experience the sensation of delicious flavor, while their bodies get the pure hydration they need," explains Aroma Water director of marketing Brooke Mills. She adds that the product was created in response to what Aroma Water viewed as the lack of healthy, good-tasting beverage options on the market.

Aroma Water is available in Lemon Lime and Mandarin Orange flavors, with Peach, Mixed Berry and other varieties soon to be released. The crystal-clear, pure water, filled by independent bottlers, is packaged in a trim, 16.9-oz, polyethylene terephthalate bottle, custom-designed by **Zuckerman Honickman (www.zh-inc.com)** and molded by **MPI Packaging, Inc. (www.mpi-pet.com)**.

The threaded sport cap is supplied by ScentSational, which Mills says uses several of the countries' leading injection molders to create its components. As ScentSational chief technical officer Steven Landau once explained to PD, flavors are added to the plastic in the molten stage. Supplied by **Firmenich (www.firmenich.com)** the flavors are engineered to withstand the heat that the product goes through.

Label graphics, created by **Spencer Advertising (www.thinkspencer.com)**, provide refreshing photography of a slice of lemon or a slice of orange being dropped into water.

As it is sold now, the cap is covered with plastic film to provide tamper-evidence, but future caps will incorporate a tamper-evident feature. The cost per bottle for new Aroma Water is from \$1.29 to \$1.49, depending upon the retail location.



Airforce soda takes flight

This year's Food Marketing Institute (FMI) Show was fizzing with numerous energy drinks, functional beverages, new-fangled soda flavors, soda blends and juice mixtures, many packaged in eye-catching aluminum cans that are printed to attract, sell, beautify and keep consumers thirsting for more. One of the many examples PD spotted is airforce® NutriSoda®, a carbonated soda that comes in tall, pastel-colored, 8.4-oz cans that bear names claiming to keep one "Calm," "Slender," "Radiant" or "Immune" or can "Energize," "Focus" or "Flex." Each can also incorporates a graphic of a circular airplane icon in a contrasting color beneath the flavor name, bordered in white. The unusual look, created with design assistance from **Kenyon Consortium (www.kenyon2.com)**, is distinctive, and the air force theme, which didn't come from the military but from an air-travel idea flown in by Ardea's president, CEO and founder, Joe Heron, is sure to attract curious consumers. **Ball Corp. (www.ball.com)** provides the tall cans.

Micro brew/cup gains ground for java

The JavaVoo Micro-Brew coffee brew cup from JavaVoo, LLC is still awaiting a market launch, but should appear in 2007, says Robert Vu, president and CEO of JavaVoo. Highlighted at the FMI Show in May, the JavaVoo Micro-Brew Personal Barista provides a cup of freshly brewed coffee in a disposable container. It comes with ground coffee, water, cream and sweetener. The fluted cup holds a foamed shrink label, a sipper lid, an ingredient canister and a lid/bottle containing water. The components will likely be made of polypropylene, Vu says. Once a seal is peeled away, the lid/bottle inside can be removed to access the coffee/water vessel and is inverted and twist-fitted on top of the container. The water heats and moves through a filter of coffee grounds, brewing the coffee. The bottle is then removed and can be disposed of.



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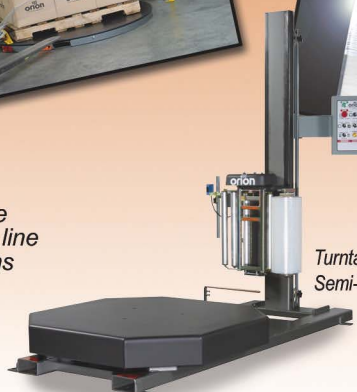
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design trends



Budweiser kicks off the grilling season with four new sauces

Summer, an ice-cold Budweiser and grilling with friends and family—what could be better? Anheuser-Busch has the answer and is kicking up the grilling season with a new line of Budweiser sauces, including a basting sauce, two barbecue

saucers and a wing sauce. Through a licensing agreement, Vita Food Products, Inc., Chicago, created and began distributing the new line of Budweiser-branded sauces just in time to celebrate Independence Day. “When we think about summer, we think about getting together with friends, grilling and enjoying ice-cold Budweiser,” says Randall Blackford, director of Budweiser marketing, Anheuser-Busch, Inc. “There are few things as distinctly American as Budweiser and barbecuing, and our line of Budweiser-branded sauces provides another way for home cooks and grillers to add flavor to their dishes.”

The Budweiser sauce recipes were created by a team of chefs led by certified executive chef Brent Wertz, at Anheuser-Busch’s Kingsmill Resort in Williamsburg, VA, in conjunction with Anheuser-Busch brew masters. Chef Wertz and his team created special sauces resulting in an exceptional taste experience that will pair perfectly with beer. In fact, Budweiser is a key ingredient in the creation of these savory sauces. Vita Food Products has confirmed that the alcohol content after production meets all government requirements to be classified as a nonbeverage food product.

The Budweiser sauces will be available nationally at grocery, club and mass retail stores through Vita Foods. “Vita is pleased to partner with Anheuser-Busch to further the brand exposure of Budweiser within the food industry and provide sauces with exceptional tastes similar to that of Budweiser beer,” says Stephen D. Rubin, president of Vita. The price of the sauces will range from \$2.69 to \$3.19.

Detergent downsizes for a bigger impact

Small in size but making a big splash in laundry detergent aisles, new All® Small & Mighty™ provides a three-times-concentrated version of Unilever’s All® brand detergent, cleaning as many loads as a 100-oz bottle “but in a smaller, more compact package that’s easier to pour, store and carry,” explains Helayna Minsk, director of marketing for Unilever. “We were looking for a way to lighten the consumer’s load, literally and figuratively,” she says. “The key was to do this in a way that didn’t compromise the great cleaning they got from nonconcentrated All.”

Designing the bottle to address consumers’ issues with handling big, bulky detergent bottles, Unilever also worked with Wal-Mart to make the bottle more shelf-friendly and more sustainable. According to Minsk, the 32-oz mini bottle uses less plastic in its packaging, 64-percent less water in its formula than regular detergent and fits into smaller cases, saving on corrugated. And, she adds, it also takes less fuel to ship these smaller bottles because a larger quantity of product can fit into each truck bound for the customers’ warehouse. According to Unilever’s website, this results in an annual savings of almost 500 million gal of water, 26 million gal of diesel fuel, 150 million lb of plastic and 750 million sq ft of corrugated.

At the retail level, because more of the smaller bottles can fit on-shelf, retailers realize cost savings in distribution, inventory and labor, Minsk claims.

The product’s custom, high-density polyethylene bottle is from **Graham Packaging Co. (www.grahampackaging.com)** and is topped by a polypropylene cap, also from Graham. An oriented polystyrene label, with graphics designed by **Vibrant Ltd. (44-01753-624242)** in the U.K., is reverse-gravure-printed by **Fort Dearborn Co. (www.fortdearborn.com)**.



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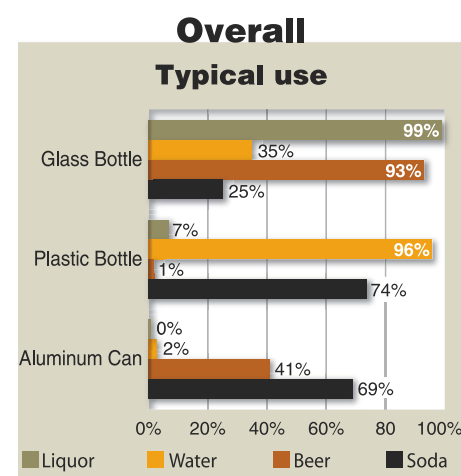


In the wake of Kraft Foods' appeal to the public for new product and packaging ideas, as it tries to bring new ideas to market more quickly, comes a block of Parmesan cheese encased in a disposable, plastic grater. The unusual plastic container that Kraft calls its Grate-It-Fresh delivers a fresh, grated taste in one easy twist. A twist/turn grating device is outfitted on the base.

Kraft's Kelly Redmond, senior manager of communications, likens the delivery system to a vise that tightens as it twists and presses. The container idea was reportedly inspired by a small grocery store in Italy. The move is the next phase of a drive initiated 12 months ago by Roger Deromedi, chief executive, to tap into innovation outside the company. Launched nationwide last month for a suggested retail price of \$4.99 for 7 oz of product, which can be stored refrigerated for up to 150 days, the translucent container comes in a printed film bag with a peel seal on one corner.

Study asks U.S. and European consumers for package preferences

Results from a beverage package survey fielded by design firm **Dragon Rouge LLC** (www.dragonrouge-usa.com) reveal that consumers in both the U.S. and Europe prefer glass bottles for spirits and beer and plastic bottles for (still) water, and are evenly divided between aluminum cans, plastic bottles and glass bottles for soda. Highlights indicate that 98 percent of the U.S. consumers participating prefer glass for liquor, 96 percent prefer glass for beer, 89 percent prefer plastic containers for water, and 42 percent favor plastic for soda. Also for soda, 36 percent prefer aluminum, and 22 percent prefer glass.



Little difference was cited by age or sex, and the results were largely consistent between Americans and Europeans, with few exceptions. Soda is consumed in plastic bottles more in the U.S. and glass more in Europe, the study indicates, while soda is consumed about equally in aluminum among those polled. And, while they're not keen on consuming beer in plastic bottles in either locale, nearly half of the U.S. respondents have done so, while only about one in 10 Europeans have.

While 46 percent of the respondents say they have consumed beer in a plastic bottle (mostly at sporting events), 86 percent say that consuming beer in plastic is less desirable than in glass. Of these respondents, a full 40 percent believe that beer tastes better in glass bottles, while 37 percent perceive that it isn't as cold. Of those who say that plastic is better (10 percent), the main reasons cited are its shatterproof and lightweight qualities.

Says Dragon Rouge USA president Jonathan Asher, "Despite attempts to market spirits and beer in plastic bottles, it has yet to catch on."

To complete the study, Dragon Rouge surveyed 100 consumers in the U.S. and Europe. The survey was conducted electronically during the month of May 2006. The graph pictured describes the overall findings. The full report is available at www.dragonrouge-usa.com or by calling 212/367-8800.

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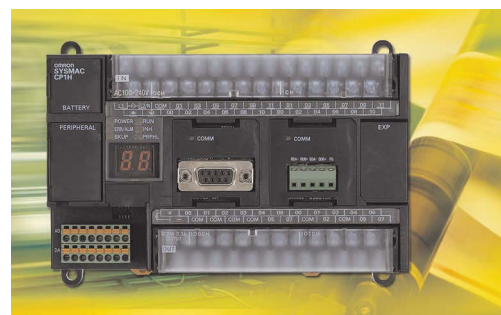


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The Packaging Digest Suppliers Guide online has migrated to a new location at www.pdsuppliersearch.com (it's easy to click from our home page). The new directory is powered by Kellysearch, the world's largest business-to-business search engine. We have incorporated the 2000 packaging suppliers from our Suppliers Guide into the 1.9 million companies on Kellysearch. More than 180,000 product categories make it easier for users to find what they need.

Kellysearch evolved from a U.K. business directory founded 100 years ago. In 2001, Kelly's Industrial Directory launched online, and in 2004, the site included the U.S. and Canada for the first time. Today, the online directory is available in English, of course, but also in German, Dutch and Japanese. You may not have heard of Kellysearch yet, but I assure you that your European colleagues have. More than 24 million individual searches are conducted there each month, and 93 percent of the users recommend Kellysearch to others they know. That's because the search engine is strictly business, and its very granular lexicon allows users to become extremely specific

in their searches. Once a search term is entered, a long list of specifiers becomes available. From there, you can select companies, visit their company description, look at a catalog, e-mail a question to the company and even request a quote. Is location important to you? Click on the location and Kellysearch will narrow your search to companies that meet your criteria in a specific state.

Kellysearch vp Jim Mitchell tells an amusing anecdote about an encounter he had with a production engineer from Hershey, whose job it was to make sure the peanut butter got inside the Reese's Peanut Butter cups. Jim wanted to do a demonstration for the man so he asked what the engineer needed. "A pump," he said. "Well," answered Jim, "we can get very specific with this search. What kind of pump?" Actually, the engineer sheepishly answered, "a peanut butter pump." Now that's getting *very* specific, thought Jim, but let's give it a test run. Sure enough, the search found two companies who make peanut butter pumps. Will your searches meet with the same success? Hard to say, but you won't do better anywhere else. Introduce yourself to Kellysearch's mole, Max, and get diggin'.



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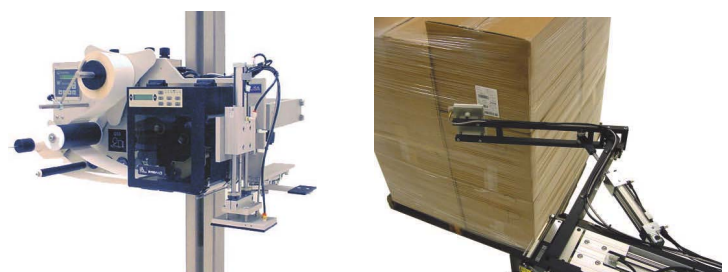
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Control components A range of ultra-flat control components, RAFIX 22FS, reportedly has a short behind-panel depth that allows the components to be mounted on the same printed circuit board as short-travel tact switches, keys or other components, simplifying design and assembly and saving costs. With a 9.2-mm mounting depth, the components, in such applications as automation and industrial control, now require

one PCB rather than the two needed with earlier components that have a 1.5- to 2-in. behind-panel depth, the co. notes. Actuators are fastened to the front panel with a threaded ring in a 22.3-mm-dia cutout to IEC 947. A cast-on collar seal with an integrated membrane layer resists moisture.

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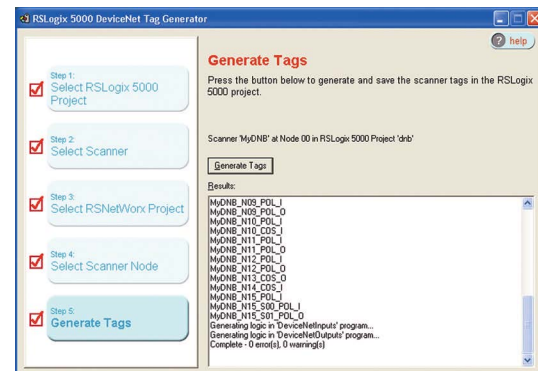
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Configuration tool The co. brings a new feature to its RSLogix programming software, adding DeviceNet products to a Logix-based control system. This free configuration tool, the co. says, automatically defines data tags, helping reduce the amount of programming time required. The RSLogix 5000 DeviceNet Tag Generator reportedly prompts engineers through a series of steps to select the right scanner and to configure each device more quickly. The generator supports the co.'s Logix programmable automation controllers, versions 12 and higher, and DeviceNet scanners, and is said to be currently included with the newly released RSNetWorx for DeviceNet v7.00.00.

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Gear reducers Said to be maintenance-free for their entire service lives because of a unique lubrication concept, the LP+ and LPB+ Value Line of gear reducers are suitable for less-demanding applications and offer outstanding efficiency with low torsional backlash, the co. says. The LPB+ option adds an integrated, geared-pulley drive system, which eliminates the need for a right-angle gearbox, couplings and/or additional bearings. This can reduce costs and parts and boosting performance. The co. also notes that the gear reducers reach more than 95-percent efficiency at full load.

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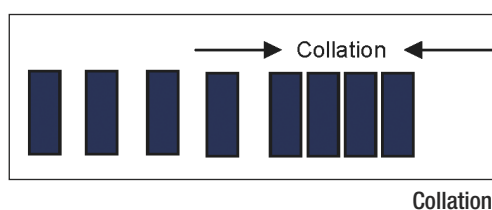
Delta robots are designed for **PACKAGING**

Increase ROI by understanding the types of Delta-style robots available for packaging line automation.

It's rare to design a product that fits your current production and packaging line without having to make any adjustments. In fact, it's a welcome surprise to make small modifications to the production or packaging line to accept a new product. Today, many manufacturers offer a host of products that come in different shapes, sizes and quantities. And all them are produced and packaged in the same plant. The challenge a manufacturer faces is finding an original equipment manufacturer (OEM) to serve a majority of production or packaging equipment needs, not to mention the budget. With technological growth, knowledge and market acceptance, many manufacturers are actively seeking robotic automation even in smaller startup operations. As recently as seven years ago, some production managers and owners were skeptical of the automation process brought forth by introducing robots into a packaging line. That skepticism was slowly overcome regarding the actual installation, use and maintenance of robots, so today, they no longer carry the stigma of being difficult to use. Although, some manufacturers—especially smaller startup operations—may still think robots are too expensive and can't justify the cost, this is where they're surprised. Implementing robotic automation can result in a 16- to 24-month return on investment for many purchasers. The investment return can add up quickly, from reduced labor on the packaging line to greater, more consistent output, as well as the option to operate three shifts a day and to serve a larger distribution base.

It all sounds simple, and it is, as long as you find the robotic automation and packaging equipment OEM to best suit your needs now and into the future. Whether you are visionary with a 1-, 3-, 5- or 10-year plan, or a free spirit who thinks on your feet, you will need to spend time thinking about how you want to grow your business. Some points to consider:

- Line extensions
- Related products with different packaging size
- Increased output due to increased distribution
- Does current packaging keep product fresh and safe?
- What causes downtime and for how long?

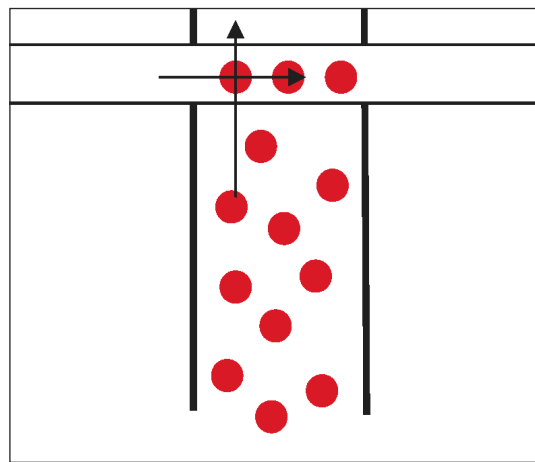


Types of robots available

Understanding various types of robots and their automation processes can narrow the options as to what's most suitable for an operation.

The robot type refers to the way the robot picks and/or places the product from the incoming flow. The Delta-style robot, with parallel-axis, is available in: collation; cross belt; inline; or parallel.

Collation is probably the most common of the three types. This means incoming product is collated in groups prior to being placed in a lug chain of a horizontal wrapper

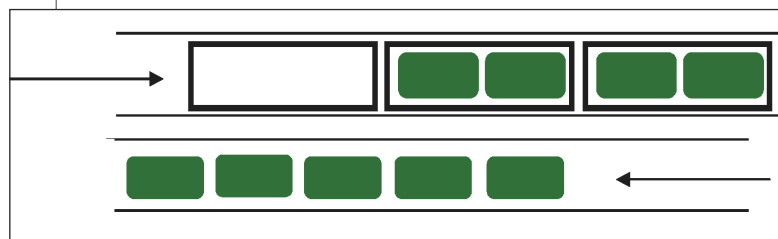


Cross Belt

or in a carton or a tray.

Cross Belt indicates that incoming product flow is perpendicular to the outgoing flow. The Cross Belt type is ideal for incoming products placed and oriented randomly.

Inline or Parallel allows incoming product to flow parallel to the outgoing flow. Inline is commonly used with the



Inline or Parallel

integration of a cartoner when product is placed in a carton. Another use is when a card sheeter is integrated and a product is placed on top of an information card or a pamphlet prior to the infeed of a wrapper.

Robot type combined with function

Depending on the requirements of the product application, a robot cell can be configured with one to three arms. For example, a soft snack cake will require a more delicate picking and placing process at a slower speed than, say a more durable item, such as wrapped deck of cards, which can be run at a much higher speed. The picking device at the end of the robot arm, known as the end effector, is available in numerous configurations to pick and place

nearly any item. Most common are the vacuum-suction-cup-style and mechanical grippers. End effectors are available as a single-pick or a multiple-pick option. The multiple-pick option can pick from two to twelve items at once.

Most robot manufacturers incorporate flexibility into their machines, such as the ability of using a different type of end effector when packaging requires going from a single pick to a multipick or packaging another product type. Another type of flexibility is the option to add or change recipes within the software programs, which control the arm of the robot, whether there is one or multiple arms in the robot cell. This type of flexibility is important for long term investment.

The combination of parallel axis, Delta-style robot technology and software allow the arms to move in perfect harmony without colliding. Many factors go into determining the number of arms within the robot cell. Those factors include the required production speed, item being packaged, if it is a primary or secondary process, how the item enters the robot cell upstream, what processes take place

downstream and if it is a single-packed item or a multipack, as well the existing equipment to be utilized.

Today, customers are starting to understand that adding robots to production lines is more financially reasonable than expected. The previously stated 16- to 24-month ROI of adding

robotic automation is considered a short turnaround when considering the benefits. Others include increased output with the ability to run two and three shifts. Employee injury can also be reduced by eliminating repetitive motion.

In addition, the robot cell can be integrated with other packaging machines to provide a continuous flow on the packaging line.

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Things don't get more natural than water. It was already there before life evolved, and the word "technology" was still lightyears away. As far as the experts at Adelholzener Alpenquellen GmbH are concerned, the words "mineral water" and "servo motor" belong together today rather than conflicting with each other. Servo drives are innovative products of our time that are helping to make natural and healthy mineral water, which dates back to the beginning of our planet, useful for mankind.

With a history dating back almost 100 years, Adelholzener Alpenquellen GmbH is one of the most modern and largest mineral water companies in Germany with national status. The company has never wavered from its commitment to bottling high-quality, natural beverages without using preservatives. New products, like the oxygen-enriched mineral water ACTIVE O₂, have given the company an international name and have led to increases in production, as well as to innovations in the packaging sector. Currently, 400 employees fill about 400 million bottles/year at the company.

Adelholzener was one of the first companies to opt for polyethylene terephthalate bottles when they were launched throughout Germany, and it has equipped five of its eight filling lines to run disposable and returnable PET bottles.

Aseptic filling of sensitive drinks, such as ACTIVE O₂, sports and fitness drinks containing fruit juice and vitamins and fruit juice mixed with sparkling water (Near Water) is one aspect of the corporate quality philosophy.

The aseptic basis of such a filling line consists of the isolator, a small cleanroom that is provided solely for bottle sterilization and the filling and closing operations. These processes can be watched by the company's operating and maintenance personnel through glass windows. Sterile

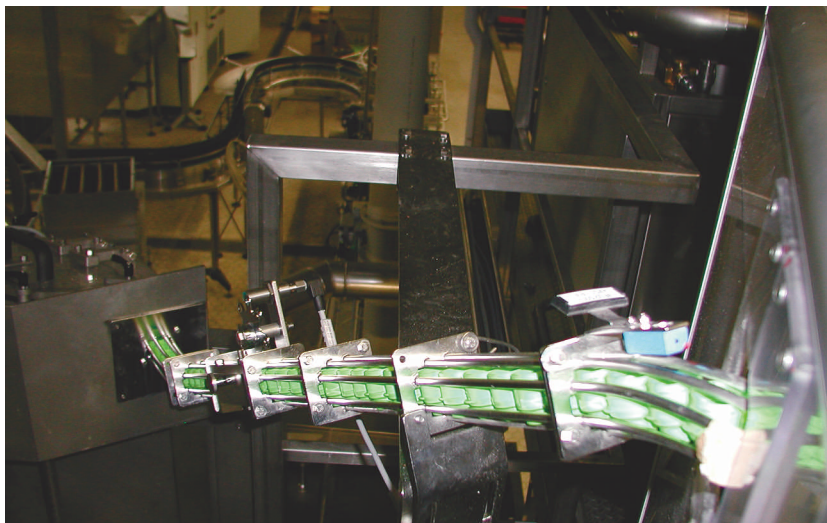


The function and design of the servo motor form an integrated unit with the closing machine.

preparation of the products and sterilization of the closures also take place in hermetically enclosed equipment, but this is done outside the isolator itself. The processes in the cleanroom are fully automated, so that no direct intervention is needed.

The fifth complete PET line at Adelholzener Alpenquellen, which runs 30,000 disposable PET bottles/hr, was installed and put into operation by Krones AG (www.krones.com) in 2005.

The most important elements of this aseptic filling line are the Contiform S20 stretch/blow-molding machine; the injector/rinser/ filler block, which has two closing machines in the small cleanroom; the Contiroll labeling machine and the end-of-line packaging machinery with Variopack and palletizing equipment. The PET bottles, which are pro-



Sport caps travel down a track into the closing machine.

duced from preforms, are transported by an air conveyance system in which they are supported by their necks. A 590-ft-long buffer section above the filling hall compensates for the stop-and-go operations of the Contiform S20 and ends at the aseptic block, where the bottles are transferred to the injector. The water for cleaning and sterile rinsing of the bottles and closures on this line is sterilized in a rapid heating system with a core temperature between 240 and 250 deg F and is then recooled for use.

Most of The ACTIVE O₂ product run on this line is filled in bottles with sport caps, so the initial closures are applied as sealing discs by the first closing machine, after which the second closing machine applies the recloseable drinking closures. The machines represent the critical point on the aseptic line, and the transfer of the closures to the closing tools is particularly problematic.

Krones equipped this aseptic PET bottle line with a servo-based, screw-on closing machine that is specially designed for aseptically filled drinks. In the previous machines, the closing elements and the mechanical drives were located above the bottles. However, the bottles are still open before the actual closing operation, so the presence of microorganisms and product contamination cannot be ruled out in spite of the cleanroom. Thanks to the servo motors supplied by Elau AG (www.elau.com), Krones was able to redesign the screw-on closing machine to meet the general microbiological conditions needed for the aseptic filling of the sensitive drinks. The cam support and the closing head are now positioned underneath the mouth of the bottle and are relocated inward from the bottle axis. The cooperation between Krones and Elau is proving to be so successful that beverage manufacturers are now demanding more and more electronic screw-on closing machines. In fact, the electronic closing technology with servo motors is currently being retrofitted to a closing machine on a standard filling line at Adelholzener.

A separate servo motor drives each closing head on the machine on the new line. The advantages over the mechanical drive used previously are the specification and control of the torque from outside. The closing data are documented and help facilitate ongoing monitoring. When the line is switched to different products and bottles, the parameters of the screw-on closing machine can be changed and/or programmed in advance. Speed changes due to closures with different thread pitches and numbers of threads can also be programmed in advance and retrieved as required. If the torque setting deviates up or down, the bottle is ejected and a fault message is generated.

Complaints previously made by retailers or consumers generally related to leaky bottles that had not been closed properly. According to the quality-assurance department, that no longer occurs. On the other hand, when the specified torque level is set, care must be taken

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to make sure that the customer is able to unscrew the closure easily. The laboratory checks the bottles every half hour to ensure that they can be opened properly.

Adelholzener's Rudolf Kropf, EET manager, or "the technical conscience of the facility," is very satisfied with the filling line and the exactly closed bottles. "We have been able to improve closing quality with Elau servo drives," he says. "We have not yet had any stoppages after 6,000 operating hours, because faults are detected automatically now."

The mechanical closing heads used previously in the PET filling blocks were equipped with torque clutches that screw the closures on with a specific, set torque level. When the set torque level is reached, the torque clutch disengages. However, plastics bottles have larger tolerances than glass bottles, so closures can be screwed on too little or too much with the fixed-torque setting. Minor deviations in the bottle thread or the screw closure lead to changes in the requirement. Another disadvantage of the mechanical drive is the fact that it has to be braked when the torque level is reached on high-speed machines. The closing heads are linked to the main drive via a gear unit, so the closing torque levels depend on the filling-line speed. Faults in the bottle mouth/closure combination and possible bearing damage in the gear unit cannot be detected with the mechanical closing head.

The servo motor developed by Elau has integrated drive electronics that eliminate these disadvantages to a very large extent. This servo drive is both a sensor and an actuator. A sensor supplies information that is evaluated, saved and provided to the actuator as new information, in order to influence the operation in the desired way.

The unusual, trapezoidal shape of the motor housing is a distinctive feature of Elau's servo drive SCL-055. This

allows it to be installed compactly in the closing machine, and it still has a larger surface than the standard round housing for dissipating the heat generated inside the motor.

"Consumers nowadays face an avalanche of different pack shapes and sizes alongside the zero-point-seven-liter returnable glass bottle," says Klaus Weyer, senior vp, marketing communications, at Elau AG. "Demand for convenience, where both the product and the packaging are concerned, are giving not only machine manufacturer's, but also filling companies, new challenges due to the product differentiation associated with them. The beverage industry needs appropriate machinery so that it is able to respond to market trends quickly and flexibly. Machine flexibility will be just as important in the future as speed. Changeover times need to be reduced, and filling companies have to be able to process different formats, product ranges, packs and packaging materials on one and the same machine."

"Many beverage companies are still using conventional machines in which most movements are still carried out mechanically" Weyer adds. "The situation is completely different at Adelholzener Alpenquellen. They use ultramodern machines equipped with an innovative control system and servo drives that are specially developed for the beverage industry instead of a central mechanical shaft. This medium-sized, mineral-water company demonstrates with this filling line, as well as with the servo-based closing machine, that it makes sense to invest in innovative technology that enables high flexibility and closing quality to be achieved."

More information is available:

Elau, Inc., 847/490-4270. www.elau.com.

Krones, Inc., 414/409-4000. www.krones.com.

Did you know?

More than 1,700 years ago, a Roman legionnaire who was later to become St. Primus, discovered the medicinal spring at the foot of the Alps that would provide the water for Adelholzener Alpenquellen GmbH. St. Primus used this medicinal water and God's blessing to help and heal poor and sick people. A picture of him later came to symbolize what was known as the Primus spring. The Congregation of the Charitable Sisters of St. Vincent de Paul acquired this spring in 1907 and later started to bottle the water for the retail trade. The Primus spring became a "state-recognized, medicinal spring" in 1939, and the community was officially recognized as a spa—Bad Adelholzenin—in 1946. The Primus spring was given its present name—Adelholzener Alpenquellen—in 1994.



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How to do packaging AUTOMATION

revised

OMAC Packaging Workgroup updates its free, 135-p. reference, 'Guidelines for Packaging Automation,' in Version 3.1.

There's a resource that might offer everything you ever wanted to know about packaging automation, but may have been afraid to ask. Packaging equipment manufacturers, automation suppliers, end users and system integrators can download a free, revised document on how to automate packaging machinery in standard ways: "Guidelines for Packaging Automation, Version 3.1," from OMAC Packaging Workgroup (OPW).

OPW is part of the Open Modular Architecture Controls users' group, an affiliate organization of ISA. More than 40 organizations and more than 70 individuals contributed to the revised document, available on OPW's website, www.omac.org/packaging.

Such guidelines are said to help prevent incompatibility nightmares in design, architecture and in ways of doing things with packaging machinery. Such unification brings cost savings to new installations, upgrades and training and can speed line restarts after product switchovers, according to those involved. The OPW recommends applying digital motion controls to packaging machinery, offering "higher machine output, more flexibility, lower maintenance, faster product changeovers, increased accuracy, increased reliability, improved quality and lower machine price."

What's new: library

This version of guidelines includes PackAL, an application library of common software elements used in packaging machinery applications developed by the PackSoft subgroup of the OPW. The new PackAL guidelines (AL stands for application library) offer common software elements



used in packaging applications. The application library has 23 functions: 13 are machine functions; 9 are communication functions; and 1 is for the PackML machine-state model. The library aims to create a common look and feel in software elements for better functionality, communication, scaling, machine organization and time savings.

Also included in the document are four packaging-line types, definitions, tags, state models, architectures, components, programming languages, skills required and related diagrams, illustrations and tables.

Five OPW subgroups assemble the document:

PackSoft develops programming guidelines such as PackAL; PackML develops of a common machine language, including a machine-state model and PackTags (a tag naming guideline); PackConnect develops industry network standards for packaging applications; PackLearn promotes educational needs in packaging automation; and PackAdvantage promotes the business benefits of the OPW guidelines. An elected executive committee makes the proposed changes.

Mark T. Hoske, Control Engineering Editor in Chief

www.automationfederation.org

www.isa.org/standards

www.omac.org/packaging

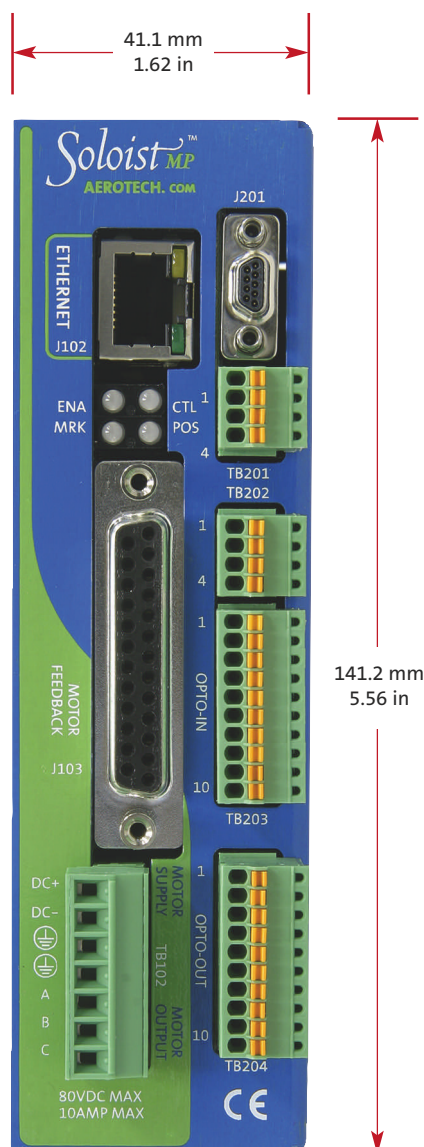
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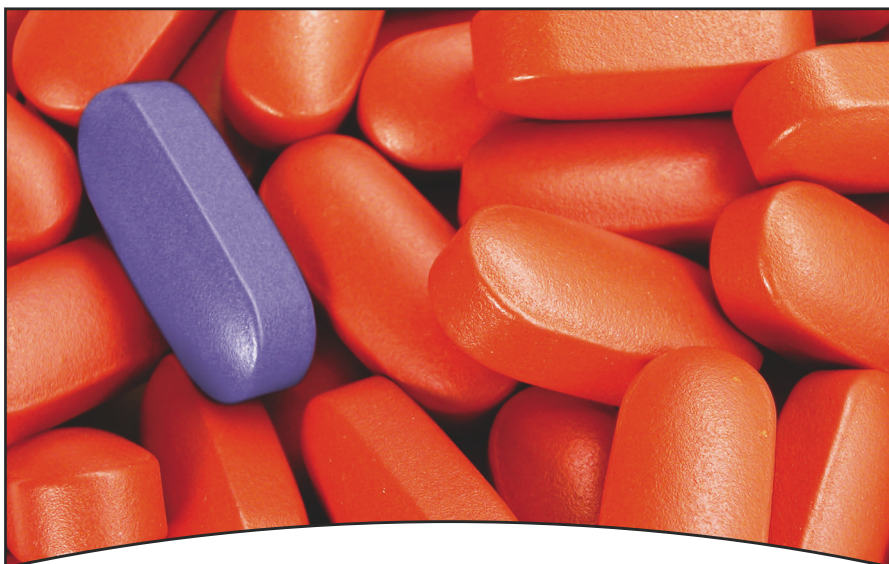


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DC INJECTION

lets motors do the braking



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One of several electromagnetic braking methods for AC motors, DC injection is a feature worth considering for braking your next AC drive.

Much is made of the increasingly dynamic performance available from electric motors (and drives), and rightly so. The other side of the equation is the ability to stop all of that speed and acceleration efficiently, when needed. External braking is the more familiar stopping method, but three-phase, AC induction motors provide internal electronic means to slow and brake their motion—among them: DC injection braking.

As the term implies, DC injection braking (DIB) generates electromagnetic forces in the motor when the controller, in stop mode, injects direct current (DC) into the stator windings—after it has cut off alternating current (AC) supply to two of the stator phases—thus turning off the normal rotating magnetic field. A linear braking torque (ramp) results, which does not decrease with motor speed. DIB current is

adjustable over time as well as over a range of full-load ampere (FLA) values. DC-injection can range as high as 300 percent of motor FLA.

DIB is used when stopping action quicker than coast-down is desired. It operates on the principle that imposing direct current on the stator windings produces stationary flux in the motor's air gap (in contrast to the normal rotating magnetic field of induction motors) to which the rotor attempts to align, thereby resulting in strong braking action. Appropriate electronic circuits provide for smooth deceleration to zero speed.

Safety in mind

Time duration for DC injection must be limited to prevent overheating of the

must account for this heating effect if DIB is used for other than occasional emergency stops. Sensors in the control circuit typically determine when the

motor has stopped, at which point DIB is turned off, stopping further heat input, and the motor is ready for restart.

While DIB will effectively stop and hold the motor load, it's not intended to serve as a holding brake. For safety-critical

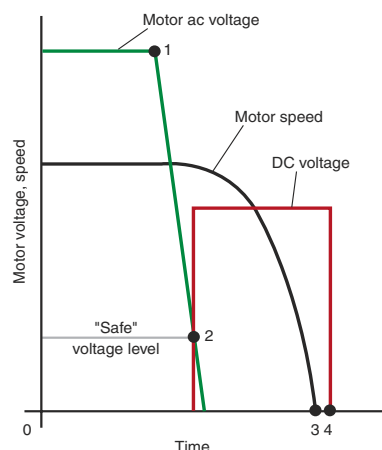
applications, an external brake is necessary. DIB also requires a power source at all times; and it's essential to separate, in time, the on-state of AC and DC voltages to avoid short circuits.

Other AC motor electromagnetic braking methods are dynamic braking, where power is dissipated through a resistive load to the DC bus, and regenerative braking, which returns power to the AC supply line. Regenerative braking and DIB also are used effectively in combination. DIB is a standard

feature on a number of variable-frequency drives and motor starters.

Frank J. Bartos, P.E.
fbartos@reedbusiness.com

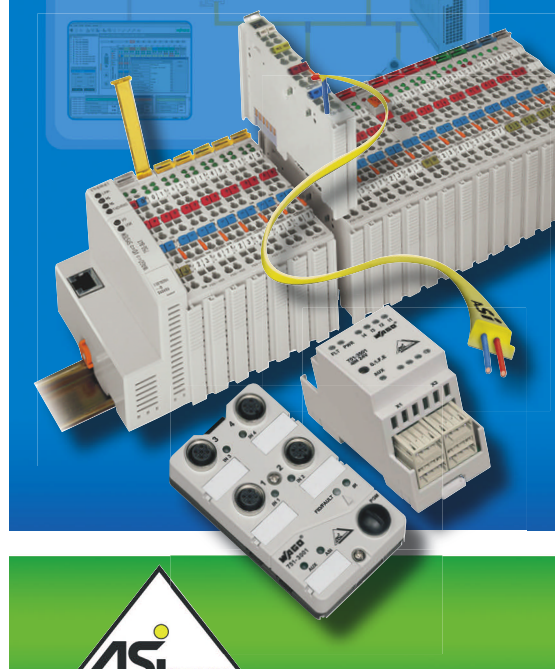
DC injection braking sequence



Source: Control Engineering with data from Baldor Electric Co.

Imposing direct current on stator windings produces stationary flux in the motor's air gap, resulting in strong braking as the rotor attempts to align.

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www.wago.us/asinterface.htm

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Overload relay

To help engineers take preventive action when motor performance parameters exceed permissive limits, co. offers an Allen-Bradley Bulletin E1 Plus solid-state overload relay with DeviceNet communication, said to give users increased motor and load protection. Reportedly allowing for constant monitoring of machine performance and access to operational and diagnostic data, the ED1 Plus communicates average motor current, percentage of thermal capacity usage, device status, trips and warning identification and trip history via a record of the five most recent trips. Expanded functions are said to include overload and underload warning and jam protection for the ES1 Plus, which can be installed in the same manner as traditional relays and requires no added power source or training.

Rockwell Automation, 800/223-5354.

www.rockwellautomation.com/components



Communication module

To implement master/slave Ethernet® communication at 10- or 100-mbit data rates, the co. offers H4-ECOM100 module for DirectLOGIC DL405 PLC. The co. says the communication module can be inserted into any I/O slot of any local DL405 base, including expansion bases when using the DL450 CPU and -1 bases, adding that the module supports the industry-standard MODBUS TCP/IP client/server protocol, in addition to standard IP and IPX protocols. This, the co. adds, allows a DL405 PLC with an H4-ECOM100 module to serve as a client or a server on a MODBUS TCP/IP Ethernet network. The module can also be configured to actively issue MODBUS commands to other nodes or network devices. The module is priced at \$359.

AutomationDirect, 770/889-2858.

www.automationdirect.com



Rotary encoders

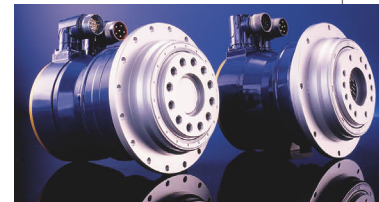
New Models ECI 1116 absolute single-turn encoder with 16-bit resolution and ECI 1128 absolute multi-turn encoder with 28-bit resolution both feature 38-mm OD with lengths less than 28 mm. Both are inductive and are reportedly made without integral bearing. Are put forward as challenging resolvers for simpler commissioning, electronic ID label and diagnostic functions. The encoders are said to be mechanically compatible with the optical variant, the co.'s established ECN/EQN 1100 Series.

Heidenhain Corp., 847/490-1191.

www.heidenhain.com

Geared motor

Said to be less than half the size of a conventional motor and gear combination is TPM, a geared motor (rotary actuator) based on an AC servo motor and high-precision planetary gearing. The co. says the TPM is characterized by an extremely high dynamic response: with an overall 186-mm length, it is said to build up a maximum output torque



of 500 nm at a mass moment of inertia of 2.9 kgcm², reduced by 50 percent compared to a conventional solution with a separate motor and gear unit.

Alpha Gear Drives, Inc., 630/540-5341.

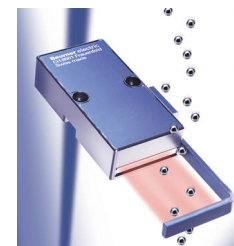
www.alphagear.com

Sensor

Digital optical line sensor, ParCon ZADM 034P, is said to project a continuous, 24-mm-W parallel beam to a reflector, permitting extremely fast and reliable detection of moving parts at rates exceeding 0.25 m/sec. Reportedly detecting metallic and nonmetallic objects regardless of gauge at a maximal 4-kHz scanning rate, the ParCon is sized at 67×34×16.6 mm, for tight spaces, with no additional bracket needed for the reflector bar.

Baumer Electric, 800/937-9336.

www.baumerelectric.com/usa



Machine vision

The co. claims combining capabilities of digital Gigabit Ethernet® cameras and dual processing technology makes machine vision easier and more cost-efficient to implement for customers in the food and beverage industries. Reportedly its Genius® vision system uses the longer transmission links of Gigabit Ethernet cameras combined with dual processing CPU hardware to inspect more production at less cost per lane; and, with 100-ft cables, cameras can be mounted away from the CPU to increase the number of lines that can be inspected using one CPU. Dual processors allow up to four cameras to be run from one rack, further cutting cost, the co. adds.

Applied Vision Company, 330/926-2222.

www.appliedvision.com



Sensors

An expanded line of long-range mini inductive proximity sensors is now said to include 4- and 5-mm unshielded versions. The co. sees sensors setting new world standards that translate into space savings without sacrificing sensing range. Proposed applications center on small part detection where a high level of miniaturization is required for tight, difficult-to-install situations such as robotic tooling and automated assembly systems for semiconductor, medical and electronic industries.

Balluff Inc., 800/543-8390.

www.balluff.com



Software

The co. releases its TIPS® System Software version 7.0 Microsoft® Windows® XP Embedded Platform operating system. The co. says that the software's standards-based architecture is designed to work with other systems and equipment, allowing users to leverage existing technology investments.

SYSTECH International, 609/235-8408.

www.systech-tips.com

Robotic vision guidance

What the co. calls an open, PC-based product for robotic vision guidance is the AdeptSight™ Guidance. The system is available for all of the co.'s robot systems and networks. The vision sequence configuration and robot-to-vision calibration are said to be achieved using a simple point-and-click tool with easily followed wizards. AdeptSight Guidance reportedly runs on commercial PCs with Windows® and comes with hardware including camera, lens and accessories.

Adept Technology, Inc., 925/245-3400.

www.adept.com

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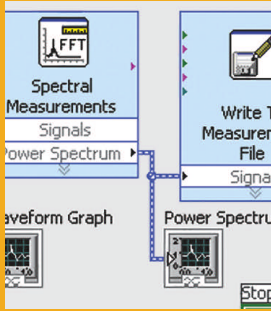
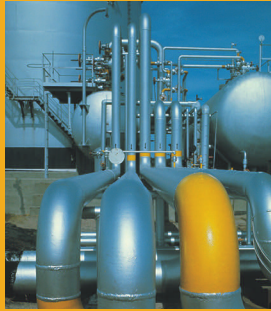
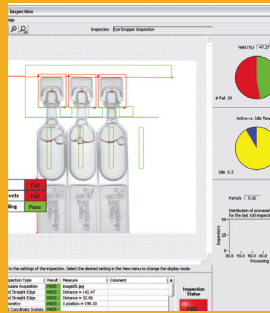
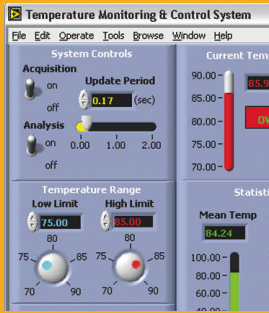
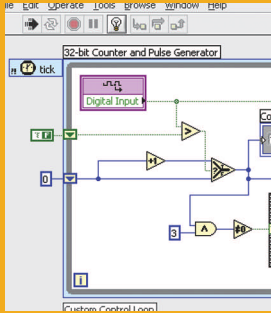
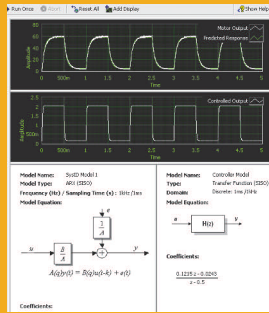
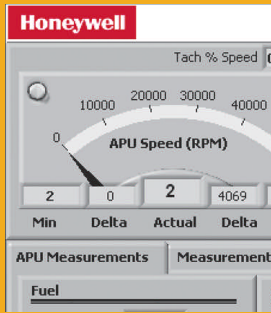
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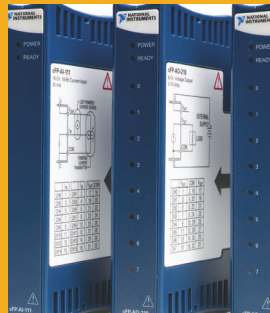
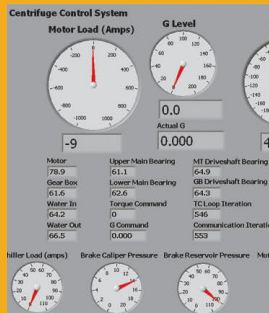
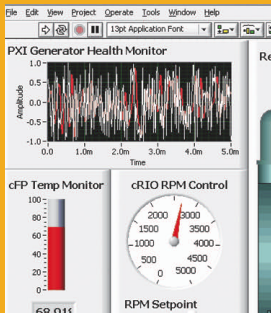
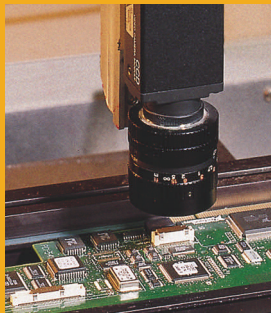
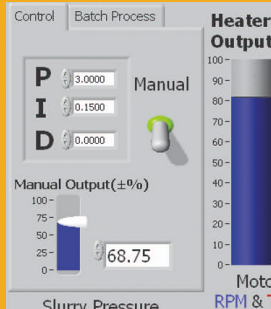
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new products equipment



Palletizer Called an efficient choice for medical and pharmaceutical packagers is the 72A case palletizer, which automatically stacks corrugated cases and trays or molded foam trays. Compact at less than 16 ft Lx8 ft W, the machine features the co.'s Intelligent Control electronics for linking to a central-line controller to completely trace each product batch. A variable-frequency motor drive assures smooth and gentle operation by controlling the vertical motion of the elevator table, the co. says.

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



Tube multipacker Tackling the problem of handling multiple tubes having odd shapes and sizes, the co. has developed automatic machines to invert and package them for distribution. Tube 90 and Tube 180 are said to be offset, in-line, dedicated shrink multipacking systems. The machines consist of a single- or dual-lane infeed/collator with a single- or dual-lane wrapper/tunnel. Reportedly eliminating the need for boxes and dividers and wrapping virtually any configuration of tubes, the stainless-steel machines are said to be easy to operate from a touchscreen interface with self-monitoring diagnostics.

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



Stretch wrappers New INFRAPAK Pro-Series stretch-wrapping machinery is presented by the co. as one of the most cost-effective, semi-automatic turntable pallet systems on the market. With a 4,000-lb rated capacity and profiles for forklift or pallet-jack loading, the machine is customizable with extended towers and split frames. Once known as the EZ-DUZ-IT PP, the Pro-Series is updated with features including dual LED top and bottom wrap counters each, with a range of one to nine wraps, top overwrap control, cycle pause, an upgraded photoeye for dark loads and the EZ-LOAD powered prestretch to maximize film use, the co. adds.

ARPAC Group, 847/678-4078.
www.arpacgroup.com



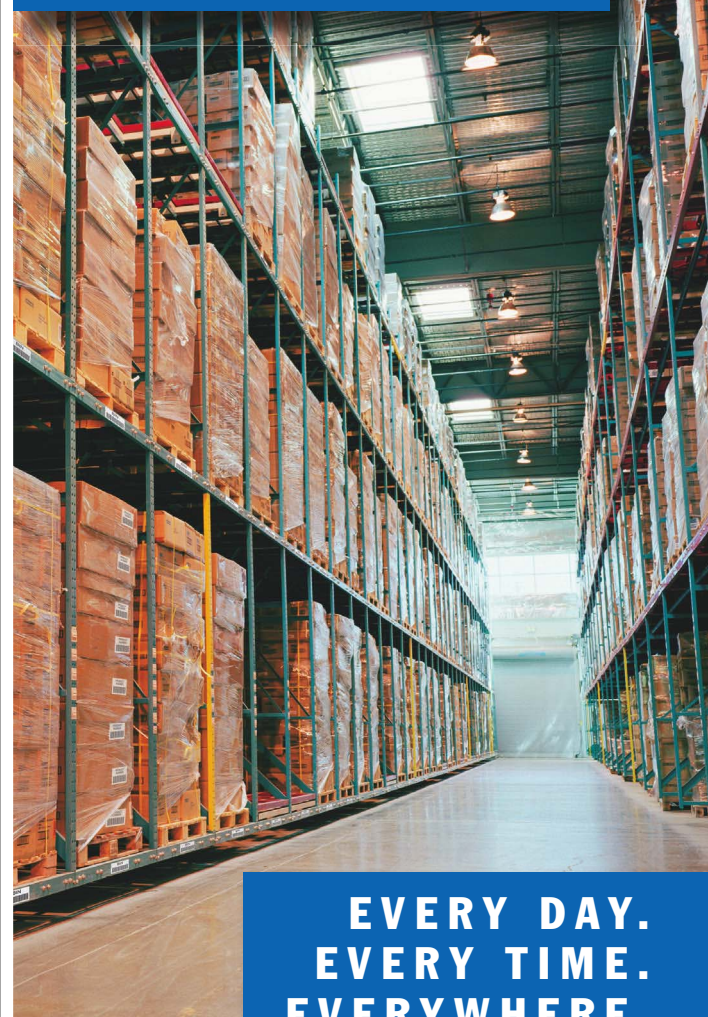
CIP trough The filler manufacturer introduces a CIP trough, described as a semi-automatic system to make filler cleaning faster, easier and more cost-effective. The co. says that simply touching a button enables cleaning in place without adding or removing hardware. It also reclaims product in a sanitary manner that enables reuse while helping manage product temperature and filling-valve temperature when line stops occur.

Fogg Filler, 616/786-3644, ext. 261.
www.foggfiller.com

Air-cushion machine The Pillow Pak'r® air-cushion machine makes 24-in.-W bubble material on-demand. The machine makes a 48-in.-dia roll in 3.5 min using the co.'s patented air-transfer technology that allows air to move between connected cells. Film cannot "pop" and lose its cushioning properties.

FP Intl., 650/261-5300.
www.fpintl.com

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Bag unloader Developed specifically for discharging bulk bags and rigid totes from mezzanines and other low-headroom areas is the Split Frame Unloader. The machine reportedly allows an upper frame to be forklifted onto a plant floor, loaded with a bulk bag and forklifted onto a subframe within several inches of a ceiling. For discharging from bulk bags, the subframe is equipped with a Power-Cincher® flow-control valve that cinches the bag spout concentrically on a horizontal axis for easy tie-off, and vertically in a tight, zig-zag pattern to prevent leakage of fine powders. Side-Flexer™ bag activators impart horizontal forces to opposite sides of the bag to promote flow and are height-adjustable.

Flexicon Corp., 888/353-9426.

www.flexicon.com



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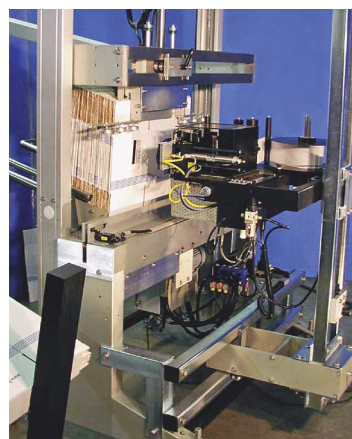
LABEL EYE®
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Conveyor The co. points to the time and money savings one of its recent customers accrued using its LPZ Series conveyor, featuring one or two pivot points for adjustment at different angles. Using its Engineer Specials program, the co. designed the conveyor into four lanes with three separators and a cleated belt to form continuous lanes of four groups of bottles. The application also involved special air knives, or air-cooling devices, to inject air into passing bottles.

Dorner Mfg. Corp., 800/397-8664.

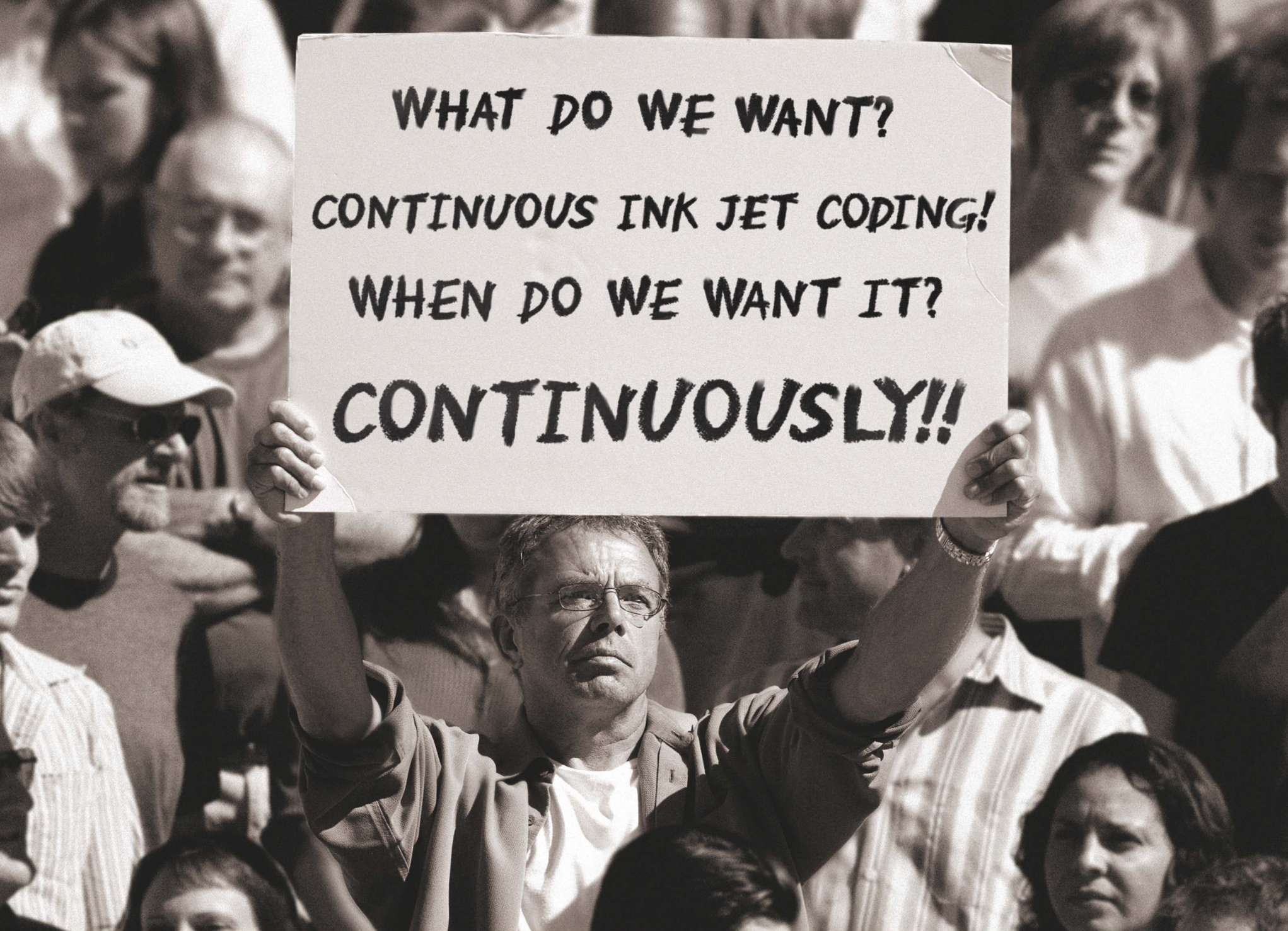
www.dorner.com



Printer/applicator A new capability reportedly enables the co.'s knockdown carton label printer/applicator to apply printed and encoded radio frequency identification (RFID) labels. The system now involves the co.'s Model 250r modular printer/applicator with a heavy-duty, vacuum-free, 32-in. case-feeding magazine, mechanical separation, case transfer by powered rollers and a gravity discharge/restacking platform. The co. cites user configurability and the high speed of the system.

ID Technology, 888/438-3242.

www.idtechnology.com

A black and white photograph of a man in a crowd, wearing glasses and a jacket, holding a large white sign with both hands. The sign has text written on it in a bold, hand-painted style. The background shows other people in the crowd, some looking towards the camera and others looking away.

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www.amcor.com



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Heat transfers

The co. reports its ComfortTag™ heat transfers can now be sourced with one of several new ink-based, covert security technologies to defend against counterfeiting and diversion. One option is loading security ink with a DNA component, complementing such overt security techniques as microline coding—the application of codes in microscopic print. These new options can reportedly be deployed with hang tags, woven, printed fabric and most other conventional labels, the co. says.

Avery Dennison, 336/856-8240.

www.ris.averydennison.com

Laser etching

The co. introduces its LaserMark Solutions™ service to help packagers create clear, consistent laser marks on film and molded packaging as a result of what it sees as an increasing call for more secure food, beverage, personal care, cosmetic, medical and pharmaceutical packaging. The co. says it selects the best laser mark masterbatch for an application and often creates the masterbatch containing the other additive and pigments needed; then tests various formulations to find the best one by laser etching samples.

Ampacet, 914/631-6600.

www.ampacet.com

Printable medium

The co. debuts Tuffcoat™ with WaterShield™ water-resistant ink-jet-printable medium. It reportedly has a white, glossy, photo-quality print surface with applications that include discs.

Primera Technology, 763/475-6676.

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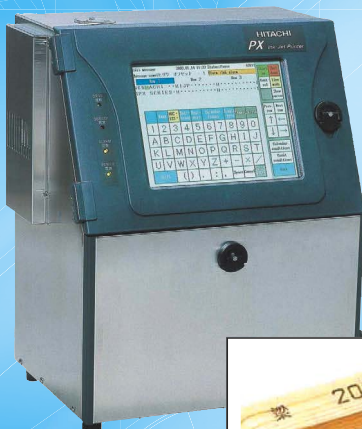
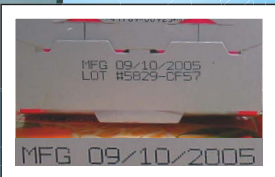
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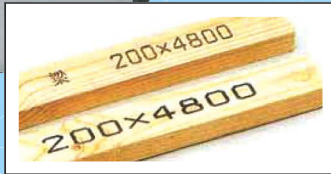
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Tablet, capsule inspection provides the right Rx

Eatontown, NJ-based West-ward Pharmaceutical adds sensitive pharmaceutical metal detectors and checkweighers to its packaging lines to help prescribe better weightment accuracies and inspection of a variety of pharmaceutical items.

Lauren R. Hartman, Senior Editor

West-ward Pharmaceutical Corp., a generic prescription drug manufacturer based in Eatontown, NJ, has been in an ambitious expansion mode over the past few years. To be successful, the company's packaging lines must perform at high accuracies, with consistency and reliability. To provide 100-percent inspection and to ensure quality and precision for hundreds of prescription tablets and capsules, West-ward uses a range of **Lock Inspection Systems** (www.lockinspection.com), metal detectors and checkweighers from its tablet-manufacturing operation through to final case packing. These include the MET 30+ pharmaceutical metal detector, the WeighChek CK 2500 checkweigher and the WeighChek CK50 case weigher.

West-ward produces about 100 medications in approximately 300 stockkeeping units, including two over-the-counter (OTC) products, as well as assorted cardiovascular drugs, muscle relaxants and antibiotics available by prescription, in various

quantities, package configurations and formulations for distribution to major wholesalers across the country and to governmental facilities. The drugs are packed on four lines that run anywhere from 60 bottles of 100-count tablets/min to 150 bottles/min, depending on the product, the tablet or capsule size



Garden State Nutritionals uses metal detectors, pipeline-style inspection systems and checkweighers to ensure accuracy of its **NUTRACEUTICALS**. See www.packagingdigest.com/info/gardenstate

and filling equipment and the package configuration. The products include tablets and capsules in opaque white high-density polyethylene rounds from several sources in sizes from 60 cc to 1,250 cc.

An increase in demand for its products prompted West-ward to expand its Eatontown plant by 86,000 sq ft last year and another 130,000 sq ft this year, for a current total of 250,000 sq ft. This was done to provide sufficient room for further growth. The packaging team wanted rugged equipment as well as sensitive, economical and accurate systems

that could ensure that the products comply with customer needs and with changing U.S. Food and Drug Administration requirements. In its search for equipment to improve these and maintain its strict product quality standards, the company found the WeighChek and the MET 30+ most suitable for its tablet/capsule production lines.

West-ward installed a whopping 19 of the detection systems and outfitted four of its packaging lines with the Weighcheck CK 2500 checkweighers, so far adding one WeighChek CK50 shipping-case weigher at its packoff location. Explains Martin Sheer, director of manufacturing, West-ward selected Lock for its technological expertise and for its ability to custom-build systems to suit each application.

Positioned at the outfeed stations of its tablet presses and capsule-manufacturing machinery, the MET 30+ metal detectors play a critical role in the upstream medication production at the plant, Sheer says. "The reason we installed the metal detectors in our manufacturing area was to eliminate the remote possibility of any metal contamination in the raw materials from contaminating a tablet or a capsule."

The equipment comes standard with dual serial

communication ports that are ready to use whenever West-ward needs them.

A customer of Lock's for 20 years, West-ward looked to Lock once again for more equipment that could provide it with a keen level of sensitivity, stability and ease of use. "We were also looking for detection/inspection

provides 100-percent inspection of the products. While West-ward opted for a standard membrane keypad with a two-line display, a touchscreen interface is also available.

Sheer says the metal detectors are more accurate than what the West-ward plant experienced previously, finding contaminants as minute as 0.3 mm. Provided through Lock's

We 'challenge' the checkweighers prior to each run. This is in addition to our routine validation of the entire system.

equipment that was reasonably priced, and wanted it from a supplier that's responsive to our needs," Sheer tells PD. "We've looked elsewhere in the past, but we switched to Lock. Their equipment meets these needs and is easy for us to set up."

Points out Mark D'Onofrio, vp of Lock Inspection Systems, "West-ward has a range of our equipment, spanning from their tablet/capsule-manufacturing area all the way through to final packaging. They require a high level of sensitivity in their equipment so, of course, we provided everything we could to meet their needs."

The 1-mHz system is designed to detect and reject metal particles at rated speeds up to 30,000 tablets/min. It can find ferrous metals as small as 0.25 mm, nonferrous metals down to 0.5-mm and stainless steel to 0.5 mm in size. Able to withstand aggressive cleanings and washdown conditions, the MET 30+ system automatically stores up to 100 product setups, retaining 300 metal-detection events in memory. The detection system also

equipment representative, Tom McNelis at **Kirmatco, Inc. (732/513-5221)** and installed by Lock's factory representatives, the equipment features quick rejection of unacceptable containers and product.

The polished-stainless-steel MET 30+ detectors each came with a speedy, dual-acting Rotenoid rejection gate designed for efficient rejection of potentially contaminated tablets and capsules. The gate's lift-flap mechanism allows it to flip up and divert tablets downward should there be any contaminated tablets.

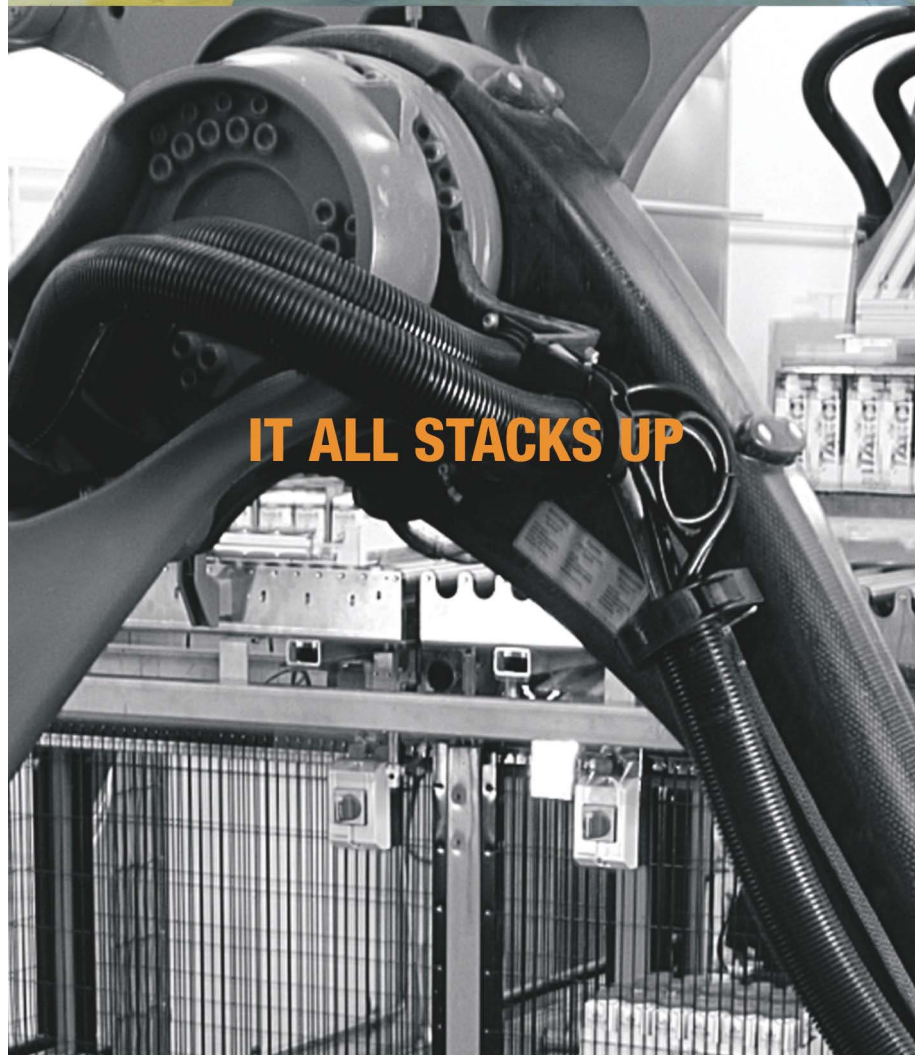
Designed to seek out nearly any kind of metal, the MET 30+ detectors each have an adjustable stand that allows it to be rotated 180 deg for universal installation on most tablet presses and employ Lock's exclusive ADC software, which allows West-ward to meet both its own quality-control standards and those of its customers. The software permits all data, product signals and detection parameters to be viewed graphically by networking to Continued on page 24



Recent plant expansions prompted West-ward to install more checkweighers and metal detectors. Bottles, above, move through checkweighers that are accurate to ± 1 g.



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a PC or laptop. Lock states that the software takes transmitted and received signals from the metal detector and translates the data into a graphical format, providing operational and maintenance staff with an on-screen diagnostic tool.

The checkweighers are accurate to ± 1 g. Validation documentation is provided with all of the systems. "We use inspection systems in a number of ways," says Sheer, director of manufacturing at West-

ward Pharmaceuticals. "The metal detectors are in our manufacturing area. Every tablet and capsule is sent through those machines. We use the checkweighers in our packaging department to check the fill accuracies on our bottling lines and use the case weigher to alert operators if any bottles of controlled drugs are missing inside the shipping cases."

Sheer says the checkweighers are also quite accurate. "We see

One of four bottling lines, right, transports filled bottles past one of the checkweighers before accepted containers receive cotton and labels.

weighing accuracies to about two grams. And we intend to install three additional case weighers, which are portable and can be moved from line to line."

Eliminating the need for sample testing off-line, the WeighChek 2500 bottle



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checkweighers offer a high rate of weighing accuracy, five-zone weighing for under and overweighments and intermediate weight zones that track the accuracies of past weight zones. Provided with either membrane keypads and touchscreen operator interfaces (West-ward uses both types), the systems automatically calibrate and set up bottle weighments, which are kept in memory to expedite product changeovers.

With a rugged construction of

We intend to install three additional case weighers, which can be moved from line to line.

100-percent stainless steel and preset memory storage for 100 setups of West-ward's case sizes, the CK50 has an easy-to-understand touchscreen user interface. Its large weighing platform handles a variety of case sizes.

Capable of packaging any of the products, the lines run five days a week for about two hours each day. Says Sheer, "We conduct a twenty-five-percent inspection."

The tablets and capsules arrive at the plant packed in bulk totes and are transferred to the packaging/staging area. "We set the equipment according to preset tolerances as per our packaging standard for each product," says Sheer. We 'challenge' the checkweighers prior to each run. This is in addition to our routine validation of the entire system."

After the drugs are inspected for metal by the MET 30+ systems, they fall into plastic buckets. The buckets, like the bottles, bottle labels and other packaging components, are then checked first by the plant's Quality Assurance department for the proper specifications and quality and are transferred to the bottling area where a packaging run begins after QA personnel check component counts.

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The bottles are unscrambled on **Pace** (www.pacepkg.com) bottle unscramblers with cleanout systems and next convey via Paratran III parallel container transfer units from **Travtec Packaging Eng.** (www.travtec.uk.com) to be bottled using 15- and 42-in. slat fillers from **Integrated Packaging Systems** (www.ipsnj.com), some of which were installed concurrently with the inspection equipment. Next, the filled bottles pass through the CK 2500 checkweighers, where they're 100-percent-inspected for accurate weights. Each bottle is weighed dynamically (on the fly), and out of tolerance bottles are automatically rejected from the line. Cotton is inserted into the bottles by Lakso cottoners from **IMA Nova** (www.imanova.com) and the bottles quickly convey to capping systems from



One of 19 metal detectors in the processing area, top, emits capsules or tablets. The portable case weigher, above, checks cases for 12 or 24 bottles. Its large weighing platform accepts many case configurations.

suppliers including **KapsAll** (www.kapsall.com) and **Kompass** (www.thekompass.it), the latter of which are sold by Integrated Packaging. With caps (from various suppliers) in place, the bottles are induction-sealed and the caps are re-torqued on KapsAll equipment before they're labeled on **Quadrel** (www.quadrel.com) labelers. The sealed, labeled containers then receive outsert labels via **MGS** (www.mgsmachine.com) outserters and are case-packed by hand in counts of 12 or 24 bottles into the shipping cases. For another weight verification and quality-control measure, the cases are then weighed on the Weighchek CK50, which signals if a case is missing a bottle or bottles.

With this new inspection machinery, West-ward has improved its metal detection and checkweighing procedures and is able to better demonstrate and verify the quality of its drug products. "We expect a three-year return on this equipment investment," sums up a pleased Sheer, who adds, "but more importantly, we look at the equipment as an upgrade to our quality. The checkweighers and metal detectors are needed by any responsible company to assure that the best possible products reach customers and consumers."

More information is available:

Lock Inspection Systems, 800/227-5539. www.lockinspection.com.
IMA Nova, 800/851-1518. www.imanova.com.
Integrated Packaging Systems, Inc., 973/263-5200. www.ipsnj.com.
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Pouching equipment on a roll

Jack Mans, Plant Operations Editor

Lane Ltd. is a long-established manufacturer and/or marketer of specialty tobacco products, including roll-your-own and pipe tobaccos, Dunhill and State Express 555 premium international cigarettes, Captain Black and Winchester little cigars and premium Dunhill cigars. Lane became part of Reynolds American Inc. in 2004. Its Bugle-brand roll-your-own product, which accounts for 24.5 percent of U.S. RYO sales volume, is produced at its plant in Tucker, GA.

In 2001, the company decided to redesign the packaging of its roll-your-own products from paper to foil pouches. After investigating several suppliers, Lane decided to proceed with Southern Packaging

Five horizontal form/fill/seal machines at Lane Ltd. produce 65 pouches of tobacco/min for roll-your-own cigarettes.

Machinery, Inc. (www.southernpackaging.com) and, over the next two years, developed a "J-type" pouch and purchased five horizontal form/fill/seal machines that fill 0.75 oz of tobacco and a small package of rolling papers into individual pouches at a speed of about 65 pouches/min. Southern Machinery also served as a system integrator for the project. "We talked to a number of companies," says assistant shift manager Lou Simonini, "but we've always had a good relationship with Southern

Packaging Machinery. In addition, they're right down the road from us, and their machines were very competitively priced, so they were an obvious choice. We had never run this type of equipment before, so we hired them to put together the whole operation for us, and it has worked out very well. They helped us with installation and startup and, while the machines have run very well with very little downtime, Southern has been right there with parts and service any time we needed them." **Benchmark Automation (www.benchmarkautomation.net)** has recently purchased the hf/f/s technology from Southern Packaging Machinery.

The hf/f/s machines are combined into three packaging lines with two of these lines incorporating two of the hf/f/s machines and the third line using Continued on page 28

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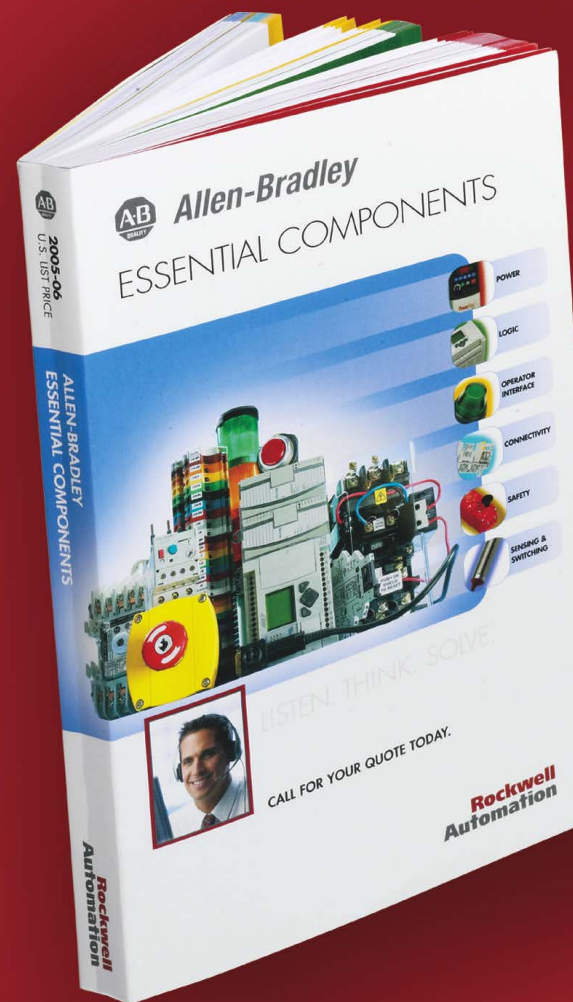
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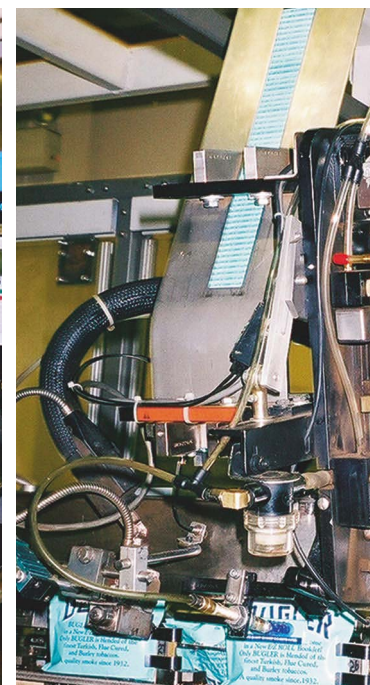
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only one of the h/f/f/s machines. A roll of laminated polyolefin/aluminum film from **Alcan Packaging** (www.alcanpackaging.com) or **Printpack, Inc.** (www.printpack.com) is mounted on the end of the machine and a vertical-feed roll located after the side sealer pulls the film into the machine. A power-unwind system on the roll shaft automatically feeds the film and maintains the proper tension. The film travels over a bottom plough that folds it up and forms the gusset bottom of the pouch. After folding, one side of the film is about twice as long as the other side so it can be folded over to form the final pouch. A web edge aligner adjusts the film to ensure that the sides of the film align properly.



For more information about form/fill/seal operations, visit Packaging Digest's **FILL, F/F/S INFO CHANNEL** at www.packagingdigest.com/info/formfill/

At this point in the operation, a product code is applied to the film by a Model 9064 ink-jet printer from **Markem Corp.** (www.markem.com). The vertical feed roll that pulls the film into the machine that was mentioned previously is located at this point on the machine. Vertical knives/heat sealing bars simultaneously cut and side seal the individual pouches, after which they enter the filling zone of the machine.

An air jet blows open the top of the pouch, after which a duck-bill depositor descends into the pouch, opens and deposits 0.65 or 0.75 oz of tobacco, depending on what product the plant is running. The product is weighed on an in-line combinational scale system from **Triangle Package Machinery Co.** (www.trianglepackage.com) that is mounted on a platform above the pouch machine. The scale system consists of eight individual weighing systems mounted horizontally. Each system contains a series of vertical buckets installed above each other. Product drops from the vibrating infeed conveyor into the collection buckets, which are intended to contain about one fourth of the finished package weight;

about 0.18 oz in this case. These buckets discharge into the weigh buckets, where the actual weighing takes place. The weigh buckets then discharge into the staging buckets. The system has 16 staging buckets mounted in two rows of eight each. The control system remembers the weight of product in each staging bucket, and for each weightment, the system selects the combination of three or four of these staging buckets that comes closest to the total bag weight without being under that weight. These discharge the tobacco down a chute into the pouch. After the staging buckets discharge, they are refilled from the weigh buckets above them. Because tobacco is so stringy, graders with counter-rotating fingers are installed above the collection buckets to disperse clumps and help feed the product evenly.

The filled pouches travel through two tamping stages where plastic plungers descend and push the tobacco down into the packages. "Tobacco is very springy, and Southern developed the duck bill and the tampers to overcome this," says Simonini. After filling and tamping, the pouches travel past horizontal heating bars that seal the pouch above the tobacco. The long vertical flap is still held in an upright position at this point. The pouches then travel to a system supplied by **Minnesota Automation Products** (www.minnesotaautomation.com) that fastens small packages of gummed cigarette papers to the inside of the pouch. In this operation, a glue gun deposits a drop of hot-melt glue on the inside of

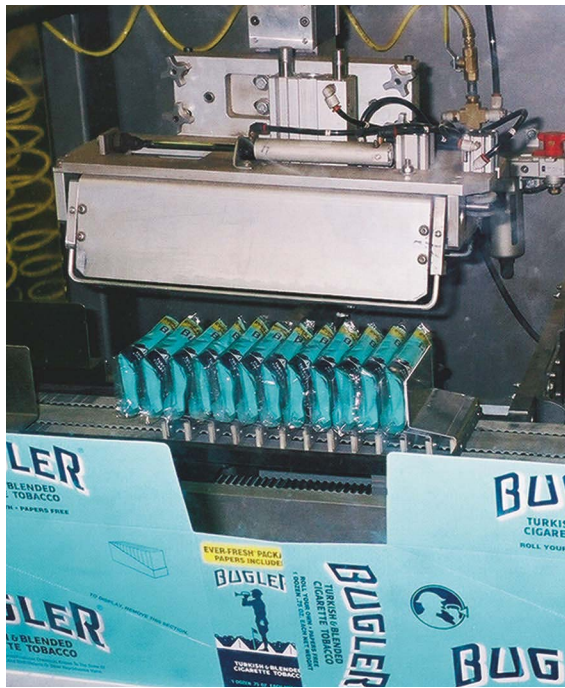
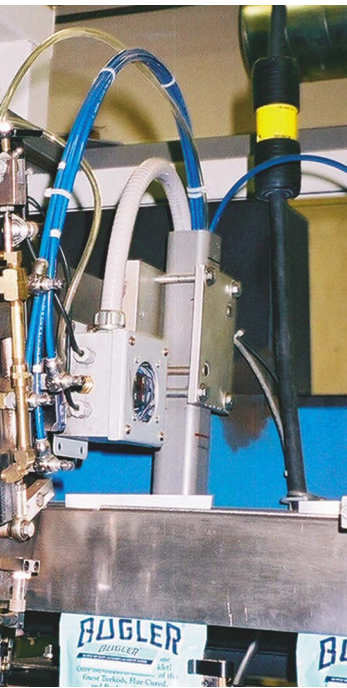
the extended flap of the pouch, and a vacuum cup on a pivoting arm picks a package of rolling papers out of a vertical magazine and places it in the glue.

The next step is to wrap this flap around the pouch. To accomplish this, the pouch is gripped by vacuum cups on a pivoting arm and is laid flat in a rotating unit that folds the flap over the pouch as it rotates. The pouches, which are now laying flat on the conveyor, immediately enter a unit from **Label-Aire, Inc.** (www.label-aire.com) that applies a small, pressure-sensitive label over the edge of the flap to hold it



The wrapper pulls film from an overhead roll, forms it around the pouch and creates a longitudinal fin seal to form a continuous tube around the pouches.

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The hf/f/s machine, far left, fills 0.75 oz of tobacco and places a small package of cigarette rolling papers into individual pouches at a speed of about 65 pouches/min. An ink-jet printer applies a lot code to the pouch after it is formed. Tobacco is weighed on an in-line combinational scale system that is mounted on a platform above the pouch machine. The system, left center, picks a package of cigarette rolling papers from a magazine using a vacuum cup and places it in a spot of glue on the inside of the pouch. Tray loader, left, incorporates shuttles to transport pouches to the tray-loading robot, which uses a mechanical end effector to pick them up. The system includes four servo drives—two on the shuttle collation system and two on the robot.

onto the pouch. The label has a section that has no glue, so the user can easily pull it loose to open the pouch, and the glue is formulated so that the label can be reapplied by the user to keep the tobacco fresh. This is the end of the single lane of equipment on the lanes incorporating two hf/f/s machines.

At this point, the pouches from two adjacent lines are combined into a single lane to feed the down-stream equipment. To accomplish this, the pouches from adjacent lines enter a conveyor from **Dorner Manufacturing Corp.** (www.dorner.com) that delivers them to a combiner/checkweigher from **Mettler-Toledo Hi-Speed** (www.hispeedcheckweigher.com). The Hi-Speed Magna-Switch combiner utilizes a unique roller assembly to converge pouches from each lane into a single lane that travels over the checkweigher. The pouches then enter a Liniu 301 flowrapper from **Doboy** (www.doboy.com). The unit pulls film from a roll mounted overhead, forms it around the pouch and creates a longitudinal fin seal to form a continuous tube around the pouches as they travel through the machine. The packages then travel through a set of rollers containing heating bars that seal and cut the film to produce individual packages.

Next, the wrapped pouches travel to a robotic tray loader from **Blueprint Automation, Inc.** (www.blueprintautomation.com) that incorporates the company's smart-trak™ collation system, along with the robotic loader. The system includes four servo drives—two on the collation system and two on the robot. The collation system features a vertical racetrack with two sets of holding bins, or shuttles, each powered by its own servo-driven timing belt. Each shuttle has 12 vertical partitions and the pouches are "shot" into the partitions by a variable speed conveyor as the shuttle indexes forward. The pouches are in a vertical position in the pockets, which are designed so both ends of the pouches protrude from the shuttle to facilitate robotic handling. While one shuttle is being loaded with pouches, the other belt has moved to the robotic pick-up position, where it stops. After the robotic picks up the pouches, this shuttle travels around the track back to the loading station, while the other shuttle moves to the pickup position.

The robotic loader uses a mechanical end effector to pick up the pouches. The robot descends and rods move inward from both sides beneath the protruding ends of the pouches. The robot then rises and lifts the pouches out of the shuttle. Simultaneously, an end plate moves inward to push the pouches together to compensate for the space taken up by the partitions

and side plates move inward to align the pouches for loading into the trays, which are on a parallel conveyor to the shuttle racetrack.

Trays with hinged covers are formed, conveyed for product loading, closed and sealed in a T-System from **Econocorp, Inc.** (www.econocorp.com). The Econoform tray former pulls a die-cut blank from the magazine, feeds it to the forming area and glues the four corners of the tray, while leaving the top open. The Econoseal tray former includes a hot-melt glue system from **Nordson Corp.** (www.nordson.com). The formed tray is deposited onto an intermittent-motion, flighted conveyor that transports it to the robotic loading station. After the pouches are loaded, the tray is conveyed to the Econoseal Reverse Triseal cover sealer. The covers are plowed closed automatically as the loaded trays approach the automatic transfer station of the closing unit. The presence of the carton in the transfer station triggers the right-angle transfer mechanism and the three cover flaps of the tray are automatically sealed using the Econoseal hot-melt dauber system. Completed and securely glued trays are then discharged onto a conveyor that transports them to a side-loading case packer from **Focke & Co., Inc.** (www.focke.biz).

More information is available:

Alcan Packaging, 773/399-8000. www.alcanpackaging.com.
Benchmark Automation, 706/208-0814. www.benchmarkautomation.net.
Blueprint Automation, Inc., 804/520-5400. www.blueprintautomation.com.
Doboy, 715/246-6511. www.doboy.com.
Dorner Manufacturing Corp., 800/397-8664. www.dorner.com.
Econocorp, Inc., 781/986-7500. www.econocorp.com.
Focke & Co., Inc., 336/449-7200. www.focke.biz.
Label-Aire, Inc., 760-734-4177. www.label-aire.com.
Markem Corp., 603/357-4255. www.markem.com.
Mettler-Toledo Hi-Speed, 800/836-0836. www.hispeedcheckweigher.com.
Minnesota Automation Products, 218/546-2222. www.minnesotaautomation.com.
Nordson Corp., 770/497-3700. www.nordson.com.
Printpack, Inc., 404/691/5830. www.printpack.com.
Southern Packaging Machinery, Inc., 770/822-0007. www.southernpackaging.com.
Triangle Package Machinery Co., 800/621-4170. www.trianglepackage.com.



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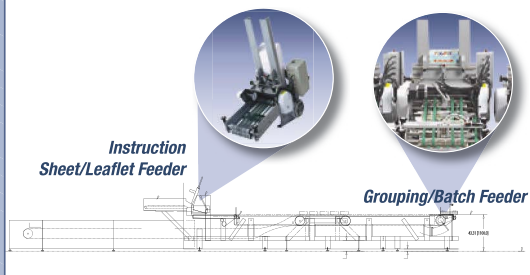
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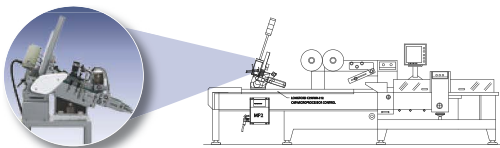
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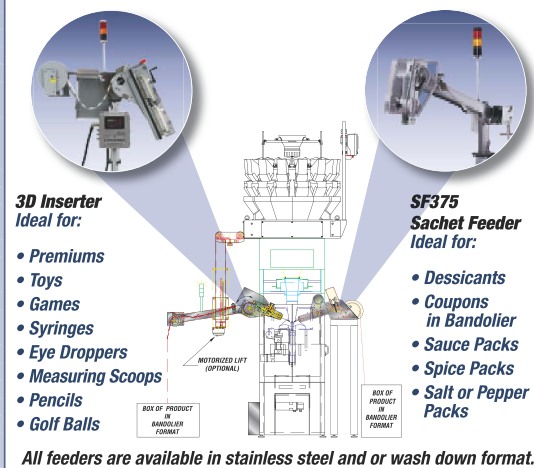
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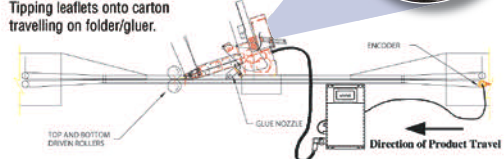
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TYPICAL APPLICATION:
Tipping leaflets onto carton travelling on folder/gluer.



bundler/wrapper

Old packages are refurbished

A new shrink wrapper helps Returns Distribution Specialists, Bell, TN, refurbish out-of-date and/or out-of-season products for resale.

Jack Mans, Plant Operations Editor

Returns Distribution Specialists (RDS), Bell, TN, receives out-of-date and/or out-of-season bottles, cans and cartoned products that have been on the retail shelf and need to come off. RDS sorts, inventories, cleans and revitalizes products, such as bottles of shampoo, tubes of suntan lotion and jars of lotion, making them shelf-ready again. After the products are refurbished, RDS rebundles as many as 200 different products into multipacks for redistribution to retailers. The company was doing this semi-manually with workers using L-bar sealers, when vp Adam Rains was approached about a more efficient operation. "Bill Trapp of Turnkey Packaging, Inc. (www.turnkeypackaging.com) suggested that I look at a bundler/wrapper from Polypack, Inc.



CCL CUSTOM MANUFACTURING installed a ROKH™ shrink bundler/wrapper from Polypack on a new Baby Magic bottling line. Read about it at www.packagingdigest.com/info/babymagic

(www.polypack.com) for my operation," says Rains. Turnkey distributes Polypack equipment.

In 2004, Rains purchased a Model ILB-32 DHL two-lane, intermittent-motion Polypack bundler that provides a bull's-eye wrap to products longer than 4 in. In operation, workers place groups of the containers to be wrapped (typically three to six items) onto the infeed conveyor, which contains transverse rods that separate the conveyor into sections and controls the products as they are transported through the wrapping and heat-shrink zones. Two rolls of film are mounted above and beneath the machine, respectively, and the film is pulled over dancer bars into the wrapper, where the edges are sealed together to form a curtain of film. The conveyor carries the packages through this curtain of film, which is pulled across the tops and bottoms of the packages as they travel through the film. A sensor detects when the last item in the group passes through the film and triggers a Teflon®-coated seal bar that descends to seal together the trailing edges of the two strips of film and simultaneously cut the film wrapped around the packages. The conveyor then transports the bundle of products through the shrink tunnel.

The machine's dual-lane capability allows RDS to run two distinct groups of packages simultaneously. The same conveyor transports both group, but they can have different numbers of containers, and each group can have different sizes and types of containers. The

wrapper can run round, rectangular- and oval-shaped products of a wide range of sizes. In this mode of operation, each lane has its own dedicated rolls of film.

Film for this operation, which is a 1-ml metallocene-based linear low-density polyethylene, is supplied by Carolina Industrial Resources, Inc. (www.cir-poly.com).

"We replaced nine L-bar systems with this



The conveyor carries the packages through a curtain of film, which is pulled across the tops and bottoms of the packages as they travel through the film.

equipment, and it has worked out great for us," says Rains. "With all of the products that we run, versatility is very important to us, and this is the only piece of equipment that I know of that can run different size products without any changeover time. Another feature is the system's ability to run aerosol products. RDS has the only EPA-approved reclaim, recovery and recycling system for aerosol products in the U. S., and they require that the heat tunnel must be evacuated in case of a spill. Polypack developed an air motor that will evacuate the tunnel."

More information is available:

Polypack, Inc., 727/578-5000. www.polypack.com.
Turnkey Packaging, Inc., 901/522-0080.
www.turnkeypackaging.com.
Carolina Industrial Resources, Inc., 800/849-1819.
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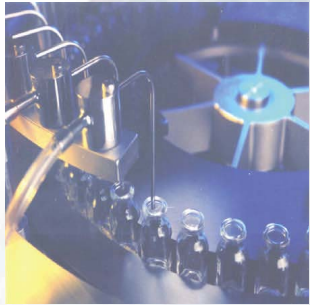
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Silver Ticket to NFL games

The Silver Ticket is a multi-ply, variable-imaged, pressure-sensitive, promotional label that is delivered to consumers through a multi-tiered platform of Coors Light packaging.

Jack Mans, Plant Operations Editor

Coors Brewing Company is utilizing its association with the National Football League to create excitement around the Coors Light brand with its "Silver Ticket" promotion. The Silver Ticket is a multi-ply, variable-imaged, pressure-sensitive, promotional label that is delivered to consumers through a multi-tiered platform of Coors Light packaging. The label is applied to the insides of specially marked cases of Original Coors and Coors Light products. Consumers will pull loose the top layer of the label and utilize the Silver Ticket's variable-imaged entry code printed on the label online at www.coorslight.com to enter the sweepstakes. Once entered, they can win NFL memorabilia, NFL partner prizes, entry into exclusive Silver Ticket parties, tickets to NFL games and spectacular Super Bowl prize packages. The program launched Aug. 1, and will run throughout the 2006 NFL regular season.

The two-ply label, which is supplied by **Smyth Companies** (www.smythco.com).

The labels for the 'Coors Silver Ticket' are supplied fanfolded, bottom of photo, and an antistatic, flexible infeed track provides a smooth transfer to the applicator.



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.

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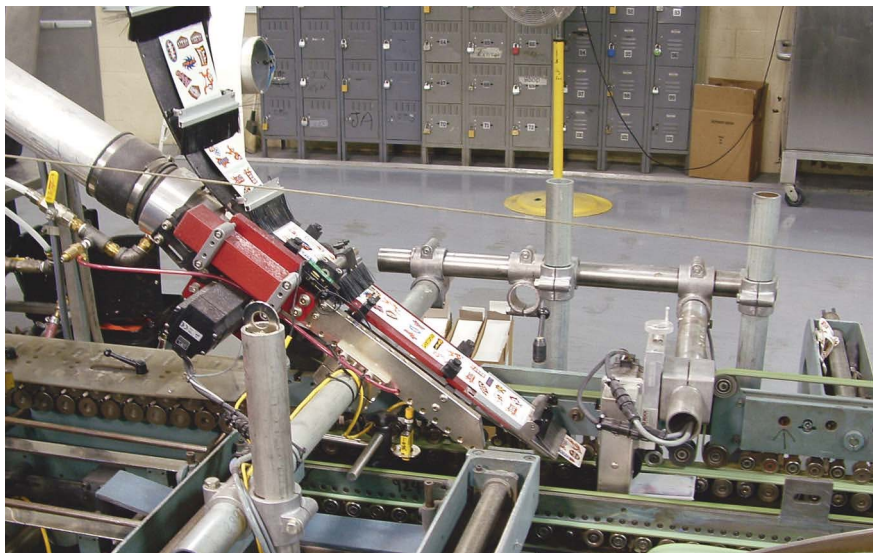


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This continuous, modular system utilizes state-of-the-art motion controls to handle very high-speed applications—about 35,000 cartons/min for the Coors labels.

com), uses a permanent adhesive on the base ply that is applied to the carton and a dry-release adhesive on the top layer that is removed by the consumer. This is a critical element of the label, because the consumer must be able to easily remove the top layer, and there can be no adhesive adhering to the top label after it is removed. The base layer of the label is paper, while the top layer is metallized tagstock that has been four-color, UV flexo-printed, after which a clear film is laminated over the top. The labels are fanfolded and supplied 2,400 packed in a box. The first and last labels extend from the box, so the labels from consecutive boxes can be easily fastened together without stopping the labeling operation.

The labels are applied to the inside of the carton blanks by the carton manufacturers before the cartons are glued. The labels must be applied to the minor flap of a carton so that the can chimes don't damage the label when they are loaded. **Graphic Packaging International** (www.graphicpkg.com) has four label-application systems—two at its plant in Golden, CO, and two in Lawrenceburg, TN—and **Temple Inland** (www.templeinland.com) has one system at its plant in Wheat Ridge, CO.

The promotional implementation and label-application systems were supplied by **Red Rock Technologies** (www.interactivepackaging.com). This is a patented, continuous, modular system that utilizes state-of-the-art motion controls to handle very high-speed applications—about 35,000 cartons/min for the Coors

labels. Both the cartons and the label web are moving continuously. Sensors detect the gap between carton blanks as they enter the labeling area and adjust the speed of the servo-driven label feed to apply the label at the correct location on the blank.

The applicator is changed to run different carton sizes by pushing a button on the setup panel. This nonstop method of applying labels at ultra-high speeds is easier on p-s

label webs than with traditional stop/start methods, because it allows for

higher speeds and provides more-forgiving web handling and control.

The labels for the Coors Silver Ticket are supplied in fanfolded because fanfold labels eliminate the time required for roll change, and these thick labels lay flat in the storage container without curl up. The label supply is positioned away from the application area, facilitating safer and more convenient loading of labels, and an antistatic, flexible infeed track provides a smooth transfer of the web from the container to the applicator.

"The NFL is the most popular sports property in the U.S., and there is tremendous value for Coors Light to be associated with it," says Erik Carlson, Coors Brewing Company, mega promotions manager. "In addition, according to *eWEEK*, about 95 percent of the estimated 75 million avid NFL fans in America never attend a regular-season game. With this in mind, we came up with the Silver Ticket promotion to give adult consumers a chance to experience the sights, sounds and excitement of an NFL game with an ice-cold Coors Light or Coors."



Coors Brewing has been in the forefront of new packaging developments for beer. For a list of stories, go to our **SEARCH ENGINE** at www.packagingdigest.com and enter Coors.

More information is available:

Graphic Packaging International, 770/798-3823. www.graphicpkg.com.
Red Rock Technologies, 612/805-1151. www.interactivepackaging.com.
Smyth Companies, 303/956-7666. www.smythco.com.
Temple Inland, 303/463-7793. www.templeinland.com.

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Drink bottle goes panel-less, ribless

A California marketer launches a new line of 'fruity-licious' beverages aimed to cure hangovers and help other maladies in a high-performing, hot-fillable, PET bottle with a diaphragm in its vacuum-absorbing base that draws liquid upward as it cools.

Lauren R. Hartman, Senior Editor

Natural beverage marketer MD Drinks, Inc., Santa Monica, CA, has launched Function™, a line of physician-developed, all-natural, nutrient-enhanced beverages it deems functional beverages, in a domed-top, 16.9-oz, PowerFlex™ polyethylene terephthalate bottle from **Amcor PET Packaging** (www.amcorpet.com). Derived from science, the fruity beverages were developed when physician Alex Hughes, M.D., teamed up with a Harvard Business School friend and other physicians and founded MD Drinks to develop beverages that combine great taste and convenience with scientific research. Hughes became concerned with drink brands claiming to serve a "functional" purpose. "Nothing in the market had true functionality, and no beverages were taking advantage of deregulation from the 1990s, which made a lot of new, intriguing ingredients available," points out Hughes, a surgeon

at University of California, Los Angeles (UCLA), Hospital.

Dr. Hughes and his colleagues initially decided to pursue a rather different niche for the line—as a cure for hangovers. "Hangovers are a specific need and lend themselves nicely to word-of-mouth marketing," he says. Soon, development began of the company's first "functional drink" named Urban Detox™, which contains a proprietary ingredient blend said to address hangover physiology. The drink is formulated to boost the immune system and help support healthy lungs and sinuses in the face of air pollution and second-hand cigarette smoke. As Dr. Hughes explains, the product development grew larger in scope and soon, two more functional products surfaced: Brainiac™, which contains an "antioxidant synergy" that helps support a healthy memory, mood and mental clarity, and Youth Trip™, which is designed to help keep wrinkles in check with its oral ultraviolet skin protectants. The drinks also aim to improve mental acuity and support



strong connective tissue and bones. "We wanted to take new ingredients and use cutting-edge science to create a line of functional beverages that offer real benefits to consumers that they could feel," explains Dr. Hughes.

With the drink formulations perfected, the product developers had to find a technical partner. "We selected Wild Flavors in Cincinnati," Dr. Hughes adds (see related article on p.42 of this issue). "They're one of the largest and most advanced flavor houses in the country, and experts in developing leading, nutrient-enhanced beverages. This relationship enables us to break new formulation ground and use ingredients that have never been used before in beverages."

Breaking new ground meant MD Drinks also had to choose just the right packaging, and a unique Continued on page 36

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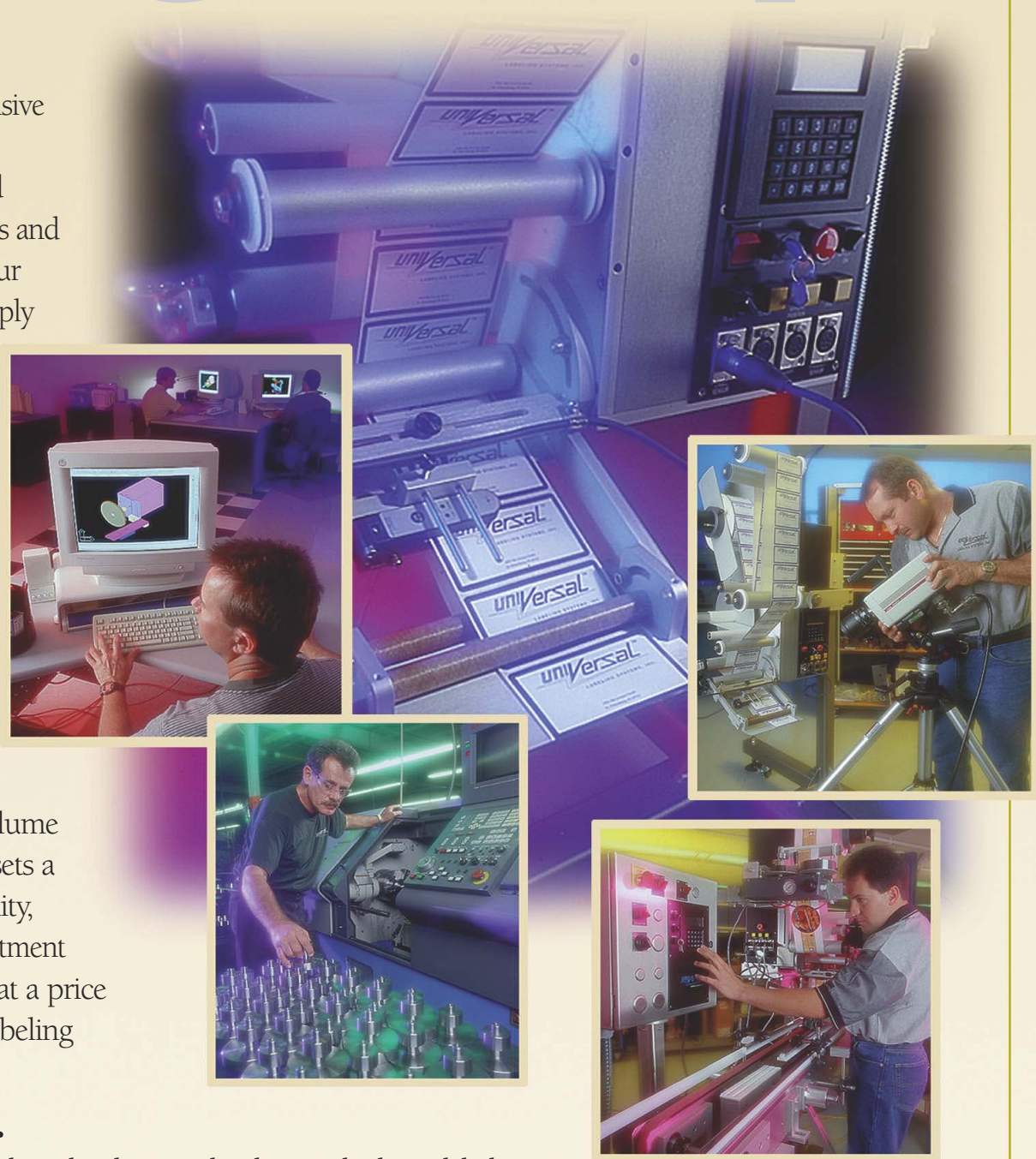
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bottle was critical to the line's success. "Because our drinks are cutting-edge, we wanted the bottle to symbolize a unique look," Dr. Hughes says. "First, we looked at screen-printed glass, but then began to explore PET."

MD Drink's first look at plastic bottle designs was a conventional, hot-fill PET container with panels. But the company really wanted to find a bottle that we could call our own, Dr. Hughes points out. Soon,

copacker **H.A. Rider and Sons** (www.hariderandsons.com), of Watsonville, CA, brought the PowerFlex bottle to the company's attention. With smooth, rib-free walls, the patented bottle has no panels, is smooth and can be hot-filled at temperatures up to 185 deg F. Sidewall panels are usually necessary in hot-fillable containers to absorb the distortion that can occur as a hot beverage cools to room temperature.

Through a combination of design and manufacturing techniques, the bottle's base has a unique diaphragm

that draws upward as the liquid cools. It has the geometric characteristics to enable the inverted, cone-shaped diaphragm to deflect upward as the vacuum is created.

Thus, PowerFlex would be unique, MD reasoned. After the bottle is capped, the filled liquid cools, which, in turn, pulls an internal vacuum that must be dissipated structurally. Not only do the bottle design and vacuum-absorbing base eliminate sidewall panels, but the large label panel is completely smooth, so it provides

a clean billboard for graphics. The absence of sidewall panels can also make the bottle easier to label.

MD Drinks was intrigued. Notes Amcor PET Packaging's vp of business strategies David Andison, "They don't have to worry about mislabeling or missing the vertical bars in applying labels, nor do they have to worry about any ripple effect of labeling over the bottle panels."

MD Drinks uses a stock, 16.9-oz PowerFlex in a domed-shoulder design with a 38-mm neck finish. This version allowed the company to launch quickly without additional tooling costs. Amcor's version takes hot-fillable bottle options to a new level. "Bottles with panels create constraints that dramatically limit design options and a brand owner's ability to use the container to creatively market the product," explains Andison.

Because our drinks are cutting-edge, we also wanted the bottle to symbolize that.

Up until now, many beverage bottlers didn't have a PET alternative that could meet both hot-fill and esthetic objectives for premium juices, teas and isotonic. The geometry of the straight-wall design gives PowerFlex great top-load characteristics. Notes Andison, "The straight wall has no points of stress concentration, which removes the potential of bending."

Amcro assisted the company in its forge through the hurdles and tribulations of the bottle's initial production runs. Says Dr. Hughes, "They were really helpful. They were available during all stages of the bottle's development."

The beverages are distributed on the west coast and in the southwest, with a national expansion expected soon. More product varieties are also in the works. "We still see the unmet demand for beverages that contain ingredients that work," concludes Dr. Hughes. "We are going to satisfy this demand." With that kind of thirst for performance, MD Drinks is on its way to toasting a healthy success.

More information is available:

Amcor PET Packaging, 734/302-2272.
www.amcorpet.com.
H.A. Rider and Sons, 831/722-3882.
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Stick-packer earns its stripes

A new vertical form/fill/seal machine producing stick-packs at Trans-Packers Services Corp. enables the contract blender and packager to add powdered drink mixes to its menu of military meal-program options.

Anne Marie Mohan, Senior Editor

For men and women serving in the military, proper hydration and nutrition are essential to “sustain and enhance the operational effectiveness of the warfighter in all environmental conditions,” relates the Department of Defense Combat Feeding Directorate (CFD). The mission of the CFD, part of the U.S. Army Natick Soldier Center, Natick, MA, is to address the unique combat feeding requirements of each military service, including the Marines, Air Force and Navy, through the use of cutting-edge food-performance and delivery technologies.

On the battleground of budget versus performance, CFD relies heavily on companies in the commercial sector to provide cost-effective food and beverage solutions that are convenient to prepare, appealing to consume and hold up to the rigors of distribution. One such company is Brooklyn-based **Trans-Packers Services Corp.** (TPSC [www.transpackers.com]), which specializes in contract blending and packaging services for the military, as well as for a broad spectrum of institutional and industrial customers.

In business since 1969, TPSC operates more than



A new LDPE vial extrusion/blow/fill/seal line equipped with five vertical pouching machines from Duma facilitates **NEPHRON PHARMACEUTICAL'S** launch of a first-of-a-kind, unit-of-use vial. See www.packagingdigest.com/info/nephron

60+ packaging machines to accommodate a wide range of food and nonfood packaging requirements. But, when the company began getting requests from the military for a powdered drink-mix base in a stick-pack format, it engaged in a recon mission of its own to find the most suitable packaging equipment for the application.

In February, TPSC installed a new Model DMV-4 vertical form/fill/seal machine—the first of this model



The multilane, stick-pack machine uses an auger filler with six tubes, each controlled by its own servo drive, to provide higher filling accuracy and greater product control.

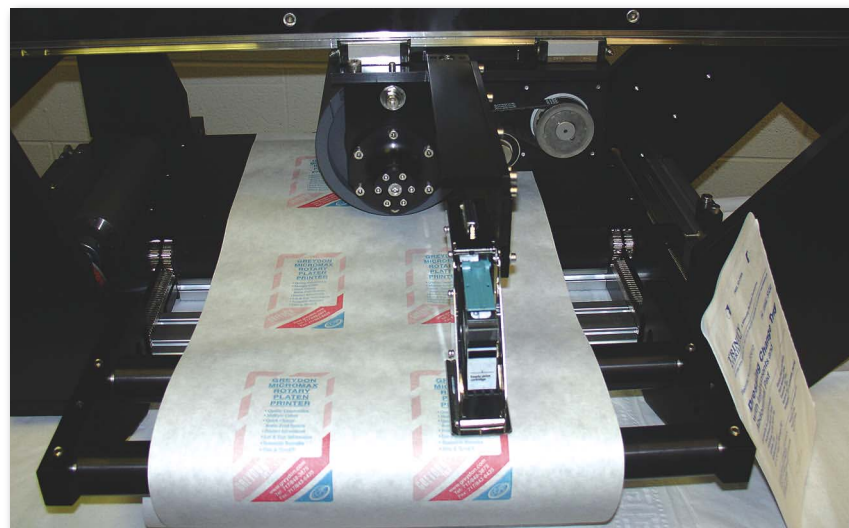
sold in North America—from **Duma Packaging Machinery LLC** (www.dumapackaging.com). Since April of this year, the company has produced in excess of 8 million stick-packs for military and commercial customers.

Second-generation family-owned TPSC operates a 100,000-sq-ft facility that boasts six blenders, four of which are large-capacity blenders, allowing it to blend more than 8 million lb of powdered product per year, as well as a variety of packaging technologies, including canning, miniature bottle filling and bag filling with either horizontal or vertical f/f/s machines, among others. Says company Chief Operating Officer (COO) Lester Weiss, because TPSC is “constantly changing and evolving,” eight of the company’s 120 employees man TPSC’s machine shop. “We have made a business of rebuilding equipment,” Weiss relates.

Among the products TPSC provides the military are miniature bottles of TABASCO® Brand pepper sauce—up to 25 million annually—which accompany the military’s Meals-Ready-to-Eat

Continued on page 40

Greydon's New Flexible Package Printing System Uses Hewlett-Packard Technology and inc.jet, Inc. Components for Medical Device Packaging



Combining thermal inkjet and flexo printing adds variable data capability, keeps costs low.



Greydon, Inc., York, Pa., provides innovative printing solutions for flexible packaging in the meat,

dairy, pharmaceutical and medical industries. The company's hottest new product is the MMP-IJ (IJ for ink jet) retrofittable traversing printer for flexible packaging machines. It incorporates Hewlett-Packard thermal inkjet technology with hardware, electronics and software supplied by HP partner, inc.jet, Inc.

For Greydon customers like Trinity Sterile, Salisbury, Md., a provider of custom sterile kits of various sizes, the MMP-IJ is providing a flexible, low cost solution to medical device package printing requirements.

"The MMP-IJ gives us tremendous flexibility and time savings in the application of expiration dates and lot numbers and has enhanced product traceability," said Jonathan Bourne, production director for Trinity Sterile. "Instead of inserting little slugs into a plate for each new date and lot number, now we just punch a few numbers into a computer board."

In the MMP-IJ system Greydon combines a Jet Engine printer supplied by inc.jet—and using HP cartridges—with the flexographic printing process to provide the best attributes of both technologies.

Flexographic inks with polymer printing plates are a low-cost solution for printing larger areas that remain the same on multiple product runs. The addition of the Jet Engine printer provides the capability to print clear, semi-programmable variable data for each individual package run using durable HP inks that stand up to the downstream sterilization process.

"We've had incredible success with the MMP-IJ because it's a great marriage of these two technologies," said Greg Rochon, president of Greydon.

The first MMP-IJ was installed at Trinity Sterile earlier this year and the company has ordered

The addition of the Jet Engine printer provides the capability to print clear, semi-programmable variable data for each individual package run using durable HP inks that stand up to the downstream sterilization process.

two more systems, one for an existing Multivac packaging machine and the other for a new Multivac R240.

The MMP-IJ is typically installed on an intermittent motion, two-web horizontal form-fill-and-seal packaging machine and is designed to traverse the web during the dwell cycle. The Jet Engine print head is mounted piggyback fashion on the MMP-IJ so that both flexo and inkjet printing is done in a single pass.

The top web of paper or Tyvek® is imprinted

and forms the front of the package. The second or flexible forming web, usually polyvinyl, forms a pocket for the inserted device and becomes the back of the package.

"The Jet Engine inkjet provides value added for our product," said Rochon. "It reduces the number of flexo plates needed, while eliminating the expense of a separate traversing system for a variable data printer.

"HP technology lends itself very well to medical device packaging because the bulk of the substrate material is paper or Tyvek," said Rochon.

Porous package substrates like paper and Tyvek® are required to permit downstream sterilization by the ETO vapor process after the package is filled. Because of this, the ability of HP inks to print on these substrates—while also standing up to high humidity without bleeding—is critical for success.

"We like the inc.jet, Inc./HP system because capital equipment expense is 30 to 40 percent less for our customer and the cost of ownership is low," said Rochon. "The ink may be marginally more expensive than in other inkjets, but that is more than outweighed by the fact that there is no downtime—in effect, the customer gets a new print engine with each new cartridge. Also it is easy for our customers to use—anyone who can run a desktop printer can run this system."

Contacts:

Greydon, Inc.

717-848-3875

www.greydon.com

inc.jet, Inc.

860-823-3090

www.incjet.com

(MREs), nonmelting, cinnamon candies in film bags and a powdered dairy drink in a shaped pouch (see upcoming issue of PD for more information on this product).

When TPSC began investigating equipment to produce the powdered beverage-base stick-packs, it turned to its existing vf/f/s equipment from Transwrap. "But," notes Weiss, "we realized we couldn't produce the required quantities using a Transwrap machine."

Turning to other options, TPSC

contacted Duma and learned about its DMV-4, a multilane, vf/f/s machine designed to produce stick-packs, single-serve packs and sachet-style packaging. Recalls Andrew Egloff, Duma's east coast regional sales manager, "Trans-Packers needed a multilane stick-pack machine that was capable of producing a wide variety of products. Also important to them was having a well-built machine, as well as good customer service and support."

"The DMV-4 is well-built, stainless-steel and robust, with excellent features

capable of producing many different products. Another important feature is our local, U.S. service and support."

Weiss concurs, saying, "With Duma we made the right decision. Their technical support is outstanding."

For military use, TPSC is producing stick-packs measuring $\frac{7}{8}$ -in. W \times $4\frac{3}{4}$ in. L, filled with a granular beverage base in either Lemonade or Raspberry flavors. Other stick-pack applications being produced by the company range in length from 3 to 5 in., with a fixed, $\frac{7}{8}$ -in. width. Following CFD's published specifications



Operators hand-pick filled stick-packs of granular product as they exit the vf/f/s machine in groups of six.

for film and shelf life for military food applications, the stick-pack is constructed of a foil barrier layer, a metallocene sealant layer and an outer PET layer, to provide a shelf life of three years or more. The film is reverse-printed to eliminate rub-off of product information and is supplied by Cadillac Products Packaging (www.cadprod.com), as well as several other suppliers.

The multilane DMV-4 is designed to accommodate up to 14-lane operation. At TPSC, the machine uses an auger filler from Duma with six tubes, each controlled by its own servo drive, which provides higher filling accuracy and better product control, relates Duma. Notes Egloff, "The machine also offers the flexibility to control different lanes independently from one another."

During operation, the film is advanced from a rear-mounted roll through a slitting operation that produces six individual, synchronized lanes. The film is mechanically formed into cylindrical shapes through the use of forming collars. At the forming collars, a heat-seal bar contacts the film to create a seal on the back of the film, forming the cylindrical shape. A horizontal heat-seal bar creates a bottom seal. The film is pulled downward mechanically by horizontal heat-seal bars simultaneously, completing the top seal of the filled stick-pack and the bottom seal of the next stick-pack to be filled. Stick-packs are subsequently cut off and discharged.

Since installing the Duma DMV-4 vf/f/s stick-pack machine, Weiss says he is "very happy with the equipment." He adds, "It's easy to move and easy to set up."

One of the machine's outstanding features, he says, is its open design, which makes it easy for operators to access the machine's mechanical disconnects, resulting in convenient changeover and washdown. "We are definitely looking at opportunities to install more equipment," he concludes.

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Wild Flavors' operations manager Peter Kindzierski demonstrates quick setup of the returnable bulk container, above, which arrives collapsed for easy shipment, below.



Plastic totes drive the flavors 'wild'

Wild Flavors, one of the largest, most advanced beverage-flavor houses in the country, moves from 55-gal drums to 300-gal returnable, plastic intermediate bulk containers that can be tracked via the Internet to transport bulk flavors easily, saving time, labor and material costs.

Lauren R. Hartman, Senior Editor

When it comes to food and beverages, color, taste and flavor are three keys to survival in the marketplace. Just ask Wild Flavors, Inc., considered a leader in delivering innovative flavors, colors and ingredients as well as processing technology to the food and beverage industry. Based minutes from greater Cincinnati in Erlanger, KY, operating in a 190,000-sq-ft facility near a recently opened, 250,000-sq-ft North American distribution center, the company creates flavors and compound flavors for a variety of beverages, syrups and dairy products including yogurt, alcoholic drinks, spritzers and more.

The company also creates flavor systems, liquid and dry colors, a Colors From Nature® line, a Health Ingredient Technology & Solutions® line, spray dry technology and encapsulation technology. Keeping track of all of its shipments could drive any company, well, wild. Wild



For more about **RIGID CONTAINERS**, visit PD's rigid containers info channel at www.packagingdigest.com/info/rigidcontainers

Flavors needed a way to improve product accountability while protecting its products and monitoring its shipments throughout distribution, which currently spans the Midwest. The company plans to go nationwide by year-end.

To transport its fruit flavors for
Continued on page 44

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beverages in bulk, both inbound and outbound, Wild Flavors now uses 300-gal, plastic, intermediate bulk containers (IBCs) from **Container and Pallet Services**, or CAPS (www.useCAPS.com). Replacing 55-gal drums, the collapsible IBCs offer Wild Flavors' customers a convenient container that reduces handling time, labor and costs within its facilities. Provided as a fully outsourced container-management model, according to CAPS, the IBCs allow

Wild Flavors to reduce labor and packaging costs without having to invest in containers, manage the reverse logistics or bear any ongoing cleaning/maintenance costs. And, Wild Flavors no longer has to prepare, delabel or store any bulk packaging.

CAPS' comprehensive tracking service is designed to keep tabs on the IBCs, supported by an Internet-based inventory management system that affords container-fleet accountability. The movement of each container can be

registered and tracked by any Internet access point, practically anywhere, at any time.

Wild Flavors' operations team was also looking for opportunities to improve efficiency. As its business grew, converting from the smaller drums to the IBCs offered a win-win solution for the company and its customers with an easy-to-use container that still offers the same benefits of a one-way tote.

In fact, Wild Flavors employs the totes on a pay-per-use basis in which



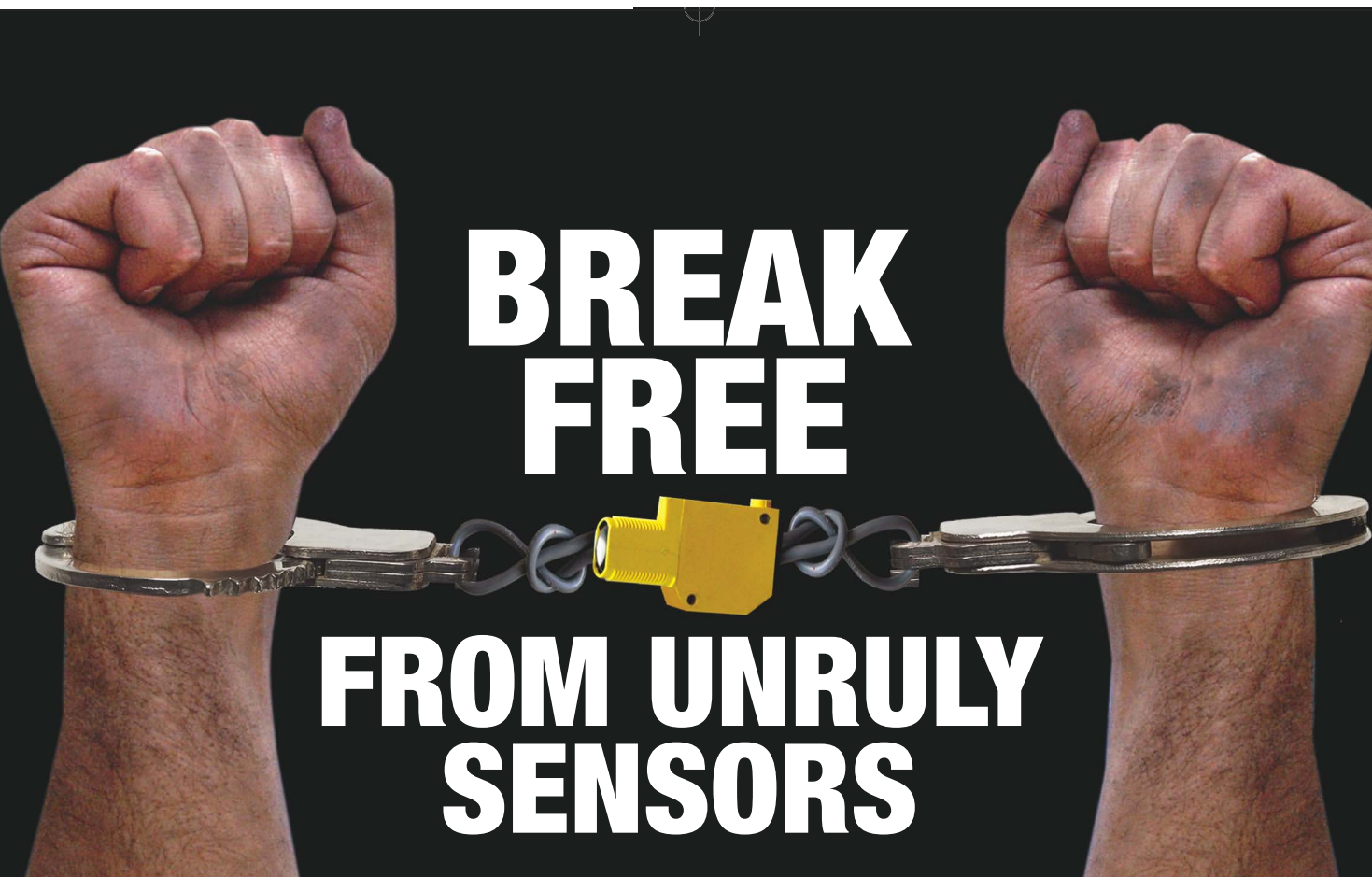
After the outer walls are erected, the form-fitting, three-ply film bag liner can be added, top. The outer HDPE housings, above, are rugged enough to prevent damage from stacking, forklifts and the elements.

it pays for the one-way shipping of the IBCs and CAPS then redistributes the containers through a collection of 14 customer service centers throughout North America. These centers, or depots, provide and reposition the IBCs from end users to manufacturing facilities. From there, reporting is immediately available to help track, trace and manage the containers.

The depots handle container maintenance, such as cleaning, storage and repairs, which relieves Wild Flavors from having to do so. The only thing Wild Flavors has to do is place a container order. "We place the order for containers and set up and fill them," states David Haase, vp of operations.

"The new IBCs also conform to certain food and beverage customers' no-wood policies that restrict wooden pallets in production areas," he adds.

PD learns from Drew Merrill, vp of business development and strategic planning at CAPS, that the customer service center and logistics group in Livonia, MI, handles the repositioning of all IBCs back to an applicable service center. "We leverage such methods of transportation, including boxcar, stack train and more, and have a network of transportation providers," he says. "We have standardized on 300- and 315-gallon IBC types so that we can pool our assets among multiple customers."



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In Wild Flavor's case, approximately five of the 55-gal drums can fit in one of the new IBCs, depending on product weight. They eliminate the need for a wood pallet and strapping and can be stacked five-high when full, although Wild Flavors stacks them two-high. CAPS obtains its knocked-down Arca ComboLife IBCs through **Schoeller Arca Systems** (www.arcausa.com). They come with form-fitting, 3.2-mil, three-ply bag liners from **CDF Corp.** (www.cdf-liners.com), accessories and top- and/or bottom-discharge outlets, along with setup training, technical service and location support. The outer container housings are constructed of high-density polyethylene and are rugged enough to prevent damage from over-stacking and from the elements. The IBCs come with an integral pallet for four-way entry.

"We have yet to exceed the number of trips for any given container," Merrill points out. He adds that the containers also prevent damage from forklifts and to the products inside, and can translate into better relationships with Wild Flavors' customers.

Each week, a number of the containers are delivered to the Wild

IBCs throughout the supply chain.

After the IBCs are filled, they're scanned and shipped to customers. Once emptied by customers who discard the liners and collapse the container, each IBC is picked up by CAPS for repositioning to a nearby service center. The CAPS depot then scans, cleans, inspects and stores them until they're needed for shipment again. CAPS says it works with the customers to ensure a timely return of the containers.

Wild Flavors began using the 300-gal size in January 2006. Each container measures approximately 48×44×44.4 in. OD. Haase says labor and maintenance savings are being evaluated, but the IBCs have reduced filling times: "We've had no damage or loss of product and have improved efficiencies. They do have a favorable impact on our customers' disposal costs. We're very pleased with the containers."

More information is available:

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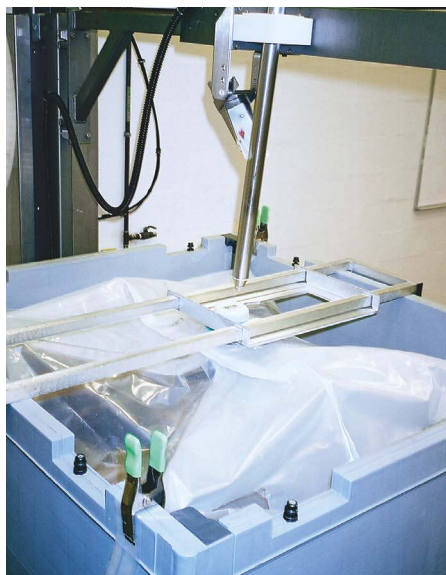
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The heavy-duty film bag liner within the IBC is connected to a single-lane filler that deposits fruity beverage flavor. One IBC equals about five of the 55-gal drums.

Flavors plant in Erlanger from CAPS' Cincinnati service depot for filling on single-lane **Mettler Toledo Hi-Speed** (www.hispeedcheckweigher.com) equipment. Operators first set up the sidewalls and lock them into place with their corner posts, inserting the film liner and activating the filling system. The containers are equipped with an identification label, 3 of 9 linear bar coding and a passive radio-frequency identification (RFID) tag embedded into the base that can be scanned by wireless, hand-held scanners.

The data is uploaded into CAPS' Internet-based CAPS-TRAC™ tracking/inventory-management system database. Thus, Wild Flavors can account for shipment history, damage, loss and other factors as it follows the



In-house label printing cleans up on costs

With the installation of a four-color digital label printer, carpet and upholstery cleaning product and services company Bridgepoint Systems saves 30 percent on packaging costs, while vastly improving its customer response times and bottle label quality.

Anne Marie Mohan, Senior Editor

Begun as a part-time job for three brothers attending college in the early 1970s, the carpet cleaning business of Robert, Gordon and Dave Hanks has grown into a nationwide company that provides wall-to-wall products and services for the professional carpet and upholstery cleaning and restoration industries. Headquartered in Salt Lake City, Bridgepoint Systems prides itself on being a prime resource for products, services and education.

Says Scot Greeno, Bridgepoint's director of manufacturing, purchasing and logistics, "Our mission is to offer comprehensive support to all of our customers, so we offer training, we formulate and bottle chemicals, we manufacture equipment and fairly recently, the company has evolved to encompass the leasing and financing of large equipment and vehicles, as well."

In the area of chemical formulation and manufacturing, Bridgepoint oversees hundreds of stockkeeping units comprising its own brand of
Continued on page 48

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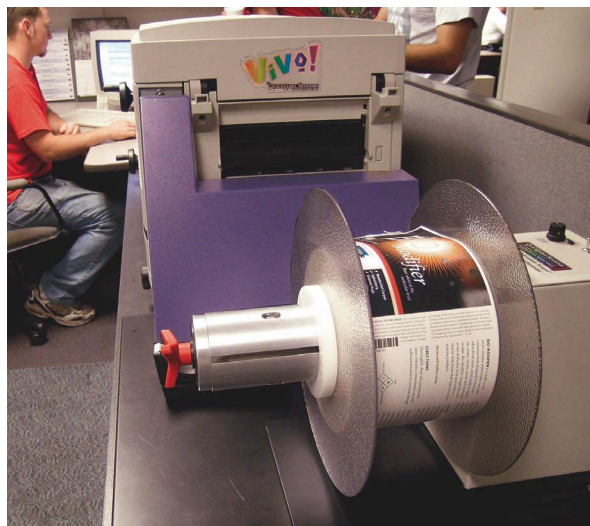
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cleaning products, as well as private-label items, which Greeno says are known for their high-quality ingredients and performance.

Until recently, Bridgepoint relied on an outside source to provide preprinted containers for its vast array of short-run chemical products—a solution that sorely limited the company's speed-to-market capabilities and design flexibility, and tied up a large amount of warehouse space. Last March, the company installed an in-house, four-color digital label printer, the Vivo! from **QuickLabel® Systems, an Astro-Med, Inc. Product Group** (www.quicklabelsystems.com), to provide photo-quality labels, printed and applied on-demand and onsite.

From its humble beginnings, Bridgepoint is now helping to keep carpets and upholstery clean from California to North Carolina, with 12 company stores, 60 independent distributors under the Interlink Supply network and 300 distributors under the Hydro-Force name. From a 50,000-sq-ft, "bursting-at-the-seams" campus in Salt Lake City, Bridgepoint blends and bottles its custom chemical formulations, which include carpet cleaners, soaps, spot removers, deodorizers, protectors, restoration chemicals, wood-floor-care products and tile and grout cleaners, to name a few.

While the company offers its chemicals in package sizes that range from pints to drums, the majority of its sales come from its gallon bottles, Greeno says. He estimates that Bridgepoint produces approximately



Bridgepoint's new press is an electrophotographic printer that uses four imaging drums to print text, graphics and bar codes in four process colors directly from a PC.

0.5 million gal of chemicals per year, filling about 3,000 gal/day at its manufacturing facility.

Traditionally, Bridgepoint had purchased the bottles for its lower-volume products from a screen printer that decorated the containers in two colors, with designs provided by Bridgepoint's in-house graphics team.



Using two, in-house digital color printers from **QUICKLABEL SYSTEMS**, Eastern Shore Tea Co./Baltimore Coffee & Tea saves more than \$150,000 annually. See www.packagingdigest.com/info/easternshore

Among the disadvantages Greeno notes with the use of preprinted bottles was the amount of leadtime required for each order to accommodate the screen printer's

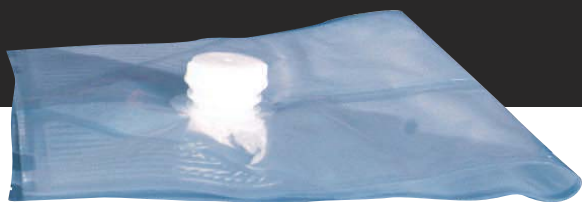
prepress, screen production and printing schedules. "Even though the costs associated with this process were hidden, they were substantial in terms of the lack of response time we could give our customers and our product development folks," he says.

Given that the company has a just-in-time chemical delivery leadtime of one day from local suppliers, having to wait from three weeks for standard bottles to two months for private-label bottles was a frustrating obstacle. "Swings in demand were very difficult to deal with," Greeno says. "We were very inflexible in terms of our production plans." And inevitably, he adds, a batch of product would never fill the same number of bottles, resulting in too few or too many containers at the end of a run.

Another concern was the lack of shelf presence the two-color-printed bottles commanded at the retail level. Due to cost considerations with screen printing, two colors were the maximum Bridgepoint's graphics department had to work with, resulting in simple, copy-heavy, industrial designs.

In March 2005, Bridgepoint began evaluating alternatives to the use of screen-printed bottles. Once it settled on the use of adhesive labels, it quickly zeroed in on QuickLabel's thermal-printing technology, which met its requirements for speed (up to 3,000 labels/day), a label output size up to 18 in. long and reliability. Its only reservation with the equipment was its resolution. However, while Bridgepoint was considering its options, QuickLabel

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released its first four-color, 600-dpi, photo-quality printer, the Vivo!

"In order to project a quality image for our products, we wanted to be able to produce a high-resolution label," says Greeno. "When the Vivo! came out, we saw some samples, and it knocked our socks off."

The floor-standing Vivo! is an electrophotographic printer that uses four imaging drums to print text, graphics and bar codes in four process colors directly from a PC at a speed of 2 in./sec. While Bridgepoint's graphics department uses its own label-design software, it uses the QuickLabel® print-management program suite and Vivo! Windows driver to upload completed designs to the Vivo! printer, where they are then stored until needed.

Turned loose with four-color design capabilities at their disposal, Bridgepoint's graphics group did an overhaul of the labeling for Bridgepoint's 1-gal chemical bottles. The new labels have been designed to better differentiate product lines by using consistent graphics, and include vivid, four-color imagery, along with easily readable product dilution instructions, warnings and medical safety data sheets (MSDS) information—in both English and Spanish—as well as a bar code. According to Greeno, since implementing the new labels, there have been no problems with readability or color consistency.

The label stock, a paper-based, gloss-coated substrate supplied by QuickLabel, has proven to be durable enough to withstand the extremes to which



carpet and upholstery and restoration cleaners subject it to during use, as well. In addition, the labels have shown no tendency to bleed or to lose their adhesion when they come in contact with the bottles' contents.

Bridgepoint is producing three label sizes— $5\frac{3}{4} \times 18\frac{3}{4}$, 5×10 and $5\frac{1}{2} \times 6\frac{3}{4}$ in.—for its gallon, quart and 8- to 12-oz bottle sizes, respectively. The Vivo! can accommodate standard label widths from 3 to 8.1 in., full-bleed labels from 3 to 7.6 in. wide and lengths from 2 to 50 in.

Among the other advantages the company has realized with the new printer is the speed with which it can now turn product around. Instead of quoting its customers two- to three-month turnaround times for private-label products, it can now accommodate orders in two to three weeks, or even days, if required. "It's a huge, competitive advantage in the private-label field," says Greeno. And Bridgepoint can now produce authentic, full-color prototypes in a little as one day, which enhances its sales opportunities.

In terms of measurable costs, because Bridgepoint can now purchase bottles as a commodity, rather

than through its screen printer, it has been able to reduce its total bottling costs, including the label, by about 30 percent.

Space issues have been addressed too, with the elimination of preprinted bottles, freeing up 40 pallet locations formerly occupied by residual bottles.

Bridgepoint is also pleased with the Vivo!'s ease of use. Once label designs are loaded onto the QuickLabel interface, they become part of a drop-down menu easily accessed by bottling technicians. When the technicians get a job order, they set up the printer by ensuring the cleanliness of the machine, loading the print cartridges and labels, and printing a test label to check for registration. Then, they enter the number of labels to be printed and click "print." Says Green, "It's that easy."

With the Vivo! printer paying for itself within "months," Bridgepoint is thrilled with the cost, quality and flexibility the new printer has provided. "Essentially, for the same price as a two-color, screen-printed bottle, we can now produce a four-color label, on-demand, for the same cost," relates Greeno. "The Vivo! is a perfect combination for us. It's robust, very well-made equipment, and cost-wise, it is well-placed."

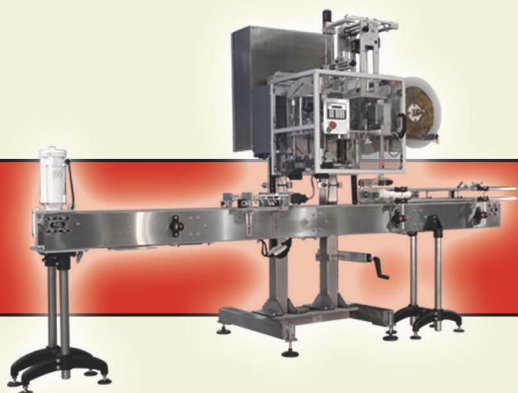
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Recent reports indicate that RFID technology for healthcare and patient and asset tracking could rise by 29 percent within two years.

Printers offer positive patient identification

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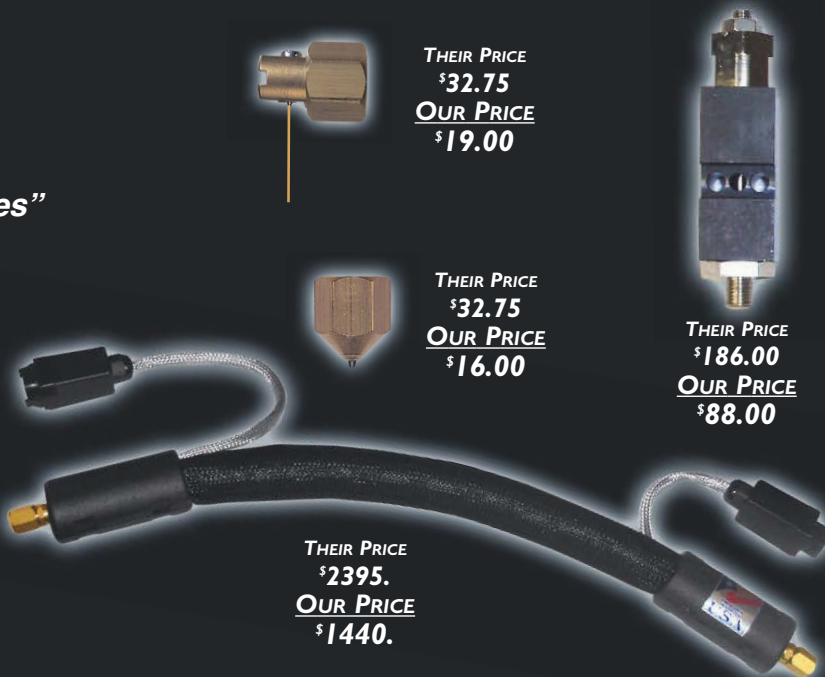
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When You Save Your Company Money...You Save Jobs

Serving more than 700 hospitals, healthcare group purchasing organization Magnet, Inc. adopts on-demand bar-code and radio-frequency identification printing equipment and label supplies for seven regional member organizations as part of a strategy to reduce the medication dispensing errors in hospitals.

Lauren R. Hartman, Senior Editor
With more requirements imposed on the pharmaceutical industry by the Food and Drug Administration

on tracking the supply chain of prescription drug products, more healthcare industry companies are making track-and-trace technology initiatives to improve drug and patient identification. In June, the FDA stated that it considers radio frequency identification (RFID) to be a most promising technology for electronically tracking and documenting the chain of custody for prescription drugs. While not a mandate, the FDA's announcement will probably have positive, long-term effects.

One of the oldest and largest shared-services, healthcare group purchasing organizations (GPO), Magnet, Inc. (for Mid-Atlantic Group of Shared Services), Mechanicsburg, PA, is taking steps toward such improvements.

Magnet serves approximately 12,000 providers, including hospitals, alternate-care facilities and physician practices and clinics. It has a contract portfolio that includes equipment, services, commodities and a newly emerging area of niche/boutique (innovative and cost-reducing) products. Founded during the 1979 Middle Atlantic Health Congress, the company negotiates on the behalf of its hospital and clinic members. Magnet says it has a user-driven philosophy.



Printing out labels for hospital dispensaries can save time and eliminate administration errors versus hand-writing label/test data.

To meet the needs of the individual healthcare provider, it employs a partnership approach, in which Magnet and its vendors can respond quickly to a healthcare organization's needs and to regional healthcare trends. Magnet and its member organizations provide vendors with data and firsthand information regarding what is driving the purchase of services, labels, patient identification supplies, capital equipment and more.

Recently, it signed a three-year agreement with **Zebra Technologies**

(www.zebra.com), whereby Zebra will provide thermal printers, including bar-code and RFID printers, supplies and service agreements to Magnet's seven regional member organizations, which include hospitals and clinics. Some of these may use Zebra products to repackage medications within their pharmacies. All of them provide access to Magnet's portfolio of products and services through local groups operating in 20 states and in the District of Columbia. The individual members then purchase and use the printing equipment for the

marking of a variety of products.

The agreement became effective on April 1. Explains Steven Duke, vp of Magnet, "Our mission is to provide our member organizations with programs and services that reflect the highest standards of quality, safety, reliability and service. We chose to partner with Zebra because of the broad use of its printing applications."

Figures tabulated by the Institute
Continued on page 52

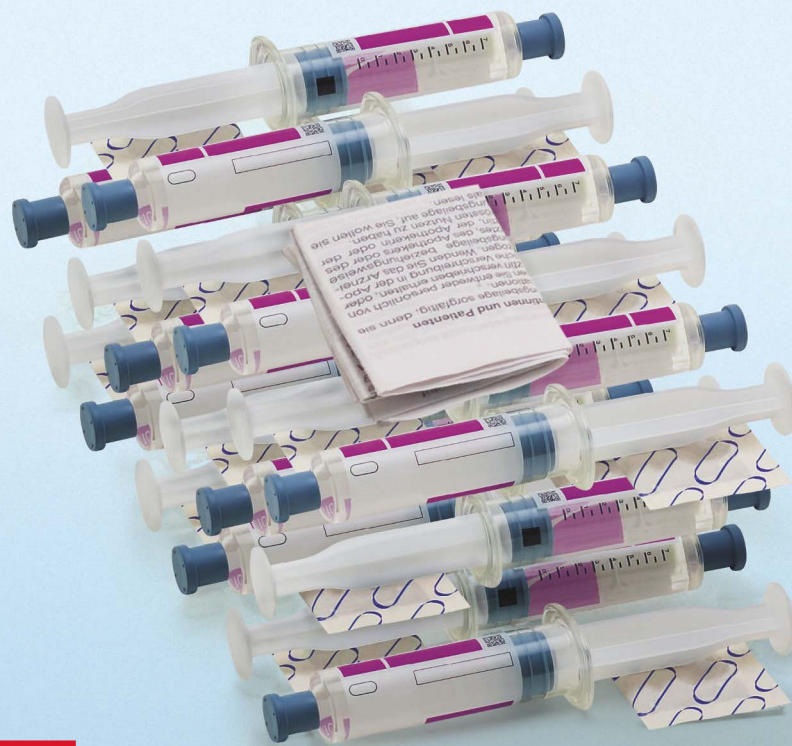
Cardinal Health begins next phase of RFID

In May, Cardinal Health, Dublin, OH, a leading provider of healthcare products and services, began the next phase of an RFID pilot, with the first end-to-end pilot program to test technology that could improve the safety and efficiency of the nation's drug supply. Launched in February, the pilot program involves the application of RFID tags to labels of branded and generic, solid-dose prescription drugs at its Moorestown, NJ, facility. Its Philadelphia facility then encodes electronic product code (EPC) standard data at the bottle, case and pallet levels during the packaging process. The products are then shipped to a Cardinal Health distribution center in Findlay, OH, where the data is read and authenticated and the products are handled in normal operating conditions. Verifying the authenticity of pharmaceuticals along each channel of the distribution path can add an additional layer of security to lessen the chances of bogus drugs from moving into the supply chain. Logistics experts at Cardinal Health analyze the data to zero in on bottlenecks, read rates and other factors that relate to product flow.

"Cardinal Health is the first company in healthcare to comprehensively test RFID technology at the unit level in a real-time setting, starting with product labeling and packaging and then as it travels through the distribution center to when it is received by a customer," related Renard Jackson, executive vp of packaging services for Cardinal Health, at the time of the pilot-phase announcement. "The layer of security and the operational efficiencies this technology adds to the pharmaceutical supply chain would benefit drug manufacturers, pharmacists and ultimately consumers."

Cardinal says it's also working on a separate RFID test with Pfizer to authenticate shipments of Viagra®.

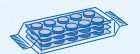
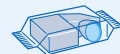
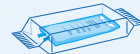
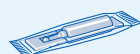
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of Medicine reveal that, though not widespread, roughly 7,000 deaths occur each year as the result of medication-related errors in hospitals. To combat this, on-demand thermal printers and related supplies can help reduce the adverse effects associated with medication administration errors by offering a compliant, precise, bar-code strategy that ensures positive patient identification and builds security.

"With the right strategies and technology solutions in place, hospitals can dramatically reduce the incidence

of medical errors and improve overall safety," notes David Crist, vp of sales for Zebra Technologies. "This agreement allows us to work with Magnet and its members to better meet patient safety goals and to improve the quality of care through proven solutions like bar coding and RFID."

Zebra points out that according to the 17th annual Leadership Survey from the **Healthcare Information and Management Systems Society (HIMSS)** [www.himss.org] in Chicago, which reports the opinions

of information technology (IT) executives from healthcare provider organizations across the U.S. on their use of IT, medical-error reduction and patient safety will remain top business objectives for hospital IT executives in 2006. The most frequently identified technologies respondents plan to implement in the next two years are sign-on/identity management technology, bar-coding technology, speech recognition and personal digital assistants (PDAs). Implementing RFID technology and participating



Magnet's regional member organizations are starting to use bar-code and RFID printers in the repackaging of meds within pharmacies.

in a regional health information organization (RHIO) could increase over the next several years. The report indicates that at this time, about four percent are implementing RFID technology for patient/asset tracking, but that figure is also expected to rise to 29 percent in about two years.

The jump may come for many reasons, notes Zebra's Don Gibb, corporate accounts director for healthcare. "The push nationally for an EMR (electronic medical records) initiative requires more information to travel with the patient, the medication or specimen. The potential for RFID is on the upside for now—most healthcare providers will be happy to implement the technology in phases. The cost savings to the healthcare provider can be significant; approximately \$2,000 is saved for every medication error eliminated. Bedside point-of-care should increase by more than twenty-five percent in that same time period, and its impact will be equally significant, if not more so."

Zebra's specialty printers used by Magnet's members include wireless, mobile and high-volume label and wristband machines designed to accommodate the healthcare market. The healthcare provider and an authorized healthcare equipment reseller determine the specific printer type most suitable. Models comprise but aren't limited to the Z4M thermal label printer, the H 2824 Z direct-thermal wristband printer, which is said to ensure accurate scanning for improved patient safety and privacy, the QL 220 and the Z4M Plus and S4M tabletop vial- and bottle-label printers, which can be used in high-volume applications such as at the pharmacy level. Desktop models (LP 3844 is one example) are also used. The R 2844, a compact RFID printer, is also used to encode smart labels at the point of use, among others. Gibb adds that members notice that the equipment can help solve process issues and are found to save time versus having to hand-write or key in so much information required

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Zebra Technologies Corp.,
847/634-6700. www.zebra.com.
Healthcare Information and
Management Systems Society (HIMSS),
312/664-4467. www.himss.org.

A beautiful perspective on packaging at HBA

HEALTH & BEAUTY AMERICA

The HBA Health & Beauty America show, which runs from Sept. 12 to 14 in New York City, encompasses a healthy dose of packaging.

The 14th annual HBA Health & Beauty America show opens Sept. 12 at the Jacob K. Javits Convention Center in New York City. Co-locating with the show is Inside Beauty, focusing on natural beauty products, and PCITX, the Personal Care Ingredients Technology Expo.

Serving the cosmetics, personal care and fragrance industries, HBA attracts more than 600 exhibitors from around the world. More than 1,100 exhibit booths are presented.

Eric Thoreux, president of Coty Beauty Americas, will deliver the keynote address. His presentation, entitled "Brand Building Innovations," will be on Tues., Sept. 12, at 9 a.m. in the Special Events Hall. The Industry Awards Program and Dinner will be held Sept. 12 from 5:30 to 9 p.m. at the Sheraton New York Hotel and Towers.

For more information on the show, contact the show organizers, CMP Princeton, Inc. at 212/600-3000 or visit the show website at www.hbaexpo.com.

The following exhibitors have a marketing message in this issue:

Gilbreth USA—974: page 5.

IMA Nova Packaging—2230: page 24.

Kaufman Container—215: page 53.

Packaging conferences

All of the packaging conferences are held on Wed., Sept. 13:

"Meet the Package Designers: What You Need to Know About the Creative Process," from 9 to 10:30 a.m.

"Rigid and Flexible Packaging: New Trends and Technologies," from 11 a.m. to 12:30 p.m.

"Prestige Packaging Within Your Budget," from 1 to 2:30 p.m.

"All You'll Ever Need to Know About Dispensers," from 3 to 4:30 p.m.

"Labeling and Decorating: New Ideas," also from 3 to 4:30 p.m.

Other conference tracks include Marketing, Display, Product Development, Special Sessions and Trends/Scapes Theater at Inside Beauty. For information and times, see www.hbaexpo.com.

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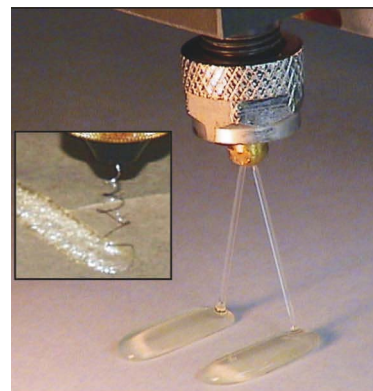
Case packer/palletizer The co. introduces the LRC-700 combination top-load case packer and palletizer. Like all of the co.'s robotic solutions, the new equipment features a range of options, including a variety of infeeds, line tracking, a stainless-steel construction and quick-change, end-of-arm tooling.

Langen Packaging, Inc.,
866/338-7775.
www.langeninc.com



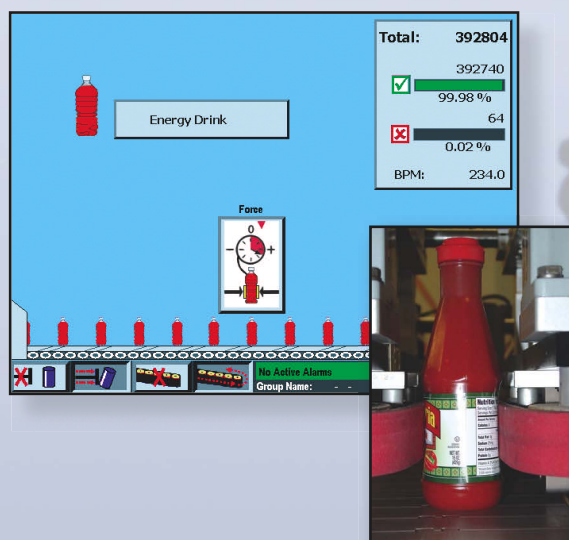
Hot-melt applicators A line of hot-melt applicators is available in contact, noncontact or swirl-spray configurations. The co. says that the applicators can be manual, air-operated or all-electric and can be tailored to virtually any packaging-pattern requirement, including siftproof applications. Swirl-spray applications are said to feature adjustable-width patterns and offer reduced material costs.

Shure-Glue Systems, Inc., 513/874-5581.
www.shure-glue.com



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Inspection system The Model CSD-TS-X high-speed inspection system is a touchscreen PC/Allen-Bradley PLC-based, online, real-time inspection system. Available as a single-point, two-point or three-point system, the unit uses intelligent sensors and smart cameras to meet the quality requirements of the pharmaceutical industry. The system is designed to inspect linear bar codes, 2D bar codes and alphanumeric text strings at up to 2,000 scans/sec.

Nutec Systems, Inc., 609/912-0145.
www.nutecsystems.com



Metal detector Manufacturing its own metal detectors, the co. debuts the AP-MDT, a tunnel-style, conveyorized metal detector geared toward the food products industry, to be built to custom specifications required for individual packaging needs. For the greatest sensitivity, the machine is said to be designed with the smallest possible aperture to obtain exceptional results. Features include variable programming, a choice of audio and/or visual alarms, belt-stopping features and manual or automated reject mechanisms. The co. says the machine will be portable on casters, is tuned for a minimum of vibration interference, exceeds the standard metal-free zone for most metal detectors by a minimum of 25 percent and conforms to all meat and dairy USDA and FDA requirements.

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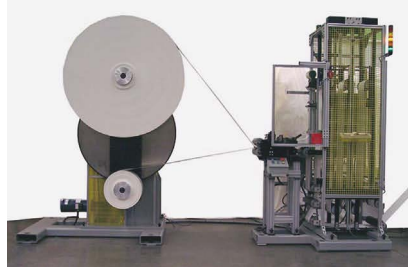
www.packagingdigest.com/eletter

new products equipment

Splicer Said to be suitable for materials including tag, label, board and filmstocks and other materials is the new Model C-TAB-62-10 Turretmaster automatic butt splicer. The co. says the heavy-duty, cantilevered turret unwind design allows rolls up to 62 in. dia to be processed easily, adding that the machine can be prepped to make a one-side tape splice as well as a splice two pieces of tape for standard, gapless splicing.

CTC Intl., 973/228-2300.

www.ctcintl.com



Vibratory feeder Developed for the linear exact feeding of large quantities of bulk materials is the new Model 26C vibratory feeder with what the co. calls its unique Hi-Vi magnetic drive circuit powered by alternately opposing and attracting magnetic forces to provide stability, control and accuracy. The co. says the AC-operated unit feeds up to 4 tons/hr and features a totally enclosed, dust- and moisture-resistant, patented magnetic drive.

Eriez, 888/300-3743.

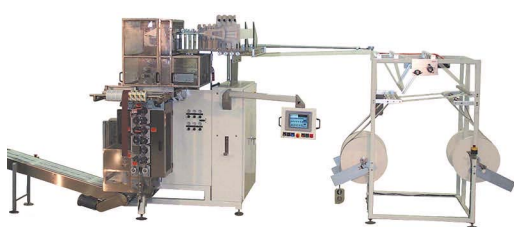
www.eriez.com



Bag lifter With rated capacities to 125 lb, the VT-Series tube lifter is introduced to handle most paper and plastic bags and sacks in agricultural, chemical, food, pharmaceutical and industrial applications, the co. says. Reportedly featuring a vacuum-pad attachment with dual foam seal rings for a secure grip, the lifter lets one person handle loads safely and rapidly, swiveling 360 deg, and is said to be suitable for boxes or pallets. Prices start at \$2,995, depending on the capacity and pad attachment.

Anver Corp., 800/654-3500.

www.anver.com



Towelette tucker The addition of servo-driven tuckers to the co.'s line of towelette/pad/wipes machines is announced by the co., which also has added a "no-homing" feature for more efficient operation. New tuckers reportedly allow for precise positioning and cross folding of towelettes and single-fold pads. The co. also introduces an optional rotary pad knife as an alternative to the standard shear-cut knife.

Circle Packaging Machinery, Inc., 920/983-3420.

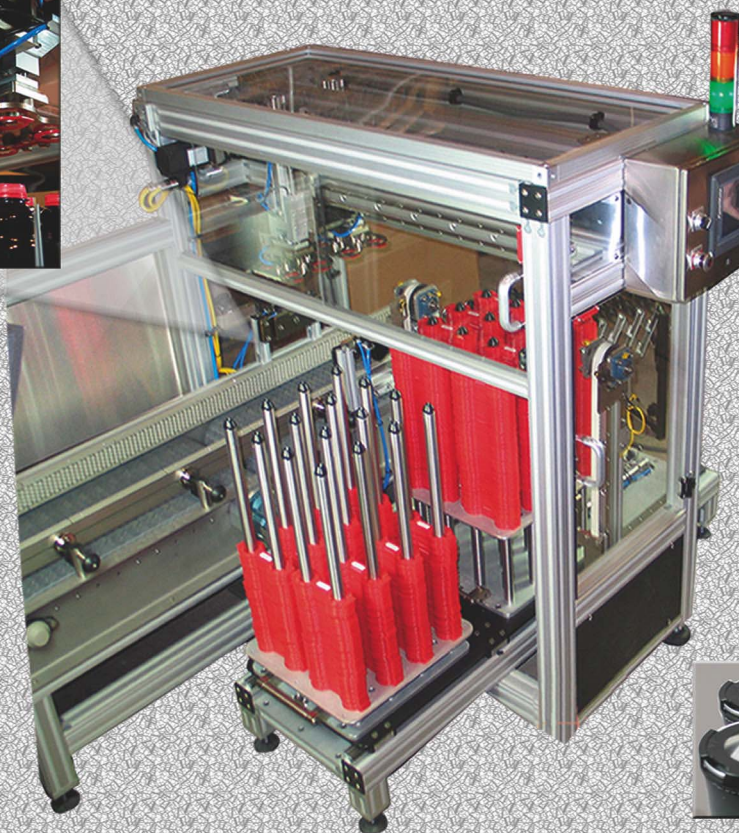
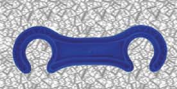
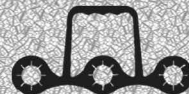
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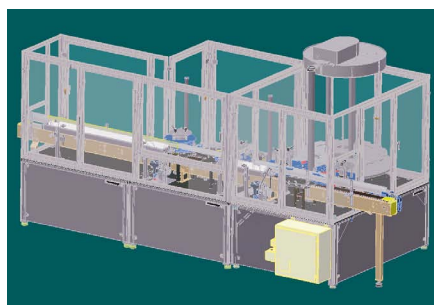
In a joint effort, the co. introduces a series of machines to trim and finish wide-mouth PET containers made from narrow-neck preforms. The machines are integrated with ALPS leak detection systems. Aimed at processing innovations to reduce operating costs, floorspace allocation and conveyors, the development will also reportedly increase line efficiency by controlling critical material handling of empty, unstable containers. The combined systems, rated to 400/min, can incorporate the co.'s DT and MT Series rotary moil trimmers, FT Series flange trimmers and F Series chipless burnishing machines.

Belvac Production Machinery, Inc., 800/423-5822.

www.belvac.com

Air Logic Power Systems, 414/671-3332.

www.alpsleak.com



Flowrapper

Designed for harsh environments in food packaging that require sanitary conditions is the Merlin HSE flowrapper. Said to be available in a full IP65 stainless-steel construction, the wrapper offers single- and twin-jaw options for respective 150- and 200-ppm capability, plus optional twin spindles for quicker film-roll changes. Electronic controls and a touchscreen allow up to 100 product recipes to be stored for fast changeovers, the co. says.

Rose Forgrove, 717/239-5081.

www.rose-forgrove.com



Row feeding

The co. offers a row-distribution system that reportedly automatically feeds up to several thousand products per minute to various individual wrapping machines. For nutrition bars, soft cakes and other products, the system includes row-management conveyors designed with tool-less belts for cleanup ease, with each wrapper module encompassing product turning, light-contact automatic feeders and flowrappers said to be capable of running at speeds to 600 ppm. The system uses Allen-Bradley servo motors and drive controllers combined with a ControlLogix 5000 Series PLC, the co. says.

Campbell Wrapper Corp., 920/983-7100.

www.campbellwrapper.com

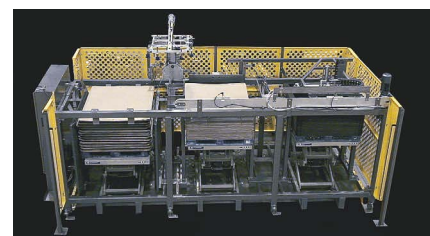


Pad separator

An automated sorting system is rated up to 10 layer pads/min. The Model LT8 Layer Pad and Top Frame Separator, called the first of its kind in the industry by the co., is designed to unstack layer pads and top frames from an incoming mixed stack using three pallet lifts for sorting. Special features include the Model AS889 Autosorter with an Indramat servo drive for removing pads and frames, independent squaring assemblies, a safety-interrupt light curtain and perimeter safety guarding, plus an integrated control system, the co. says.

FleetwoodGoldcoWyard, 630/759-6800.

www.fgwa.com



Shrink packer

With a reported ability to handle unstable products with ease, the co.'s new Contour™ SPS-75 shrink packer uses the co.'s patent-pending Smartrak™ Steady Stream infeed system and patented, pinless metering, the co. says, to eliminate soft-bottle product bridging and to remove gaps that compromise pattern accuracy and continuous product flow. Pinless metering helps improve output while eliminating the damage that pins may cause. Rated to 75 cycles/min, the packer includes a tunnel with advanced heat and airflow management and a servo-driven wrapping wand for exceptional film control, the co. adds.

Douglas Machine, Inc., 320/763-6587.

www.douglas-machine.com



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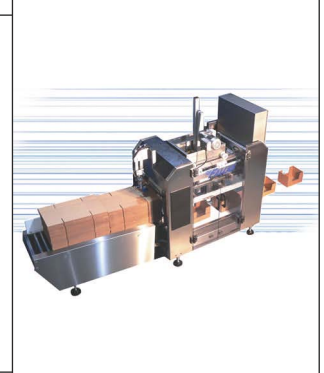
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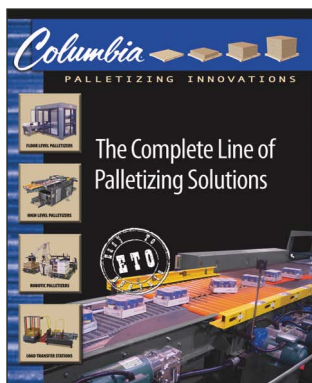
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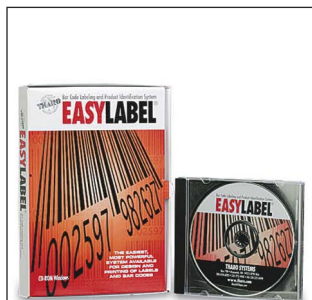
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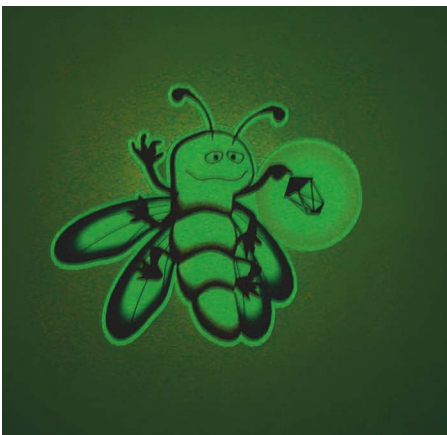
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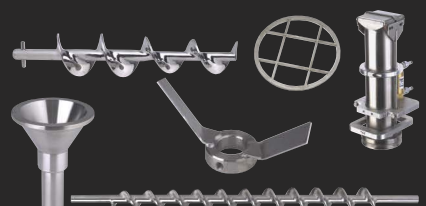
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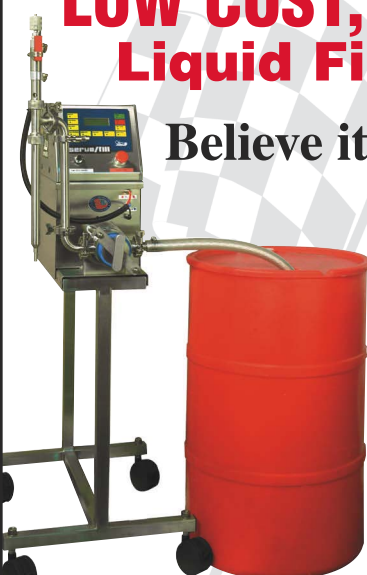
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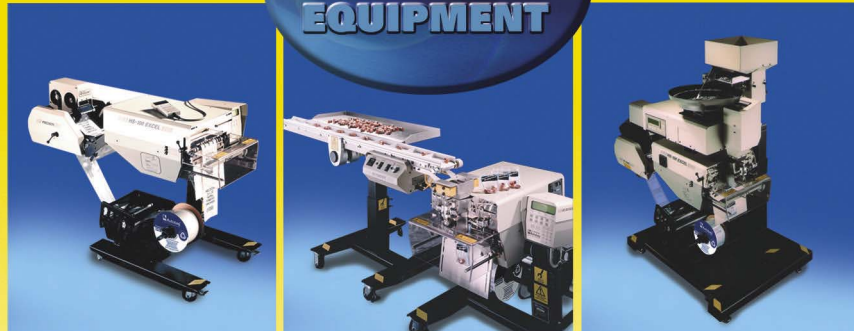
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in Packaging. Hotel Allegro, Chicago.
207/781-9628. www.pira.co.uk.

Sept. 12-14 HBA Health & Beauty
America. Jacob K. Javits Convention
Center, New York City. 212/600-3351.
www.hbaexpo.com.

Sept. 14-15 Product Authentication
& Brand Security Conference &
RFID Forum. Chicago, IL. www.awa-bv.com.

Sept. 17-20 Material Handling &
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www.mhc2006.com.

Sept. 25-27 Proof: Market Research
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Sept. 26-28 Sustainable Packaging
Forum. Crowne Plaza St. Paul
Riverfront. 800/524-7225. www.packstrat.com.

Sept. 26-28 FachPack. Nurnberg
Messe, Nurnberg, Germany. 49 091
86060. www.fachpack.de.

Oct. 2-3 Nova-Pack Europe 2006.
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on PET Containers for Food &
Beverage. Hotel InterContinental
Prague, Prague, Czech Republic.
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Oct 3-5 Intelligent Printing &
Packaging Conference for Gravure.
Crowne Plaza Hotel, Cherry Hill, NJ.
www.gaa.or

Oct. 3-6 Macropak. Jaarbeurs Utrecht,
The Netherlands. 31 30 295 5911.
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Oct. 4 Flexible Packaging Assn.
Fall Executive Conference. Drake
Hotel, Chicago. 410/694-0800. www.flexpack.org.

Oct. 4-6 Paperboard Packaging
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White Sulphur, WV. 703/836-3300.
www.ppcnet.org.

Oct. 4-6 IMLCON 06:
International In-mold Labeling
Conference. Chicago. www.awa-bv.com.

Oct. 4-7 DistriPak USA. McCormick
Place, Chicago. 800/355-6782. www.distripakusa.com

Oct. 8-11 Tag & Label
Manufacturers Annual Meeting.
JW Marriott Hotel, Grande Lakes,
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Oct. 10-11 Label Summit Asia.
Intercontinental Hotel, Bangkok,
Thailand. 44 20 8846 2700. www.labelsummit.com

Oct. 12-13 Nano4Food Conference.
Georgia Technical Research Institute,
Atlanta, GA. Email: Dexter.Johnson@cientifica.com. www.nanofood.info

Oct. 15-18 Graph Expo and
Converting Expo. McCormick Place,
Chicago. 703/264-7200. www.gasc.org

Oct. 17-19 EPC Global U.S.
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Nov. 23-25 International Packtech
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Nov. 28-30 PET Strategies. Grand
Hyatt Hotel, Atlanta. 800/524-7225.
www.packstrat.com.

Dec. 5-6 Printed Electronics USA.
Phoenix, AZ. 44 1223-813703. www.printelec.com

Dec. 14-16 FlexPackCon (Society of
Plastics Engineers). Renaissance Resort
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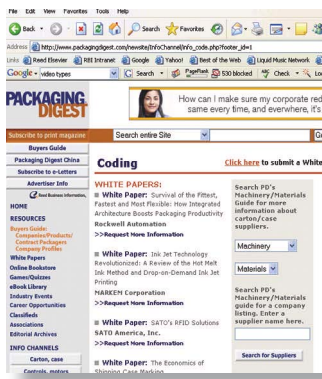
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Kellogg takes healthy products into the pharmacy aisle

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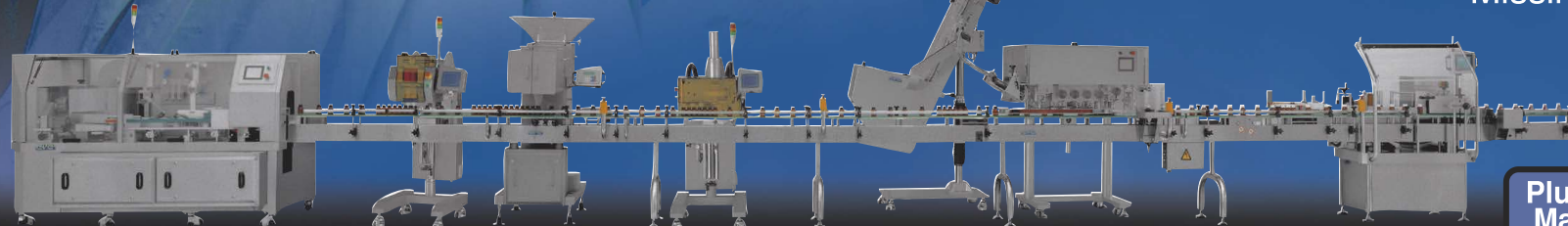
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